

BUSINESS RETENTION; INDUSTRY MARKETING



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BUSINESS RETENTION;
INDUSTRY MARKETING = CELEBRATE!





CELEBRATE EVERYTHING!
MAKE IT RELEVANT
MAKE IT SIMPLE
MAKE IT HUMAN
MAKE IT RELATABLE
MAKE IT TRANSPARENT
MAKE IT EASY
AND OPEN SOURCE



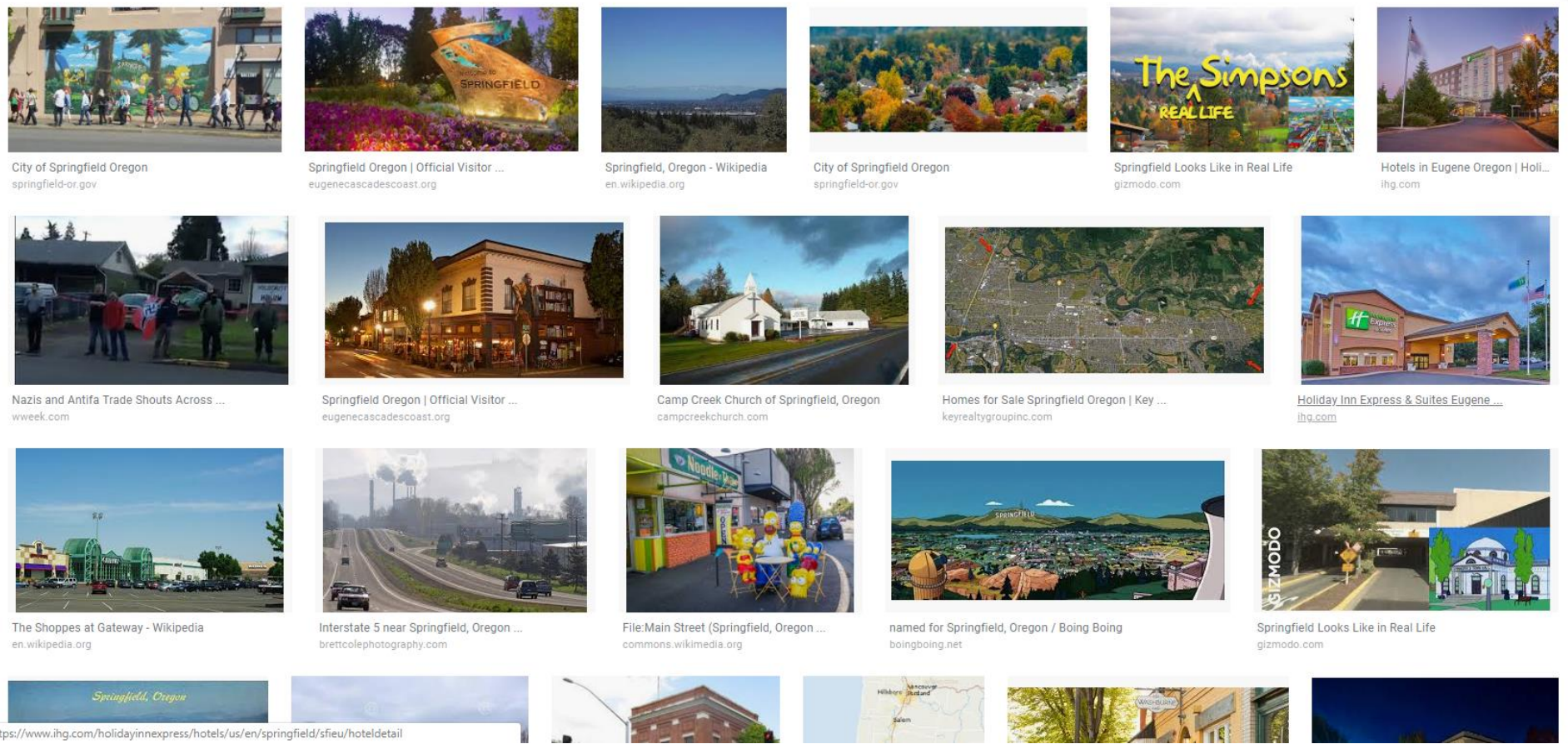
BUSINESS RETENTION;

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 downtown  simpsons  springfield high school  real life  eugene  holiday inn  mall  fire  thurston  aerial view 



WHAT DO OUR IMAGES SAY ABOUT OUR COMMUNITY

BUSINESS RETENTION;
INDUSTRY MARKETING

VOTERS

WORKFORCE

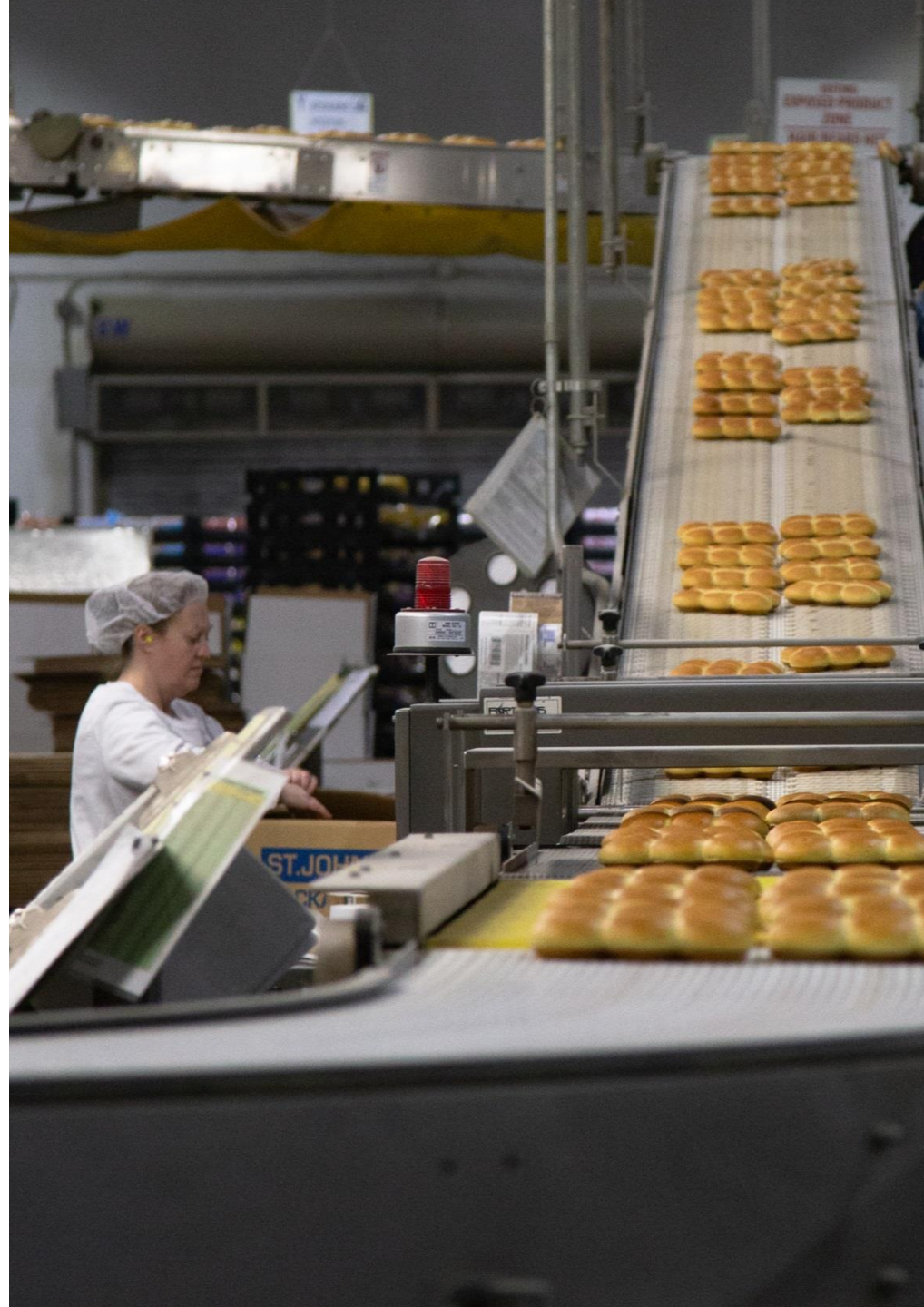
LEADERSHIP

BUSINESSES

PROSPECTS

PARTNERS

**Make it
Relevant**



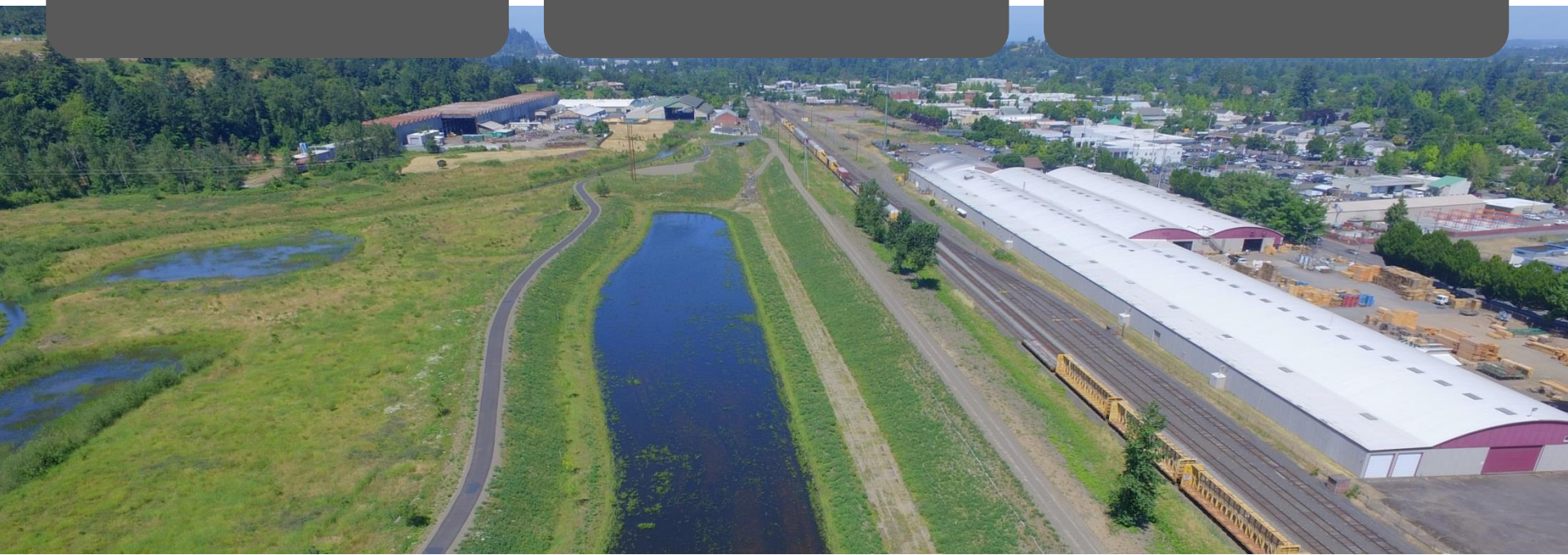
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**CITY
COMPETITIVENESS**

**SPRINGFIELD
ASSETS**

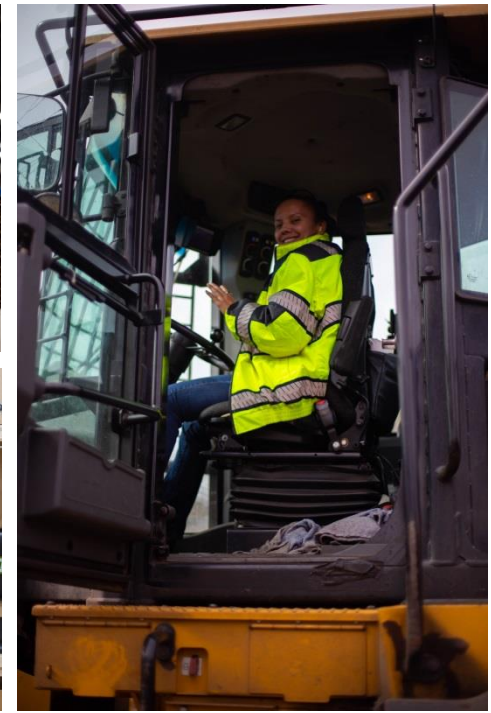
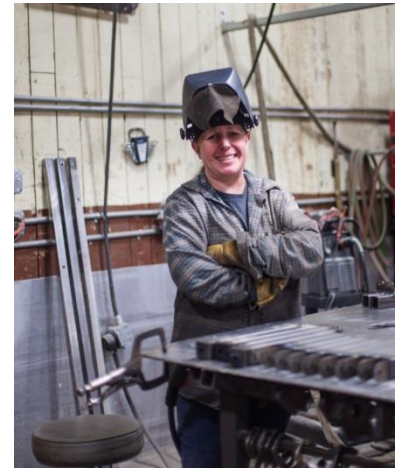
**BUSINESS
OUTREACH**



Make it Simple & Consistent

BUSINESS RETENTION:

IN



Make it Human

BUSINESS RETENTION; INDUSTRY MARKETING

WE MARKET OUR BUSINESSES TO OUR BUSINESSES!



400
employees in Lane County

\$55,600
average annual base wage; 28% higher than the average in Lane County. In 2019, \$22+M in base wages.

\$730K+
annually to employee pension & 401k plans

\$4M
payroll taxes in 2018

\$3.5M
annually to employee health care plans

\$100K+
annual contributions to local charitable organizations

\$155M
with various Lane County suppliers & vendors each year

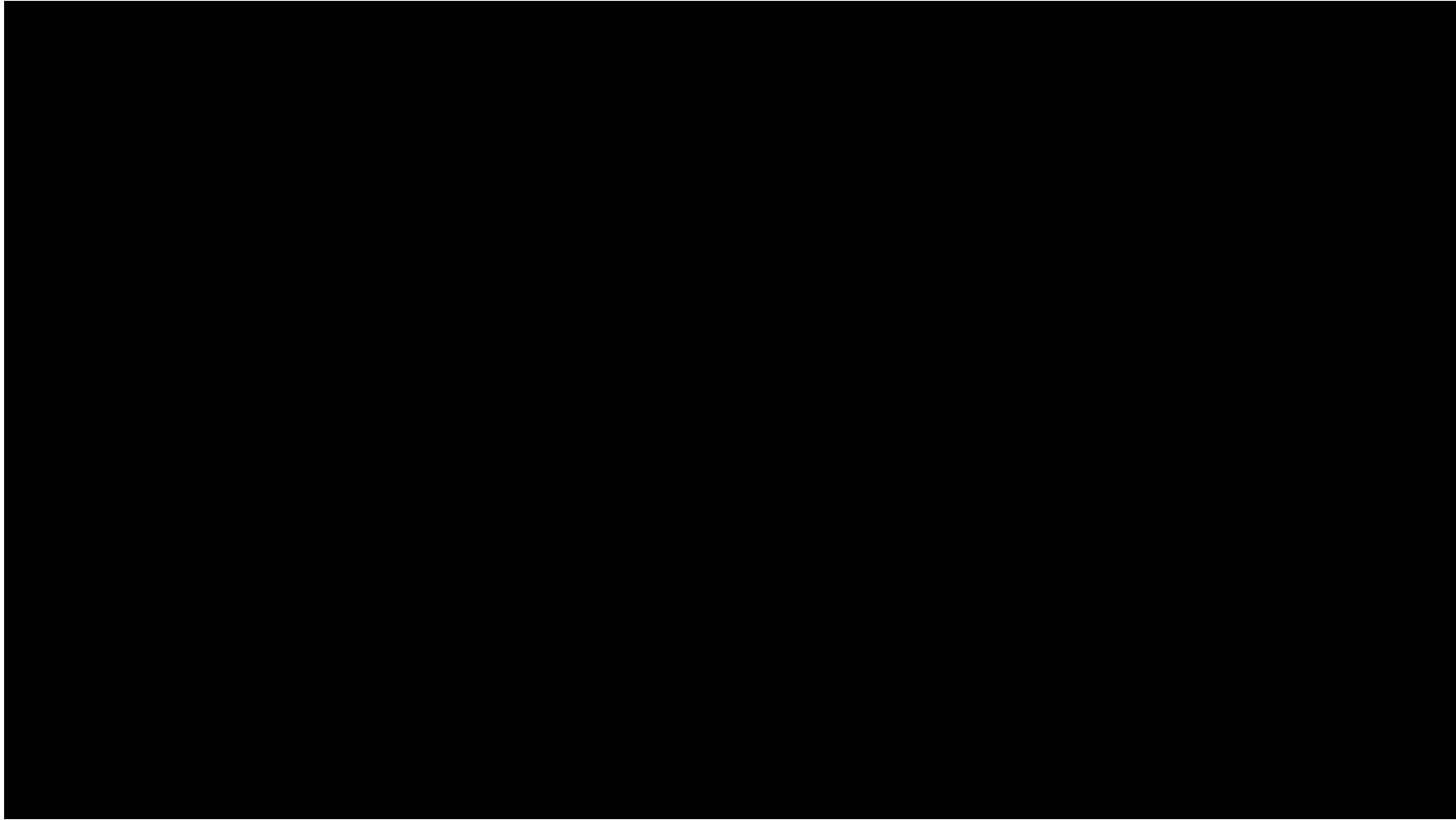
100%
utilization of every log harvested

In **2018**, Rosboro directly contributed **\$700K** to our local schools, parks, and service providers through property taxes to Springfield and Lane County. This totals a **\$3.3M** contribution over the last **5** years, or the equivalent of:

- **15** full time teachers, AND
- **2** full time police officers, AND
- **10** Months of library operations, AND
- **1** year of preschool programming for low income families

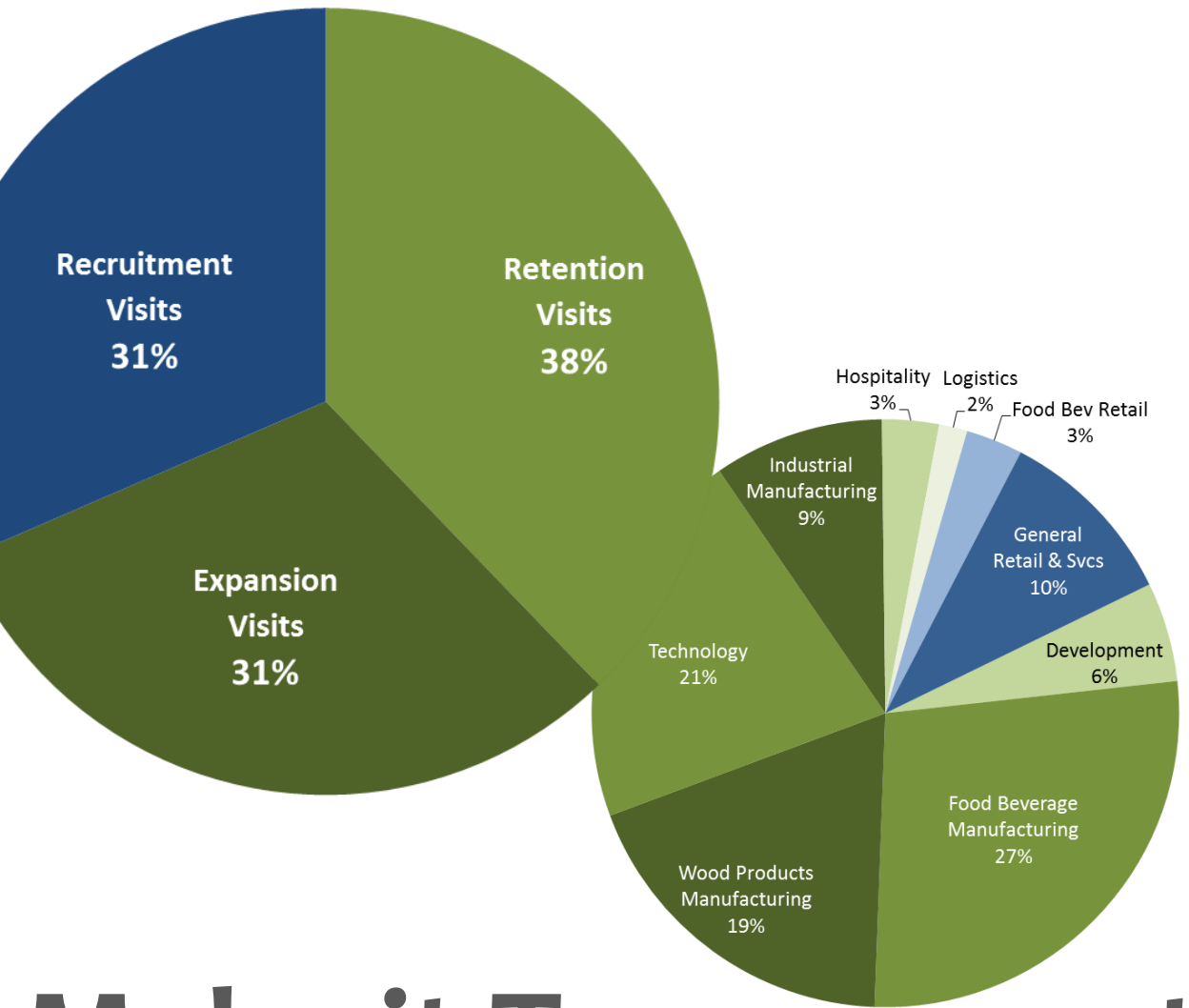
Make it Relatable

BUSINESS RETENTION; INDUSTRY MARKETING



Make it Relatable

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- **70% of Activity is Focused Directly on Existing Springfield Businesses**
- **20% Success Rate for Recruitment**
- **67% of Activity is Focused Directly on Springfield Target Industries**
- **Traded Sector Industry Support Accounts for 85% of BRE Companies**

Make it Transparent

BUSINESS RETENTION; INDUSTRY MARKETING Make it Easy



27% Cheaper Power, Compared to the National Average

"Low-cost energy helps us keep overhead low and pass on savings to our clients."

- JENNY WOOLLEY, IEQ TECHNOLOGY OWNER

All Photos Courtesy of City of Springfield, OR

POWER AND WATER TO SCALE YOUR BUSINESS.



Springfield, Oregon | subutil.com | 541.746.8451

Health
 OUTSTANDING PERFORMER: WATER
 Oregon Health Authority

PR
 DIAMOND RATING
 Reliable Public Power Provider



100% of Water from High-quality Sources

"Excellent water helps us to produce top quality bread and bun products for our customers."

- RON OSTROM, DIRECTOR OF OPERATIONS, FRANZ BAKERY



99.99% Electric Service Reliability

"Reliable power allows us to meet equipment demands no matter the hour or season."

- JIMMY SWANSON, SWANSON GROUP, WOOD PRODUCTS MANUFACTURER

... and Open Sourced

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