

SORED I Board of Directors Meeting

Providence Medford Medical Center

March 11, 2025



SORED! Purpose

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

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.



Providence Medford Medical Center

Matt Newell, PT, MS, DPT, OCS
Director of Business Development

SOREDI Board Meeting 03.11.2025



Reflection

“...faith, foresight, and flexibility.”



Who we are.

Providence Health System

➤ Our Mission:

As expressions of God's healing love, witnessed through the ministry of Jesus, we are steadfast in serving all, especially those who are poor and vulnerable.

➤ Values:

Compassion

Dignity

Justice

Excellence

Integrity

➤ Vision:

Health for a Better World

➤ Promise:

"Know me, care for me, ease my way."



Providence Health System & Southern Oregon Service Area

Quick History:

- Established by the **Sisters of Providence**, a community of Roman Catholic sisters founded in Montreal, Quebec in the 1850s, who established a mission at Fort Vancouver and a hospital in Portland, Oregon. In **1859, the Sisters incorporated their work**, creating the network of health care services known as **Providence Health & Services**.
- The original **Medford facility**, known as Sacred Heart Hospital, was established by the Sisters of Providence in **1911**.
- **Providence Medford Medical Center** moved to its **current location in 1966**. The move to a more modern facility marked a significant transition, allowing for expanded services and improved medical care for the Medford community and surrounding areas.

Providence Health System & Southern Oregon Service Area

System level:

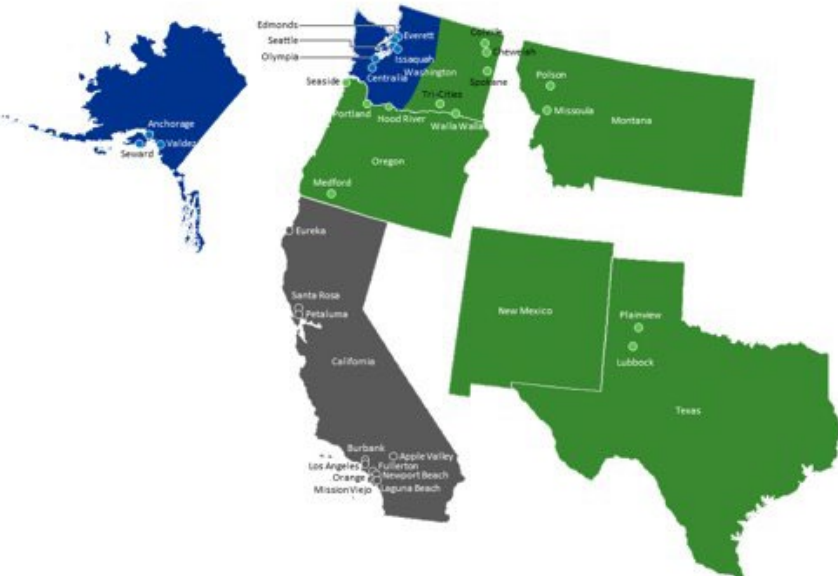
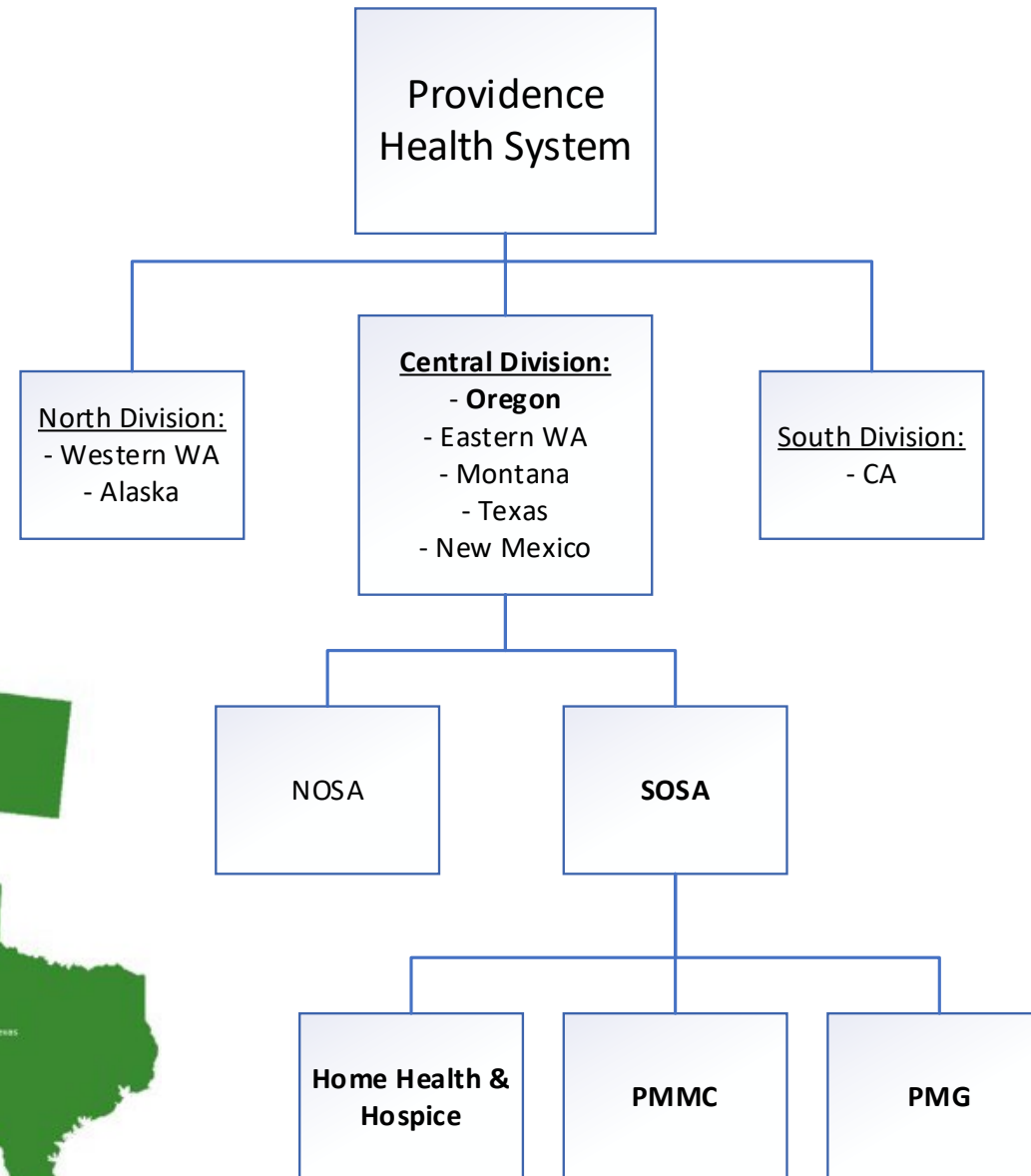
- 122,00 caregivers
- 38,000 nurses
- 34,000 physicians
- 51 hospitals
- 1000+ clinics

Providence Medford Medical Center

- **Medicare dependent hospital**
- 100 acute care beds
- 20 bed IRF
- 12 bed ICU
- Level 3 trauma center
- Total joint replacement / spine care
- Stroke care
- Cardiac and vascular
- Robotic surgery

Providence Medical Group

- Primary Care / Urgent Care
- Pediatrics
- Specialty Care
 - Neurology
 - Gen/Vascular surgery
 - Pulmonology
 - Urogynecology
 - OB/Gynecology
 - Urology (January 2025)
 - Cardiology
 - Sports Medicine
 - Physiatry



Providence Medford Medical Center

National Awards and Recognition

- The Joint Commission Accreditation
- 2023 Newsweek World's Best Hospitals
- 2023 Healthgrades Patient Safety Excellence
- 2020 Healthgrades America's top 250 for overall clinical excellence
- 2021, 2020 Healthgrades America's top 100 Best Hospitals for Orthopedic Surgery
- 2021, 2020 Healthgrades Joint Replacement Excellence
- 2021, 2020 Healthgrades Pulmonary Excellence
- 2019-2023 Robotics Center of Excellence (GenSurg, Urology, Urogyn)
- Minimally Invasive Surgery Center of Excellence (GS, Uro, Urogyn)
- Blue Distinction-Total Joint
- Blue Distinction Plus-Spine
- Total Joint-Joint Commission Center of Excellence
- Stroke-Joint Commission Center of Excellence
- AHA Stroke Gold Plus
- AHA Primary Stroke Center
- American College of Radiology-Center of Excellence
- American College of Cardiology-Accredited Chest Pain Center
- 2022, 2023 Greenhealth Partner for Change Award
- Leapfrog grade A



Providence Medford Medical Center

Community Benefit Snapshot

In 2023, Providence Medford Medical Center continued its tradition of compassion and dedication to our communities, with investing more than \$29.5 million to improve community health. These targeted investments included \$2.1 million in community health services and \$3.2 million in free and low-cost care.

	Community benefit TOTAL	Free and low-cost care	Shortfalls in Medicaid	Community health services	Education and research	Subsidized health services
Providence Medford Medical Center	\$29,533,549	\$3,256,025	\$23,232,495	\$2,156,159	\$221,038	\$667,831
All other Providence hospitals in Oregon	\$254,526,895	\$39,967,749	\$138,524,127	\$17,699,441	\$47,672,891	\$10,662,688
TOTAL	\$284,060,444	\$43,223,774	\$161,756,622	\$19,855,600	\$47,893,929	\$11,330,519

*Community benefit giving and reporting is based on Oregon Health Authority instructions for 2023. Totals do not include the shortfalls in Medicare.

REBUILDING A COMMUNITY AFTER DEVASTATION

In 2023, Providence funds supported southern Oregon’s first resident-owned community. Coalicion Fortaleza worked with CASA of Oregon and Latinx and indigenous communities to begin planning pathways to home ownership for people who lost homes in the 2020 Almeda fire. With the purchase of the Talent Mobile Estates, Coalicion Fortaleza is currently helping 77 families buy homes in the rebuilt, community-designed neighborhood.

INCREASING MENTAL HEALTH RESOURCES IN SCHOOLS

With Providence funding, La Clinica expanded school-based behavioral health services in a culturally and linguistically appropriate manner at four elementary schools in Medford and Central Point. Licensed mental health therapists and other qualified experts offered behavioral health screenings and assessments, mental health treatment and counseling, play and group therapy sessions, and both one-on-one and group sessions with a skills trainer.

PROVIDING HOUSING SUPPORT FOR PEOPLE IN NEED

Providence funds helped ACCESS, an outreach and peer support organization, prevent eviction for 12 families with children who were unstably housed. ACCESS worked with families throughout the year to find creative and immediate housing solutions outside of the traditional homeless service system. The organization developed housing plans, monitored and evaluated household progress, and ensured families’ rights were protected.

Providence Medford Medical Center

Workforce Development

- Partnership with Rogue Community College – Nursing program growth.
- Partnership with Southern Oregon University/OHSU – Nurse clinical education.
- Internal – Creating career ladders from entry-level to certified techs.
- Internal – Partially to fully funded certifications, associates, bachelors and graduate degrees.

South Valley Employment Center



South Valley Employment Center

Development Details

Location: Phoenix and Medford along North Phoenix Road

Urban Reserve: PH-5 and MD-5

Designation: Regional Employment Center for Southern Oregon

Area: 615 +/- Acres

Development Type: Mix of uses, with a focus on campus-style developments that support employment (low/mid-tech manufacturing, transportation-related facilities (like fulfillment and distribution centers), research labs, corporate offices, and similar employment-driven uses)



South Valley Employment Center

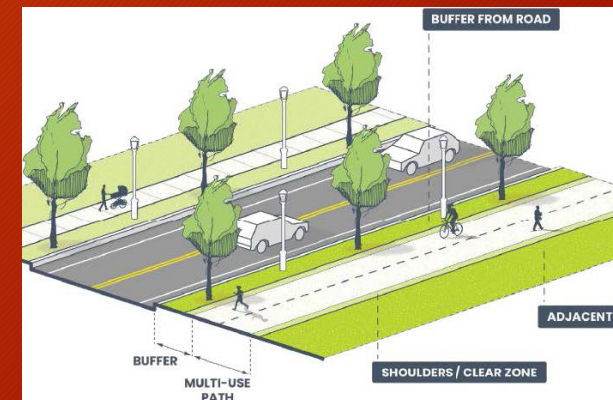
Development Details

Development Type: Residential/Commercial (focus on live/work)

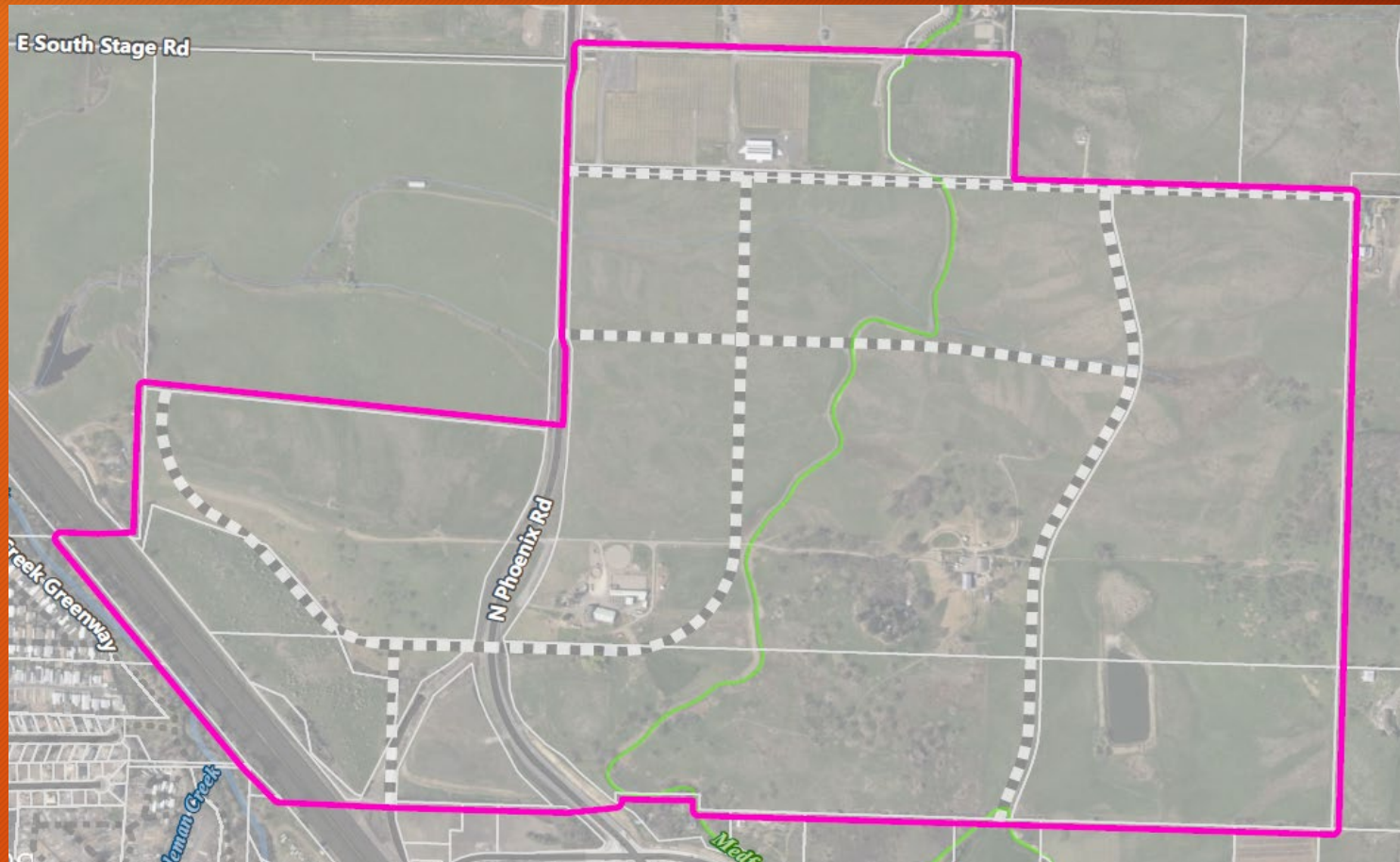
Housing Types: Apartments, Townhomes, Single Family

Commercial Types: Small Scale Retail and Restaurants

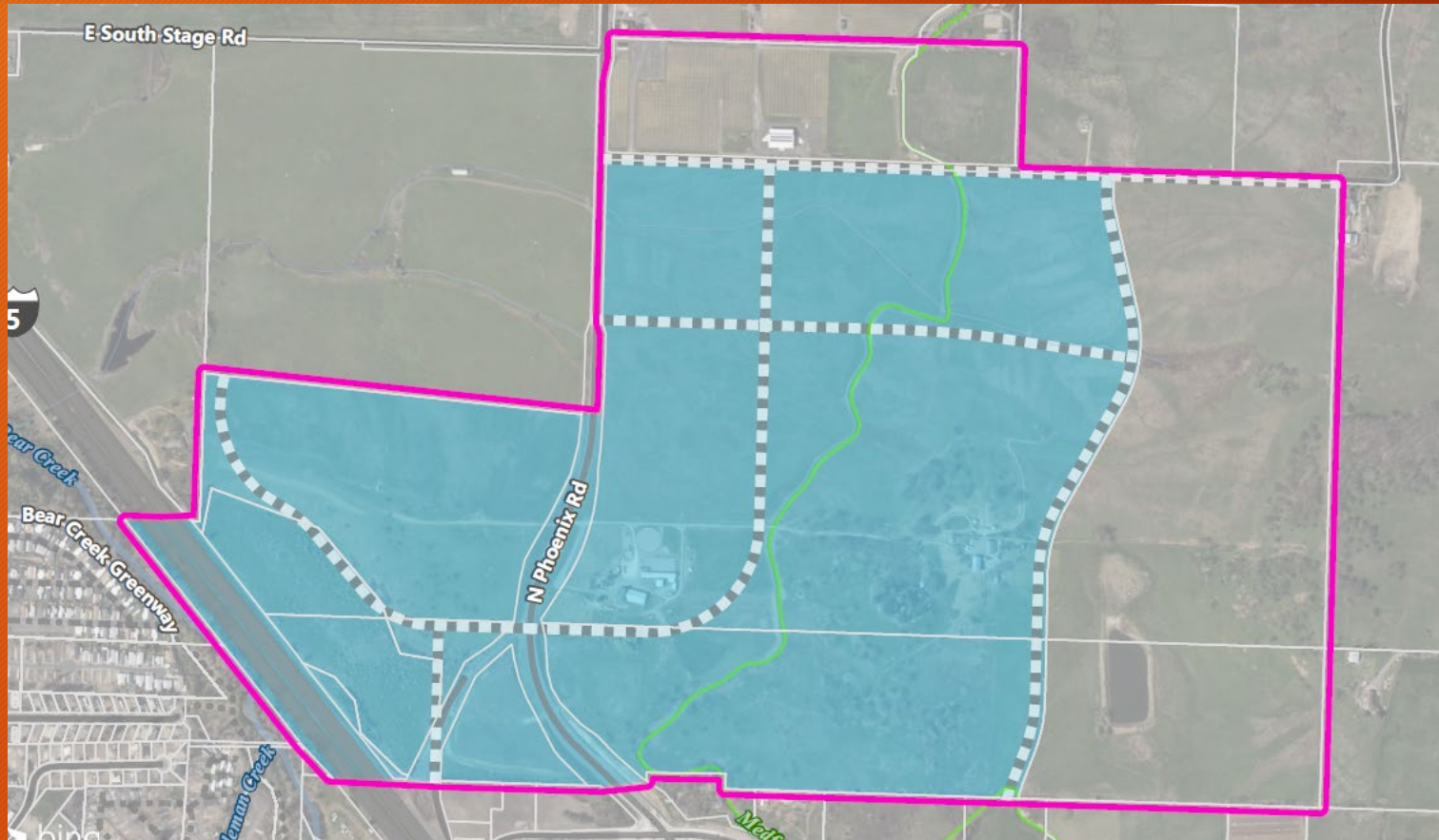
Open Space: Multi-Use Paths and Regional Park



Phoenix Urban Reserve Area



Phoenix Urban Growth Boundary



Phoenix City Limit Expansion

Annexation Details

Initial Annexations: January 2024

Enclave Annexations: March 2024

Urban Growth Boundary Expansion: 538 Acres

PH-3: 250 Acres

PH-5: 288 Acres

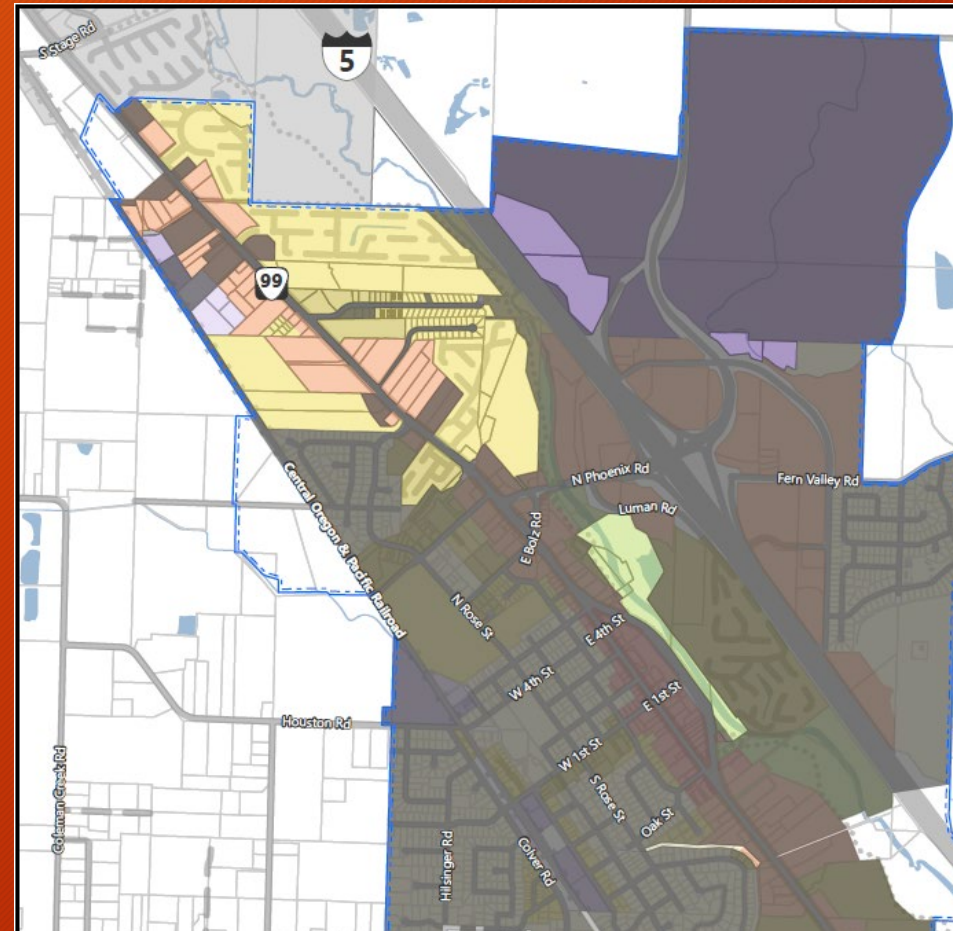
Land Uses: Residential, Commercial, Employment

Residential: 218 acres

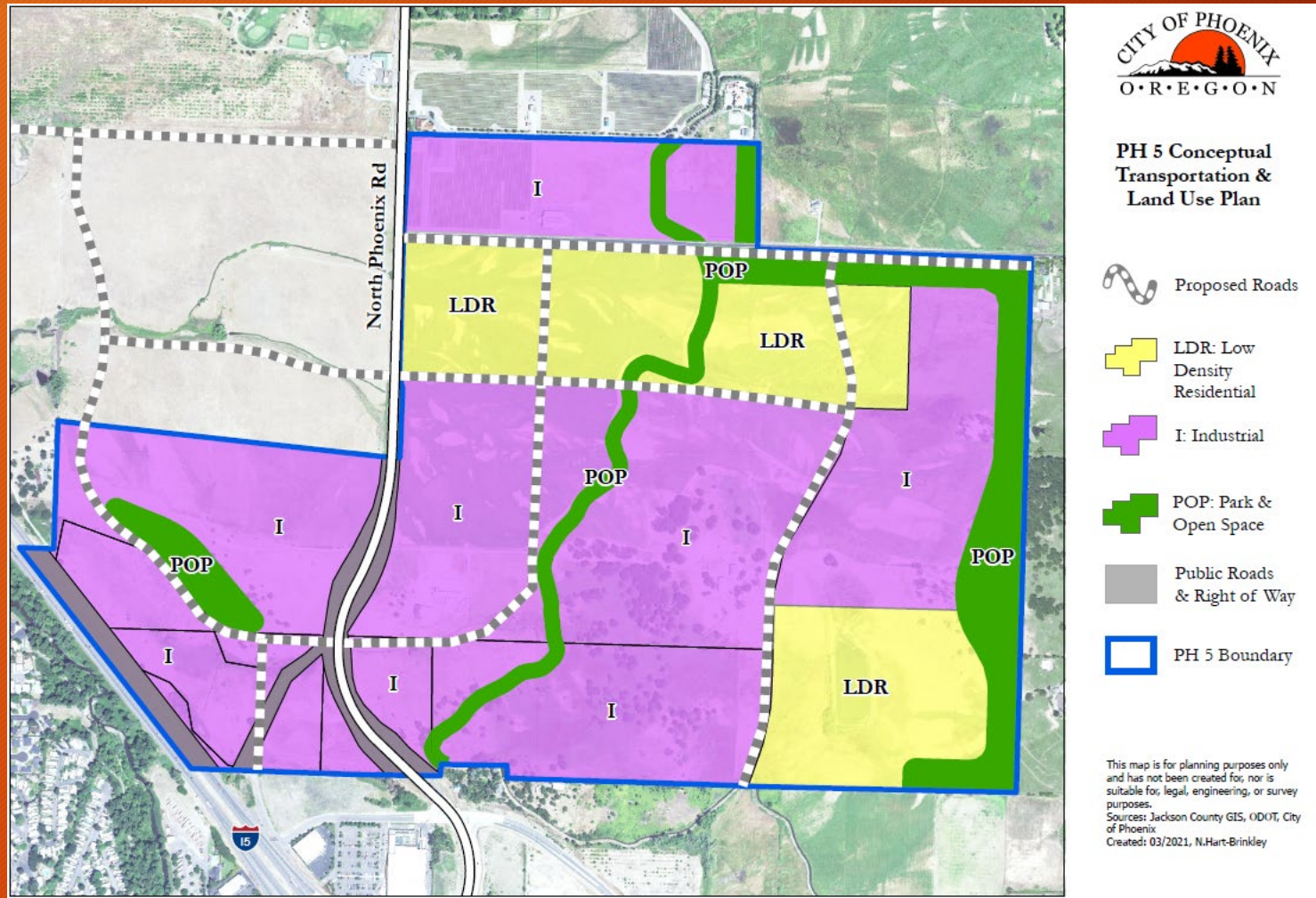
Commercial: 77 Acres

Open Space: 26 Acres

Employment: 217 Acres



Conceptual Planning - PH5



Required Development - Land Use

Total Net Acreage Allocations for the District:

- 66% of the land in PH-5 (approximately 289 acres) will be allocated for the Employment Subdistrict.
- 22% of the land in PH-5 (approximately 95 acres) will be allocated for the Community Subdistrict.
- 12% of the land in PH-5 (approximately 52 acres) will be dedicated as Open Space.

Total Acreage Allocations for Phase I:

- 217 acres (75%) of the 289 acres of land added to the UGB are intended to be used primarily for industrial/employment development (Employment Subdistrict)
- 45 acres (16%) of the 289 acres of land added to the UGB are intended to be used primarily for residential development (Community Subdistrict).
- 27 acres (9%) of the 289 acres of land added to the UGB are intended to be used as open space (Open Space).

Water Infrastructure Projects

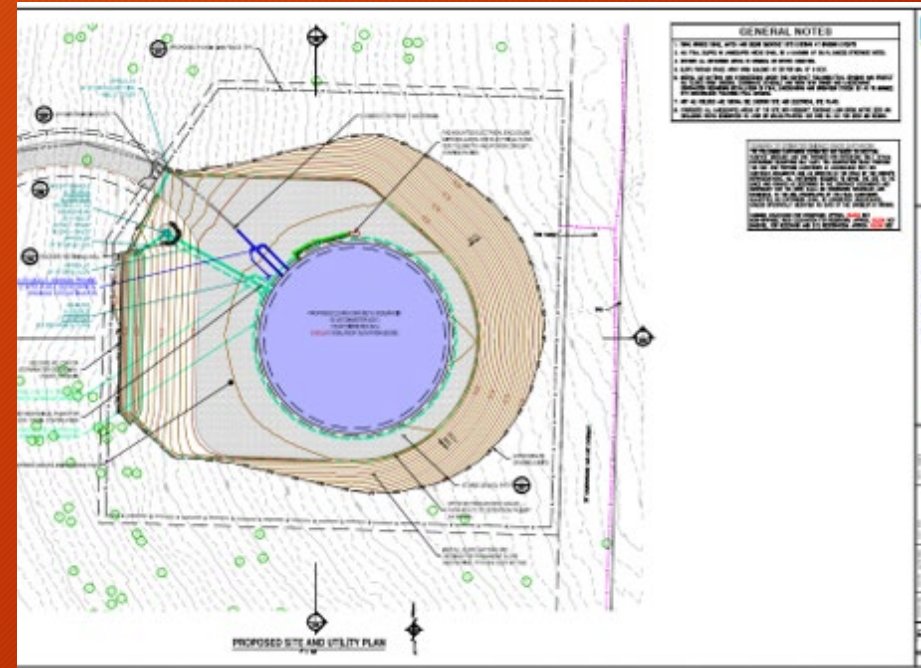
North Phoenix Reservoir

Scheduled Bidding: January 2025

Project Components: 2 MG Concrete Tank
6,650 LF 12" Waterline

Total Construction Cost: \$7.4 Million (ARPA Funding)

Funding: \$5 Million ARPA Grant; Seeking Additional Funding



Water Infrastructure Projects

Charlotte Anne Highway 99 Waterline

Completion Date: 7/3/24

Total Project Length: 3,300 LF 16" Waterline
1,194 LF 4"-12" Waterline
33 Water Services

Total Construction Cost: \$2.1 Million



Street Infrastructure Projects

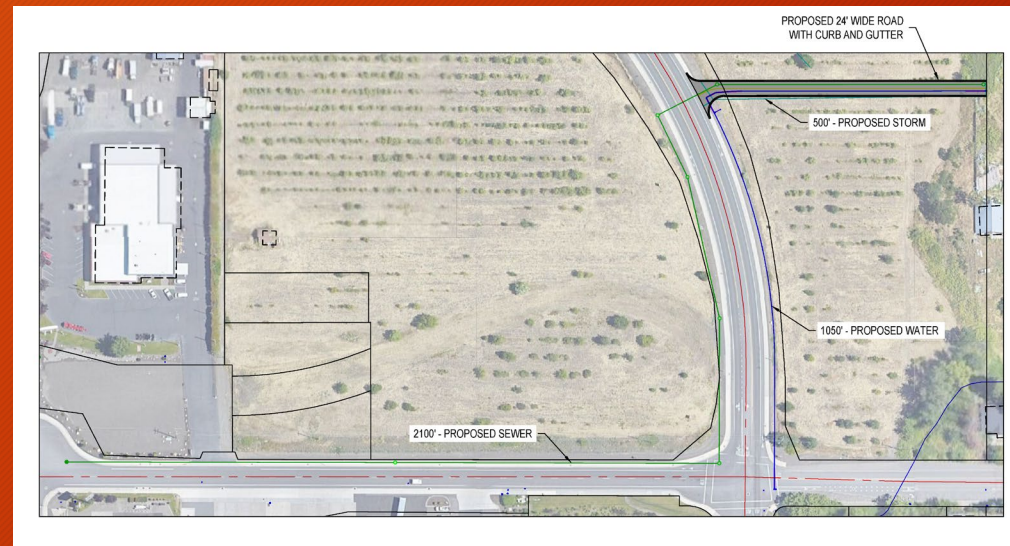
Grove Road/PH-10 Collector Road

Scheduled Bidding: February 2025

Project Components: 500' stormwater line
1,050' water line extension
2,100' sewer line extension

Total Construction Cost: \$1.65 Million

Funding: \$1.65 Million SB 1530



Street Infrastructure Projects

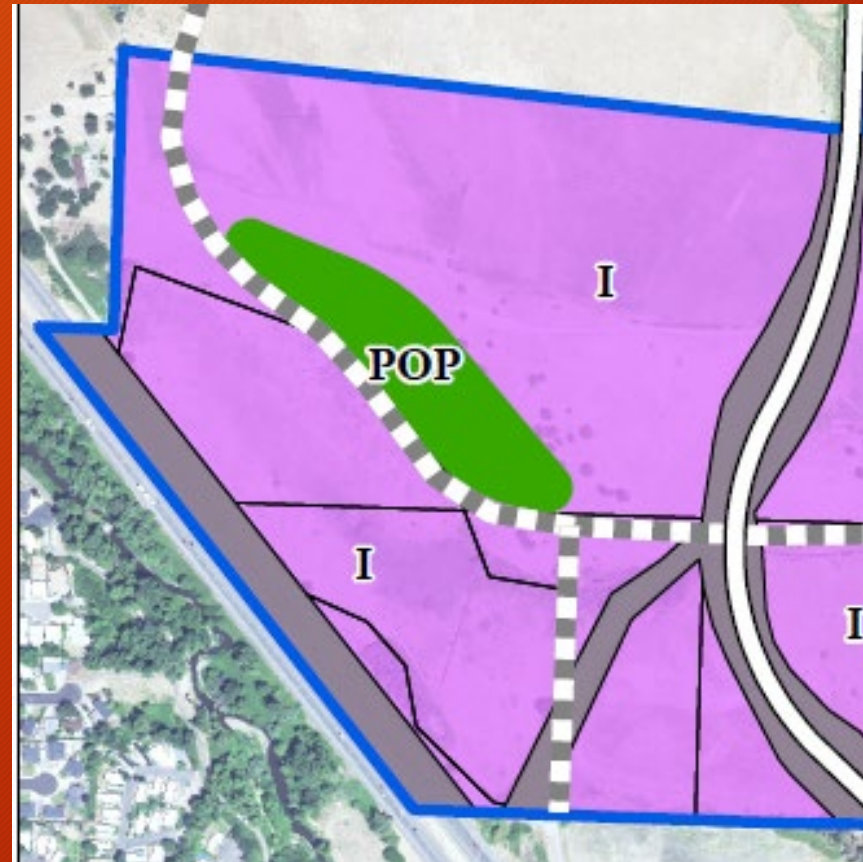
Grove Road Extension/PH-5 Collector

Scheduled Bidding: Estimated April 2025

Project Components: 1,600' street extension
1,600' water line extension
1,600' stormwater extension

Total Construction Cost: \$4.5 Million

Funding: \$4.5 Million SB 5506 - Direct Legislative Award





Southern Oregon Regional
Economic Development, Inc.

Wildly Serious About Business

Long Term Growth Strategy

“Collaboration Towards Shared Outcomes”

Question:

What is the long-term strategic purpose and goal for SOREDI?



What is
Economic
Development?

What is
SOREDI's
Role?

How should
we measure
our impact?

What is Economic Development?

There is no **one** definition

Articles of Incorporation

ARTICLE II - Purposes and Powers

2.2 The Corporation is organized for the following purposes:

(a) Serve as the neutral regional facilitator, coordinator, and convener of the economic development partners of Josephine and Jackson Counties. The goal is to build consensus, align the common interests, and provide coordination for the actions of these partners based upon the following regional definition of economic development:

The purpose of economic development is to build regional economic capacity to improve the economic future and quality of life for all. It is the process by which business, public, and community partners work collectively and collaboratively to create economic growth and employment generation.

(b) Lead a collaborative regional economic development strategic planning process to determine, and update, the nature and structure of the Rogue Valley economy, including strengths, weaknesses, opportunities, and threats. The goal is to understand the opportunities for, and the obstacles to, economic growth and development.

(c) Work collaboratively with local economic development partners to ensure economic development in one part of the region benefits the entire region to the extent possible. Inherit in this mission is minimizing conflict between regional economic development partners.

(d) Encourage businesses to locate new facilities or expand existing facilities within Josephine and Jackson Counties to strengthen and diversify the local economy.

(e) Expand the opportunities available to local citizens to own, manage, and operate locally owned business enterprises, especially in economically depressed areas.

(f) Provide regional leadership and collaboration for analysis, information, and recommendations to policy-makers, both at the local and State level. This will include infrastructure and environmental improvement as well as the regulatory regime which provides a positive business environment to deliver prosperity.

(g) Increase local capacity for economic development by accessing and utilizing funding and financial support from numerous sources.

1. Business Attraction & Investment

- **New Capital Investment:** Total dollars invested by new or expanding businesses.

Example: The Jerseyville Economic Development Council (JEDC) in Illinois is actively preparing development sites to attract potential developers, aiming to boost local investment.

[thetelegraph.com](#)

- **Number of New Businesses:** Count of new companies established in the region. [nypost.com](#) +2

Example: Neodesha, Kansas, with a population of 2,100, has successfully attracted over 30 new residents through incentives like tax rebates and free college education, leading to developments in housing and retail sectors. [nypost.com](#)

2. Job Creation & Workforce Development

- **New Jobs Created:** Number of jobs generated from business relocations or expansions.

Example: The Great Lakes Bay Region is focusing on attracting talent and creating job opportunities to address population decline and promote growth. [ourmidland.com](#)

- **Workforce Training Program Participation:** Enrollment numbers in local workforce training initiatives.

Example: Partners for Rural Impact (PRI) in eastern Kentucky collaborates with rural leaders to provide comprehensive educational and social services, significantly improving workforce readiness. [apnews.com](#)

3. Business Retention & Expansion (BRE)

- **Existing Business Expansions:** Number of local companies expanding operations.

Example: The JEDC supports both large-scale developments and small businesses to maintain Jerseyville's community character while promoting economic growth. [thetelegraph.com](#)

- **Business Satisfaction:** Feedback from local businesses regarding the economic environment.

[en.wikipedia.org](#)

Example: Neodesha's comprehensive incentive program has enhanced community satisfaction and attracted new residents, contributing to economic revitalization. [nypost.com](#)

What is SOREDI's Role?

Contributor
and
Representative

- We **ALL** contribute to economic development
- SOREDI is both a **CONTRIBUTOR** and **REPRESENTATIVE**
 - We believe, SOREDI is best suited to be a representative given its historical mandate (CEDS) and recent activity / contributions
- Being a representative requires being a **SERVANT LEADER** and giving “**CREDIT TO**” versus taking “**CREDIT FOR**”



How should we measure our impact?

KPI's
(Objective) and
Case Studies

Strategy / KPI Metric:

CEDS Linkage

1. CEDS / Community Representation:

- a. **Collaboration Score:** Is SOREDI effectively collaborating with members towards our shared economic development? 1.0
- b. **Connections Made:** Amount of connections made by CEDS initiative Number partner organizations. Case studies. 1.0

2. Workforce Development:

- a. **Workforce Readiness / Education and Training:** Number of career focused education and training programs completed. 3.0
- b. **Per Capita Compensation:** Absolute and annual increase in total compensation per capita.
- d. **Innovation and Entrepreneurship Incubation:** Number of attendess at SOREDI supported network events. 2.0

3. Business Retention and Expansion:

- a. **Primary/Secondary Jobs:** Increase across Jackson/Josephine counties on a rolling 12-month basis. 1.0
- b. **New Business Establishments:** Annual new business licenses/permits across Jackson/Josephine counties within trade sectors. 1.0
- c. **Increase in Tax Revenue:** Increase in tax revenue from commercial property/non-residential (Private/Public), including Enterprize Zones
- d. **Capital Investment:** Investment made in capital improvements to the area (as reported by Accessor's Office).
- e. **Loans Activity:** # of inquiries received per annum (Quantity) of which # referred (Collaboration), applied for and presented (Quality)