

WEBSITE REDESIGN

NATHAN BUEHLER, COMMUNICATIONS DIRECTOR

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT, SMALL BUSINESS, AND TRADE - MARCH 17, 2025



Informing the Communication Plan

1. Communications goals
2. SWOT analysis
3. Channel review and analytics
 - Press releases
 - Social media
 - Website
4. Best practices from other states
 - Earned, paid and social media
 - Websites
 - Messaging
5. Appendix: Other Business Oregon plans
 - Strategic Plan
 - Global Trade Strategy
 - Innovation Plan

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Best Practices from Other States: Websites

Homepage: Oregon

An official website of the State of Oregon [How you know >](#)

business oregon Home About Us ▾ Programs Reports, Publications, and Plans ▾ Newsroom ▾ 🔍

PROSPERITY FOR ALL OREGONIANS

Spotlight: [Son of Man Cidery Expands Production Capacity](#)
In 2023, Business Oregon awarded the Son of Man, a Basque-style cidery based in the Columbia River Gorge, a Small Business Sustainability Fund grant and a loan from its Entrepreneurial Development Loan Fund. [Read more here.](#)

Bring Your Business to Oregon

Why Bring Your Business to Oregon?

Fund Your Business

Grants
Loans and Loan Guarantees/Insurance

Hot Topics

Global Strategy Executive Summary
New Program: Infrastructure

An official website of the State of Oregon [How you know >](#)

Innovation Index
Distressed Areas in Oregon
Industry Reports
Emerging Industries
Target Industries

Foreign Direct Investment

DEMB Challenges Process Open
Research and Development Tax Credit for Semiconductors
New Program: Childcare Infrastructure Program
New Program: Aquifer Recharge Program
Attention Suppliers: OregonBuys eProcurement System Information
Oregon Broadband Office

Innovate and Participate in R&D

10-Year Innovation Plan
Oregon InC (Oregon Innovation Council)
Oregon Growth Board

Cultivate Arts and Culture

Oregon Arts Commission
Oregon Cultural Trust
Oregon Film

Build or Maintain Infrastructure

Water and Wastewater
Livable Communities
Seismic Rehabilitation
Broadband

Homepage: Arizona

The screenshot shows the Arizona Commerce Authority homepage. At the top left is the logo "ARIZONA COMMERCE AUTHORITY". To the right are navigation links: "ABOUT", "NEWS & EVENTS", "DATA & TOOLS", and a search bar. Below this is a secondary navigation bar with "BUSINESS FIRST", "BIG IDEAS", "LOCATE", "EXPAND", "START UP", "INDUSTRIES", "PROGRAMS", and a "CONTACT US" button. The main content area features a large banner with a sunset over a city and a person looking out. The banner text reads "ARIZONA BROADBAND & DIGITAL EQUITY RESOURCES »" and "ACCESS STATEWIDE BROADBAND PLANS & MORE »". Below the banner is a section titled "BUSINESSES AREN'T THE ONLY THING WE SCALE." and another titled "NATIONAL SEMICONDUCTOR ECONOMIC ROADMAP »" with the subtext "Learn about the industry-led, national strategy for U.S. semiconductor competitiveness." At the bottom, a section titled "ARIZONA PUTS BUSINESS FIRST" lists four statistics: "#1 in the nation for Entrepreneurial Activity", "4.9% corporate income tax among the lowest in the nation", "300 sunny days per year", and "#2 in the nation in unemployment insurance tax". A "LEARN MORE »" link is at the bottom of this section.

This section is titled "ARIZONA'S THRIVING INDUSTRIES". It features six icons representing different industries: an airplane for "AEROSPACE & DEFENSE", a lightbulb for "TECHNOLOGY & INNOVATION", a gear for "ADVANCED MANUFACTURING", a microscope for "BIOSCIENCE & HEALTH CARE", a bar chart for "ADVANCED BUSINESS SERVICES", and a camera for "FILM & DIGITAL MEDIA".

This section is titled "BIG IDEAS SHAPING OUR FUTURE". It consists of a 2x5 grid of ten images, each with a text overlay: "AUTOMATED VEHICLES", "RENEWABLE ENERGY", "EDUCATION TECHNOLOGY", "INTERNET OF THINGS", "FRESH WATER SCIENCE", "PERSONALIZED MEDICINE", "SMART MATERIALS", "TELEMEDICINE", "AGRICULTURAL TECHNOLOGY", and "NANOSATELLITES".

Homepage: California

SBA Disaster Assistance Available! If your business was economically impacted by the Interstate 10 fire and road closures that occurred November 11-19, 2023, APPLY HERE for assistance. For additional information, please visit our Disaster Resources page.

CA.GOV Contact Us Select Language Settings

Advantages Industries Newsroom About Apps Search

CALIFORNIA BUILDS

5th Largest Gross Domestic Product in the World¹

#1 in New Business Starts²

#1 State in Access to Venture Capital Funding³

Governor's Office of Business and Economic Development

The Governor's Office of Business and Economic Development (GO-Biz) serves as the State of California's leader for job growth, economic development and business assistance efforts.





California Office of the Small Business Advocate (CalOSBA)

CalOSBA supports economic growth and innovation for ALL California small business, entrepreneurs, and startups by providing information and direct support they need to better navigate resources, programs, and regulations.



California State Trade Expansion Program (STEP)

The California State Trade Expansion Program (STEP) provides funding and assistance to California small businesses that aim to initiate or expand their export activities.



Community & Place-Based Solutions

The Community & Place-Based Solutions site is California's clearinghouse for comprehensive community and economic development technical resources and regional assistance. Search funding opportunities, data sources, and more.

GO-Biz Economic Impact

34.9B

Dollars in New Investments Committed by Businesses Across the State Awarded by the California Competes Tax Credit Program

24.3B

Dollars in Direct In-State Spending by Film and TV Tax Credit Recipients

661,459

Small Businesses Helped by the California Office of the Small Business Advocate

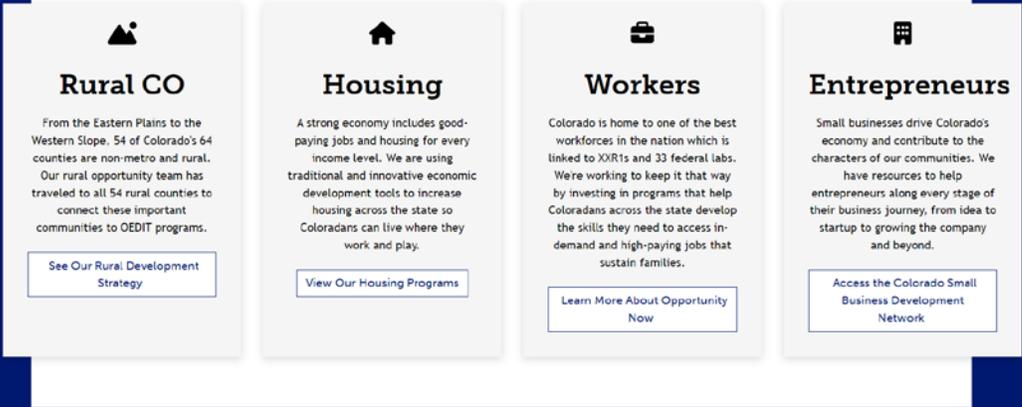


Homepage: Colorado



The screenshot shows the homepage of the Colorado Office of Economic Development & International Trade (OEDIT). At the top, there is a navigation bar with links for News, Contact, Staff Directory, COVID-19 Support, and a language selection dropdown. The OEDIT logo and name are prominently displayed on the left. A search bar is located on the right. Below the navigation, a horizontal menu lists categories: About, Expand or Relocate, Industries, Programs and Funding, and Resources and Partners. The main content area features a large background image of a mountain range with a blue overlay. The headline reads "Empowering All to Thrive in Colorado's Economy". Below this, a welcome message states: "Welcome to the Colorado Office of Economic Development & International Trade (OEDIT). We promote economic growth and long-term job creation by supporting small businesses and encouraging business expansion across the state. We also champion the industries that make Colorado unique, like the creative industries, outdoor recreation, and tourism." A yellow button labeled "Learn more about OEDIT" is positioned below the text. At the bottom of the main content area, there are three white boxes with icons and titles: "Choose Colorado" (with a location pin icon), "Business Support" (with a storefront icon), and "Access to Capital" (with a truck icon). Each box contains a short introductory sentence.

OEDIT's Focus Areas for Economic Competitiveness



This section displays four focus areas in a grid format, each with an icon, a title, a brief description, and a call-to-action button:

- Rural CO**: From the Eastern Plains to the Western Slope, 54 of Colorado's 64 counties are non-metro and rural. Our rural opportunity team has traveled to all 54 rural counties to connect these important communities to OEDIT programs. [See Our Rural Development Strategy](#)
- Housing**: A strong economy includes good-paying jobs and housing for every income level. We are using traditional and innovative economic development tools to increase housing across the state so Coloradans can live where they work and play. [View Our Housing Programs](#)
- Workers**: Colorado is home to one of the best workforces in the nation which is linked to XRTs and 33 federal labs. We're working to keep it that way by investing in programs that help Coloradans across the state develop the skills they need to access in-demand and high-paying jobs that sustain families. [Learn More About Opportunity Now](#)
- Entrepreneurs**: Small businesses drive Colorado's economy and contribute to the characters of our communities. We have resources to help entrepreneurs along every stage of their business journey, from idea to startup to growing the company and beyond. [Access the Colorado Small Business Development Network](#)

Popular Resources



A row of five circular icons representing different resource categories:

- Minority Business Resources
- Enterprise Zone Program
- Colorado Startup Loan Fund
- Small Business Navigator
- Program applications and status

Homepage: Nevada

The header features the GOED logo (Nevada Governor's Office of Economic Development) and navigation links: DOING BUSINESS IN NEVADA, WHAT WE DO, DATA & RESEARCH, SMALL BUSINESS SUPPORT, NEWSROOM, ABOUT GOED, and CONTACT US. A language selection dropdown is also present.

The hero section displays a video player with a construction site background. The text reads: "GOOD JOBS TODAY, BETTER JOBS TOMORROW" and "Nevada's Engine of Economic Development".



STRAIGHT FROM THE GOVERNOR

The highest levels of Nevada government are welcoming great businesses to our state. Hear how some of Nevada's biggest business champions are making Nevada an even better place to put down roots.

Meet a state where the quality of life drives quality companies. A place where opportunity stretches from the skylines of Las Vegas and Reno to the quieter corners of an impressively expansive state. It's here where all of the pieces of economic success come together — innovative workforce training programs, business-friendly communities, and supportive leaders. It's a state of opportunity and it's waiting for you.

Top 10 Business-friendly state

37% Job growth since 2010

#4 In economic vitality

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NEVADA BY THE NUMBERS

into the statistics and economic analysis that uncover opportunities in the counties, regions and

	Population <small>Source: Bureau of Economic Analysis</small>	2.9 M 2022	+1.2%
	GDP <small>Source: Bureau of Economic Analysis</small>	\$204.7 B 2022	+14.6%
	Private Businesses <small>Source: Nevada Department of Employment Training and Rehabilitation</small>	97.5 K Q3 2023	+2.2%
	Median Household Income	\$66.4 K	

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Homepage: Ohio Dept of Development (state agency)

 **Department of Development**

FOR BUSINESS FOR INDIVIDUAL FOR COMMUNITY ABOUT US

[Contact](#)

Creating a better life for all Ohioans

We are working together to enrich communities and support economic opportunities across Ohio.

[Read about our recent initiatives](#)



Featured Content



CHIPS for America

Ohio will leverage the federal funding and state resources to support semiconductor



2024 Ohio Travel Guide

Start planning your next Ohio trip today! Order your free Ohio Travel Guide.



Minority Business

We have resources to support Ohio minority-owned businesses.



Start and Grow Your Business in Ohio (...)

Watch later Share

1:36

6/14/21

AEP Finds Success in Hiring Immigrant

AEP collaborated with the Ethiopian Tewahedo Social Services in Columbus to hire Debelu Midjena.

6/14/21

1:26

Ohio Export Grant Boosts International Sales

Divisions, Programs Or Initiatives



BroadbandOhio



Disaster Recovery Grant



Energy Assistance



Export Assistance



Governor's Office of Appalachia (GOA)

News

[All News](#)

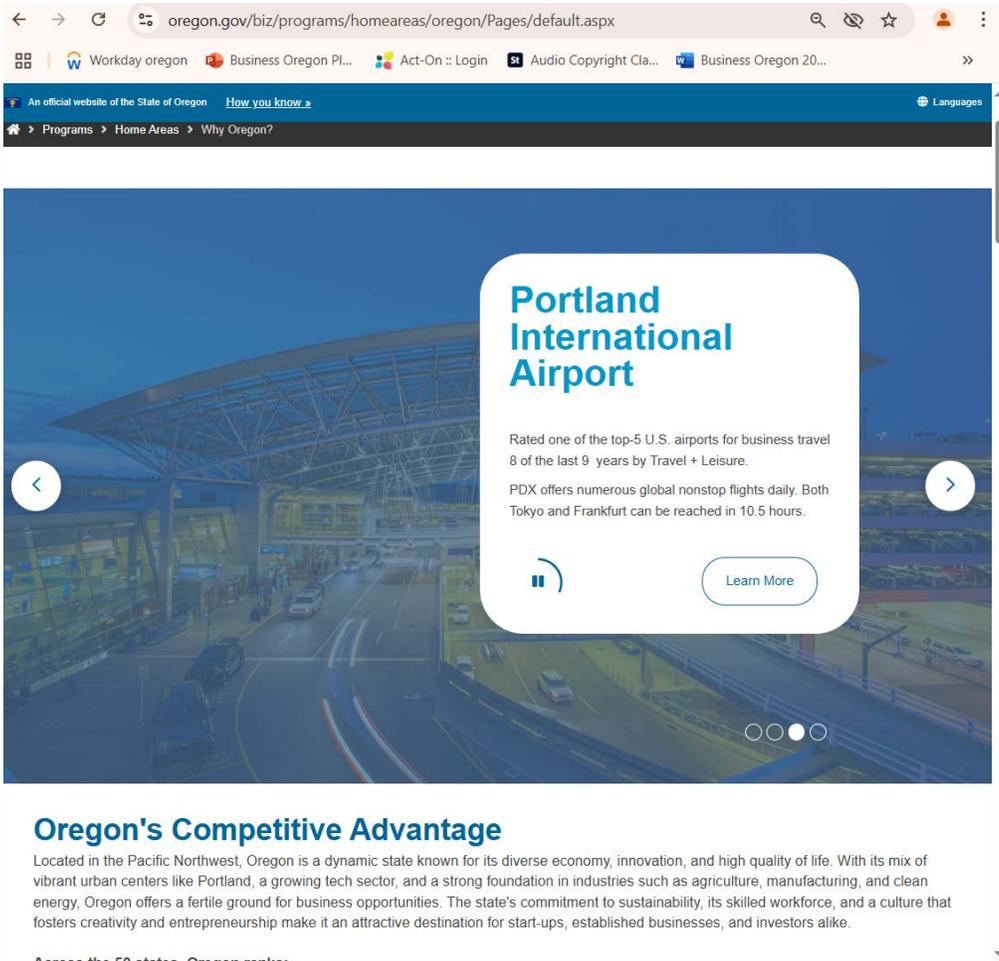


Governor DeWine Announces Third Cohort of BroadbandOhio Community Accelerator

Program helping teams in 5 counties reach broadband goals

May 22, 2024

First Step...



oregon.gov/biz/programs/homeareas/oregon/Pages/default.aspx

Workday oregon Business Oregon Pl... Act-On :: Login Audio Copyright Cla... Business Oregon 20...

An official website of the State of Oregon [How you know](#) Languages

Programs Home Areas Why Oregon?

Portland International Airport

Rated one of the top-5 U.S. airports for business travel 8 of the last 9 years by Travel + Leisure.

PDX offers numerous global nonstop flights daily. Both Tokyo and Frankfurt can be reached in 10.5 hours.

[Learn More](#)

Oregon's Competitive Advantage

Located in the Pacific Northwest, Oregon is a dynamic state known for its diverse economy, innovation, and high quality of life. With its mix of vibrant urban centers like Portland, a growing tech sector, and a strong foundation in industries such as agriculture, manufacturing, and clean energy, Oregon offers a fertile ground for business opportunities. The state's commitment to sustainability, its skilled workforce, and a culture that fosters creativity and entrepreneurship make it an attractive destination for start-ups, established businesses, and investors alike.

Across the 50 states, Oregon ranks:

6th for quality of life: Thanks to the state's beautiful scenery and outdoor culture.

7th in innovation index: Home to a thriving ecosystem of startups, tech companies, and research institutions that drive cutting-edge advancement.

13th for economic performance: Based on a 10-year look at GDP growth, domestic migration and employment growth.

By locating in Oregon, you can:

- || Leverage a large, highly skilled talent pool to propel your business growth
- || Collaborate with over 120,000 innovative businesses across the value chain
- || Tap into university research and access a large future talent pool
- || Service the wider U.S. market from a lower-cost base on the west coast
- || Capitalize on U.S. export success and catapult your business world

Why Oregon?

Oregon is a vibrant state, known for its natural beauty, innovative spirit and strong business environment.

Located in the Pacific Northwest, Oregon boasts a thriving economy driven by key industries such as High Technology, Bioscience and Metals and Machinery. Oregon's business environment is characterized by a collaborative spirit, supportive infrastructure and cutting-edge research making it a prime location for both startups and established companies seeking growth.



business
oregon®