

COLUMBIA RIVER ECONOMIC DEVELOPMENT COUNCIL

# 2022 ANNUAL REPORT

# 2023 CREDC BOARD OF DIRECTORS

## OFFICERS

### Chair

Mei Wu, *Speak Technologies*

### Vice Chair

Alan Hwang, *Riff Creative*

### Secretary

Alan García, *NW Natural*

### Treasurer

Ken Tse, *Frito-Lay*

### Immediate Past Chair

Lisa Lowe, *Schwabe Williamson & Wyatt*

### President

Jennifer Baker, *CREDC*

## EXECUTIVE COMMITTEE

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Carmen Castro, *Hispanic Metropolitan Chamber*

David Ripp, *Port of Camas-Washougal*

Erik Paulsen, *City of Vancouver*

Helen Devery, *WSP*

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John Michael, *Analog Devices, Inc*

Julianna Marler, *Port of Vancouver*

TBD, *Clark County*

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Randy Mueller, *Port of Ridgefield*

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Tim Schauer, *Mackay Sposito*

## DIRECTORS EMERITUS

Eric Fuller, *Fuller Group*

John McDonagh, *Vancouver Business Journal*

Lance Barrett, *Barrett & Co*

## DIRECTORS

Abe Ott, *JH Kelly*

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

Blake Seabaugh, *Perkins & Co*

David Stuebe, *City of Washougal*

Eric LaBrant, *Port of Vancouver*

Gil Amundsen, *TwinStar Credit Union*

Jake Bigby, *PacTrust*

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Jon Hersen, *Legacy Salmon Creek Medical Center*

Josh Engelbrecht, *ToolBelt*

Kathleen Rienhardt-Waring, *MacDonald Miller*

Kara Fox-LaRose, *ilani Resort*

Karin Edwards, *Clark College*

Lisa Schauer, *PointNorth Consulting*

Mark Tishenko, *Edge Networks*

Martina Fetter, *Kaiser Permanente*

Miriam Halliday, *Workforce Southwest Washington*

Nathan McCann, *Ridgefield School District*

Philip Johnson, *City of Battle Ground*

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Shara Wokal, *LSW Architects*

Shawn Donaghy, *C-TRAN*

Stephanie Phillips, *Mars Veterinary Health/Banfield*

Tod Tapani, *Tapani Inc*

## LEGACY EMERITUS:

Bill Dudley, *Landerholm, P.S.*

Steve Horenstein, *Schwabe Williamson & Wyatt*

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# LETTER FROM THE PRESIDENT

Hello CREDC Investor Community,

Thank you for supporting a big year of civic engagement and business growth in Clark County. Together we introduced 40 new business development projects into our pipeline and realized 12 traded sector wins!

**For every dollar you invested, CREDC yielded \$53.5 of new organic business activity**—strikingly close to last year's stellar datapoint (\$54:\$1). Our work in 2022 yielded 890 jobs secured, 577,870 sq. ft. subscribed by industrial/light industrial users, and \$551 million of private capital investment pledged.

*Agility* is the 'name of the game' in 2023, and our CREDC team is rolling with Clark County's rapidly changing landscape. We established stronger workflows and deployed new tools in 2022 that enable us to be increasingly precise when matching CREDC's business attraction outreach to the dynamic physical space and utilities footprint in Clark County.



## Your voice and actions make the difference!

This year, CREDC sets out to shape the next countywide economic development plan, inviting your vision, guidance, and commitment to a thriving economy and business environment. The strategy must adapt to stay relevant, and CREDC's board and investors play pivotal roles in shaping and affirming the community priorities that serve as a magnet for attracting company investment.

Strategic planning is important, but only if it is paired with *strategic doing*. Our collective efforts to foster skills development across the entire workforce and to attract and engage successfully with new talent stand out as the top business growth determinant across the country.

My call to action for you is to invest in all aspects of cultivating talent--internships, certificates in the trades, higher education, K-12 career awareness—all of it. Let's celebrate the workforce we have and create our strongest environment for the teammates and community members yet to arrive!

With best regards,

A handwritten signature in black ink, which appears to read "Jennifer Baker". The signature is fluid and cursive.

Jennifer Baker  
CREDC President/CEO  
Columbia River Economic Development Council





**EVERY \$1  
INVESTED IN CREDC  
RESULTS IN \$53\*  
OF NEW ECONOMIC  
ACTIVITY IN  
SW WASHINGTON**

Moulton Falls, Washington

\*FOR 2021/2022





# ECONOMIC GROWTH AND PROSPERITY FOR CLARK COUNTY

CREDC advances regional economic vitality through business attraction and engagement, which creates jobs and stimulates local investment in the community.

As an investor and key stakeholder, you are joining public and private sector community leaders dedicated to creating long-term economic benefits in the region. This extensive network of key stakeholders shares a common goal towards catalyzing economic activity, working together to facilitate business successes.

As a business owner, you are working with Washington State's designated partner for local economic development. Our team is with you every step of the way, identifying resources and making community connections to facilitate and expedite the process. We are here to ensure you are connected and have what you need to thrive with the community.

Our team provides free, confidential services to companies looking to startup, 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.

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## 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



# 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.

Our current comprehensive strategic plan focuses on:

## 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

In 2023, we will revisit the relevance of the current strategic goals, and reset the Clark County Comprehensive Economic Development Plan defining new near-term objectives. We invite you to lean into this process and add your voice to building a prosperous, thriving, and sustainable regional economy!







# EXPAND BUSINESS SUPPORT PEOPLE CREATE PLACE

Columbia River, Washington





## INVEST IN ECONOMIC VITALITY

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

- Build connections 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 2020-2022:

	Capital Expenditures (in millions)	Jobs Created/ Retained	Wins
2020	\$128.0	780	9
2021	\$341.5	2,082	12
2022	\$551.7	890	12



# LOOKING FORWARD TO 2023

## PHASE 1

### COUNTY-TO-COUNTY COMPARATIVE ANALYSIS

Analyze Clark County's progress as measured alongside six benchmarked counties.

## PHASE 2

### KEY INDUSTRIES EVALUATION

Explore the correlation between business development targets and real estate inventory.

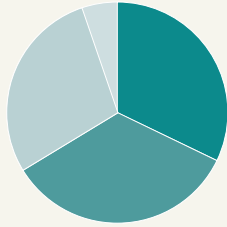
## PHASE 3

### COALESCING COMMUNITY STAKEHOLDER INPUT

Engage stakeholders on strategic direction, placemaking, inclusivity, available resources, and community brand. Identify goals for sustainability and for rapid adaption that track with dynamic macro-economic conditions.



## PERFORMANCE HIGHLIGHTS



**\$1,037,639**

2022 TOTAL REVENUE

35%

Public Investment

29%

Private Investment

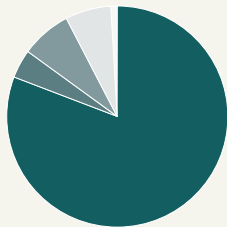
26%

Program Income

10%

Event Revenue

### REVENUE



**\$1,010,064**

2022 TOTAL EXPENSES

70%

Personnel

1%

Professional Fees

9%

Office Operation

18%

Department Direct

1%

Other: Depreciation

### EXPENSES

### GRANTS

**\$50,000**

Small Business Administration's Growth Accelerator Fund Competition (GAFC) sponsored the 2022 CREDC Accelerator Program

**10**

vetted and supported opportunities for community infrastructure funding

### BUSINESS RECRUITMENT, RETENTION AND EXPANSION ACTIVITY

**122**

Unique Business Retention, Expansion, and Support Engagements

**68**

Total Active Pipeline Projects

**40**

New Recruitment, Retention, Expansion, and Growth Projects

### FUTURE LEADERS PROJECT

3rd year expansion:

**10** interns placed across **eight** companies



## BUSINESS DEVELOPMENT WINS

12

Recruitments & Expansions

6

Recruitments

6

Expansions

\$551.7 million

Capital Investment

890

New & Retained Jobs

577,870

Square Feet Subscribed

## DIGITAL ENGAGEMENT

37.5%

increase in LinkedIn  
followership

81,000

LinkedIn reach

6.9%

LinkedIn engagement  
rate (as compared  
to 1.58% industry  
standard)

134,000

LinkedIn impressions



# THANK YOU 2023 INVESTORS AND PARTNERS FOR YOUR SUPPORT

## VISION MAKERS (\$30K+)



## CEO COUNCIL (\$15K+)



## PRESIDENT CIRCLE (\$10K+)

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

## GROWTH LEADERS (\$5K+)

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

## COMMUNITY COLLEAGUES (\$2.5K+)

Banner Bank  
Barrett & Company  
Battle Ground School District  
Biggs Insurance Services  
Camas School District  
CFM Advocates\*  
CID Bio-Science, Inc.\*  
City of Battle Ground  
City of La Center\*  
Clark Regional Wastewater District\*  
David Evans & Associates  
HAPO Community Credit Union\*  
Heritage Bank  
IBEW Local 48  
Jordan Ramis  
MAJ Commercial Real Estate\*  
Neil Jones Food Company\*  
New Blueprint Partners  
NW Association for Blind Athletes\*  
Peterson & Associates, P. S.  
PointNorth Consulting\*  
Ridgefield School District  
Riverview Community Bank  
RJL Business Services\*  
Scott Edwards Architecture\*  
Silicon Forest Electronics Inc.  
Speak Technologies\*  
United Grain Corporation  
Vancouver Housing Authority  
Visit Vancouver USA\*

## FRIENDS OF CREDC

AbSci  
Capacity Commercial Group  
Clark County Association of Realtors  
Davidson & Associates Insurance  
Dollar Tree  
Fort Vancouver Regional Library District  
Gravitate  
Greear Kramer Monaghan  
Halbert Construction  
Hurley Development  
iQ Credit Union  
JPMorgan Chase  
Key Bank

MacDonald-Miller Facility Solutions  
Maul Foster Alongi, Inc.  
NV5  
Opsahl Dawson  
Pacific WRO  
Port of Portland  
Port of Ridgefield  
Riff Creative  
SGA Engineering & Design  
SKANSKA USA Building Inc.  
Strategies 360  
SW WA Regional Transportation Council  
The Historic Trust  
WasteConnections  
We Work for Health Washington  
WRK Engineers

## BUSINESS SUPPORT PARTNERS

Association of Washington Business  
Clark County Historical Museum  
Community Foundation of SW Washington  
Cowlitz Economic Development Council  
Downtown Camas Association  
Fourth Plain Forward  
Greater Portland Inc.  
Greater Vancouver Chamber of Commerce (GVCC)  
Hispanic Metropolitan Chamber  
Identity Clark County  
Life Science Washington  
Oregon BioScience Association  
Oregon Venture Fund  
Portland Business Alliance  
Portland Relocation Guide  
Ridgefield Business Association  
Ridgefield Main Street  
RYD  
Southwest Washington Contractors Association  
SW Washington PTAC  
Technology Association of Oregon  
Vancouver's Downtown Association  
Washington Council on International Trade  
Washington State Department of Commerce  
Washington Technology Industry Association  
WorkSource Vancouver

\*With multi-year agreements