

Themes that emerged from the *Growing Local Opportunities* Session

- Outreach/One-stop Resource Center – Many specific examples cited include:
 - One-on-one proactive contact program
 - Available online information, ie “lanefunding.org”
 - Bilingual translations
 - Lead coordinator of outreach program to enhance efficiency of communication
 - Comprehensive online resources for permits, financing, business education, peer-to-peer program
 - Networking Database that identifies target businesses with specific needs
 - Ongoing education from successful business owners on what it took to acquire financing
 - Education seminars targeted at younger generation / entrepreneurs (ie. Writing a balanced business plan was specifically cited)
- Increase Sustainability incentives: ie. climate and Energy incentives on financing; sustainability incorporated into appraisal values; tax breaks for LEED buildings;
- A flexible permitting process that is adjustable based upon industry priorities
- New tactic for this strategy needed to support non-profit development & growth
- The use of Urban Renewal Programs was mentioned throughout sessions.
- Host regular entrepreneurial summit to: educate, bring together entrepreneurs with financing; encourage businesses to remain in local region
- Enhance trade associations to: create a stronger tie to businesses to keep them in area; educate members on issues relevant to industry
- Utilize the Chambers, UO, OSU, LCC to strengthen this strategy and related tactics. Our region has the resources, they just need coordination and better advertisement.