

Bridging the Gap

South Coast Development Council, 2110 Newmark Ave., Suite 201, Coos Bay, Oregon 97420
541-8887003 | www.scdcinc.org Fourth Quarter 2018

Business Retention and Expansion

There are many Business Retention and Expansion (BRE) techniques that can be used to help invigorate a business community, solve problems, and help businesses expand.

Finding resources and solve business problems are common issues discussed during our BRE communication and networking sessions. The South Coast Development Council, Inc. sponsors several opportunities for networking and information sharing. This includes our (Continued on page 2)

◆ Events! ◆

December

6 - SCDC, Council Board Meeting
10&14 Mastermind
18 or 20 - Potential project site visits
24-1/1 - SCDC closed

January 2019

TBS – SCDC, Council Board Meeting
11&14 - Mastermind
24 - SCDC Annual Stakeholder Event
24 – SBDC Social Media Course



SCDC Council members explored ways to improve outreach and recognition at the October retreat.

Investing in the Future...

Each year the South Coast Development Council, Inc. sponsors an annual retreat. The purpose of this retreat this year was to leverage the expertise and knowledge of council members to improve SCDC's customer service and outreach.

Several council members met in October at the beautiful OSU Field Station in Port Orford. The group reviewed the SCDC's marketing program and explored ways to improve visibility and brand recognition.

They worked through several topics and exercises designed to raise awareness and explore options related to branding, logos, tag lines, acronyms, and more. As a result, the group was able to provide criteria and direction to the SCDC staff to develop in 2019.

Thank you to our sponsors and supporting members for help with this highly successful meeting. We couldn't have done it without you!

Leveraging Video Marketing

Earlier this month SCDC completed a Request for Development Proposal for a 'shovel-ready' lot in Coos Bay. The proposal goal was to incentivize the lot development for medium density, affordable workforce housing.

SCDC Shaun Gibbs led the way introducing the property and neighborhood through the innovative use of drone video footage. Drone footage is becoming very popular in the real estate market.

The video, he said, "was extremely important for enhancing development prospects." The results? Shaun indicated that over 22,000 people visited the Facebook site and, of those, 5,500 watched the video for 10 or more seconds.

"The video helps tell the story of regional assets and opportunities," Shaun continued. "I would like to expand the use of video to highlight our regional assets and amenities."

The video was prepared and produced by Rocky Johnson, PacWest Drone (www.pac-westdrone.com/) who provides professional film and photography services for the entertainment industry, high-end real estate markets, and commercial projects. SCDC was contracted by the City of Coos Bay to help with this project. The City is interested in assisting the chosen developer as much as possible to ensure that the project is a success!

Our Mission

To promote and support businesses that provide quality jobs through responsible development on Oregon's South Coast.



SCDC Platinum and Gold Sponsors

Public Speaking Oh No!

“If you can’t communicate and talk to other people and get across your ideas, you’re giving up your potential.” Billionaire investor Warren Buffett¹

Some of the most successful business people will tell you that public speaking skills are critical for all businesses. And a lot of people would tell you that they are afraid of public speaking.

Public speaking and stage fright are considered to be the top phobia with nearly 74 percent of us suffering from speech anxiety. Different sources have slightly different percentages, and based on informal polls, 74 may not be nearly high enough.

Even billionaire investor **Warren Buffett** suffered¹. He and many very successful business people recognize the need to overcome these fears in order to get their business ideas across and be successful, persuading investors, attracting customers, and inspiring employees. You might think this a boastful claim but there are statistics that suggest those afraid are paid 10 percent less² and that promotion to managerial jobs is inhibited by 15 percent.³

The South Coast Development Council, Inc. regularly distributes BRE articles and this is just the beginning of a sample article encouraging small business owners to evaluate their skills and, if needed, invest in training. Our articles are easy to read, relatively short, and designed to address a variety of business retention and expansion needs. If you are interested in joining our email list for those articles and this newsletter contact info@scdcinc.org.

¹ See the full story for references on where the data was found.

Business Retention and Expansion

(Continued)

one-hour Lunch and Learn discussion sessions that help introduce business concepts and technologies, Mastermind discussion groups, and other types of events. We try to offer short, convenient discussion opportunities that focus on meeting local business needs.

Sure, you can research the topic yourself. But, do you, as a small business owner, have time to do that? In 2018, we offered two Lunch and Learn programs on Setting and Achieving your Goals and a foundational discussion on what Social Media is not. In 2019, we hope to offer more discussion topics on leveraging Social Media, business expansion, and more.

We don’t offer accredited or certificate programs. If you need/want more, check out your local community college. The Small Business Development Center on the SOCC campus, Coos Bay is offering a class called “Simplifying Social Media” on January 24. For more info or to receive our email see www.scdcinc.org or contact us at info@scdcinc.org.

Second Chance Success!

Finding and negotiating for a new business location can be full of details and potential pitfalls. South Coast Development Council, Inc. often helps businesses resolve and streamline relocation challenges. Recently, we helped the **Second Chance Survival** company with their relocation dilemma.

“We didn’t know they [SCDC] existed,” Levi Clow said. We heard about the SCDC word of mouth. “SCDC is great” he said, “they were always in contact and providing ideas that were really helpful.”

We opened our doors on Black Friday, Clow continued. We have three times the amount of traffic compared to our previous location and our sales expanded on day one.

Clow indicated that they are gearing up to offer training such as first aid and, CPR this spring. They are also rapidly expanding their stock.

“I want to be the guy with the unique stock,” Clow said as he discussed new products and items that were coming into the store. Books go fast. He hopes to add high end fire arms and ammunition to the mix after the first of the year. He even had gluten free emergency meal kits!

Someday, he said, he wants to expand the business again into potentially a local town and also take advantage of government contracts as a Veteran-owned business.

“I would use the SCDC again 100 percent!”

This publication was created in the interest of promoting business retention and expansion for the South Coast region. If you have any questions or concerns please contact the SCDC us at info@scdcinc.org

A little fun for those that like puzzles.

Economic Development
Find the following economic development terms

C	E	R	K	P	P	D	N	A	W	A	U	Q	Y	D
O	P	Q	Y	L	T	I	S	O	R	D	J	N	E	V
M	R	Z	T	G	S	S	D	D	L	W	M	F	O	U
M	E	O	I	H	S	C	E	H	A	P	E	H	N	J
U	T	W	N	T	E	U	O	I	Q	O	M	O	J	J
N	E	V	U	U	N	S	N	O	I	T	U	L	O	S
I	N	C	M	S	I	S	A	A	O	D	L	I	L	H
C	T	C	M	I	S	I	T	Y	O	J	R	L	P	K
A	I	W	O	I	U	O	J	R	Q	I	A	E	E	J
T	O	Q	C	S	B	N	O	Z	A	G	S	J	N	X
I	N	O	A	O	F	S	H	C	A	E	R	T	U	O
O	L	D	N	O	I	T	A	V	O	N	N	I	S	D
N	Z	N	O	I	T	A	R	O	B	A	L	L	O	C
S	R	O	C	N	O	I	S	N	A	P	X	E	B	Q
F	G	G	N	I	T	A	R	B	E	L	E	C	I	T

COMMUNITY	BUSINESS	COMMUNICATIONS
COLLABORATION	DISCUSSIONS	CELEBRATING
EXPANSION	RETENTION	INNOVATION
OUTREACH	SOLUTIONS	