EDCO MOVE START GROW

ECONOMIC DEVELOPMENT FOR CENTRAL OREGON

2019 CENTRAL OREGON ECONOMIC PROFILE

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Welcome to Central Oregon

Where the commute times are short and breathtaking views await you at every turn. The region features dramatic snow-capped mountain ranges and high desert plateaus within Deschutes, Crook and Jefferson counties.

Located halfway between San Francisco and Seattle, the hottest small metropolitan market in the U.S. is Central Oregon. In the last decade the region has seen some of the highest sustained GDP growth, job growth and population growth. With these factors in mind, The Milken Institute has named the region the best small metropolitan in the nation three years in a row – a feat no other location has ever received.

Central Oregon is pulling extraordinary talent and capital, fostering a diverse and highly entrepreneurial business ecosystem. Lured by natural scenic beauty and big city amenities (world-class health care, education, dining) without big city costs or hassle, people are learning that having a true work-life balance is possible. Employees are happier; companies are more innovative and capital-efficient. All in a region dominated by small to mid-sized firms that compete globally – and win.



Regional Population:

235,250

(2018 estimates from Portland State University)



Regional Labor Force:

117,050

(Seasonally adjusted total for Q1 2019 from Oregon Employment Department)

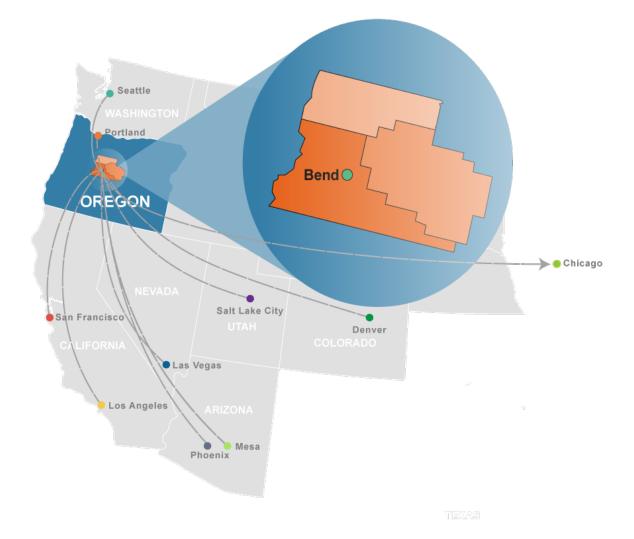




Bend-Redmond MSA GDP Per Capita: (2017 estimate from the Bureau of Economic Analysis)

\$46,903

*Bureau of Economic Analysis data is only available for the Bend-Redmond MSA



Access to and from our region has never been easier with six national carriers flying 52+ segments daily to 10 international airports. The best part? Travel through the Redmond airport is a breeze.



Central Oregon has been among the fastest growing regions anywhere in the U.S.

In-migration has been the dominating factor in the region's growth with approximately 7,000 new residents moving to the area from all over the country every year. At the same time, the region's ability to attract young families has resulted in strong birth rates.

POPULATION CHANGES FOR CENTRAL OREGON				
Area	Percent Change 2010 - 2018	Net Migration % 2010 - 2018		
Oregon	9.5%	75.8%		
Counties				
Deschutes County	19.8%	90.4%		
Jefferson County	8.5%	64%		
Crook County	8.3%	119%		

Source: Population Research Center, PSU, April 2019. (April 1, 2010 to July 1, 2018)

"Net migration is one of Oregon's competitive advantages as we have historically been able to attract new residents to the state, expanding the labor force."

Damon Runberg

Regional Economist, State of Oregon Employment Department

NEW RESIDENTS, NEW IDEAS & NEW ENERGY



- U.S. CENSUS, 2018

With over 4.5 million visitors flocking to Central Oregon each year, it proves a great introduction to our region's culture, lifestyle and a great first impression for businesses. Central Oregon and the Bend-Redmond MSA continually top the nation in population growth. In fact Bend has been among the 15 fastest growing cities in the U.S. four of the last five years. While our population grows, so does our workforce. We're cultivating a community that has consciously decided to live here and work towards making our region an even better place to live.

POPULATION TOTALS FOR CENTRAL OREGON						
Area	2000	2010	2015	2017	2018	% Growth 2010-2018
Oregon	3,421,399	3,837,300	4,013,845	4,141,000	4,195,300	9.3%
Crook County	19,184	21,020	21,085	22,105	22,710	8.0%
Deschutes County	115,367	157,905	170,740	182,930	188,980	19.7%
Bend	52,029	76,740	81,310	86,765	89,505	16.6%
La Pine	Not incorporated	1,660	1,670	1,730	1,840	10.8%
Redmond	13,481	26,225	27,050	28,265	29,190	11.3%
Sisters	959	2,040	2,280	2,540	2,725	33.6%
Unincorporated	48,898	51,240	53,151	63,630	65,720	28.3%
Jefferson County	19,009	21,750	22,445	23,190	23,560	8.3%
Tri-County Total	153,560	200,675	214,270	228,225	235,250	17.2%

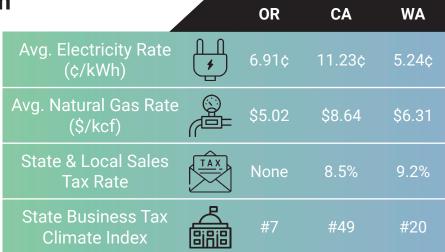
1990 and 2000 Census numbers are for April 1 of that year; 2013-2018 data are for July 1 of that year. Source: Population Research Center, PSU

MOVE

We guide employers outside the region through the relocation process as a resource for regional data, incentives, talent, site selection, and A-Z problem solving.

Business Cost Comparison

Oregon offers more incentive programs to traded-sector businesses (companies that sell products or services outside the area) than Washington and California combined. Even without taking those incentives into consideration, Oregon is still a more cost-effective choice for doing business. Contact EDCO for a detailed look at the business costs in Central Oregon.



Sources: <u>Tax Foundation 2019</u>, <u>US Energy Information Association</u> (Natural Gas) Feb. 2019, <u>US Energy Information Association</u> (Electricity) Mar. 2019

"We fell in love with everything the area has to offer and EDCO gave us the guidance needed to prove our case that Central Oregon is a great place to do business."

- Jeff Cummingham – GM/VP of Global Sales, Aquaglide

Case Study: Aquaglide

Last year Aquaglide, one of the world's premier inflatable water sport product companies, was in the process of being acquired by outdoor industry powerhouse Kent Watersports through Connelly Skis, one of Kent's iconic brands. EDCO worked with Aquaglide providing location options, cost comparisons and more, to show Kent Watersports the many benefits of relocating Aquaglide to Bend. After months of back and forth discussions, Kent Watersports was convinced that the move was a financially responsible decision and great for their employees. One year later Aquaglide now operates its headquarters from Central Oregon, with a team of 10 which were hired locally. For Aquaglide, the lifestyle and ability to attract the top level talent that Central Oregon provides was the defining factor in relocating to Bend.

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RELOCATE & EXPAND



Get connected to our growing industry clusters that include: Breweries, Bio, Recreation, Technology, Building Products, Automotive, Aerospace, and Advanced Manufacturing.



Our tools to help your company include: linking with the local supply chain, finding talent, incentives, business finance, and more.



We help you navigate the regional and local real estate market, infrastructure and permitting processes.



WHY CENTRAL OREGON?

When compared against its neighbors to the north and south, Oregon's overall business costs rank significantly lower. Average electricity rates, natural gas rates, state & local sales tax rates, and business tax climates in particular are significantly lower than the national average.

For a relocating business, Central Oregon has a reputation for welcoming new companies without sacrificing workforce, talent, quality healthcare, transportation, or infrastructure. EDCO's resources and connections can help your business make the right decisions when choosing a new home.

START

We mentor and advise scalable young companies from concept to exit on issues such as access to capital, critical expertise and business strategy.



"Organizations like EDCO are critical for business creation and development in any community. That said, the wicked smart and driven people that Roger Lee has assembled at EDCO are the best. The team listens to its customers (and community) and pushes hard for big results. Their monthly PubTalk meetups or the Bend Venture Conference (BVC) are two examples of some of the best programs I've seen in Oregon. Without EDCO and its incredible team the entrepreneur community in Central Oregon would be greatly disadvantaged. For me, EDCO has provided the platform and resources to move from a big city, start my business and grow into a global leader in our market. Thank you EDCO for all you do!" - Justin Johnson. Founder and CEO – LeadMethod

Case Study: LeadMethod

In 2013 LeadMethod Founder & CEO Justin Johnson moved from Seattle to Bend. Unsure how to immerse himself in the business community, he reached out to EDCO for resources that allowed him to connect with many local leaders, influencers and mentors.

One local resource he connected with was the Bend Venture Conference, and in 2017 LeadMethod walked away from the annual angel investing event with over \$485,000 in funding. The winners of the largest Angel Conference in the West kicked their growth into high gear. The money raised from BVC allowed LeadMethod to increase their staff by 50% and move into a new 5,000 square foot office space, giving them both the manpower and room to scale the business while also adding the ability to test new and innovative ideas.

LeadMethod, creator of the first channel revenue optimization software, allows manufacturers and distributors to get more information on the leads provided throughout the entire sales cycle. With 25% of their customers surpassing \$1 billion in revenue, they continue to gain industry trust worldwide while expanding their footprint in Bend.

ENTREPRENEURIAL SUPPORT



A driving force for our economic performance is a collaborative and inclusive entrepreneurial community. This is supported via the number of new business registrations, which has outpaced far larger cities. In 2018, Bend entrepreneurs registered one new business for every 26 residents, the most registrations per capita of any medium or large city in the state.

The region is large enough to provide resources and access to capital that help new entrepreneurs get started, while still being small enough that those resources are interconnected to support businesses as they grow. Unique to Central Oregon, given its size, are the numerous community resources and assets that are available. Assets managed by EDCO include monthly Central Oregon PubTalks, the Stable of Experts (mentors) and the largest Angel Conference in the West, the Bend Venture Conference.

METROPOLITAN AREAS WHERE FIRST FINANCINGS ARE RISING				
Area	National Rank	% Change (Annualized) 2013-2017	National Rank	% Change (Annualized) 2009-2014
Des Moines-West Des Moines, IA	1	7.7%	No Rank	0.0%
Lexington-Fayette, KY	1	7.7%	23	7.5%
Boulder, CO	3	5.4%	No Rank	0.0%
Bend-Redmond, OR	4	5.3%	3	31.6%
Columbus, OH	5	4.7%	18	12.3%

Source: Startupsusa.org, April 2018. (April 1, 2010 to July 1, 2017)

While the general trend shows that the total amount of startup funding is down across the country, this is not the case in Central Oregon, according to the Center for American Entrepreneurship. Deschutes County placed #4 among all U.S. metros for growth in first financings of startups from 2013-14 to 2016-17 and #3 in the preceding period.



We partner with local traded-sector companies to help them grow and expand, offering them the very same incentives and assistance as relocation projects.



"EDCO was an instrumental part in bringing Laird Superfood to Sisters. From connecting us with key employee hires, finding available land to build our new facility, helping us secure forgivable loans with the city and county, leading us through tax incentives, EDCO went above and beyond the call of duty in support of our business. This was the determining factor in building our business in Central Oregon."

-Paul Hodge, CEO, Laird Superfood

Case Study:



In November 2015 Laird Superfood started its operations with just three employees in Sisters, Oregon. Their flagship product, Laird Superfood creamer was making waves across the natural products market thanks in-part to the company's namesake and co-founder, Laird Hamilton. The company creates clean, all natural superfood products that are sustainably grown and responsibly sourced, including coffee creamers and hydration products.

Today, the company has over 80 employees and a brand new 20,000+ sq. ft. state-of-the-art campus. A recent investment from global co-working giant WeWork (now The We Company) gave the company the capital needed to continue their expansion with innovative growth plans.

What started as an idea would not have been possible in Sisters without help from EDCO. Laird Superfood CEO Paul Hodge had recently moved to the Sisters community and wasn't convinced manufacturing a globally distributed product would be possible in a city with just 2,700 residents. EDCO quickly aligned city and county leadership, state government and local support to give Laird Superfood the resources needed to launch. From incentives to land selection, workforce and development assistance, EDCO worked closely with the company, providing the necessary help for them to achieve a successful start with roots firmly planted in Sisters.

WORKFORCE



Private sector employment growth in the region was **26% higher** than Oregon's average over the last 10 years, and is projected to **grow by 18%** through 2024. -Business Oregon's Regional Competitive Industry Analysis, 2016

Workforce Development



Youth CareerConnect CENTRAL OREGON

Internships provide students with real work experience 200 Successful Interships Placed Since Launch

Four years in the making, Youth CareerConnect is a collaborative regional effort connecting high school and college students with employers for internships that benefit both. Four organizations lead local programs with dedicated staff including Chambers of Commerce in Bend, Madras



and Prineville, as well as EDCO in Redmond and Sisters.

With significant financial and organizational support from non-profits Better Together and East Cascades Works, 120 businesses signed up to host interns with 257 students competing for the positions during the 2018-19 school year. Stories of how both young adults and local employers are being transformed in the process are truly inspirational. To get involved, visit: **youthcareerconnect.org.**

DELIVERING WHAT IS EXPECTED

DESCHUTES COUNTY 1 COUNTY RECEIVING MOST INVESTMENT IN OREGON

-SMARTASSET, 2019

"Bend enjoys a truly collaborative environment. Everyone is not only supportive of each other, but excited to see one another grow. We share the same trails, rivers and slopes and ultimately share a similar vision to help Bend succeed."

Hydro Flasi

Scott Allan GM, Hydro Flask

The combination of a collaborative culture, a supportive attitude among government and economic development agencies, plus a location that attracts talent and investment all help Central Oregon compete nationally.

INCOMING INVESTMENT BY COUNTY IN OREGON						
Rank	County	Business Growth	GDP Growth (millions)	New Building Permits (per 1,000 homes)	Federal Funding (per capita)	Incoming Investment Index
1	Deschutes		\$1,181	26.5	\$333	63.28
2	Multnomah	6.1%	\$4,816	15.0	\$898	48.53
3	Washington	5.9%	\$2,728	14.8	\$404	46.22
4	Clackamas	5.1%	\$2,081	15.0	\$646	45.23
9	Crook	3.7%	\$90	10.5	\$389	36.95
16	Jefferson	3.1%	\$66	5.7	\$198	30.57
	Oregon Totals	1.7%	\$613	6.9	\$342	

Source: SmartAsset, 2019

TRANSPORTATION





Redmond Municipal Airport (RDM; www.flyrdm.com) provides commercial air service with 26 daily round-trip flights to Denver, Los Angeles, Mesa, Phoenix, Portland, Salt Lake City, San Francisco, Chicago, Las Vegas, and Seattle via six carriers (Alaska, Allegiant, American, Delta, Sun Country Airlines, and United).





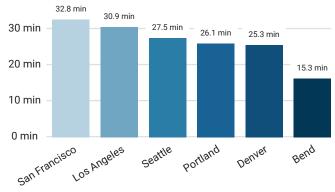
Burlington Northern-Santa Fe (BNSF), Union Pacific (UPRR) and the City of Prineville Railway (COPR) provide direct connections for shipping to any market in the United States, Canada and Mexico.





U.S. Highways 97 and 20 are two of the state's major trucking routes, with access to major metro areas with connections to Interstate 5 (N-S) and Interstate 84 (E-W).

Average Commute Times



The Central Oregon average commute time is **21 minutes** each way, saving the average worker

over one work week per year! Source: <u>Census.gov</u> 2019

Travel Time & Distance by Car



SERVICES & INFRASTRUCTURE



UTILITIES

Because most of our region has been built new in the past two decades, our telecommunications infrastructure is one of the Northwest's most technologically advanced, meeting business and telecommuting requirements for capacity, redundancy and reliability.

EDUCATION

Central Oregon is well-recognized for its high level of education, with some of the best K-12 public schools in the nation. In 2018, the Bend-La Pine school district's average SAT scores surpassed the national average by over 100 points. Additionally, our higher education opportunities abound. From Oregon State University-Cascades ongoing expansion, to Central Oregon Community College's four campuses in the region, there are opportunities for all to obtain a quality education.



HEALTHCARE

Top quality healthcare is one of Central Oregon's crown jewels. St. Charles Health System is the largest healthcare provider in the region, and is also the largest employer with over 4,400 employees across the tri-county area. A network of more than 100 clinics and specialty practices further support the community.

TOP EMPLOYERS

CENTRAL OREGON RANKED #1 IN THE NATION FOR GDP GROWTH AT 8.1%

- Bureau of Economic Analysis, 2016

2018 Central Oregon Industry Composition



Source: State of Oregon Employment Department, 2019

According to the Oregon Employment Department, 78% of Oregon establishments have nine or fewer employees and the average private establishment employs 11 people.

Still, a number of large employers operate successfully here, tapping into Central Oregon's ever-expanding workforce, the overall low cost of doing business and business-friendly local governments. This year, the top 50 private companies collectively employ more than 22,000 Central Oregonians, or roughly 22.5% of the region's current total employment.

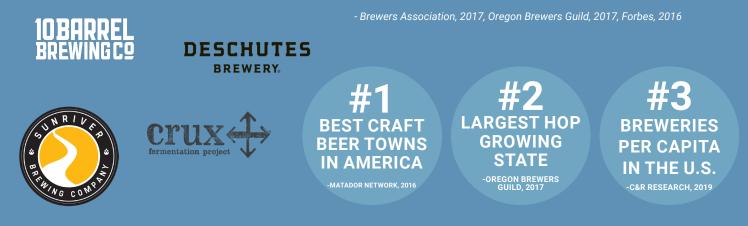
R	Rank 2019 Central Oregon Largest 50		Employees		
2019	2018	Private Employers	2019	2018	
1	1	St. Charles Health System regional	4,447	4,183	
2	3	Bright Wood Corporation	1,138	986	
3	4	Les Schwab regional	1,080	926	
4	2	Sunriver Resort	1,000	1,100	
5	6	Mt. Bachelor	975	840	
6	5	Safeway regional	853	878	
7	7	Fred Meyer regional	667	628	
8	NL	Rosendin Electric	609		
9	10	Summit Medical Group	587	538	
10 11	8 9	McDonald's regional IBEX	536 480	615 540	
12	9 11	PCC Schlosser	460	450	
13	12	Consumer Cellular	403	440	
14	15	Lonza, formerly Bend Research	385	361	
15	16	Black Butte Ranch	375	360	
T-16	18	Costco	350	339	
T-16	37	Facebook	350	201	
18	19	Mosaic Medical	341	303	
19	13	Opportunity Foundation	335	381	
20	14	JELD-WEN Windows and Doors	315	375	
T-21	20	Eagle Crest, Aimbridge Hospitality	300	300	
T-21	NL	Pronghorn Resort	300	150	
23	17	Deschutes Brewery	296	340	
T-24	22	BendBroadband/TDS Telecom	280	280	
T-24	23	Brasada Ranch	280	275	
26	25	G5	278	258	
27	27	The Center (Ortho/Neuro)	274	252	
28	T-28	Contact Industries	270	250	
29	26	Bi-Mart regional	251	254	
30	32	Epic Air	250	230	
31	33	PacificSource	243	223	
32	36	Keith Manufacturing Co.	235	210	
T-33	32	Riverhouse on the Deschutes	220	220	
T-33	T-38	Tetherow	220	200	
35	31	10 Barrel Brewing Co.	216	236	
36	43	Medline ReNewal	210	182	
37	41	First Interstate Bank	203	191	
38	T-38	Athletic Club of Bend	200	200	
39	30	Navis	199	237	
40	40	Touchmark at Mt. Bachelor Village	196	196	
41	T-49	Target	190	150	
42	42	Neighbor Impact regional Indian Head Casino	186	190	
43 44	45		180	180	
44	46 48	J Bar J Youth Services High Lakes Health Care regional	174 170	174 157	
45	40 47	Sunriver Owners Association	165	162	
40	51	Rebound Physical Therapy regional	157	144	
47	T-49	Sunriver Brewing Company regional		150	
49	44	Ray's Food Place regional	150	181	
50	NL	Western Heavy Haul & SMAF	142	121	
00		The sector freezy fradi & SiviAi	172	121	

NL = Not Listed T = Tied

FOUNDATIONS OF CENTRAL OREGON'S ECONOMY

BREW (Craft Brewing, Distilling and Fermentation)

- Central Oregon is home to breweries, both big and small, with Deschutes Brewery topping the list, brewing over 339,000 barrels in 2017
- 33 breweries, 4 cideries and 10 distilleries in the region
- Bend has more breweries per capita than Portland, Oregon!
- With nearly 77,000 visitors a week and 4.5 million visitors a year, it's safe to say this is a region that really knows (and loves) its craft beer



BIO (Pharmacuetical, Research and Manufacturing, Medical Devices, and Bioscience Software)

Producing everything from titanium implants to cutting edge research in new drug treatments, our bioscience industry has been experiencing double-digit year-over-year employment growth for the past several years. Quietly, Central Oregon's bioscience industry has grown to more than 30 companies employing 3,000 people. The region's lifestyle has proven capable of attracting world-class technical and science talent that purposely moves here and stays.









REC (Outdoor Gear & Apparel)

- The region is home to a diverse array of outdoor product companies, with some of the best-known names in the industry calling Central Oregon home
- 100+ outdoor industry product companies
- Home to the Oregon Outdoor Alliance (OOA) and Oregon's Office of Outdoor recreation, both of which are dedicated to connecting & cultivating Oregon's outdoor industry
- The country's first dedicated startup accelerator for the outdoor industry, Bend Outdoor Worx, is located in Bend
- The country's only four-year degree for outdoor product development at OSU-Cascades
- Home to Bend Outdoor Worx BreakOut, the only early-stage funding event in the U.S. focused solely on outdoor product companies



TECH (Software, Electronics, IT & Data Centers, and Renewable/Alternative Energy)

- Including software companies, electronics manufacturers, alternative/energy services, and data centers, the region has over 130 tech companies employing nearly 2,000 people
- Five dozen software companies call the region home (with most headquartered here)
- "Bend hosts a growing tech sector, which should see the gains from the development of local talent through Oregon State University-Cascades."
 The Milken Institute 2017 Best Small Cities
- "Bend ranked #16 among U.S. metro areas for high-tech startup density." - The Kauffman Foundation



FOUNDATIONS OF CENTRAL OREGON'S ECONOMY

Aviation/Aerospace (Aircraft and related components)

The production of light aircraft in Central Oregon spans back more than 30 years and over that time, 25 aircraft have moved through the process of design on paper to flight – several in scaled production. Along with these aircraft, many suppliers of specialized equipment have followed. Our region's "special sauce" in the industry? Composite (carbon fiber) fabrication and innovation that make our OEM's and supply chain companies unique on a national and even global scale. But it's not all just manufacturing. We have some of the most successful flight training programs in the country with both fixed-wing and helicopter flight schools serving the global industry.



Building Products (Windows, Doors, Moldings & Specialty Products)

For much of the region's economic history, wood products manufacturing was the dominant industry employing Central Oregonians and forming the foundation for other business activity. While we've diversified dramatically over the past three decades, the manufacturing of products used in residential and commercial construction still plays a very important role for the region's economy. Competing on a global scale, businesses in this industry have innovated and automated their way to becoming leaders in their respective sub-industries. The region, like Oregon in general, is salted with many specialty wood products companies including cabinet manufacturing, custom furniture and even our own cluster of musical instrument businesses.















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Automotive

Make no mistake, we're not the next Detroit of auto manufacturing. We are, however, home to a number of innovative companies in the automotive sector. Les Schwab Tire Centers, with its headquarters in Bend and several million square feet of distribution in Prineville, is just one example. Founded in Central Oregon in 1950, Les Schwab has grown to one of the largest independent tire retailers in the U.S. Meanwhile, German-based Daimler is growing its presence in the U.S. with a state-of-the art truck proving grounds in Madras. A host of small but successful specialty automotive companies call the region home, making everything from race car fuel tanks and push rods to performance components for trucks, motorcycles and propulsion systems.



Advanced Manufacturing

Somewhat of a catch-all for a number of established and emerging companies in a widely diverse set of sectors, the region has dozens of manufacturers that are leaders among their peers. Specialties include metal fabrication, precision machining, Swiss machining, industrial coatings, 3-D metal printing, materials conveying systems and technology, and clean room design and manufacturing.

i3DMFG











LIFESTYLE

Central Oregon is blessed with a rare mix of city amenities and restful isolation. It offers the slower speed of a small town with a medical community and infrastructure not normally seen in a region of its size. Additionally, Central Oregon residents maintain a work/life balance that is difficult to achieve elsewhere.





ABOUT EDCO

Founded in 1981, EDCO is a non-profit corporation supported by private and public members and stakeholders. Our mission is to create a balanced and diversified economy with a strong base of middle-class jobs in Central Oregon.

To do this, we focus on helping companies do the following:

MOVE. We guide employers outside the region through the relocation process as a resource for regional data, incentives, talent, site selection, and more.

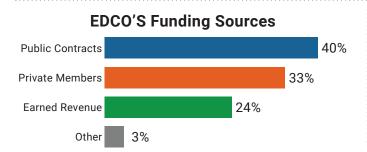
START. We mentor and advise scalable young companies from concept to exit on issues such as access to capital, critical expertise and business strategy.

GROW. We partner with local traded-sector companies to help them grow and expand.

EDCO'S RESULTS					
Fiscal Year	Companies	Jobs (New & Retained)	New Capital Investment		
2018 - 2019	23	240	\$58.4 million		
2017 - 2018	28	240	\$192.6 million		
2016 - 2017	44	776	\$600.5 million		
2015 - 2016	36	266	\$24.2 million		
2014 - 2015	35	594	\$102.6 million		
2013 - 2014	30	590	\$210.9 million		
Totals	196	2,706	\$1.189 billion		



AmeriTitle BendTel **Cascade Natural Gas** Central Electric Cooperative, Inc. **Central Oregon** Community College **City of Bend** City of La Pine City of Madras / **Jefferson County City of Prineville / Crook** County City of Redmond **City of Sisters** Combined **Communications Deschutes County First Interstate Bank** Mid Oregon Credit Union **OSU-Cascades Pacific Power River Bend Capital** Schwabe, Williamson & Wyatt **SGA CPA's & Consultants** St. Charles Health **Systems** U.S. Bank



Additional information available at EDCOINFO.COM

- · Upcoming networking events, luncheons, conferences, and more
- · EDCO Info Hub: current comprehensive data for Central Oregon
- · Stable of Experts: a network of seasoned professionals with a passion for
- start-ups and small businesses
- · Success stories from regional businesses
- Business news on EDCO's blog

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