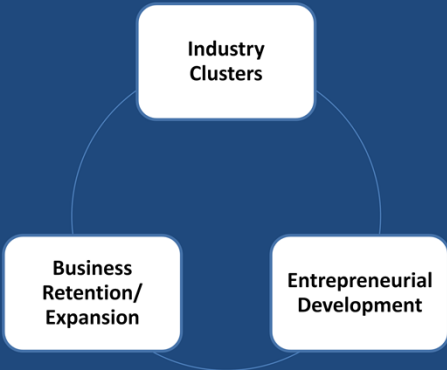


Regional Prosperity Initiative

FOCUS



COMMITMENTS



GOALS. STRATEGIES. RESULTS.

Business Retention/Expansion

2011 RESULTS

- Outreach to 122 traded-sector companies
- 213 individual assistance items including:
 - 60 connections to local economic development partners
 - Direct links to state international export/import assistance
 - 19 regulatory hurdles addressed



2011 Results:

Proactive, traded sector companies, results oriented focus on job creation.
122 company interviews during this calendar year
64 companies needed/wanted assistance
213 Individual Assistance issues resolved or pending resolution...

Top Five Assistance Areas:

Export/ Import Transactions
Financing
New Business Development Assistance
Local Regulatory Issues
Workforce Attraction

Again, overarching goal of local job creation and retention
Projections for 2011- We only count a job retained or created if it was saved or grew because of our direct influence...

158 Retained
587 Created
Total of 745 retained or created jobs in 2011

Business Retention/Expansion

2012 GOALS

- Advance a proactive, professional business retention/expansion program :
 - Contact with 100 local traded-sector companies
 - Focus on “at risk” companies
 - Produce a comprehensive report of findings



Advance the work of our professional, proactive Business Retention/ Expansion Strategy.
100 Company interviews in 2012
Focus on “At Risk” Companies

Manufacturing companies at risk going out of business or consolidating and leaving the county thus putting more Lane County residents out of work.

By prioritizing company visits on a risk rating system, we can proactively assist and prevent local job loss.

Lastly, we plan to produce a written report of our findings from within traded sector companies throughout the county. This report will give area businesses cumulative data about the state of our local economy.

The overarching focus for 2012 will remain unchanged...Save and create a significant number of local, traded sector jobs.

Cluster Development

2011 RESULTS

- **Completed the Lane County Industry and Talent Cluster Analysis:**
 - Matching local talent to economic development goals
 - Identification of industry cluster opportunities
- **Leadership role in Oregon Cluster Development Board**
- **Software/IT Cluster Group engaging over 40 local companies**



The Chamber completed a comprehensive industry and talent cluster analysis. This study provides a baseline foundation for our cluster efforts moving forward which grounds our strategy in research rather than speculative intuition. The study allows our community to focus on industries that have the highest job growth potential and that match our local workforce skill set. This report is available through the Chamber- Please contact us if you would like to view the study.

The Chamber began convening a group of over 40 local software and IT professionals to discuss challenges and opportunities within their industry. The two main focuses of the group are workforce development and attraction and marketing of the local industry cluster.

Lastly, the Chamber is working to connect our cluster efforts to larger statewide and even national industry efforts. I currently serve on the steering committee for the Oregon Cluster Network. The purpose of this service is to bring best practice and resources from larger communities to Lane County while continuing to advocate for regional industries rather than focusing solely on Portland centric efforts.

Cluster Development

2012 GOALS

- **Develop working strategies for two separate industry clusters:**
 - Software/ IT Cluster Action Plan
 - Advance a local Food Manufacturing Cluster
 - Bring national and statewide “Best Practice” tools to Lane County companies through involvement in statewide cluster efforts



Develop working strategies for two separate industry clusters:

- Software Production and IT Services

*Advance the work that started in 2011 by collaborating with the new leadership of the Software Association of Oregon. We are working on a formative partnership that would bring their educational curriculum and programming to Lane County which will help local companies grow and prosper.

-Food Manufacturing and Production

*We have formed a Local Public/ Private partnership between Lane County, The City of Eugene, Lane Workforce Partnership and the Eugene Area Chamber to advance a traded sector, local food manufacturing cluster.

Continue to advocate for regional industries at a statewide level by keeping engaged with the Oregon Cluster Network and other industry associations.

Entrepreneurial Development

2011 RESULTS

- 50 one-on-one coaching sessions with startups
- Willamette Angel Conference (WAC):
 - \$500,000 invested
 - 50 local angel investors
- Southern Willamette Angel Network (SWAN):
 - 15 members
 - Deal flow (9)
- Collaborate with UO Tech Transfer and Entrepreneurship Center
- Continued outreach, education and networking through Smart-Ups



In 2011 the Chamber provided support to the area's entrepreneurial community through one on one consultations and the Smart-Ups Pub Talk program. Collectively, the pub talks attracted over 700 attendees in 2011. Through this program, entrepreneurs learned from experts in areas of marketing, business planning, negotiating commercial space, and managing employees among others.

Through one on one meetings we were able to review dozens of business plans; connect entrepreneurs to resources and opportunities including access to financing through grants, loans, and investors.

As we heard from the panel, supporting our area's angel investors is an important part of entrepreneurial development. In 2011 we produced the 3rd annual Willamette Angel Conference. To date, the WAC has invested nearly half a million dollars in Oregon companies; and provided an entry point for nearly 50 accredited Investors to enter into the world of Angel Investing

We also support investors through the Southern Willamette Angel Network which provides investors opportunities year round to invest in the areas startups.

Entrepreneurial Development

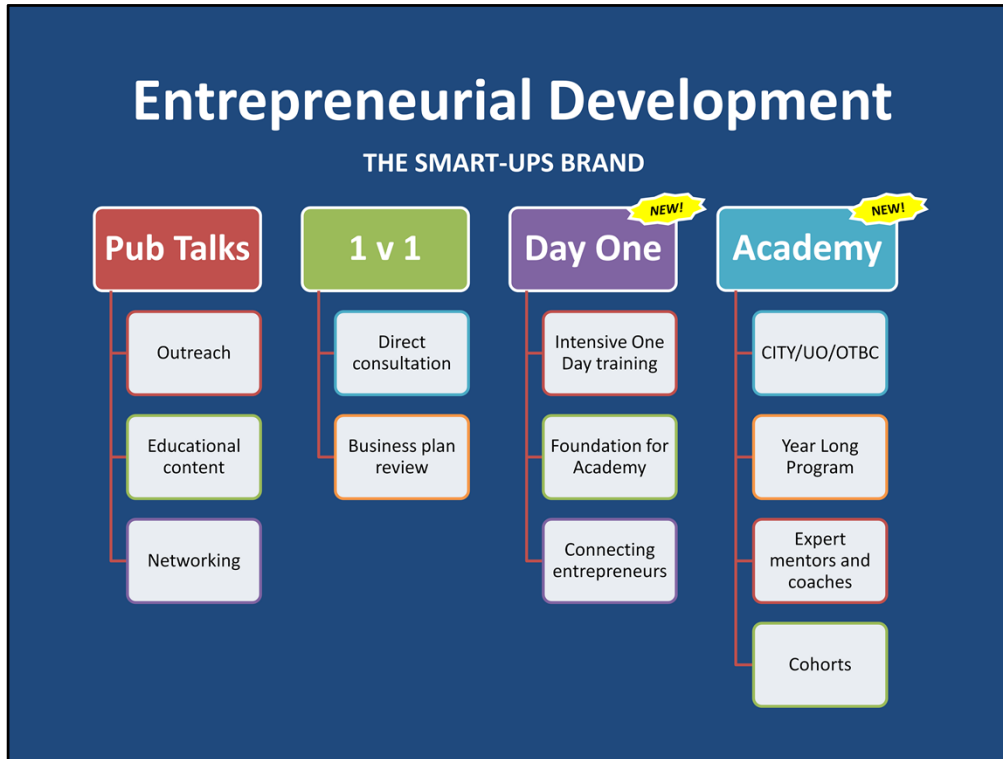
2012 GOALS

- Actively support 50 local entrepreneurs
- Recruit 20 new angel investors into Southern Willamette Angel Network and/or the Willamette Angel Conference
- Expand angel investment through Willamette Angel Conference and Angel Olympics
- Produce programs to support entrepreneurs:
 - Smart-Ups Pub Talks
 - Smart-Ups Day One
 - Smart-Ups Academy



Our goal is to have a strong and active group of Angel Investors in the Eugene area. We will continue towards that goal through producing the 4th WAC which will take place at the Downtown Athletic Club on May 10, 2012. The Oregon Growth Account has recently committed \$25,000 to match the WACs investment. We aim to expand SWAN's membership and provide the network with more local business investment opportunities.

We will accomplish this through expanded support for early stage businesses. Today we are announcing the start of two new programs – Smart-Ups Day One and Smart-Ups Academy.



We have partnered with the City of Eugene and OTBC, the Oregon Business Technology Center, to develop a virtual accelerator here in Eugene called the Smart-Ups Academy.

The Academy is a yearlong program designed to get early stage businesses investor ready and prepared for success. We accomplish this through 3 months of intensive education leveraging OTBC proven program. OTBC has helped Oregon businesses raise over 20million in investment. We have recruited Don Upson from the University of Oregon who has run the new venture pathway for the last 7 years. The New Venture Pathway is the backbone of the entrepreneurial curriculum at the Lundquist College of Business and has produced such innovative companies as Florigenex and Perpetua. The Academy supplements this education with guidance from mentors, coaches, and investors.

Smart-Ups Day One is an intensive one day education session focused on early stage businesses anxious to get the next level. Utilizing OTBC's program and Don's expertise, local businesses can learn what it takes to get there. Day One will be held on February 17th, 2012.

Day One and the Academy add to the existing Smart-Ups Pub Talks and 1 on 1 coaching to build a more complete offering to Eugene's entrepreneurial community. Through our expanded efforts to assist early stage companies and grow the number of active angel investors, we will help build local companies that untimely will grow here and employee people here in Eugene.

Regional Prosperity Initiative

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