



**Mysty Rusk**  
President  
**John Sechrest**  
Economic Development Director  
**Aaron Edwards**  
Recruiter

## Economic Development Review

[www.cbchambercoalition.com](http://www.cbchambercoalition.com)

### November 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 Trial Run
- State Leads
- Willamette Innovators Night
- SWOT Process
- Business Consulting

#### 5-Year Goal:

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

**Startup Weekend** recruits a highly motivated group of developers, business managers, startup enthusiasts, marketing gurus, graphic artists and more to a 54 hour event that builds communities, companies and projects. The participants who attend a Startup Weekend decide what they want to tackle over the weekend and come out at the end with several developed companies or projects. Attendees are responsible for bringing the same desire and passion to the project and walk out of the room with the project well on its way to completion, in a short 54 hours.



**The Corvallis Benton Chamber Coalition** is the coordinator for the Corvallis Startup Weekend and has sold out all the available spots for the event. John Sechrest will moderate, putting a full week of work into 3 days. He has pushed and prodded web, finance, investment, marketing and engineering professionals, among others, to bring together the talent required to build potential successes in this intense format.

#### Update:

**Food Biz BootCamp** is moving forward and gaining real traction as sample projects are being undertaken including a first batch of 100% organic and local marinara sauce having been made at the OSU food science building using commercial grade canning equipment a local food processing plant would need to have to be competitive. Among those testing the recipe and process were representatives from the Ten Rivers Food Web, Willamette Neighborhood Housing, and the Corvallis Benton Chamber Coalition's own John Sechrest.

The intent of the workshop is to create a cohort of food business owners who can support one another through the challenge of establishing a local food business, enriched by mentors from existing food businesses in Western Oregon. Topics to be covered include market analysis, business planning, understanding shelf-life requirements, selecting a manufacturing site, understanding federal, state, and county regulations and best practices for food safety, liability issues, packaging, marketing and product placement. The workshop series will also address company and product sustainability, start-up funding, growth and professional networking.

**State Leads:** The Chamber Coalition responded to a solar roofing company looking to compliment their California Facility. The company plans to hire 150 local workers and will indirectly create an additional 500 jobs. The HP site has the required electrical infrastructure and space and could be a legitimate contender for siting such a manufacturer. Other sites proposed included Nypro's facility on Research Way.

**Willamette Innovators Night** was an unabashed success. From attendance to media coverage to participant feedback, the positive impact of the event for everyone involved was clearly positive. The event included over 75 companies sharing their latest innovations, the first three-city beer and blog, a rousing Young Pros, and the second annual Ignite Corvallis. Keynote speaker, KEEN CEO, James Curleigh of Portland, Oregon, emphasized creative use of resources and the charge to "Live A Hybrid Life". Mark Van Patten of the OSU College of Business called WIN a "Phenomenal success. It shows there's an awareness by the community that this is needed and a willingness to be a part of it."

**SWOT:** Moonshadow, an ipod application development start up company, presented its business plan to a hand picked team of investors, entrepreneurs, business leaders and established professionals for a candid assesment of the Strengths, Weaknesses, Opportunities and Threats the companies face as they seek to expand in today's market. The company also Exhibited at the Willamette Innovators Night and continues to consult with John Sechrest.

**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 18 companies over the course of the month of November. Each session resulted in significant shift for the client toward reaching their business goals.

#### Partners Engaged:

- Business Enterprise Center
- Eugene Chamber of Commerce
- Linn-Benton Community College
- Business Oregon
- 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:



**CITIZENS BANK**  
Good Business. Good Friends.



#### Sponsors:

Bald Hill Farms, Truax Corporation, Inkwell Homestore, Consumers Power, Dickerhoof Properties



# Economic Development Review

## ED Monthly Report for November 2010

## Cumulative Statistics Summary from

November 1, 2009

to

November 30, 2009

Clients by Municipality			Basic Industries:			Types of Assistance:			Client Outcomes		
	#	%		#	%		#	%		#	%
01 Corvallis	32	80%	Accom/Housing	1	3%	Outreach	33	83%	New Business		
02 Philomath	2	5%	Admin/Waste Mgmt			Facilitation	25	63%	Expansion		
03 Monroe			Ag/Forestry	5	13%	Funding	11	28%	Diversification		
04 Alsea			Arts/Rec			Acceleration	9	23%	Retention		
05 Adair Village			Construction	1	3%	Cluster	10	25%	Acquisition		
06 Rural Area	3	8%	Education	1	3%	Advocacy	6	15%	On Hold		
07 Outside Benton County	3	8%	Health/Social	1	3%	Infrastructure	7	18%	Abandoned		
			Individual	2	5%	Other	1	3%	Closed		
<b>Total by Municipality</b>	<b>40</b>	<b>100%</b>	Information	1	3%				MinorTune-up		
			Food Service	2	5%						
			Manufacturing	6	15%						
<b>New Businesses vs Existing:</b>	<b>#</b>	<b>%</b>	Services - Professional	7	18%						
New Business	27	68%	Retail	2	5%						
Existing Business	13	33%	Tech & Scientific	11	28%						
			Transportation								
			Utilities								
			Wholesale								
<b>Total New vs Existing</b>	<b>40</b>	<b>100%</b>	<b>Total</b>	<b>40</b>	<b>100%</b>	<b>Total</b>	<b>102</b>	<b>100%</b>	<b>Total</b>		
<b>Start Up/Existing</b>	<b>#</b>	<b>%</b>	<b>Client Contacts</b>	<b>#</b>		<b>Business Creation</b>			<b>Job Creation</b>		
Start Up	20	50%	Average Contacts Per Client	5.825		New Businesses Started	12		Jobs Created		
Existing	20	50%				Businesses Expanded	17		Existing Jobs	26	
						Businesses Retained	5				
<b>Total Clients</b>	<b>40</b>	<b>100%</b>	<b>Total Contacts</b>	<b>233</b>		<b>Total Business</b>	<b>34</b>		<b>Total Jobs Affected</b>	<b>26</b>	
<b>Finance Report</b>	<b>Budget</b>	<b>Actual</b>	<b>Active/Inactive Clients:*</b>	<b>#</b>	<b>%</b>	<b>Enterprise Type</b>	<b>#</b>	<b>%</b>	<b>ED Contacts</b>		
Income	\$ 26,809	\$ 26,966	Active	39	98%	Traded Sector	33	83%	Coming Soon!		
Total COGS	\$ 10,641	\$ 6,693	Inactive	1	3%	Retail	7	18%	<b>New Capital</b>		
Total Expense	16,507.31	13,328.94									
			<b>Total Active/Inactive</b>	<b>40</b>	<b>100%</b>	<b>Total Enterprise Type</b>	<b>40</b>	<b>100%</b>	<b>\$</b>	<b>-</b>	
	\$ (330)	\$ 6,948									

(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.

## Coming Soon:

Date:	Event:	Details:	Co
Jan 29, 30, Feb 26, 27, March 26, 27 Oct 23-25, 2010	Food Biz BootCamp Start-Up Weekend	Working together to increase the value of agricultural production. 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.	\$27 T
Thursday, May 13, 2010	Willamette Angel Conference	Regional angel conference, held in Eugene this year. Investors and entrepreneurs welcome!	Var