



Community lives here.

Asante Foundation
SORED Board of Directors
10/30/2023



asanteforward
transforming the health of our community

AsanteForward

- Transform behavioral health care
- Expand ED in Josephine County
- Heimann Cancer Center and expanded Spears Cancer Center in Grants Pass
- Areas of Excellence in the new pavilion at ARMMC:
 - The Olsrud Family Women's and Children's Hospital
 - Cardiac care
 - Advanced surgical services
 - Critical care
- Age-Friendly health care at Asante Ashland



Campaign results

- \$50 million goal - \$58,455,246 million to date
- 9,230 donors
- Discovery Tour – What's next



Inspiration Moment



Questions?



*"The secret to
success is
constancy of
purpose."*

-Benjamin Disraeli

SORED I Board of Directors Meeting & Retreat

Asante Foundation, Medford

November 14, 2023



**Southern Oregon Regional
Economic Development, Inc.**

Wildly Serious About Business

Chartered in 1987



SORED I Purpose

Mission: Advance business in Southern Oregon to foster economic vitality by helping companies and entrepreneurs launch, relocate, and prosper.

Focus: Traded-sector companies

Vision: Become the most business-friendly region on the west coast



LAUNCH

Ready to successfully launch your new business?

Find out how we can help.



RELOCATE

Are you ready to relocate your business?

Learn why Southern Oregon is the place to be.



PROSPER

Are you ready to grow your existing business?

We can help you take the next step.

Healthcare is a
key industry focus



Regional Presentation



*The Foundation is made up of a team of
professionals with a singular goal:*

**elevating health care for every person in
our region through the transformative
power of philanthropy.**



ANDREA REEDER

**Senior Vice President,
Chief Philanthropy
Officer, Asante**

(541) 789-2590

Agency Updates

✓ SOREDI Values

Integrity
Passion
Collaboration
Ingenuity
Commitment

- ✓ **Season of Thanksgiving!**
- ✓ **Season of Conferences!**
- ✓ **Expansions**
- ✓ **PIER & Rural Capacity**
- ✓ **Innovation Hub**
- ✓ **Priorities**
- ✓ **State of the Rogue Valley
Annual Breakfast Meeting
Thursday, February 29**
- ✓ **Downtown Walking Tour**



Conferences, Professional Development

INITIATIVE 3. TALENT

- ✓ 3.1. **Strengthen partnerships between the region's public sector and private sector**, including economic development organizations, workforce development entities, and educational institutions, to ensure alignment of employer needs and training programs

- **Oregon Economic Development Association (OEDA)** October 8-10, Eugene, Amy & Terrill

Congratulations Amy Browne – Recognized for becoming an Oregon Certified Economic Developer!

- **Wildfire Summit** – October 30-31, Eugene
Terrill (panelist) and Colleen
- **National Association of Development Organizations (NADO)** – November 7-10, Cleveland (Colleen)
- **Working Together Conference**, November 5-7, Bend – Jaymes



- ✓ SOREDI Articles of Inc.
Purpose 2.2 (a)

Encouraging industrial enterprises **to locate new facilities or expand existing facilities within Jackson and Josephine Counties** in order to strengthen and diversify the area economy...



Pacific Wall Systems Expands to Phoenix

Ribbon Cutting and Celebration, 11/13/23



INITIATIVE 5. PLACEMAKING

Nurture an environment that preserves Southern Oregon's quality of life for residents, businesses, and visitors



PIER Wildfire Response, Rural Capacity

- **PIER Selection Committee met on 11/2** – recommended moving forward to OHCS grant application from Phoenix for Planning & Infrastructure.
- **Rural Capacity** grants expected for the current biennium to districts/councils of governments. \$5 m allocation (HB3395), support to housing.



INITIATIVE 2. INNOVATION AND ENTREPREURSHIP

Leverage regional assets to strengthen the innovation and entrepreneurship ecosystem in Southern Oregon

2.2. Support innovation within existing companies. Foster relationships among companies and encourage collaboration.



Innovation Hub Progress

- **Final Plan to be distributed this week.**
- Hub-5 governing committee moving forward in consideration of creating ecosystem steward for 5-year plan, governance structure, partner MOU's.
- Plans to submit grant applications to Business Oregon for implementation funding.



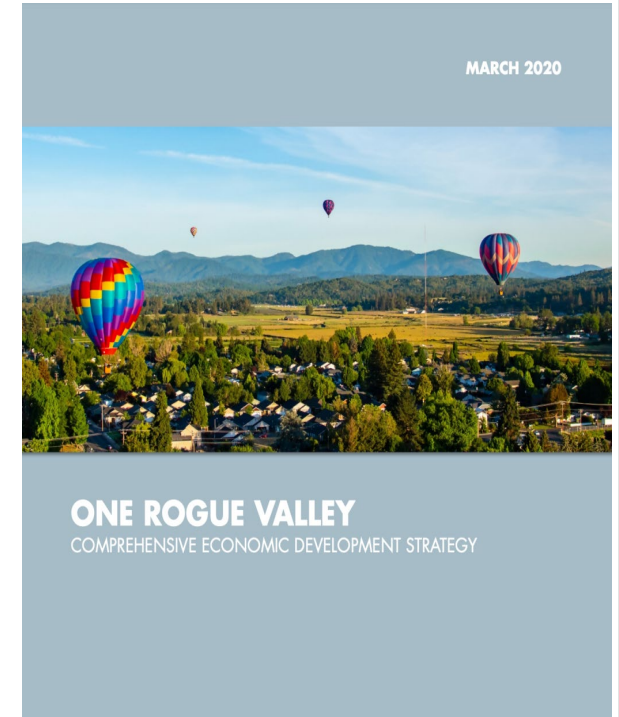
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Key Priorities Moving Forward

- Align with key initiatives within the region's comprehensive economic development strategy
- Increase business engagement to identify needs, provide resources
- Shepherd and provide grant administration/fiscal services for business-focused initiatives (\$\$)
 - *PIER – Planning, Infrastructure, Economic Revitalization (2024-2029) – relief for 2020 Wildfire Event*
 - *Regional Innovation Hub plan implementation*
 - *Rural Capacity (partnership with RVCOG)*
- Increase financial stability
 - *Build loan program revenues*
 - *Continue investment strategy*
 - *Secure membership renewals and new members*
 - *Pursue enterprise zone management fees allowed by Oregon statute*



- Annual State of the Rogue Valley Breakfast

Economist Josh Lehrer
State of Oregon

Partner Panel
Past, Present, Future

Site Consultant
*Workforce, recruitment,
foreign direct investment &
more*

One Rogue Valley Strategy
3-year report card



Regional Strategy: *One* Rogue Valley

SAVE THE DATE!

SORED!
MEMBERSHIP ECONOMIC FORUM

Thursday | February 29 | 8-10:30 am
Breakfast included



ROGUE VALLEY COUNTRY CLUB

INITIATIVE 5. PLACEMAKING

Nurture an environment
that preserves Southern
Oregon's quality of life
for residents, businesses,
and visitors



Placemaking is defined as “the process of making quality places.”

Creating quality places is an essential component of building dynamic and vibrant communities, where people want to live.

Children’s Museum of Southern Oregon – Letter of Support, EDA

Holly Theatre – Letter of Support, Oregon Parks & Recreation

Travel Medford – Letter of Support, Travel Oregon

City of Medford – Letter of Support, Congressmen Wyden and Merkley

El Paraiso - Recipient of Pandemic Relief grant through SOREDI





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Colleen Padilla, Executive Director, colleen@soredi.org

Full digital packet of all reports, and a meeting summary, will be emailed within one week.