

Economic Recovery Initiative Project History

CCD Business Development Corporation (CCD), as a non-profit entity, has been providing community and economic development services in Southern Oregon since 1971. CCD is the Economic Development District (EDD) designated by the U.S. Economic Development Administration (EDA), representing Coos, Curry, and Douglas counties. As the EDD, CCD is responsible for holding county stakeholder feedback sessions, organizing, submitting, and ultimately receiving approval for the region's Comprehensive Economic Development Strategy (CEDS). In addition, CCD is a Certified Development Company (CDC) as designated by the U.S. Small Business Administration (SBA).

When the COVID-19 pandemic struck the world in early 2020, local, state, and national economies suffered. Oregon businesses shut down due to State mandates to reduce the spread of the disease. There were widespread impacts and many anticipated recovery efforts will be necessary well into the future. Southwestern Oregon experienced similar challenges to many other counties including pressured health care systems, paralyzed local economies, and exacerbated inequities.

Understanding the critical role entrepreneurial ecosystems play in the region's economic health, CCD applied for and was awarded a supplemental grant from the U.S. Economic Development Administration (EDA) CARES Act Recovery Assistance Planning program to create an economic recovery and resiliency plan for the Economic Development District (EDD). This plan, referred to as the Economic Recovery Initiative (ERI), encompassed 24-months of developing and deploying resources as a regional response to the economic impacts of the COVID-19 pandemic. It was a four-phase process completed in June 2022. CCD is making a concerted effort to ensure all future economic development initiatives reflect the findings from the ERI project.

CCD staff leaders working on the ERI project involve professionals in the financial, educational, social services, and research fields. Theresa Haga, CCD Executive Director, has been in banking and lending for over 25 years and worked with CCD for 20 of those years. Bryan Sykes, CCD Assistant Director, has over a decade of experience in instruction and evaluation and has spent seven years working in accounting and business administration. Lehi Dowell, CCD Economic Development Director, is a Ph.D. candidate studying Planning, Governance, and Globalization in the School of Public and International Affairs at Virginia Polytechnic Institute and State University.

Stage 1 and Stage 2 of the ERI project were the research phases that analyzed over 80 stakeholder (municipalities, business owners, nonprofits) Zoom interviews and 350 online surveys completed by entrepreneurs and small business owners. The *Strategic Doing* framework facilitated through the University of Oregon's Institute for Policy Research & Engagement (IPRE); and The Ford Family Foundation's, *Listen to Learn* framework were utilized to inform the Strength Weakness Opportunity Threat (SWOT) analysis, the Needs Assessment, and in the creation of the EDD Regional Action Plan. The ERI project highlighted that although Coos, Curry, and Douglas counties have a significant entrepreneurial ecosystem; inefficiencies and gaps were identified that hindered its overall robustness, and even more so for BIPOC and minority (LGBTQIA+, women, veterans, disabled, low-income) business owners. The three gaps identified were access to communication networks, financial resource identification, and business acumen technical training/support.

Stage 3 and Stage 4 of the ERI project resulted in additional stakeholder feedback sessions in which an action item from each goal were voted on by participants for their perceived impact on the community and ease of implementation. Once all votes were tallied, the ERI team and stakeholders determined which tools would be utilized, champions identified, and workplans created to execute those action items.

Economic Recovery Initiative (ERI) Outcomes

- *COVID-19 Funding Distributed through CCD*

Below is a list of funding sources and amounts dispersed in Coos, Curry, and Douglas counties. Over \$8.8 million in grants have been disbursed to small businesses through CCD since June 2020.

Funding Distribution By the Numbers		
State funds rounds 1-4 (Coos Curry, and Douglas Counties – within the region)	City of Roseburg	State funds Round 4 (Jackson, Josephine Counties – outside of the region)
\$2,334,000	\$220,000	\$914,000
Port of Bandon	Rogue Credit Union	Port of Umpqua
\$230,000	\$5,000	\$35,000
Coos County	Curry County	Douglas County
\$1,065,711	\$701,109	\$1,845,722
Coos/Curry CDBG		Roseburg/Douglas CDBG
\$870,000		\$602,500

- Secured Regional ERI Programmatic Funding

Below is a list of secured funding sources that CCD will leverage through our Technical Assistance Program. Funding was secured to lessen the three gaps identified through this ERI project, which were access to communication networks, financial resource identification, and business acumen technical training/support.

Secured funding that will leverage and enhance Coos, Curry and Douglas counties Entrepreneurial Ecosystem	
Business Oregon Technical Assistance for Underrepresented Businesses (BOTAUB)	\$150,000
USDA Rural Business Development Grant (RDBG)	\$100,000
Business Oregon Rural Opportunity Initiative Grant (BOROI)	\$100,000
Rural Local Initiatives Support Corporation (LISC)	\$66,000
Judith Ann Mogan Foundation	\$50,000
Tom and Carol Williams Fund of the Oregon Community Foundation	\$15,000
TOTAL:	\$481,000

- Technical Assistance Program Metrics

Technical Assistance for business owners was identified as a need through the ERI project. The program began in June 2021. In the past year the Technical Assistance Program (TAP) has helped 125 small businesses and non-profit organizations to help them stabilize and grow resilient. Clients are in Coos, Curry, and Douglas counties. Demographics include 97 for-profit small businesses, 15 companies starting up or in business less than six months, and 13 non-profits. Clients served by county include 49 in Coos County, 17 in Curry County, and 59 in Douglas County. These clients cumulatively report \$18,239,869 in gross revenue and support 395 jobs.

CCD Technical Assistance Program By the Numbers		
Total Service Hours Provided	Total Clients Served	Number of CCD TA Staff
2,502	125	6
Coos County Clients	Curry County Clients	Douglas County Clients
49	17	59
For-Profit Business	Startup Entrepreneurs	Non-Profit Organizations
97	15	13
Grants Secured	Loans Secured	Professional Services
\$782,414	\$541,000	\$8,200
Cumulative Revenues		Cumulative Jobs Supported
\$18,239,869		395

- Community Website Partnership (CWP)

Through the ERI process and resulting action planning sessions, it was made clear that the entrepreneurial ecosystem experienced a gap regarding accessing communication networks. Business owners reported a lack of communication

between community members, public and private entities, and nonprofit organizations. They also described having difficulty in gaining awareness of new resources or information distribution systems. The recommended strategy to alleviate or at least diminish this gap was to establish an online website hub. CCD applied to the Business Oregon Rural Opportunity Initiative Grant and secured \$23,000 for this endeavor to support the Coos County CWP and to build the Douglas County website. The process for Connect Douglas County Oregon was guided by ten members serving on a Steering Committee, with representation from seven great cities (Canyonville, Elkton, Glendale, Glide, Oakland, Reedsport, and Roseburg) across the region, and included more than 43 meetings to get the website up and running.



- *CCD County Specific Small Business Resource Landing Page*

The resource landing page is primarily targeted for businesses in the region as it has information regarding resources and grants, but it also provides emergency information for times of crisis, such as a wildfire. There is also an option to display a banner on the home page if an event presented in a local area. CCD applied to the Business Oregon Rural Opportunity Initiative Grant and secured \$1,250 for this endeavor.



Economic Recovery Initiative (ERI) Partnerships

CCD recognizes that it is but one organization in the region. Building and maintaining relationships is a vital piece of recovery and continued resiliency. Participation and collaboration of the businesses, local governments, nonprofits, and other stakeholders is an essential piece of the Economic Recovery Initiative.

The following partners were actively involved in the ERI project and outcomes:

- *Chambers of Commerce:* Bandon Chamber of Commerce, Bay Area Chamber of Commerce, Brookings Harbor Chamber of Commerce, Coquille Chamber of Commerce, Myrtle Point Chamber of Commerce, Myrtle Creek Chamber of Commerce, and Sutherlin Chamber of Commerce.
- *Community Social Groups:* AVIVA Health, Community Website Partnership, Douglas County Health & Services, NeighborWorks Umpqua, The Ford Family Foundation
- *County Governments:* Coos County Government, Curry County Government, Douglas County Government
- *Economic Development Organizations:* Business Oregon, CCD Business Development Corporation, South Coast Development Council, Inc, Umpqua Economic Development Partnership, Winston Economic Development Forum
- *Infrastructure:* Port of Bandon, Port of Brookings Harbor, Port of Coos Bay, Port of Coquille River, Port of Port Orford, Port of Umpqua
- *Native American Tribes:* Oregon State Tribal Economic Development and Community Service Cluster