



Economic Development Fundamentals in Oregon (101) | Dec. 8, 2022 | Virtual

TIME	AGENDA ITEM	GOAL	2022 TRAINER(S)
(15 min) 8:30 – 8:45	Welcome & introduction	<ul style="list-style-type: none"> • Introductions and roundtable discussion • Type of organizations represented in room; experience levels • Course overview & expectation <ul style="list-style-type: none"> ○ Learn fundamentals; spark interest for additional training • How this course fits into the OCED Program • Why it's important 	AJ Foscoli , City Manager, Falls City Manager@fallscityoregon.gov
(45 min) 8:45 – 9:30	Oregon's Economy	<ul style="list-style-type: none"> • Data setting context • Why focus on traded sector • COVID-19 impact and recovery 	Anna Johnson , State of Oregon Senior Economic Analyst anna.l.johnson@oregon.gov
(30 min) 9:30—10:00	How Economic Development Drives Growth	<ul style="list-style-type: none"> • Overview of typical economic development programs • GROW (BRE); LOCATE (Business recruitment); START/GROW (Entrepreneurship) • Entrepreneurship and innovation resources 	James Graham, CEcD Economic Development Director, The City of Oregon City jgraham@orcify.org
	BREAK 15 min.		
(30 min) 10:15 – 10:45	Basic ED "Toolbox" & Team Exercise	<ul style="list-style-type: none"> • Beyond one organization or department • Diversity of components • Importance of partners 	Seth Sherry , Economic Development Manager, City of Albany Seth.Sherry@cityofalbany.net
(45 min) 10:30—11:15	Business Oregon	<ul style="list-style-type: none"> • How to access what you need (i.e., regional rep; recruiters, etc.) • Infrastructure programs and building in Oregon • Financing • Incentives and business recruitment 	Ryan DeGrofft , Regional Development Officer, Business Oregon; Ryan.DeGrofft@biz.oregon.gov
		<ul style="list-style-type: none"> • Exporting programs 	<i>(To be confirmed)</i> Jessica Sedacy Global Trade Specialist, Business Oregon,
(30 min) 11:15-11:45	Workforce Development	<ul style="list-style-type: none"> • Resources • Outreach and training programs 	Bridget Dazey , Executive Director, Clackamas Workforce Partnership Bridget.Dazey@clackamasworkforce.org
(15 min) 11:45-12:00	Wrap-up & What's Next	<ul style="list-style-type: none"> • Final questions on the day's presentations • Outline Friday's training sessions • Housekeeping items 	AJ Foscoli , City Manager, Falls City Manager@fallscityoregon.gov



Economic Development Fundamentals in Oregon (101) | Dec. 9, 2022 | Virtual

TIME	AGENDA ITEM	GOAL	2022 Trainer(s)
(15 min) 8:30-8:45	Welcome & Recap Day 1	<ul style="list-style-type: none"> • Discuss take-aways from day 1 • Questions/answers on topics covered • Topics to be covered 	Tory Banford , Project Manager, City of Salem tbanford@cityofsalem.net
(30 min) 8:45-9:15	ED Organizations/Program Structures/Funding	<ul style="list-style-type: none"> • Organizational mixes, varied geographies, and benefits • Funding 	Colleen Padilla , Executive Director, SOREDI colleen@soredi.org
(30 min) 9:15-9:45	Land Supply and Land Use in Oregon	<ul style="list-style-type: none"> • Land uses, zoning, and urban growth boundaries • Industrial land development readiness 	Olivia Dias Smith , Planning Manager, City of Salem Tory Banford , Project Manager, City of Salem, tbanford@cityofsalem.net
Self-led: Confirm Viewing	Oregon Legislature	<ul style="list-style-type: none"> • Why important to economic development/your work? • Share some legislation examples • How to get involved? (OEDA's role) 	Rocky Dallum , Partner, Tonkon Torp LLP & OEDA Legislative Counsel
	BREAK 15 min.		
(45 min) 10:00—10:45	ED Strategic Planning Part 1	<ul style="list-style-type: none"> • Pulling everything together • Types of strategic plans • Fundamental elements for effective plans • Metrics 	Nick Green , President, Catalyst Public Policy Advisors, LLC nick@catalyst.win <i>*Former City Manager and Chief Planning Official, City of John Day</i>
(45 min) 10:45—11:30	ED Strategic Planning Part 2	<ul style="list-style-type: none"> • CEDS: Importance & Overview • Strategy and resiliency planning • OMEP 	Renata Wakeley , Special Projects Director, City of Woodburn Renata.Wakeley@ci.woodburn.or.us <i>(to be confirmed Nathan Buhler)</i>
(30 min) 11:30—12:00	OEDA's Role Synthesis: Putting into Practice Course Survey	<ul style="list-style-type: none"> • Value of OEDA • Organization that unites ED organizations throughout Oregon • Exercise/activity to rehearse items learned • Discussion and approaches to implement in their communities 	Caitlyn Q. , Executive Director, Oregon Economic Development Association, director@oeda.biz Tory Banford , Project Manager, City of Salem, tbanford@cityofsalem.net