

COLUMBIA RIVER ECONOMIC DEVELOPMENT COUNCIL

# ANNUAL REPORT

2024



# LETTER FROM THE PRESIDENT

This year's Annual Report highlights some great wins, despite business conditions that proved to be complicating—like sustained high interest rates and anticipated (but unknown) outputs of the national and state elections. As you will discover here, it was a banner year for CREDC results!

Our business development team achieved **nine recruitment and expansion wins**, resulting in \$338 million in capital investment, 445 new and retained jobs, and the subscription of 343,506 square feet of mostly industrial employment space. From announcing \$300,000 in SRF awards to **Analog Devices** to advancing site variables for the go-live of **Summit Truck Body** in Ridgefield, our 2024 business successes underline that Clark County, WA, is a great place to locate and grow a business. **Vigor Industrial's** expanded \$1 billion contract to scale up manufacturing of MSV-Light landing crafts is a compound CREDC project success, yielding the dividend of 180 new jobs and injecting an estimated \$48 million into our local economy.

These wins for the community are achievable only through consistent CREDC investor support. Thank you to CREDC's annual and multi-year investors for

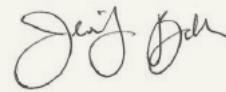
establishing the foundation for staff to function with predictability and confidence!

Along with new and increased investors who prioritize a healthy business environment—Your commitment creates a powerful multiplier, generating **\$34 of business-to-business activity for every \$1 invested in CREDC**. Learn about this work and don't miss the breadth of business outreach by WA APEX Accelerator, hosted by CREDC, or the advancement of our JustNorth campaign. Dig into the report to learn more about your CREDC investment at work.

As our county measures strong growth across economic indicators, we cannot lose focus on our comprehensive goals or the conditions that find us able to attract strong investments today. Inertia itself does not guarantee future growth; and now, as much as ever, we must reflect on the ground-laying work of the past and the community qualities that contribute to our present-day wins.

We are grateful for your partnership and our shared investment in growing a durable and vital economy. There are many more wins to achieve together.

With best regards,



Jennifer Baker  
President & CEO  
Columbia River Economic Development Council





**EVERY \$1  
INVESTED IN OUR  
ORGANIZATION  
RESULTS IN  
\$34\* OF NEW  
ECONOMIC  
ACTIVITY IN  
SW WASHINGTON**

\*FOR 2021/2024



# ECONOMIC GROWTH AND PROSPERITY FOR CLARK COUNTY

As Washington State’s official Associate Development Organization in Clark County, CREDC unites 150 private and public partners dedicated to advancing regional economic vitality through business growth and innovation.

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 vitality 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 in our 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 the 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**



## 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.

## 2024 INVESTOR MOMENTUM

New & Increased Private Sector Investors (6)

New & Increased Public Sector Investors (5)

Totaling \$29,550

## CREDC-FACILITATED RETURNS 2021-2024:

	Capital Expenditures	Jobs Created/ Retained	Wins
4 Year Total	\$1.69 billion	3,926	42

## LOOKING FORWARD

01

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SHARE OUR  
COMMUNITY'S  
COMMITMENT  
TO BUSINESS  
SUCCESS.

02

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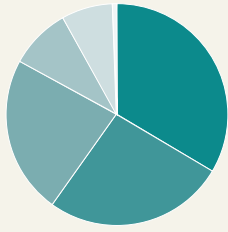
POSITION US  
TO OPTIMIZE  
ECONOMIC  
OPPORTUNITY.

03

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CELEBRATE  
INDIVIDUAL'S UNIQUE  
CONTRIBUTIONS  
TO OUR  
COMMUNITY.





**\$1,226,558**

2024 TOTAL REVENUE

31%  
Public Investment

24%  
Private Investment

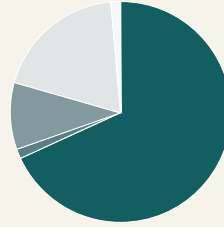
29%  
Program Income

6%  
Event Income

9%  
Revenue—Other

1%  
Interest

## REVENUE



**\$1,128,510**

2024 TOTAL EXPENSES

70%  
Personnel

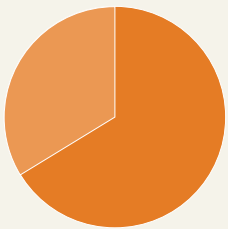
2%  
Professional Fees

9%  
Operation

18%  
Department Direct

1%  
Other: Depreciation

## EXPENSES



**\$812,000**

2024 GRANT YIELD  
FOR BUSINESSES

37%  
SRF Attraction Assistance

63%  
Research, Development, and  
Demonstration Grant

## GRANTS

## BUSINESS RECRUITMENT, RETENTION, AND EXPANSION ACTIVITY

76  
Total Active Pipeline Projects

35  
New Recruitment, Retention,  
Expansion, and Growth Projects

## FUTURE LEADERS PROJECT

5TH YEAR EXPANSION:

24

Interns Placed Across

19

Companies

## BUSINESS DEVELOPMENT WINS

9

Recruitments & Expansions

7

Recruitments

2

Expansions

\$338 million

Capital Investment

445

New & Retained Jobs

343,506

Square Feet Subscribed





## WASHINGTON APEX ACCELERATOR PROGRAM

CREDC is proud to host the Washington APEX Accelerator here in Clark County. APEX provides assistance to small businesses wishing to sell to federal, state, and local government.

- In 2024, APEX at CREDC provided personalized advising to 153 new clients and conducted 105 follow-up sessions with established businesses, totaling 312 hours of dedicated guidance.
- Clients served by APEX in SW Washington secured 462 government contract awards, collectively valued at \$24,077,102.25.
- APEX hosted 19 events, attracting 641 attendees.

### 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 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

2.8 million

Views in 2024



## SOCIAL MEDIA ANALYTICS

JAN 2024-DEC 2024

LINKEDIN	INSTAGRAM
3,081 Followers	+ 2550 Followers
132,190 Impressions	25.38k Average reach per reel
9.42% Average engagement rate	7.7% Average engagement rate
143 Posts	105 Reels

## NEWSLETTER ANALYTICS

JAN 2024-DEC 2024

65 Emails sent	28% Open rate
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A night sky with the Milky Way galaxy visible, framed by the dark silhouettes of evergreen trees. The text is centered in white, bold, uppercase letters.

**AS WASHINGTON STATE'S  
OFFICIAL ASSOCIATE  
DEVELOPMENT  
ORGANIZATION IN CLARK  
COUNTY, CREDC UNITES  
150 PRIVATE AND PUBLIC  
PARTNERS DEDICATED TO  
ADVANCING REGIONAL  
ECONOMIC VITALITY  
THROUGH BUSINESS  
GROWTH AND INNOVATION.**

# THANK YOU 2025 INVESTORS AND PARTNERS FOR YOUR SUPPORT

## VISION MAKERS (\$30K+)



## CEO COUNCIL (\$15K+)



MACKENZIE.



## 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\*  
Comcast  
David Evans & Associates  
Fuel Medical  
George Fox University  
HAPO Community Credit Union\*  
Heritage Bank  
IBEW Local 48  
Jordan Ramis PC  
MacKay Sposito, Inc.  
Maddox Industrial Transformer  
MAJ Commercial Real Estate\*  
Neil Jones Food Company\*  
NW Association for Blind Athletes\*  
Pahlisch Commercial, Inc.  
Peterson & Associates, P. S.  
PointNorth Consulting\*  
Riff Creative  
Riverview Bank  
RJL Business Services\*  
Scott Edwards Architecture\*  
Silicon Forest Electronics Inc.  
Skanska USA  
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  
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  
Provision Group, LLC  
SGA Engineering & Design  
Strategies 360  
SW WA Regional Transportation Council  
The Historic Trust  
Tschau Partnerships, LLC  
VEXOS  
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