



## **Economic Development Advisory Board**

**Wednesday, November 4, 2015**

**3:30pm – 5:00pm**

555 Court St NE Salem – Commissioners' Board Room

### **AGENDA**

<b>3:30</b>	<b>Welcome, Introductions, and Announcements</b>	Angie Morris
<b>3:35</b>	<b>October Meeting Minutes – Action</b>	Angie Morris
<b>3:40</b>	<b>Membership - Action</b>	Kevin Cameron
<b>3:50</b>	<b>Community Projects Update – Discussion/Action</b>	Sarah Cavazos
<b>4:00</b>	<b>Grant Notification Policy - Action</b>	Sarah Cavazos
<b>4:05</b>	<b>Board Designated Allocations Reports - Information</b>	Chad, Allison, Angie & Mark
<b>4:25</b>	<b>Grants/Loans Ad Hoc Committee – Discussion/Action</b>	Bob Hill
<b>4:40</b>	<b>Youth Workforce Summary &amp; Next Steps - Discussion</b>	Bob Hill
<b>4:55</b>	<b>Comments and Closing</b>	Angie Morris

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### **Future Meetings**

- **December 16<sup>th</sup> at 3:00pm** – Business Development Grant Reviews
- **January 13<sup>th</sup> at 3:30pm**
- **February 10<sup>th</sup> at 3:30pm**

### **Attachments & Handouts**

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- |                            |                             |
|----------------------------|-----------------------------|
| • 2015/16 Meeting Schedule | • Grant Notification Policy |
| • October Minutes          | • Ad Hoc Committee Summary  |



# Marion County Economic Development Advisory Board

## 2015-16 Meeting Schedule

Executive Committee		Full Board	
<b>Monday, July 6, 2015 at 11:00 am</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, Commissioner’s Office		<b>Wednesday, July 8, 2015 at 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, August 3, 2015 at 11:00 am</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, Commissioner’s Office		<b>Wednesday, August 12, 2015 at 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Tuesday, September 1, 2015 at 10:30 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, September 9, 2015 at 3:30pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, September 28, 2015 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, October 7, 2015; 3:00 pm – 5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room <i>*Date change due to Community Projects Grant review</i>	
<b>Monday, October 26, 2015 at 1:30 pm</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, November 4, 2015; 3:30pm - 5:00pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room <i>*Date change due to Veteran’s Day</i>	
<b>Tuesday, December 1, 2015 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, December 16, 2015; 3:00 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, January 4, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, January 13, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, February 1, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, February 10, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, February 29, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, March 9, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, April 4, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, April 13, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Monday, May 2, 2015 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, May 11, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	
<b>Tuesday, May 31, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem		<b>Wednesday, June 8, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room	

## 2015-2020 Economic Development Strategy Areas



Strategic Area	Activities	
Community Development /	<ul style="list-style-type: none"> <li>• Recreation</li> <li>• Culture and Arts</li> <li>• Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Community Safety</li> <li>• Access to Healthcare</li> <li>• Access to Childcare</li> </ul>
Workforce	<ul style="list-style-type: none"> <li>• Education</li> <li>• Workforce Training</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce Retraining</li> <li>• Workforce to Employer connections</li> </ul>
Business Development	<ul style="list-style-type: none"> <li>• Business Startups</li> <li>• Business Recruitment</li> </ul>	<ul style="list-style-type: none"> <li>• Business Retention</li> <li>• Business Expansion</li> </ul>
Business Climate	<ul style="list-style-type: none"> <li>• Regulations</li> <li>• Taxes</li> <li>• Furthering Economic Development Projects</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing</li> <li>• Permits</li> </ul>
Land and Infrastructure	<ul style="list-style-type: none"> <li>• Water/Wastewater Systems</li> <li>• Industrial Developments</li> <li>• Transportation Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Safe Drinking Water</li> <li>• Brownfields</li> <li>• Telecommunications</li> </ul>

**Marion County Economic Development Advisory Board**  
**October 7, 2015 Meeting Minutes**  
**555 Court St NE, 5<sup>th</sup> Floor Salem, OR**

**Members Present:** Nate Brown, Bill Burich, Kevin Cameron, Chad Freeman, Lesa Goff, Bob Hill, Jay Kemble, Angie Morris, AJ Nash, Jim Rasmussen, Evann Remington, Dave Tibbetts, and Renata Wakely.

**Staff and Guests Present:** Sarah Cavazos, Tamra Goettsch, Danielle Gonzalez, and Allison McKenzie

**Call to Order: 3:15pm**

**Agenda Item: Welcome, Introductions & Announcements**

**Information/Discussion:** Morris welcomed members to the meeting and apologized for starting a bit late due to compiling grant scores to prepare for the discussion. Morris moved the September minutes forward on the agenda.

**Action:** None.

**Agenda Item: September Minutes**

**Information/Discussion:** The minutes were reviewed, no discussion was held.

**Action:** A motion was brought forth by Burich to approve the September minutes; a second was made by Rasmussen. The motion was voted for and approved unanimously.

**Agenda Item: Community Projects Grant Reviews**

**Information/Discussion:** Cavazos referenced the Application Prescreening and noted that all applications were forwarded to the group and will be forwarded to the Commissioners but wanted to call attention to the WestCare project. While the project meets the ORS definition under workforce development and is able to stretch to fit the criteria of livability by getting people employed and keeping them off the street, but it does not meet the historical intent of supporting livability and community safety projects. Cavazos cautioned EDAB that Community Projects is a really small pool of funding and this application is for a social service program. The applicant has couched the application as a project in that it has twelve months duration but if we are going to start funding programs, we will be opening the door for every social service program to apply for funding who can make a case for workforce, education, or other types of safety and livability. While serving veterans is definitely something we value and recognize the need for, the project does not meet the historical intent of the grant. Comments were made by others that it didn't fit within the scope of Community Project Grants. A motion was made to exclude the application from review.

Morris acknowledged that some individuals in the room work closely with the communities applying for funds and to allow for more free flowing conversation and critique of the applications, the minutes would not reflect the names of individuals making comments.

A question was brought forth on eligibility for feasibility studies. Cavazos clarified that planning is one of the categories for Community Project Grants we would just lean on the conservative side to consider the likeliness of a project moving forward beyond a feasibility study. A question was raised regarding the eligibility of Hubbard's project based on zoning issues it being a function of planning and assumed responsibilities of the jurisdiction; there was also concern that the legislative process is unpredictable and there couldn't be a guaranteed outcome which may not be a good use of funds. Cavazos agreed that there could be cause for caution on rezoning projects given that they can take years and can fall flat; however, EDAB should consider them on a case by case basis. In Hubbard's situation, they are specifically looking at their downtown core which is definitely an economic vitality issue in small communities. Hubbard does not have their own in-house Planner and it is standard practice for small Cities to contract out their planning functions; the city has a very clear path for the downtown core and it is a small requests. Cavazos recommended that it be considered and questions answered in the group discussion.

Antique Powerland Museum – Average score is 90. Discussion: Application with the highest leverage, large volunteer investment. Great tourism project, members were impressed with the number of individuals they attract to the community. Stated it would be great if the project were completed within the timeline the applicant listed because they

are hosting the Antique Truck Historical Society in 2016 which will bring about 3,000 delegates and their vehicles from all over the United States here which will have a huge economic impact to the County.

Aumsville – Average score is 77. Application is to add a second pavilion to their park. Discussion: Liked the potential for tourism, was really impressed by their summer program. Would have preferred to see a larger match. There seems to be less direct link to tourism than with the Antique Powerland Museum. Concern that there seemed to be less of an in-kind match compared to other projects and would have liked to see more volunteer labor which demonstrates a greater support for the project. Their Corn Festival is a big draw to this community and it would be a great asset for that event. Cavazos noted that in small communities like this it definitely supports community livability; the movies in the park drawing out 100 participants creates a community vibe and the enrollment numbers for their summer program is impressive. Someone shared the program has previously received a recognition award for the quality of their summer program. It would be good to provide shelter from the sun for the kids. Various comments were made in support of the project but there was concern with the level of investment compared to other applicants.

Donald – Average score of 85.5. Application to rehab their old City Hall, grant request is to cover costs of materials with labor provided by volunteers. Discussion: Concern was expressed regarding historic preservation, and didn't feel the application was taking preservation into consideration in the rehabilitation of the building. Conversation was held clarifying which building was being updated. Question was raised on the viability of using the building once rehabilitated. Question was raised on the sustainability of maintenance and operation. Others felt that the building would fill a need within the community and be an asset to the downtown area. The amount of volunteer involvement and community donation are strengths.

Hubbard – Average score of 86. Application is for funds to pay for a contracted planner to prepare a rezoning recommendation for various buildings in their downtown core. They currently have various properties with limited use which prevents brew pubs and other businesses that add life to the downtown district. The city has gone through strategic planning and this rezoning will align their zoning with their community vision and comprehensive plan. The small city does not have a planner on staff and contracts for services from COG. Discussion: Concern was expressed with funding cities for land use issues. Questions were raised about the likeliness of the project making it through the legislative process and rezones being granted. Response was given that it is possible if the project is funded that it may result in no change but if the rezone is improved it would have significant economic impact for the community. It was noted that most of the small communities in Marion County would benefit from funding to support planning but an argument was made that while it may be needed they aren't asking and this isn't a large amount. The potential upside is great compared to the amount of funds being invested.

Mt. Angel – Average score of 85. Mt. Angel received a grant in 13/14 for a façade improvement project which was very successful. Cavazos recently toured the Mt. Angel Community City and downtown area to see the remodels which were impressive. Discussion: Their prior grant leveraged over \$26,000 in business match. The question was raised why businesses aren't applying for façade improvement directly rather than cities applying for funds to redistribute. Goettsch responded that the Cities are more aware of what is needed in their communities and would have a better understanding of which business improvements they need for their community. Cavazos noted that other communities, including Keizer have expressed an interest in funding for façade improvements; façade improvements are critical to economic development in terms of downtown business districts in small communities, and are a county-wide need. Currently businesses are not eligible to apply for funding based on the criteria, Community Services will be convening a committee to look at the grant programs and a façade improvement fund can be part of that conversation. Question was raised on the sustainability and the likeliness of the group coming back every year to request more funds. Discussion was held around the success of Mt. Angel in implementing the program and the impact it has had on the community. Mt. Angel is significant to Marion County's tourism industry with the Octoberfest generating thousands of tourists each year. Discussion was held around the level of funding to award, if Mt. Angel is adjusted to two and a half times what they are putting it would match the ratio amount of Mill City's application which would be \$6,250 for Mt. Angel. Another person commented that they are looking to do larger matches of \$2,000 so we would need to round up to \$8,000 which would fund four business improvements.

Turner – Average Score of 84. Turner project for a pool feasibility study, pool has long history in the community and strong support evidenced by endowment fund and school/city partnership for maintenance. Pool services seven zip codes, is located in the heart of downtown and can see it as both a projects that builds community pride and spurs

economic activity for local businesses by users coming to the pool. Project engages the community in the planning. Discussion: Impressed by the number of letters of support, city-school partnership, history of this pool in the community, attention given to how to best improve the facility, and city seems to be paying careful attention to how it uses its resources – getting a no can be a good answer. Prefer to invest on the construction end of the project rather than funding feasibility. Concern with the potential costs and will it be feasible to move forward once the study is done. Can the project be done in a more cost effective way through partnership? Partnership is already being leveraged with OSU, feasibility for a pool would seem to be a specialty that is likely fairly costly. City and school is investing in the project which would indicate it is a high priority for them, the request is a one for one match.

KMUZ – Average Score of 81. KMUZ received a grant last year to install a new receiver tower in Corvallis which expanded its potential audience. Prior grant moved forward on schedule, reports were submitted on time and the project wrapped up nicely. This proposal is to install a backup generator to prevent outages Discussion: Didn't seem to show that there was a need. Lacked letters of support other than City of Turner where the backup generator was going to be located. Their entire funding model for this project is through grants, they have two pending applications to other foundations and won't know about the outcome of those until later but have come to this group for funding; agrees that they don't demonstrate the need. Can we make the grant contingent on the outcome of their other sources? Question was raised on the community's need for emergency broadcasting, is that currently being filled by another station in the area. Another commented that it is a need for their user audience, if this is the station you listen to this is where you will go to get your emergency updates. Another responded that they could get it from another source. Comment was made that anything we can do to support emergency readiness in our community is worthwhile. It was noted that KMUZ demonstrated need in the prior year's application noting they have gone through the FCC Administration. KMUZ reduce to \$6,750 to cover the pad, electrical or generator; award contingent on ability to secure the remaining funds.

Mill City – Average Score of 83. Mill City received a grant in 13/14 for directional signage to their downtown district; the current proposal is for a façade project they have been talking about for a while. They are working to improve their downtown core with façade improvement as well as address some damaged property that brings safety concerns. The City is investing \$1,500 and Chamber may invest \$500. Discussion: Question was raised on if these funds are limited to the Marion County side of Mill City? Linn County should match our investment. Grant should be awarded contingent and restricted to use on the Marion County side of the City. Question was raised on how big of an impact this small of a grant can actually make. Is the match with business dollar for dollar? In a small city a project benefiting four businesses can make a big impact. Concern is that a \$1,000 maximum per grantee isn't going to be worth the investment of the business and will it be utilized? Mt. Angel's project had a \$500 cap per business and they leveraged \$26,000 in business investments.

**Action:** A motion was brought forth and a second made to exclude West Care from consideration for funding and further evaluation by the group. The motion was voted for an approved unanimously.

**Action:** A motion was brought forth by Freeman to recommend funding to the Board of Commissioners to include: Antique Powerland Museum at \$7,370, Donald at \$10,018, Hubbard at \$3,500, Turner at \$10,000, Mill City at \$5,000, Aumsville at a reduce amount of \$10,000 and contingent on project's ability to move forward, Mt. Angel at a reduce amount of \$8,000, and KMUZ at a reduce amount of \$6,750 and contingent on ability to secure the remaining funds. A second was made by Remington. The motion was voted on and approved by unanimous vote.

#### **Agenda Item: Membership – Allison McKenzie Application**

**Information/Discussion:** McKenzie is the Executive Director of GROW which is the economic development group which heads up the Canyon. We have an ex officio position on our board which is a vacancy from Business Oregon, Cameron recommends we fill that vacancy with McKenzie; we need the representation of small business and the Canyon. Cameron noted that GROW, SEDCOR and Travel Salem receive Board Designated Allocations and both Travel Salem and SEDCOR are on EDAB and he believes it will be good to have GROW at the table. Morris asked for a motion to recommend McKenzie for appointment.

**Discussion:** Burich commented that McKenzie will be an excellent addition to the group; Hill commented that she will bring a valuable perspective.

**Action:** *A motion was brought forth by Brown to recommend appointment of Allison McKenzie to the Economic Development Advisory Board by the Board of Commissioners; a second was made by Remington. The motion was voted for and approved unanimously.*

**Agenda Item:** Grant and Loan Ad Hoc Committee

**Information/Discussion:** Deferred to the November meeting.

**Action:** None

**Meeting adjourned: 5:03 pm**

DRAFT



## ADMINISTRATIVE POLICY

<b>SECTION:</b>	General Provisions	<b>POLICY #:</b> CS-ED001
<b>TITLE:</b>	Notice of Award	
<b>PROGRAM:</b>	<i>Economic Development Advisory Board</i>	
<b>ADOPTED:</b>	<b>REVIEWED:</b>	<b>REVISED:</b>

**PURPOSE:** Marion County Community Services Department shall maintain confidentiality and fidelity of the grant review process until such time that all phases of the grant review process are completed and awards have been finalized by the Marion County Board of Commissioners.

### Administrative policy:

1. Upon receipt of grant applications, Community Services (CS) staff shall analyze and prepare information for the Economic Development Advisory Board's (EDAB) review.
2. All grant application information received and/or reviewed shall be considered confidential and not shared publicly, until an official Notice of Award has been issued. Any inquiries received by grant review committee members regarding the status or outcome of a grant application or grant review meetings are to be referred to the Community Services Department for response.
3. In compliance with requirements of public meeting laws, all requests for information will be responded to according to county guidelines and policy.
4. After EDAB deliberation and recommendations have been confirmed, all applicant information shall be returned to CS staff to ensure information is held in confidence.
5. EDAB and staff shall not discuss funding recommendations with outside parties or applicants.
6. CS staff and interested EDAB members shall present funding recommendations to the Board of Commissioners for consideration. CS staff will present funding recommendations, including any changes recommended by the Board of Commissioners (BOC) at a scheduled Board Session.
7. Upon BOC approval and the signing of a Board Order, grant applicants will be sent a written Notice of Award via mail or e-mail by the Community Services Department.
8. Upon a written or verbal request, Application Status Notifications will be issued in writing by the Community Services department via mail or e-mail. The Community Services Department may provide an update to applicants on the status of their application upon completion of any phase of the review process.



## EXHIBIT D – QUARTERLY REPORT



### Economic Development Allocations Quarterly Report

<b>Organization:</b>	SEDCOR		
<b>Quarter Ending:</b>	September 30, 2015		
<b>Allocation:</b>	\$175,000.00	<b>Received YTD:</b>	87,500

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. Available industrial space

The inventory for industrial buildings in Marion County continues to be constrained—as it is across Oregon, especially on the I-5 corridor. While we in Marion County have some of the best industrial land in the state, there are almost no available buildings. SEDCOR is working with a developers and the state to help find a way to help build additional capacity, and we believe that Portland area market forces are likely to drive building activity in the coming year.

#### 2. Industries with potential growth

Existing firms have continued to lead the recovery in our region. In recent months we have worked with two wood processing firms that have made significant investments in our region. One of these, Yancey Pallet, has expanded into Marion County, bringing a significant number of new jobs into Stayton.

On the recruitment side, we have noticed some key trends in companies looking at moving into our region. This interest growth has been led by four different industries: food processing, distribution, manufacturing and value added wood products. In the last quarter we have seen more interest from food processing and distribution.

An additional trend that we are starting to notice, especially in the last quarter, is more interest from companies currently located in the Portland Metro area needing to expand their footprints. These firms have shown interest based on several factors—particularly the availability of land in Marion County.

#### 3. Make It In the Willamette Valley / BR&E Update

Business Retention and Expansion (BR&E) – SEDCOR is leading the development of a two-county BR&E project that will help community members better connect with businesses. We have been working with the communities of Stayton/Sublimity, Jefferson, Silverton, Donald, Gervais, Woodburn, Aumsville, Mt Angel, the Canyon, Brooks, and Keizer, who are creating leadership teams to help guide the project. The intention of BR&E projects such as these is to help community members learn about businesses in their

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area, to identify and address issues businesses have, and to build networks and community capacity. The county has been a great support and we look forward to working with you to advance this program.

We continue our work on the Make it in the Willamette Valley initiative. As we have reported in the past, this project is partially funded by a three-year federal grant that has been received in partnership with the Mid-Willamette Valley Council Of Governments. This work has accelerated SEDCOR's capacity to build one-on-one relationships with employers, to help build the BRE program, and to help host events to bring new resources to manufacturers. We also finalized our supply chain study, which has highlighted some of the vertical supply chain opportunities in the region.

We are extremely grateful for additional support for this project from Marion County, Yamhill County, Polk County, PGE and Pacific Power.

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### 4. Other

Large Lot Study – SEDCOR is working with owners and representatives of large lots (over 50 acres) of industrial land in the Portland area to target the industries and companies who need this size of parcel. The intent is to find those companies that are working on their next expansion, and learn what these firms need to be successful. This project has helped give nationwide exposure to Mill Creek Corporate Center, and it has helped identify our role in the larger regional market. We are reaching to identified companies to explore their interest in large projects on the West Coast.

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

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new recruitments	11				11
# of active recruitments	10				10
# of new expansions	0				0
# of active expansions	16				16
<b>Total Active Clients</b>	<b>37</b>				<b>37</b>

	Quarter Ending			Quarter Total	Year To Date			YTD Total
	Recruit	Retain	Expand		Recruit	Retain	Expand	
No. Companies	1		2	3	1		2	3
Retained Jobs		5				5		
New Jobs	75		10	85	75		10	85
Capital Ex	8,000,000		4,000,000	12,000,000				12,000,000

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### Economic Development Allocations Quarterly Report

<b>Organization:</b>	<b>GROW EDC</b>		
<b>Quarter Ending:</b>	<b>September 30, 2015</b>		
<b>Allocation:</b>	<b>\$60,000.00</b>	<b>Received YTD:</b>	<b>\$15,000</b>

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.**

Tourism follow-up to Economic Vitality Summit was held in late June in partnership with Travel Salem. We negotiated with Travel Oregon over the summer to become a pilot project for their new Rural Tourism Studio "Lite" program. The application with letters of support and other supporting documents will be submitted on Nov 6. If all goes according to plan this region-wide tourism training program will launch sometime after the first of the year with a focus on outdoor recreation. Next step: gather documents & submit the application Nov 6.

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

GROW worked with Stayton-Sublimity Chamber to help them prepare for their first Trades Day offered in partnership with the N. Santiam School District. This first-ever program attracted 400 - 500 students from 5 high schools and the area middle schools. We are currently discussing with Young Professionals how they can best engage with high school youth in the area, and what a youth engagement opportunity might look like. Next step: talk with Supt. Todd Miller at Santiam Canyon School District.

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

Began discussions of business plan or other planning workshop in anticipation of lending program being launched late next spring. Any preliminary workshop will be held sometime after the first of the year. Next step: research workshop options that would help entrepreneurs prepare to encourage investment in their businesses and keep their business planning on track and productive.

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

RDI's Michael Held trained three of us (gratis) in value chain methodology as it could apply to the natural resources industry: Allison, Rebecca McCoun of the N. Santiam Watershed Council and Shawn Morford (also of RDI). Grady McMahan of US Forest Service, Rebecca, and Allison plan to take the in-depth value chain training offered by RDI this fall. Discussion occurred about possibility of convening stakeholders re: value-added wood products opportunities in spring. Suggested that GROW (econ dev) rather than a natural resources org be the convener for a N. Santiam stakeholder meeting, inviting a prominent guest speaker who is working successfully on this issue in other economically distressed areas. Next step: Grady, Rebecca and Allison take additional value chain training, then debrief re: how it might be applied here to wood products industry. (Note: value chain methodology can be applied to any industry, including tourism)

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

Summer is generally on the quiet side with in-person one-on-one consulting though it continues via email and telephone. Monthly *Small Steps, Big Results* workshop also takes a hiatus during the summer months. Total number of counseling sessions during this period was 150.

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

- Met with fundraising coach; three GROW-affiliated people taking virtual grant writing workshop this fall
- Trained Aumsville BR&E volunteers who missed first training
- Began discussions for celebrating 20-year anniversary of EDC in 2016; 7-year anniversary for GROW North Santiam
- Preliminary discussions with DLCD about potential projects that could be pursued & funded following Rural Tourism Studio Lite
- \*Nominated multiple participants for final Ford Family Leadership program in this area, which will include people from Aumsville to Idanha; first time a large cross-community program has been offered in our region
- Wrote letter of support for proposed CTE campus in Santiam Canyon School District; proposed focus would be on manufacturing & construction operations and techniques.
- Successful completion of this year's Aumsville summer parks/literacy program and August Academy, for whom GROW is a fiscal sponsor on a 2-year United Way Grant; 489 children participated w/ an average of 187 kids per session, a free book was given to each child each week, and they read a total of 211,000 hours

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

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new clients	19				
# of returning clients	58				
<b>Total Active Clients</b>					
Type of Clients	Q1	Q2	Q3	Q4	Total
# of clients with existing businesses	67				
# of clients with prospective/new businesses	10				
Services Provided	Q1	Q2	Q3	Q4	Total
# of clients participating in counseling	64				
# of client contact hours	2130				
# of clients participating in workshops	31				
# of workshops events held	4				
# of workshop attendees	58				

## EXHIBIT D – QUARTERLY REPORT



### Economic Development Allocations Quarterly Report

<b>Organization:</b>	<b>TRAVEL SALEM</b>		
<b>Quarter Ending:</b>	<b>September 2015</b>		
<b>Allocation:</b>	<b>\$100,000.00</b>	<b>Received YTD:</b>	

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 – Regional Public Relations

Travel Salem generated **280 published articles** and references during the first quarter of 2015-16 with a **reach of 8,980,550** and an **advertising equivalence of \$287,272**. Please refer to the attached PR Addendum for details.

#### 2. Objective – Visitor Information Network

Travel Salem's Visitor Information Network **assisted 10,872 visitors** during the first quarter (still awaiting figures from one satellite center).

#### 3. Objective – Marketing Support for Marion County Communities

Travel Salem continues to work with the Marion County region.

- **Tour :** During the first quarter we have been working on developing a **bookable garden tour** with GrayLine of Portland and Amtrak. Initial meetings have been held including representatives from The Oregon Garden. The goal is to launch the tour by May of 2016.
- **Outreach:** Travel Salem has met with the following Marion County Chambers during the 1<sup>st</sup> Quarter specifically to discuss their vision for tourism in their community and to ensure Travel Salem is working on developing products that the communities support: Woodburn, Silverton, Mt. Angel. Additional meetings are being scheduled to touch base with each Chamber.
- **Santiam River Canyon Tourism Committee:** Travel Salem is involved with this group and has offered assistance to create workshops to help **galvanize the communities along Hwy. 22** in regards to tourism product development and marketing.

#### 4. Objective – Recreational Sports Marketing

Sporting Events booked during the first quarter:

- United States Tennis Association – Tri-Level Adult Section Championships, Sept. 24-25, 2016 utilizing multiple locations
- U.S. Quidditch Association, February 2016
- Animal House Flyball Club Dog Competition, January 2016, Oregon State Fairgrounds

Meetings continued with:

- Oregon State Fair & Expo
- U.S. Lacrosse
- American Legion Baseball
- Oregon State Optional Meet

## EXHIBIT D – QUARTERLY REPORT

- Olympic Trials Committee (speed walking)
- Oregon Latino Basketball Association

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### 5. Objective – Destination Development

The following projects are under way through our new destination development program:

- **Tour :** During the first quarter we have been working on developing a **bookable garden tour** with GrayLine of Portland and Amtrak. Initial meetings have been held including representatives from The Oregon Garden. The goal is to launch the tour by May of 2016.
- **Cycling Routes:** Launching four bike routes in Marion County. Each route highlights attractions along the route, elevation of route, service locations and break areas.
- **Solar Eclipse 2017:** Travel Salem is working with communities throughout the region to start planning for the 2017 total solar eclipse. Salem will be one of 5 state capitols in the US to be touched by the Eclipse. The longest viewing duration will actually be at Detroit. Viewing events and specials are being developed to keep the 30,000-50,000 visitors in the area pre and post eclipse.

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### 6. Other

As of the date of completing this report (October 14, 2015) there are many more projects underway.

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### 7. Performance Measurements. Complete the following for each quarter.

This information represents July and August 2015 figures only. September numbers are still being collected and not available as of October 14, 2015.

Metric	Q1	Q2	Q3	Q4	Total
Estimated Economic Impact	\$3,207,546*				
Transient Occupancy Tax	\$772,014**				
Leverage	\$303,780				

\*Convention/Sports EEI

\*\*Salem only (July & August)



## Keizer to unveil new park this weekend

Published: Jun 13, 2015 12:06 AM PT PT Story by: June 13, 2015 1:13 PM Updated: Jun 13, 2015 1:17 AM PT  
By FOX 12 Staff



### KEIZER, OR (KPTV) -

One Keizer park is getting major improvement, thanks to hundreds of volunteers and some creative thinking.

Volunteers gathered at Keizer Rapids Park on Friday to begin building the "Keizer Big Toy Playground."

Nearly 3,500 Salem-Keizer kids helped design the 15,000 square foot playground.

The playground includes things like a sandbox, dig area and a rock climbing.

But the work is not done yet, crews said they still need more help building the structure.

"What we need right now is people. We're still got all day Saturday and Sunday. We have shifts available all day, skilled and unskilled labor. It doesn't matter, we can put you to work if you have carpentry skills, but if you don't we'll still find something for you to do," said Brandon Smith, a volunteer.

They plan to open the park Sunday evening, with a full opening on Monday.

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## Big Toy Playground

September 23, 2015



Have you been to the "Big Toy" playground in Keizer? The playground opened over the summer on June 20th. If you haven't been yet, it is definitely the perfect place to spend your afternoons this fall. The playground has everything your little and older kids could possibly dream of. Including a special "Tot Lot" dedicated just for kiddos 3-5 along with structures built for our

## StatesmanJournal

### Children have a blast as Keizer Big Toy opens

Natelle Pate June 24, 2015



The sun was shining and breeze was flowing through the trees Saturday while dozens of families came out to the grand opening of the Big Toy at Keizer Rapids Park.

Kids climbed, stumbled, jumped and ran all around the 15,000-square-foot playground as parents watched nearby, the air buzzing with giggles and excitement.

The kids didn't seem to care if the wood mulch stuck to their skin or if someone else was on the slide they wanted to go down. They simply brushed the wooden flecks off or went around to another part of the toy and continued exploring.

## Total Big Toy Media Coverage

**\$26,720**

in advertising equivalency

**77,000**

impressions



# STAYTON 6 BRIDGES LOOP

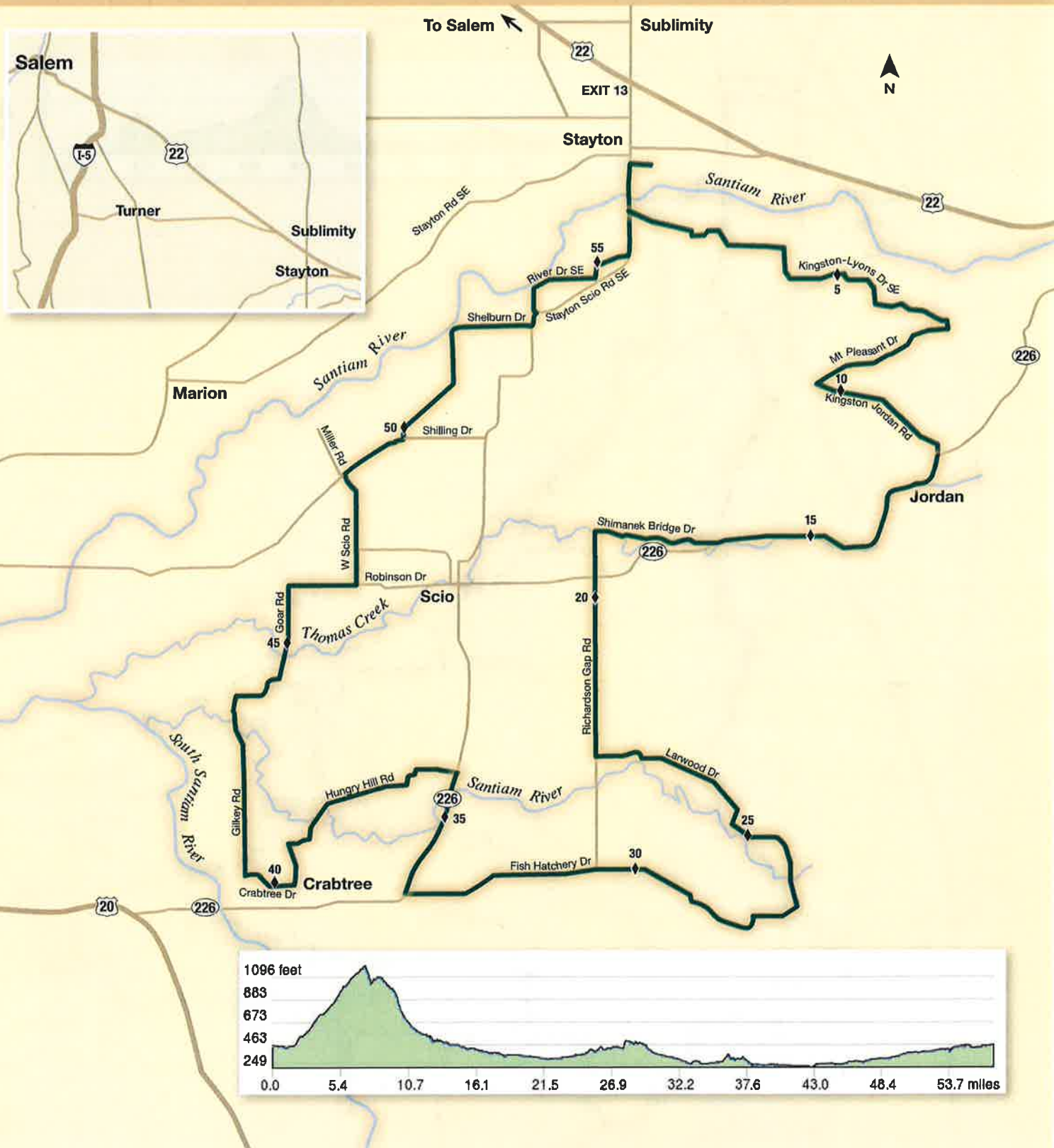
**Miles:** 57

**Difficulty:** Intermediate

**Cities:** Stayton

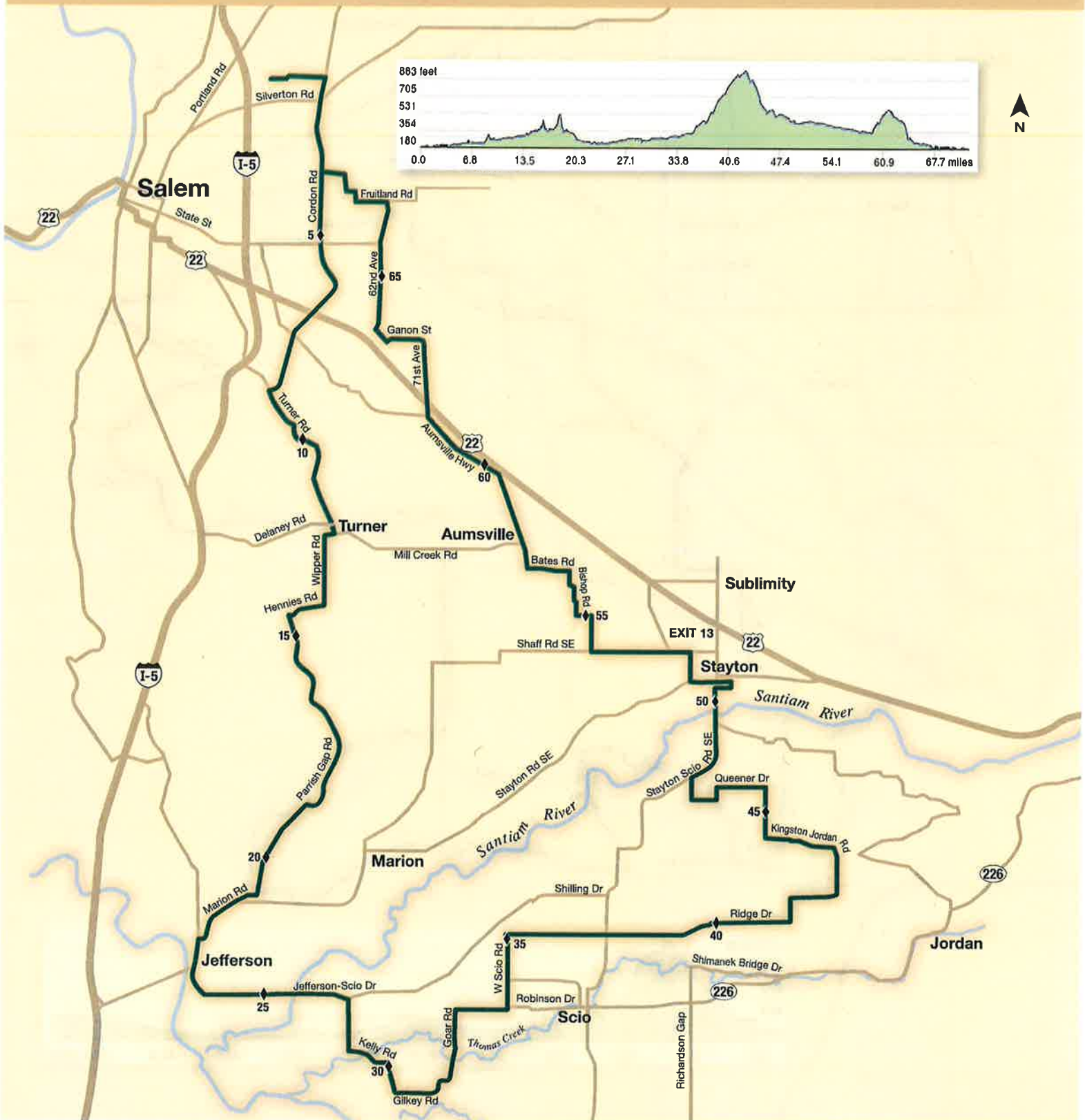
**Attractions:** Stayton Jordan Bridge, Gikey Bridge, Hoffman Bridge, Larwood Bridge, Shimanek Bridge & Hannah Bridge

**Elevation:** 253–1,193ft.





# PEACH



# The Great Eclipse August 21, 2017



## U.S. Path



City	Time	Totally
Jefferson	10:17:17	1m 58s
Salem	10:17:21am	1m 54s
Stayton	10:17:31	2m 01s
Sublimity	10:17:32	2m
Brooks	10:17:38	1m 41s
Silverton/SF	10:17:46	1m 46s
Gervais	10:17:51	1m 27s
Mt. Angel	10:17:53	1m 35s
Detroit	10:18:18	2m 02s
Molalla	10:18:25	1m 10s





## Total Solar Eclipse – snippets

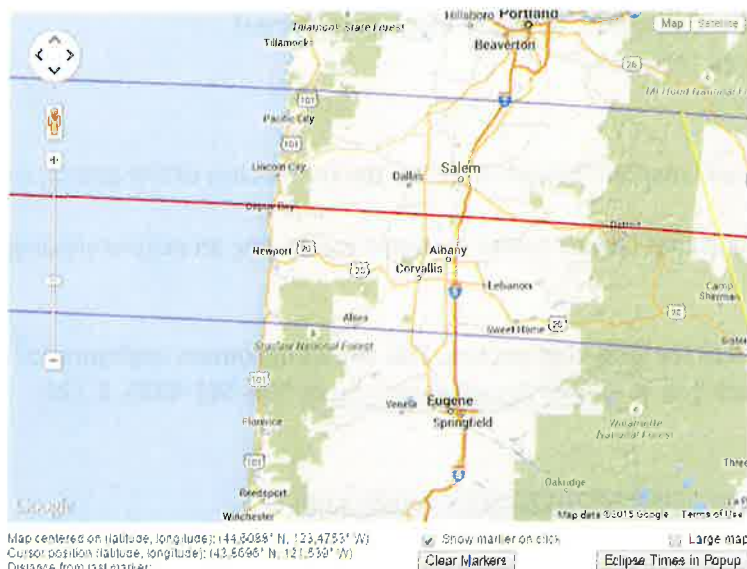
Monday, August 21, 2017

People are coming to America, because for the first time in 26 years, a total solar eclipse will occur in our great country, and we will play host to the world's eclipse-chasers.

### OREGON

On the beach in Oregon, at a rocky spot of ground just north of Newport that sticks its nose out into the Pacific, the shadow first touches land at 17:15:50.6UT (at about 10:15 in the morning), and this lucky

piece of earth experiences a full minute and fifty seconds of totality.



It takes only about two minutes for the shadow to race eastward toward its first date with a large population... Dallas, Albany, Corvallis, Lebanon, Philomath, McMinnville, Woodburn, and yes, Salem itself, experience various lengths of totality (based on varying distances from the centerline); on the steps of the

**State Capitol in Salem** (the first of

five state capitals the shadow will visit), lucky viewers will be treated to **1m54.5s of shadow** at just after **10:17am**.

1. **This will be the first total solar eclipse in the continental U.S. in 38 years.** (The next one will be on Tuesday, July 2, 2019. You can see it on land at sunset, from small spots in either Chile or Argentina.)
2. **A solar eclipse is a lineup of the Sun, the Moon, and Earth.** The Moon, directly between the Sun and Earth, casts a shadow on our planet. If you're in the dark part of that shadow (the umbra), you'll see a total eclipse.
3. **A solar eclipse happens at New Moon.** The Moon has to be between the Sun and Earth for a solar eclipse to occur. The only lunar phase when that happens is New Moon.
4. **It's all about totality.** Only totality reveals the true celestial spectacle: the diamond ring, the Sun's glorious corona, strange colors in our sky, and seeing stars in the daytime.
5. **First contact is in Oregon.** If you want to be the first person to experience totality in the continental U.S., be on the waterfront at Government Point, Oregon, at 10:15:56.5 a.m. PDT. There, the total phase lasts 1 minute, 58.5 seconds.
6. **The centerline crosses through 10 states.**



181 High St. NE, Salem, OR 97306 :: 503-581-4325 :: [www.TravelSalem.com](http://www.TravelSalem.com)

**Here are some inspirational ideas to consider:**

- Eclipse lodging packages (i.e. partner up with wineries and restaurants to create an experience package)
- Eclipse wine label (i.e. Umbra Pinot -The umbra is the darkest part of the Moon's shadow)
- Eclipse-themed events
- Eclipse-themed souvenir items (i.e. T-shirts, mugs, bumper stickers)
- After-eclipse party or meal
- Eclipse menu (i.e. Solar Burger, Lunar Lemonade, Absolute Magnitude Porter)
- Eclipse exhibit (i.e. sun/moon, celestial artwork)
- Significance of astronomy in history

Share your plans with Travel Salem and we will market "Eclipse 2017" to the far reaches of the galaxy, or at least nationally.

Travel Salem has already received information that Legacy Estate Vineyard is planning an eclipse viewing party event.

**Of Note:** Submit information by spring of 2016 for long-lead pitches. This allows maximum exposure for events. For PR questions please contact: Kara Kuh at [KKuh@TravelSalem.com](mailto:KKuh@TravelSalem.com) or 503-581-4325, X 124

To learn more about the 2017 Eclipse visit:

<http://eclipse.gsfc.nasa.gov/SEgoogle/SEgoogle2001/SE2017Aug21Tgoogle.html>



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# DUJOUR

## THE BIG BUSINESS OF ECLIPSE CHASING

The art of catering to an adventurous set

by Kate Donnelly | September 24, 2015 12:00 pm



Jeffery Keffer, a West Virginia CEO, arrived last March in Svalbard, a chilly, remote Norwegian<sup>[1]</sup> archipelago where polar bears roam. He'd come specifically for the total solar eclipse, a rare event during which the moon passes between the earth and the sun, resulting in a bright, halolike ring behind a shroud of complete darkness. Although Svalbard had been named the earth's prime viewing spot for this particular eclipse—the place where the darkness, also known as “totality,” would last the longest—photos, Keffer knew, would be tricky. He'd brought with him a professional's arsenal of eclipse gear: a Tele Vue 76mm refractor, his Canon image stabilization binoculars, a camera with several lenses and half a dozen solar filters, specially made to help capture natural-color images of the sun, even though, as he says, “it's the images that I carry with me in my memory that make these trips so worthwhile.”

There are a lot of those images—the Svalbard solar eclipse was Keffer's thirteenth.

Keffer is part of a global band of passionate devotees known as “eclipse chasers” who travel to far-flung locations, rearranging schedules and often sparing few expenses, to glimpse an event that lasts anywhere from just two to seven minutes. It's less hobby than object of obsession. “Eclipse chasing is a bucket list that never ends,” says Keffer, if mostly because eclipses happen, in some form, every 18 months or so—there's always a new one to chase. Keffer's love affair started in 1991 at the southern tip of the Baja Peninsula, and he's since traveled in pursuit of darkness from the Taklamakan and Gobi deserts in far western China<sup>[2]</sup> to the Cook Islands, Zambia, Chilean Patagonia and Antarctica.





Thousands of chasers gathered in sub-zero temps on the northern Norway islands of Svalbard last March to catch the total solar eclipse.

Letting the earth's eclipse pattern dictate the when and where of your vacations might seem a little restrictive, and yet those who get into it really get into it. After planning two years in advance, seven-time eclipse chasers Giuseppe and Patrizia Piccinotti arrived in Svalbard from Northern Italy ready for, as Patrizia says, "the combination of a total solar eclipse, a fantastic trip around it that included dog sledding and snowmobiling and a reunion with previous eclipse-chasing friends." As U.K.-based psychologist and author Kate Russo, a nine-time eclipse chaser, says, "for some people, it's impossible to just stop at one."

Well-heeled travelers typically accompany niche travel outfits, like Arizona-based TravelQuest International, to reap the benefits of luxe hotel accommodations[3] and access to prime viewing spots, both of which are often claimed years in advance. Shrewd businesses know how to capitalize on the event—this is often referred to as the "eclipse tax." In Svalbard, the population doubled. Over 800 commercial beds were sold out close to four years in advance, and rooms, usually averaging \$350 per night, commanded as much as a 100 percent rate increase. Some hotels set a minimum stay at five nights. Last-minute travelers, as you might imagine, often pay substantially more, if they can find a place to stay at all.

Which is why chasers are already preparing for a trip to the Indonesian islands[4] of Sumatra and Sulawesi, which will play host to a total solar eclipse in March of 2016. TravelQuest, which says that 65 percent of its eclipse travelers have already seen at least one, is offering two custom itineraries on the ground as well as a 100-person luxury cruise[5] through the Spice Islands, where low cloud coverage promises optimal viewing.

Keffer and his wife will be on this cruise. "For some reason the tropical Spice Islands sound much more inviting than the Arctic," he quips. That said, for chasers, part of the allure lies in the invitation to visit destinations they might have otherwise overlooked—to follow the darkness, wherever it leads. "Would I have ever planned to travel across China on Mao's personal train, flown over the South Pole, canoed by hippos in the Okavango Delta or watched a rainbow grace Easter Island?" Keffer asks. "Probably not. But by chasing eclipses I have done all of the above and much more."

Written By Kate Donnelly

#### Endnotes:

1. Norwegian: <http://dujour.com/lifestyle/norway-northern-lights-travel-photos/>
2. China: <http://dujour.com/lifestyle/opposite-house-upper-house-china-hotels/>
3. luxe hotel accommodations: <http://dujour.com/gallery/hotels-with-the-best-views-in-the-world/>
4. Indonesian islands: <http://dujour.com/lifestyle/room-request-ayana-resort-and-spa-bali/>
5. luxury cruise: <http://dujour.com/gallery/luxury-cruise-ship-rooms-suites/>

Source URL: <http://dujour.com/lifestyle/eclipse-chasing-expeditions/>

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Report Submitted October 12, 2015

**Summary of work completed (Development Department)**

- Development Director (Mark Hunter) hired and started in position July 1, 2015.
- Received planned gift of \$100,000 from the Seibert Trust.
  - \$20,000 designated to endowment
  - \$50,000 designated to Pettit Project
  - \$10,000 designated to Molalla Log House Project
  - \$19,000 designated to OGF reserve fund
  - \$1,000 designated to donor recognition
- Mark met with key partners; donors; volunteers, staff and volunteers associated with the Oregon Garden.
- Mark met with key staff to address grant writing and donor relations process. Result will be improved fundraising communications.
- Re-designed and rebuilding the volunteer Resource & Development Committee.
- Re-designed brick memorial program. Formal launch will be November 6<sup>th</sup> at Garden membership event. Expected net for 2016 will be apx. \$4,900 designated to horticultural projects.
- Launched quarterly planned giving luncheon – first event scheduled for October 28, 2015.
- Launched monthly 'Behind the Scenes Tour,' a donor relation based event. Held two events.
- Launched a six-month long strategic planning process to develop realistic capital projects and funding needs assessment. Expected completion May 2016.
- Mark met with staff of the Oregon Association of Nurseries. Recruited OAN board member to participate in the strategic planning process for the Oregon Garden.
- OGF provided food services in the Festhalle at Oktoberfest 2015. Net raised \$6,010.
- Conducted evaluation of current fund raising and implementing recommendations for improvements.
  - Annual fireworks program
  - Oktoberfest
  - Annual Letter Appeal
  - Reoccurring giving process
  - Annual donor breakfast
- Joined key membership organizations to help improve the ability of the staff and board of directors to raise money.
  - Salem Rotary Club
  - Nonprofit Association of Oregon
  - Mid-Willamette Valley Development Officers
  - Center for Community Innovation

**Summary of work accomplished (Capital Improvement Funding)**

- Water pump replacement

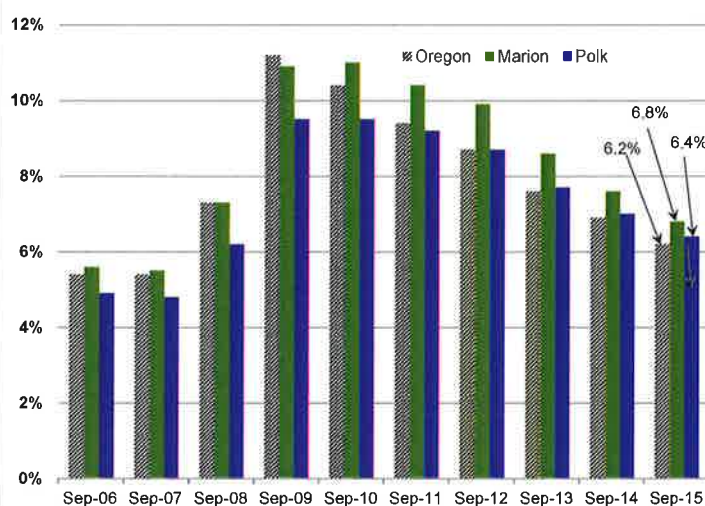
**Quarterly Objectives (October – December, 2015)**

- Strengthen OGF's capacity to fundraise
- Improve endowment position of OGF
- Continue to address immediate needs of Garden capital needs

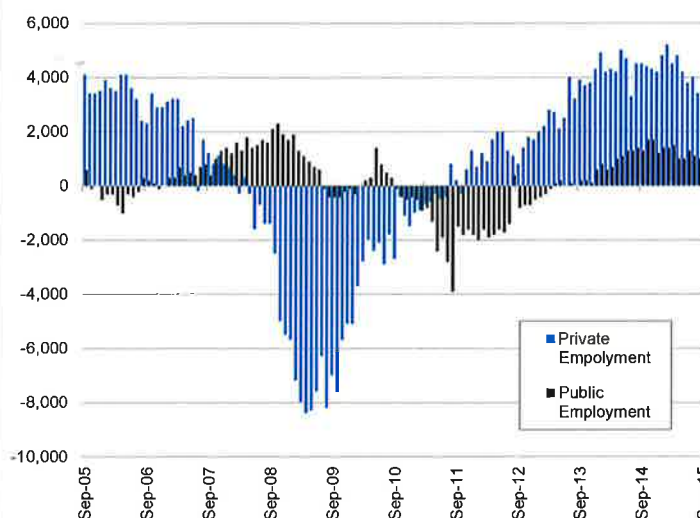
## Mid-Valley Economic Indicators—Salem Metro Area

From September 2014 to September 2015, the private sector gained 3,400 jobs and the public sector lost 100 jobs, for a net gain of 3,300 jobs. The health care and social assistance industry led employment gains over the year. Employment gains in the public sector were largely due to increases in state government. The biggest reason Linn, Marion, Polk, and Yamhill counties real average wages (inflation adjusted) have declined more dramatically than the statewide average has been due to the loss of high-paying jobs within the manufacturing sector (mainly wood products).

**Unemployment Rates in Marion and Polk Counties Continue Over-the-Year Declines**



**Employment Gains Continue in Both the Private and Public Sectors**  
Year-Over-Year Change, Sep 2005 - Sep 2015

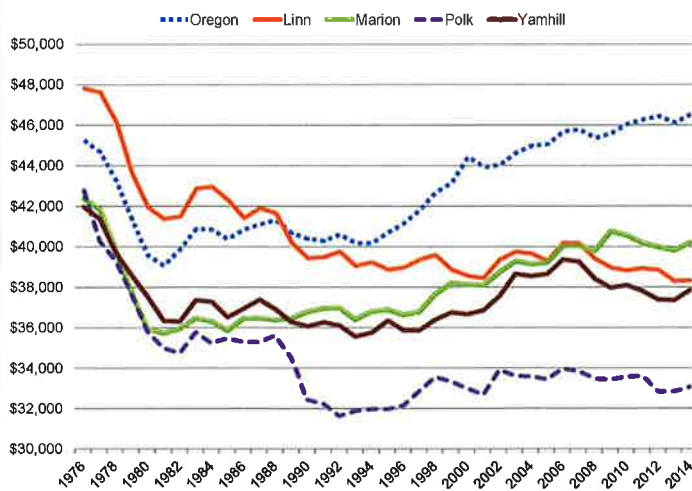


**Trade, Transportation, and Utilities Added The Most Jobs**  
Sep 2014—Sep 2015



Trade, transportation, and utilities (900, 3.6%)
Educational and health services (800, 3.3%)
Manufacturing (600, 4.4%)
Leisure and hospitality (600, 4.2%)
Professional and business services (500, 3.8%)
Construction (300, 3.5%)
Mining and logging (0, 0.0%)
Information (0, 0.0%)
Other services (0, 0.0%)
Government (-100, -0.2%)
Financial activities (-300, -4.2%)

**Average Annual Wage 1976-2014**  
(inflation adjusted)  
Linn, Marion, Polk, and Yamhill Counties



**For more information and/or to be added to the monthly e-mail distribution list, contact:**

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