

The Real Trick:

Turning a State's Economic Development Culture Around

Oregon: She Flies on her own Wings

Come
Visit!

Oregon: [9th biggest state](#) | 27th most populous (3,930,065)
36 Counties | Largest City – Portland | State Capital - Salem

Beauty & Fun: Crater Lake, Columbia River Gorge, Pacific Ocean, Mt. Hood, Painted Hills, Cycling, Tracktown, Great Beer and Wine!

Economy: 1980's changes in traditional resource sectors – timber, fishing and agriculture.

- OR worked to develop new economic sectors to transition to mixed manufacturing and marketing economy - emphasis on high technology.
- Rural Oregon counties were generally left out of the shift as the high-tech sector, centered in the three Portland counties.
- Major Industries - timber, paper products, farming (wheat, cattle), mining (coal), computer equipment, electronics. Trends in food, craft brewing, recreational tourism



Cultivating Leaders | Catalyzing Community Led Action



A Pacific Northwest Nonprofit

www.rdiinc.org

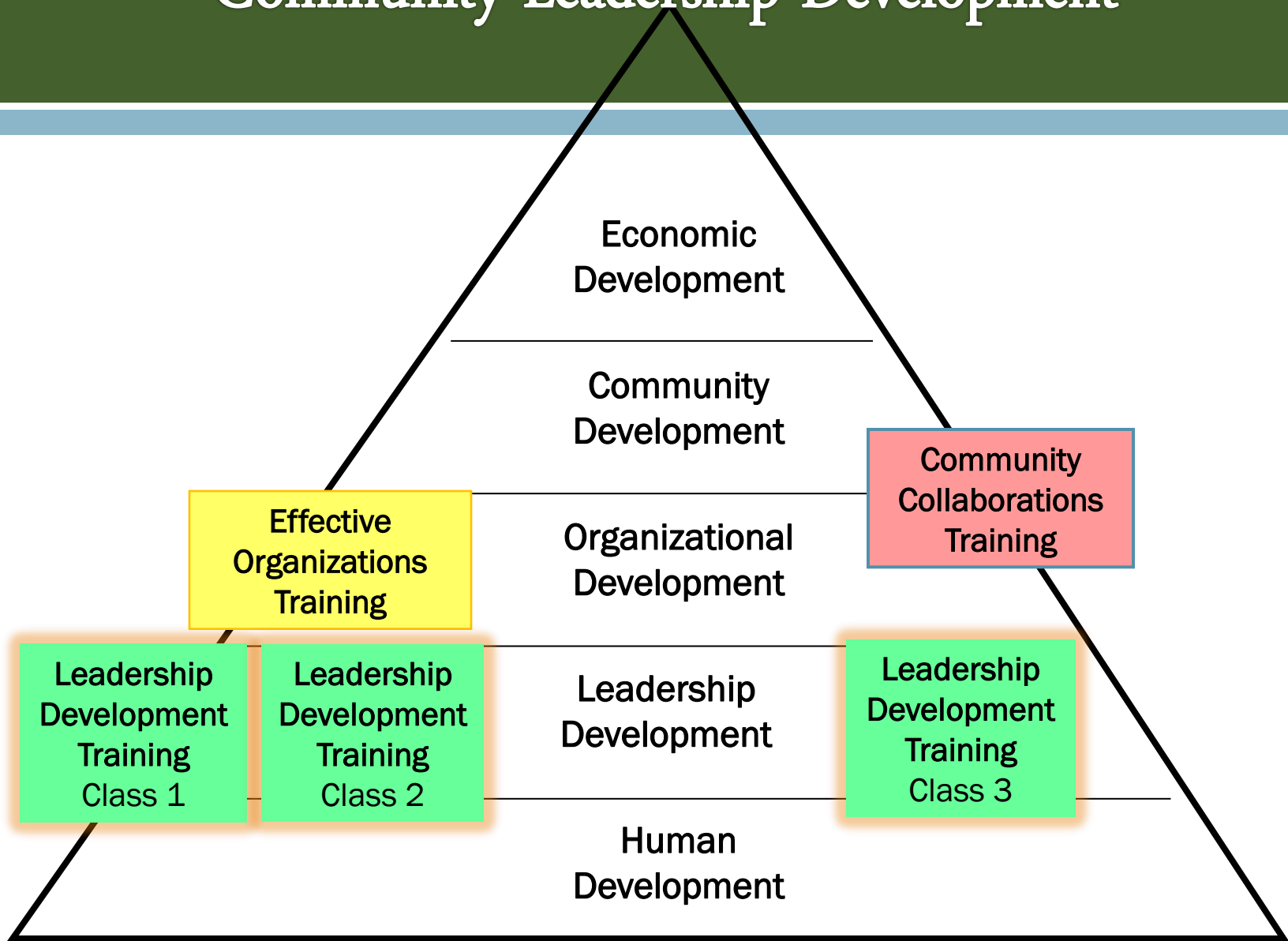
13 Years Tilling the Soil

- 6000+ graduates networked regionally and statewide
- 88 “hub” communities
- 500+ Community Ambassadors

Toolbox:

- Redefining “Leader” = more diverse participation
- Skills in Communication, Working in Groups, Decisions, Project Development and Implementation Strategies
- Introduction of Community and Economic Development best practices.

Community Leadership Development



Based on the Tupelo Model

WealthWorks Principles

1. **Create broadly defined wealth**, while doing no harm.
2. **Root wealth locally** by starting with local assets and building local ownership and influence.
3. **Intentionally include** residents not traditionally involved in economic development.
4. **Use a systems approach** to build demand driven value chains in existing and emerging sectors.

wealthworks
northwest

Delivering the Model

Fund Development, Skilling-up and Design

June 2013 - Ongoing | 5 Coaches, Multiple Funders, Partners & High Demand

Four Regional Opportunity Workshops

April - May 2014 | 30-40 Communities

Six Exploration Regions

July - November 2014

Value Chain Construction

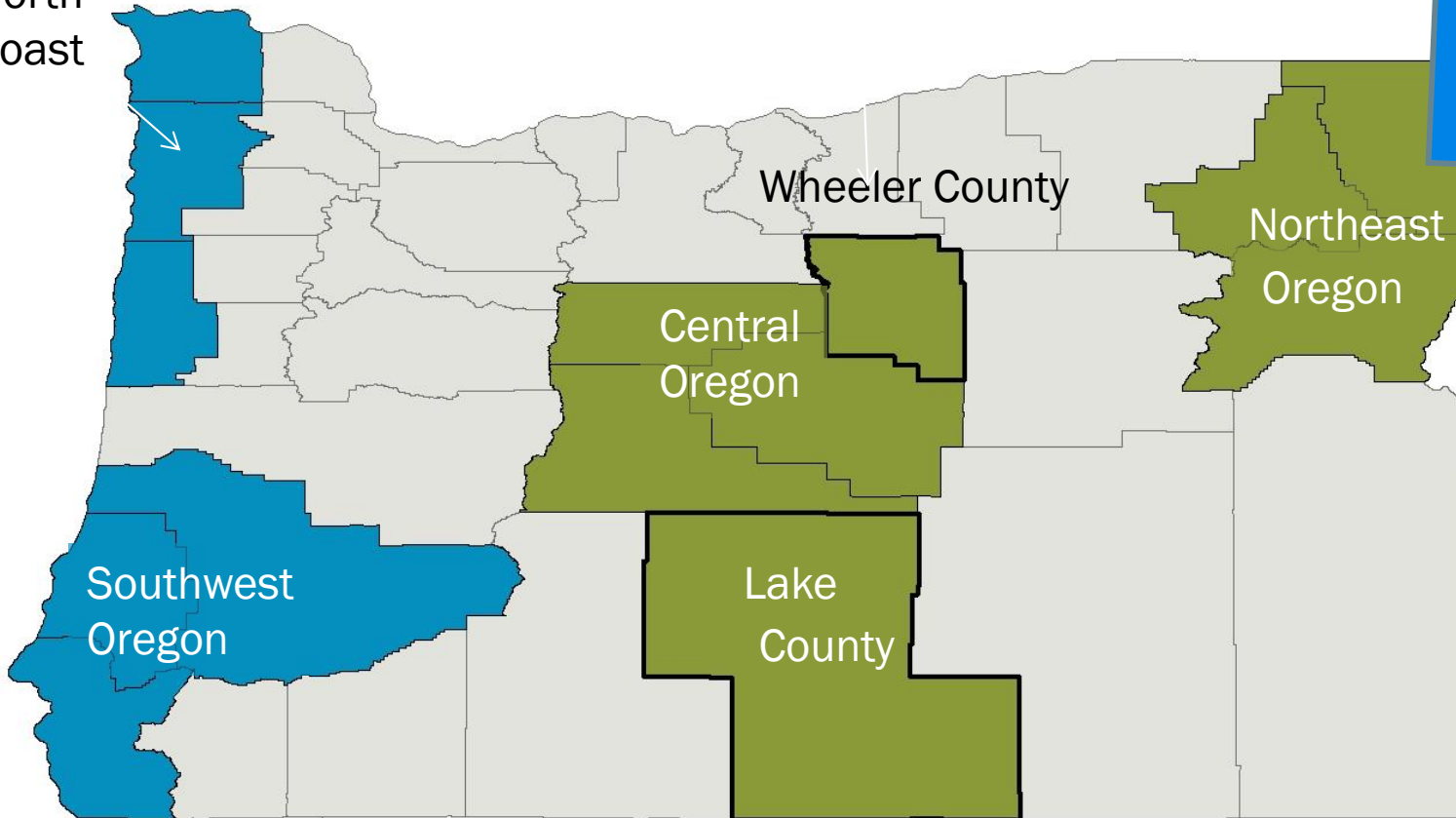
One Or Two Regions | 2015 - 2016

Developmental and Impact Evaluation

Throughout

WealthWorks NW - 6 Regions

North
Coast



RCAC
Enterprise

Regions in Construction

- Southwest Oregon: Coos, Curry, Douglas
- North Coast: Clatsop, Tillamook, Lincoln
- Enterprise - Wallowa County

Regions Developing Value Chains

- Wheeler County
- Lake County
- Central Oregon: Crook, Deschutes, Jefferson
- Northeast Oregon

Build Relationships



Build relationships with

- Producers, suppliers, etc.
- Community partners,
- Demand partners

Build relationships with support partners

- (e.g., educational institutions, financial institutions, Cooperative Extension)

Build Relationships with many, many others!

Delivered by:



Supported by:



In Partnership with:



South Coast Advisory & TA Team

- **Port Orford Sustainable Seafood + Resource Team**
Aaron Longton
- **Business Oregon**
Chris Claflin
- **SWOCC SBDC**
Arlene Soto
- **Oregon Food Bank**
Sharon Thornberry
- **Market Consultant**
Matthew Buck
- **Niche Meat Processor Network** Lauren Gwin



...and growing!

South Coast Community Team

Douglas County

- **NeighborWorks Umpqua – Coordinator** Gabby Pauling
- **Partnership for Economic Development** - Alex Campbell
- **Umpqua Business Center** - Anya Petersen-Frey

Coos County

- **South Coast Development Council (SCDC)**, Michelle Martin
- **RARE – SCDC** - Jameson Jackson
- **OSU Extension Service** - Cassie Bouska
- **Wild Rivers Coast Alliance**, Marie Simonds
- **OSU Extension & Open Campus** - Meggan McLarrin

Curry County

- **Curry Watersheds** - Cathy Boden
- **SeaGrant – Oregon State** - Jamie Doyle
- **Port Orford Ocean Resource Team**, Leesa Cobb
- **TwoxSea – Sustainable Fish Distribution Co.** - Rocky Burns,

...and Rural Development Initiatives: Alexa Mary & Sean



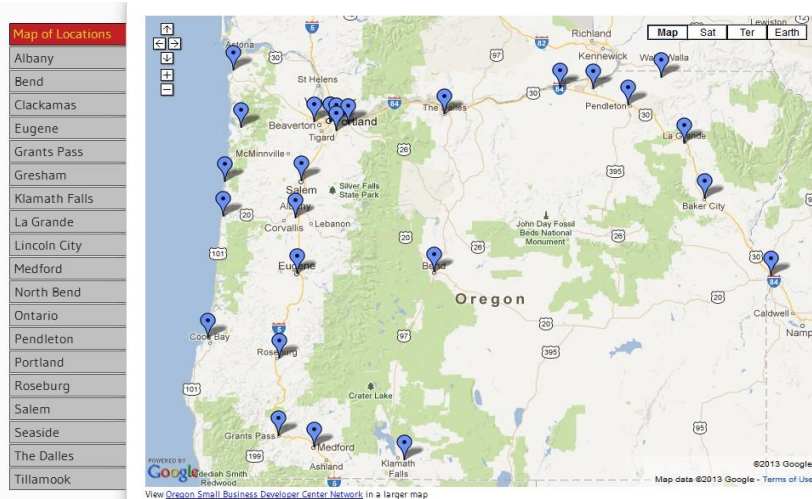
Oregon is a Small Town....

Economic Development Districts



- 36 Counties
- 12 Economic Development Districts
- 8+ Major Foundation (5M)
- 20 Small Business Development Centers
- 7 State Business Development Regions
- Non-profits....many – including lenders

Small Business Development Centers



Business Oregon



Collaborative Action Growing



- Partnership of 2 Universities, 3 Foundations, 6 regions and 1 coordinating organization working concertedly to bring a systems approach to Oregon.
- Three collaborative networks established and interested in working to coordinate efforts and resources
.....and now beginning to cross pollinate
- State Business Development Department working to find ways to invest. And Regional Solutions Teams interested and invested in some regions.
- Curiosity – from philanthropy and others about how to invest in EcDev and approaches that might serve rural better – a desire to learn

Oregon Philanthropy Collaborates



RURAL WORKING GROUP

Oregon Regional Solutions



Regional Solutions is an innovative, collaborative approach to community and economic development in Oregon.

Starting at the local level to identify priorities, each center works from the bottom up to solve problems and complete projects.

These centers integrate state agency work and funding to ensure that projects are finished as quickly and cost-effectively as possible.

OR Rural Development Council

- **Monitor, report and comment on policies and programs affecting Oregon rural communities**
- **Reduce barriers to success for rural communities**
- **Facilitate collaboration and create strategies to reduce duplication and conflicting processes**

MEMBERS

USDA Rural Development - Vicki L. Walker and Jill Rees

US Forest Service - Ron Saranich

US Housing and Urban Development – Doug Carlson

US Economic Development Administration

– David Porter

OR Governor's Office of Regional Solutions - Annette Liebe

University of Oregon, Megan Smith (Co-Chair)

Oregon State University, Mallory Rahe

OR Energy Trust - Karen Chase

OR Small Business Development Center Network - Michael Lainoff

OR Business Council - Jeremy Rogers

OR Office of Rural Health – Scott Ekblad

Rural Community Assistance Corporation
– Chris Marko (Co-Chair)

Rural Development Initiatives, Heidi Khokhar
Cow Creek Tribe, Rene Toman

So...What?



What has made a difference?

What has changed? Is there any hope?

**Where is pressure needed to ensure
that we don't convert back?**

What is important to remember?

Thank you!

😊 Heidi

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