

An aerial photograph of a large outdoor event, likely a festival or concert, held by a lake. A large crowd of people is gathered on a grassy area in the foreground, with several white tents and booths. The lake is in the middle ground, and the background shows a town and hills under a clear sky. The text is overlaid on the image.

BRANDING YOUR ORGANIZATION THROUGH EVENTS

HOW TO DIRECTLY COMMUNICATE WITH YOUR COMMUNITY



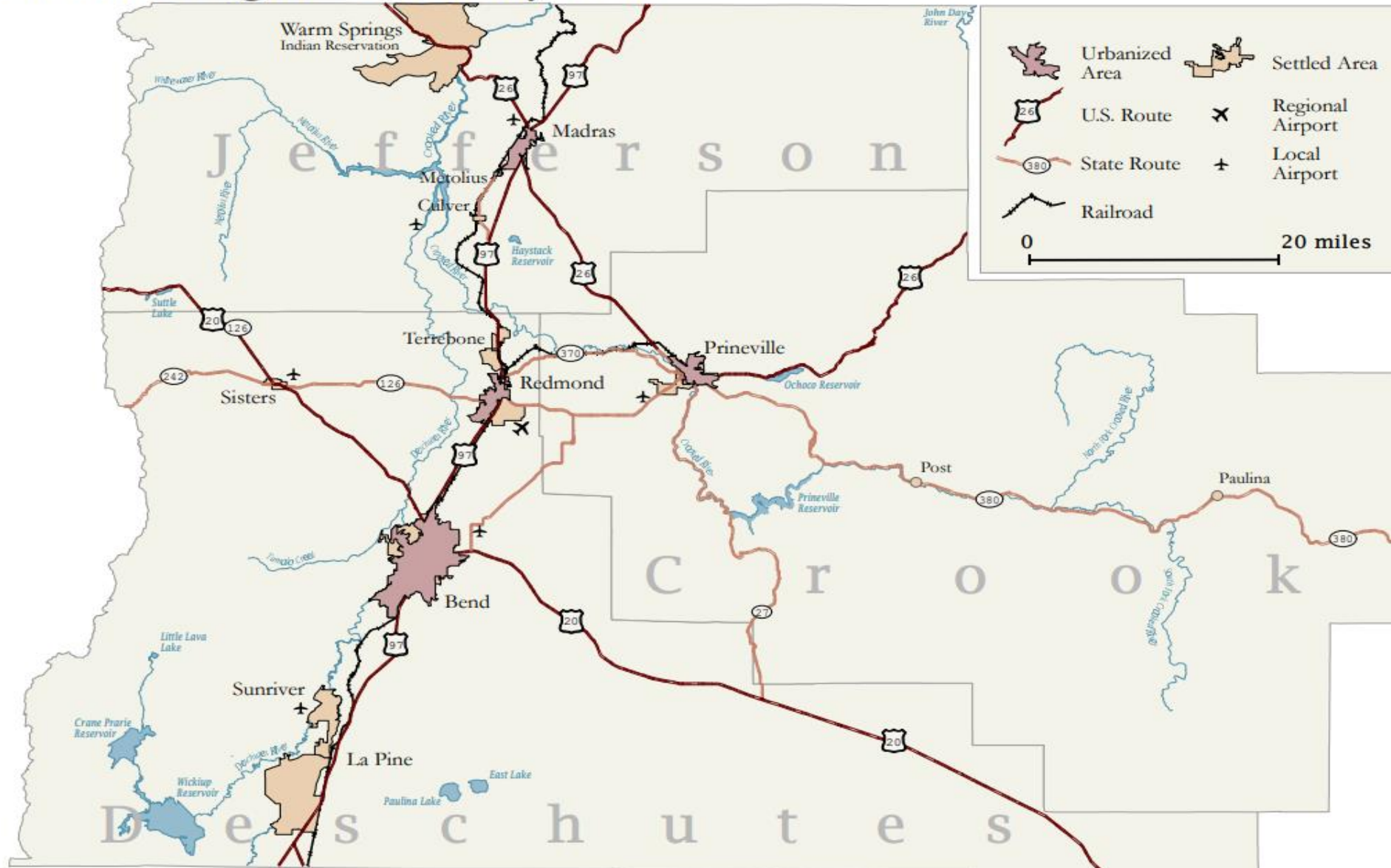
Economic Development for Central Oregon



An aerial photograph of a dense forest with a river winding through it. The image is overlaid with a semi-transparent green filter. The text 'EST. 1981' is centered in a white, serif font.

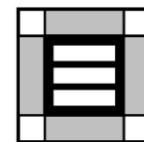
EST. 1981

Central Oregon Tri-County Area



From Wrecking Ball to Recognizable

The Evolution of EDCO's Brand



**ECONOMIC DEVELOPMENT
FOR CENTRAL OREGON**

Dispel the government misperception

Convey a higher energy and purpose

Our IP is our people, network & expertise

Contemporary, fresh, and simple

Strong, easily recognized



savy





OPTION 1



OPTION 2



OPTION 3



OPTION 4



MOVE. START. GROW.

OPTION 5



OPTION 6

EDCO

MOVE
START
GROW

EDCO

MOVE. START. GROW.

MOVE
START
GROW

EDCO

MOVE. START. GROW.

EDCO

MOVE
START
GROW

Branding The Local/Regional Model



PRINEVILLE



BEND



JEFFERSON COUNTY



SUNRIVER / LA PINE



SISTERS



Our Pitch

We help businesses **Move**, **Start** and **Grow** in Central Oregon.

Move. We attract and guide outside employers through the relocation process as a resource for regional data, incentives, talent, site selection and more.

Start. We mentor and advise scalable young companies from concept to exit on issues such as access to capital, critical expertise, and strategy.

Grow. We partner with local traded-sector companies to help them grow and expand.

We also help set the table for successful business and industry development in our region



& FARM
ALLIANCE
2017 PARTNER



EDCO MOVE
START
GROW

Good Branding Opens Doors



CENTRAL OREGON
PUBTALK

PRESENTED BY **EDCO** **MOVE
START
GROW**










WAFFLE WEDNESDAY



Come join us for Roger Lee's legendary sourdough waffles, made from a recipe (and starter) over 100 years old, as well as other breakfast goodies to start your day!

BREAKFAST IS ON US!








Overview

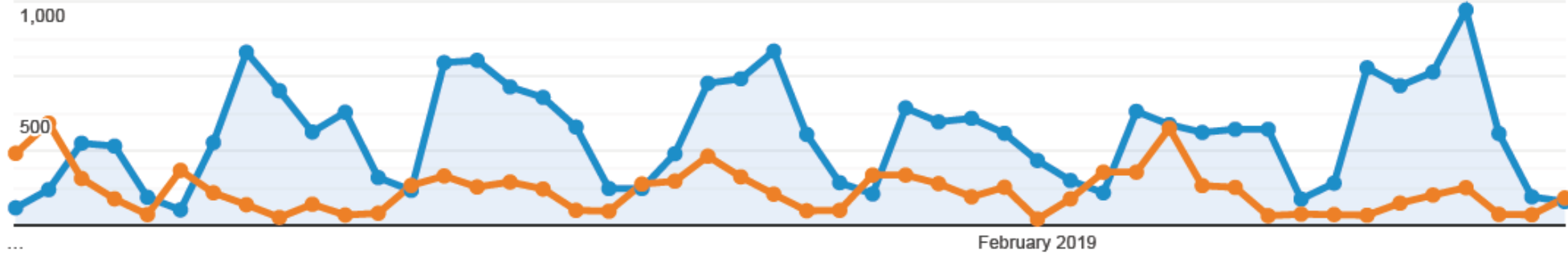
  All Users
+0.00% Pageviews

Jan 1, 2019 - Feb 17, 2019
Compare to: Nov 14, 2018 - Dec 31, 2018

Overview

Jan 1, 2019 - Feb 17, 2019:  Pageviews

Nov 14, 2018 - Dec 31, 2018:  Pageviews



Pageviews

167.75%
19,353 vs 7,228



Unique Pageviews

149.61%
14,540 vs 5,825



Avg. Time on Page

-14.46%
00:01:29 vs 00:01:44



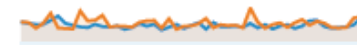
Bounce Rate

-43.99%
28.30% vs 50.52%



% Exit

-6.17%
45.97% vs 48.99%







TOUR & LUNCH

GROWING OUR ECONOMY & YOUR FOOD!

FOOD ISN'T GROWN IN THE BACK OF THE GROCERY STORE, IT'S GROWN RIGHT HERE 😊

Jefferson County
EDCO MOVE
START
GROW

EDCO
Janet Brown
EDCO Director in
Jefferson County





EDCO

Companies focused on innovation are represented by Schwabe.



Ready, Set, Grow!

Schwabe
WILLIAMSON & WYATT

EDCO
MOVE
START
GROW

EDCO MOVE START GROW

Quality Content, Delivery & Timing

TOTAL AMOUNT
RAISED
\$190101



TOWER
THE RUNNING MAN
30TH ANNIVERSARY
SUN NOV 12 7PM

TOWER
EDCO PRESENTS 14TH ANNUAL
BEND VENTURE CONFERENCE
OCT 19th 20
BENDVC.COM

2017
October 20th, 2017
PAY TO THE ORDER OF 2017 Cascade Angels Winner \$175,000
ONE HUNDRED SEVENTY FIVE THOUSAND DOLLAR
EDCO MOVE START GROW
Signature Here

2017
October 20th, 2017
PAY TO THE ORDER OF 2017 Growth Stage Winner \$110,000+
ONE HUNDRED TEN THOUSAND + DOLLARS
EDCO MOVE START GROW
Signature Here

2017
October 20th, 2017
portland seedfund
PAY TO THE ORDER OF 2017 Portland Seed Fund Winner \$50,000
FIFTY THOUSAND DOLLAR
EDCO MOVE START GROW
Signature Here

business oregon
2017
October 20th, 2017
PAY TO THE ORDER OF 2017 Business Oregon Winner \$150,000
ONE HUNDRED FIFTY THOUSAND DOLLARS

EDCO MOVE START GROW

Now What?





JOIN US

EDCO MOVE
START
GROW

Attendees are an extension of your brand.



AND ENGAGE

Shape the Conversation Organically





EDCO MOVE
START
GROW



Roger Lee, CEO
Elise Rossman,
Marketing & Communications Director



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