

OEDA Branding & Marketing Professional Development

June 2019

Cottage Grove, Oregon

Marta Tarantsey
Regional Development Officer



BRANDING & MARKETING

WHAT THEY ARE...WHAT THEY AREN'T

A Brand

- A Look Inward
- A Personality of a Thing
- An Identity
- A Voice
- A Set of Values
- A Promise

Marketing

- A Look Outward
- External Perceptions of Your Org/Place/Product...Brand
- How you communicate your brand
- Compelling someone to do/think/feel something
- Positioning

Sharing your Brand

- Consistency!
- A look, a feel, a voice
 - Colors, fonts, imagery
 - Writing style
- Materials
- Media Relations
- Website
- Social Media
- Video
- Events



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



PROSPERITY FOR ALL OREGONIANS

Business Oregon Strategic Plan // 2018 - 2022



Sharing your Brand

Ultimately:

- Who do you want to talk to? Audience
- How can you reach them? Channels
- What do you want them to do/think/feel? Action
- 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.

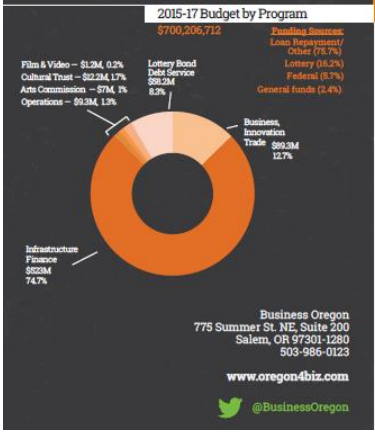




ANNUAL REPORT

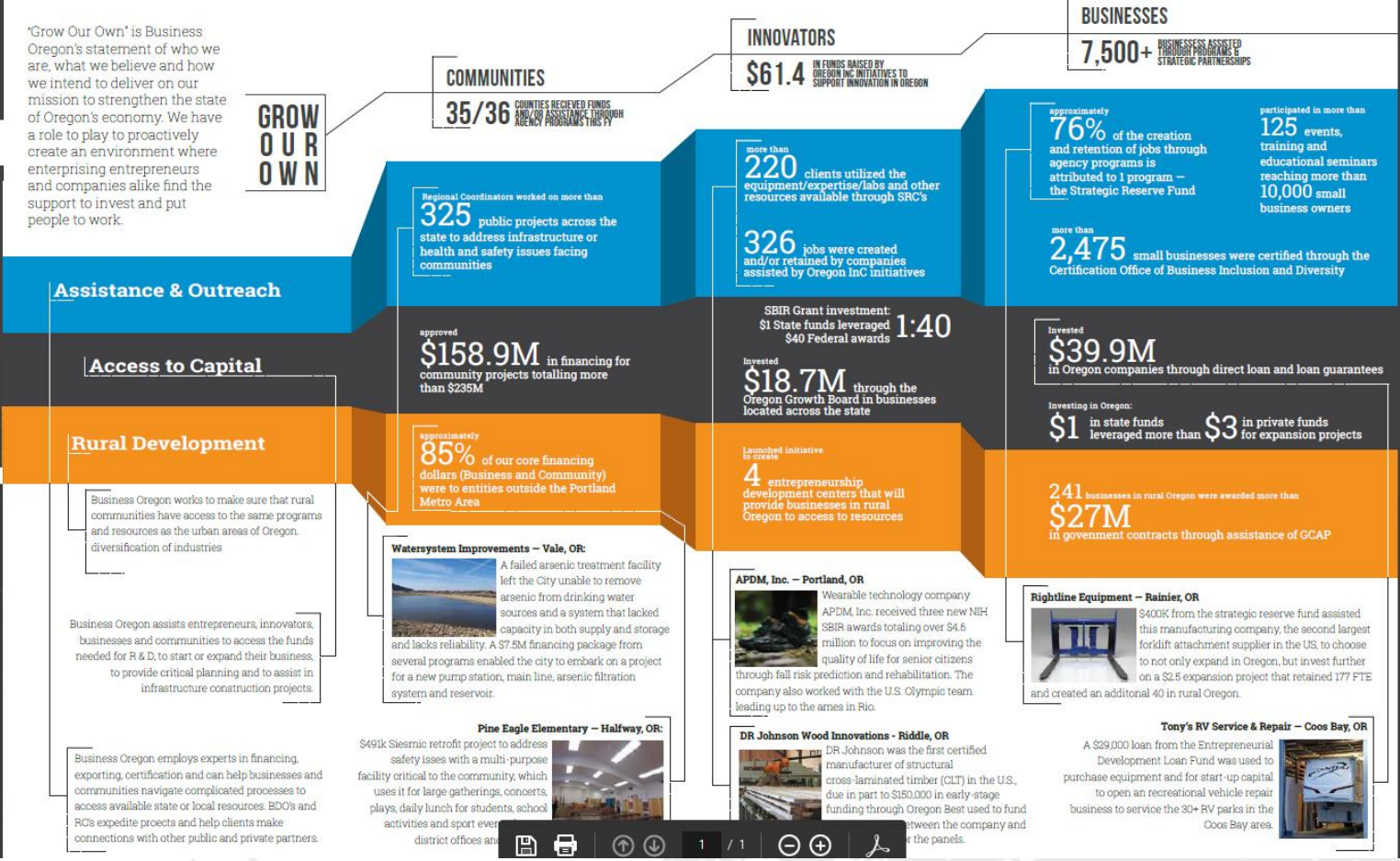
FY2016: JULY '15 — JUNE '16

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



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

FY2016: JULY '15 — JUNE '16

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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

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Catalog



Total Investments:	278
Rural \$:	\$377,162,030
Rural Projects:	228
% Rural:	74%

Investments Report is a new site feature reporting agency investments on business development and infrastructure projects throughout the state of Oregon. Investments are broken down by fiscal year or quarter, by program, and also highlights projects in rural areas.
[See the investments](#)

HOT TOPICS

- CDBG Round 2 Award Recipients
- Mass Timber Summit Results & Resources
- Two Rounds of Grant Awards for Innovation Projects
- Federal Opportunity Zones
- Frequently Asked Questions



Trouble with local or state government? Contact the Small Business Advocate for help.

OREGON FEATURES



Save the Date for the Infrastructure Summit



Oregon Broadband Office



Want to Visit Oregon?

Tweets by @BusinessOregon

Business Oregon Retweeted

Chris Harder
@Chris_C_Harder

@BusinessOregon is honored to have Fay Stetz-Waters kick-off our DEI Speaker Series to celebrate #PrideMonth. A personal story, a history lesson, and call to action and advocacy. 🏳️‍🌈



4 Jun 2019

Business Oregon Retweeted

AIMCO Global

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?



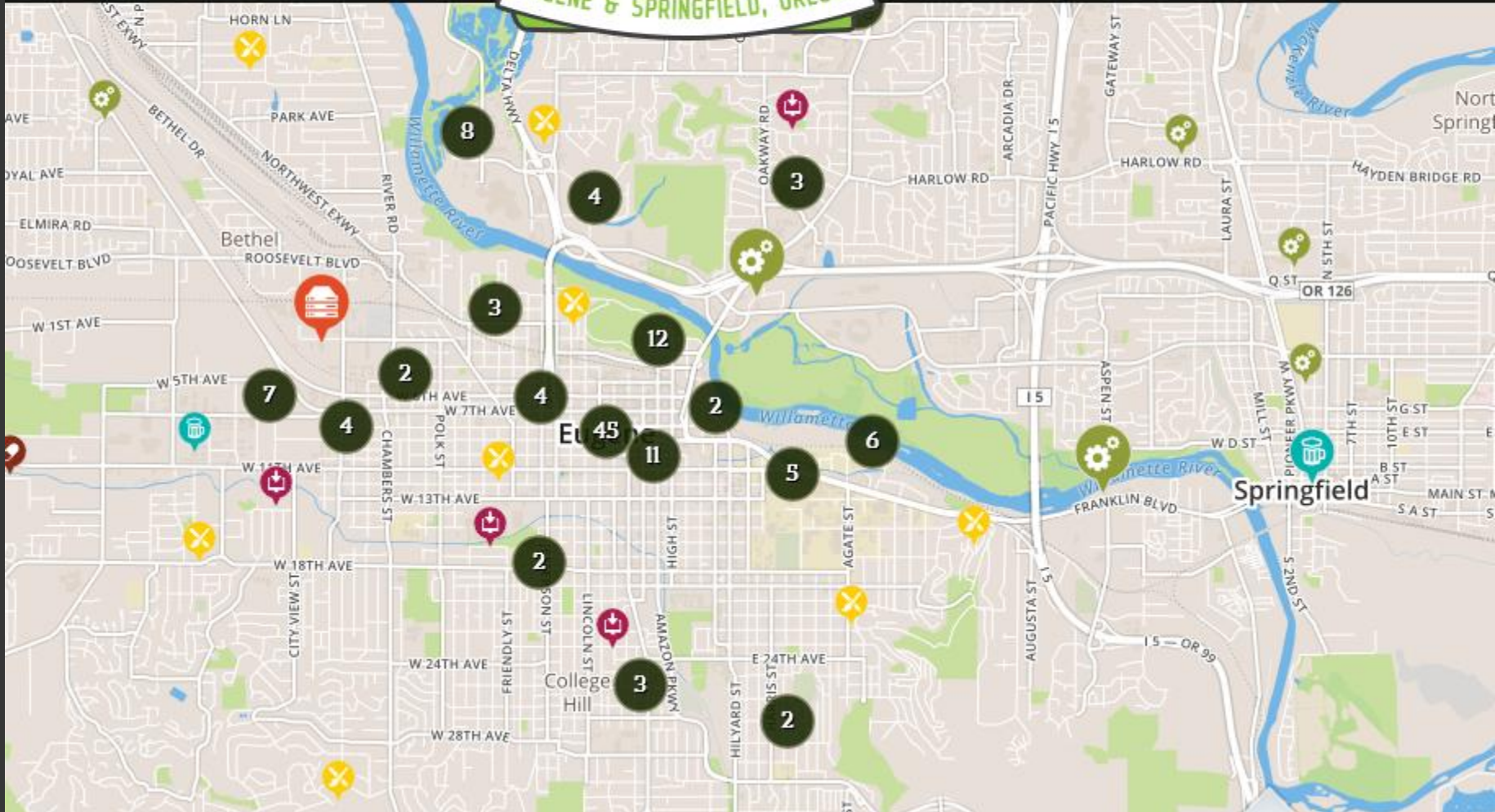
eugene



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=kj1iDogLe10>

Q & A

THANK YOU!