

AGENDA
ECONOMIC DEVELOPMENT COMMITTEE
MONDAY, JUNE 3, 2019 – 7:00 P.M.
Maggie Osgood Library
70 N. Pioneer Street, Lowell, OR

- 1. CALL TO ORDER/ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - a. March 18, 2019
- 4. OLD BUSINESS**
 - a. Update on Oregon Paddle Sports Demo Day
- 5. NEW BUSINESS**
 - a. Review Community Grant Program Applications
 - b. Discuss Regional Business Organization Steering Committee
- 6. OTHER BUSINESS**
- 7. ADJOURN**

<p>The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to the City Clerk, Joyce Donnell, at 541-937-2157.</p>
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Community Grant Program Application

Project Sponsor Information

Name:	Marion McLean	PO Box 561	Organization:	Dexter Lake Farmers Market LLC
Phone:	(541) 937-3034	Lawell	Email:	topplemcleam@gmail.com
Address:	38574 Dexter Rd		Website:	in process
	Dexter			

Project Details

Request (\$): \$1280 Match (\$): >500 volunteer hours

Description: In our third season at Rolling Rock Park DLFM requests continuing city tourism dollars for marketing support to produce special events & attract visitors to town, with a Jobs Fair & an Outdoor Recreation Expo- and to fulfill the promise of our new listing on the South Willamette Valley Food Trail.

Project Budget

Request (\$): ~~\$1280~~ \$1290 Match (\$): 500+ volunteer hours

Line Item Description:

Line Item Amount (\$):

1.	3 Big Fiddlin' Sue bookings @ \$150	\$450
2.	licenses, permits - salad bar	\$130 \$89
3.	Inserts for Bridge - printing	\$150
4.	website consultant	\$150
5.	tri fold brochure	\$250
6.	social media assistance (\$10/wk)	\$160
		\$1290 \$1249

Website Renewal

SUMMARY

In order to develop a more sophisticated understanding of the needs of the Lowell-Pleasant Hill-Dexter region, RDI conducted a number of focus groups and interviews with business owners across the region. This process began in mid-March of 2019 with a pair of focus groups, one in Lowell and one in Pleasant Hill. These focus groups, while adequately advertised in the community, were not well attended, likely due to bad weather over the previous week. This led to a series of follow-up interviews with business owners.

In both the focus group and the interviews, business owners were asked to provide information on their businesses, their existing business networks, their business needs, and their ability and willingness to join a regional business organization. While the focus groups lasted approximately an hour a piece, interview length ranged from 10 minutes to an hour. In total, between interviews and focus groups, 12 businesses were reached for comment. These businesses ranged by sector and by size. Interviews were conducted with brick and mortar businesses as well as with home based businesses. While most interviewees represented retail businesses there were also interviews with other sectors including construction and agriculture.

Nearly all of the businesses interviewed were positive about the idea of a business network within the community. While some expressed that they themselves would not participate in or benefit from a regional business network, none expressed opposition to the idea. However, interest in participation in the business network was not unanimous. Of the businesses interviewed, 4 explicitly stated that they had no interest in participating in a regional business organization. Some felt that they did not have the time or resources to participate in an organization, others believed that their business was too loosely connected to the region to be a part of a network. Others still did not believe that a business organization would be able to provide any value to their business operations.

However, there were a number of businesses that did express interest in participating in a business network. The sector of business seemed to provide a dividing line; businesses in the retail or service sector were much more likely to express interest in the idea of a business organization than those in other sectors. Regardless of sector, the vast majority of those expressing interest in a business organization said their support was conditional on the structure and activities of the business organization. Level of commitment was a primary concern, with many businesses unsure if they would be able to commit much time or money to an organization. While some expressed interest in monthly meetings, most believed that quarterly or bi-annual meetings would best fit their schedules.

Additionally, businesses interested in an organization wanted to ensure that the activities carried out would fit their needs. The most commonly desired activity for a business network was increasing marketing capacity of the region. This included both external-facing marketing to bring in more customers from out of the region as well as internal-facing marketing to let local consumers know about existing businesses. There was also a stated desire for additional technical assistance to fit business needs. This included a need for classes on social media marketing, business management and development assistance, and a request for assistance with

grant writing. Other interviewees simply expressed interest in having an organization to carry out community events or to simply convene business owners.

Highway 58 Business Owners: Share Your Top Interests

Your Opinion Counts! The City of Lowell and Rural Development Initiatives (RDI) are exploring options to form a Highway 58 business organization. We need your input on key activities, membership, name, dues structure, and your interest in participating. Please complete the short survey below by June 1. The results will be compiled by RDI and will inform the next steps. Thank you!

1. What are the top two most important functions of the business group?
 - ☐ Marketing for more customers—local and visitor
 - ☐ Small business education, tools for success (from social media to workforce)
 - ☐ Networking and connections to Highway 58 small business community
 - ☐ Improved communications about what's happening including building a business database
 - ☐ Business advocacy to public officials
 - ☐ Other _____
2. How to market (top two interests):
 - ☐ Facebook page
 - ☐ Website
 - ☐ Marketing collateral/rack cards/map
 - ☐ Events
 - ☐ Other _____
3. Frequency of meetings or activities:
 - ☐ Monthly
 - ☐ Quarterly
 - ☐ Annually
4. Are you interested in joining and participating?
 - ☐ Yes
 - ☐ No
5. Willingness to pay—membership options + benefits:
 - ☐ \$25 – Individual
 - ☐ \$50 – Small Business (example: \$50 x 30 members=\$1,500)
 - ☐ \$100 – Small Business (example: \$100 x 30 members=\$3,000)
 - ☐ \$250 – Large Business Partner/Sponsor
6. Structure
 - ☐ Function with a volunteer coordinating committee
 - ☐ Task forces? Project groups?
 - ☐ Work through an existing 501(c)(3) or 501(c)(4)
 - ☐ Contract out website development/maintenance
 - ☐ Other _____

7. Group Name

- ☐ Highway 58 Business Association or Network
- ☐ Dexter/Lowell/Highway 58 Business Network
- ☐ Other _____

8. Are you interested in joining the steering committee?

- ☐ Yes
- ☐ No

9. Please share your contact information:

Name _____

Business Name _____

Email Address _____

Phone Number _____

Please email completed survey to:

Alison Cassin, Program Coordinator, Rural Development Initiatives
acassin@rdiinc.org

Or mail to:

Rural Development Initiatives
150 Shelton-McMurphey Boulevard, Suite 201
Eugene, Oregon 97401