

COLUMBIA RIVER ECONOMIC DEVELOPMENT COUNCIL

2023

# ANNUAL REPORT



# 2024 CREDC BOARD OF DIRECTORS

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Alan Hwang, *Riff Creative Studio*

### Vice Chair

Sarah Laughlin, *Fuel Medical*

### Secretary

Terry Wollam, *Wollam & Associates*

### Treasurer

Bryce Davidson, *Davidson Insurance*

### Immediate Past Chair

Mei Wu, *Speak Technologies*

### President

Jennifer Baker, *CREDC*

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Nancy Barnes

Narek Danielyan

Bryce Davidson

Billy Henry

Steve Hogan

Alan Hwang

Brian Knight

Sarah Laughlin

Nicole Davison León

Julianna Marler

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Randy Mueller

Erik Paulsen

David Ripp

Lindsey Salvestrin

Blake Seabaugh

Ryan Weston

Shara Wokal

Terry Wollam

Mei Wu

Glen Yung

## DIRECTORS EMERITUS

Eric Fuller, *Fuller Group*

John McDonagh, *Vancouver Business Journal*

Lance Barrett, *Barrett, Barrett & Company*

## LEGACY EMERITUS

Bill Dudley, *Landerholm*

Steve Horenstein, *Schwabe, Williamson & Wyatt*

## DIRECTORS

Gil Amundsen

Jen Baker

Lance Barrett

Jake Bigby

Mike Bomar

John Burgoyne

Judy Chipman

Phil Czajka

Allyssa Darling - Bromley

Bryce Davidson

Helen Devery

Karin Edwards

Josh Engelbrecht

Sarah Fox

Kara Fox-LaRose

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Eric Fuller

Miriam Halliday

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Nelson Holmberg

Alan Hwang

Jeff Kapp

Lisa Keohokalole Schauer

Eric Labrant

Sarah Laughlin

Kelly Love

Alexandra Mather

Troy McCoy

John McDonagh

Kathleen Rienhardt-Waring

Abbi Russell\*

Blake Seabaugh

Marty Snell\*

Tod Tapani

Mark Tishenko

Terry Wollam

Matthew Woodburn

Mei Wu

\* *Committee Chair*

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# LETTER FROM THE PRESIDENT

As Clark County rides a wave of success, we at CREDC look to the future. Faced with rapid growth, how do we harness and build on this positive momentum into the next few years?

We started the year evaluating community progress vis-à-vis goals in the Clark County Comprehensive Development Plan (2018-2023). Our data-driven analysis invited your thought leadership in guiding the launch of the Plan's 2024 refresh.

Our business development staff **secured nine recruitment and expansion wins** in 2023, yielding \$458 million in capital investment, 509 new and retained jobs, and 446,000 square feet of employment space. We dialed in our outbound **AI-enhanced recruitment tools** to match built and greenfield site availability and corresponding utilities resources. I testified to Clark County and City of Vancouver councils providing data on land subscription and nationwide site selection trends.

Acknowledging the refrain for needed workforce across sectors, CREDC leveraged our JustNorth platform for engagement with

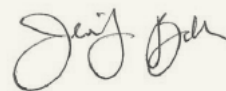
younger talent populations. We ramped up digital visibility for the quality-of-life experiences Clark County offers young people—those growing up here and those who consider moving. This campaign uniquely **recognized small city and urban core assets**, reaching 350,000 individuals.

Additionally, for the fourth year, we hosted a Future Leaders Project intern, contributing to his successful launch into the local workforce. Will your organization host alongside us in 2024 or 2025?

We celebrated major funding announcements for the Washougal 32<sup>nd</sup> Street Underpass diversion investment (\$40 million) and federal grantmaking supporting the Interstate Bridge replacement. To optimize local companies' opportunities to benefit from major infrastructure investments, CREDC **launched a new business services channel**. Business leaders now benefit from a CREDC team member advising on how to win public procurements—a resource that aligns nicely with the 22 letters of support we proffered to support infrastructure projects funding (\$789 million) sought by our city and port partners.

What makes these amazing resources possible? A strong board and committee network, a dedicated staff, late night grant-mongering, and **YOU and the 14 new and increased investors** who prioritized economic development investments through CREDC—**yielding \$40 of business-to-business activity for every \$1 invested**.

With best regards,



Jennifer Baker  
CREDC President/CEO  
Columbia River Economic Development Council





**EVERY \$1 INVESTED  
IN OUR ORGANIZATION  
RESULTS IN \$40\* OF NEW  
ECONOMIC ACTIVITY  
IN SW WASHINGTON**

Columbia River Gorge

\*FOR 2022/2023



# ECONOMIC GROWTH AND PROSPERITY FOR CLARK COUNTY

As Washington State's official Associate Development Organization in Clark County, CREDC advances regional economic vitality through business attraction and engagement, creating jobs and stimulating local investment in 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.

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.

## 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 OBJECTIVES

Our vision is for Clark County to be recognized as one of the most inclusive, healthy, and amenity-rich communities 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

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.

# SECTORS

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



# EXPAND BUSINESS SUPPORT PEOPLE CREATE PLACE



Columbia River, Washington

## INVEST IN ECONOMIC VITALITY

Get involved at the forefront of 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.

## 2023 INVESTOR MOMENTUM

New & Increased Private Sector Investors (14)

New & Increased Public Sector Investors (4)

Totaling \$44,665

## CREDC-FACILITATED RETURNS 2020-2023:

	Capital Expenditures	Jobs Created/ Retained	Wins
3 Year Total	\$1.35 billion	3,481	33

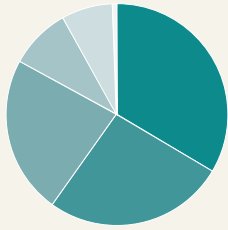


# LOOKING FORWARD

1 Share our community's commitment to business success.

2 Position us to optimize economic opportunity.

3 Celebrate people's unique contributions to our community.



**\$1,090,587**

2023 TOTAL REVENUE

33%

Public Investment

27%

Private Investment

23%

Program Income

9%

Event Income

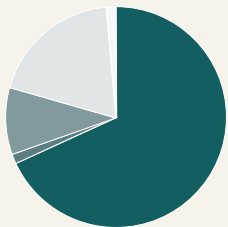
7%

Revenue - Other

1%

Interest

## REVENUE



**\$1,019,405**

2023 TOTAL EXPENSES

68%

Personnel

1%

Professional Fees

10%

Operation

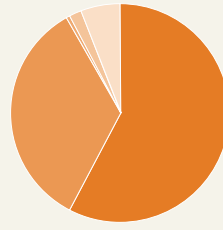
19%

Department Direct

1%

Other: Depreciation

## EXPENSES



**\$433,191**

2023 GRANT YIELD FOR BUSINESSES

57%

2023 Statewide Disaster Relief

34%

SRF Attraction Assistance

1%

PhRMA Economic Impact Education Program

2%

2023 Statewide Disaster Relief

6%

Special Project - Ec Dev Plan

## GRANTS

## BUSINESS RECRUITMENT, RETENTION AND EXPANSION ACTIVITY

38

Total Active Pipeline Projects

8

New Recruitment, Retention, Expansion, and Growth Projects

## FUTURE LEADERS PROJECT

4TH YEAR EXPANSION:

14

Interns placed across

12

Companies

## BUSINESS DEVELOPMENT WINS

9

Recruitments & Expansions

6

Recruitments

3

Expansions

\$458 million

Capital Investment

509

New & Retained Jobs

446,000

Square Feet Subscribed



NE DALLAS ST

HISTORIC  
DOWNTOWN

Marshall's  
CAFE

Cameras



*Downtown Camas, Washington Courtesy of Downtown Camas*

## APEX PROGRAM

CREDC is proud to host the Washington APEX Accelerator here in Clark County.

### Washington APEX Accelerator

*(formerly known as PTAC- Procurement Technical Assistance Centers)*

Provides assistance to small businesses who wish to sell to federal, state, and local governments.

- Finding opportunities to bid
- Interpreting solicitations and regulations
- Certifications & registrations
- Marketing
- Partnering and Networking opportunities
- Post Award assistance, and more!

## NEW WAYS TO GROW OUR MARKET

The federal government spends between \$900 million and \$1.5 billion annually across Oregon and Southwest Washington—but Clark County’s bounty rings in at less than six percent most years.

With CREDC competing for and gaining the host seat for the Department of Defense-sponsored APEX Accelerator program in 2023, companies county wide now enjoy free workshops, networking, and one-to-one guidance on responsibly bidding and winning government contracts—federal, state, and local—as well as post award support.



# OUTREACH/MARKETING



**ATTRACT TOP TALENT**

**1,032,376**

Views in the last 10 weeks!

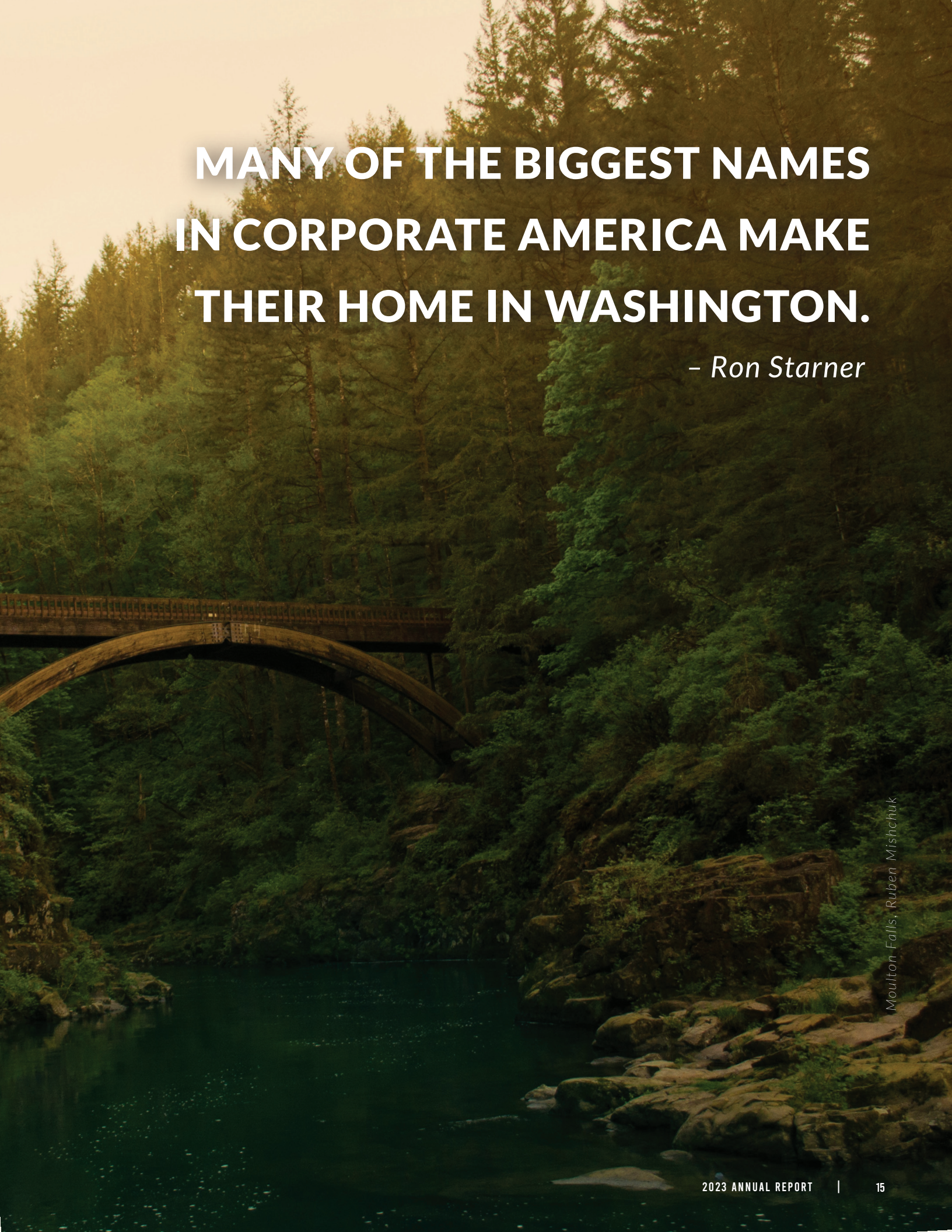


## SOCIAL MEDIA ANALYTICS

JAN 2023 – DEC 2023

LINKEDIN	INSTAGRAM
+411 Followers	+1331 Followers
193,127 Impressions	350,381 Reel Views
9.42% Average engagement rate	6.5% Average engagement rate
143 Posts	54 Reels

(Our rapid growth started in Jan 2024 after consistent posting from April 2023 - Dec 2023)



**MANY OF THE BIGGEST NAMES  
IN CORPORATE AMERICA MAKE  
THEIR HOME IN WASHINGTON.**

*– Ron Starner*

Moulton Falls, Ruben Mishchuk

# THANK YOU 2024 INVESTORS AND PARTNERS FOR YOUR SUPPORT



## PRESIDENT CIRCLE (\$10K+)

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

## GROWTH LEADERS (\$5K+)

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

## COMMUNITY COLLEAGUES (\$2.5K+)

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

## FRIENDS OF CREDC

AbSci  
Capacity Commercial Group  
Clark County Association of Realtors  
ControlTek  
Davidson & Associates Insurance  
Fort Vancouver Regional Library  
Halbert Construction  
Hurley Development  
iQ Credit Union

JPMorgan Chase  
KeyBank  
MacDonald-Miller  
Maul Foster Alongi, Inc  
Opsahl Dawson  
Pacific WRO  
Port of Portland  
Port of Ridgefield  
SGA Engineering & Design  
Skanska USA  
Strategies 360  
SW WA Regional Transportation Council  
The Historic Trust  
Tschau Partnerships, LLC  
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  
Hispanic Metropolitan Chamber  
Identity Clark County  
Life Science Washington  
Oregon BioScience Association  
Oregon Venture Fund  
Portland Metro Chamber  
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  
Washington Council on International Trade  
Washington Technology Industry Association  
WorkSource Vancouver

\*With multi-year agreements