

The background of the entire page is a light blue color with a pattern of vertical lines, resembling window blinds. In the center, there are dark blue silhouettes of several people sitting around a table, engaged in a meeting or discussion. One person is standing and gesturing with their hand. The overall scene is reflected in the bottom half of the page.

KCEDA

Klamath County Economic Development Association

WHAT IS KCEDA?

KCEDA is a 501(c)(4) organization, that's primary purpose is to lead economic development and diversification of Klamath County through areas such as marketing, targeted recruitment, business retention/expansion, and completion of strategic projects. We push to continually build a healthy economy for our county, taking on the responsibility of planning, designing, and implementing strategies that can help improve our community, while also being funded and acting as a central partner to both private and public sector entities. We look to be a proactive force in creating a dynamic economic climate.



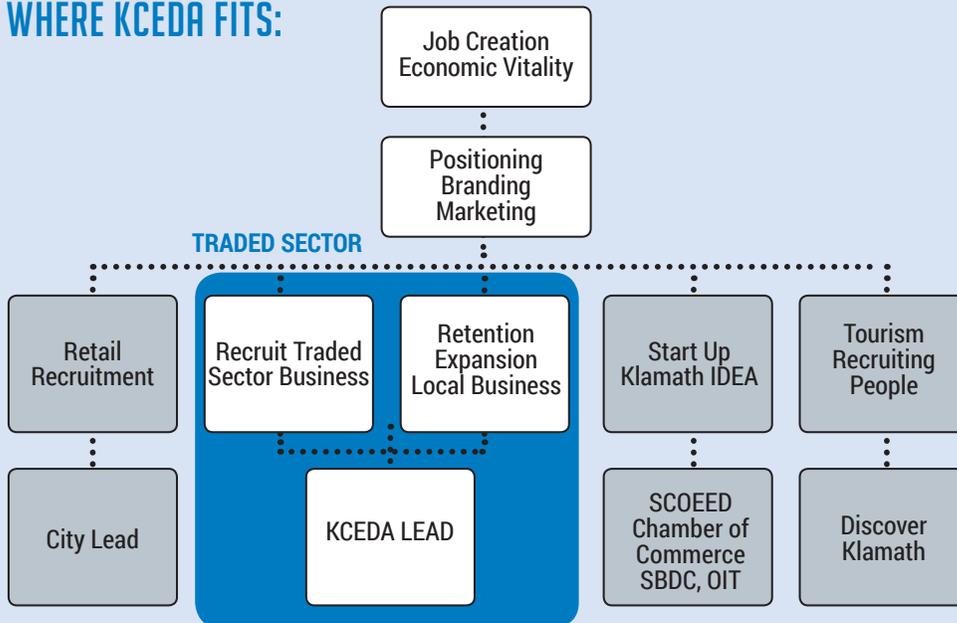
"KCEDA provides an opportunity for inner community communication. This is really vital to any economic development effort. The reformation of this organization has brought many business and government entities to a higher level of exchange which I believe will benefit our community greatly in the future of economic development."

- Randy Shaw / President & Owner, Coldwell Banker

HOW DOES KCEDA FIT WITH OTHER ORGANIZATIONS?

Organizations such as the Chamber of Commerce and Discover Klamath are similar to KCEDA in that they work to serve economic development in Klamath County, however, each of these organizations differ based on the specific role they take on. While being a partner that is closely involved with efforts by organizations such as the Chamber of Commerce or Discover Klamath, KCEDA primarily takes the lead on growing traded sector businesses through recruitment and retention/expansion efforts. If you refer to the table below, you can see in more detail what KCEDA's role is compared to other organizations in our county.

WHERE KCEDA FITS:



Traded Sector businesses are generally businesses that provide primary jobs.



HOW IS FUNDING UTILIZED BY KCEDA?

At KCEDA, we carefully organize our funding, making the best use of our resources so that we may serve you and our community. The majority of KCEDA's funding resources go towards staffing. We use this portion of our provided funding to employ a very talented and highly active staff, each of whom is critical to efficiently advancing our organization's efforts in marketing, retention/expansion, recruitment, and other strategic projects. Without these individuals, the energy and service reach of our organization would be inevitably limited, preventing us from achieving many of our important goals.

The second largest use of KCEDA's funding is utilized for marketing and consulting. These expenses are a vital part of helping local businesses with retention/expansion, in addition to attracting start-ups and relocating businesses to join our community. This use of funds allows us to work closely with consulting firms, web site developers, site selectors, as well help us strengthen marketing and branding initiatives produced internally. The remainder of KCEDA's funds are applied to travel (conferences, trade shows, meetings with state representatives), training of both our board and staff, and lastly, overhead costs (such as rent, insurance, supplies, utilities, maintenance).



WHAT IS ECONOMIC DEVELOPMENT?

Making your community's economy strong can be a large and complex process, and communities that are successful at it operate and compete by design, not default. When recruiting new businesses, there are 2,500 to 3,000 new location announcements for businesses nationally each year. In the United States, there are 25,000 to 30,000 economic development organizations competing for those location decisions. Addressing job growth in a community, 60-70% of all new jobs are created and come from existing businesses. What these stats show us is that whether it comes to recruiting businesses or retention/expansion of existing companies, our community needs to be proactive with economic development. This where the Klamath County Economic Development Association (KCEDA) comes in, serving our county's needs by promoting our strengths, improving our weaknesses, addressing threats, and capitalizing on what opportunities exist in our area. Economic development affects all of us, which means it is essential for local organizations to put some "skin in the game".



PAY TO PLAY MODEL

For the past 10 years, KCEDA has had very limited funding from Klamath County lottery dollars. As a result of this limited budget, KCEDA was only allowed to focus on recruitment of outside businesses. Realizing that more needed to be done, the KCEDA board recently adopted a "pay-to-play" model. This is a proven model that has been and is successfully used by many economic development organizations throughout the nation. With "pay-to-play", KCEDA is able to engage with public and private organizations. By having funding from the private and public sector, KCEDA creates a platform for both sectors to collaborate and buy-in to our economic development priorities. Economic development is a complex process, but working together, we can help grow our local economy.

"The new pay-to-play membership model allows the organization to engage community leaders and business owners in a way that we were never able to do before. Not only are we raising money from their investments, but we now have members who are participating in the discussions and bringing new ideas to the table."

- Lauren Jespersen / Owner & CFO, Edgewood Ranch, Inc.





HOW DOES KCEDA WORK?

KCEDA works with organizations of all “shapes and sizes”, and regardless of if you are a small business or large corporation, we want to help you maximize the value of your business and our county. By becoming a KCEDA member, you are immersed in an environment full of community business leaders. With KCEDA, your organization is given a voice, allowing you and your business to contribute in shaping Klamath County’s future. By joining KCEDA, you have the opportunity to interact directly with the organizations who represent our economy, learning from and assisting each other to collectively help improve each other’s businesses, and our area. This gives you and your business more control in forming an economic climate that will help your organization be more successful. KCEDA defines economic development and our goals for it by how we can offer assistance to the community in the following areas:

- » **Jobs/Work Force Growth Opportunities** – To develop our community into a place that holds several, diverse job options, where your organization and others have the freedom to provide improved wages, benefits, and opportunities for advancement.
- » **Diversification and Expansion** – Construct a diversified economy that helps expand what our community can offer locally, helping your business further grow, while simultaneously reducing our area’s dependence to specific industries.
- » **Entrepreneurs and Recruitment** – Assist in shaping our county into an “entrepreneurial and innovation habitat” that makes our community more attractive to knowledge-based employees, therefore permitting new forms of knowledge-intensive production to grow in our area. Whether you are part of the area or looking for a place to establish your business, this helps to both enhance the value and offerings of existing businesses, as well open the doors to promising start-ups and relocating businesses.
- » **Tourism** – Help facilitate efforts and initiatives to make Klamath County a consistent destination where your business is solicited and attracts tourists from throughout the region.
- » **Retention** – Continue to establish a home for our local businesses, developing strong relationships and communication to ensure you are appreciated and satisfied with keeping your business in our community.
- » **Tax Base and Regulatory Process** – Look to remove the red tape and be a coordinator of community resources. We set the table for economic development, helping to build additional revenue for our area by supporting improvements to infrastructure needs such as roads, hospitals, jails, schools, and libraries.
- » **Property** – Create an economy that maximizes the value of your home and/or business property or properties, alluring businesses and employees to come join our beautiful Northwest community
- » **Quality of Life** – Working to attain more local tax dollars and jobs so that we may raise the standard of living, ultimately capturing the full potential of Klamath County by creating a place that people love and want to continue living in.

“Partnership with organizations such as the Chamber of Commerce, SCOEDD, and Discover Klamath are essential, and in this team effort, KCEDA is the leadership at the top. We connect the dots with these area resource providers to put forth the best possible service for our community’s business sector. KCEDA represents the collective vision of the private and public sector, a vision that is set by our members to help guide our program, so that we can be a strategic facilitator in providing economic promise to Klamath County.”

- Greg O’Sullivan / KCEDA Director



LEARN MORE ABOUT GETTING INVOLVED WITH KCEDA:

205 Riverside Drive, Suite E | Klamath Falls, OR 97601 | Office: 541.882.9600 | Fax: 541.882.7648
info@teamklamath.com | www.kceda.com



MEMBER APPLICATION

Date: _____ Member Type: New Member Renewing Member
Business, Organization, or Individual Name: _____
Address (address, city, state, zip): _____
Mailing Address (if different than above): _____
Phone Number: _____ Fax Number: _____ Email: _____
Web Address: _____
Name of Representative for Board Meetings if Business or Organization _____

KCEDA has different levels of membership that have different rights. Platinum: Entitles member to hold or assign one (1) seat to the Board of Directors. Once a platinum level member has been approved by the Board of Directors, they shall be appointed to the Board of Directors immediately. Gold: The Board of Directors shall have two (2) members as voted on by the Gold Level Members at the Annual Meeting. The term of membership shall be for a period of one to three years, depending on the length of membership fee remitted. Silver: The Board of Directors shall have two (2) members as voted on by the Silver Level Members at the Annual Meeting. The term of membership shall be for a period of one to three years, depending on the length of membership fee remitted. Regular: The Board of Directors shall have three (3) members as voted on by the Regular Members at the Annual Meeting. The term of membership shall be for a period of one to three years, depending on the length of membership fee remitted.

Please check the below box indicating the type of membership and term you desire:

- Platinum (\$5000/year) 1 Year 2 Years 3 Years
Gold (\$2,500- \$4,999/year) 1 Year 2 Years 3 Years
Silver (\$1,000-\$2,499/year) 1 Year 2 Years 3 Years
Regular (\$500/year) 1 Year 2 Years 3 Years

Membership is effective the date the Board of Directors approves your membership application and will renew each year on that date. Please indicate below how you would like to be billed: Bill me for the entire year Bill me quarterly

Signature of Applicant: _____

For Office Use

Date received: _____
Date approved by Board of Directors: _____
Signature of Board President: _____

Accounting
Invoiced on: _____
Amount Rec'd: _____



MEMBER BENEFITS

WHAT ARE THE DIFFERENCES IN MEMBERSHIP LEVELS?

KCEDA has different levels of membership that have different rights, where at each level, you have the choice to extend your membership up to three years. If you refer to the table below, you can see how these membership levels and the benefits received vary.

A Platinum Level Member will hold or assign one (1) seat to the Board of Directors. Once a Platinum Level Member has been approved by the Board of Directors, they shall be appointed to the Board of Directors immediately.

The Board of Directors shall have two (2) members as voted on by the Gold and Silver Level Members at the Annual Meeting.

The Board of Directors shall have three (3) members as voted on by the Regular Members at the Annual Meeting.

Customized Benefits	Platinum \$5,000 per year	Gold \$2,500 + per year	Silver \$1,000 + per year	Regular \$500 per year
Private Briefings	•			
Facilitated Introductions	•			

Civic Leadership

Opportunity to serve on the KCEDA Executive Committee	•	•	•	•
Opportunity to serve on the KCEDA Board of Directors	•	•	•	•
KCEDA Strategic Advisory Committee participation	•	•	•	•

Special Events & Opportunities

Exclusive KCEDA Event Invitations	•			
Attendance at KCEDA Member Events	•	•	•	•
Attendance at KCEDA New Member Orientation Meeting	•	•	•	•

Company Recognition

Featured logo/visibility on KCEDA marketing materials, website and publications	•			
Opportunity to include a KCEDA testimonial on KCEDA website, including name, title and company name	•	•		
Heightened visibility on KCEDA marketing materials and publications	•	•		
Linked logo on the KCEDA website	•	•	•	•
Public introduction at KCEDA Board of Directors meeting	•	•	•	•
Access to members-only online resources including membership directory and events calendar	•	•	•	•

Economic Research & Other Resources

Access to KCEDA research staff and capabilities	•	•	•	•
Preferred pricing on economic resources and consulting	•	•	•	•