

2021 ANNUAL REPORT

2022 CREDC BOARD OF DIRECTORS

OFFICERS

Chair

Mei Wu, *Speak Technologies*

Vice Chair

Alan Hwang, *Gravitate*

Secretary

Alan García, *NW Natural*

Treasurer

Lisa Dow, *Columbia Bank*

Immediate Past Chair

Lisa Lowe, *Schwabe Williamson & Wyatt*

President

Jennifer Baker, CREDC

EXECUTIVE COMMITTEE

Bill Dudley, *Landerholm, P.S.*

Brian Knight, *WRK Engineers*

David Ripp, *Port of Camas-Washougal*

Erik Paulsen, *City of Vancouver*

Helen Devery, *WSP*

Jane Van Dyke, *Clark Public Utilities*

Julianna Marler, *Port of Vancouver*

Karen Bowerman, *Clark County*

Mel Netzhammer, *WSU Vancouver*

Steve Hogan, *City of Camas*

Steve Horenstein, *Horenstein Law Group*

Tim Schauer, *Mackay Sposito*

High Tech Council - Open

DIRECTORS EMERITUS

Eric Fuller, *Fuller Group*

John McDonagh, *Vancouver Business Journal*

Lisa Goecke, *Perkins & Co*

DIRECTORS

Abe Ott, *JH Kelly*

Augusto Bassanini, *United Grain Corporation*

Billy Henry, *NW Association for Blind Athletes (NWABA)*

Brian Garish, *Banfield Pet Hospital*

Bryan Dent, *Riverview Community Bank*

Carmen Castro, *Hispanic Metropolitan Chamber*

David Stuebe, *City of Washougal*

Eric LaBrant, *Port of Vancouver*

Gil Amundsen, *TwinStar Credit Union*

Jake Bigby, *PacTrust*

Jennifer Lindsay, *City of Ridgefield*

Jon Hersen, *Legacy Salmon Creek Medical Center*

Josh Engelbrecht, *ToolBelt*

Kara Fox-LaRose, *ilani Resort*

Karin Edwards, *Clark College*

Lance Barrett, *Barrett & Co*

Lisa Schauer, *PointNorth Consulting*

Marco Garcia, *Frito-Lay*

Martina Fetter, *Kaiser Permanente*

Miriam Halliday, *Workforce Southwest Washington*

Nathan McCann, *Ridgefield School District*

Phil Wuest, *Ginn Group*

Philip Johnson, *City of Battle Ground*

Rebecca Birenbaum, *The Vancouver Clinic*

Ryan Weston, *Mackenzie*

Sarah J. Fox, *City of Vancouver*

Sarah Laughlin, *Fuel Medical*

Shara Wokal, *Riff Creative*

Shawn Donaghy, *C-TRAN*

Silvio Piccini, *Yaculta Companies*

Tod Tapani, *Tapani Inc*

LETTER FROM THE PRESIDENT

Dear CREDC Investors,

Do you remember how we left 2020? Weathering the lows of mandatory COVID shutdown, managing the intensity of standing up emergency business grant programs on-the-fly, and riding the highs of events like the ZoomInfo IPO—with a remarkable spotlight cast on our community's ability to harbor growth with the right 'spark.'

Fast-forward to present. . . It is nothing short of inspiring to lead our team through the unwavering business development momentum curated and cultivated by our staff, board, and investor community.

In 2021, we stewarded 34 new business recruitment projects into our pipeline and harvested seven wins. We provided strong support for an additional five companies expanding their footprints in Clark County and consulted with 124 others. Together, these efforts subscribed 1.084 million square feet in employer occupancy, created and retained 2,082 jobs, and brought in \$341.5 million in capital expenditures.



A heartfelt thank you for all the ways you support CREDC. Your investment in CREDC is vital to fueling these community-impacting business developments, with 2020-2021 investments yielding \$54 of new economic activity for every \$1 invested.

Through your contributions, we leveraged an additional \$130K in grant program funding for entrepreneurship growth initiatives and secured \$225K in Governor's Strategic Reserve Funds to support two business recruitment projects. We have worked alongside policymakers to share information on industry and infrastructure opportunities in Clark County, including informing the CHIPS Act iterative drafts, participating in the Growth Management Act dialogues, and supporting the Interstate Bridge Replacement project, each an effort that will impact Clark County's landscape and job growth profile into the next decade.

Now, looking back at 2021, we can celebrate yet another milestone IPO with AbSci recognizing its headquarters expansion and trading on the Nasdaq. The message is clear: Growth companies are interested in Clark County, and the work of our investor community to facilitate a favorable environment for business and talent to thrive is at-hand.

Read more about CREDC's strategic work in this report. We invite you to engage with us (even more) in 2022!

Sincerely,

A handwritten signature in black ink, appearing to read 'Jennifer Baker'.

Jennifer Baker
CREDC President/CEO
Columbia River Economic Development Council

ORGANIZATION PROFILE

CREDC believes in the collaboration of both public and private sectors to advance economic growth in the Pacific Northwest.


We are committed to enhancing the economic vitality of Clark County, enabling you to position your business for success just north of the Columbia River.

Our team provides free, confidential services to companies looking to start up, grow, or relocate to Southwest Washington. Each year, we visit over 100 traded sector businesses, taking a consultative approach to help companies reduce costs, save time, optimize talent, and grow sales. By leveraging partnerships at the local, state, and federal levels we connect businesses with resources to help them prosper.

As an investor, you are joining key stakeholders dedicated to creating long-term economic development and sustainability in the region.

CREDC ACTIVE COMMITTEES

- Officers/Executive/Board
- Finance
- Business Competitiveness
- Economic Development Partners
- Investor Relations & Alumni
- Lands For Jobs
- Nominations
- Policy And I-5 Taskforce
- Support People



EVERY \$1 INVESTED
IN OUR ORGANIZATION
RESULTS IN \$54*
OF NEW ECONOMIC
ACTIVITY IN SW
WASHINGTON



STRATEGIC INITIATIVES & SECTORS

STRATEGIC INITIATIVES & SECTORS

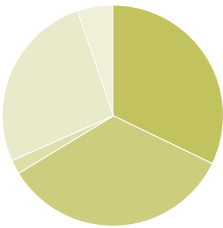
Our vision is for Clark County to be recognized as one of the most inclusive, healthy and amenity-rich communities in the country. As a result, and with a continued focus on growing a diverse base of community-minded employers, talent sees greater opportunity here than anywhere else in the country.

- **Expand Business:** We support business growth and strategically market Clark County across five key industry sectors that present the most opportunity for the region.
- **Support People:** With an intentional commitment to inclusion, equity, and diversity we bring together stakeholders across the education system to foster skills development and prepare youth for economic opportunity.
- **Create Place:** We work with strategic partners to advance regional transportation needs and empower communities to define placemaking strategies that elevate Clark County's quality of life.

We work with traded sector businesses of all sizes and industries. Our concentrated efforts focus on five strategic sectors, which have been identified as having the most potential for growth in Southwest Washington.

- Software
- Computers and Electronics
- Clean Tech
- Life Sciences
- Technology Enhanced Production

PERFORMANCE HIGHLIGHTS



\$1,051,658
2021 TOTAL REVENUE

35%
Public Investment

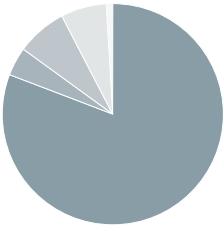
31%
Private Investment

28%
Partner Revenue

7%
Event Revenue

-1%
Bad Debt Expense

REVENUE



\$890,411
2021 TOTAL EXPENSES

79%
Personnel

11%
Department Direct

10%
Office Operation

4%
Professional Fees

1%
Other: Depreciation

EXPENSES

GRANTS

\$225,000
Washington State Governor's Strategic Reserve Fund (SRF)

\$45,000
Business Recovery and Resiliency Grant

\$12,000
in-kind support from Greater Portland Economic Development District (GPEDD) to update the legacy metals and machinery sector cluster

BUSINESS RECRUITMENT, RETENTION AND EXPANSION ACTIVITY

129
Unique Business Retention, Expansion, and Support Engagements

64
Total Active Pipeline Projects

34
New Recruitment, Retention, Expansion, and Growth Projects

BUSINESS DEVELOPMENT WINS

12
Recruitments & Expansions

7
Recruitments

5
Expansions

\$341.5 million
Capital Investment

2,082
New & Retained Jobs

1.085 million
Square Feet Subscribed

FUTURE LEADERS PROJECT

2nd year expansion:
6 interns placed across **six** companies

DIGITAL ENGAGEMENT

67%
LinkedIn followership growth

54,000+
people reached from resiliency videos

- Five GROW Clark County 2021 Podcasts
1. Patent Pending - with Mike Wallace and Kurt Rylander
 2. Exploring Exports - with Will Macia and Elizabeth Dick
 3. Scaling Your Business - with Brandon Dawson
 4. Hiring Strategies in Challenging Times: Attracting and Retaining Talent in Today's Market - with Erin Lynch, Raine Lunke, and April Salisbury
 5. From Startup to Scaleup: Tips from Investors - with Julie Harrelson and Jon Maroney



INVEST IN ECONOMIC VITALITY

Get involved at the forefront of the business and policy trends and help shape how our region responds to promote innovation and competitiveness.

- Build among a network of high-profile peers.
- Contribute to industry-advancing dialogue as a local thought leader.
- Elevate your brand and share your story with key public sector leaders and C-suite executives.

CREDC-FACILITATED RETURNS 2019-2021:

	Capital Expenditures (in millions)	Jobs Created/ Retained	Wins
2019	\$114.0	908	15
2020	\$128.0	780	9
2021	\$341.5	2082	12
3-Year Total	\$583.5	3,770	36

LOOKING FORWARD TO 2022

TALENT RETENTION INITIATIVE

CREDC stakeholders are invested in making our talent recruitment efforts optimally relevant and inclusive. To that end, we are hosting informational sessions and working together to convey the narrative of workforce opportunity in Clark County.

BUSINESS COMPETITIVENESS COMMITTEE

The Business Competitiveness Committee's (BCC) works to strengthen the business footprint in Clark County by identifying leads and other opportunities relevant to business growth and development. The Committee supplements CREDC's ongoing business development engagements with on-the-ground intelligence and shared experiences with new and growing business prospects.

DIGITAL OUTREACH WORKSHOP SERIES

We will be hosting digital outreach workshops throughout the year to optimize our collective brand presence and complement our talent and business recruitment work.

BUSINESS ACCELERATOR PROGRAM

We are hosting a pilot hands-on catalyst program for new entrepreneurs motivated to learn success strategies and grow their business network connections to accelerate and catapult their business to the next level.

CREDC ALUMNI

We celebrate those who have helped CREDC become the powerhouse it is today, we are organizing an initiative to recognize the legacy of our founding leaders, board chairs, and presidents who have invested in the economic development efforts in the CREDC's 40-year journey.

OFFICE SUSTAINABILITY INITIATIVES

As the world moves toward sustainability, more of our resources will be available in digital mediums.

THANK YOU 2021 INVESTORS AND PARTNERS FOR YOUR SUPPORT

VISION MAKERS (\$30K+)



CEO COUNCIL (\$15K+)



MACKENZIE.



PRESIDENT CIRCLE (\$10K+)

Columbia Credit Union
C-TRAN
Evergreen Public Schools
Port of Camas-Washougal
Columbia Bank
Ginn Group
ilani Resort
Kaiser Permanente
The Columbian

GROWTH LEADERS (\$5K+)

City of Ridgefield
City of Washougal
Clark College
Vancouver Public Schools
Educational Service District 112
Columbia Machine, Inc.
Frito-Lay, Inc.
Fuller Group
JH Kelly
JP Morgan Chase
Killian Pacific/Columbia Business Center
Landerholm, P.S.
LSW Architects
MacKay Sposito
NW Natural
PacTrust
Perkins & Co
PNC Financial
R.S. Holdings, LLC
Schwabe, Williamson & Wyatt
SEH America
Tapani, Inc.
The Vancouver Clinic
TwinStar Credit Union
Vancouver Business Journal
WSP
WaferTech
Washington State University Vancouver

COMMUNITY COLLEAGUES (\$2K+)

Camas School District
Battle Ground School District
City of Battle Ground

City of La Center
Ridgefield School District
Vancouver Housing Authority
AbSci, LLC
Banner Bank
Barrett & Co
Biggs Insurance Services
Capacity Commercial
CFM Advocates
Clark County Title
David Evans & Associates
Davidson & Associates Insurance
Dollar Tree
Employers Overload
Gravitate Design
Greear Kramer Monaghan, P.S.
GTMA
Halbert Construction
Hapo Community Credit Union
Heritage Bank
Horenstein Law Group
Hurley Development
IBEW Local 48
iQ Credit Union
Jackson Contracting, LLC
JE Dunn Construction
Jordan Ramis PC
KeyBank
MacDonald-Miller
MAJ Commercial Real Estate
Maul Foster Alongi
Neil Jones Food Company
New Blueprint Partners
NV5
Olson Engineering
Opsahl Dawson
Pacific WRO
Peterson & Associates, P.S.
PointNorth Consulting
Port of Portland
Riverview Community Bank
RJL Business Services
Scott Edwards Architecture
SGA Engineering & Design
Silicon Forest Electronics

Skanska USA Building, Inc.
Speak Technologies
Strategies 360
SW WA Regional Transportation Council
The Historic Trust
United Grain Corporation
Visit Vancouver USA
Waste Connections
We Work for Health Washington
WRK Engineers

FRIENDS OF CREDC (\$1K+)

Clark County Association of Realtors
Clark Regional Wastewater District
Fort Vancouver Regional Library District
NW Association for Blind Athletes (NWABA)
Quad Investments

BUSINESS SUPPORT PARTNERS

Cowlitz Economic Development Council
Downtown Camas Association
Greater Portland Inc
Greater Vancouver Chamber of Commerce
Heathman Lodge
Hilton Vancouver
Hispanic Metropolitan Chamber
Identity Clark County
Impact Washington
Life Science Washington
Oregon Angel Fund
Oregon Bioscience Association
Portland Business Alliance
Portland Relocation Guide
Ridgefield Business Association
Ridgefield Main Street
Ryd
SW Washington Contractors Association
SW Washington PTAC
Technology Association of Oregon
Vancouver's Downtown Association
WA Council on International Trade
WA State Department of Commerce
WA Technology Industry Association
Worksource Vancouver