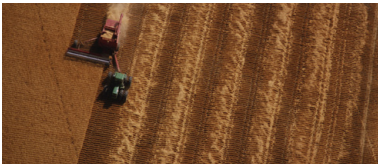


# SEDCOR 2015 - 2017 Strategic Plan



## Mid-Willamette Valley Key Traded Sector Industries

Advanced Manufacturing  
Agriculture & Food Processing  
Wood Products & Forestry  
Transportation & Distribution  
Aviation & Aerospace  
Technology



## SEDCOR Mission

Strategic Economic Development Corporation is a non-profit association of business and community leaders committed to the economic vitality of the Mid-Willamette Valley Region. The mission of SEDCOR is to leverage the strength of our public and private partnerships to aggressively retain and attract high value jobs and capital investment, while providing member services that support the region's business success.

## Objectives Summary

1. Retain and expand traded sector businesses: Help local companies create or retain jobs
2. Recruit industrial companies: Support investment in our region that brings new jobs
3. Tell the region's business story: Promote the competitive advantages of the region
4. Grow the community business network: Provide exceptional services, networks and events

### Objective 1: Retain and expand traded sector businesses

- Connect local companies with needed suppliers and resources
- Help the region's communities build their economic development infrastructure
- Match the skill needs of targeted industries with workforce development resources
- Connect companies with investment resources for business startup and expansion

### Objective 2: Recruit traded sector companies

- Use SEDCOR's relationships with existing businesses to leverage site selector and real estate professional resources
- Attract growth industries that match our region's goals and assets
- Build awareness of our region's assets among economic development professionals
- Standardize and manage the region's inventory of available land and buildings
- Streamline and standardize the recruitment and negotiation process

### Objective 3: Tell the region's business story

- Share success stories with regional leaders—board, governments, community leaders—to share SEDCOR's value with stakeholders and members
- Grow Enterprise magazine as an expansion, retention and recruitment tool
- Leverage the media to gain exposure for the region
- Use board members to deliver the region's business story

### Objective 4: Grow the community business network

- Deliver cutting-edge programs and networking events for business leaders
- Expand SEDCOR's resource referral capacity for members and non-members
- Gain better business intelligence on companies in the region
- Grow the SEDCOR membership base
- Increase board participation in member recruitment
- Develop and improve communication systems and online tools

# SEDCOR 2015 - 2017 Work Plan

SEDCOR focuses on supporting and growing traded-sector businesses in the region, with a targeted focus on six key traded sector industries. These industries have the best potential for job growth, to pay higher wages, and to bring new dollars into the local economy.

We actively support our mission by focusing on the following objectives:

- Help local companies add and retain jobs.
- Support investment that creates new jobs.
- Promote the region's competitive advantages.
- Deliver exceptional events and services



## 2015 - 2017 WORK PLAN

### Retain and expand traded sector businesses

#### Connect local companies with needed suppliers and resources

- Leverage data and networks from Make It In the Willamette Valley
- Build and standardize the Manufacturers' CEO Roundtable

#### Help the region's communities build their economic development infrastructure

- Use data to help communities build their own strategic economic development plans
- Work with communities on industrial development readiness
- Help communities use the Business Retention & Expansion (BR&E) program

#### Match the skill needs of targeted industries with workforce development resources

- Use Industrial Maintenance Operator/Mechanic Training data to influence decision-makers' focus
- Advocate for CTE training among schools and communities
- Raise awareness of careers in the trades-- participate in 5 – 6 events per year
- Bring industry representatives into the classroom to connect them with the new generation of workers

#### Connect companies with investment resources for business expansion

- Leverage technology to create a robust traded sector database
- Create economic development connections with the agriculture community
- Build awareness of Enterprise Zones with existing businesses
- Identify and promote development resources for entrepreneurs

### Recruit traded sector companies

#### Use SEDCOR's relationships with existing businesses to leverage site selector and real estate professional resources

- Utilize data from the large-lot study and Make It In The Willamette Valley initiative to explore supply chain opportunities for companies in the valley
- Create an outreach plan and program based on existing business relationships

#### Attract growth industries that match our region's goals and assets

- Assess current trade show participation list and choose shows that align with SEDCOR key industries and the region's current top five growth industries

#### Build awareness with economic development professionals of our region's assets

- Participate with Team Oregon Technology and Team Oregon Food Processing, OEDA and other statewide and regional groups



SEDCOR markets the competitive advantages of the region to national and international audiences.



SEDCOR connects local companies with resources for expansion. We find supply chains and partnerships, new markets, and links with financial, education, and workforce resources.



### **Standardize and manage our database inventory of available land and buildings**

- Develop consistent portfolio format
- Include Yamhill County industrial properties
- Streamline and standardize the recruitment and negotiation process

### **Tell the region's business story**

#### **Share success stories with regional leaders—board, governments, community leaders—to share SEDCOR's value with stakeholders and members**

- Create and manage a calendar of formal stakeholder communications to share results and testimonials
- Explore opportunities to support programs through federal and state grants
- Build a process to streamline stakeholder reporting mechanisms

#### **Grow *Enterprise* magazine as an expansion, retention and recruitment tool**

- Create a growth plan that considers design, subscriptions, advertising, and strategic partners

#### **Leverage the media to gain exposure for the region**

- Create and implement a strategy to strengthen relationships with members of the media who have influence with our audiences
- Develop a strategy to build and manage social media followers
- Standardize the press release/pitch process
- Grow and improve the SEDCOR web site to provide the most relevant information for site selector and media audiences

#### **Use board members to deliver the region's business story**

- Create a web site sponsorship strategy to engage more regional partners
- Leverage CEO Roundtable opportunities
- Join with regional partners to engage their communications channels
- Integrate key industry focus to monthly economic business forum lunch program

### **Grow the community business network**

#### **Deliver cutting-edge programs and networking events for business leaders**

- Work to achieve a 90% pre-pay, pre-registered attendee rate
- Explore opportunities to hold events in Yamhill County
- Create a new, more dynamic Honors program format
- Build industrial site tours into signature members-only activities

#### **Improve SEDCOR's referral capacity for members and non-members**

- Explore technology to provide referrals and connections 24/7
- Use technology to streamline one-to-one referrals
- Develop a fully paperless membership registration system



Members of SEDCOR benefit from powerful business resources and information. Business referrals and assistance, facilitated discussions with specialists, trend data and statistics, and common interest groups among the region's major employers give SEDCOR members a strong competitive edge.

### **Gain better business intelligence on companies in the region**

- Leverage supply chain study and new web technology to capture meaningful data
- Build a non-member database that is searchable by key industries and resources
- Use data to track SEDCOR connections within companies and partner organizations

### **Grow SEDCOR's membership base**

- Leverage new web technology to improve referral rates
- Create and launch a membership development plan
- Increase board participation in member recruitment and retention
- Create and manage a board section on SEDCOR.com
- Develop a plan to consistently and effectively communicate program activities to the board of directors

### **Develop and improve communication systems and online tools**

- Leverage web technology to improve member and non-member communication
- Reach more audiences by migrating directory to 100% online delivery with cross references and search functions
- Track and improve readership of electronic newsletter
- Develop a social media strategy to drive member engagement