

REGIONAL PROSPERITY INITIATIVE
ANNUAL
REPORT
2010-2011



**Eugene Area
Chamber of
Commerce**

REGIONAL PROSPERITY INITIATIVE

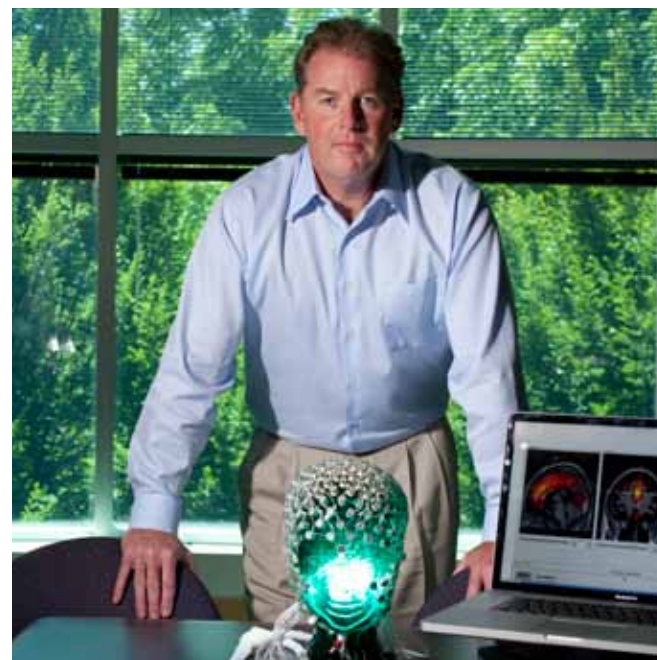
With unemployment rates approaching double digits and the loss of thousands of jobs in recent years throughout Eugene/Springfield, there is perhaps no better time to place more emphasis on economic development and job-creation efforts.

The Eugene Chamber is stepping up its efforts to enhance the economic success of the region. In the next two years with the generous support of the Chambers Family Foundation and local business leaders we intend to allocate nearly \$400,000 to create an additional focus on Chamber-led economic development and job creation efforts that will successfully build on our region's strengths.

The program is called the Regional Prosperity Initiative (RPI) and will focus on the following three areas:

I. Entrepreneurship and Innovation: Existing early stage firms have strong growth potential but require investment capital and support in order to succeed. RPI will advance and build local efforts to support new ventures through education, networking and capital formation and the promotion of this region as a great place for entrepreneurs and new ideas.

II. Building on our Strengths: The Eugene/Springfield metro area possesses significant assets, energy and support to strategically develop efforts that build on



our economic strengths. We will work to identify and support local industry clusters where new economic opportunities seem most likely. This might include areas such as software, natural foods or other areas where our region possesses an innate advantage.

III. Business Retention and Expansion: We will create a proactive focus on taking care of and supporting traded-sector businesses already existing in the metro area. This effort will consist of an ongoing personal outreach by a trained economic development professional with the intent of identifying and addressing issues, concerns and potential

opportunities facing local employers and assisting them to grow in our community.

In making this commitment, the leadership of the Eugene Area Chamber of Commerce has made the following commitments to its members and the community. The Regional Prosperity Initiative is:

- A three-year strategic program focused on traded-sector companies. Traded sector companies are those that ring up sales outside of Oregon, bringing in fresh dollars that support families, local businesses, and government services — essentially companies who export their products and services to other U.S. states and countries around the globe.
- Focused on building upon the region's strengths.
- Aligned with the recently adopted economic development strategy of the Cities of Eugene and Springfield and Lane County called the Regional Prosperity Economic Development Plan.
- Both collaborative and results oriented.



GOALS, STRATEGIES, RESULTS

I. GOAL: Provide Outreach and Assistance to 200 traded-sector companies within the Eugene/Springfield region. Year-one results include:

- Completed proactive outreach to **65 traded-sector companies** as part of a formal, ongoing Business Retention Expansion (BRE) effort.
- Successfully connected more than **40 companies** to the assistance they needed through local partners, including:
 - Lane Workforce Partnership/ Worksource Lane
 - The State of Oregon Business Development Office
 - Lane Metro Partnership
 - Lane County Community and Economic Development
 - The City of Eugene Community and Economic Development Department
 - Emerald Valley High Performance Enterprise Consortium
 - Lane Community College's Small Business Development Center
 - eDev (Entrepreneurial Development)
 - Government Contract Assistance Program
 - Lane Council of Governments
- Assisted **16 companies** with financing through grant and/or loan programs.
 - City of Eugene — Revolving Loan Program
 - Lane County — Video Lottery Grants
 - Worksource Lane — On the Job Training Funds
 - Lane Workforce Partnership — Layoff Aversion Funds
 - Local Banks/ LCOG- SBA Financing Tools



- Provided export/ import assistance to **more than 30 local companies**. This assistance has either saved money on imports or developed/expanded export opportunities in various countries. In addition, the Eugene Chamber hosted four trade representatives from China, Japan, Saudi Arabia and the European Union to help encourage the export of Lane County products and services.
- The Eugene Chamber is partnering with five other community organizations to create a virtual and physical “one-stop” business resource providing “24-7” support and information to local businesses called Lane Business Link.

II. GOAL: Actively encourage job creation by identifying and focusing on key local industry clusters. Year-one results include:

- Launched the Eugene Industry and Talent Cluster Analysis to guide regional business retention and development efforts. Scheduled to be completed by fall 2011, the work will include:
 - Industry cluster analysis to evaluate the regional industry clusters (strengths, emerging, and retracting).
 - Human capital and occupational cluster evaluation matching local talent to economic

“The Regional Prosperity Initiative has allowed our Conveyor Application System division to explore new international and domestic sales channels. RPI has connected our company with foreign trade officers helping to develop new international markets along with both US Senators from Oregon to help use our product in natural disasters domestically.”

**Arlen Rexius, co-president,
Rexius Sustainable Solutions**

development goals.

- Identification of industry cluster opportunities that have the greatest job growth potential.
- Engaged involvement with the state’s cluster development initiatives through the Oregon Business Council, including serving in a leadership position on the State Cluster Development Board.
- Convened a group of **more than 40 companies** to participate in a local software/ technology cluster, working on workforce development and the promotion of the local cluster both nationally and internationally.

III. GOAL: Increase the number of early-stage companies launching and increase the amount of capital raised and invested in early-stage and growth-ready companies in our region. Year-one results include:

- The Chamber added a full-time **Director of Entrepreneurial Development** in order to significantly increase the bandwidth for current and future entrepreneurship and innovation development by the Chamber.
- **Smart-ups Events and Education** Smart-ups is the platform for the Chamber to conduct much of its outreach to the Eugene area start-ups community. There were five events held since July 2010 with more than 550 participants.
- The Director of Entrepreneurial Development engaged in one-on-one coaching sessions with 50 local start-ups companies.
- Successfully produced the third-annual **Willamette Angel Conference (WAC)**, an annual event where start-ups vie for investment from a group of Angel Investors. Over the past three years the WAC has:
 - Invested nearly \$500,000 in local start-ups.
 - Provided exposure, coaching and support to more than 100 companies that have applied to the WAC.
 - Engaged more than 50 Angel Investors throughout the Willamette Valley.

“Connections we made through the Regional Prosperity Initiative will save our company \$73,000 this year. Working with the RPI team we discovered various programs for business growth available through the Chamber and the State of Oregon.”

**Jerry Tippets, President,
Gibson Holders/DreamWorld Northwest**

- The Chamber has partnered with **University of Oregon Tech Transfer** to provide independent data collection on businesses formed through UO licensed technology. Over the last decade, 17 start-up companies formed that collectively represent \$32.9 million in revenue and 255 jobs.
- Revitalized the **Southern Willamette Angel Network (SWAN)**, a group of accredited Angel Investors gathered to invest in local businesses.

YEAR-TWO GOALS

I. Business Retention Expansion

- Outreach to 100 traded-sector companies
- Provide international import/export opportunities for 50 new companies

II. Cluster Development

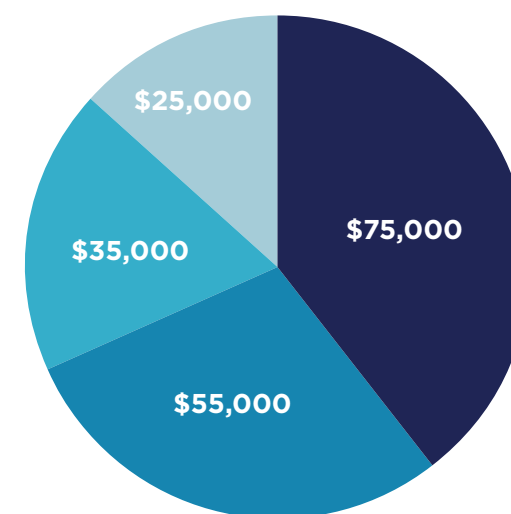
- Organize two new local industry cluster groups
- Advance the work of the Software Cluster

III. Entrepreneurial Development

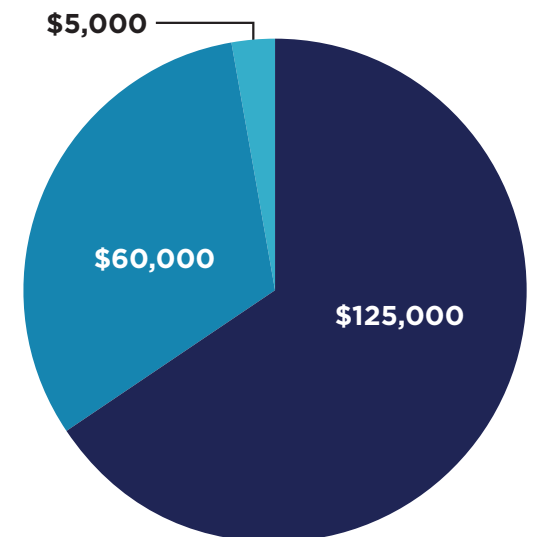
- Active support of 50 local entrepreneurs
- 20 new Angel Investors into Southern Willamette Angel Network and/or WAC
- Produce program that support entrepreneurial success (Smart-ups, etc.).

Regional Prosperity Initiative Resources

PROPOSED INCOME



PROPOSED EXPENSES



Chambers Family Foundation
 Accelerator
 Contributions
 Eugene Chamber

Staffing
 Program
 Other

RPI ADVISORY BOARD

Scott Chambers, KEZI/Chambers Communication Corp
 Dan Giustina, Giustina Resources
 Eric Forrest, Pepsi-Cola Bottling of Eugene

THANKS

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