

WORK SESSION MINUTES

November 1, 2016

1:30 p.m.

Commissioners' Office Conference Room

PRESENT: Commissioners Allen Springer, Mary Starrett and Stan Primozich.

STAFF: Laura Tschabold, Christian Boenisch, and Mikalie Frei.

Guests: Chad Freeman and AJ Foscoli, SEDCOR; Nicole Montesano, News Register.

TOPIC: SEDCOR

Commissioner Starrett called the meeting to order at 1:35 p.m.

Chad Freeman and AJ Foscoli presented a slide presentation regarding the Economic Development Partnership with SEDCOR and provided an overview (see Exhibit A). Mr. Freeman thanked the Commissioners for their continued support and gave a brief history on their role in economic development including the behind the scene efforts. Mr. Freeman noted that 85% of SEDCOR's efforts help local firms retain and grow jobs. In the future their focus is on leveraging their strength with Yamhill County to encourage community growth. Mr. Freeman also reviewed the 2017-2020 Yamhill County Strategic Initiatives as stated in Exhibit A.

Commissioner Springer expressed the vast need for the younger workforce. Commissioner Primozich stated he is in favor of having Yamhill County continue to collaborate with SEDCOR since they have made a positive impact for local businesses and continue to expand across the region.

There being no other business, the meeting adjourned at 2:10 p.m.

Lucy Flores Mendez
Secretary

November 1, 2016

Yamhill County Board of Commissioners
434 NE Evans St.
McMinnville, OR 97128

Economic Development Partnership with SEDCOR: A proven successful model

Partnership Results: An Overview

Since partnering with SEDCOR in 2014, Yamhill County's economic development efforts have expanded dramatically. Leveraging SEDCOR's core strength of building relationships and creating collaborative partnerships, the County has benefitted from AJ Foscoli as SEDCOR's new business retention and expansion manager for Yamhill County. Foscoli's work with dozens of traded sector companies as well as chambers of commerce, local city managers and officials in all of the municipalities in the County, delivered a number of high-visibility/high impact results:

- 5 expansion and recruitment projects with local companies and industrial sites.
- 50 companies have connected to workforce training support, marketing support, and business development incubators.
- Quarterly Yamhill County Job Fair, resulting in 100 filled positions.
- Innovate Dayton and Innovate West Valley initiatives, which delivered school to industry pipelines
- West Valley Enterprise Zone, opening the door to increased recruitment opportunities
- Economic Vitality Summit, supported by multiple groups and 150 participants with the goal of engaging the Yamhill County communities in economic development strategies.
- Business retention and expansion program in the city of Yamhill that resulted in identifying infrastructure weaknesses hindering growth.
- SEDCOR's *Enterprise* magazine and the *Economic Development Resource Map* have kept leaders up to date on business trends and resources available for retention and expansion.

These initiatives were backed by a strong regional economic development organization with decades of success in enhancing and diversifying the Mid-Willamette Valley economy through strong partnerships and deep understanding of the needs of business.

2017 – 2020 Yamhill County Strategic Initiatives:

Objective 1: Retain, expand traded sector businesses

1. Help communities in Yamhill County build their economic development infrastructure.
 - a. Connect existing economic development departments to regional and state resources.
 - b. Maintain an up-to-date inventory of industrial land and buildings.
 - c. Guide communities in using the Business Retention & Expansion (BR&E) program.
2. Ensure that Yamhill County and its communities' assets and resources can be easily accessed by businesses for assistance in start-up and expansion.
 - a. Create and maintain a database of assets and resources for business assistance.
 - b. Promote the database to all traded-sector businesses in the county.
3. Develop a county-wide economic development partnership for Yamhill County communities to collaboratively solve business challenges.
 - a. Convene a county-wide economic development partnership between existing businesses and economic development entities and departments.
 - b. Ensure that the partners meet regularly.
 - c. Relay issues and concerns to the greater Yamhill community to tackle business challenges.
4. Support Yamhill County workforce development partners in creating education and training opportunities that support local business needs.
 - a. Support Innovate Oregon's efforts with Yamhill County school district.
 - b. Support Incite's efforts on Sector Partnerships.
 - c. Support Evergreen Aviation & Space Museum's AgTech Challenge efforts.

Objective 2: Recruit traded sector businesses

1. Use SEDCOR's relationships with existing businesses to leverage site selector and real estate professional resources.
 - a. Utilize data from large-lot study and Make It In Willamette Valley initiative to explore supply chain opportunities for companies in the County.
 - b. Maintain current outreach plan and program based on existing local business relationships.
2. Attract growth industries that match Yamhill County's assets.
 - a. Leverage SEDCOR's Team Oregon Food Processors leadership to promote Yamhill County and its companies at international trade shows.
 - b. Leverage SEDCOR's Team Oregon Advanced Manufacturing membership to promote Yamhill companies at international trade shows.
3. Build awareness of Yamhill County's assets among economic development professionals
 - a. Participate with Team Oregon Advanced Manufacturing and Team Oregon Food Processing, OEDA, and other statewide groups' recruitment efforts. Collaborate on direct marketing efforts to site selectors, out-of-state companies and international companies.
4. Promote county-wide economic development partnerships that support existing and potential business growth.
 - a. Leverage existing economic development partnerships to support recruitment efforts.
 - b. Assist economic development partners in their recruitment efforts.
5. Standardize and manage the region's inventory of available land and buildings.
 - a. Develop and maintain relationships with local brokers and land/building owners.
 - b. Develop a consistent portfolio format.
 - c. Streamline and standardize the recruitment and negotiation effort.

Objective 3: Identify and commit local resources to develop and support Yamhill County communities' Economic Development

1. Manage a detailed and up-to-date inventory of resources that it is readily accessible.
 - a. Promote the economic development resource map created in partnership with the Mid-Willamette Valley Council of Governments.
 - b. Maintain the economic development resource map online.
2. Collaborate with Yamhill County communities to invest in economic development.
 - a. Promote local communities' investments in business expansion and infrastructure.
3. Support, mentor and guide Yamhill County communities in using available resource information.
 - a. Guide Yamhill County communities in dealing with traded-sector businesses for start-up and expansion.
 - b. Act as a liaison between Yamhill County communities and traded-sector businesses in accessing up-to-date resource information.
4. Develop and sustain strong partner relationships among communities, organizations and businesses.
 - a. Convene regular meetings among economic development professionals.
 - b. Participate with regular countywide meetings of local government entities.

Objective 4: Increase Yamhill County's marketability

1. Leverage *Enterprise* and *Grow Yamhill* magazines, as well as other publications and web sites to promote Yamhill County as a destination for business and talent relocation.
 - a. Maintain and strengthen relationships with members of the media.
 - b. Continually improve the SEDCOR website to provide the most relevant regional information for site selectors and media audiences.
2. Market Yamhill County's various state-of-the-art workforce development initiatives to national audiences.
 - a. Support Innovate Oregon's efforts in Yamhill County (Dayton, Amity, Willamina/Sheridan, Yamhill-Carlton).
 - b. Promote Innovate Yamhill successes nationally and leverage them to build talent development pipelines for businesses.
3. Share business and community success stories at national and international trade show events.
 - a. Leverage SEDCOR's Team Oregon Food Processors group leadership to promote Yamhill County at international trade shows.
 - b. Leverage SEDCOR's Team Oregon Advanced Manufacturing membership to promote Yamhill County at international trade shows.
4. Organize, promote and deliver cutting-edge programs and networking events for businesses and community leaders.
 - a. Support regional partners in organizing strategic planning sessions.
 - b. Support regional partners in organizing countywide professional development opportunities.
 - c. Organize CEO roundtables to engage the business community.

Proposal for 2017 – 2020

Looking forward, SEDCOR has prepared 17 strategies that build on this success to help Yamhill County develop a stronger, more connected and more resilient economic base. These strategies, outlined below, align with SEDCOR's mission, thus delivering great value to Yamhill County for its investment.

Service	Estimated Value		County Investment	
	.5 FTE	1 FTE	.5 FTE	1 FTE
Business retention and expansion	\$50,000	\$100,000	\$50,000 Annually	\$100,000 Annually
Traded sector business recruitment	\$25,000	\$25,000		
Community economic development	\$50,000	\$100,000		
County marketing to local, national & international audiences	\$25,000	\$25,000		
Total	\$150,000	\$250,000		

We sincerely believe that by continuing the successful collaboration between SEDCOR and Yamhill County, both can have a positive impact on local traded sector businesses and thus continue to grow the economic vitality of the region.