

COLUMBIA RIVER ECONOMIC DEVELOPMENT COUNCIL

2023

ANNUAL REPORT





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Abbi Russell* *Maul Foster Alongi*

Marty Snell* *Mackay Sposito, Inc.*

Tod Tapani *Tapani, Inc.*

Mark Tishenko *Edge Networks*

Matthew Woodburn *Kaiser Permanente*

* *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

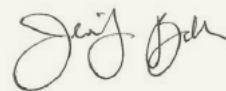
younger talent populations. We ramped up digital visibility for the quality-of-life experiences Clark County offers young people—those growing up here and those who consider moving. This campaign uniquely **recognized small city and urban core assets**, reaching 350,000 individuals.

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 32nd 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 Grant Jacobson

*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:

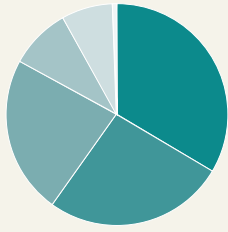
	Capital Expenditures	Jobs Created/ Retained	Wins
3 Year Total	\$1.35 billion	3,481	33

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

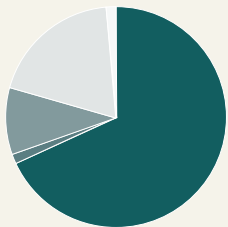
7%

Revenue - Other

1%

Interest

REVENUE



\$1,019,405

2023 TOTAL EXPENSES

68%

Personnel

1%

Professional Fees

10%

Operation

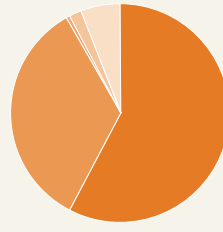
19%

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

Camino



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!

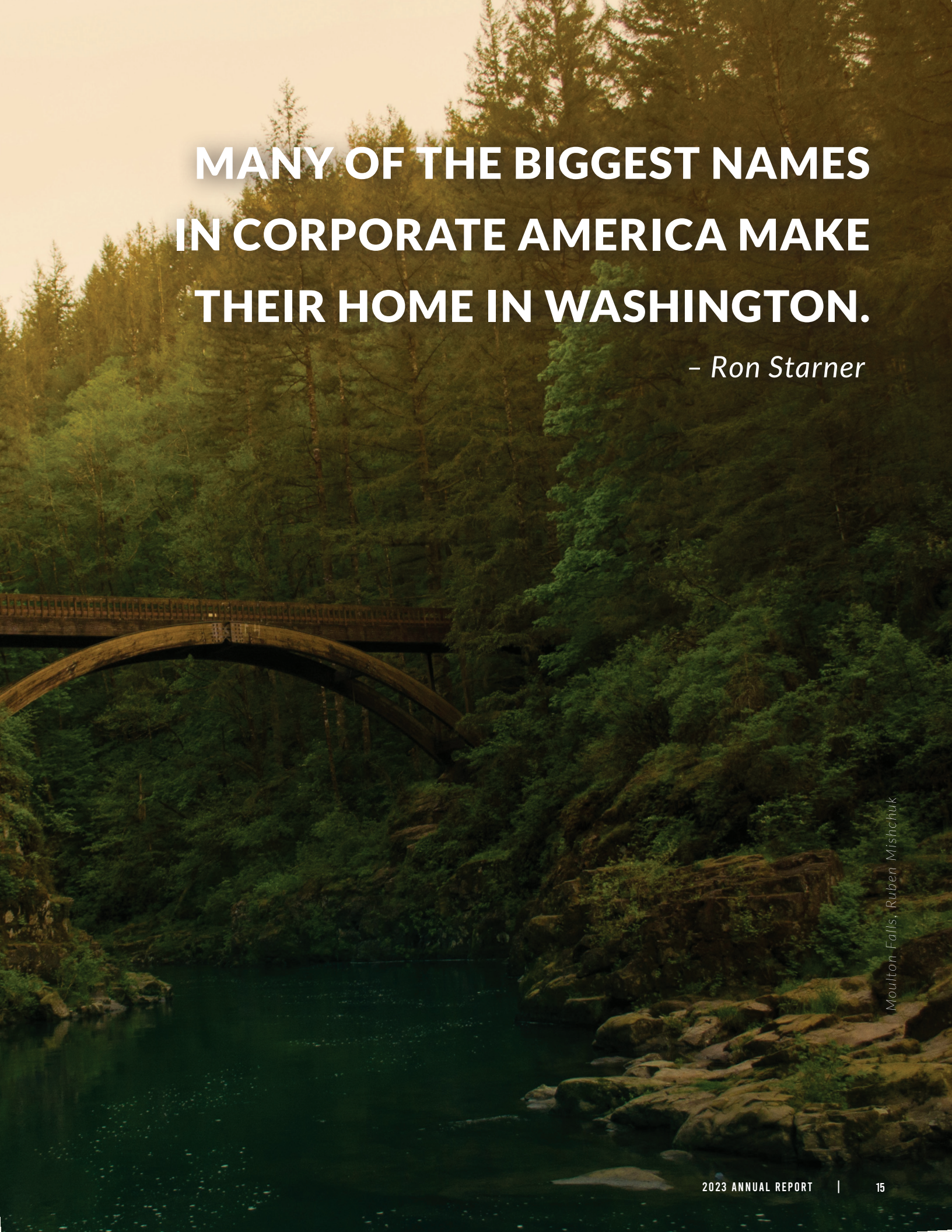


SOCIAL MEDIA ANALYTICS

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
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

*With multi-year agreements