

Economic Development Branding & Marketing

OEDA OCED

August 2022

Virtual

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Regional Development Officer



BECAUSE “LIVE, WORK, PLAY” ONLY GETS YOU SO FAR

BRANDING & MARKETING

IT'S DIFFERENT FOR US

PLEASE FINISH THE SENTENCE IN CHAT: IN ECONOMIC AND COMMUNITY DEVELOPMENT, WE'RE NOT SELLING, WE'RE

Establishing a Brand when You're in EcDev

- Reflection of your community
- Personality of your region
- A business community identity
- Voice: advocate, ally, champion
- A Set of Values
- A Promise (Vision + Mission + Strategic Plan + Goals)

Marketing

- A Look Outward
- External Perceptions of Your Org/Place/Brand
- How you communicate your brand
- Compelling someone to do/think/feel something
- Positioning – are you in competition or coopetition?

Sharing Your Brand: Key Aspects

- Consistency!
- A look, a feel, a voice
 - Colors, fonts, imagery
 - Writing style
- Media Relations
- Accessibility!!!
- Jurisdictional relationships
- Website
- Social Media
 - your own – public record?
 - earned – who's tagging you?
 - paid – where is the placement?
- Video
- Events
- Collateral: brochures, reports, responses to recruitment leads, presentations



Business Oregon
@BusinessOregon

Following

Another job opening!

Communications and Marketing Coordinator.
Looking for creative candidates with a mix of
writing, design, and project management
skills.

Take a look at:

oregon4biz.com/Careers/



10:10 AM - 3 Jun 2019

2 Retweets 7 Likes



2



7



PROSPERITY FOR ALL OREGONIANS

Business Oregon Strategic Plan // 2018 - 2022

Things to Keep in Mind

Ultimately:

- Who do you want to talk to? Audience
- How can you reach them? Channels
- What do you want them to do/think/feel? Visit, Stay, or Relocate?
- How can you tell if you are successful? Metrics

Do's and Don'ts

Do:

- Start simple, simple lists and word associations
- SWOT analysis helpful
- Work with tourism and other partners
- Revise message as needed

Don't:

- Jump into advertising
- Launch a bunch of new things at once
- Create high expectations and imply immediate results
- Start something you can't afford long-term

Grow Oregon Rebrands as Scale Oregon and Hires New Advisor



The COCC Small Business Development Center announces the rebranding of the Grow Oregon program as Scale Oregon and the appointment of Tom Olsen as a new advisor for the Scale Oregon program in Central Oregon.

Scale Oregon's mission is to help traded-sector Oregon companies with \$1-\$50 million in annual revenue and 10-99 employees reach the next level of growth through CEO mentoring, customized team advising, resource partner engagement, strategic needs assessment, market research and digital media assistance.

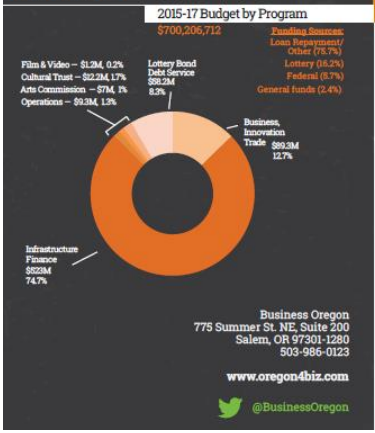




ANNUAL REPORT

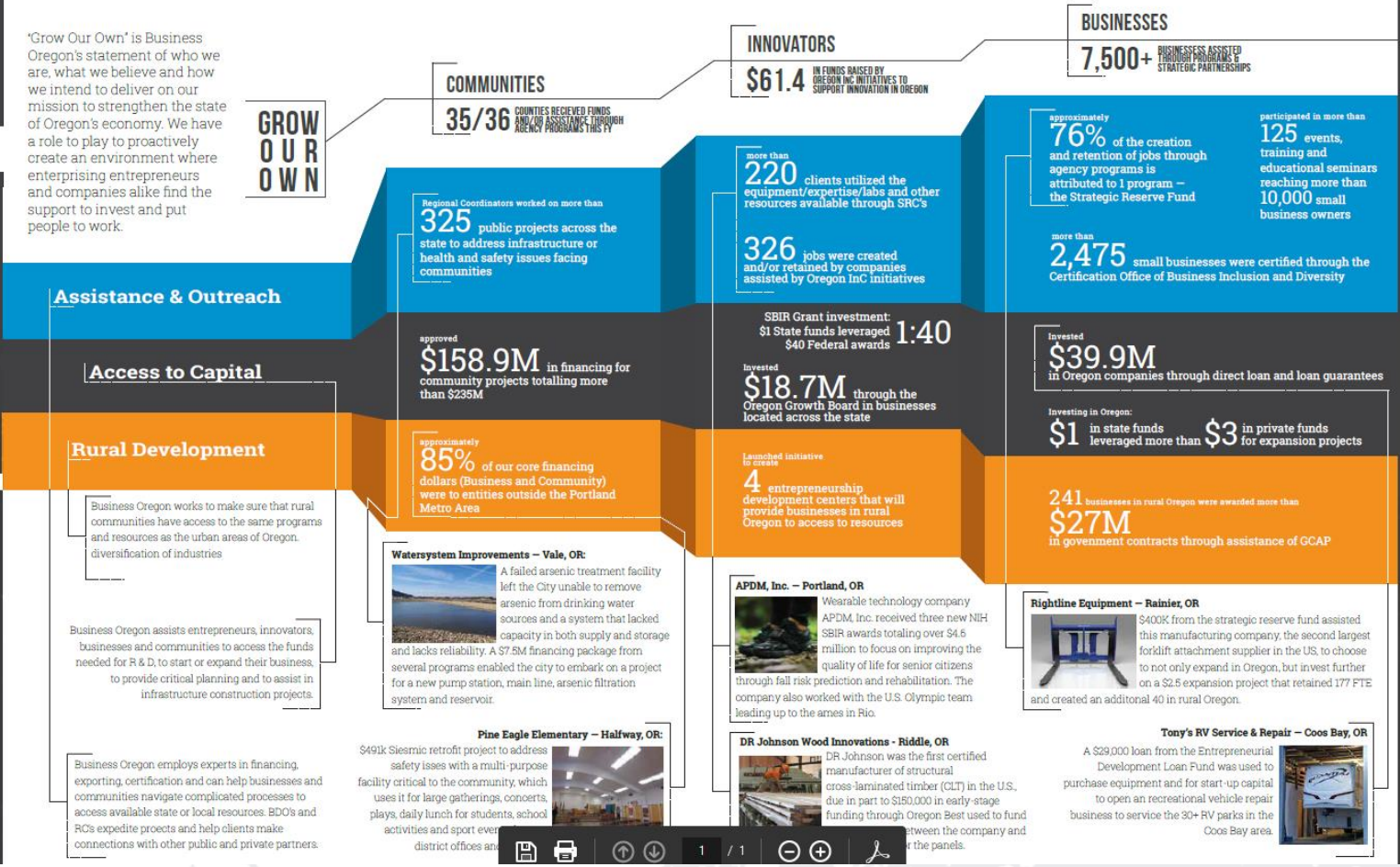
FY2016: JULY '15 — JUNE '16

BUDGET



'Grow Our Own' is Business Oregon's statement of who we are, what we believe and how we intend to deliver on our mission to strengthen the state of Oregon's economy. We have a role to play to proactively create an environment where enterprising entrepreneurs and companies alike find the support to invest and put people to work.

GROW OUR OWN



Watersystem Improvements – Vale, OR

A failed arsenic treatment facility left the City unable to remove arsenic from drinking water sources and a system that lacked capacity in both supply and storage and lacks reliability. A \$7.5M financing package from several programs enabled the city to embark on a project for a new pump station, main line, arsenic filtration system and reservoir.

Pine Eagle Elementary – Halfway, OR

\$491k Seismic retrofit project to address safety issues with a multi-purpose facility critical to the community, which uses it for large gatherings, concerts, plays, daily lunch for students, school activities and sport events. The project includes new district offices and

APDM, Inc. – Portland, OR

Wearable technology company APDM, Inc. received three new NIH SBIR awards totaling over \$4.5 million to focus on improving the quality of life for senior citizens through fall risk prediction and rehabilitation. The company also worked with the U.S. Olympic team leading up to the games in Rio.

DR Johnson Wood Innovations - Riddle, OR

DR Johnson was the first certified manufacturer of structural cross-laminated timber (CLT) in the U.S. due in part to \$150,000 in early-stage funding through Oregon Best used to fund research and development between the company and

Rightline Equipment – Rainier, OR

\$400K from the strategic reserve fund assisted this manufacturing company, the second largest forklift attachment supplier in the US, to choose to not only expand in Oregon, but invest further on a \$2.5 expansion project that retained 177 FTE and created an additional 40 in rural Oregon.

Tony's RV Service & Repair – Coos Bay, OR

A \$29,000 loan from the Entrepreneurial Development Loan Fund was used to purchase equipment and for start-up capital to open a recreational vehicle repair business to service the 30+ RV parks in the Coos Bay area.

BUSINESS OREGON KEY PERFORMANCE MEASUREMENTS

1 Jobs Created	part results	
1,482 jobs	TARGET: 1,800 jobs	
New jobs by firms participating in agency programs		
2 Jobs Retained	part results	
6,016 jobs	TARGET: 6,200 jobs	
Jobs retained by firms participating in agency programs		
3 Income Tax Revenue	part results	
\$25.8M	TARGET: \$21.2M revenue	
Personal income tax generated by Oregon's investment in jobs		
4 Export Sales	part results	
\$47.1M	TARGET: \$47.8M sales	
Export sales from companies assisted through department programs		
5 Government Contracts	part results	
\$76M	TARGET: \$86M	
Federal contract dollars to businesses receiving assistance through the Government Contract Assistance Program		
6 Site Certifications	part results	
1 site 60 acres	TARGET: 5 sites	
Number of new industrial sites/acres certified "project ready"		
7 Infrastructure Planning	part results	
41 projects	TARGET: 30 projects	
Number of community capital projects assisted with planning		
8 Infrastructure Construction	part results	
41 projects	TARGET: 30 projects	
Number of public health and safety projects assisted with construction		
9 Infrastructure Community	part results	
15 projects	TARGET: 30 projects	
Number of community capital projects assisted with economic development construction		
10 Customer Satisfaction	part results	
81%	TARGET: 90%	
Overall customer satisfaction with service as "good" or "excellent"		



ANNUAL REPORT

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**GROW
OUR
OWN**

COMMUNITIES

35/36 COUNTIES RECEIVED FUNDS AND/OR ASSISTANCE THROUGH AGENCY PROGRAMS THIS FY

Regional Coordinators worked on more than **325** public projects across the state to address infrastructure or health and safety issues facing communities

Assistance & Outreach



BusinessOregon

Subscribed 53

Home Videos Playlists Channels Discussion About

Uploads



Outdoor Friedrichshafen

28 views • 3 months ago



Business Oregon chats with Naim Hassan

32 views • 1 year ago



Business Oregon chats with Oregon farmer Bryan Harper

177 views • 1 year ago



Eastern Oregon Trip 2017

46 views • 1 year ago



Cascades Tissue Grand Opening - Scappoose 2017

434 views • 1 year ago





Outreach & Engagement | Extension Service

OSU Extension Service OSU Extension

Catalog ▼

About Us

Programs

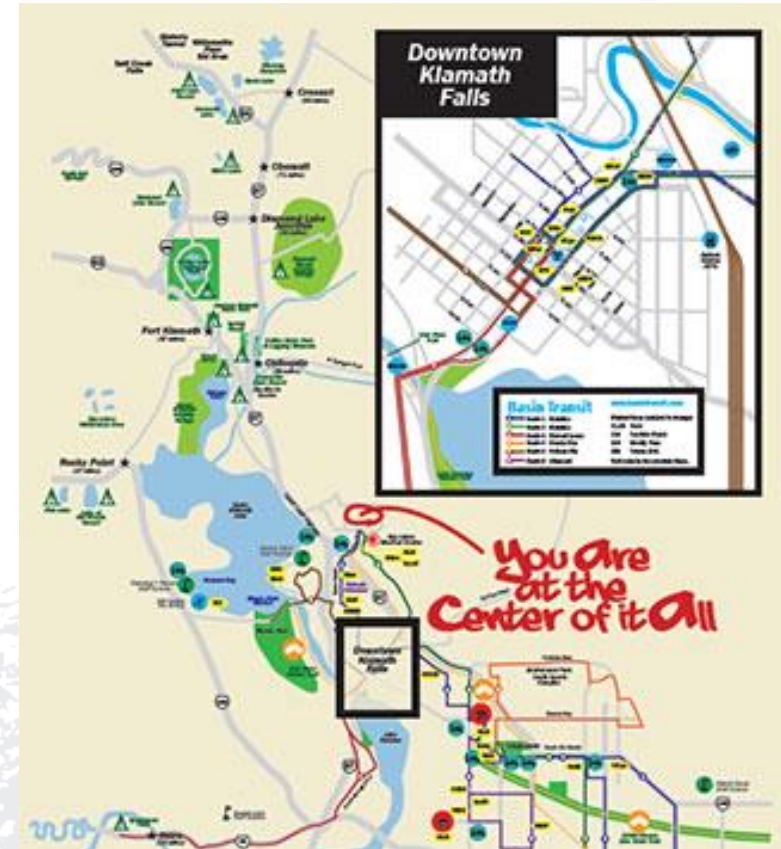
Find Us ▼

Catalog



Relocation Focus

- Content bank: facts, figures, photos and quotes from recent wins w/release on file – Google Drive, shared
- Response template, updated with names of new businesses and infrastructure projects
- PowerPoint/deck for sit-down opportunities with site selectors and recruitment projects



Retention Focus

- Content Bank: business profiles, celebrate succession planning, share vacant building information
- Leave-behind template with resources for BRE visits
- Use your platform: celebrate businesses in your community; retention is key to recruitment; lift + elevate underrepresented voices
- Share relevant articles to business growth and support opportunities

Entrepreneurship Support Focus

- Content Bank: data on new business starts from SOS by County, SBDC contacts at the ready
- Share and celebrate entrepreneur and start-up gatherings: Meet Ups, Oregon Entrepreneur Network happenings
- Celebrating a new business post/interview template: who, what, where, what do you love about being here?
- Pitch contest events: sponsored prizes and prize funds
- Going Live on FB at a Ribbon Cutting costs **\$0**

Sourcing Data

- Oregon Employment Department newsletters: regional, quarterly
- Local educational institutions : ex: OIT + SOU
- Census 2020 reports –Census.Gov newsletters & free webinars
- Oregon Prospector : site listings and community profiles
- Opportunity Atlas – newer, good for outreach to elected officials
- Access databases through your library (ex: A to Z business database)

Examples: Virtual vs Print vs Swag

- Amazon HQ2 Project Oregon response
- City of Independence
- Butte Creek Mill Rebuild
- SOREDI: annual report vs general brochure
- Mercatus magazine – Prosper Portland
- McMinnville Ec Dev Partnership Pillars
- Swag has to be relevant. Make it clever. Make it memorable.
Ex: emergency preparedness resource

THANK YOU!



SILICON SHIRE

BRANDING AROUND AN INDUSTRY CLUSTER
IN LANE COUNTY

CALE BRUCKNER
PRESIDENT



How & Why

- History
- Team
- Partners
- Branding



log in

SILICON
shire

EUGENE & SPRINGFIELD, OREGON



menu

what is the shire?



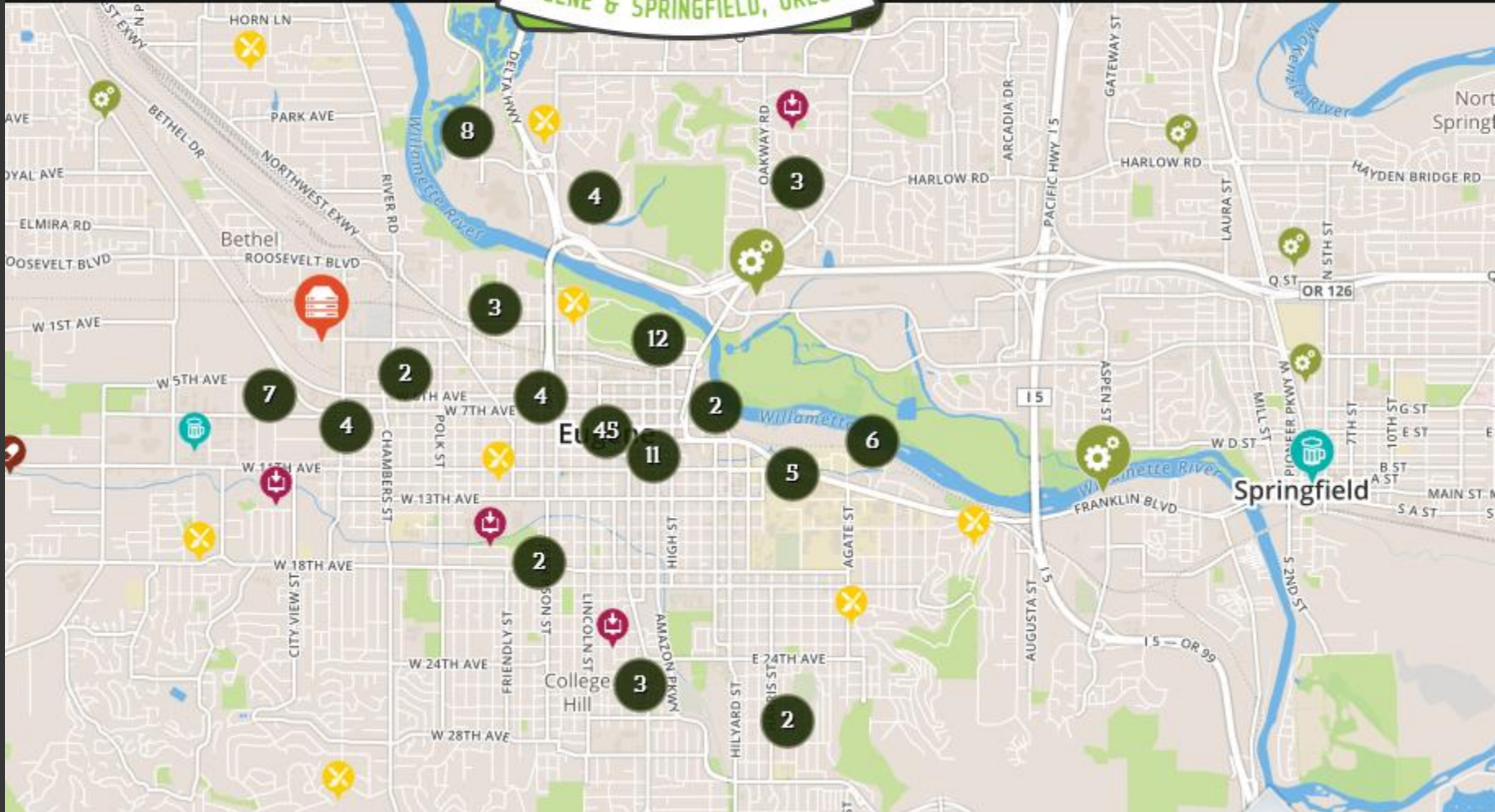
eugene



springfield

FROM AN IDEA TO SELF-PROMOTING MOVEMENT





From Silicon Bayou to Silicon Shire



Back in 2014, Lafayette earned the nickname “Silicon Bayou” when several tech companies sprung up in the community to take advantage of its publicly owned gigabit network. Those new businesses had been the latest in a string of new and retained jobs that depend on high-quality connectivity. Eugene wants to be known as the “Silicon Shire” and an initiative of 400 regional technology companies has claimed the brand. The community’s investment in better connectivity and the Mozilla/NSF Gigabit Community Fund reinforce their efforts.

Source: Institute for Self-Reliance, 2017, *Eugene’s “Silicon Shire” : No Orcs Here*

Tech Companies in the Eugene/Springfield Area



Hardware Development Company



Software Development Company



Gaming Company



BioTech Company



Tech Services Company



Digital Creative Company



Micro-Brewery


business directory

apply a filter:        

don't see your business?


[register now!](#)


3Cinteractive


 100+ employees

 [Visit site](#)


4medica Inc.


 51 - 100 employees

 [Visit site](#)


 **we are hiring!**


5ft12 Design


 1 - 5 employees

 [Visit site](#)


Abcam Eugene

 26 - 50 employees

 [Visit site](#)


 **we are hiring!**


Abel Computers

 1 - 5 employees


 [Visit site](#)

Advanced Energy Systems


 11 - 25 employees


 [Visit site](#)


Affordable Computers

 [Visit site](#)


Alacrity Services

 100+ employees

 [Visit site](#)

 **we are hiring!**

Ambient

 11 - 25 employees

 [Visit site](#)



www.Siliconshire.org

- Shire for the River Campaign:

<https://www.mckenzieriver.org/2018/10/shire-for-the-river-campaign-matches-donations-until-october-26/>

- McKenzie River Trust Shire for the River Video

<https://www.youtube.com/watch?v=kjliDogLe10>

Q & A

THANK YOU!