

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

*-Benjamin Disraeli*

# SORED I Board of Directors Meeting

Rogue Valley International – Medford Airport, Medford  
February 13, 2024



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.

## ✓ SOREDI Values

Integrity  
Passion  
Collaboration  
Ingenuity  
Commitment



# Call to Order & Welcome

*Chris DuBose, President*

## Why Should a Business Owner Move to Southern Oregon?

Southern Oregon offers a great mix of livability, successful industry, talented employees, and is ideally situated on the West Coast between Portland and San Francisco. It's an ideal place to raise a family and work with a diverse group of community leaders and business owners, all while enjoying a successful career. You really can have it all in Southern Oregon.

**Fun Fact:** Chris has been part of Southern Oregon since 2001

## Book Recommendations:

*Liars Poker* by Michael Lewis

**Movie Recommendations:** All types of movies!





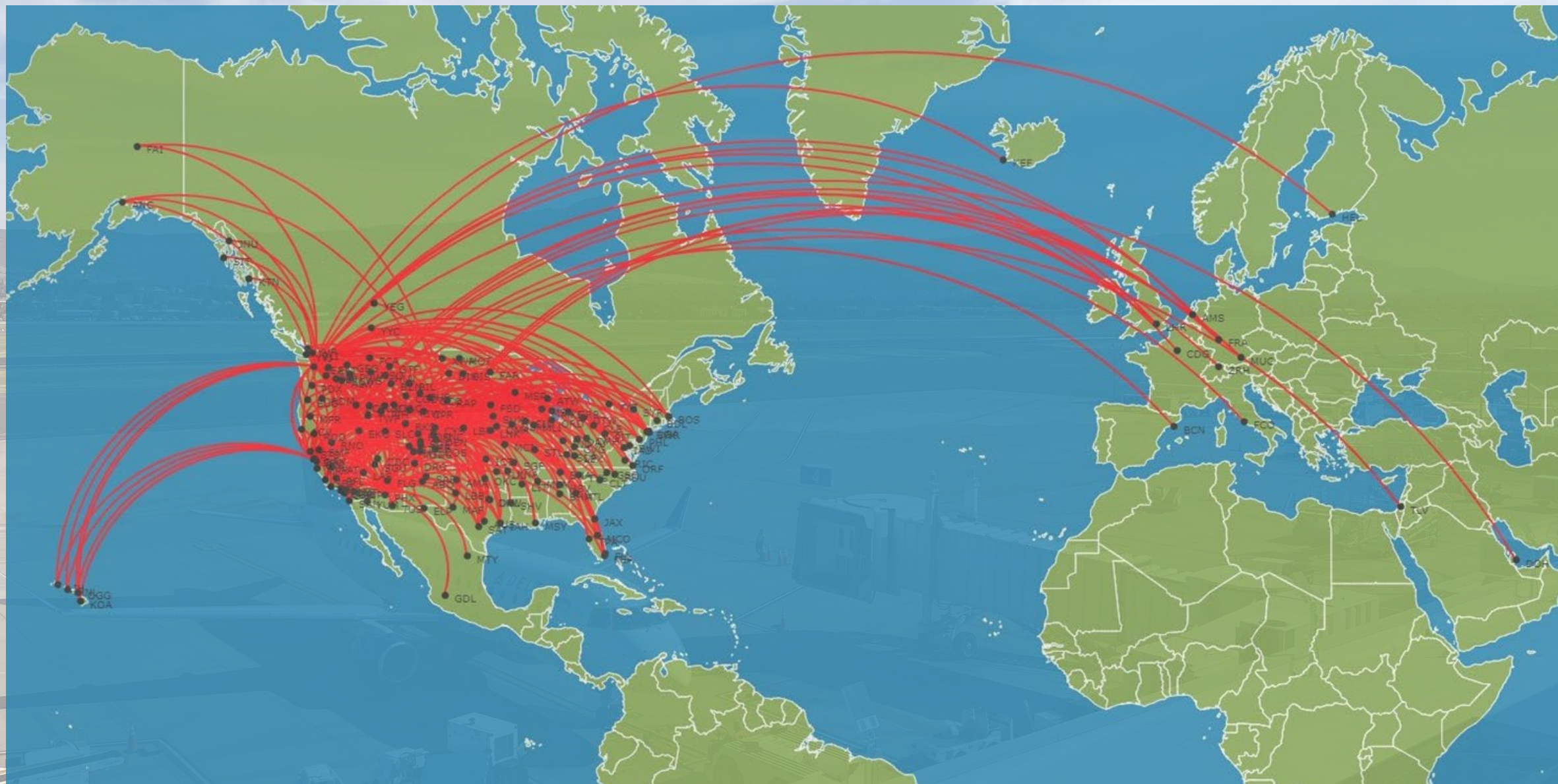
MEDFORD

MFR - HEART OF THE ROGUE

FEBRUARY 2024

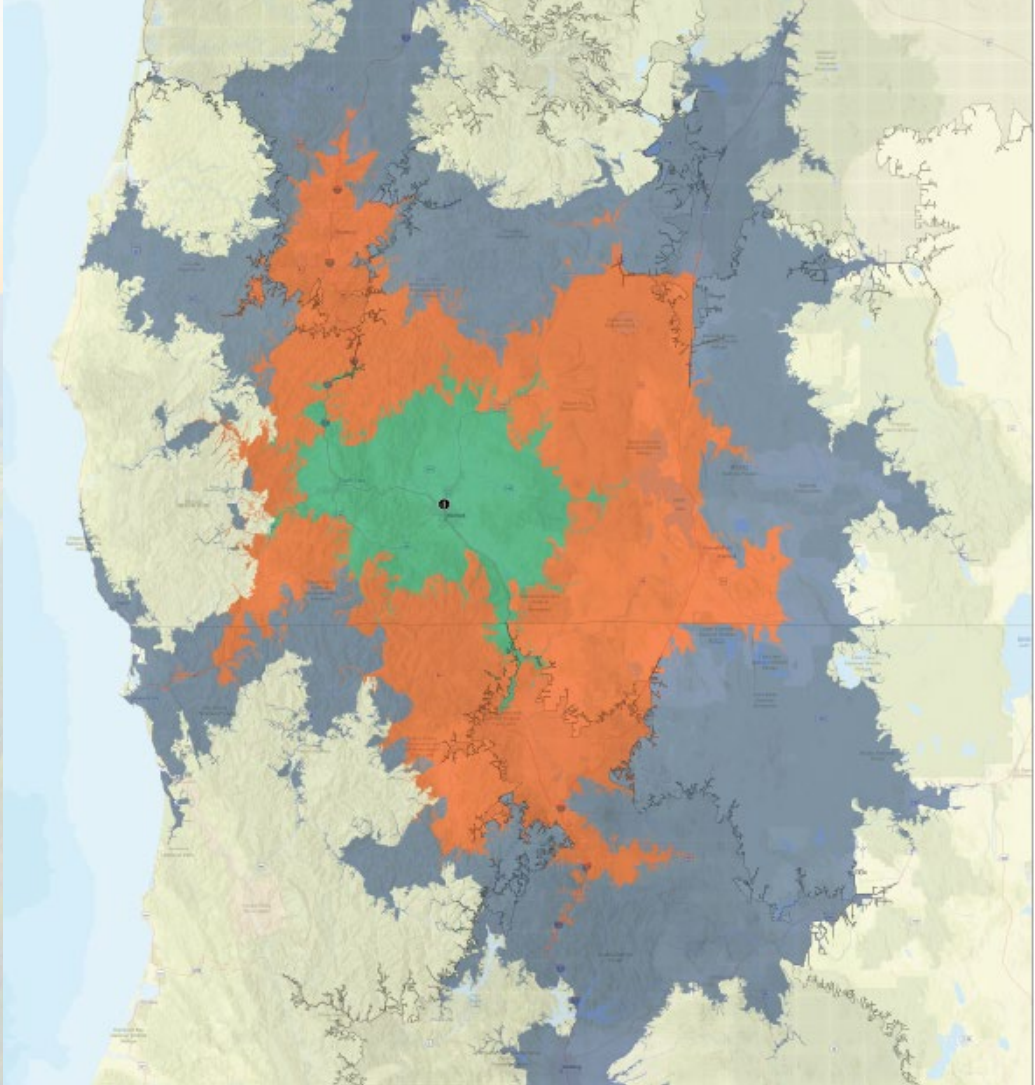


# ONE-STOP CONNECTIONS TO THE WORLD



Source: Airline Data, Inc. (One-Stop Connections)





# CATCHMENT AREA

The Rogue Valley International - Medford Airport catchment area includes all areas of southern Oregon as well as northern California within a two+ hour drive of the airport.

**Medford MSA Population Estimate**  
312,917 as of the 2020 U.S. Census.

## Medford Airport Catchment Area

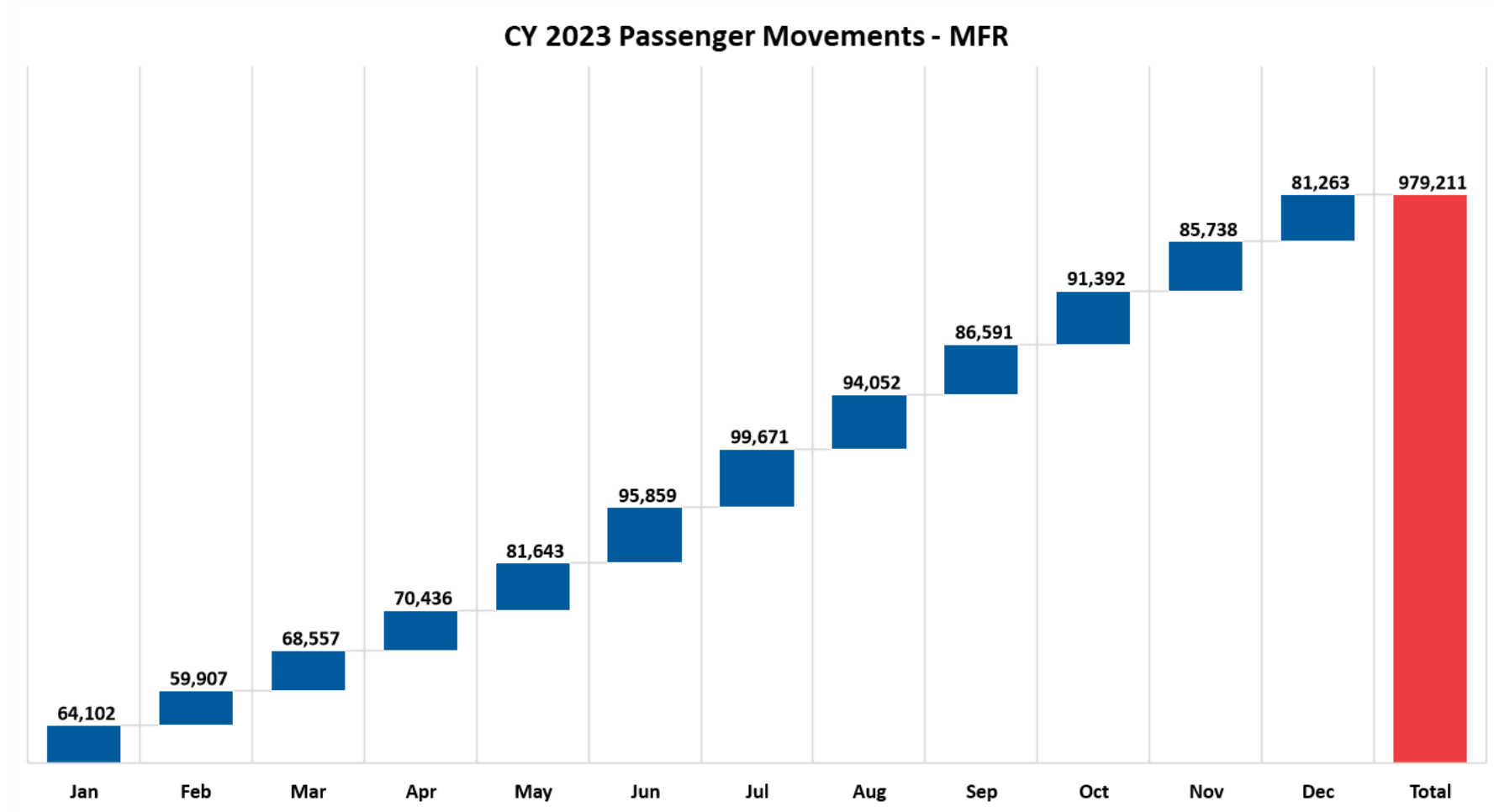
The one-hour catchment area is home to 279,000 people and the two-hour catchment area is home to 800,000+ people.

## Counties Within the Catchment Area

Jackson, Josephine, Klamath, Douglas, Lake, Curry, Coos, Siskiyou, Del Norte, Modoc, Shasta, and Trinity

# 2023

In 2023, MFR served 979k passengers – 5% below 2022 and the 4<sup>th</sup> largest total ever.



Source: MFR Airport

# TERMINAL EXPANSION



2023/2024 – Planning Phase

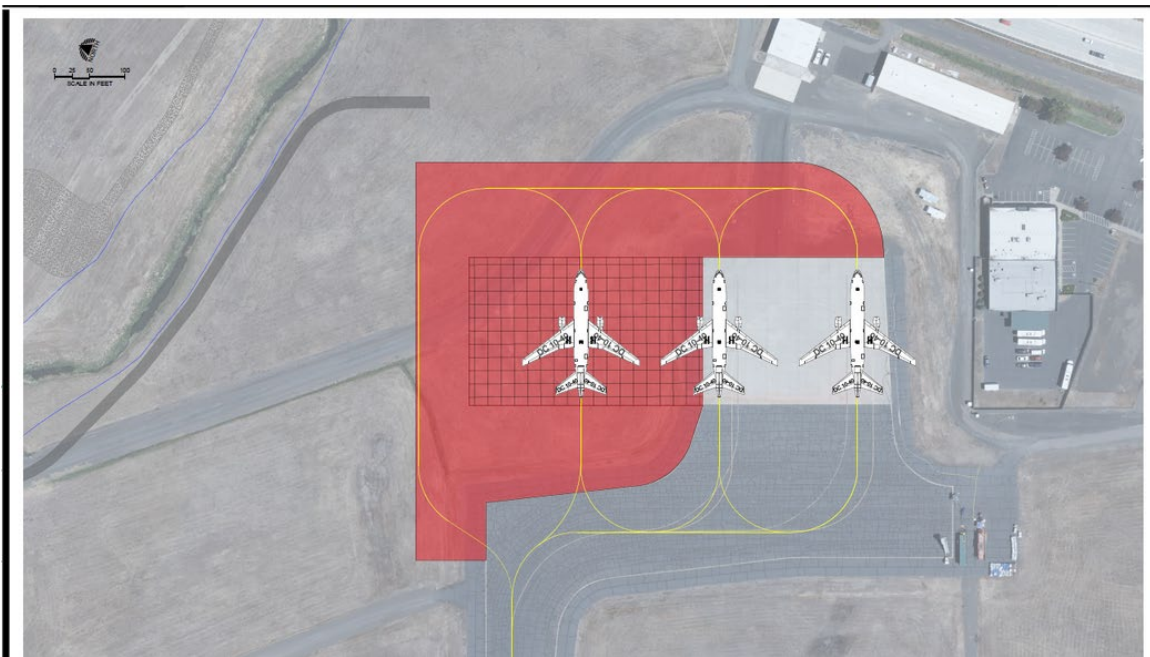
2024/2025 – Design Phase

2025/2026 – Construction – Phase 1

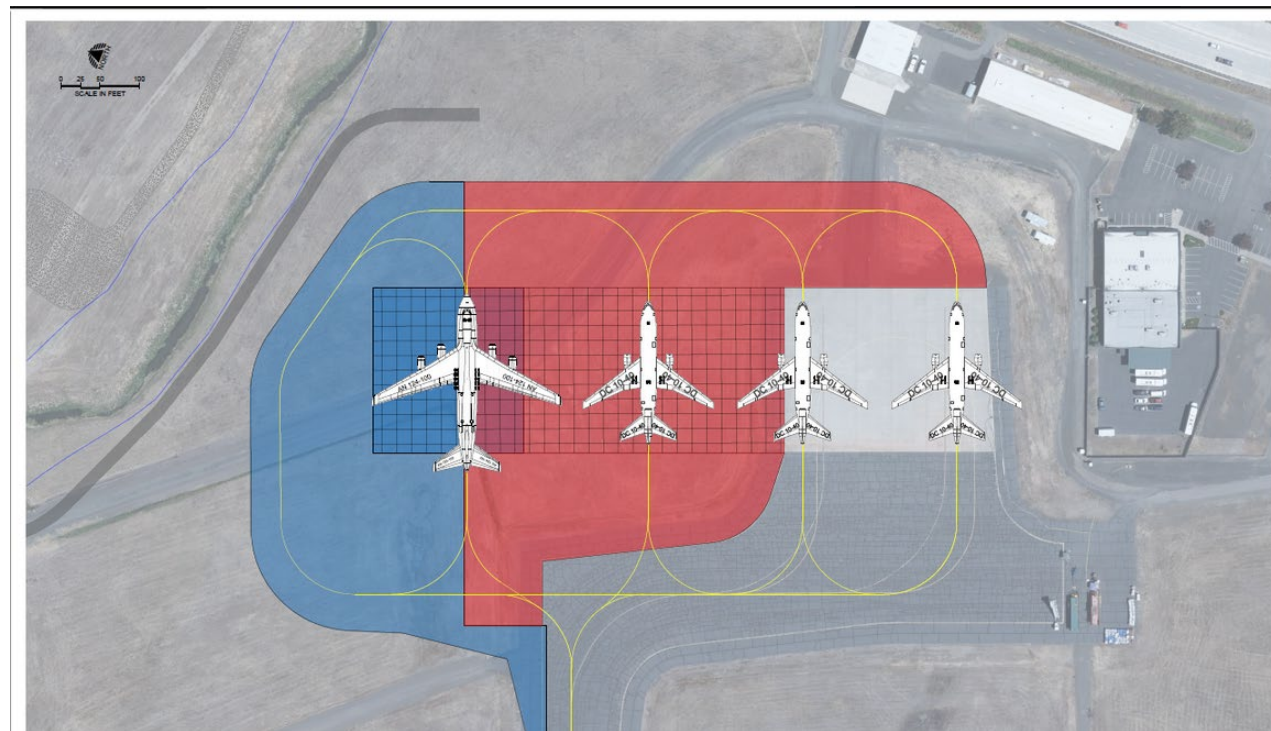


# EAST APRON EXPANSION PHASE 1 & 2

Phase 1

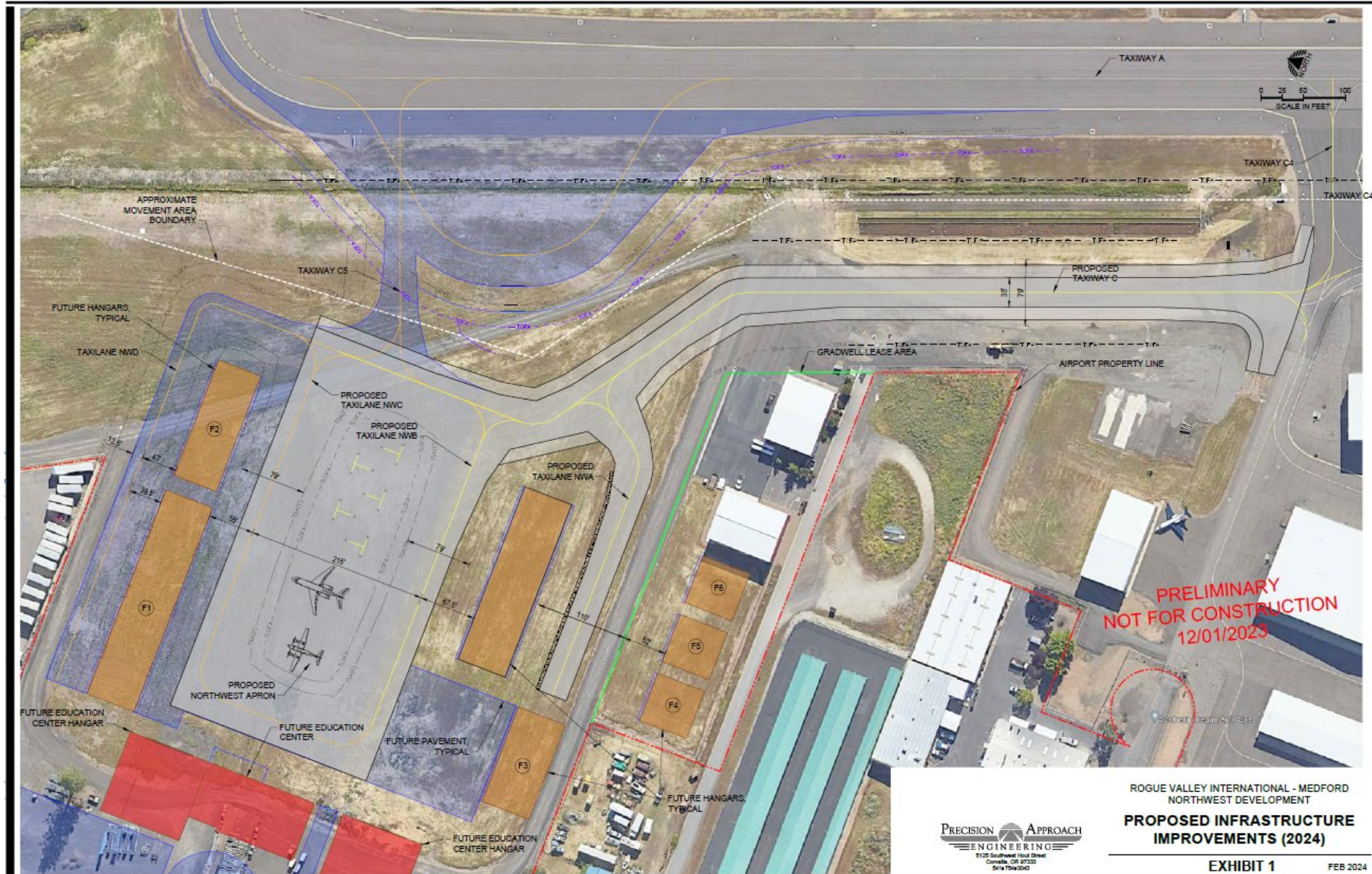


Phase 2





# PROPOSED NW DEVELOPMENT - 2024



We are designing the paving and infrastructure improvements for the NW Development site.



# APRON & HANGAR DEVELOPMENT - 2024

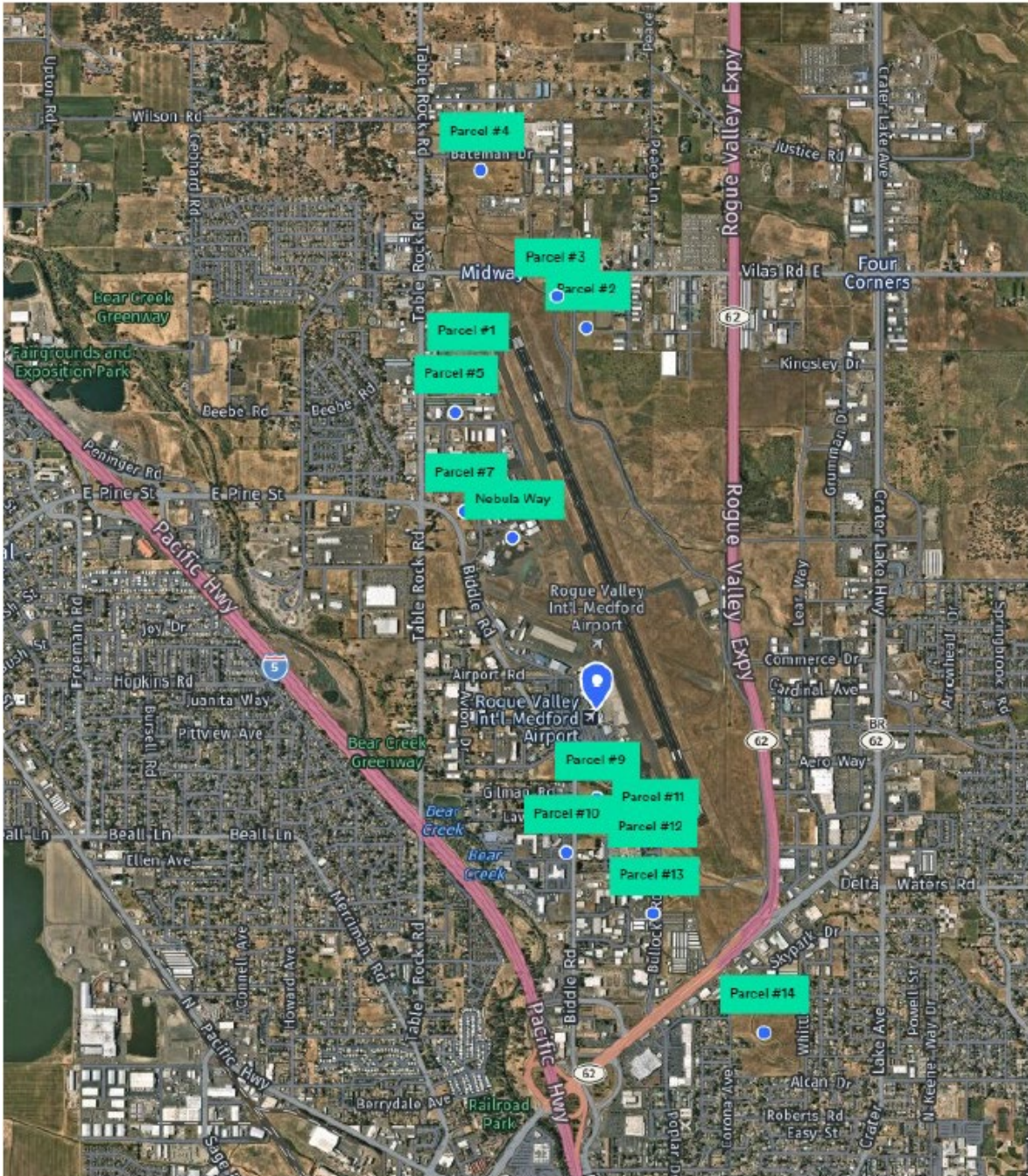


The possible layout of Phase 2 is shown here. This will likely change based on FAA input and demand for certain types of hangars.

Phase 1 of the apron project is completed and we are in negotiations with prospective clients.



# AVAILABLE LAND - 2024



We are currently focused on the identified available land parcels and are engaged in continuing discussions. We remain hopeful that a hotel will be constructed on a portion of Parcel #9.



QUESTIONS?



## INITIATIVE 2. INNOVATION AND ENTREPRENEURSHIP

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



# Business Update – Croman Corp

***Brian Beattie, Director of Operations***





- Croman Corp

2/13/2024





- Croman Corp

2/13/2024





- Croman Corp

2/13/2024

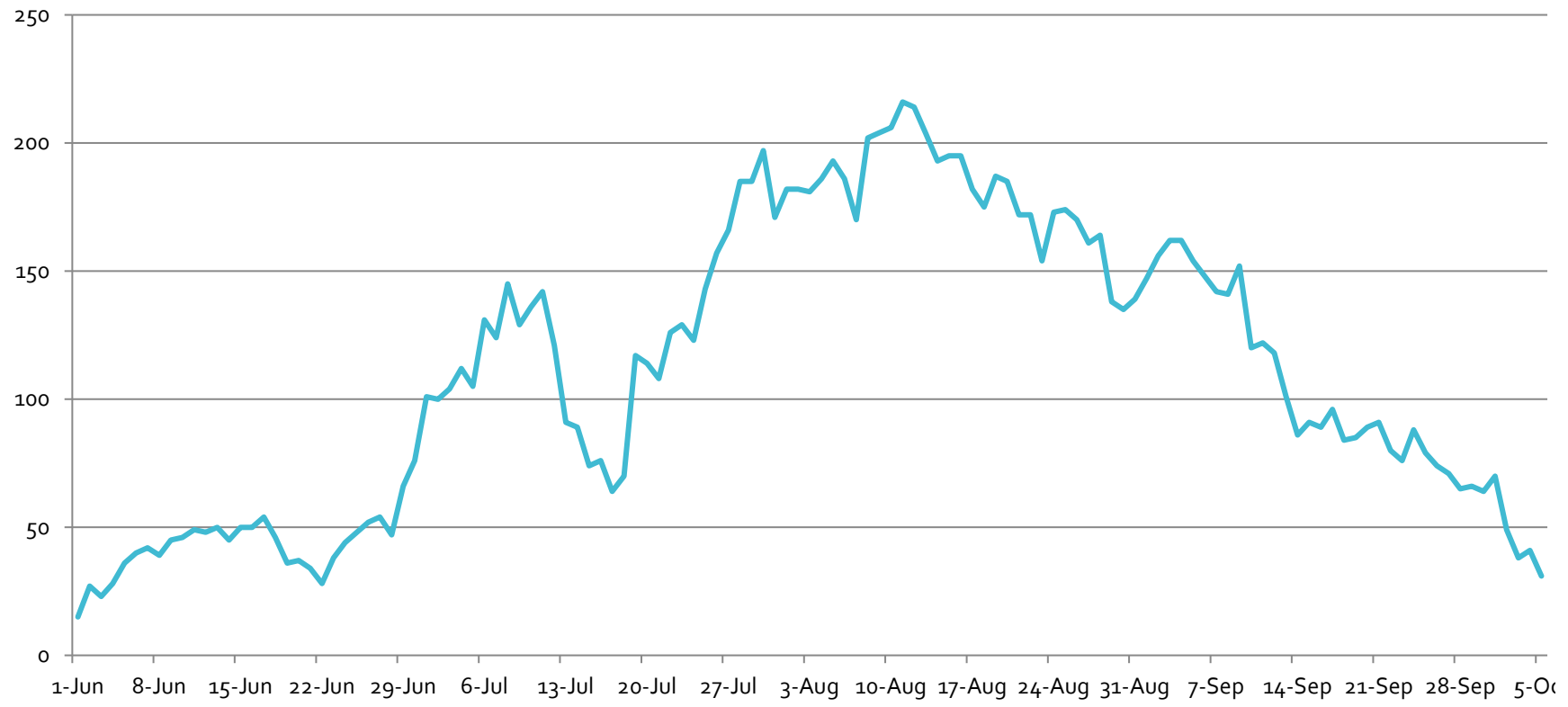


- Croman Corp

2/13/2024



## Number of Helicopters Assigned Each Day



# Executive Committee Report

*Tom Fischer, Board Vice President*

*Business Recruitment & Retention (BRR) Committee Chair*

## ✓ SOREDI Values

Integrity  
Passion  
Collaboration  
Ingenuity  
Commitment

### **Why Should a Business Owner Move to Southern Oregon?**

There is a high quality of life—not the horrendous traffic of metropolitan areas. People in Southern Oregon generally know how to take time away from work to accomplish other goals.

**Fun Fact:** Tom is one out of ten children!

### **Book Recommendations:**

*Resurrection* by Leo Tolstoy;

*How to Change Your Mind* by Michael Pollen

**Movie Recommendations:** Out of Africa





## ✓ SOREDI Values

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# Consent Agenda, SOREDI Financials\*

*Kaycee Miller, Secretary/Treasurer*

## Why Should a Business Owner Move to Southern Oregon?

Southern Oregon is the ideal place to live, work, and play. With mountain views calling you to come explore the beautiful outdoors, you'll always be able to find an adventure that's right for you, from hiking or skiing to wine tasting or attending an outdoor concert. We are a region of community support and success, welcoming residents, visitors, and newcomers alike.

**Fun Fact:** Kaycee loves to play ping pong, is decent at juggling, and even better at making fresh pasta.



*\* Financials @ 12-31-23 presented by Amy Browne, SOREDI Operations Manager*

✓ INITIATIVE 1.  
BUSINESS DEVELOPMENT

INITIATIVE 2.  
INNOVATION AND  
ENTREPRENEURSHIP

INITIATIVE 3.  
TALENT

INITIATIVE 4.  
TOURISM

INITIATIVE 5.  
PLACEMAKING

# Agency Report

*Colleen Padilla, Executive Director*

- ✓ *Lost and Found*
- ✓ *Project Adventure: Heather's Choice*
- ✓ *Elected Officials Event Recap*
- ✓ *State of the Rogue Valley Breakfast*
- ✓ *One Rogue Valley CEDS Report*



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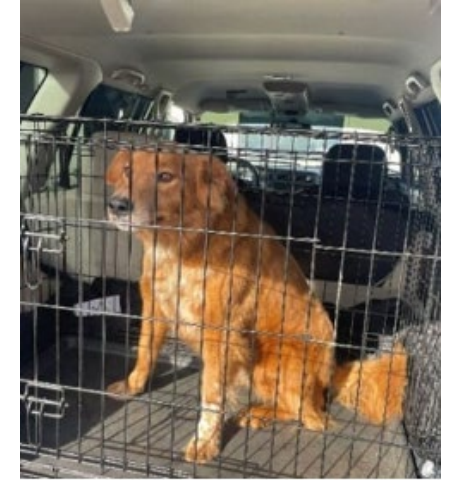
INITIATIVE 5.  
PLACEMAKING



# Lost and Found

Notes from Colleen's Desk:  
February 8, 2024

*Aside from the dog, another found treasure  
– a little history respective to membership  
and diversification in revenues ...*



Membership is a critical component of the annual budget, supported by 15 jurisdictions and many private sector partners, allowing the agency to provide complimentary services to all businesses.

**In June 1988, 48% of the agency's total revenues for its first full year of operations was jurisdictional membership, supporting one staff member and programs.**

**In June 2023, 27% of agency revenues were derived from jurisdictional support for five staff members and programs.**



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# Project Adventure

## Heather's Choice, Relocation to Ashland

- Currently based in Anchorage
- Dehydrated Food Manufacturer
- Reached out to SOREDI in February 2023
- Had considered Bend area
- Seeking to reduce transportation costs
- Referred by real estate broker
- Lease and tenant improvements planned at former Maranatha Nut Butter plant in Ashland
- Enterprise Zone Applicant, 15-20 jobs
- Revolving Loan Program Discussions; company is still working on necessary financing
- Recently appeared on Shark Tank
- Partners: Business Oregon, Rogue Workforce Partnership, City of Ashland



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PLACEMAKING



# Elected Officials Mixer Recap

*Colleen Padilla, Executive Director*

## Great job SOREDI Staff!

- ✓ 12 of 15 jurisdictions represented
- ✓ 5 State representatives
- ✓ 34 attendees

## Two other partner organizations:

Rogue Valley Council of Governments

Rogue Workforce Partnership

*Special thanks to the City of Central Point  
for use of their Council Chambers.*



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# State of the Rogue Valley Breakfast

February 29, 8-11 am - Rogue Valley Country Club

- Breakfast opens at 7:45 am
- Program begins promptly at 8:15 am

**Early Bird Member Tickets - \$30 – includes breakfast; non-members \$40. After February 15, \$50.**

## Speakers

Josh Lehner, Oregon Economist

Paige Webster, Webster Global Site Selectors

**Industry Panel** – Met One, Valley Immediate Care, Pacific Wall Systems.

*Moderated by Breanne Eagles, Moss Adams*

**Partner Panel** – RCC SBDC, Ashland Chamber of Commerce, Rogue Workforce Partnership, Local Entrepreneur.

*Moderated by Kaycee Miller, Rentec*





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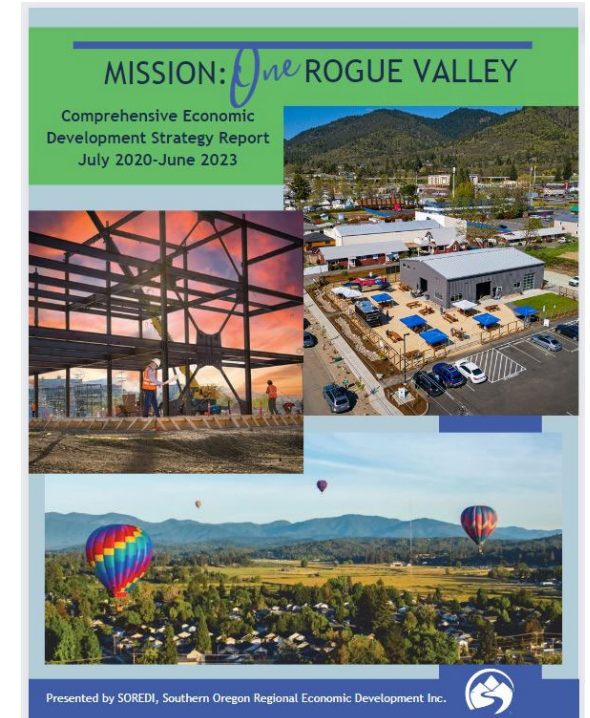
INITIATIVE 5.  
PLACEMAKING



# One Rogue Valley CEDS Report

The name "One Rogue Valley" embodies the vision for Southern Oregon that includes Jackson and Josephine Counties as a united region that prioritizes collaboration.

- ✓ The CEDS is a required 5-year strategy for all economic development districts
- ✓ Completed 20-page printed publication which will be provided to all attendees at our State of the Rogue Valley Breakfast
- ✓ Snippets (pre-meeting slides)
- ✓ Loan Program Page in Board Packets



✓ SECTION 1. GOVERNANCE

The government of SOREDI shall be vested in the Board of Directors which shall have control of its property and the direction of its affairs.

# Strategy, Priorities & Roundtable Sharing

**1) Staff Member Sharing – Key Activities**

**2) Vevox Survey Results**

**3) New Business**

**4) March Agenda Build**

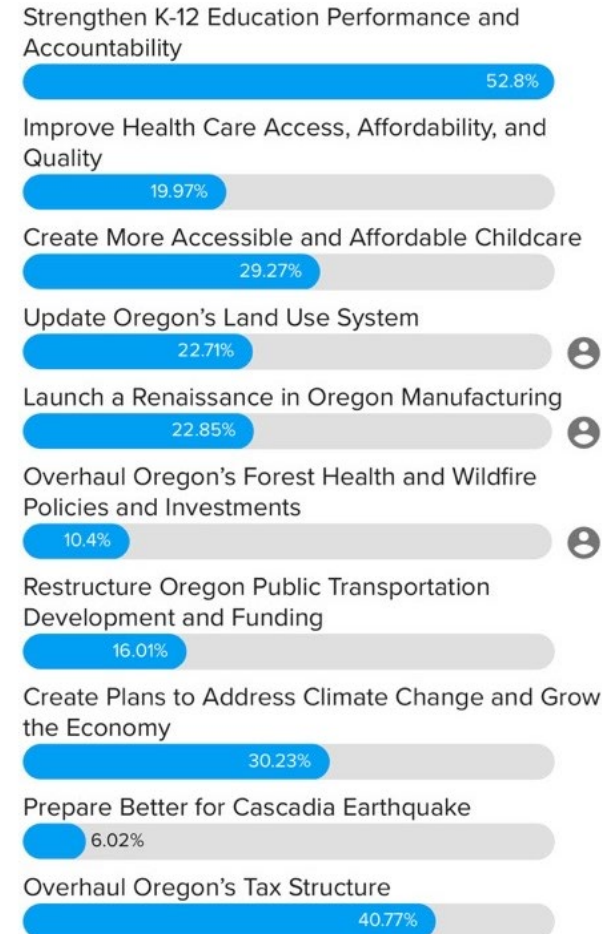
*March 12 - Rogue X, Medford*



## ✓ SECTION 1. GOVERNANCE

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## Vevox Survey Results from OEDD Conference







Southern Oregon Regional  
Economic Development, Inc.

*Wildly Serious About Business*

Colleen Padilla, Executive Director, [colleen@soredi.org](mailto:colleen@soredi.org)

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