



We help Oregon
businesses grow.

We work to create
prosperity for Oregonians
through the expansion
and diversification of
Oregon industries.

How we got here...

2008

- Governor Kulongoski appoints Tim McCabe as director of the agency.
- The Governor issues an Executive Order separating business development and infrastructure divisions.
- Department seeks input on reorganization from stakeholders and legislators throughout the state, traveling over several months to speak with community leaders.

2009

May

- Commission approves updated strategic plan for the agency.

July

- OECD formally becomes Oregon Business Development Department—with complete re-branding as “Business Oregon”— via passage of HB 2152.
- New Global Strategies section established.

October

- Business Oregon launches completely new Web site at www.oregon4biz.com.

Strategies to Drive Growth

Business Oregon develops and implements the state's business development strategy. Working with the private and public sectors to proactively drive economic growth in the short and long term...

Business Growth

Help existing businesses retain jobs while growing and attracting new businesses to the state. Focus on traded-sector businesses.

Global Strategies

Enhance Oregon's position in the global economy by assisting Oregon businesses in accessing global markets and by recruiting international companies to Oregon.

Infrastructure Development

Assist communities in building infrastructure capacity to address public health, safety and compliance issues as well as support their ability to attract, retain and expand businesses.

...and to address core business needs.



Development
and Technical
Assistance

Export
Assistance

Access to
Capital

Innovation

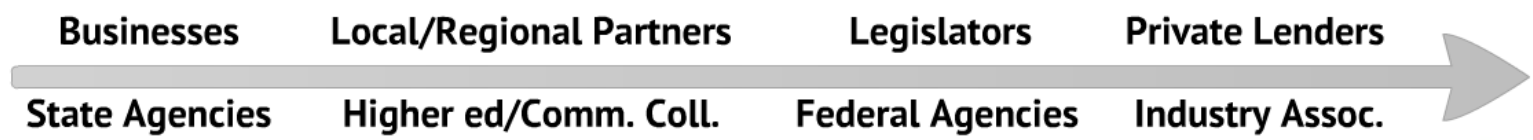
Workforce
Development

Land Readiness



How we
do it...

we work with:



Oregon Business Development Commission

Business, Innovation & Trade

Business Development

- Strategic Reserve Fund (SRF)**
Provides a base for economic development and job creation. Supports job training, apprenticeship, and other workforce development programs.
- Business Expansion Program (BEP)**
Helps businesses expand operations, create jobs, and increase productivity. Provides grants for equipment, training, and other expenses.
- Industry Competitiveness Fund (ICF)**
Helps businesses improve their competitive edge through training, research, and development. Supports innovation and new product development.

It's Working

Businesses are creating jobs and growing their operations. They are investing in training and research, and they are developing new products and services. This is helping them stay competitive in a global market.

Business Financing

- Design Business Development Fund (DBDF)**
Helps design businesses grow and create jobs. Provides grants for design services, training, and other expenses.
- Entrepreneurial Loan Fund (ELF)**
Provides loans to entrepreneurs to start or expand their businesses. Offers flexible terms and competitive interest rates.
- Credit Enhancement Fund (CEF)**
Helps businesses access credit by providing loan guarantees. Reduces the risk for lenders and increases the amount of credit available.
- Industrial Development Reserve Fund (IDRF)**
Helps industrial businesses grow and create jobs. Provides grants for equipment, training, and other expenses.

It's Working

Businesses are getting the financing they need to grow and create jobs. They are investing in equipment and training, and they are developing new products and services. This is helping them stay competitive in a global market.

Global Strategies

- Oregon Trade Promotion Program (OTPP)**
Helps businesses promote their products and services in international markets. Provides grants for trade missions, trade shows, and other promotional activities.

It's Working

Businesses are expanding their operations into international markets. They are creating jobs and increasing their revenue. This is helping them stay competitive in a global market.

Land Readiness

- Industrial Land Certification**
Helps industrial businesses access land for their operations. Provides grants for land acquisition, site preparation, and other expenses.
- Breakfields**
Helps businesses access land for their operations. Provides grants for land acquisition, site preparation, and other expenses.

It's Working

Businesses are getting the land they need to grow and create jobs. They are investing in land acquisition and site preparation, and they are developing new products and services. This is helping them stay competitive in a global market.

Infrastructure Finance Authority Board

Infrastructure Finance Authority

Infrastructure Development

- Special Public Works Fund**
For construction or improvement of infrastructure to support industrial, manufacturing and certain types of commercial development.
- Community Development Block Grant**
Available to cities and counties for a variety of community projects, where the proposed project will primarily benefit low- and moderate-income populations.

It's Working

Infrastructure projects are being completed, creating jobs and improving the quality of life in communities. This is helping businesses grow and create jobs.

Water and Wastewater

- Water/Wastewater Fund**
Available for construction or improvement of water and wastewater systems to meet state and federal standards.
- Safe Drinking Water Fund**
Low-cost financing for construction or improvement of public and private water systems.

It's Working

Water and wastewater systems are being improved, ensuring clean water and safe drinking water for all. This is helping businesses grow and create jobs.

Ports Development

- Ports Marketing and Planning**
Funds planning and marketing activities to improve a port's trade and commerce capacity.
- Ports Revolving Loan Fund**
Loans for construction and improvement of facilities and infrastructure that promote maritime shipping, aviation and commercial activities of ports.

It's Working

Ports are being improved and expanded, creating jobs and increasing the capacity for maritime shipping, aviation and commercial activities. This is helping businesses grow and create jobs.

Business, Innovation & Trade

Business Development

Strategic Reserve Fund (SRF)

Flexible tool for job retention and creation, used as forgivable loans for direct investments to help businesses expand in Oregon.

Business Expansion Program (BEP)

Cash incentive based on the estimated increase in new personal income tax revenue resulting from the expansion or relocation project.

Industry Competitiveness Fund (ICF)

Matching funds to support industry groups, and fund initiatives such as entrepreneurship via Oregon Entrepreneur Network, lean manufacturing consulting via DMEP, or expert assistance via OTTP.

It's Working

SRF: Providing a Strategic Reserve Fund (SRF) and loan guarantee program for BEP investments made in the 2019-2020 period. (SRF) will fund the Strategic Reserve Fund to provide an initial \$200,000 and provide a total of \$200,000 in loan guarantees. (SRF) will fund the Strategic Reserve Fund to provide an initial \$200,000 and provide a total of \$200,000 in loan guarantees.



Business Financing

Oregon Business Development Fund (OBDF)

Low fixed-rate loan for manufacturing, processing or distribution-based businesses. Up to 40% of project with \$1M limit.

Entrepreneurial Development Loan Fund (EDLF)

Loan for small and new businesses. Up to \$50k initially, \$75k total per borrower.

Credit Enhancement Fund (CEF)

Loan guaranty tool for private lenders for most types of businesses. Max guarantee amount is \$1.5M for line of credit, \$2M for term loan. Guarantees up to 80% of loan amount.

Industrial Revenue Bond (IRB)

Low-interest, long term bond financing for manufacturing and solid waste facilities. mt. state-guaranteed.

It's Working

Staff is nationally recognized for effectiveness in financing small businesses through the State Small Business Credit Initiative.

Oregon's implementation of the program was lauded by the U.S. Council of Development Finance Agencies (CDFA), winning their annual Distinguished Finance Agency Award.

"[Business Oregon's] work as a state agency is cutting-edge, innovative and an example of best practices in our industry."

-Toby Rittner, President and CEO of CDFA



Global Strategies

Oregon Trade Promotion Program (OTPP)

Small matching grants to help Oregon businesses work overseas trade shows and state-led missions to grow revenues from overseas sales.

It's Working

We help Oregon companies get into foreign markets to bring new revenue back home.

Our export assistance programs have been highly praised, and recently used as an example of how other states can be successful in providing an OTTP program. U.S. Economic Club.

The Oregon Trade and Promotion Program (OTPP) has been cited with great success and acclaim with additional funding from the U.S. Small Business Trade and Export Promotion program (STEP). We join these small grants with industry and market expertise, along with overseas representatives to provide assistance on the ground.

- 70 trade shows targeted in 70 unique foreign markets
- 100 companies awarded \$1.5M in matching grants
- That generated \$570M in interstate sales, with \$25.5M in estimated sales over just the next year.

We already have 55 applications in the queue for shows this year.



Land Readiness

Industrial Land Certification

Successful pre-development program, in partnership with other agencies, certifies industrial lands as "project ready" for specific industry profiles.

Brownfields

Low-interest loans with flexible terms to begin the process of turning contaminated land into development-ready land.

It's Working

Site certification adds significant value to the site by saving companies time, cost and risk in developing the property.

75 sites have been certified since the inception of the program. Thirty of those sites have now been developed.

These projects have reported capital investments totaling more than \$550 million and the creation of more than 4,100 jobs.

Business Development

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Matching funds to support industry groups, and fund initiatives such as entrepreneurship via Oregon Entrepreneur Network, lean manufacturing consulting via OMEP, or export assistance via OTPP.

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It's Working

SRF

Tallying up the two-year job creation and retention estimates for SRF investments made in the 2009-11 biennium (\$8.5 million), the projects are expected to create or retain nearly 5,100 jobs and generate more than \$24 million in revenue back to the General Fund.

In addition, these investments are projected to create approximately 8,800 indirect and induced jobs that return nearly \$26 million to the General Fund.





Mastercraft furniture president Marty Olsen was recently awarded a new contract to make furniture for **Ikea**. A contract to make furniture in Oregon that used to be made elsewhere.



Mastercraft needed to expand, and fast.

Our Business Oregon recruitment specialist knew Marty and asked what we could do to help.



Our Business Development and Finance team went to work on Mastercraft's needs:

Location

Worked with SEDCOR, the mid valley ec-dev association to help find a location, ending up in Stayton.

Workforce

Brought in Employment Department, Chemeketa Community College and SEDCOR to quickly find and train a workforce.

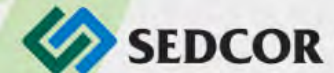
Financing

Introduced Mastercraft to private lenders. Invested \$125k in SRF to help set up new facility.

100 new jobs



The Stayton facility gets set up, new workers are trained and furniture starts flying out the door.



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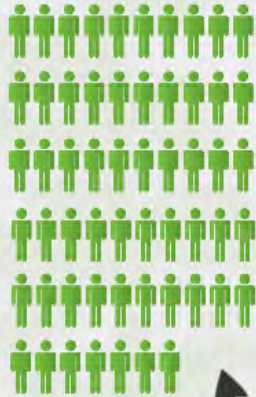
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Ninkasi needed money to expand.

The Business Oregon team talks to Ninkasi about their business plan and puts together a resource package specifically designed for the company.



57 new jobs

Ninkasi becomes the fastest growing brewery in the U.S., tripling its production since 2009

We went to work for Ninkasi:

Since 2010, Business Oregon has worked on three financing deals with Ninkasi to help fund its expansions.

- A \$50k SRF forgivable loan
- A \$500k loan in 2010
- A \$400k loan in 2011

Oregon Trade Promotion Program (OTPP)

Small matching grants to help Oregon businesses work overseas trade shows and state-led missions to grow revenues from overseas sales.

It's Working

We help Oregon companies get into foreign markets to bring new revenue back home.

Our export assistance programs have been highly praised, and recently used as an example of how other states can be successful. (Presentation on STEP program at 2012 Council of State Governments conference by Council staff in Edmonton)

The Oregon Trade and Promotion Program (OTPP) we have been using with great success was bolstered with additional funding from the U.S. SBA's State Trade and Export Promotion program (STEP). We pair these small grants with industry and market expertise, along with overseas representatives to provide assistance on the ground.

- 70 trade shows targeted in 30 unique foreign markets.
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RuffWear attended two tradeshows, closed an immediate sale worth \$25k, and has much more on the way from their new overseas markets.

Ruffwear had built up U.S. revenues and were looking overseas for growth. We had worked with them on a loan for expansion back in 2003, and they were now ready to use our export services to develop a strategy for overseas sales.

Business Oregon's trade specialists laid out a plan with our European and Japanese representatives overseas. Two small grants to offset tradeshow costs created new opportunities for RuffWear.

Industrial Land Certification

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Infrastructure Development

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Community Development Block Grant

Available to cities and counties for a variety of community projects, where the proposed project will primarily benefit low- and moderate-income populations.

It's Working

Eliminating Processing Time
As part of ongoing Lean Management efforts, the entire IFA team works to implement lean practices, and average contract completion time has dropped from 26.1 weeks to 9.5 weeks.

Eliminating Red Tape
"One-stop" meetings with local, state and federal officials offer communities a chance to meet with everyone at the table at once to find the best solution for infrastructure needs.

Water and Wastewater

Water/Wastewater Fund

Available for construction or improvement of water and wastewater systems to meet state and federal standards.

Safe Drinking Water Fund

Low-cost financing for construction or improvement of public and private water systems.

It's Working

Nationally Recognized

The EPA announced that the Pacific Northwest Region's Drinking Water State Revolving Fund (DWSRF) program's Final Utilization Rate came in at 101%, the highest in the country. The national average for this measure is 90%.

This is the third straight year that the team has had the highest Utilization Rate.

Ports Development

Ports Marketing and Planning

Funds planning and marketing activities to improve a port's trade and commerce capacity.

Ports Revolving Loan Fund

Loans for construction and improvement of facilities and infrastructure that promote maritime shipping, aviation and commercial activities of ports.

It's Working

To achieve a statewide strategic plan for Ports, in partnership with the Legislature, IFA created a strategic business planning process for the ports to undergo and sign an IGA with the department, creating a unified state plan.

Port commissioners and staff receive training on a regular basis and business plans are evaluated. In turn, the IFA will work with the port to assist with funding projects and policy development.

All ports are expected to complete the process by Oct. 2013.

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Production Recruitment

Oregon's film production programs offer limited rebates for local purchases and hiring, driving film production and economic impact in the state.



It's Working

Spending on feature film, television series and TV commercial production in Oregon is expected to be at least \$130M in 2012. Grimm alone used more than 450 local hires and more than 1,000 Oregon vendors for goods and services in its first season.

Industry's average wage is \$53,118.

From 2007 through 2011, total direct spending in Oregon on "Oregon Production Investment Fund" and "Greenlight Oregon" projects amounted to \$338M. This should hit around \$470M once 2012 is added in.

business
oregon®

The logo for Business Oregon features the word "business" in a black, lowercase, sans-serif font. Below it, the word "oregon" is written in a larger, bold, black, lowercase, sans-serif font. The letter "o" in "oregon" is replaced by a green square with a white outline, which contains a white lowercase "o". A registered trademark symbol (®) is located at the end of the word "oregon".

Oregon Film & Video Office

(AKA) The Governor's Office of Film & Television

Semi-independent
Agency

2011-13 Budget
\$1,126,578

FTE -4

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Future...

1
Marketing
Oregon as a filming destination



2
Recruiting
film, television, commercials,
and new media projects

2011-2012: \$49,494,194

2012-2013: \$136,964,764

+ Over \$45m

Indigenous Film Industry

- High-Minority Production - 40%
- Minority - 20%
- Diversity - 20%
- U.S. - 20%



3
Facilitating
connecting film & TV
productions with local, private,
and public resources

Box & Service Providers



1

Marketing

Oregon as a filming destination

Switch to digital strategy has cut marketing costs in half and provides us with direct feedback on our efforts.

Website, blog, Facebook, Twitter, and email campaigns all handled internally.



2012 Web Stats:

Website: 57,000 visitors
Content on blog: 77,000 visitors
Twitter: 4,824 followers



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Website, blog, Facebook, Twitter, and email campaigns all handled internally.



2012 Web Stats:

Website: 57,000 visitors

Confluence Blog: 72,000 visitors

Twitter: 6,800 followers



The Roads of Oregon



A scenic view of a coastal road in Oregon. The road is a two-lane asphalt highway with double yellow lines, curving along a cliffside. To the left is a sandy beach and the ocean, with two large rock formations in the distance. To the right is a steep, forested hillside with several houses. The sky is blue with scattered white clouds.

Created to show off Oregon's diverse roads to the car industry for commercials.

2

Recruiting film, television, commercials, and new media projects

2009 - 2010
\$ 99,494,194
in direct spending on Oregon film and TV projects



2011 - 2012
\$ 234,068,764
in direct spending on Oregon film and TV projects

+

2011 - 2012
Over \$45m
in indirect spending on television commercial projects

Indigenous Film Industry

- "Jingle All the Way"/"hoops&yoyo" - Portland
- "Night Moves" - Southern Oregon
- "Redwood Highway" - Southern Oregon
- "C.O.G." - Hood River and Portland Metro Area
- "The Digits" - Portland



2009 - 2010
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2011 - 2012
Over \$ 45m
additional spending on Television commercial projects

STORYTIME IS OVER.

GRIMM

PREMIERES
MON AUGUST 13 • 10/9c 

   nbc.com





LEVERAGE

www.tnt.tv/leverage



WE KNOW DRAMA™

33

PORTLANDIA

ALL NEW SEASON

IT'S TIME TO GO BACK TO PORTLANDIA

Hi friends! It's time to return to everybody's favorite city! Enjoy this tasty sampler of all new content (locally sourced, of course). Portlandia's third season continues on IFC on Friday at 10/9c, and you can join us here whenever you want for exclusive videos, contests and coffee cozies all season long!



SCROLL DOWN TO EXPLORE



Indigenous Film Industry

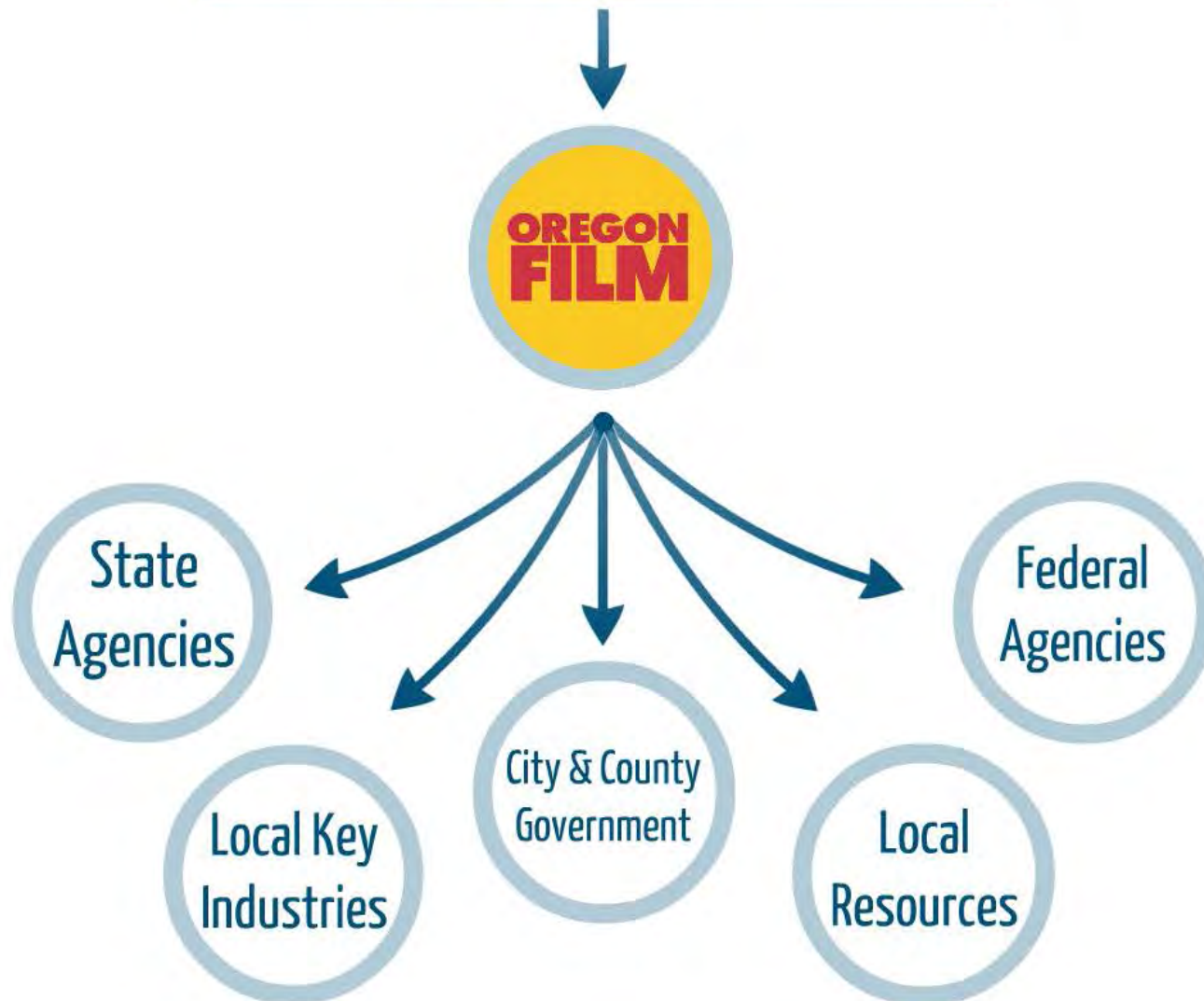
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Facilitating connecting film & TV productions with local, private, and public resources



Film & Television Production



Future...





"Developing Oregon's Digital Media Toolbelt"

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Indigenous Film Industry

- High Quality Production - 40+ min
- Multiple Locations - 10+ days
- International - 10+ days
- U.S. - 10+ days



3
Facilitating
connecting film & TV
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and public resources





Oregon Cultural Trust

Part of Business Oregon since 1993
2011-13 Budget: \$12,176,417
9 FTE

Grants

Matching grants to arts and culture organizations.



The Arts Commission awarded close to \$4M in grants in the 2011-13 biennium. In 2012, those grants leveraged \$161M in other funds.

The Cultural Trust awarded over \$3M in grants in the 2011-13 biennium. Over \$1M went to cultural coalitions in every county in Oregon.

Programs

Community Development:

The arts as a solution
Arts Build Communities grants use the arts to address social, educational, economic issues.

Arts Education:

Developing life-long learning and engaged citizens.

Arts education called out for new investment in 10 Year Road Map for Oregon.

Public Art:

Artists at work in public spaces

Oregon's 1% for Art program, one of the oldest in the nation, employs and contracts with artists, designers, fabricators to transform public spaces.

Services

Professional development and capacity building

Arts Summit: over 500 arts and culture leaders attend this flagship event each year

Coaching for arts non-profits staff and board: building capacity for better program delivery and operations

Leadership exchanges: regional meetings for arts non-profits in four markets outside Portland metro

Professional development for 500 citizen leaders who form Oregon's county and tribal cultural coalitions

What's Next?

Connecting Students initiative

New grants to districts, post-secondary non-profit organizations, industry business students in grants Oregon arts and

Increasing student Century learning innovation, critical communication

Collaborations organizations e internships, me residencies in industry firms.

Art brings people Art is critical Art adds value Art is fundamental

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What's Next?

Connecting Students to the World of Work education initiative

New grants to support partnerships between K-12 districts, post-secondary institutions, arts/cultural non-profit organizations and/or professional STEAM-industry businesses to increase opportunities for students in grades 6-12 to engage and connect with Oregon arts and creative industries.

Increasing student proficiency in Twenty-First Century learning & innovation skills (creativity, innovation, critical thinking, problem solving, communication and collaboration).

Collaborations between schools and professional organizations emphasizing opportunities such as internships, mentorship programs, industry residencies in schools and student residencies at industry firms.