

GROW OUR OWN

"Grow Our Own" is Business Oregon's statement of who we are, what we believe and how we intend to deliver on our mission to strengthen the state of Oregon's economy. Business Oregon will use diverse strategies to "Grow Our Own," investing in industries and businesses that already call Oregon home—working to retain and expand existing businesses, helping spur new startups, and strategically attracting companies that strengthen existing industry clusters.



01 / BUSINESS RETENTION, EXPANSION & RECRUITMENT

Build Future Job Growth from Today's Industry Leaders

No less than 70 percent of new jobs created in the average American community come from existing businesses already in a region. Retaining, expanding and starting up companies is the most effective way to create jobs.

OUR PRIORITIES

We first support the retention and expansion of existing Oregon traded-sector businesses and foster a dynamic startup and entrepreneurial environment. We then selectively recruit new companies that fill supply chain gaps and/or represent consolidation opportunities.

KEY STRATEGIES

- Business Retention & Expansion
- Targeted Business Attraction
- Global Marketing

METRIC //
NEW INCOME TAX REVENUE CREATED FROM PROJECTS

02 / INNOVATION & ENTREPRENEURSHIP

Harness Research and Technology to Start Up the Companies of Tomorrow

The creation and adoption of new products is a key driver of prosperity. Quality job growth depends on a thriving startup ecosystem where cutting-edge research is commercialized, growing job-creating companies.

OUR PRIORITIES

There are great opportunities to link existing efforts together into a more cohesive program, organizing and driving a focused innovation strategy on which the state's investments can rely. These investments should focus on ecosystem support, R&D, and entrepreneurial capital.

KEY STRATEGIES

- Ecosystem Support
- Transformative R&D
- Entrepreneurial Capital

METRIC //
AMOUNT OF PRIVATE FUNDING LEVERAGED

03 / INFRASTRUCTURE FINANCING

Invest Capital into Communities with Catalytic Growth Opportunities

Infrastructure development brings direct investment and employment, and primes economic growth. Infrastructure jobs account for 11 percent of the nation's workforce and engages middle-income and middle-skill workers.

OUR PRIORITIES

Business Oregon's Infrastructure Finance Authority (IFA) fills an important role in extending and upgrading physical infrastructure to local communities and has great potential to catalyze job creation and enhance Oregon's competitiveness for traded sector industry growth.

KEY STRATEGIES

- Industrial Land Availability and Preparedness
- Catalyze Job Creation Projects
- Community Health and Infrastructure Capacity

METRIC //
AMOUNT INVESTED IN OREGON COMMUNITIES



GROW OUR OWN

04 / GLOBAL TRADE

Connect Oregon Businesses to International Markets to Drive Sales

Most of the world's consumers live outside of the U.S. We must aggressively connect Oregon-based firms with overseas sales opportunities, open new markets, and attract foreign direct investment.

OUR PRIORITIES

Build on the successful export assistance program that has resulted in \$103 million new sales from 160 companies, to expand its capacity. Also expand FDI program to leverage strong ties to Pacific Rim and elsewhere. Trade missions prioritizing exports and FDI strategies will be planned on a four-year rolling schedule.

KEY STRATEGIES

Small-Medium Sized Company Exports
Foreign Direct Investment Attraction
International Trade Missions

METRIC //
EXPORT SALES RESULTING FROM AGENCY WORK

05 / ACCESS TO CAPITAL

Harness Research and Technology to Start Up the Companies of Tomorrow

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OUR PRIORITIES

There are great opportunities to link existing efforts together into a more cohesive program, organizing and driving a focused innovation strategy on which the state's investments can rely. These investments should focus on ecosystem support, R&D, and entrepreneurial capital.

KEY STRATEGIES

Ecosystem Support
Transformative R&D
Entrepreneurial Capital

METRIC //
AMOUNT OF PRIVATE FUNDING LEVERAGED

06 / RESEARCH & POLICY

Drive Sophisticated Decision-making

The Research and Policy division operates as an agency think-tank, offering research and strategies that drive the agency's tactics, inform policymakers, and expand local capacity throughout Oregon's communities.

OUR PRIORITIES

A research pipeline will be developed annually, and will include both strategic and tactical focused content, categorized by the other 5 priorities listed in this document. And Business Oregon will take a forward-leaning stance in shaping economic policy that impacts business growth.

KEY STRATEGIES

Actionable Research
Economic Policy
Government Affairs

