

June 21, 2019

Clark County Council
1300 Franklin Street
Vancouver, WA 9866

Re: CREDC and CREDC Employment Land investment proposals

Dear County Councilors:

Thank you for the occasion to brief you during Council Time on June 5th, 2019. We appreciated the opportunity to hear your questions about the Columbia River Economic Development Council (CREDC) and share key milestones in the implementation of the Clark County Comprehensive Economic Development Plan that are moving the needle forward in realizing the ambitious vision for Clark County to be a place where business and talent sees more opportunity than any other place in the country.

Thank you for the encouragement of CREDC and vocalized support for renewing a multi-year commitment. Please find the attached Public Sector Partner investment form for renewal of your funding commitment to CREDC. The prior multi-year commitment on behalf of the County was \$500,000 (2013-2018) which, when adjusted with Bureau of Labor Statistics inflation data, would amount to \$556,044 in 2019. We invite the Council's consideration of a \$110,000 annual point of departure for future investments.

On the second matter discussed, progress on funding for the 2019 Employment Land Study, I would like to follow up with you on some considerations we began to deliberate during Council Time. The two main points of consideration we heard from Council were the percentage of County funding involvement in the proposed Employment Land Study package and the timing of realizing a prospective commitment. In recognition of these concerns—and while continuing to achieve the critical timelines our partners have set for this project, from data collection to tool development—we would like to ask your consideration of a \$50,000 investment in 2019, with the opportunity to collaborate on future commitments to support ongoing updates and development in subsequent years.

We respectfully received Council's comments and submit this revised proposal moderated from the County's fully supported \$100,000 commitment in 2016, with the following value statements, highlighting where we believe the County will recognize near- and long-term benefits from the study:

- Signal of continued leadership and investment in county-wide land use planning;
- Web-based capabilities that enhance the ability to promote development-readiness of employment lands as subscribed to in the Clark County Comprehensive Economic Development Plan;

- Updated record for the preservation/addition of employment lands relevant to County planning efforts to update the Comprehensive Growth Management Plan in compliance with Growth Management Act requirements;
- Alignment and complementarity with the jurisdictions, ports, and utilities stakeholders also invested in the study findings and anticipated outcomes; and,
- Keeping pace with parallel efforts across the Greater Portland region to exhibit and optimize employment land use data for economic development activity.

In hearing your feedback regarding the County's forecasted share of the initial budget, we are continuing to work with our public sector and utility partners to ensure that each entity is participating with the means appropriate to its role, size, and availability of resources. The requested \$50,000 level of financial commitment from the County would allow CREDC to execute on the Employment Land Study scope of work, which elevates the priority of employment land use and long-term regional economic competitiveness for years to come.

Thank you for your consideration of this revised request.

Best regards,



Jennifer Baker



CREDC PUBLIC SECTOR PARTNER



Investing to advance the economic vitality of Clark County

Primary contact:

Organization name: _____

Primary contact name & title: _____

E-mail address: _____

Phone: _____

Organization web address: _____

Address: _____

City, state, zip: _____

Billing information (if different than above):

Name: _____

Address: _____

City, state, zip: _____

Level of commitment:

Please share the amount of your commitment to annual investment, and indicate the preferred commitment term and month to be invoiced. For tax purposes, investment in this organization should be treated as a variable business expense and not as a charitable organization deductible. The CREDC is a 501 (c) (4) organization recognizing a fiscal year from January 1 to December 31.

Preferred billing month: _____

Total FY2019 _____

Total FY2020 _____

Total FY2021 _____

Total FY2022 _____

Total FY2023 _____

Special terms/billing instructions: _____

Authorization:

Printed name: _____

Date: _____

Signature: _____

**AGREEMENT BETWEEN
COLUMBIA RIVER ECONOMIC DEVELOPMENT COUNCIL
AND
CLARK COUNTY
FOR ECONOMIC DEVELOPMENT SERVICES**

THIS Agreement is made this 1st day of January, 2019 to cover the period effective from the date of execution to December 31, 2019, by and between Clark County, Washington, hereinafter called "Client", and the Columbia River Economic Development Council, hereinafter called "Contractor".

WHEREAS, Contractor is a non-profit corporation of the State of Washington providing comprehensive economic development services; and,

WHEREAS, Client is a county of the State of Washington that desires to promote economic development, support the expansion and retention of existing businesses to increase the level of business investment and job creation, and increase tax revenues to support public services toward the benefit of its citizens; and

WHEREAS, Client requires economic development marketing, business recruitment, business expansion, and related services toward those objectives.

NOW, THEREFORE, in consideration of the mutual covenants and agreements herein, the parties agree as follows:

1. A. General Goals.

The Contractor shall use its capabilities to promote and enhance economic development and employment opportunities in the service area of the Client in accordance with the mission and goals established by the Contractor's Board of Directors, with specific activities and goals set forth in the attached Exhibit "A". The Contractor shall use its resources to jointly market the facilities and capabilities within the jurisdiction of the Client to new and existing businesses with the goals of increasing Client revenues and general employment opportunities for Clark County and Clark County residents.

B. Core Business Recruitment and Expansion Program.

(1) The Contractor shall serve as a general economic development research and reference service for the Client, and in this capacity shall perform such functions as conducting ongoing basic market research, identification of target markets, provision of regional marketing and recruitment services aimed at target markets, participating in the process of responding to inquiries, site selection consultation, and case management, regarding new industries or other commercial ventures which seek information concerning the facilities and resources managed by the Client.

(2) The Contractor shall, upon request, consult with and assist the Client at reasonable times and in a reasonable manner to provide services in the development and execution of programs aimed at better planning, utilization, promotion, and advertisement of community services, facilities, infrastructure, and property.

(3) Contractor shall maintain and enhance working relations with the business community in Client's region to assist with business start-up and expansion needs, technical assistance,

access to consulting services, and identification of financing resources including aid and assistance to at-risk businesses.

(4) Contractor shall assist Client in preparing replies to inquiries received by Client or Contractor regarding Client facilities and resources relative to economic development retention and expansion opportunities.

(5) Contractor shall assist Client in applying for and administering economic development related grants.

(6) Contractor shall maintain and update descriptive listings of available industrial sites for new or expanded industry, which are, or may be, served by Client, including appropriate development information for those industrial sites.

(7) The Contractor shall provide bi-monthly activity reports and semi-annual reports on progress toward goals that provide performance information toward meeting established goals. The activity reports will be provided to the Client's CREDC board representative with the materials for each board meeting. In addition, Contractor will provide:

- a. Two updates upon request to Clark County Board of Commissioners in a workshop setting, or agreed upon appropriate method, that outlines business growth strategies and business visits (existing and recruitment), marketing, trade shows, etc.
- b. Monthly updates as needed to appropriate County staff regarding business visits within County limits and follow up actionable items.
- c. Update and potential impacts to local businesses.
- d. A pre-briefing report to the County on any trade missions and trade shows. Provide a summary describing the objective and anticipated outcome of the activity. Define who will be participating in activity and how the stakeholders have coordinated and prepared.
- e. A de-briefing report to the County on all trade missions and trade shows regarding objectives, outcomes and next steps to follow up with targeted businesses.

(8) The Contractor shall upon request:

- a. Collaborate with the Economic Development Action Team on coordinated economic efforts initiated by the Client.
- b. Provide fact-based economic analysis and business perspectives on subarea plans, circulation plans, zoning ordinance amendments and amendments to the comprehensive plan.

2. Performance by Client.

A. For the services rendered by Contractor as indicated in Section 1, Client will provide, by payment in cash, the amount of One Hundred Thousand Dollars (\$100,000) upon receipt of invoice in the second quarter of calendar year 2019.

B. Client shall designate an individual who shall hold one non-elected voting position on the Board of Directors of Contractor. Said designee shall also hold one non-elected voting position on the Executive Committee of Contractor.

3. Term.

This Agreement shall commence on the date of execution and end on December 31, 2019.

4. Assignment.

This Agreement may not be assigned by either party except by signed amendment.

5. Breach.

A. In the event of either party's material breach of the terms or conditions of this Agreement, the non-breaching party reserves the right to withhold payments or services until corrective action has been taken or completed. However, the party shall not exercise this right until they have given written notice of such material breach to the breaching party and ten days have passed since the receipt of such notice. This option is in addition to and not in lieu of the parties' right to terminate this Agreement or any other right that State law offers for breach of contract.

B. If either party shall materially breach any of the covenants undertaken herein or any of the duties imposed upon it by this Agreement, such material breach shall entitle the other party to terminate this Agreement, provided that the party desiring to terminate for such cause shall give the offending party at least twenty days' written notice, specifying the particulars wherein it is claimed that there has been a violation hereof, and if at the end of such time the party notified has not removed the cause of complaint, or remedied the purported violation, then the termination of this Agreement shall be deemed complete.

6. Non-Discrimination.

Contractor shall conduct its business in a manner which assures fair, equal, and non-discriminatory treatment of all persons without respect to race, creed, or national origin, and in particular:

A. Contractor shall maintain open hiring and employment practices, and will welcome applications for employment in all positions from qualified individuals who are members of minorities protected by federal equal opportunity/affirmative action requirements; and,

B. Contractor shall comply with all requirements of applicable federal, state, and local laws or regulations issued pursuant thereto, relating to the establishment of non-discriminatory requirements in hiring and employment practices and assuring the service of all persons without discrimination as to any person's race, color, religion, sex, Vietnam era veterans' status, disabled veteran condition, physical or mental handicap, or national origin.

7. Hold Harmless and Indemnification.

Contractor shall protect, defend, save harmless, and indemnify Client, its officers, agents, and employees from and against any and all claims, damages, losses, and expenses, including reasonable attorney's fees, occurring, arising, or resulting from supplying work, services, materials, or supplies in connection with the performance of this Agreement.

8. Entire Agreement.

The parties agree that this Agreement is the complete expression of the terms hereto and any oral representation or understanding not incorporated herein is excluded. Further, any modification of this Agreement shall be in writing and signed by both parties.

IN WITNESS WHEREOF, the parties hereto caused this Agreement to be executed the day and year first herein above written.

CLARK COUNTY, WASHINGTON
BOARD OF COUNTY COUNCILORS

COLUMBIA RIVER ECONOMIC
DEVELOPMENT COUNCIL

Shawn Hennessee, County Manager



Jennifer Baker, President

Date: _____

Date: 6/21/19

Approved as to Form:

Emily Sheldrick
Chief Civil Deputy Prosecuting Attorney

Date: _____

Exhibit "A"

CREDC 2019 Activity Goals & Performance Metrics

GOAL #1 - EXPAND THE EXISTING BASE

	Completion Goal
Work with local foreign owned companies representing target sectors to visit foreign company HQ and share message of Clark County vision to foster foreign direct investment.	Q1
Develop industry cluster collateral for print and website	Q1
Create and implement a marketing strategy that defines target audiences and method of consistent outreach and messages to each group	Q1
Create an entrepreneur resource "startup deck"	Ongoing

GOAL #2 – SUPPORT PEOPLE

	Completion Goal
Lead report to determine alignment of Cascadia Technical Academy programs with cluster strategies	Q4
"Brain gain" task force to develop strategy for messaging, events and local engagement to attract desired workforce group	Q1
Coordinate with STEM Network to streamline business engagement process	Q4
Host quarterly discussions (or bi-annual) roundtable discussions with panel(s) of minority business owners and the intermediaries working with those businesses to determine opportunities and barriers to growth	Q1

GOAL #3 – CREATE PLACE

	Completion Goal
Determine needs for future community amenities	Q1
Determine the feasibility and value of a food hub/agricultural center in Clark County	Q3
Determine top 10 sites requiring transportation improvements and that type to foster economic development; collaborate with RTC to identify needs and funding options	Q1
Create an infrastructure map of available services and gaps	Q3

COUNTYWIDE METRICS TO BE REPORTED ANNUALLY

Business growth & expansion projects assisted	
Recruitment projects assisted	
Estimated number of jobs created through projects supported	
Estimated new capital investment from projects supported	
Number of unique business visits	

ANNUAL REPORT 2018

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 to grow a diverse base of community minded employers, talent sees greater opportunity here than anywhere else in the country.



BUSINESS RECRUITMENT HIGHLIGHT

"GTMA's move to Vancouver was a huge success. Since our arrival in March, we've brought on 23 local hires. We found the Vancouver community to be kind, generous, and hospitable—we made the right choice."
-Joshua Swanson, CEO

CLARK COUNTY COMPREHENSIVE ECONOMIC DEVELOPMENT PLAN

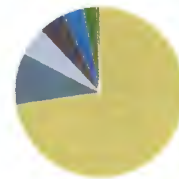
CREDC's staff & partners acted on the first year of The Plan's five-year implementation to reach the 20-year vision. In partnership with our 200+ public and private sector partners, CREDC amplified the benefits and opportunities for companies to relocate and expand throughout Clark County.

2018 REVENUE
\$1,060,824



Private Investors = 39.2%
Local Public Contracts = 34.3%
Partner Revenue = 18.3%
Events = 7.9%

Personnel = 72.7%
Office Operation = 10%
Misc. = 5.3%
Events = 5%
Travel/Conferences = 3.8%
Marketing = 2.5%
Special Projects = 0.6%



2018 EXPENDITURES
\$882,637



BUSINESS EXPANSION HIGHLIGHT

"2018 was a year of exciting growth for WellHaven Pet Health, with 33 hospitals across five states, two Pet Camps, and the addition of our Campus in Downtown Vancouver that houses our support team & state-of-the-art veterinary hospital."
-John Bork, CEO

8

RECRUITMENT WINS



11

EXPANSION & GROWTH WINS



117

BUSINESS VISITS



\$11M

CAPITAL INVESTMENT*



485

NEW JOBS PROJECTED*



13

NEW INVESTORS

*Estimated number of capital investment and jobs created at full buildout of business growth, expansion, and recruitment projects.

TAKE THEIR WORD FOR IT



“

Being an investor in CREDC aligns with LSW's strategic values in terms of helping make Clark County a more prosperous, healthier community, & provides us with opportunities to give back.

-LSW, President, Casey Wyckoff

“

It's a no-brainer for Schwabe to support CREDC. We share the same commitment to innovation & industry development. CREDC's goals of expanding the existing base, supporting people & creating place are consistent with Schwabe's values of diversity, sustainability, & strong communities.

-Shareholder, Schwabe, Williamson & Wyatt, Lisa Lowe



“

Since our move over a year ago, CREDC continues to build strong relationships regionally and has been a force multiplier for RealWear as a company. We are grateful for CREDC and the work they have done for RealWear in the political, education & corporate sectors. CREDC has been our navigators that brought us to our new home.

-CEO, RealWear, Andy Lowery



BE PART OF ECONOMIC GROWTH

2019 PRIVATE INVESTOR LEVELS AND BENEFITS

* All tiers receive Community Colleague benefits

CEO COUNCIL (\$15,000-\$24,999)

- Acknowledgement as a high-level investor at luncheons
- Prioritization for company highlights and announcements on CREDC channels
- Complimentary player registration (2 players) for the CREDC Golf Classic (\$350 value)
- Complimentary attendance (2 tickets) to CREDC luncheons, Grow Clark County events, & Annual Meeting
- 25% investor discount on luncheon & golf sponsorships

GROWTH PARTNERS (\$5,000-\$9,999)

- Priority consideration for invitations to exclusive briefings and networking events
- Prioritization for inclusion in social media postings
- 15% investor discount on luncheon & golf sponsorships

COMMUNITY COLLEAGUES (\$1,500-\$2,499)

- One-on-one engagement with CREDC staff to assess business needs, expertise, and priorities for involvement
- Introductions to fellow investors
- Inclusion in CREDC online and print investor listings
- Invitation to exclusive investor-only events
- Discounted tickets to CREDC luncheons
- 5% investor discount on luncheon & golf sponsorships

CHAIRMAN'S CIRCLE (\$25,000+)

- Company logo included on CREDC website & at luncheons
- Highest level prioritization for company highlights & announcements on CREDC channels
- Priority consideration for invitations to exclusive briefings and networking events
- Complimentary team registration (4 players) for the CREDC Golf Classic (\$700 value)
- Complimentary attendance (2 tickets) to CREDC luncheons, Grow Clark County events, & Annual Meeting
- 30% investor discount on luncheon & golf sponsorships

PRESIDENT'S CIRCLE (\$10,000-\$14,999)

- Acknowledgement as a high-level investor at luncheons
- Complimentary player registration (2 players) for the CREDC Golf Classic (a \$350 value)
- Complimentary attendance (1 ticket) to CREDC luncheons and Grow Clark County events
- Complimentary attendance (2 tickets) to Annual Meeting
- 20% investor discount on luncheon & golf sponsorship

INVESTOR LEADERS (\$2,500-\$4,999)

- 10% investor discount on luncheon & golf sponsorships

Join the leading economic development organization in Clark County, where public and private sector leaders have the opportunity to be actively engaged in creating a vibrant economy

THANK YOU TO OUR INVESTORS & PARTNERS FOR YOUR SUPPORT

**CHAIRMAN'S
CIRCLE (\$25,000+)**



**CEO COUNCIL
(\$15,000-\$24,999)**



MACKENZIE.



2019 BOARD OF DIRECTORS

OFFICERS

Chair: Casey Wyckoff, LSW Architects
Vice Chair: Lisa Lowe,
Schwabe, Williamson & Wyatt
Immediate Past Chair: Greg Seifert,
Biggs Insurance
Treasurer: Lisa Dow, Columbia Bank
Secretary: Helen Devery, BergerABAM
CREDC President: Jennifer Baker

DIRECTORS

Mike Bach, Frito-Lay
Ben Bagherpour, SEH America
Lance Barrett, Barrett & Company, PLLC
Augusto Bassanini, United Grain Corp.
John Blom, Clark County
Brent Boger, City of Washougal
LeAnne Bremer, Miller Nash Graham & Dunn
Peter Capell, City of Camas
Shawn Donaghy, C-TRAN
Bill Dudley, Landerholm, P.S.
Michelle Erickson, Umpqua Bank
Brian Fleetwood, Heritage Bank
Keith Forrester, Kaiser Permanente
Kara Fox-LaRose, ilani Resort
Alan Garcia, NW Natural
Brian Garish, Banfield Pet Hospital
Lisa Goecke, Perkins & Co
Brent Grening, Port of Ridgefield
Alan Hwang, ACH Marketing
Phillip Johnson, City of Battle Ground
Brian Knight, WRK Engineers
Robert Knight, Clark College
Andy Lowery, RealWear
Mark Mantei, The Vancouver Clinic
John McDonagh, Vancouver Business Journal
Anne McEnemy-Ogle, City of Vancouver
Mel Netzhammer, WSU Vancouver
Jerry Oliver, Port of Vancouver
Greg Orr, PeaceHealth
Kevin Perkey, Workforce Southwest WA
Page Phillips Strickler, Strategies 360
Tim Price, Yaculta Companies
John Steach, Evergreen Public Schools
Don Stose, City of Ridgefield
Kevin Tapani, Tapani Inc.
Jane Van Dyke, Clark Public Utilities
Bill Ward, Port of Camas-Washougal
Mei Wu, SmartRG
Craig Yabui, JH Kelly

DIRECTORS EMERITUS

Bryce Helgerson,
Legacy Salmon Creek Medical Center
Steve Horenstein, Horenstein Law Group
Matt Krueger, PacTrust
Brian Wolfe, Brian H. Wolfe, P.C.

President's Circle (\$10,000-\$14,999)

Columbia Bank
Columbia Credit Union
C-TRAN
Dick Hannah Dealerships
Evergreen Public Schools
Heritage Bank
ilani Resort
Kaiser Permanente
Port of Camas-Washougal

Growth Partners (\$5,000-\$9,999)

Analog Devices
BergerABAM
City of Ridgefield
City of Washougal
Clark College
Columbia Machine, Inc.
Corwin Beverage
Educational Service District 112
Frito-Lay, Inc.
Fuller Group
JH Kelly
Killian Pacific/Columbia Business Center
Landerholm, P.S.
LSW Architects
MacKay Sposito
Miller Nash Graham & Dunn LLP
NW Natural
PacTrust
PeaceHealth
Perkins & Co
Port of Ridgefield
R.S. Holdings, LLC
Riverview Community Bank
Schwabe, Williamson & Wyatt
SEH America
Tapani Inc.
The Historic Trust
The Vancouver Clinic
Vancouver Business Journal
Vancouver Public Schools
WaferTech
Washington State University Vancouver

Investor Leaders (\$2,500-\$4,999)

ACH Marketing
Banner Bank
Battle Ground School District
Camas School District
City of Battle Ground
Horenstein Law Group
Gravitate Design
GTMA
IBEW Local 48
IND, LLC
Jordan Ramis PC

Investor Leaders Cont.

Peterson & Associates, P.S.
RealWear
Ridgefield School District
Rotschy Inc.
RSV Building Solutions
Silicon Forest Electronics
TwinStar Credit Union
United Grain Corporation
Vancouver Housing Authority

Community Colleagues (\$1,500-\$2,499)

Absci, LLC
Al Angelo Company
Barrett & Company, PLLC
Barrett Business Services
Biggs Insurance Services
Brian H. Wolfe, Attorney at Law
Capacity Commercial
CID Bio-Science, Inc.
City of La Center
Clark County Title
Coldwell Banker Commercial
Colliers International
Davidson & Associates Insurance
DESI
DiscoverOrg
Dollar Tree
Edge Networks
Employers Overload
Entek Corporation
Evergreen Home Loans
Geo Design, Inc.
Greear Kramer Wallace, P.S.
Halbert Construction
Hapo Credit Union
Harter Creative
Hockinson School District
Hurley Development
Integra Supply
iQ Credit Union
Jackson Contracting
Jeffery L. Holove
JP Morgan Chase
KeyBank
Marks Design and Metalworks
Maul Foster Alongi, Inc
Neil Jones Food Company
Olson Engineering
Opsahl Dawson
Port of Portland
Quad Investments
RJL Business Services
Robertson & Olson
SGA Engineering & Design
Skanska USA Building, Inc.

Community Colleagues Cont.

SmartRG, Inc.
Strategies 360
SW WA Regional Transportation Council
The Last US Bag Company
Tidewater
Visit Vancouver USA
Waste Connections
We Work for Health Washington
Workplace Resource of Oregon
WRK Engineers

Friend of CREDC (Under \$1,500)

Clark County Association of Realtors
Clark Regional Wastewater District
ControlTek, Inc.
Fort Vancouver Regional Library District
Heathman Lodge
Hilton Vancouver
Robert Schaefer, Attorney at Law
WE Plan It

Business Support Partners

Battle Ground Chamber of Commerce
Camas Washougal Economic
Development Association
Cowlitz Economic Development Council
Greater Portland Inc
Greater Vancouver Chamber of Commerce
Hispanic Metropolitan Chamber
Identity Clark County
Impact Washington
Life Science Washington
Oregon Angel Fund
Oregon Bioscience Association
Portland Business Alliance
Portland Relocation Guide
Ridgefield Business Association
SW WA Contractors Association
Technology Association of Oregon
Vancouver's Downtown Association
WA Council on International Trade
WA State Department of Commerce
WA Technology Industry Association
WorkSource Vancouver





INVEST IN ECONOMIC DEVELOPMENT

EXPAND
BUSINESS

CREATE
PLACE

SUPPORT
PEOPLE



Since 1982, we have served as the **LEADING** economic development organization for Clark County



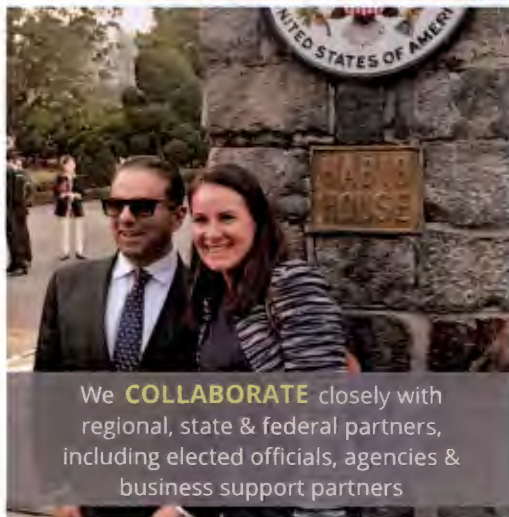
As a public-private nonprofit, we leverage the expertise of over 150 investors & strategic partners working **TOGETHER** to advance the **ECONOMIC VITALITY** of Clark County



Our team provides free, confidential services to companies looking to **STARTUP, GROW** or **RELOCATE** to Clark County



We **CONNECT** businesses to the resources they need to **SUCCEED**



We **COLLABORATE** closely with regional, state & federal partners, including elected officials, agencies & business support partners



We **CONVENE** industry **LEADERS** & public sector **DECISION-MAKERS** to align strategic economic development efforts & maximize impact