

"The secret to success is constancy of purpose."

-Benjamin Disraeli

SORED I Board of Directors Meeting

Rogue X – Rogue Credit Union Community Complex
March 12, 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.

Rich Rosenthal – Parks, Recreation & Facilities Director

INITIATIVE 5. PLACEMAKING

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



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

Call to Order, Welcome

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

Integrity
Passion
Collaboration
Ingenuity
Commitment



Consent Agenda

Steve Vincent, Past President

Why Should a Business Owner Move to Southern Oregon?

We have a uniquely strong work ethic and people of any skill level are committed to fulfilling the jobs they're assigned to do. Also, there's a friendliness and pace in Southern Oregon that puts people at ease. If you want proof, the past few SOU presidents have come from across the country, but they've all retired in Southern Oregon. That says something.

Fun Fact: Steve loved his high-school job (doing grunt work at Howard Prairie), so much that even when he held a more professional position in Salem, he drove back to Ashland every weekend to continue washing out boats and bathrooms at the lake.

Book Recommendations:

Any of Malcolm Gladwell's books (*Blink* and *Outliers* especially);
Any of Louis L'Amour's books

Movie Recommendations: Back to the Future

-



✓ 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) **Support Letters**
- 3) **Rural Capacity Work with RVCOG**
- 4) **Recruitment Revisited**
- 5) **Bowlarama Special**
- 6) **April Agenda Build**

April 9, Tap Rock – Grants Pass



✓ 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



Season of Support Letters & Successes

12 Support Letters Since July 2023

Included in packet:

- ✓ Clayste Energy Systems
- ✓ Oregon Shakespeare Festival



INITIATIVE 5. PLACEMAKING

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



Rural Capacity Funding Leveraged

- ✓ Grant funding from the Business Oregon and The Ford Family Foundation was granted to all economic development districts in Oregon
- ✓ **Timeframe: April 2022 – December 2023**
- ✓ The Rogue Valley Council of Governments (RVCOG) worked with local jurisdictions using funds passed through from SOREDI which were designated for cities with populations under 2,500, and cities with populations under 35,000 for placemaking projects.
- ✓ **Approximately \$86,000 total in funding to SOREDI, leveraged over \$1 million in additional grants funds to the following jurisdictions:**

Town of Butte Falls

City of Jacksonville

City of Phoenix

City of Rogue River

City of Talent



Outbound Recruitment Revisited

✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING

✓ Targeted Trade Show Attendance

Attending Select USA with Business Oregon, Washington DC

✓ Hosted Site Consultant Familiarization Tours

✓ Lead Generation Contracts

✓ *Proactive response to leads from Business Oregon, Consultants and Direct inquiries is ongoing. About 20 projects received/worked in last 2 years.*

✓ **Successful wins with relocations/expansions (which could have gone elsewhere) in current fiscal year – Mycorrhizal Applications, Herb Pharm, Pacific Wall Systems, Heather’s Choice.**



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

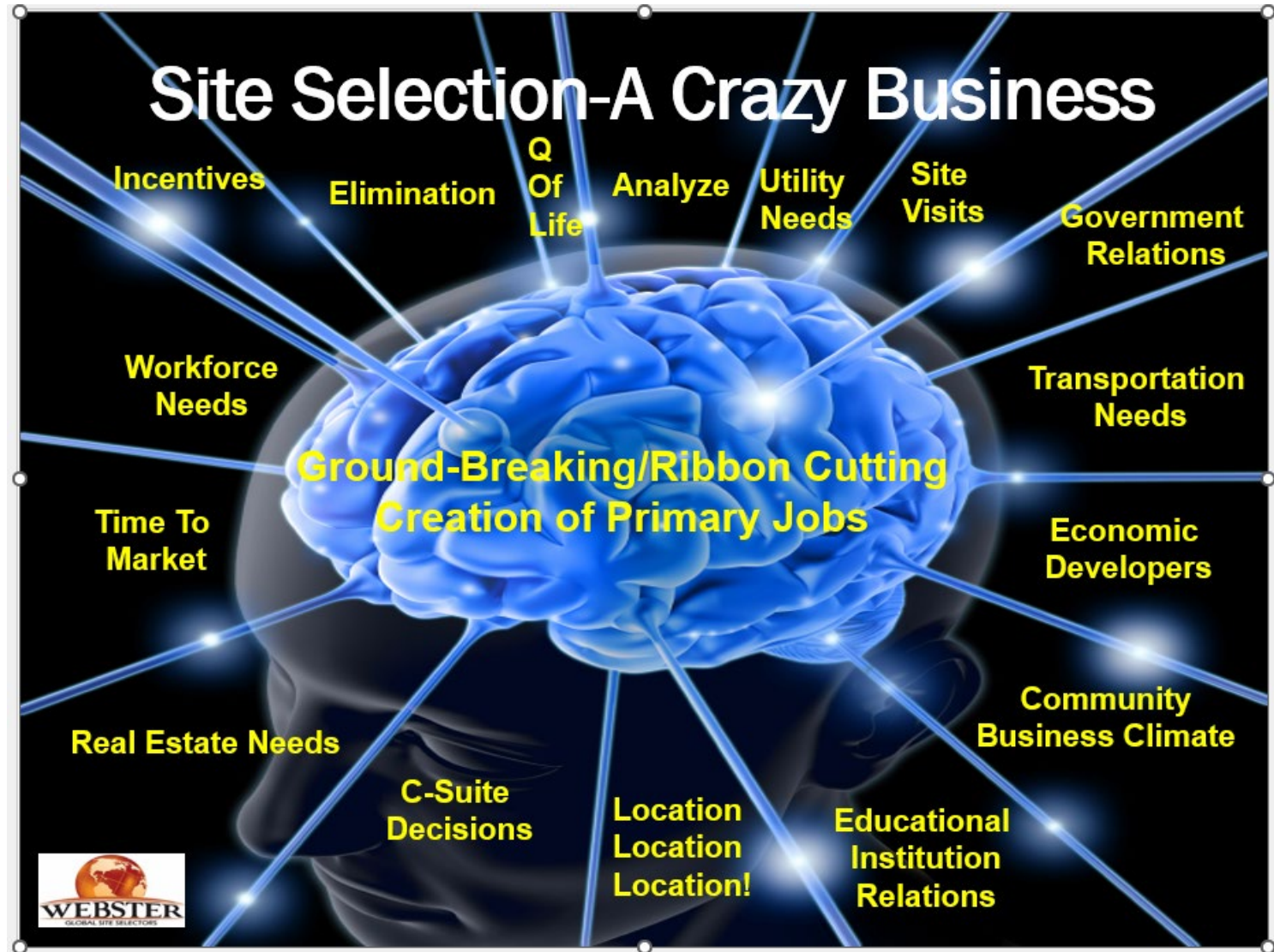
INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Southern Oregon Regional
Economic Development, Inc.

Wildly Serious About Business



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Southern Oregon Regional
Economic Development, Inc.

Wildly Serious About Business

TARGET INDUSTRY CLUSTERS IN ROGUE VALLEY?

Information
Technology

Timber

Retail

Value-Added
Agriculture

Warehouse/
Distribution

Light
Manufacturing



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

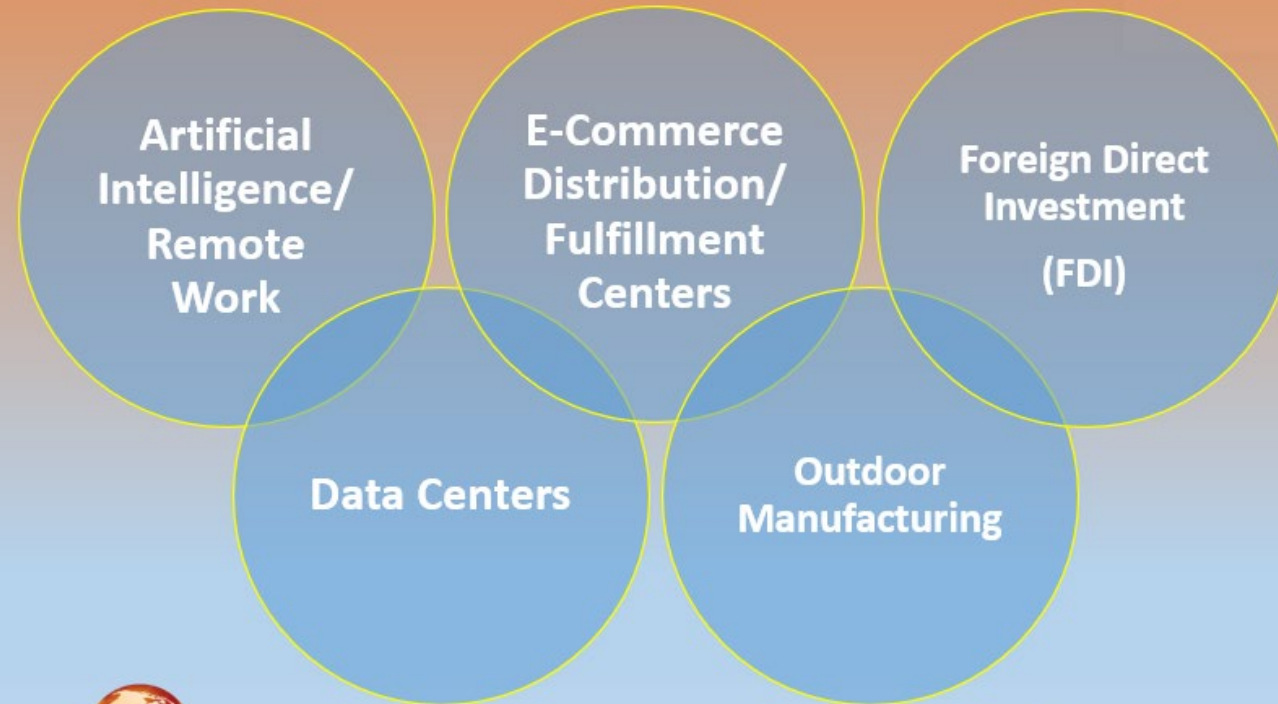
INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Suggested New Clusters?





**SORED I
Foundation**

2024 Bowlarama – June 6, Lava Lanes!!

Early Bird Team Special - \$750 (5-person team)

First 15 teams only, *must register and pay for entry by April 1.*

\$1,000 thereafter. Room for 38 teams.





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.