

# Business Oregon:

Leading Economic Development Today and Tomorrow

House Committee on Economic Development, Small Business, & Trade

January 22, 2025



# Business Oregon Mission, Vision, Values

## Vision

Prosperity for all Oregonians.

## Mission

Business Oregon invests in Oregon businesses, communities, and people to promote a globally competitive, diverse, and inclusive economy.

## Values

**Agile** — We adapt, affect change, and move at the speed of business.

**Accountable** — We are dependable experts in our field who seek opportunities for continued learning and act with integrity.

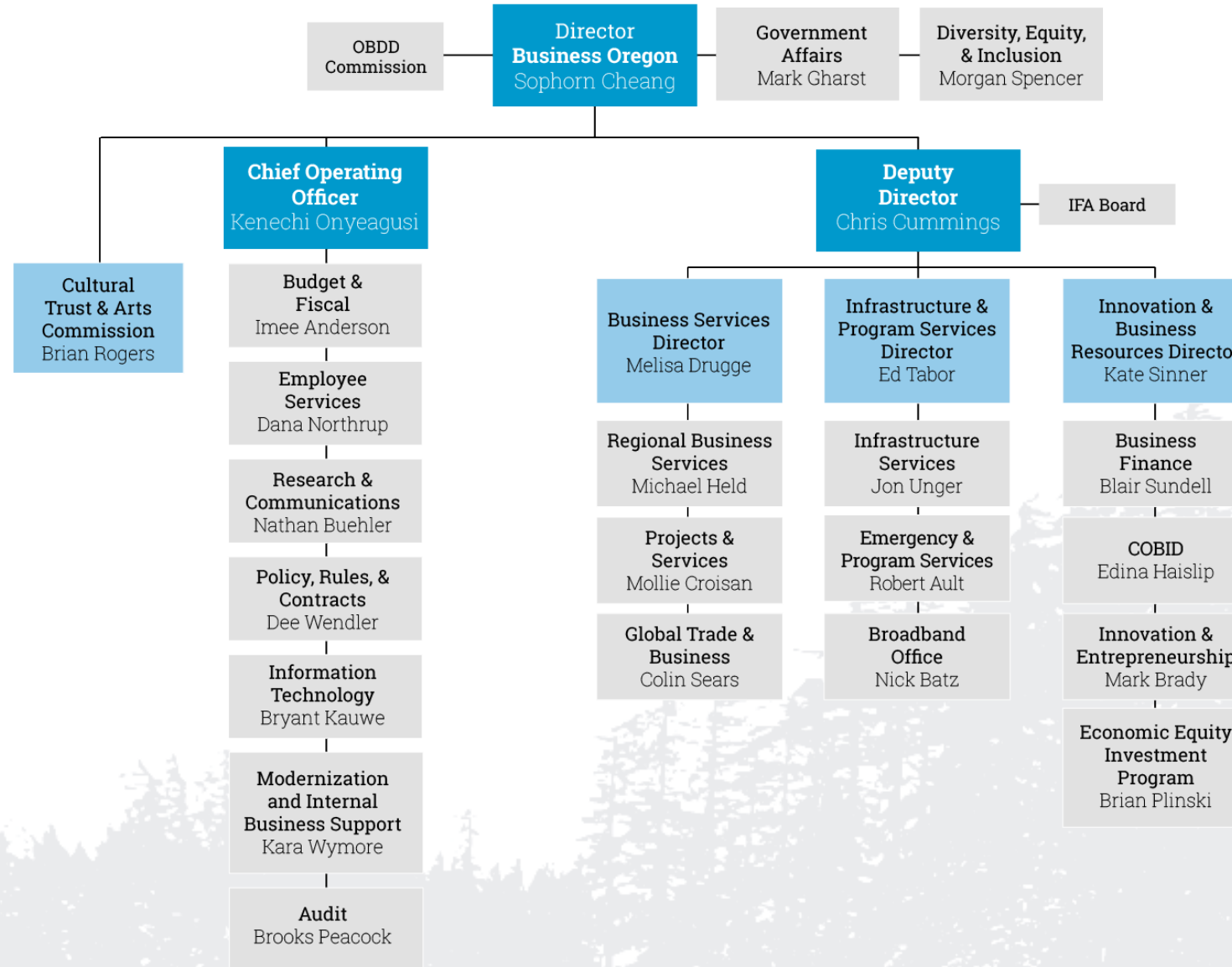
**Collaborative** — We solve problems through partnerships and seek opportunities to build effective coalitions.

**Respectful** — We are attentive, courteous and value customers, partners, and constituents.

**Innovative** — We take on challenges with initiative, persistence, and the will to forge ahead toward a prosperous future.

**Equitable** — We hold ourselves accountable to advancing equity in all aspects of our work to ensure Business Oregon staff and the communities we serve can thrive.

# Business Oregon Organizational Chart



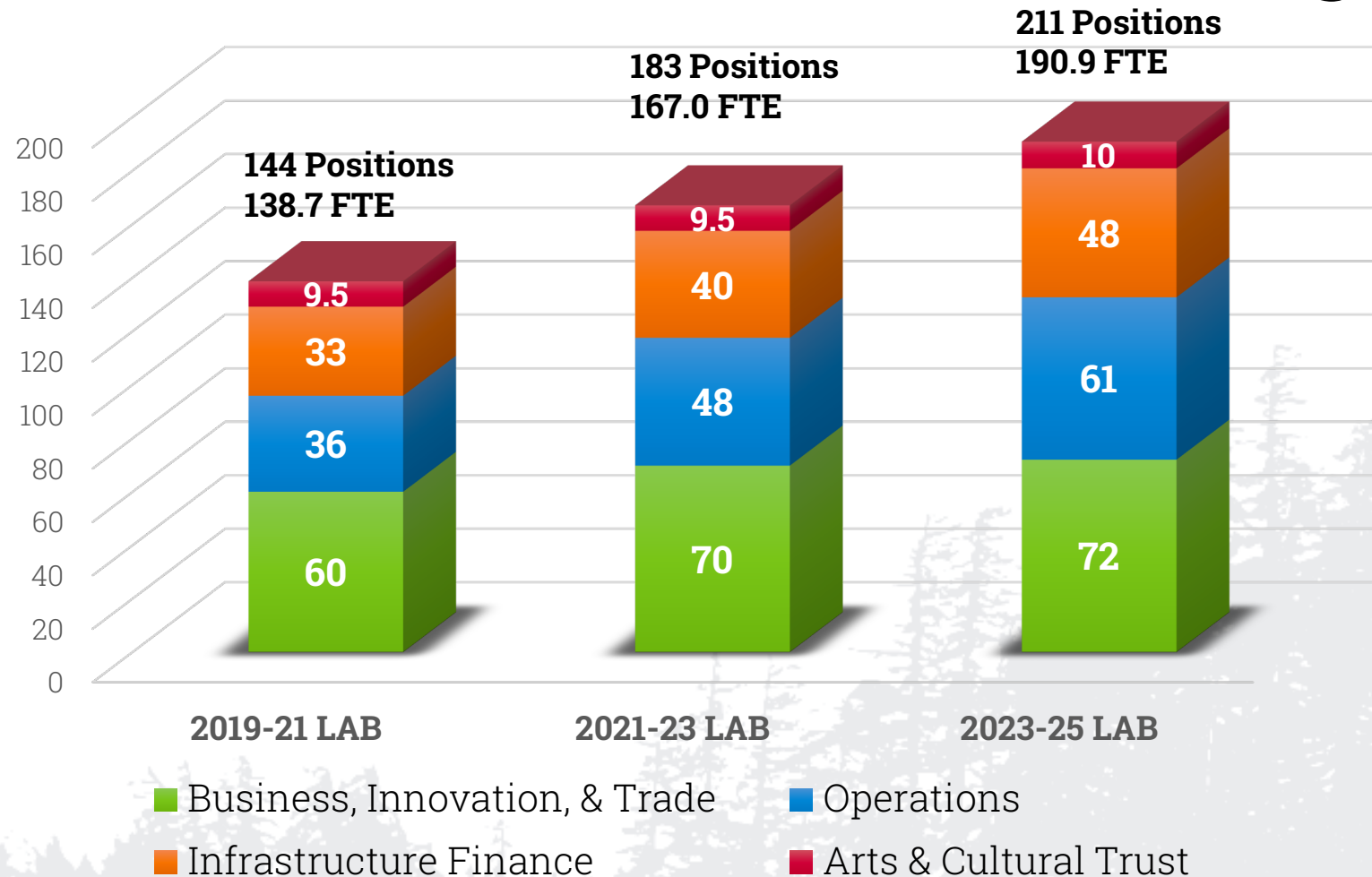
# Boards and Commissions

- Oregon Business Development Commission
- Infrastructure Finance Authority
- Oregon Innovation Council
- Oregon Broadband Advisory Council
- Oregon Growth Board
- Oregon Arts Commission
- Oregon Cultural Trust
- Business Finance Committee

# Major Initiatives

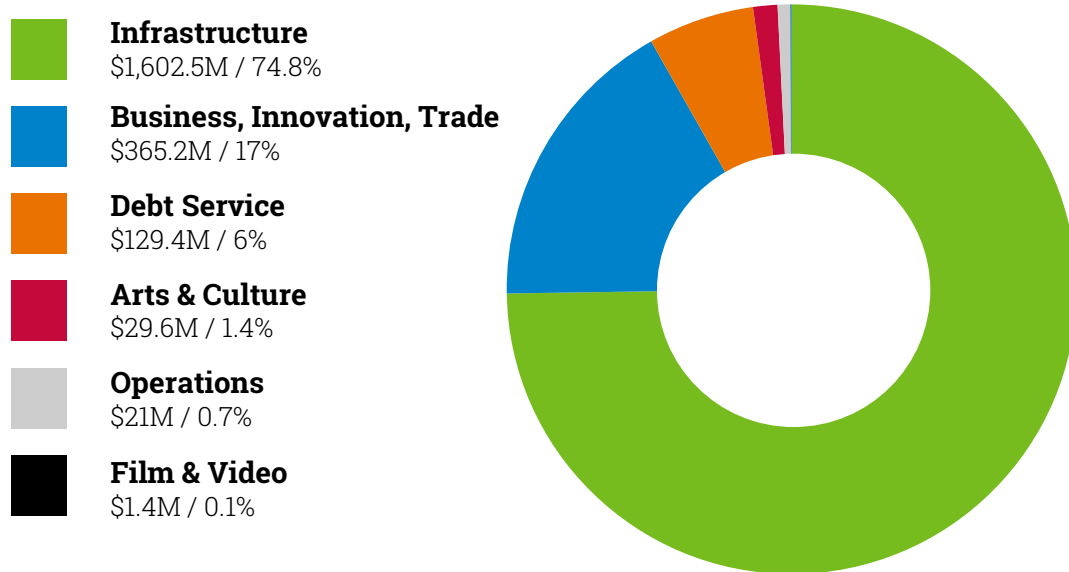
- Strategic Plan Implementation
  - Agency Strategic Plan
  - DEI Strategic Plan
- IT Modernization: New Economic Development Management System (EDMS)
- Statewide 5-year global strategies and business recruitment plan
- New Program Implementation for 2023-2025

# Staffing Growth to Better Serve Oregonians

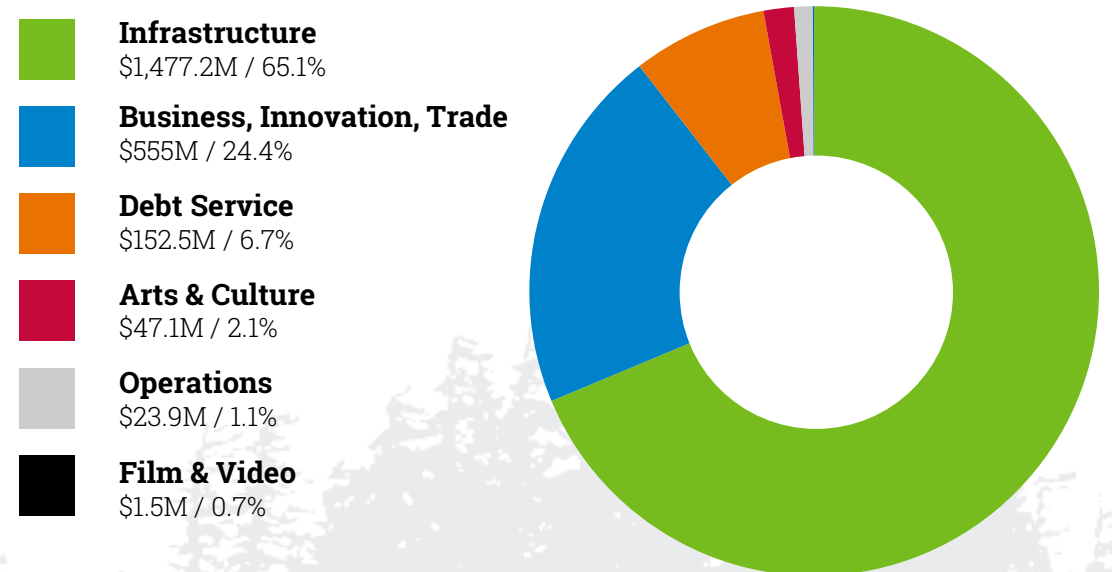


# Agency Budget

**2021-23** Legislatively Approved Budget  
Total budget: \$2.143 Billion



**2023-25** Legislatively Approved Budget  
Total budget: \$2.257 Billion



We are a mid-sized state agency

\$2.2B budget, most of it pass-through in the form of grants and loans

A "lottery funded agency", but FF, OF, GF as well





## Incentives

The Enterprise Zone and Strategic Investment programs provide limited tax savings that induce long term capital investments.

- SIP
- E-Zone
- OIA



## Small Business Financing

Small business debt financing at favorable terms, and loan guarantees and loan-loss reserve accounts to help free up capital to those "almost-bankable" business applicants.

- OBDF and EDLF
- ORF
- CEF and CAP



## Regional Development

Team providing targeted assistance to Oregon's unique regional economies. Helping communities and businesses access our full suite of services.



## Global Strategies & Recruitment

Small matching grants to help attend trade shows and sell goods overseas. Plus targeted flexible incentives for key expansion and recruitment projects with strong job creation and wages.

- OTTP
- STEP
- SRF
- BEP

Business  
Services

Innovation &  
Business  
Resources

**BUSINESS  
RESOURCES**



## Innovation &

## Entrepreneurial Support

Setting the stage for future emerging industry growth and helping Oregon's entrepreneurs.

- Oreogn InC •
- ROI •
- HIOP •
- OGB •
- EEIP •



## COBID

Business ownership certification for different demographic categories.





## Land Readiness

Investing in property for future business growth.

- Brownfields Loan Fund
- Regionally Significant Industrial Sites



## Infrastructure Development

Flexible, low-cost financing to municipalities for planning, design, and construction of utilities and facilities.

- Special Public Works Fund
- Community Development Block Grant



## Ports

Small matching grants to help attend trade shows and sell goods overseas. Plus targeted flexible incentives for key expansion and recruitment projects with strong job creation and wages.

- Port Planning Fund
- Port Marketing Fund



## Broadband

The Oregon Broadband Office advocates for broadband development and secures federal funding for community broadband investment.



## Seismic Rehabilitation

Grants to shore up schools and emergency services buildings.

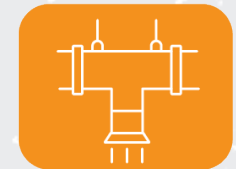
- Seismic Rehabilitation grant



## Arts & Culture

Administering a range of arts and culture funding and assistance throughout Oregon.

- Arts Commission
- Cultural Trust



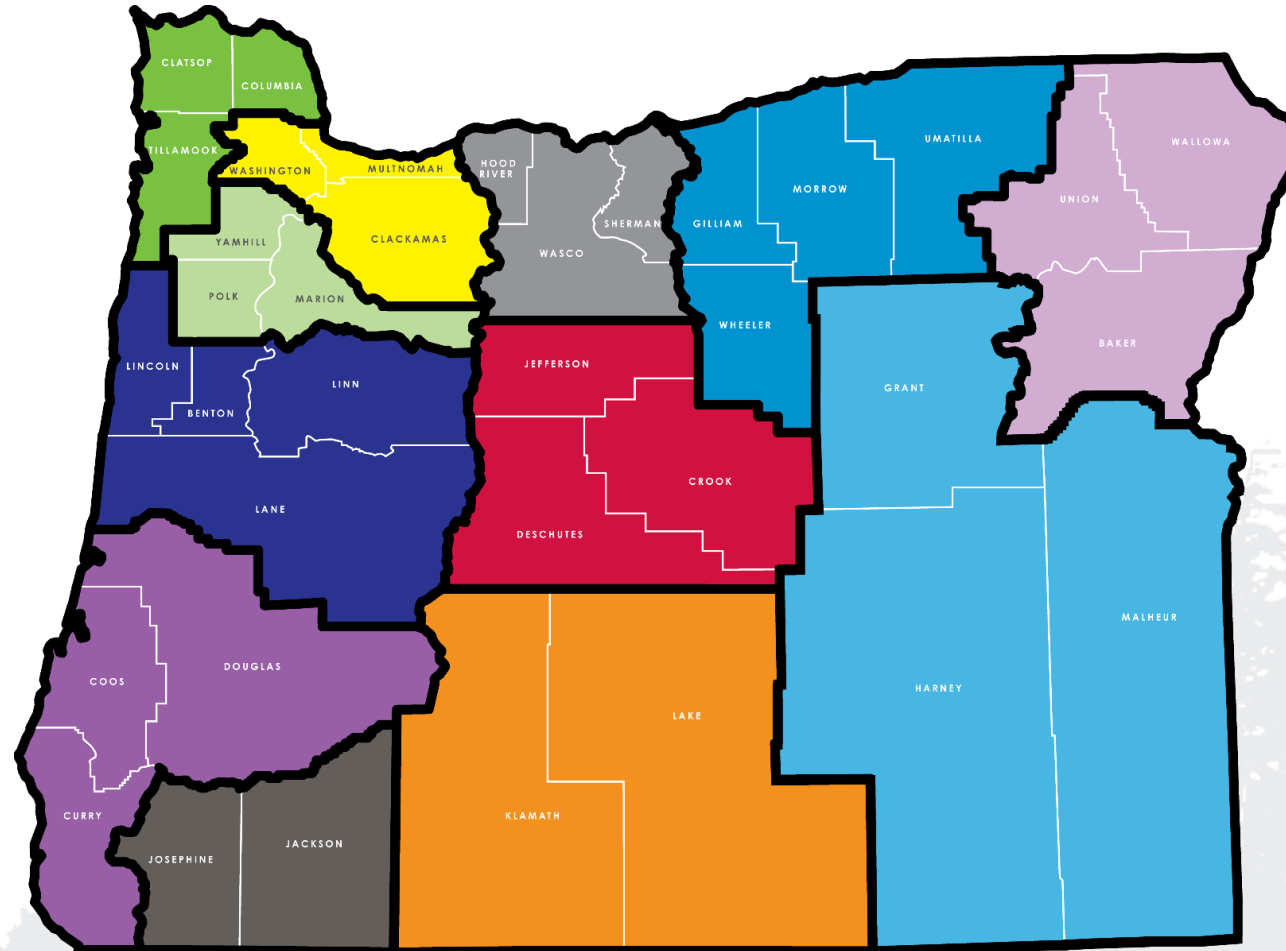
## Water Systems

Facilitate community investment in water and wastewater systems, particularly in smaller rural communities.

- Water/Wastewater Fund
- Safe Drinking Water Loan Fund



# Focus on Unique Regional Economies



# Working With Your RDO



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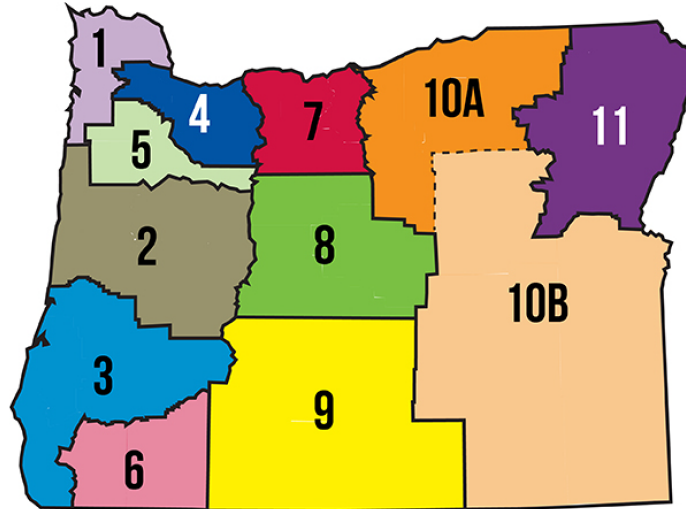


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# TOTAL NUMBER AND \$ OF BUSINESS OREGON PROJECTS INVESTED IN RURAL OREGON IN FISCAL YEAR 2024

**275**

Total Projects  
in Rural Oregon

**\$377 M**

Total \$  
in Rural Oregon

**65%**

All Projects were  
in Rural Oregon



## BUSINESSES

163 Total Projects &  
\$154 M Total \$

Rural Projects  
65 Projects &  
\$6.5 M Total \$



## COMMUNITY DEVELOPMENT

54 Total Projects &  
\$25 M Total \$

Rural Projects  
44 Projects &  
\$20 M Total \$



## INFRASTRUCTURE

204 Total Projects &  
\$198 M Total \$

Rural Projects  
166 Projects &  
\$181 M Total \$

# Financial Reporting & Transparency

Project financing information available online, posted quarterly.

	Total # Investments	Total \$	% of \$ Business	% of \$ Infrastructure/Community	Rural \$	Rural # Investments	% of \$ Rural Investments
<b>FY2024</b>	<b>421</b>	<b>\$377,344,841</b>	<b>41%</b>	<b>59%</b>	<b>\$207,724,023</b>	<b>275</b>	<b>55%</b>
FY2023	718	\$457,268,823	14%	86%	\$305,947,647	360	67%
FY2022	352	\$287,352,175	6%	94%	\$219,313,801	238	76%
FY2021	5,079	\$368,850,864	39%	61%	\$225,110,236	1,494	61%
FY2020	307	\$117,317,201	24%	76%	\$83,568,341	173	71%
<b>TOTAL</b>	<b>6,877</b>	<b>\$1,608,130,154</b>	<b>25%</b>	<b>75%</b>	<b>\$1,041,660,298</b>	<b>2,540</b>	<b>65%</b>

# Oregon Exports and Top Markets

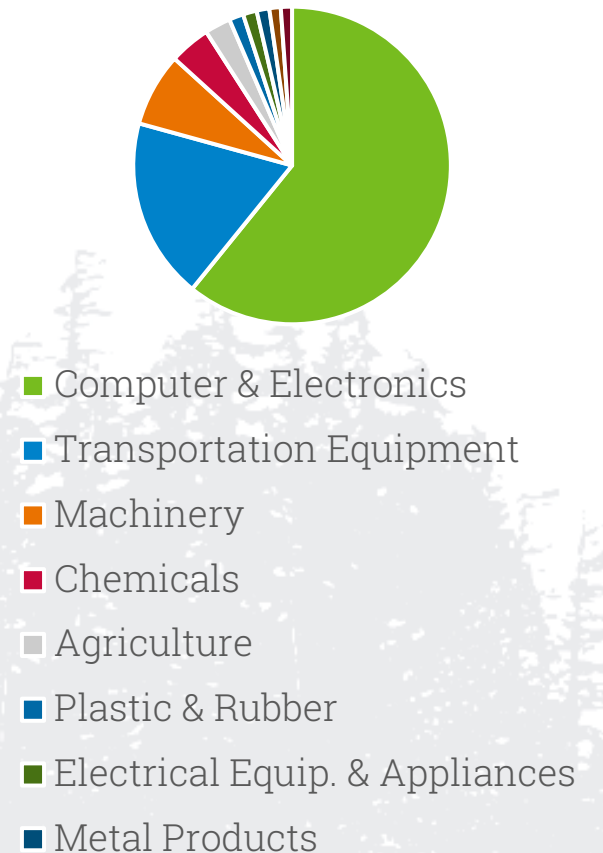
## Top Ten Markets for Oregon Exports (2023)

Mexico	\$6.6 B
China	\$4.0 B
Canada	\$3.5 B
Malaysia	\$2.6 B
Ireland	\$1.2 B
Japan	\$1.2 B
Rep. of Korea	\$1.1 B
Israel	\$939 M
Taiwan	\$728 M
Vietnam	\$681 M

## Top Ten Oregon Exports

Computer & Electronics	\$27.7 B
Transportation Equipment	\$8.4 B
Machinery	\$3.4 B
Chemicals	\$1.9 B
Agriculture	\$1.2 B
Plastic & Rubber	\$667 M
Electrical Equip. & Appliances	\$639 M
Metal Products	\$585 M
Food Products	\$528 M
Wood Products	\$519 M

Oregon Exports





# Oregon Imports

## Top Ten Oregon Imports – Country of Origin

Canada	\$4.1 B
Japan	\$3.2 B
China	\$2 B
Taiwan	\$1.4 B
Mexico	\$896 M
Israel	\$768 M
Germany	\$751 M
Korea, Republic Of	\$725 M
Singapore	\$716 M
Ireland	\$601 M

## Top Ten Oregon Imports – Industry

Computer And Electronic Products	\$4 B
Machinery, Except Electrical	\$3.5 B
Transportation Equipment	\$2.3 B
Chemicals	\$1.5 B
Electrical Equipment, Appliances, And Component	\$1.2 B
Wood Products	\$810 M
Petroleum And Coal Products	\$698 M
Returns To Canada (Exp);Us Returns/Reimports (Imp)	\$602 M
Food And Kindred Products	\$588 M
Primary Metal Manufacturing	\$586 M



# Business Oregon's Target Industries

Business Services	Food & Beverages	Forestry & Wood Products	High Technology	Outdoor Gear & Apparel	Metals & Machinery	Bioscience
Professional & Technical Services	Food	Forestry	Semiconductors & Electronics	Apparel & Footwear	Upstream Metals	Life Sciences & Medicine
Company Management	Beverages	Wood Products	Software & IT	Outdoor Gear	Machinery	Medical Devices
Customer Support					Aerospace & Defense	

# New Programs Current Biennium

## From 2024 Legislative Session:

- Oregon Broadband Federal Funding
- HB 4098 CHIPS Child Care
- SB 1530 & HB 4134 Housing Infrastructure  
(48 Projects, \$96M funding)
- SB 1537 Housing Infrastructure Support Fund

## From 2023 Legislative Session:

- SB4 Oregon CHIPS
- SB4 Semiconductor Industrial Lands
- HB 2058 Agriculture Overtime
- HB 3410 Rural Economic Development  
(Fairgrounds, SBDCs, outdoor gear sector)
- HB 2010 Aquifer Recharge
- HB 3005 Childcare Infrastructure

# Our Bills

**HB 2348 OBDD Housekeeping Bill:** Small changes to statute across five agency programs to ease administration or make the program more effective.

**HB 2349 Industrial Site Loan Fund:** New patient capital program to provides financial assistance to a public entity or private owner of industrial lands that is investing in the preparation of the land for industrial use. (See POP 118)

**HB 2350 Small Business Sustainability Fund:** Codifies program to provide financial assistance to traded sector Oregon small businesses that experience barriers to capital access. (See POP 114)

**HB 2351 Economic Development Transparency:** Corrects known transparency issues. Makes changes related to reporting required of businesses participating in enterprise zone programs consistent with recommendations from a transparency study required under HB 2009 (2023).

**HB 3031 Housing Infrastructure and Site Readiness:** New housing infrastructure program that supports water, wastewater, stormwater, and transportation improvements to address Oregon's housing shortage. (See POP 500)

**HB 3047 Cleantech Sector Initiative:** Placeholder concept for the cleantech industry and manufacturing development.

**HB 3048 Arts Commission and Cultural Trust Independence:** Arts Commission and Cultural Trust merger and semi-independence.

**HB 3049 Oregon Investment Advantage Enhancements:** Changes a state income tax subtraction to provide clarity and enhance access to underserved and under resourced regions in the state.

**HB 3050 Port Capital Improvement Program:** New program to provide financial assistance in the form of grants, loans, and forgivable loans to Oregon Port Districts that handle cargo containers used to transport goods. (See POP 102)

# **NEW STRATEGIC PLAN**

2024-2027



# STRATEGIC PLANNING PROCESS

business  
oregon.

WE ARE HERE

SEPTEMBER 2023

JUNE 2024

## PHASE 1: GET CLEAR

SEP '23 - FEB '24

Set the stage for building the plan. Establish shared foundation of insights and perceptions from internal and external stakeholders.

- Project preparation and staging
- Immersion session
- Background document and data review
- Form External Advisory Committee and Internal Steering Committee
- Equity alignment
- Department SWOT analysis
- Quantitative PESTLE analysis
- Community engagement
- Situation Assessment Report



PHASE  
01

## PHASE 2: GET FOCUSED

FEB '24 - APR '24

Where the plan really gets built. Taking the insights from phase one and crafting objectives and strategies for the agency.

- Review Situation Assessment Report from Phase One
- Internal Planning team sessions, moving from clarity, to focus, to action, then refinement
- External Advisory Committee serving as sounding board.
- Agency all-staff sessions to solicit input, then feedback



PHASE  
02

## PHASE 3: GET MOVING

APR '24 - MAY '24

We're just about there. Here we take all the work we've done and form our objectives and strategies into an actual document, and share out with our stakeholders.

- Final Strategic Plan documentation
- Plan layout and production
- Business Oregon Commission adoption of Strategic Plan
- Public release of Plan
- Year 1 implementation



PHASE  
03



# New Agency Priorities

- 1** Enhance Proactive Engagement and Communication
- 2** Create Economic Opportunities through Excellence in Customer Service
- 3** Cultivate Community and Business Growth Through Diverse and Responsive Services
- 4** Lead Development in Oregon's Economic Development Strategies
- 5** Care for our People and Culture
- 6** Strengthen our Relationships with Tribal Governments and Partners
- 7** Prioritize Underserved Communities to Reduce Barriers to Prosperity, in Alignment with the Agency DEI Plan

# Implementation Next Steps

- Finalize Strategy Leads
- Build Priority Workgroups
- Create Priority Project Charters
- Create Strategy Action Plans
- Finalize Reporting Mechanisms



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