

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

-Benjamin Disraeli

SORED I Board of Directors Meeting

Taprock Northwest Grill

April 9, 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.

Call to Order, Welcome

Chris DuBose, Board President

✓ SOREDI Values

Integrity
Passion
Collaboration
Ingenuity
Commitment

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.

Book Recommendations: *Liars Poker* by Michael Lewis

Movie Recommendations: All types of movies!



✓ SOREDI Values

Integrity
Passion
Collaboration
Ingenuity
Commitment



Consent Agenda

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.



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING

Agency Report

Colleen Padilla, Executive Director

- 1) Staff Member Sharing – Key Activities
- 2) **Membership Sustains SOREDI**
- 3) HB3395 – Housing Funds
- 4) **PIER – What now?**
- 5) Loan Program Updates
- 6) **Enterprise Zone Management Updates**
- 7) May Agenda Build - Budget, Board Member Changes, and Agency Sustainability

May 12, Pacific Power in Medford



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Staff Member Sharing – Key Activities

- Amy Browne, Operations Manager
- Carrie Bohl, Communications & Business Support Manager
- Jaymes Tadlock, Business Development Manager



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



New Business Development Manager

- The Executive Committee recommended at it's January meeting the hiring of another business development manager to fill gaps in agency staffing, prevent burnout for existing staff, and **amplify the primary work of the agency** (our North Star)!

Strengthen the region's business retention and expansion (BRE) program. A strong BRE strategy is essential for a successful economic development organization, as the bulk of job creation (and contraction) comes from established businesses.

- **Staff recommendation to use SOREDI reserves now for this hire. Prospective candidate, full staff interview on April 22. Hopeful start by mid-May.**
- Staff is working on 3-year internal business development and revenue plan – to be presented to the EC on April 23, Board approval on May 14.

✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Membership Provides a Sustainable Base

- **Ensure thoughtful, sustainable, and equitable economic growth by strategically promoting the region as a destination for business expansion and relocation.**
 - *Jurisdictional Membership adjusts with 2024-25 Budget. Modest overall net increase of \$2,366.50 to the SOREDI Budget (1%). Private Membership rates not expected to increase.*
 - *June 1988 – 48% of budget supported by jurisdictions; today 27%*

Based on the FYE June 2023 Budget, Total Revenues = \$784,422

- Membership (all) = 46.4% (Jurisdictions = 58.69%, Private = 41.31%)
- SOREDI Loan Program (admin draw from our own loan funds) = 21.4%
- Contracts (variable year to year) = 20.5%
- EDA Planner Grant = 9.6% (\$75,000 year, has not changed since 2004. Currently being discussed in Congress for reauthorization with hope to increase district planning grants to \$100K)
- Event Registrations/Sponsorships = 1.5%
- Miscellaneous Income = .5%

INITIATIVE 5. PLACEMAKING

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

Housing, Housing, Housing!

- ✓ HB3395 has provided for a \$5 million allocation to be funneled through the Economic Development Districts (11) and Recognized Tribes (9)
- ✓ Funds from DAS, administered through the Oregon Economic Development District Association (OEDDA). **Each District expected to receive approximately \$400,000 grant; SOREDI is budgeting a modest 10% administrative fee over two fiscal years - \$20K each fiscal year.**
- ✓ Purpose: Housing and Community Development Capacity for Low to Moderate Income (LMI) and Workforce Housing, in coordination with needs of cities and counties. Details forthcoming.
- ✓ **Timing: Expected SOREDI Budget/Timing over new two fiscal years, but based on Immediate opportunities and demand.**



✓ **INITIATIVE 1.
BUSINESS DEVELOPMENT**

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



PIER – Now What?

- ✓ **May 2022 – SOREDI advocated for funds to be allocated from OHCS to also assist businesses impacted by the 2020 Wildfires. 10% was allocated to a new program called PIER – Planning, Infrastructure and Economic Revitalization – about \$13.9 million (though \$8m already existed for Planning & Infrastructure)**
- ✓ After pulling our own application for funding to directly assist businesses via loans/grants, SOREDI worked on learning/preparing to be a sub-recipient of funds to help other agencies carry out direct assistance to businesses, which would provide separation of duties and necessitate a grant coordinator position be created, with funding through PIER to support that position.
- ✓ **As of April 4, with no advance notice of this decision, OHCS has determined they will not use sub-recipients.**
- ✓ SOREDI staff is now considering what technical services may still be rendered to help revitalize the business community and expects to submit a grant application for a future round.
- ✓ **Bottom Line: extreme disappointment with OHCS.**



✓ **INITIATIVE 1.
BUSINESS DEVELOPMENT**

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Loan Program Updates

- ✓ **Recent new business development loan, approved last month by the Loan Committee to assist new Ashland Restaurant – The Noble Fox.**
- ✓ Loan Committee member changes forthcoming. Currently consists of banking partners, CPA, and entrepreneur, SBDC advisor, and SOREDI Executive Director.
- ✓ LC will be working on updated Work Plan to bump maximum lending amount to \$500k, more competitive interest rate structure, and Other strategies to increase the loan Portfolio.
- ✓ Loan Program Manager currently on Medical Leave, full full loan program report, including Loan Loss Reserves for board approval, moved to August.
- ✓ Expected increase investment in software programs For the loan program expected with 2024-25 Budget.

THE NOBLE FOX TO TAKE OVER THE
FORMER STANDING STONE BREWING
DJ. | October 24, 2023 | Beer news | 3 Comments



✓ **INITIATIVE 1.
BUSINESS DEVELOPMENT**

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Enterprise Zone Management Updates

- ✓ **32 open Authorizations in 4 zones, annual 2024 filings nearly complete in cooperation with both county assessors and Business Oregon**
 - One significant claw back of back taxes expected due to closure of business (Jackson County)
 - One business elected to cancel application and pay back taxes, due to significant changes in their market (Medford)
- ✓ **4 new Enterprise Zone benefit conversations in March**
 - One application received and approved by the Jackson County Assessor for Sunday Afternoons who will begin construction on their new facility in Talent that was destroyed by the 2020 Wildfires.
 - Other expected applications, timing unknown, for: a tech company HQ (Medford), a hotel development (Medford), and a manufacturer (Medford).
- ✓ **SOREDI currently provides Enterprise Zone Management as a Complimentary service.**
 - We expect to pursue management fee, as allowed by State Statue in the next fiscal year. Based on only the 4 applications approved thus far in the current fiscal year, the fee to SOREDI would have been nearly \$28,000.



**SORED
Foundation**

2024 Bowlarama – June 6, Lava Lanes!!

Team Sign Ups Now - \$1,000 (5-person team)

Includes lane monitor signage, drink tickets, taco buffet, and advertisement in the SOREDI Foundation "Bowletin".

24 team spots remain!



May Agenda – Budget, Board Member Changes, and Agency Sustainability

May 12, Pacific Power in Medford

June Agenda – Changes in Leadership, New Board Member Welcome, Herb Pharm Tour & Social

June 11, Herb Pharm in Williams



**Southern Oregon Regional
Economic Development, Inc.**
Wildly Serious About Business

Colleen Padilla, Executive Director, colleen@soredi.org

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