



SOLUTIONS FOR RURAL COMMUNITIES

NORTH MARION COUNTY ECONOMIC DEVELOPMENT COLLABORATION

LEAGUE OF OREGON CITIES CONFERENCE - 2024

INTRODUCTIONS

SCOTT DERICKSON, CITY ADMINISTRATOR
CITY OF WOODBURN

SHAWN WAITE, CITY ADMINISTRATOR
CITY OF HUBBARD

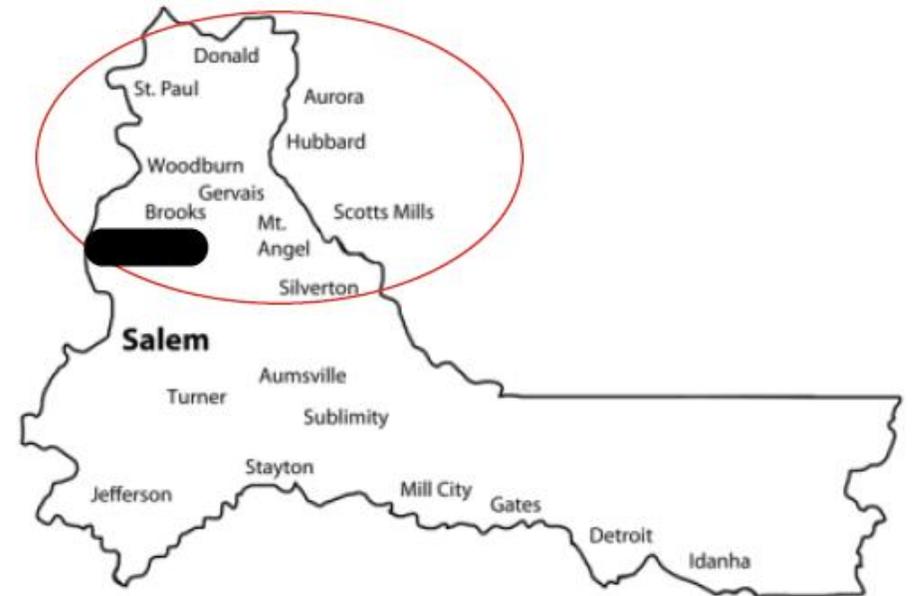
JAMIE JOHNK, ECONOMIC DEVELOPMENT DIR.
CITY OF WOODBURN

MARICELA GUERRERO, COMMUNICATIONS MGR.
CITY OF WOODBURN

OVERVIEW OF NORTH MARION COUNTY

NORTH MARION COUNTY COMMUNITIES

- ▶ RURAL LOCATION
- ▶ SMALL CITIES
- ▶ DIVERSE POPULATIONS
- ▶ UNDERSERVED WITH RESOURCES
- ▶ LIMITED ACCESS TO SERVICES



NORTH MARION COMMUNITIES

- ▶ **AURORA** (POP. 1,110)
- ▶ **DONALD** (POP. 996)
- ▶ **GERVAIS** (POP. 2,530)
- ▶ **HUBBARD** (POP. 3,351)
- ▶ **MT. ANGEL** (POP. 3,438)
- ▶ **SCOTT MILLS** (POP. 413)
- ▶ **SILVERTON** (POP. 10,294)
- ▶ **ST. PAUL** (POP. 421)
- ▶ **WOODBURN** (POP. 30,051)
- ▶ **BROOKS** (POP. 296)

NORTH MARION COMMUNITIES

SHARED IMPACTS

- ▶ TRAFFIC | TRANSPORTATION
- ▶ HOUSING NEEDS
- ▶ WORKFORCE
- ▶ NATURAL RESOURCES
- ▶ POPULATION DECLINE
- ▶ LIMITED ACCESS TO RURAL RESOURCES AND SERVICES

WHY COLLABORATE

WHY SHOULD COMMUNITIES COLLABORATE

- ▶ SHARED RESOURCES AND KNOWLEDGE
- ▶ CAPACITY BUILDING
- ▶ INCREASED ACCESS TO SERVICES
- ▶ ENHANCED PROBLEM-SOLVING AND INNOVATION
- ▶ LEVERAGE FUNDING
- ▶ ADVOCACY
- ▶ STRENGTHEN COMMUNITY TIES AND RESILIENCE
- ▶ STRENGTH IN NUMBERS

WHO ARE STAKEHOLDERS

IDENTIFYING KEY STAKEHOLDERS

- ▶ LOCAL GOVERNMENT
- ▶ CHAMBERS OF COMMERCE
- ▶ BUSINESSES AND ENTREPRENEURS
- ▶ EDUCATIONAL INSTITUTIONS
- ▶ HEALTH CARE PROVIDERS
- ▶ COMMUNITY LEADERS AND RESIDENTS
- ▶ NONPROFIT ORGANIZATIONS

GETTING TO THE TABLE

GETTING STAKEHOLDERS TO THE TABLE

- ▶ **ASK**
- ▶ SHARE TALKING POINTS
- ▶ SET MEETING DATE
- ▶ PERSONAL INVITATION
- ▶ TOP 3 GOALS OR PRIORITIES
- ▶ HAVE AN AGENDA
- ▶ ACTION ITEMS
- ▶ FOLLOW-UP

EXAMPLES OF COLLABORATIONS

- ▶ **NORTH MARION TOURISM COLLABORATIVE**
- ▶ **NORTH MARION BUSINESS SERVICES ALLIANCE**

NORTH MARION TOURISM COLLABORATIVE

TOURISM STAKEHOLDERS

- ▶ TRAVEL OREGON
- ▶ WILLAMETTE VALLEY VISITORS ASSOCIATION (RDMO)
- ▶ LOCAL DMOs AND BRAND USA
- ▶ CHAMBERS OF COMMERCE
- ▶ ATTRACTIONS/DESTINATIONS/ EVENTS
- ▶ TOURISM FACING BUSINESSES

NORTH MARION TOURISM COLLABORATIVE

MISSION: PROMOTE, EDUCATE, SUPPORT, AND GROW NORTH MARION COUNTY'S TOURISM ASSETS AND OVERALL LOCAL ECONOMIC VITALITY THROUGH COLLABORATION.

VISION: GROWING VISITATION THROUGHOUT NORTH MARION COUNTY WHILE MAINTAINING BOTH A UNIQUE VISITOR EXPERIENCE AND A SENSE OF PLACE FOR LOCALS.

NORTH MARION TOURISM COLLABORATIVE

PROJECTS AND FUNDING

▶ TRAVEL OREGON PROGRAMS

- DESTINATION READY
 - DOWNTOWN READY
 - MT. ANGEL OKTOBERFEST SHUTTLE
- CAPACITY BUILDING PROGRAM
- BUSINESS BOOST



NORTH MARION TOURISM COLLABORATIVE

PROJECTS AND FUNDING

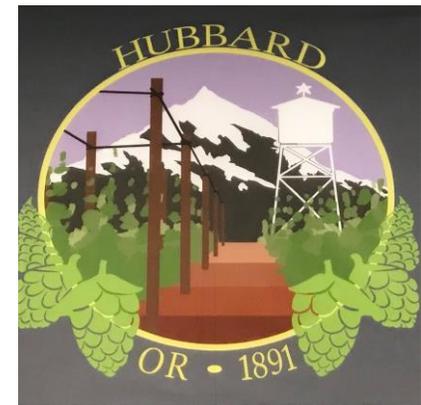
▶ ADDITIONAL FUNDING SOURCES

- MARION COUNTY
- PARTICIPATING JURISDICTIONS
- PROJECT SPONSORSHIPS
- MEMBERSHIPS
- DONATIONS



Marion County
OREGON

WOODBURN
O R E G O N
Incorporated 1889



NORTH MARION TOURISM COLLABORATIVE



NORTH MARION BUSINESS ALLIANCE

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BUSINESS DEVELOPMENT STAKEHOLDERS

- ▶ BUSINESS OREGON
- ▶ WORKFORCE PARTNERS
- ▶ REGIONAL ECONOMIC DEVELOPMENT GROUPS (SEDCOR, MWVCOG)
- ▶ CHEMEKETA COMMUNITY COLLEGE (SBDC)
- ▶ REGIONAL SCHOOL DISTRICTS
- ▶ STATE AGENCIES (SOS, ODHS, ODR)
- ▶ ORGANIZATIONS SERVING SMALL BUSINESS DEVELOPMENT (CHAMBERS, MERIT, LBA)

NORTH MARION BUSINESS ALLIANCE

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PURPOSE STATEMENT: THE NORTH MARION BUSINESS ALLIANCE WAS ESTABLISHED TO CREATE A SUSTAINABLE ENTREPRENEURIAL ECOSYSTEM TO SUPPORT SMALL BUSINESS DEVELOPMENT IN NORTH MARION COUNTY.

NORTH MARION BUSINESS ALLIANCE

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NORTH MARION BUSINESS ALLIANCE

PROJECT AND PROGRAMS

- ▶ BUSINESS INVENTORY AND OUTREACH
- ▶ RESOURCE FAIRS
- ▶ BUSINESS BREAKOUT SESSIONS
- ▶ BUSINESS BOOST AND SERVICES
- ▶ INDUSTRY TOURS
- ▶ WAREHOUSE TRAINING AND FORKLIFT CERTIFICATION
- ▶ CAREER OPPORTUNITY PROGRAM
- ▶ REGIONAL ECONOMIC DEVELOPMENT STRATEGIC PLAN

NORTH MARION BUSINESS ALLIANCE

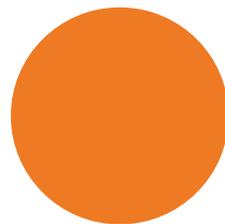
FUNDING

- ▶ BUSINESS OR RURAL OPPORTUNITY INITIATIVE (ROI)
PHASE I
- ▶ BUSINESS OR RURAL OPPORTUNITY INITIATIVE (ROI)
PHASE II

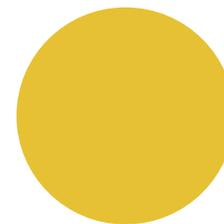
- ▶ THE FORD FAMILY FOUNDATION
- ▶ PARTICIPATING JURISDICTIONS



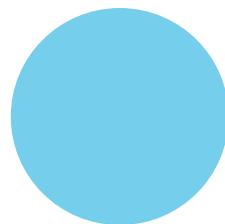
TAKE AWAYS



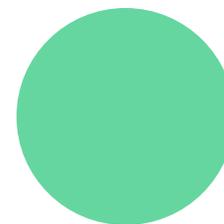
**LOOK BEYOND
YOUR COMMUNITY**



**FIND COMMON
IMPACTS AND
OPPORTUNITIES**



**IDENTIFY
STAKEHOLDERS**



**WORK
COLLABORATIVELY**

QUESTIONS?