

CHAMBER LOG

Sutherlin Area Chamber of Commerce Newsletter

August 2014

Member Survey Shows Promise

You may have received the member survey in the last few days. There are seventeen questions that will take very little time to answer. Please complete the survey so your chamber is able to create the programs and services you most need.

Survey can be found on the website

If you have not received the survey it can be located on the Sutherlin Chamber Website at www.sutherlinchamber.com

From the Home Screen go to "Resources". In the Documents section headed Chamber Aug Survey you can download the information. Please return the survey using one of the three options listed at the end of the survey.

"The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it."

Debbie Fields



MarshAnne Landing's Greg Cramer shares wine industry news with Sue Uptain-Gillham

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Tami discusses catering menu with Scott at the Chamber

Back on the Billboard

Travelers on I-5 have made many comments about our two new billboards that directed them to Sutherlin. We are using them as a launching mechanism for more prominent advertising in our next budget cycle.

See them near milepost 113 and 133 as you travel northbound on Interstate 5 near Clarks Branch Road and just south of Wilbur.

New messages will be placed on these signs in Spring or 2015 with added information. The chamber will be sharing information with its member's who want to be included on the billboards.

Sutherlin Entrepreneurs Are Optimistic about the Future

Nickabobs Outpost, Paw Prints Dog Grooming, Nellie's Deli, Sutherlin Medical Clinic, Scoops Ice Cream and Tub-Time Treasures are all newly opened business in Sutherlin this year. Each business is excited to be a part of the local recovery from the Great Recession that began seven years ago.

Small Business Carries New Employment Load

Economists have recently reported that it is the small business entrepreneurs who are responsible for adding jobs to our slow growing economy. Apparently it is no different in Douglas County and Sutherlin.

There is a great deal of activity in the area. Road repairs and infrastructure upgrades are on the leading edge of more growth. Rumors are everywhere and the dreams and wishes of local shoppers are mentioned in every meeting. With some patience and forethought good things will come.

The city of Sutherlin has projects underway and others in discussion to upgrade streets, sewer systems, parks and tourist attractions. While there are obstacles to overcome the confidence in a bright future for Sutherlin is quite strong.

Your Chamber Board

Exec. Director Greg Henderson

President Tami Trowbridge

Vice President Sue Uptain-Gillham

Secretary Gail Lund

Past President Becky Holm

Directors

John Lahley Gwen Best

Gary Dagle J. Lindeen Brown

Zada Wright Rev. Peter Fritsch

Commissioner Morgan aware of employee shortage

Commissioner Morgan mentions in her August 10, 2014 update that Douglas County lacks enough young people to fill our region's jobs over the next eight years. Our population of 15-49 year olds is significantly less than the state average. This is a trend throughout rural Oregon.

Training and experience is another factor. The Oregon age group from 18-25 is 13% of the labor force but accounts for 29% of the unemployed.

“Real Value of Chamber Membership”

59% of consumers believe Chamber membership is an effective business strategy.

12% of consumers are more likely to use a Chamber member company's products.

63% of consumers are more likely to shop at a Chamber member's business in the future.

Consumers believe that businesses who are Chamber members are more **trustworthy**.



Vickie keeps traffic safe on the Comstock Connector during repairs to be completed September 1st.

TRT Committee Reviews Apps

The responsibility of the funds received through the Transient Room Tax is held by the committee led by J. Lindeen Brown. They are considering applications for assistance in funding by local non-profit organizations like the Sutherlin Blackberry Festival, and the Sutherlin Stampede Rodeo.

All organizations seeking funding assistance are encouraged to contact the Sutherlin Visitor Center and Chamber of Commerce office for instructions on the application process. The funding, if approved, will normally be a reimbursement of expenditures for such items as marketing and publicity.

Upcoming Events and Activities

15, 16, 17 August	Blackberry Festival
16 August	Senior Center Breakfast
16 August	Oakland Antique & Quilt Show
30 & 31 August	Elkton Fort Umpqua Days
6 September	Hot Rod Fun Run
22, 29 Aug; 5,12 Sept	Music Off Central Free Concert

Grant of \$40,000 for Economic Prosperity Initiative Study

The FCS Group of Portland has been hired to consult with city, county and business leaders to determine effective ways to get the Sutherlin economy on the move to greater prosperity. Meetings began in May, 2014 and will continue on a 24 month timeline. Potential developable properties are under consideration. From a starting list of 18 possible sites the number has been reduced to six sites as most marketable. Assessments include site readiness, infrastructure, wetlands, transportation and suitability for specific industries. Determinations will be made to identify most suitable industries for these properties.

Workforce Availability

A key component of any commercial or industrial enterprise is the availability of a quality workforce. The study will include these assessments. The study will also use SWOT analysis for each of the selected sites. The intent is to accomplish considerable progress toward attracting industry to the Sutherlin area intent on providing long-term job stability.

Sutherlin Area Chamber - Supporting businesses today for a better tomorrow.



1310 West Central Ave.
Sutherlin, Oregon 97479

Sutherlin Area Chamber Of Commerce

Contact the chamber for membership information or answers to your questions.

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Visit us on the web at
www.sutherlinchamber.com

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