



MARION COUNTY BOARD OF COMMISSIONERS

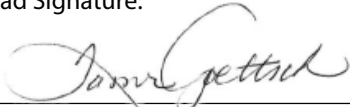
# Board Session Agenda Review Form

Meeting date: February 22, 2017

Department: Community Services      Agenda Planning Date: 2/16/17      Time required:

Audio/Visual aids

Contact: Sarah Cavazos      Phone: 3234

Department Head Signature:  


<b>TITLE</b>	Economic Development - GROW EDC 2nd Quarter Report
Issue, Description & Background	<p>As a recipient of an Economic Development Board Designated Allocation, GROW EDC provides a quarterly report to update the Commissioners on the status of its economic development activities for business and community development in the North Santiam River Canyon.</p> <p>Board Designated Allocations are funded by Oregon Video Lottery revenues allocated to Marion County for economic development purposes. The Board of Commissioners have established Board Designated Allocations to provide funding for strategic, regional investments in entities that promote, expand, or prevent the decline of manufacturing, agriculture, tourism, and small business in Marion County. In FY16/17 GROW EDC received \$60,000 to support economic development in the North Santiam Canyon region.</p>
Financial Impacts:	None
Impacts to Department & External Agencies	The financial supports provided to GROW EDC support economic development efforts throughout the North Santiam River Canyon communities, businesses, and municipalities.
Options for Consideration:	Consider this item as a presentation at Board Session
Recommendation:	None
List of attachments:	Second Quarter Report
Presenter:	Allison McKenzie, CEO, GROW EDC

*Copies of completed paperwork sent to the following: (Include names and e-mail addresses.)*

Copies to: Sarah Cavazos - scavazos@co.marion.or.us  
Allison McKenzie - allison@growsantiam.org

## EXHIBIT D – QUARTERLY REPORT



## Economic Development Allocations Quarterly Report

<b>Organization:</b>	GROW EDC		
<b>Quarter Ending:</b>	December 31, 2016		
<b>Allocation:</b>	\$60,000	<b>Received YTD:</b>	\$30,000

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

### 1. Objective – Launch a regional tourism initiative

In the second quarter of FY 2016-17 we continued work on our regional tourism initiative as identified in our Travel Oregon Rural Tourism Studio Accelerator in Spring 2016. The purpose of this tourism initiative is to help our North Santiam River region, from Aumsville/Scio to Marion Forks/Breitenbush, build a compelling outdoor product and brand, build relationships between tourism businesses and attractions, and create high value authentic experiences for visitors to Oregon. Our aim is to become a visitor destination in our own right, thereby deepening and strengthening the role that tourism plays in our local economy.

We expect this tourism initiative to be a primary focus of GROW-EDC activities at least through the eclipse in August 2017.

The following is updated info about the projects our three tourism action teams are working on:

1. **Creating a regional tourism marketing strategy that will help attract visitors to our area.** This group finished reworking our regional asset inventory that will be used to help populate Travel Salem and Travel Oregon's websites as well as inform future printed material. This team discussed how to begin capturing photos that can be used on tourism websites, and is preparing to market eclipse and River Fusion 22 events (see below) starting in February 2017. Next up: populating Travel Salem's new interactive Discovery Map with North Santiam River region data and pushing out the asset inventory to Travel Oregon for their website and materials; gathering information from River Fusion 22 presenters for websites, social media and printed marketing pieces.

2. **Building a local tourism network that will create/strengthen relationships between those working in and interested in the hospitality/outdoor rec industries** throughout our region, making it easier to package products, refer business to each other and help make the visitor experience meaningful and memorable.

This team is hosting a networking event that will focus on the eclipse in the first quarter of 2017, after the Feb meetings of the River Fusion 22 and regional marketing strategy groups. The focus of this event will be to introduce businesses to each other across the region, discuss the upcoming marketing opportunity and logistical issues that the eclipse will create for local businesses (i.e. staffing), and brainstorm re: how individual businesses can specifically capitalize on the many people who will be in town for the Great American Eclipse in August 2017. As with all of our teams, original meeting dates were moved due to Dec/Jan snow/ice issues. Next up:

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Rescheduling the networking event for late Feb/early March and using the asset inventory to invite key participants.

- 3. Create an annual river festival to celebrate the North Santiam River as the connecting link between communities and outdoor recreation assets on the river, in our foothills and in our towns.** This action team is launching River Fusion 22 during the August 2017 eclipse weekend, and has covered significant ground in helping key event producers create compelling experiences for visitors. Rather than produce every event themselves, River Fusion 22 is linking key local events together to create the first regional festival. Here are some of the events planned for that weekend:
- a. Aumsville Corn Festival & Parade on Saturday morning; eclipse viewing party on Monday morning
  - b. Friends of Old Town Stayton – hosting music event in historic downtown Stayton on Friday night; this event is in the early planning stages
  - c. Santiam Harvest Festival Grounds has partnered with the Ingalls Agency to offer RV and tent camping on site, and will host a fireside celebration and s'mores party on Sunday evening
  - d. Camp Taloali – our only lodging facility of size along the North Santiam River, Camp T is opening its grounds and cabins to the public, including RV and Tent Camping. This camp has many facilities for guests, including a swimming pool, onsite dining, walking trails, a nursing station, a games room, ropes courses and a large field that will be used for eclipse viewing on Monday morning. They have not yet decided whether they will open the grounds for day passes or to campers only. At least one river outfitter plans to run raft trips between Mehama and Camp T throughout the weekend.
  - e. The North Santiam Chamber of Commerce and Santiam Hearts to Arts are partnering to produce the first ever River City Music and Art Jamboree in Kimmel Park from 12pm – 8pm on Sunday, featuring live music, local art, and local food and beverage vendors.
  - f. DLRABA is planning to host a small microbrew event in downtown Detroit on Saturday.
  - g. River Fusion 22 is coordinating a geocaching event that will extend throughout the region, connecting key assets that we want to highlight to visitors
  - h. Scio is in the very early stages of planning a Covered Bridges bike tour for eclipse weekend

Travel Salem is a key partner in the regional marketing strategy group and the River Fusion 22 team. We are leveraging their expertise and marketing horsepower to help make this a successful weekend.

The goal of River Fusion 22 in this year is to showcase our region to visitors and create enough positive experiences that they will want to return; increase spend for our local businesses; and help our events create a positive experience for themselves so that they will want to continue participating in River Fusion 22 when it moves to the shoulder season next year.

Next up: bringing event presenters together with the River Fusion 22 team so the key players in the region can hear firsthand what is being planned by their neighbors; participating in the second Eclipse Agencies meeting hosted by Travel Salem so we all understand when visitors are expected to arrive in the area, the kinds of logistics we're expected to face, etc.

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## 2. Objective – Youth engagement/workforce development.

As part of this objective, GROW has been looking for a way to bring **essential life skills training and greater access to the business community to student populations in a pilot project based in Mill City.**

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In September OSU Extension and GROW developed a fledgling concept to run a multi-week program (with OSU Extension as lead) during the “down time” in the junior master gardener program, starting in January. As of the day of this report, this program is in its second week and is meeting with all high school freshmen in Mill City during two class periods each week until spring break, and is involving some of our North Santiam Young Professionals and local businesspeople/leaders. We expect to adjust the content of this program as we get to know these students better. Next up: scheduling speakers for the next several weeks; coordinating business visits for students who have expressed interest in particular industries. These small field trips will be held through the end of the school year.

GROW is proud to be the fiscal sponsor and behind-the-scenes support for the United Way-sponsored **Aumsville Partners in Education**, whose signature event is the summer reading and literacy program, now augmented by year-round after-school student and parenting events, an August Academy to help prepare returning students for school, a Science Fair, a Safety Day and other special events and programs. This project is spearheaded by the Aumsville PARC board and city staff in conjunction with Aumsville Elementary, Trillium Services, Aumsville police and fire, plus several other local businesses and organizations. This project is expected to continue receiving funding from United Way as they use it as a template for improving literacy at the 3<sup>rd</sup> grade level. GROW’s board voted in December to continue acting as fiscal sponsor for this program.

Next up: continuing after-school homework and parenting classes, including families who need extra help from Trillium Services; discussing how to capture the new metrics United Way needs to assess success so this program can be duplicated in other communities.

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### **3. Objective – Launch a community-based lending program.**

This quarter we met with Community Lending WORKS about their program based in Springfield, and are planning a funding workshop for local businesses and aspiring entrepreneurs later in the first quarter that will include Community Lending Works and possibly MESO (Microenterprise Services of Oregon). Both programs could provide a source of capital for businesses that are not quite strong enough for traditional lenders.

Next up: Scheduling a workshop and location for March; identifying entrepreneurs who could benefit from this process.

### **4. Objective – Apply value chain methodology to the natural resources industry.**

Freres Lumber Co., the largest private employer in the canyon communities, is making a major investment in our area with their new Mass Plywood Panel (MPP) product. With this major project underway, we do not plan to pursue any additional work in the forest products industry at this time.

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### **5. Other – Individual and small business consulting.**

One hundred and ten clients received direct services from GROW in the second quarter of FY 2016-17, of whom 96 were returning clients. We served far more clients than usual this quarter, which we attribute to the interest so many clients are expressing in tourism-related activities. Two of these existing clients continued to require unusually extensive help through this quarter, a situation that has been ongoing since fall 2015. One of these clients is not expected to access services as frequently going forward, with the second continuing to work with GROW intensively for the foreseeable future.

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We began offering one of our signature workshops, *Small Steps, Big Results*, in a virtual format this fall, with five people choosing to participate in this pilot project. Since this format is easy to offer and requires little prep time or travel, we have decided to continue to offer this class virtually in the coming months for those who cannot participate in person. We held 5 workshops this quarter (a sixth was cancelled due to snow) with 44 participants.

Next up: We have several other classes and events coming up, many of which have been pushed out further into the first and second quarters of 2017 due to so many snow and ice events this winter. These include a yearly planning workshop, the lending workshop mentioned above, a Main Street field trip to Independence, an Airbnb/VRBO workshop, a Main Street talk by Michael Held to discuss experiences in The Dalles, and a business networking event focused on tourism (see above).

### 6. Other – Please provide a brief narrative of other items of importance not identified above.

\* Cheerlots held a meeting at the request of Mill City & Gates residents in October, where it was announced that at least two of the routes between the canyon communities and Stayton will be retained. Cheerlots has asked for feedback about the new route plan and is presenting it to their board in January.

- GROW joined Oregon Festivals & Events Association to access event planning expertise for River Fusion 22. Four people from the River Fusion 22 team attended a 3-hour workshop in Albany, which provided such valuable information that GROW is recommending that all River Fusion 22 presenters join the organization.
- GROW participated in Marion County’s regional wastewater meeting at Trexler Farm this fall, where canyon community elected officials and other key stakeholders were invited to comment on the proposed wastewater options. The in-depth study also corroborated that tourism remains a valuable potential growth industry for the area, which will be helpful in pursuing other funding sources for our tourism initiatives.
- GROW hosted a field trip to Dayton, OR so local communities interested downtown redevelopment could see and hear firsthand how this tiny town has transformed itself into a robust tourism destination. Twelve stakeholders participated in the trip, including folks from Aumsville, Stayton, Scio, Mill City and Detroit.

### 7. Activity and Output Metrics. Complete the following for each quarter.

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new clients		14			
# of returning clients		96			
<b>Total Active Clients</b>					
Type of Clients	Q1	Q2	Q3	Q4	Total
# of clients with existing businesses		106			
# of clients with prospective/new businesses		4			
Services Provided	Q1	Q2	Q3	Q4	Total
# of clients that received counseling		110			
• # of individual counseling sessions provided		393			

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# of workshops/ events held	5			
# of individuals participating in workshops				
Total # of workshop attendees	44			
# Tourism planning meetings/events	6			
Total attendance – tourism planning meetings/events (does not include participation by email)	32			
# individuals participating in tourism meetings (plus 7 new people involved in separate site visits)	19			

Total client contact hours (all activities)                      5,157 hours