SUMMARY

Now more than ever, a diverse mix of industries that will provide the employment of tomorrow is essential for the overall economic health and sustainability of the region. Attracting traded-sector employers from outside the area and helping existing companies expand is the core purpose of EDCO.

Traded-Sector employers are typically defined as manufacturers, technology-based companies and other companies that export a majority of their products or services out of a region.

Since 1981, Economic Development for Central Oregon (EDCO) has been one of the most successful regional economic development organizations in the nation. EDCO is a partnership of member businesses, individuals, cities and counties in the three county area of Crook, Deschutes and Jefferson.

EDCO provides client-driven assistance customized to the specific needs of businesses and valuable support in the relocation or expansion process. This assistance includes:

- access to capital (debt or equity);
- site selection (bare land or existing facilities);
- knowledge of and access to incentives;
- access to extensive statistical, demographic and business information; and
- attracting talent and workforce training assistance/resources.

Successful economic development at the regional level involves the cooperation and coordination of many individual organizations working together in the region’s interest. At any level, great economic development is always accompanied by great teamwork. The purpose of the 2007–2009 Strategic Plan is to provide the region and its individual communities with a vision and sense of direction for their economic development efforts. This Strategic Plan is a game plan, not a complete game plan.

This strategic plan is only the first step in a fuller planning and implementation process. Two additional documents, the Operations Plan and Marketing & Recruitment Action Plan, assign responsibilities for each of the five objectives outlined in this document and contain detailed activities, measurement criteria, as well as timelines and action planning.

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Private:
- Bend Broadband
- Central Electric Cooperative, Inc.
- Express Personnel Services
- Hooker Creek
- Horizon Broadcasting Group, LLC
- Mid Oregon Federal Credit Union
- Pacific Power
- Qwest Communications
- St. Charles Medical Center
- Summit Real Estate
- U.S. Bank

Public:
- Central Oregon Community College
- City of Bend
- City of Madras
- City of Prineville
- City of Redmond
- Crook County
- Deschutes County
- Jefferson County
- OSU Cascades Campus
OBJECTIVES

Improve communications and relationships with elected and appointed public leaders, including local, state, and federal offices and regulatory agencies.

Improve public and community relations efforts inside the tri-county area that tell the story of opportunities and progress.

Improve the quality and profitability of EDCO-sponsored or co-produced events and seminars.

Develop periodic speaker series of top economists, industry leaders, and experts on the role of the region's traded-sector employers.

Deliver at least 20 presentations and other group activities throughout the region's traded-sector employers.

Continually improve EDCO's public relations materials, website, and electronic newsletter.

Overhaul and implement EDCO's marketing plan and strategy, including the development and implementation of a comprehensive market research plan as a leader for economic statistical, demographic, and other business data and intelligence used by companies, site selectors, corporate real estate consultants, municipalities, and other organizations to make strategic decisions.

Solidify EDCO's position in the Pacific Northwest by continuing to improve the financial strength of EDCO and creating a fund for the economic development of Central Oregon through marketing, targeted recruitment, business expansion and the formation of effective public/private partnerships.

Help lead the organizations and major companies of the region in the development and implementation of an economic development plan that is the outcome of the 2007–2009 Strategic Plan.

Continue to improve the financial strength of EDCO.

Be the Pacific Northwest's business information leader, delivering the highest quality of accurate and timely economic and business information.

Champion strategic projects that improve the region's business climate and competitiveness.

Serve as a catalyst and in a supportive role in regional economic development efforts designed to create new jobs and attract business investment.

Help communities with planning and/or building new industrial and light industrial parks, with an emphasis on creating an inventory in each community of large parcel, 'shovel ready' sites.

Facilitate new job creation and capital investment through market research and identification of key industry targets.

Periodically identify industry targets through local summit meetings.

Track existing industry mix using available employment data and through periodic update of the region's labor force and wage data and through periodic update of the region's traded-sector employers through the formation of new partnerships, consortiums, or associations that promote process improvements and improve public/community relations to better connect with the emerging workforce.

Help strengthen the national and global competitiveness of the region's traded-sector employers through the formation of new partnerships, consortiums, or associations that promote process improvements and improve public/community relations to better connect with the emerging workforce.

Identify gaps in workforce skills and traded-sector industry targets.

Identify supplier/competitor opportunities through market research and identification of key industry targets.

Facilitate, through direct assistance, creation of 1,500 new family-wage jobs and retention/expansion efforts.

Continually improve EDCO's publications, website and electronic newsletter.

EDCO's BHAG (Big, Hairy, Audacious Goal)

For the three years encompassing 2007–2009, EDCO's strategic plan is a public document available to the entire community. The organization conducts its strategic planning process in a public forum. The GOALS, OBJECTIVES and STRATEGIC PLANS are developed in consultation with a broad segment of the central Oregon business community.

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