

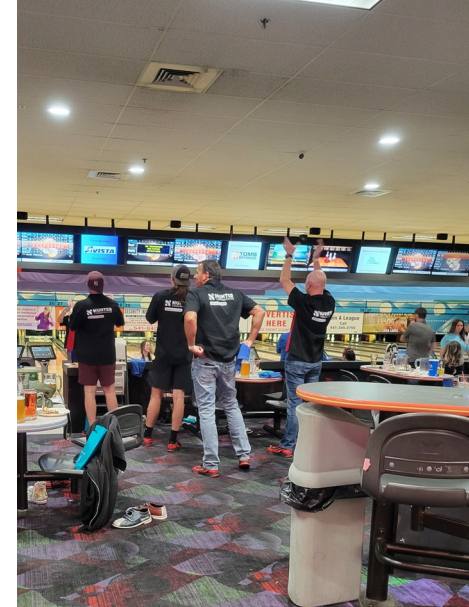
# Bowl-A-Rama Promo Preview!

SORED  
Foundation



## Save-the-Date, May 15, 2025!

<https://f.io/tfrw8mzy>



**NICK ALEXANDER  
FILMS**

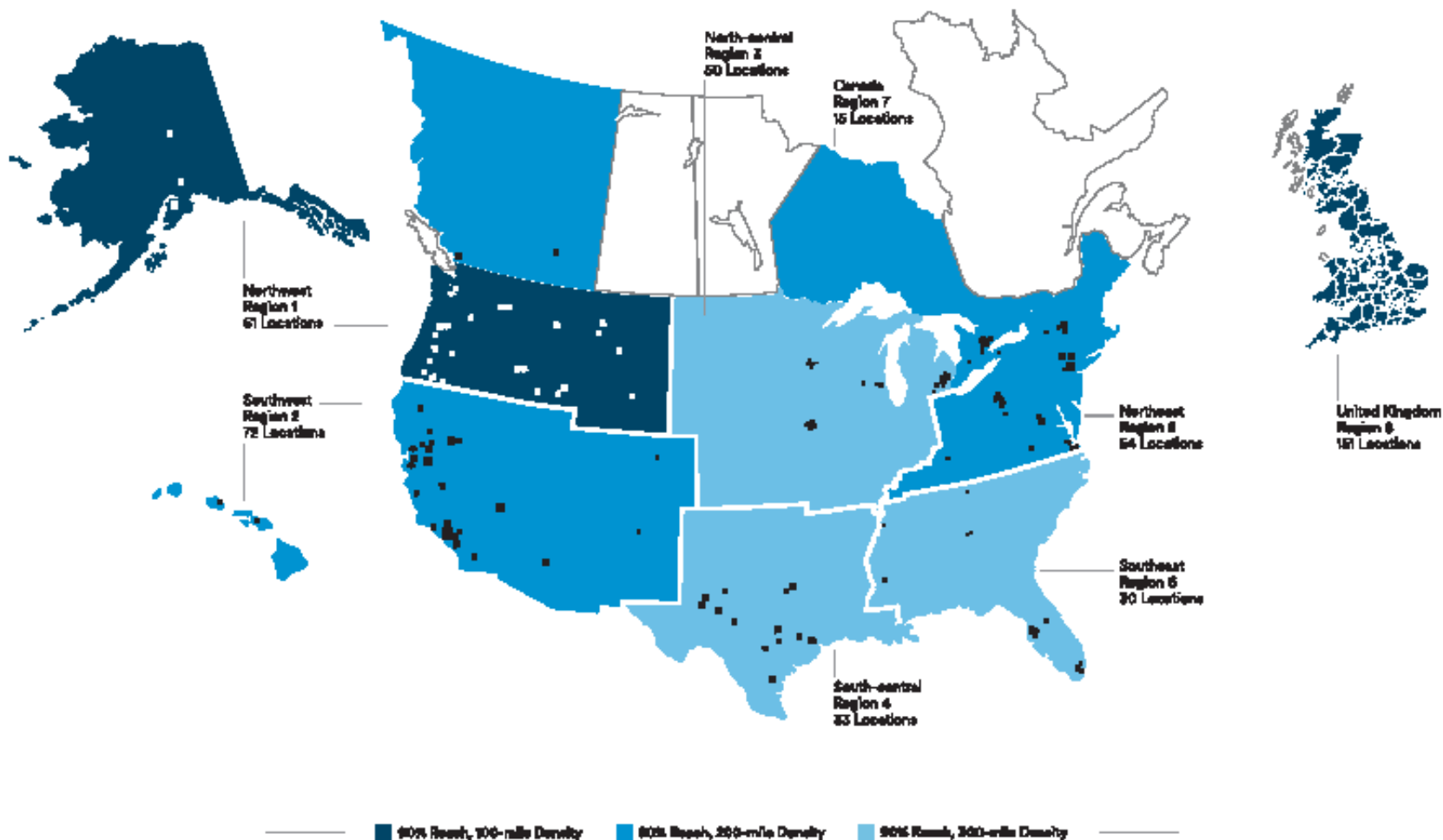
Video Marketing | Feature Films | Event Videos



## **SORED! Board of Directors - Lithia Update**



10/8/2024



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

*-Benjamin Disraeli*

# SORED I Board of Directors Meeting

Lithia & Driveway

October 8, 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

*Tom Fischer, Board President*

## Lithia Motors Hello & Updates

*Eric Monroe, Senior Manager Real Estate*

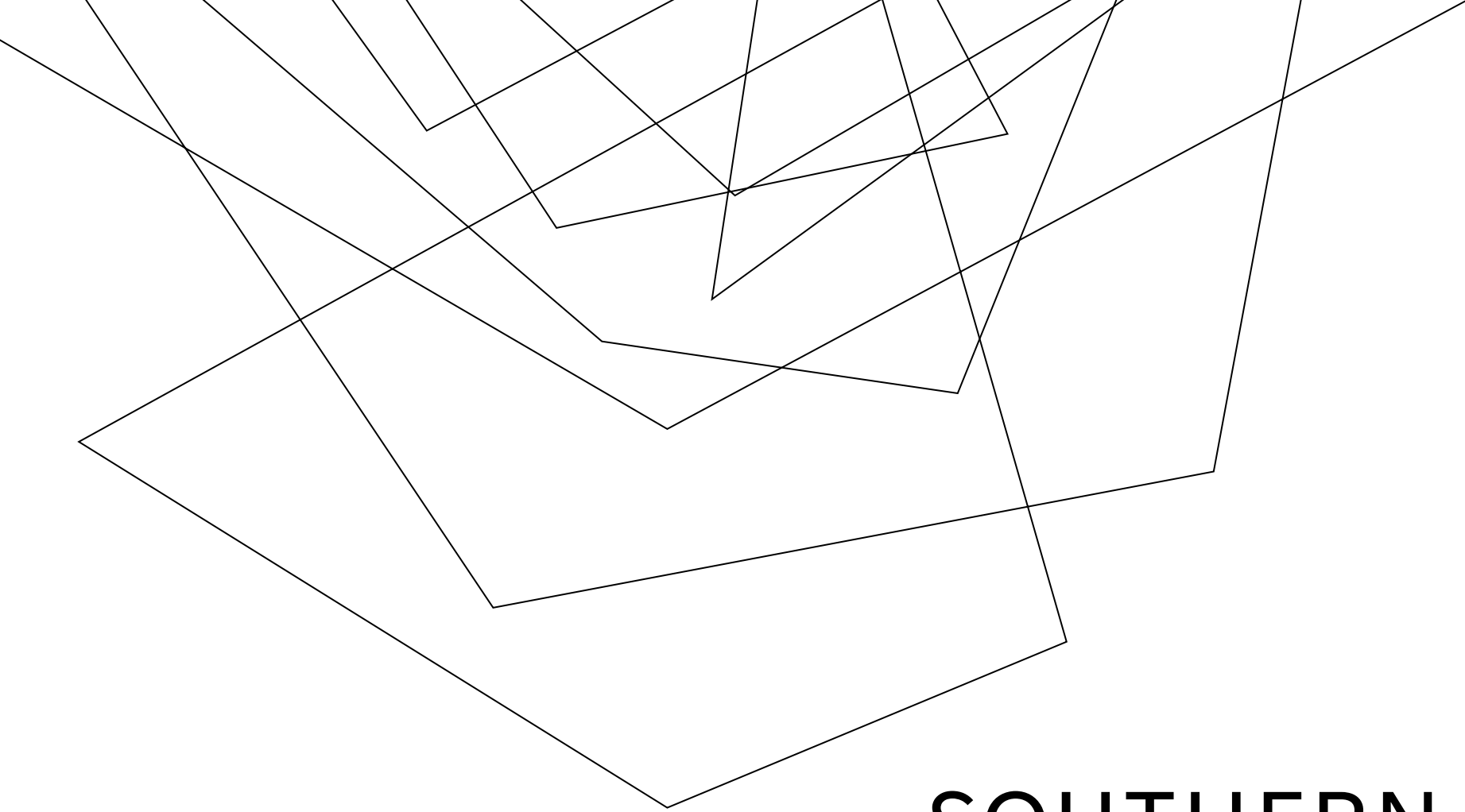
## Executive Committee Report

*Breanne Eagles, Secretary/Treasurer*

## Consent Agenda

*Breanne Eagles, Secretary/Treasurer*





# SOUTHERN OREGON INNOVATION HUB



# AGENDA

SOIH

Focus

Highlights

Programming

Support ESO's

Support Staff





FOCUS

BUILD OUT  
SOUTHERN OREGON  
ECOSYSTEM MAP

ESO'S

RESOURCES

ENTREPRENEURS

An abstract graphic on the left side of the slide. It features several interlocking gears in orange and yellow. Overlaid on these gears are thin, golden-yellow lines that resemble circuit board traces, with small circular nodes at various points. The background is a dark blue gradient with faint, larger-scale gear patterns. A diagonal white line cuts across the upper portion of the graphic.

# ESTABLISHED THROUGH BUSINESS OREGON: REGIONAL INNOVATION HUB PLANNING GRANTS

# HIGHLIGHTS

## **Milestones**

- Launched 1MC
- Ecosystem map launched with Business Oregon
- Outreach and connection with a collective of approximately 40 ESO's in both Jackson and Josephine County
- Outreach within community and organizations to identify and locate entrepreneurs
- Mentorship program in the works

## ROGUE VALLEY 1 MILLION CUPS

After a year long effort. The  
Rogue Valley 1MC was  
launched September 11<sup>th</sup>.

Offered weekly

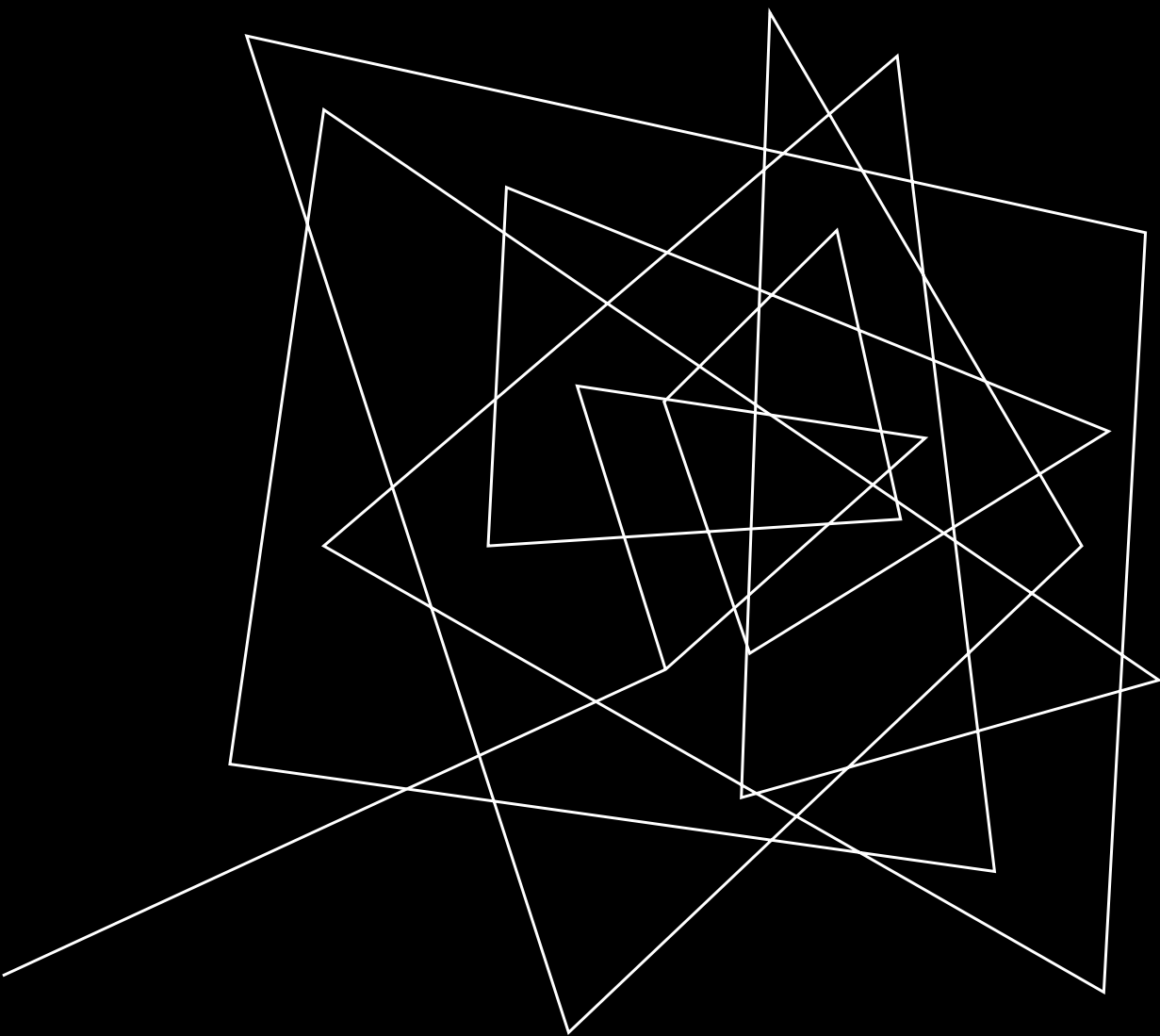
Wednesdays 9:30-10:30 am

At Hivve, Grants Pass OR

Open and Free to everyone

Free Coffee





HIRED:  
ECOSYSTEM  
STEWARD

ECOSYSTEM  
PROGRAM  
COORDINATOR

ADMINISTRATIVE  
SUPPORT



# EVENTS

## **Events Entrepreneurs**

- Design & Build Innovation Jam  
November 8<sup>th</sup> & 9<sup>th</sup>
- Pitch competitions
- Ignite events (AI & Tech)
- Design Sprints
- Workshops
- Youth Entrepreneurship Pop-up workshops

## **Events ESO & Entrepreneurs**

- Start up happy hours
- ESO retreat Spring 2025-  
Collaborative with regional  
innovation hubs
- Innovation event- Technology,  
Trade sectors, Science and AI
- Leadership workshops

# PROGRAMMING TO FOSTER INNOVATION AND SUPPORT LOCAL GROWTH OF ENTREPRENEURS AND BUSINESSES

Region wide design sprints

Pitch events

Innovators Roundtable-Entrepreneurs connect, mingle, collaborate

Mentorship

Educational Programming

Regional Collaboration Building:

ESO Retreat

Regional annual Assessment between regional partners, allowing connections

Leadership Program



# NEXT STEPS

## Strategic Plan

- ESO's outreach
  - Strengthen and build relationships
  - Collaborate
- Meet milestones
  - Build relationships, feedback, collect data
- Identify entrepreneurs
  - Recruit, connect, mentorship, resources, engage
- Build Southern Oregon Ecosystem
  - Continue to map out resources, accessible, clear pathways
  - Targeted outreach- DBE's, minority groups, veterans, women-owned businesses, rural focus, outreach and support

## Continue improving

Seek feedback

Transparent Communication

Reflect on performance

Strong relationships

Set strategic goals

Iterate

Have fun



# THANK YOU

Dr. Kim Freeze

530 340-3371

[soihsteward@soredi.org](mailto:soihsteward@soredi.org)

[drkimseedcollective@gmail.com](mailto:drkimseedcollective@gmail.com)

INITIATIVE 1.  
BUSINESS DEVELOPMENT

INITIATIVE 2.  
INNOVATION AND  
ENTREPRENEURSHIP

INITIATIVE 3.  
TALENT

INITIATIVE 4.  
TOURISM

INITIATIVE 5.  
PLACEMAKING



## *Staff Sharing – Meaningful Connections*

### **Oregon Economic Development Districts - Meetings in Portland**

- SEDCOR Annual Meeting in Salem
- Meetup with Oregon Entrepreneurs Association
- Meetup with Missing Middle Housing Fund
- Meetup with Energy Trust of Oregon
- Port of Portland, PDX Tour

### **Partnership with Rogue Valley Council of Governments (RVCOG)**

- Board Membership
- Third party accounting
- Rural Capacity success – Earns OEDA Award

### **Open House, Breakfast & Bowling**

- Open House
- State of the Rogue Valley Breakfast, Feb. 27, 2025
- SOREDI Bowl-A-Rama, May 15, 2025

### ***Value of a CEDS, Letters of Support***

- Ashland YMCA, City of Talent, Travel Medford
- CEDS Update for 2025-2030, Committee meetings soon.

*Colleen Padilla Executive Director*

[Colleen@soredi.org](mailto:Colleen@soredi.org), (541) 601-6918



INITIATIVE 1.  
BUSINESS DEVELOPMENT

INITIATIVE 2.  
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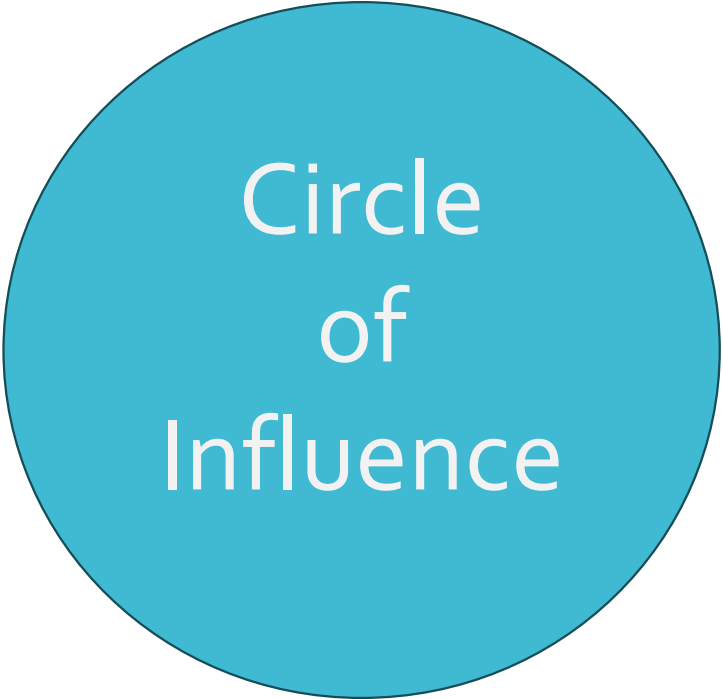
INITIATIVE 3.  
TALENT

INITIATIVE 4.  
TOURISM

INITIATIVE 5.  
PLACEMAKING



*Staff Sharing – Meaningful Business Connections*



*Amy Browne, Operations Manager*  
[Amy@soredi.org](mailto:Amy@soredi.org), (541) 200-2183



INITIATIVE 1.  
BUSINESS DEVELOPMENT

INITIATIVE 2.  
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PLACEMAKING



## *Staff Sharing – Meaningful Connections*

### **2023-2024 Membership Highlights**

- ✓ Total Active – 144 (14 jurisdictions, 57 traded-sector, 73 private, education, health & partnerships)
- ✓ Receivables to Goal – 87% of \$323,634 (55% jurisdictions, 45% non-jurisdictions)
- ✓ Renewed (gone 1+ Years) – 3 @ Champion
- ✓ New – 9 (5@Underwriter & 4@Champion)
- ✓ Change of Membership Level – 3 to Underwriter from Champion, 1 to Champion from Underwriter
- ✓ Did Not Renew – 17 (2 closed, 9 financial reasons, 1 change of guard, 4 reprioritizing funds)

### **Membership Highlights This Year So Far**

- ✓ Renewed To Date– 67%
- ✓ Receivables to Goal – 61% of \$363,644.36
- ✓ New – 1 Champion
- ✓ Renewed (gone 1+ Years) – 1 Executive Underwriter

*Carrie Bohl, Communications and Business Support Manager*  
[carrie@soredi.org](mailto:carrie@soredi.org) (541) 200-2180



INITIATIVE 1.  
**BUSINESS DEVELOPMENT**

INITIATIVE 2.  
INNOVATION AND  
ENTREPRENEURSHIP

INITIATIVE 3.  
TALENT

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TOURISM

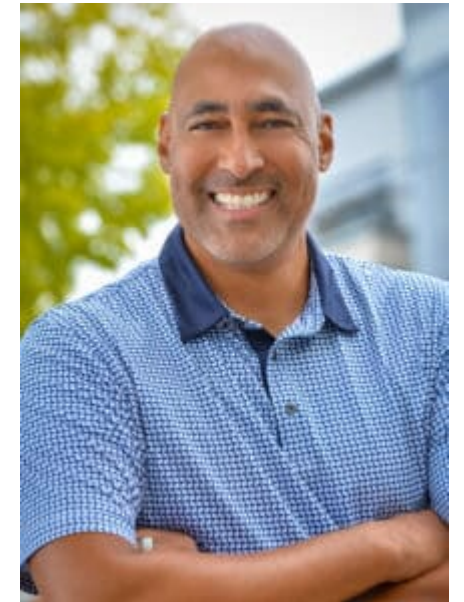
INITIATIVE 5.  
PLACEMAKING



*Staff Sharing – Meaningful Business Connections*

- ✓ Rail connections and local companies' interest for business expansion
- ✓ Pacific Fiber expansion in Jackson County
- ✓ Southern Oregon Educational School District - healthcare training facility and connections
- ✓ Recruitment - Project ORIBI: Huge needs, no SOREDI response
- ✓ Million Air consideration for new hangar, developer connections

*Terrill Roper, Business Development Manager*  
[Terrill@soredi.org](mailto:Terrill@soredi.org), (541) 499-3395



INITIATIVE 1.  
BUSINESS DEVELOPMENT

INITIATIVE 2.  
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PLACEMAKING



## New Committee Formation Updates/Input

- 1) Long Term Growth & Strategy Committee
  - *First meeting is Friday, October 11, 10:30 – Noon @ SOREDI*
  - *Report/Recommendations to Board @ Feb 2025 Meeting*
- 2) Facilities Committee
  - *First meeting is Monday, November 6, 1 – 2:30 pm @ SOREDI*
  - *Report/Recommendations to Board @ Feb 2025 Meeting*
- 3) One Rogue Valley Strategy (CEDS) Committee
  - *Update for the 2025-2030 CEDS*
  - *Committee formation beginning immediately*

## Economic Development Updates and Needs, Roundtable

- 1) Board of Directors
- 2) Guests

## Adjourn



**Next Business Meetings:**

*November 12 – Rogue Valley Council of Governments, Central Point*

*December – No meeting*

*January 14 – Ausland Group, Grants Pass*



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.