



Roseburg Economic Development Commission / Douglas County Industrial Development Board
The Partnership Report
February/March 2014

Recruitment:

- 1. February 2014 (State Lead) Project Mark:** Oregon company looking to expand distribution center closer to CA. Looking for existing bldg 20-50ksqft with 3-5 acres. *Submitted South Umpqua Valley (Former Roseburg Trailers Works), 330 Dakota Street (Sutherlin-Former Ray's Market) and Back Nine Development (Del Rio Road).*
- 2. February 2014 (State/In-house): Project Shin:** Food processing company seeking 5 acres for a production facility (food manufacturing), would construct 100SKF building. *Submitted South Umpqua Valley Industrial Park (Former Roseburg Trailer Works and the additional 5.00 acre county owned land), Diamond Lake Blvd and 351 Pomona.*
- 3. January 2014 (In-house):** Innovative poly-carbonate material manufacturer. Seeking first manufacturing facility. *Submitted 1580 Green Siding, 906 Mill Street and Back Nine Building. Possible visit in April.*
- 4. January 2014 (State/In-House):** High tech manufacturer looking for a building 7500+ sqft. Prefer location close to California. *Submitted Green Siding Road and 906 Mill Street. State is working to set up visit.*

Lead Generation:

SLP has completed their contract. Summary report is attached. Considering additional engagement to expand targets to food processing.

Retention:

Alex visited the following businesses: *C&D Lumber, Herbert Lumber, DR Johnson, First Call Resolution, Nix Manufacturing, TechBuilt, Flyboy Natural, Bravado Outdoors/Concrete Table Tennis, Tuxedo Warehouse, Pacific Geosource/Alliance Geosynthetics, and Brandbord Winery.*

- **DR Johnson** has elected to partner with OSU on a CLT research project with OSU to evaluate species mix and possible approaches to the cross-laminated (CLT) market. The Partnership will be supporting search for additional support to further the examination of the market potential.
- **Swanson Group** expansions at Glendale facility are largely complete. Up-grades and installation at Roseburg facility is underway and bulk of hiring is complete.

Other Meetings: Testified in Salem before Rural Affairs Committee regarding bill to provide additional resources to support entrepreneurship development in rural Oregon. Provided annual report to Roseburg City Council. Attended 24x7 Exchange inaugural Portland chapter meeting (Data Center trade group).

Entrepreneurship/Angel Investment:

2014 Conference date has been set for November 19, 2014, with application submittal deadline, September 17, 2014. Recruitment Social Event will take place on March 11, 2014

Medical Education: Continue to work with Steering Committee, particularly on the financial aspects of the study. Team has engaged a financial consultant with particular experience with higher education start-ups. In March, the Advisory committee will present initial findings to Partnership Board.

Tourism/Visitation:

Initial discussions on bike tourism promotion strategy were positive. Received positive responses from ODOT and Douglas County regarding proposed scenic bikeway route.

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The Partnership
For Economic Development in Douglas County



at Work for Business

Local Events & Trainings

"Making Culture Change a Tool, Not a Threat. Leave it at the Door, A New But Necessary Expectation."

Kellye Wise, VP of Human Resources and Labor Relations, Roseburg Forest Products.

A Lean Link lunch.

Noon, February 18, 2014. [Please register by February 14.](#)

"Leadership Presence: What It Is and How To Get It"

Colleen Kettenhofen is an international workplace employee management expert, award-winning speaker, and career turnaround specialist.

Sponsored by Oregon Employer Council Douglas County, Umpqua Community College and Roseburg Area Chamber of Commerce.

February 13, 8 AM to Noon. [Registration required.](#)

Farmer's Market Vendor Workshops

NeighborWorks Umpqua, with support from USDA, is holding a series of trainings for individuals interested in selling products through local farmer's markets.

Feb. 27 -- Greenhouse Prep and Planting

March 13 -- Poultry Processing Tour

March 27 -- Meat to Market Tour

For complete class information and how to RSVP, visit www.marketsofumpqua.com.

The 2014 Oregon Employer Council Annual State Conference for Business will take place at Seven Feathers May 5 to 6. Presentations over the conference focus primarily on human resource management issues, but cover a range of topics of interest to business. [Details and agenda are available from the OEC.](#)

News

Milt Herbert, founder of Herbert Lumber Co., will be [honored as this year's Legacy Award](#) winner, selected by the Douglas County Museum's foundation.

A new nonprofit agency has announced [grants available to assist the development of the Unmanned Aerial Vehicle](#) industry in Oregon.

The Senate Natural Resources Committee held hearings on Senator Wyden's O&C lands proposal. Coverage in [The News Review](#), [Oregonian](#), and on [Jefferson Public Radio](#).

A proposal in the Oregon legislature would provide [state support for replanting private timber lands damaged by wildfires](#).

The State has [cancelled dozens of timber sales](#) in the Elliot State Forest to settle conservation lawsuit over marbled murrelet habitat.

Small Family Business Succession and Planning Resources

The [Austin Family Business Program](#) has a wealth of resources on their website and offers programs around the state.

Angel Capital Available...

The [Southern Oregon Angel Investment Network](#) is seeking applicants for their Spring 2014 investment conference. Launch and growth stage businesses seeking funding can bring their innovations to a wider, national or international market are appropriate for this application. Entrepreneurs seeking start-up capital or existing proprietors raising expansion capital are encouraged to review the proposed term sheet offered by the investors. Each spring one company is selected through a contest-format to receive an investment that can range from \$160,000 to \$300,000. Applications are being accepted now through February 28, 2014.

The [Willamette Angel Conference](#) is a similar program based in Eugene. Their deadline for applications is February 25.

InUmpqua Directory Advertising Now Available

Advertising sales for the Roseburg Area Chamber of Commerce's 2014 *InUmpqua* (a business directory, community profile and visitor magazine) must be reserved by February 14, 2014. If you have any questions, contact [Gail Trimble at the Chamber](#).

More Tourism Industry Resources

Oregon Introduces a Statewide Bike Friendly Business Program

The Oregon Bike Friendly program is a recognition and training program designed to provide tips and tools for businesses to attract cyclists by offering amenities they seek. All businesses in Oregon are welcome to participate. Once officially recognized as Bike Friendly by Travel Oregon, tourism-related businesses will receive special recognition through Travel Oregon's marketing channels, including [TravelOregon.com](#) and [RideOregonRide.com](#). Bicycle-related tourism contributes \$400 million into Oregon's economy annually, according to a 2012 study by Dean Runyan Associates. The Bike Friendly Business program is designed to help local businesses tap into this growing segment of the state's economy by delivering a premier experience for people biking in Oregon. For details on the Bike Friendly Business Program, go to: [Industry.TravelOregon.com/BFB](#) .

Oregon Wine Board's Oregon Wine Symposium

The Northwest's premier wine community trade show and educational event is composed of two days of focused viticulture, enology and business sessions presented by some of our industry's leading experts. A second business track for winery executives and owners to address the deep details of winery operations has been added each day.

[February 25 & 26, 2014](#)

Travel Oregon 101 Webinar

[March 13, 2014](#)

An overview of Oregon's travel and tourism industry, and is designed to help visitor-related organizations and businesses take advantage of the many opportunities offered by Travel Oregon. Find out how to partner with other industry members to

maximize your exposure to visitors.

Visitor Information Training Conference (formerly called the Welcome & Visitor Center Training Conference)

Held each spring just prior to the summer visitor season, conference is a must for training front line visitor services staff whether you work at a visitor or welcome center, hotel front desk, concierge desk, bed and breakfast, state park, rest area or in any visitor information capacity.

[May 18-20, 2014 at The Mill Casino Hotel and RV Park in Coos Bay](#)

Oregon Welcome Center Brochure Program

Display your brochures or visitor guides at one or more of the nine Oregon Welcome Centers at high-traffic gateways to the state. In 2013, over 213,000 brochures were distributed through the PDX Welcome Center and over 112,000 visitors benefited from personalized travel planning assistance at the other eight Welcome Centers.

[The 2014 program sales application process is open now](#) and the last day to sign up to participate is April 30, 2014.

The Partnership for Economic Development is a collaborative organization focused on retention, expansion and recruitment of primary industry or "traded sector" businesses that provide family-wage jobs. Our activities are supported by [our members](#). Thank you!



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UED Partnership | 744 SE Rose Street | Roseburg | OR | 97470



CLIENT ANNUAL ACTIVITY SUMMARY

Prepared for: The Partnership for Economic Development in Douglas County
By: Site Location Partnership (SLP)

Targeted Business Recruitment Program- Wood Product Manufacturing: \$19,750

I. Targeted Industry Database Development

Business Intelligence Analysis, Determination of Companies/Decision Makers, Research for Corporate Data/Email Addresses

- Targeted Companies 772

II. Marketing Strategy/Electronic Broadcasts

Development of Supplemental Materials, Content Copywriting, Graphic Design, HTML Coding, Deployment, Tracking Reports

- Email Blast: Theme- Operating Cost Comparison (Douglas County vs. California) 5/13/2013
- Email Blast: Theme- Relocation Success Story (FCC Commercial Furniture) 9/19/2013
- Email Blast: Theme- Quality of Life (Land of Umpqua/Outdoor Recreation/Wineries) 12/10/2013

III. Electronic Broadcast Analytics

- "Operating Cost Comparison" Email Blast: Recipients / Email Opens & Web Link Click-Throughs 531 / 93
- "Relocation Success Story" Email Blast: Recipients / Email Opens & Web Link Click-Throughs 564 / 121
- "Quality of Life" Email Blast: Recipients / Email Opens & Web Link Click-Throughs 534 / 98

IV. Trade Show Representation

Pre-show Outreach to Decision-Maker Attendees, On-site Distribution of Partnership Marketing Collateral, Facilitating Meetings

- NWFA Expo (National Wood Flooring Association)- Dallas, TX 4/4/2013
- AWFS Fair (Association of Woodworking & Furnishings)- Las Vegas, NV 7/24/2013

V. Prospect Development

Via Email Blasts, Trade Show Contacts, Telecommunication, Personalized Follow-up Emails, Facsimile, LinkedIn

- Prospective Hot Companies (Cumulative) 20
- Prospective Warm Companies (Cumulative) 25
- Prospective Suspect Companies (Cumulative) 36

