



OREGON ECONOMIC DEVELOPMENT ASSOCIATION

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

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



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

TIME	AGENDA ITEM	Goal	2020 Trainer(s)
(15 min) 8:30-8:45	<b>Welcome &amp; Recap Day 1</b>	<ul style="list-style-type: none"> <li>• Discuss take-aways from day 1</li> <li>• Questions/answers on topics covered</li> <li>• Topics to be covered</li> </ul>	<b>Tory Banford</b> , Project Manager, City of Salem <a href="mailto:tbanford@cityofsalem.net">tbanford@cityofsalem.net</a>
(30 min) 8:45-9:15	<b>ED Organizations/Program Structures/Funding</b>	<ul style="list-style-type: none"> <li>• Organizational mixes, varied geographies, and benefits</li> <li>• Funding</li> </ul>	<b>Colleen Padilla</b> , Executive Director, SOREDI <a href="mailto:colleen@soredi.org">colleen@soredi.org</a>
(30 min) 9:15-9:45	<b>Land Supply and Land Use in Oregon</b>	<ul style="list-style-type: none"> <li>• Land uses, zoning, and urban growth boundaries</li> <li>• Industrial land development readiness</li> </ul>	<b>Olivia Dias Smith</b> , Planning Manager, City of Salem  <b>Tory Banford</b> , Project Manager, City of Salem, <a href="mailto:tbanford@cityofsalem.net">tbanford@cityofsalem.net</a>
Self-led: Confirm Viewing	<b>Oregon Legislature</b>	<ul style="list-style-type: none"> <li>• Why important to economic development/your work?</li> <li>• Share some legislation examples</li> <li>• How to get involved? (OEDA's role)</li> </ul>	<b>Rocky Dallum</b> , Partner, Tonkon Torp LLP & OEDA Legislative Counsel
	<b>BREAK 15 min.</b>		
(45 min) 10:00—10:45	<b>ED Strategic Planning Part 1</b>	<ul style="list-style-type: none"> <li>• Pulling everything together</li> <li>• Types of strategic plans</li> <li>• Fundamental elements for effective plans</li> <li>• Metrics</li> </ul>	<b>Nick Green</b> , President, Catalyst Public Policy Advisors, LLC <i>*Former City Manager and Chief Planning Official, City of John Day</i>
(45 min) 10:45—11:30	<b>ED Strategic Planning Part 2</b>	<ul style="list-style-type: none"> <li>• Strategy and resiliency planning</li> <li>• CEDS: Importance &amp; Overview</li> <li>• OMEP</li> </ul>	<i>(to be confirmed Nathan Buhler)</i> <b>Renata Wakeley</b> , Special Projects Director, City of Woodburn <a href="mailto:Renata.Wakeley@ci.woodburn.or.us">Renata.Wakeley@ci.woodburn.or.us</a>
(30 min) 11:30—12:00	<b>OEDA's Role</b>  <b>Synthesis: Putting into Practice</b>  <b>Course Survey</b>	<ul style="list-style-type: none"> <li>• Value of OEDA</li> <li>• Organization that unites ED organizations throughout Oregon</li> <li>• Exercise/activity to rehearse items learned</li> <li>• Discussion and approaches to implement in their communities</li> </ul>	<b>Caitlyn Q.</b> , Executive Director, Oregon Economic Development Association, <a href="mailto:director@oeda.biz">director@oeda.biz</a>  <b>Tory Banford</b> , Project Manager, City of Salem, <a href="mailto:tbanford@cityofsalem.net">tbanford@cityofsalem.net</a>