

# NORTHEAST OREGON ECONOMIC DEVELOPMENT DISTRICT



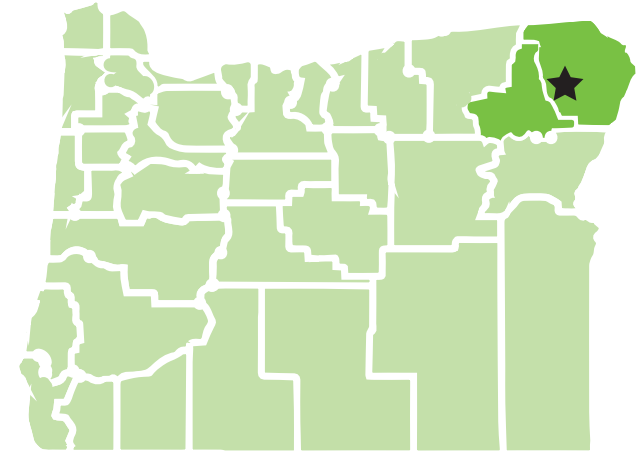
## PARTNERS

- City of La Grande
- Eastern Oregon University
- Private business owner (coffee shop)
- Regional school districts
- Workforce development organizations
- Industry associations
- Lending community
- Business development organizations



## COMMUNITIES SERVED

- Adult entrepreneurs
- University students
- Youth entrepreneurs
- People with low to moderate income
- Native Americans
- La Grande and Union County local residents
- Tourists



We know that to successfully grow our local businesses, we must work together. Doing so will leverage our individual areas of expertise and draw more businesses and service providers into the ecosystem—this will achieve the ultimate outcome: stronger small businesses to support economic growth and strengthen our community.

—Lisa Dawson, Executive Director

## Utilizing ROI Funding to

- ▶ Create the “Center for Excellence in Rural Entrepreneurship.”
- ▶ Initiate a new entrepreneurship degree program at Eastern Oregon University.
- ▶ Build and improve the program evaluation process.
- ▶ Conduct an ecosystem mapping project.

## Supporting Entrepreneurs by

- ▶ Delivering classes and workshops for entrepreneurs, including sector-specific workshops.
- ▶ Hosting “Lemonade Day” for youth entrepreneurs.
- ▶ Organizing an “Entrepreneur Day” event and a business plan competition.

## Building Collective Capacity by

- ▶ Designing an entrepreneurship certificate/minor.
- ▶ Building towards a goal of offering an entrepreneurship degree.
- ▶ Strengthening the community’s understanding of the importance of small businesses and increase patronage.
- ▶ Increasing the number of new businesses created regionally, especially among university students.