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May 17, 2019

Ms. Lori Bell
Economic Development Manager
City Of Oregon City

Dear Lori,

On behalf of the Board of Directors and the 329 member organizations of the Oregon City Chamber, I am please to submit this proposal to support the Entrepreneur Academy.

For 2019-20, the Board of Directors has established several key priorities. Two of these are 1) to help develop thriving businesses and 2) to strive for the economic prosperity of Oregon City. Entrepreneurship is a key element in keeping our economic edge, especially considering the continuing impact of automation and globalization.

This means we must show others the possibilities in entrepreneurship. Our community must bring some of the latent talent in Oregon City off the economic sidelines. The Oregon City Chamber's Entrepreneur Academy will do just that.

We look forward to your favorable consideration of this opportunity.

With Best Regards,

A handwritten signature in black ink, appearing to read 'Ben James'.

Ben James, CPA , CFA
Chairman, Chamber Board Of Directors
President, Elevate Wealth Advisors

A handwritten signature in black ink, appearing to read 'Michael Brand'.

Michael Brand, MNO
Executive Director



May 17, 2019

To Members of The METRO Enhancement Grant Program Committee

The Oregon City Business Alliance is dedicated to creating a healthy economic eco-system which affords all our citizens the opportunity to lead productive lives. Critical to a vibrant city is creating pathways where economically fragile and historically marginalized populations can become financially self-sufficient and achieve a measure of fiscal stability.

The US Bureau of Labor Statistics documents that the rate of new business formation has still not recovered from the financial crisis of the last decade. This is disconcerting since 80% of all new job growth comes from small business. While Oregon City has achieved impressive growth recently, in order to keep our edge, we must be a complete economic eco-system, which includes fostering an entrepreneurial mindset.

We support the Oregon City Chamber's Entrepreneur Academy precisely because it opens our citizen's eyes to the possibility of productive activity beyond a traditional job. The Academy provides an environment where those who have never considered the possibilities of doing their own thing can take the initial steps to greater financial security for themselves and their family.

We are also inspired by the Chamber's ongoing partnership with Intel in the execution of the Academy.

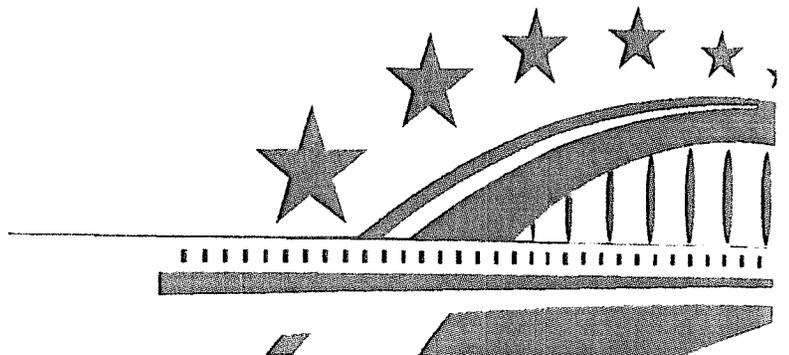
The Oregon City Business Alliance urges you to look favorably upon the Chamber's application.

Regards,

Kent Ziegler

Kent Ziegler
President

Oregon City Business Alliance
PO Box 1088, Oregon City 97045
www.ocBusinessAlliance.com





Simply More Secure

imperium-electronics.com
kim.a.foster@imperium-electronics.com

May 15, 2019

Lori Bell
Economic Development Manager
City of Oregon City

Dear Ms. Bell,

After retiring, as is common among many in my situation, the question in my mind was what is next for my life.

Casting about I enrolled in the very first iteration of the Oregon City Chamber's entrepreneurship program because of its emphasis on developing a mindset and not just the technical details of starting a business.

When Dan Fowler came to talk to our group in the Entrepreneur Academy, he said that the essence of an entrepreneur is to **look for problems and solve them**. This stayed with me in the following months.

Then one day I found a problem. In conversation with the one who would eventually become my co-founder, we discussed the weaknesses inherent in electronic locks. We went looking for a solution.

This was the genesis of Imperium Electronics and our Saberlock. We are in the final stages of product development working with Clackamas Community College's new Industrial Technology Center (ITC) to product test parts using their automated CNC machines to produce refined and more precise parts, which will allow accurate parts for production-like response and performance. In addition, we have teamed with a Digital Design professor and his students at Clackamas Community College on a logo brand that is simple and memorable.

We can tell you that our new lock will be easy to use, easy to install, and provide added security that other locks can't match.

Saberlock – born and made in Oregon City.

Helping others to develop an entrepreneurial mindset is essential. Therefore, we at Imperium Electronics enthusiastically champion the Oregon City Chamber's Entrepreneur Academy and this application for your financial backing.

In Appreciation,

Kim A. Foster
Co-Founder
Imperium Electronics

AN INVESTMENT IN OUR KIDS IS AN INVESTMENT IN OUR COMMUNITY



May 12, 2019

Honorable Mayor Dan Holladay, Commissioner Frank O'Donnell, Commissioner Rocky Smith, Commissioner Rachel Lyles Smith, Commissioner Denyse McGriff; William Gifford; Christine Lewis; Lisa Novak

To the Members of the Program Committee,

Research shows that educational achievement and attainment are key determinants of both overall economic growth and individual earnings. We acknowledge and appreciate the recent push to diversify educational opportunities for those who may not fit into a traditional college preparatory career track.

As a graduate of the Chamber's Entrepreneur Academy myself, I am excited by the potential of this program to touch those students who are needing something additional to their conventional schooling. Over my years in education, I saw first-hand what happens to young people when they grasp the possibilities of taking control of their future.

We are also very supportive of the program because there is a student success track, there are materials specifically designed for Grades 9-12.

Regardless if our kids pursue independence or a more customary path to a secure future, an entrepreneurial mindset is vital when navigating the disruption occurring in our economy.

The term "game changer" is overused, but the Entrepreneur Academy has incredible potential to impact the next generation.

We support the Chamber's effort to expand this initiative and respectfully ask you support it as well.

In Appreciation,

A handwritten signature in cursive script that reads "Alfred Thonstad".

Alfred "Ted" Thonstad
Director



Enhancement Grant Program Application

Before filling out this form, please read the Enhancement Grant Program Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project Entrepreneur Mindset Academy

Organization Oregon City Chamber Of Commerce

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number 93-0211980

Address 2895 South Beaver Creek Road #103

City, State, Zip Oregon City OR 97045

Project Coordinator Michael Brand Phone 503-656-1619

Email michael@oregoncity.org

Chairperson of Governing Board (If Applicable)

Ben James, Chair of Board Of Directors - President and Founder, Elevate Wealth Advisors

Phone 503-607-0809

Signature Michael Brand

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*****Complete the budget sheet on page 7 first.**

Amount totals from that sheet will auto fill into this table

Grant Amount Requested:	\$	35000
+ Matching Funds (Cash):	\$	17900
+ In-Kind Matching Funds (See question #15):	\$	8000
= Total Cost of Project:	\$	60900

Proposal Information

1. Is this your first grant application to the Enhancement Grant Committee?

Yes _____ No x

2. Have you received an Enhancement Grant in the last 3 years? (Include past Metro Enhancement Grants)

Yes _____ No x

If yes, please describe the projects/programs for which you received funding.

3. If you received an Enhancement Grant last year, what is the status of the project?

4. Will this grant-funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes _____ No x

If yes, please explain.

A test pilot of the Entrepreneur Academy was run in the Summer of 2017. Based upon evaluation and feedback from our community partners, the Chamber was awarded a small grant from the County to operate a pilot project during the 2017-2018 calendar year. Based upon the results of the pilot, the Board Of Directors of the Oregon City Chamber Of Commerce is fully committed to making the Entrepreneur Academy a regular offering of the Chamber. Our Entrepreneur Fellow from Intel is committed to the program as further funding becomes available.

5. Briefly describe the project for which you are requesting funds.

What Is It?

The Oregon City Chamber Entrepreneur Academy is designed for aspiring entrepreneurs, small business owners, and economic developers looking to cultivate entrepreneurial communities that drive economies.

Where Did It Come From?

The Ewing Kaufmann Foundation's 20+ years of research and support for entrepreneurship. Their work is the genesis of the *IceHouse Entrepreneurship Program*.

Inspired by the life-story of Pulitzer nominee Clifton Taulbert in the companion text, *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur*, the Entrepreneur Academy combines more than ten years of research with the firsthand experience drawn from a wide variety of successful “unlikely” entrepreneurs.

How Is It Unique?

Carol Dweck, in her seminal publication, *Mindset: The New Psychology Of Success*, explored how almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a *fixed mindset*—those who believe that abilities are fixed—are less likely to flourish than those with a *growth mindset*—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment.

The Entrepreneur Academy demonstrates that everyone is an entrepreneur at heart. On a routine basis people implement creative solutions to even the most piddling issues in their daily lives. Most entrepreneurship programs expect you to come to the table with some concept of a [product or service. The Academy, conversely, is the Step Zero instilling a growth mindset where the individual understands they too can move into the entrepreneur space.

How Does It Work?

Drawing on eight fundamental concepts, the program exposes participants to the underlying thought and process that enables entrepreneurs **with limited resources** to identify, evaluate, and transform new ideas into successful endeavors. Participants are then immersed in real-world entrepreneurial experiences that enable them to develop and hone entrepreneurial attitudes, behaviors, and skills.

How Is It Organized?

The program is a hands-on, interactive series which empowers participants to see the world as an endless procession of opportunities.

This is **not** a workshop. The Oregon City Entrepreneur Academy is a mindset program where participants go through as a group, sharing and learning from each other as well as the facilitators. A flipped classroom model uses video education that participants review at home and then come together for a series of hands-on labs that help them flesh out their ideas and expand their mindset.

The purpose is to walk them thru the Academy’s Discovery Canvass (defined below), the nine steps of which are:

Problem

1. Describe a problem you want to solve
2. Describe the type of people who have this problem
3. How are they currently solving the problem?

Solution

4. What is a possible solution?
5. How is your solution different?
6. Will people pay for your solution?

Connection

7. How will potential customers know about your solution?
8. How will potential customers purchase your solution?
9. Why will people purchase your solution?

For those who may wish to use the program to enhance their employability in a very competitive market, these steps can be adapted to consider

Problem

1. Describe a problem a potential employer has
2. Who in that company has this problem?
3. How are they currently solving the problem?

Solution

4. What is a possible solution to their problem?
5. How is your solution different than what they're trying right now?
6. Will they hire you for your solution?

Connection

7. How will potential employers know about your solution?
8. How will potential employers find you?
9. Why will potential employers hire you?

While formats vary, the Chamber's experience is that 4 individual six-hour sessions spaced two weeks apart with individualized activities in between keeps momentum high while allowing deep work. We are also designing a 'boot camp experience' for those looking for an intense deep dive experience in the fundamental mindset of entrepreneurship.

There is also a complete online Learning Management System which gives participants opportunities to expand their understanding in between cohort discussions.

What Are The Outcomes?

By the conclusion, participants in the Entrepreneur Academy will:

- Demonstrate the process that enables entrepreneurs with limited resources to identify, evaluate, and transform a simple idea into a sustainable success
- Incorporate into their activities entrepreneurial attitudes, behaviors, and skills
- Identify and overcome the self-limiting beliefs that may keep them tethered to ineffective ways of thinking and acting
- Build a network of local entrepreneurs who can provide critical guidance and ongoing support

"After so many years in academia and medical research I always thought I could just 'figure out the nuts and bolts' of starting my own home based business. Now finding myself unemployed for the first time in 30 years, I didn't realize what was holding me back from making a real go of it was my former prejudices about the business world. Your course helped shift my focus to a mindset of problem solving, thereby giving me fresh eyes, a sense of wonder and curiosity and new respect for the private sector of entrepreneurs. This mindset has already helped me bridge the gap between my former career and my next endeavors. Thanks again for great pacing, well developed instructional material and just the right amount of interaction for a widely disparate bunch of individuals in my cohort. I still see some of them almost weekly and we continue to support each other. Again, thank you and everyone at the Chamber for providing stimulating environment and thought provoking introspection."

~ Judith Lindholm – Cohort 3, Autumn 2018

6. Describe why this project was selected and the community need(s) to which it will respond.

The Board of Directors of the Oregon City Chamber Of Commerce has defined several priorities for the next three years. Two of these are:

- *Advocate For and Develop Thriving Businesses In Oregon City*
- *Add to the Economic Prosperity Of Our Community*

Readily available investment capital is critical to economic growth of Oregon City. However, there are other forms of capital equally important to a thriving economic eco-system. Social capital is one, of which Oregon City has in abundance as reflected by the level of engagement in our civic institutions. The project outlined in this proposal will add the *Entrepreneurial Capital* of the city.

The Kaufmann Foundation defines Entrepreneurship Capital as *"a region's endowment with factors conducive to the creation of new businesses"*. This exerts a positive impact on the region's economic output.

Areas with a superior level of entrepreneurship capital show higher levels of output and productivity, while those lacking entrepreneurship capital generate lower returns.

According to Pew Charitable Trust, **evidence indicates that the long term economic impact of entrepreneurship capital is stronger than that of knowledge capital.**

What hinders increased entrepreneurial activity? Largely, it stems from how we present the concept. When the word "entrepreneur" comes up in the media, most people immediately think of names such as Gates, Jobs, Zuckerberg. Promoting these big names leads many to believe *"I don't have a big idea, so this does not apply to me"*. In fact, most of our most successful enterprises started with a small concept which morphed and evolved in the process of testing the marketplace.

A member of the digital faculty of the Entrepreneur Academy is Brian Scudamore, the founder of 1-800-GOT-JUNK. He shares his story as a broke college student trying to scrape together beer money. One day in the McDonald's drive thru, he sat behind an old pickup truck with "Junk Hauling" spray painted on the side. *"I can do that"*, Scudamore thought.

In the process of meeting customers, he discovered two key needs of the market; 1) make it easy for consumers to find you and 2) be someone they can trust (after all you're coming onto their property). 1-800-GOT-JUNK made it easy for the customer to contact. In addition, he began to upgrade his vehicles and put everyone into clean uniforms. Junk hauling is not an innovation....ease and trust is what made it successful.

From that day in the drive thru, Brian Scudamore now has over 400 franchises across North America.

How many Brian Scudamores are there in our town? How many individuals in Oregon City will create profitable enterprises if shown the possibilities?

Wow! The Entrepreneur Academy was an excellent experience. From the mindset change principles to how to problem solve was a great encouragement to the entrepreneur process. The cohort experience was motivating and fun - recommend it highly!

Annette Mulligan
Founder of A. Mulligan Speaks Cohort 2, Summer 2018

7a. Identify and describe how this proposal meets one or more of the goals for funding within the enhancement area boundaries (check those below that apply and describe by item number below).

- Result in significant improvement in the cleanliness of the City.
2. Increase reuse and recycling efforts or provide a reduction in solid waste.
 3. Increase the attractiveness or market value of residential, commercial or industrial areas.
 4. Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Code.
 5. Enhance new or existing wildlife, riparian zones, wetlands, forest lands or marine areas, and/or improve the public awareness and the opportunities to enjoy them.
 6. Preserve or increase recreational areas and programs within the City.
 7. Improve safety within the City.
 - 8. Increase employment or economic opportunities for City residents.**
 - 9. Provide work, training opportunities, or other benefit to youth, seniors and low-income persons or underserved population.**
 10. Enhance art and culture within the City.

7b. List by item number from 7a and describe how the project meets each goal.

Items 8 and 9

- *Increase employment or economic opportunities for City residents.*
- *Provide work, training opportunities, or other benefit to youth, seniors and low-income persons or underserved population*

While we live in a region blessed with strong economic growth, there remains significant portions of our citizenry left behind. Furthermore, even among households that are presently self-sustaining, their existence is so fragile that a minor economic downturn or an unexpected job loss would immediately plunge the family into a state of dependency.

Various research by both public and private institutions put the number of households living paycheck-to-paycheck in the 30-40% range, depending upon methodology. In addition, one-third of households can not put their hands on \$1000 in case of emergency....and this in an age where a routine automobile servicing can easily top a thousand dollars.

While our region has robust educational resources for job-readiness, these all focus upon placing individuals to work for someone else. Consider the number of people this leaves out:

- The single mother who needs a home-based solution
- The senior citizen needing to supplement their modest retirement savings and/or pension

- Historically marginalized populations
- Young people who need an alternative to the traditional higher education track

Reaching these populations and bringing them into the Oregon City economy is critical to a healthy community. In addition, the spillover effects of an entrepreneurial mindset are numerous. *Social Entrepreneurship* is gaining traction among emerging generations. Some smart observers such as billionaire Mark Cuban note that what’s driving younger Americans these days is not a desire for socialism, but for organizations to reflect a social element. This is *Socio-Capitalism*. There is a hunger to create enterprises that do financially well while solving social problems. *“It is who they are and what this country will be,”* remarks Cuban, *“whether you like it or not.”*

Thus fostering this type of mindset creates an local entrepreneurial eco-system which can impact all aspects of our city. For example, the City of Albuquerque, NM instituted this mindset program among all city employees. As a result of their immersion in the program, one team of front-line workers in the solid waste facility developed a new process which shaved \$70,000 off operating costs with no additional capital investment.

“In the solid waste industry we’re always going to have work, but that doesn’t mean that we take it for granted ... ultimately we are a business and we need to provide a service to roughly 250,000 people in the City of Albuquerque. So just to know [from the program] that I can carry myself as a business owner was really powerful stuff.”

Robert Vigil

Director Solid Waste Management Department, City Of Albuquerque

8. Project Period: _____
 (Number of months in duration)

Beginning Date: July 1, 2019
 Ending Date: June 30, 2020

9. What is the geographic area of Oregon City where the project will take place?

The project takes place within the boundaries of Oregon City. Facilities for conducting these cohorts are donated by various Chamber members.

10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

We anticipate bringing the program to 150 residents of the region, which includes 25 youth (under 18). Of these we anticipate 30 will be referred to the Small Business Development Center for further advancement of their concept. We expect to see the final creation of 10 viable products/enterprises.

We also anticipate an undetermined number of social enterprise projects to stem from this process. These projects will enhance the well-being of Oregon City and add to the livability of the region.

Finally, new business adds significantly to the economic foundation of the region contributing appreciably to the tax-base of government, philanthropic support of nonprofits and the financial stability of households.

11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

With over 325 member organizations, the Oregon City Chamber of Commerce is an extensive network of public, private and nonprofit partners. These partners are continually engaged in various Chamber events/activities thus proving their support to a vibrant Oregon City.

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

Michael Brand, Executive Director of the Oregon City Chamber, is a Certified Facilitator having trained under the Kaufmann Foundation. Prior to coming to Oregon City, Michael headed up the innovation activities for the Erie Community Foundation in Pennsylvania, where he launched this program and saw it adopted by the Erie Start-up Incubator, the Innovation Collaborative and even the Erie Public School District (helping school faculty incorporate the program into their regular curricula in a way that supported the PA state education standards).

Anne Batey came to the Chamber after a 25+ year career at Intel, where she headed up the Continuous Improvement Team charged with nurturing a continual environment of innovation. Upon retirement, Anne came to the Chamber as an Encore Fellow in partnership with Social Venture Partners-Portland, a venture philanthropy group dedicated to finding creative solutions for our most pressing societal problems.

Brand and Batey co-facilitated the previous three cohorts of the Entrepreneur Academy.

13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

- Seven adult cohorts: September, October, November 2019 and January, February, March, April, 2020
- Entrepreneur 'Boot Camp' to be held week of March 23, 2020 for students in Oregon City area on spring break
- A Entrepreneur Showcase public event in June 2020 highlighting those who have developed viable concepts.

14. An exit report will be required once the project is complete, per a signed Enhancement agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

Our project goals for the year are:

- 150 participants
- 30 participants referred to the Small Business Development Center for further development of their concept.
- 10 viable concepts/products/services have or will go to market by the conclusion of 2020.

Oregon City's Chamber of Commerce's program was an outstanding lab. As an inventor and entrepreneur, I received valuable tools, constructive feedback and outstanding mentoring that gave me the confidence to re-evaluate my design, find manufactures, construct a business plan and apply for a patent. The collaborative nature of this innovative lab under the framework of the Academy materials, led by Michael fostered a cohort of innovation, support and camaraderie which has resulted in a new business that will benefit Oregon.

~Janice Shokrian – Cohort 2 Summer 2018

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time refer to the Enhancement Grant Program Information sheet for current value.

Item	Source of Support	Estimated Value (\$)
Facilities	Various Chamber members open their facilities for our use on an as requested basis. These include churches, schools, private businesses, plus county government and city government	5000
Event Costs (hospitality)	Chamber members in the hospitality business are ongoing sources of donated support for events/activities.	2000
Supplies	Chamber members in the business services space are ongoing sources of donated support for events/activities.	1000

16. List all grants applied for in support of this project and commitments confirmed to date.

- Intel Encore Fellowship – Committed, expired June 2019
- Clackamas County Small Grants program – committed, expired June 2018

17. What is the percentage of Enhancement will be used for personnel services or administrative costs? 70%

18. Will the administrator be a paid position? Yes x No _____

19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

******These figures will be transferred to the table on the first page of this application.**

Proposed Budget

Suggested List (not inclusive)	(A) Grant Dollars Requested	(B) Matching Funds (Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration)	20000	5000		25000
Project Administration costs (clerical, advertising, graphics, printing, postage)	5000	5000		10000
Materials	8900	7900		16800
Equipment/Supplies	1100		1000	2100
Construction Costs				
Event Costs			2000	2000
Transportation Costs				
Insurance Costs (if needed)				
Additional Costs (List)				
Facilities			5000	5000
Totals	35000	17900	8000	60900