



# Bolstering the Mid-Willamette Valley Economy

# SEDCOR – Salem Partnership

- Roles; contract for services
- Partnerships
- Resources
- Private Sector Leverage

# SEDCOR:

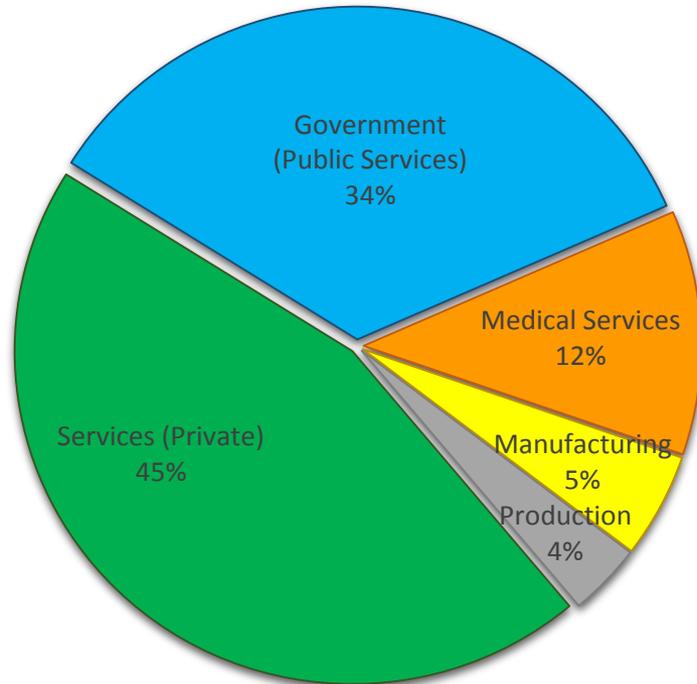
## Economic Development for the Region

- **Structure:** Private membership organization
- **Mission:** Increase jobs in the region
  - Coordinate public and private resources
  - Access to capital
  - Tax incentives
  - Trade and export assistance
  - Workforce training and certification
  - Manufacturing advocacy
  - Information resources



# Who We Are – Services, Government, & Health

## Percentage of Total Employment in the City of Salem



### Manufacturing

	Total Avg Employment
Food & Beverage (Example: NORPAC Foods, Reser's...)	3,167
Metal (Example: Salem Heating, Steelhead, Microflex Co...)	595
Equipment (Example: UTC, West Salem Machine, Layton...)	548
Technology (Example: Garmin, Panasonic...)	474
Wood (Example: Cabinet Door, Oregon Pallet...)	454
Chemical (Example: PPG Industries, AkzoNobel...)	364
Apparel (Ex: Watershed LLC, Pacific Safety Supply...)	227
Medical Device (Example: ISA Corp, Precision Dental...)	74
General (Example: Battech Enterprises, American Easel,...)	38

2014 Oregon Employment Department Data

All Employers	Total Avg Employment
<u>Services</u>	52,625
<u>Government</u>	40,340
<u>Medical Services</u>	13,869
<u>Manufacturing</u>	5,941
<u>Production</u>	4,116

# Traded Sector Impacts

- <https://www.youtube.com/watch?v=MsbggbCJyZYY>

# Focus: The Traded Sector

Advanced manufacturing



Value-added agriculture



Wood products



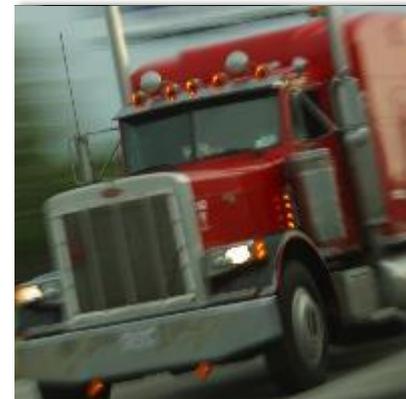
Aviation/Aerospace



Technology



Transportation/Distribution



# Traded Sector: Focus on Jobs

- Multiplier effect:  
From 2.5 – 15
- Wages:  
Average 21% higher
- Technology & innovation:  
72% of all private sector R&D spending



# Strategic Plan

- Retain and Grow the Traded Sector
- Recruit the Traded Sector
- Tell the Region's Business Story
- Grow the Business Network



# City Council Goals

**Economic Development:** Mill Creek Corporate Center, Salem Renewable Energy Center; Agri-tourism marketing; workforce development

**Transportation:** Implement Mobility Study improvements, McGilchrist

**Parks and Recreation:** Minto Island Pedestrian Bridge

**Affordable Housing:** Housing Needs Analysis; affordable housing projects, tenant based rental assistance



# Business Incentives – Why?

- Personal Income Tax funds 80-90% of state services
  - More jobs = more income tax revenue
- Property Tax funds most municipal and other services
  - More capital investment in property = more property tax revenue
- Assist with expensive capital investments, prohibitive start-up costs, and barriers to entry for start-up and expanding firms

# Business Incentives – What Types?

- Reduced Property Taxes
  - Enterprise Zone 3-5 year property tax abatement on new investment
- Low-Interest Loans or Loan Guarantees
  - Urban Renewal
  - State Financing Programs
- Local Development Cost Reductions and Streamlining
  - SDC and permitting fee waivers or financing
- Grants and Other Public Involvement
  - Job Creation Grants
  - Urban renewal

# 2016 Results

**\$60.5 M**  
IN CAPITAL  
INVESTMENT

**397**  
NEW AND  
RETAINED JOBS



Mill Creek  
Corporate Center:  
**Shovel-Ready  
458 Acre Site**

[millcreeksalem.com](http://millcreeksalem.com)





# Next Up



- Continue retention and recruitment
- Deliver buildings and jobs at Mill Creek (Henningsen, PacTrust)
- Explore early stage work with City
- CTEC/workforce attraction
- Pursue ED strategies for Salem Airport
- Measure 97 and 99 Implications



# Thank you!

Chad Freeman, SEDCOR President

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