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Economic Development Review

www.cbchambercoalition.com

December 2009

A partnership between Benton County, the City of Corvallis and the business community focused on enabling traded sector companies to start, move and grow in the region.

Highlights:

- Startup Weekend
- Food Biz Bootcamp Trial Run
- Solar Business Conference
- Second EZ Application
- SWOT Process
- Business Consulting

5-Year Goal:

- 100 businesses with 10 employees each
- 10 businesses with 100 employees each

Startup Weekend was a success! The event, hosted by the Chamber Coalition at Belle Vallee Cellars was ground zero for the formation of seven teams comprised of thirty-eight local professionals and finally, after the entire weekend without sleep, (for some), three viable companies including the winner, SherpaDash. The event also included speakers addressing a number of issues including Ravi Sinha of Choice Solar who led attendees to a better understanding of how to identify problems and find solutions. On day two, Steven Davis covered a variety of topics relating to the legal side of startups.



Sherpa Dash is a software company that translates website analytics into usable recommendations. The immediate effect is to make marketing efforts more meaningful, and to focus the understanding of return on invested marketing dollars. A company using this software can cut waste in terms of time and money when managing their website.

Update:

Food Biz BootCamp has taken shape with a full schedule formed complete with lecture and workshops slated for attendees. A second sample project has been undertaken consisting of a batch of 100% organic and local granola cereal made at the OSU food science building with their commercial grade baking equipment similar to what a local food processing plant would need to be competitive. Among those testing the recipe and process were representatives from the Ten Rivers Food Web, Willamette Neighborhood Housing, and the Corvallis Sustainability Coalition.

The workshop is booked up for both attendees and a full complement of speakers whose expertise ranges from farming to food processing to packaging and marketing local foods. The assembled experts are familiar with the problems facing burgeoning food entrepreneurs in the local food market and will help define the pathway to the sort of local sustainable food production that helps create jobs and provide healthy food for the community.

Solar Business Conference: The City of Hillsboro, Solar World, Oregon Business (formerly the OECDD), and CH2MHill provided tours of the Solar World facility in Hillsboro and discussed how Solar manufacturing effects local, statewide and national economies, the future of solar manufacturing and recruiting solar manufacturing to Oregon. Hillsboro has been very successful attracting alternative energy manufacturing and was kind enough to share their experience and expertise.

Benton Corvallis Sustainable Enterprise Zone: The enterprise zone has received a second application for inclusion, this time from Natural Point. The Company specializes in the design, manufacture, and sales of high performance optical tracking systems, motion capture based video gaming inputs, and hands free ergonomic mouse alternatives. Natural Point was founded in 1997 and continues to make inroads in gaming and launched Track IR worldwide in mid 2009. John Sechrest worked with the company in the past. Natural Point made contact with the Chamber after reading of the Enterprise zone in the Gazette Times.

SWOT Old Creek, a wall bed manufacturer, presented their business plan and corporate vision to a team of investors, entrepreneurs, business leaders and established professionals for a candid assessment of the Strengths, Weaknesses, Opportunities and Threats the company faces as they seek to flourish here in Corvallis.

Consulting: The Chamber Coalition provides free, confidential consultation to businesses ranging from startups to established community stalwarts looking to stay competitive and ahead of the curve. The Chamber Coalition's Economic Development Director met with over 17 companies over the course of the month. Each session resulted in significant shift for the client towards reaching their business goals.

Partners Engaged:

- Business Enterprise Center
- Eugene Chamber of Commerce
- Linn-Benton Community College
- OECDD
- Oregon State University
- Ten Rivers Food Web
- Willamette Neighborhood Housing Services
- Corvallis Airport Commission
- Benton County
- City of Corvallis
- SAO Corvallis
- EVP Prosperity that fits
EVP 12.2, EVP 14.1
- City Club Program Committee
- Oregon Entrepreneur's Network
- SmartUps

This Work Made Possible By The Following Partners:



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Sponsors:

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Economic Development Review

ED Report for the month of December

Cumulative Statistics Summary from

December 1, 2009

to

December 31, 2009

Clients by Municipality			Basic Industries:			Types of Assistance:			Client Outcomes		
	#	%		#	%		#	%		#	%
01 Corvallis	15	83%	Accom/Housing			Outreach	15	83%	New Business		
02 Philomath			Admin/Waste Mgmt			Facilitation	12	67%	Expansion		
03 Monroe			Ag/Forestry	4	22%	Funding	6	33%	Diversification		
04 Alsea			Arts/Rec			Acceleration	2	11%	Retention		
05 Adair Village			Construction	1	6%	Cluster	4	22%	Acquisition		
06 Rural Area	2	11%	Education			Advocacy	2	11%	On Hold		
07 Outside Benton County	1	6%	Health/Social	1	6%	Infrastructure	2	11%	Abandoned		
			Individual			Other	1	6%	Closed		
Total by Municipality	18	100%	Information	1	6%				MinorTune-up		
			Food Service	2	11%						
			Manufacturing	1	6%						
New Businesses vs Existing:	#	%	Services - Professional	1	6%						
New Business	11	61%	Retail	2	11%						
Existing Business	7	39%	Tech & Scientific	5	28%						
			Transportation								
			Utilities								
			Wholesale								
Total New vs Existing	18	100%	Total	18	100%	Total	44	100%	Total		
Start Up/Existing	#	%	Client Contacts	#		Business Creation			Job Creation		
Start Up	8	44%	Average Contacts Per Client	6.7222		New Businesses Started	4		Jobs Created		
Existing	10	56%				Businesses Expanded	5		Existing Jobs	10	
						Businesses Retained	3				
Total Clients	18	100%	Total Contacts	121		Total Businesses	12		Total Jobs Affected	10	
Finance Report	Budget	Actual	Active/Inactive Clients:*	#	%	Enterprise Type	#	%	ED Contacts		
Income	\$ 15,135	\$ 6,278	Active	18	100%	Traded Sector	15	83%	Coming Soon!		
Total COGS	\$ 798	\$ 7,382	Inactive			Retail	3	17%	New Capital		
Total Expense	13,603.16	10,266.43									
			Total Active/Inactive	18	100%	Total Enterprise Type	18	100%			
	\$ 740	\$ (12,570)									

(Notes: A "Client" represents one business or prospective business, regardless of the number of owners. A person or business is considered a Client as of the first substantive business meeting with the Chamber staff. Clients with multiple business concepts are counted separately for each. When assistance is given in an acquisition situation, jobs are counted as retained rather than created. Clients are reported inactive when the date of last contact exceeds 90 days prior to the current date. Retention is defined as a company that stays in business and in Benton County.

Coming Soon:

Date:	Event:	Details:	Co
Jan 29, 30, Feb 26,27, March 26, 27	Food Biz BootCamp	Working together to increase the value of agricultural production.	\$2
Oct 23-25, 2010	Start-Up Weekend	Come with an idea or a set of skills and see if you can help get a business off the ground in less than 48 hours.	T
Thursday, May 13, 2010	Willamette Angel Conference	Regional angel conference, held in Eugene this year. Investors and entrepreneurs welcome!	Var