BUILDING OREGON’S BEST BUSINESSES

Oregon Small Business Development Center Network

Annual Report 2023
OREGON’S SMALL BUSINESS DEVELOPMENT CENTER LOCATIONS

Columbia Economic Team
375 S 18th Street
St. Helens, OR 97051
503-410-1061

Columbia Gorge Community College
400 E Scenic Drive,
Suite 2.108
The Dalles, OR 97058
541-506-6121

Eastern Oregon University
1607 Gekeler Lane,
Room 148
La Grande, OR 97850
541-962-1532

Klamath Community College
803 Main Street, Suite 200
Klamath Falls, OR 97601
541-205-5404

Lane Community College
101 W 10th Avenue,
Suite 304
Eugene, OR 97401
541-463-6200

Linn-Benton Community College
Benton Center #223
757 NW Polk Avenue
Corvallis, OR 97330
541-917-4929

Mt. Hood Community College
18633 SE Stark Street,
Suite 302
Portland, OR 97233
503-491-7658

Oregon Coast Community College
3788 SE High School Drive
Lincoln City, OR 97367
541-994-4166

Portland Community College
2305 SE 82nd Avenue,
ADM 404
Portland, OR 97216
971-722-5080

Rogue Community College
3345 Redwood Highway,
Building B
Grants Pass, OR 97527
541-956-7494

Southern Oregon University
101 S Bartlett Street
Medford, OR 97501
541-552-8300

Southwestern Oregon Community College
1988 Newmark Avenue
The Newmark Building,
Room 229
Coe Bay, OR 97420
541-888-7026

Tillamook Bay Community College
4506 Third Street
Tillamook, OR 97141
503-842-8222 ext. 1420

Treasure Valley Community College
650 College Boulevard
Ontario, OR 97914
541-881-5772

Umpqua Community College
522 SE Washington Avenue
Roseburg, OR 97470
541-440-7824

Lead Office
1445 Willamette Street,
Suite 5
Eugene, OR 97401
541-463-5250

The Oregon SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, the Oregon Business Development Department, and other private and public partners, with Lane Community College serving as the Network’s lead host institution. Oregon SBDC services are extended to the public on a nondiscriminatory basis. Language services are available for limited English proficient individuals.
To all who support Oregon businesses,

Since our founding in 1983, the Oregon Small Business Development Center (SBDC) Network has helped hundreds of thousands of Oregon entrepreneurs start and grow their businesses—creating new products, finding expanded markets, offering innovative services, and employing hundreds of thousands of Oregonians.

The Oregon SBDC’s core mission of Building Oregon’s Best Businesses comes from a recognition that businesses are supported by resourceful communities of clients, partners, and fellow entrepreneurs who seek to do something better. In partnership with our host institutions, our 20 Centers across the state and Global Trade Center provide the education and expertise Oregon’s small businesses need to succeed in today’s ever-changing competitive marketplaces. By providing expert advising, training, and services, we serve the people who make Oregon what it is today. As we look ahead to 2024 and beyond, the Network has some exciting opportunities on the horizon:

• The state legislature recently approved up to $3 million in technical assistance grants available to Oregon SBDCs serving rural communities. Selected Centers will soon begin to use this additional funding to roll out exciting initiatives to better serve the rural areas of the state.

• It’s projected that 75% of business owners in the country will transition ownership over the next 10 years, supporting an estimated $14 trillion in wealth transfer. With services to guide the business transition process, educating owners on their options, and leading them to resources, the Oregon SBDC has become a trusted resource for small business owners making this important decision.

• Our specialized training services remain in high demand and have been a priority focus for the state government. A good example is our Oregon Construction Contractors Board Prep Course, which has been expanded statewide and is now offered in Spanish as well as English. This training has resulted in a significant increase in the test pass rates among under-represented Oregonians striving to become general contractors.

• We continue to focus on analyzing the challenges our Oregon economy faces and responding with solutions. An example is the state’s child care crisis and the shortage of licensed providers. SBDCs around the state are working in their communities and with their host institutions to provide small business management training to child care providers in alignment with the Oregon SBDC Network’s mission to build Oregon’s best businesses.

• Our Network continues to support efforts around innovation, cybersecurity, and helping our local entrepreneurs implement new business strategies like artificial intelligence and advancements in digital technology.

As you can see, there is a lot of important work ahead for our Network in the coming years. We know this work would not be possible without the partnerships of many community leaders, including public officials, our host organizations, Business Oregon, and the U.S. Small Business Administration. We all share a common belief that knowledge has the power to transform lives and communities. We invite you to join us as we celebrate our success and continue to build toward a new and vibrant future for Oregon’s small businesses.

Sincerely,

Mark Gregory, State Director
Oregon Small Business Development Center Network
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The 20 regional Centers and Global Trade Center, with more than 47 locations across Oregon, serve local communities with local advisers and provide access to a statewide network of support.

The Centers are hosted by Oregon’s 17 community colleges, Eastern Oregon University, Southern Oregon University, and the Columbia Economic Team. The Oregon SBDC Network is proudly hosted by Lane Community College and supports SBDCs across Oregon.

“Oregon’s SBDCs have provided high-quality business support to Oregonians statewide for years. I’m particularly excited about the Network’s deliberate effort to engage diverse businesses and its consistently evolving resources that include a range of opportunities from cybersecurity training to tailored supports for child care businesses. The Oregon SBDC is truly a remarkable partner and resource for Oregonians in a shifting economic landscape.”

— Kate Sinner, Innovation and Business Resources Director, Business Oregon

“The Oregon SBDC Network is an outstanding organization and is dedicated to Oregon’s small business community. I am particularly proud of the strong partnership that the Portland District Office and the Network have developed over the years. This partnership was invaluable as we faced the challenge of helping small businesses survive the pandemic and thrive in the uncertainty of a new normal. The SBA asked even more from the SBDC Network, and it delivered. Business advisers worked overtime to help Oregon small businesses respond to this crisis. I’m grateful to all of the Network directors and advisers for the help they provided.”

— Martin Golden, District Director, Portland District Office, U.S. Small Business Administration

“For the past 40 years, the SBDCs in Oregon have advised and helped prepare new and growing small businesses in our state. The results? Thriving businesses all across Oregon that are well-positioned to access capital and create jobs.”

— Linda Navarro, Oregon Bankers Association

“From the very beginning of the Government Contract Assistance Program in late 1986, we have been connected to SBDCs—meeting regularly at SBDCs throughout Oregon, shared events, and valuable small business referrals between our programs. We have both benefited greatly from our shared vision and partnership.”

— J. Rick Evans, Executive Director, APEX Accelerators, Oregon’s Procurement Technical Assistance Center

“The SBDC is a “great place to get the tools, trainings, and business support our entrepreneurs need to start and grow their business and the economy of our rural places.”

— Brenda Brown, Director of Spanish Language Programs, RDI

“The SBDC Network across the region fills an incredibly important gap to provide rural small businesses with the support they need to thrive and contribute to a vibrant local economy.”

— Amy Hause, Deputy Director, RDI
OREGON SBDC NETWORK WELCOMES NEW ASSOCIATE STATE DIRECTOR

We were thrilled that 2023 brought us a new Associate State Director—and especially that it was one of our own!

After a yearlong recruiting process, Kat Rutledge, formerly Director of the Klamath Community College SBDC, accepted the role. She began working with statewide leadership in June.

Rutledge is a lifelong Oregonian and is deeply rooted in the Oregon small business community. In addition to serving as a prior Center Director, she was the founding director of Klamath IDEA, an entrepreneurial ecosystem-building initiative in rural South-Central Oregon. Kat holds a bachelor’s degree in business and economics from Eastern Oregon University and is an Oregon Certified Economic Developer (OCED). Prior to her public service, she spent 15 years as an HR professional in banking and corporate America. She then ventured into owning her own business supporting regional employers with HR and conflict management services.

Kat’s connection to the Oregon small business community is not just a professional affiliation but a personal commitment fostered by witnessing the impact of the Oregon SBDCs in local communities. Through her tenure as Director of the Klamath SBDC and her involvement in various entrepreneurial initiatives, Kat has firsthand experience of the positive transformations brought about by strategic support and guidance for small businesses.

As our Associate State Director, Kat is excited to amplify this impact to keep up with the changing business landscape. Her commitment to the SBDC’s mission is grounded in the belief that the growth of small enterprises has a ripple effect on communities, contributing to economic resilience and vitality. She looks forward to leveraging her experiences and insights to make a lasting difference within Oregon’s small business community.

Kat will serve alongside State Director Mark Gregory, helping to lead the Network in its mission of building Oregon’s best businesses.

“It was an honor to serve my home region and advocate for many years for rural economic development, and now I’m enjoying the challenge of trying to meet the needs of the diverse small businesses all across our state. Oregon’s economy is truly driven by small business, and I look forward to working with all of our Centers to meet the demands of what the future holds.”
Small Business Is Big Business in Oregon

Every number shown on these graphs is a story all its own, and our business advisers and clients have many. These numbers show a business that received capital to start or expand, an employee who joined a great local business and pursued a passion, a new business that started.

These are the businesses that form the fabric of our community, that enrich our lives with culture, with personality, and most importantly with passion. SBDCs are the local resource in and for the community, providing a helping hand and working with businesses to find their success.
Clients Served
5,391 clients were served by SBDCs across the state

Training
Across the state, SBDCs hosted 702 training events with a total of 6,941 attendees

Capital Formation
$54,552,039 Oregon SBDC capital formation

Job Creation & Retention
Across the state, SBDCs helped create 904 jobs and retain 634 jobs

Business Starts
Statewide, SBDCs helped 245 businesses get started

Events
Attendees

Women
2,845
Minority Non-White/Hispanic
1,515
Hispanic
1,008
Veteran
322

$10,908,355 $10,516,500 $10,511,479 $8,684,040 $4,861,265

$52,011,479
$10,908,355
$10,516,500
$7,570,400

Willamette Valley
Portland Metro
Coast
Southern Oregon
Central Oregon
Eastern Oregon

(Created / Retained)
PROGRAMS & SERVICES
Help for Businesses Where They Need It Most

SERVICES

Advising
Our knowledgeable business advisers are here to help businesses with planning, analyzing cash flow, accessing capital, marketing, hiring, and more. Clients learn from experienced advisers who bring important skills and perspectives to help businesses thrive. All advising is confidential and provided at no cost to clients.

Training
Learn the skills you need for a successful business. Experienced instructors teach classes on marketing, bookkeeping, human resources, business planning, and other topics businesses need to master to be successful. In the classroom and online, business owners learn from one another as well as the instructor, developing important skills that lead to thriving businesses.

PROGRAMS

Capital Access Team
The Capital Access Team is a specialized team of advisers who focus on helping businesses access the capital needed to launch or grow a business. Advisers are often former lenders in the area who understand the local capital landscape and help businesses determine the best path forward.

Global Trade Center
It’s a big world. Sell to it. The Global Trade Center helps Oregon businesses connect to the global market by offering specific advising and training to succeed in these bigger international markets. Global Trade Center advising is available to all Oregon small businesses at no cost through their local SBDC.
Market Research Institute
The Market Research Institute provides actionable business intelligence to help small business owners make better strategic decisions. Using the latest business research tools, the Market Research Institute provides tailored research reports to Oregon small businesses. These reports help businesses develop data-informed business and marketing plans, make location decisions, and more.

Cybersecurity
The Cybersecurity program offers educational awareness, training, and no-cost one-on-one advising for businesses at different levels. Through collaborative partnerships with the Technology Association of Oregon and public agencies, the Cybersecurity program brings world-class resources in the field of cybersecurity and cyber intelligence to assist businesses.

Small Business Management
A signature program of the Oregon SBDC Network, the Small Business Management program is a unique combination of instructional learning and one-on-one advising that helps make businesses more successful. During the up to three-year program, business owners learn how to run a successful small business while collaborating with peers. This program is available at most SBDCs.

Business Resiliency Planning
Emphasizing preparedness, Oregon’s SBDCs meet with business owners to help prepare for the worst before the worst happens. These steps include learning how to assess risk, implementing cybersecurity, business transition, understanding supply chain risks, and preparing for natural and human-caused disruptions. Businesses receive tools for creating their own emergency response plans, communication plans, and business impact analysis. Businesses are also encouraged to use financial planning and tools to mitigate risks. Disaster resilience planning is emphasized throughout most SBDC class curricula.

Disaster Response Assistance
SBDCs help small businesses recover from disasters throughout Oregon. This assistance can help with accessing local and federal resources, budgeting and cash flow, understanding state assistance programs, and the needs of the whole business. Our advisers can help businesses assess their status, determine if and how they should reopen, access capital, and put a recovery plan together. All Centers are supported by the larger statewide Network and have access to specially trained advisers and resources. These services are also available in Spanish. Disaster assistance is provided in partnership with local communities, the SBA, and Business Oregon.

Servicios en Español
Oregon’s Hispanic business owners are an important part of our local economies and communities. The SBDCs provide assistance with Spanish-speaking advisers who are trusted members of their community. These advisers provide one-on-one advising at no cost, helping small business owners start and grow successful businesses.

CCB Licensing
In partnership with the Oregon Construction Contractors Board (CCB), SBDCs offer classes in person and online that meet the CCB’s required 16 hours of study before individuals are eligible to take the licensing exam. Additional advising and training are available to help contractors complete their registration and start their business.

Business Transition
Sometimes it can be difficult to leave a business that you have spent years creating. Our business transition advisers help business owners create plans that can help make this process easier. These advisers have additional training to help businesses transition from one party to the next, whether it is a family member, an employee, or a third party.
2023 CLIENT SUCCESS STORIES
Building Oregon’s Best Businesses

Collective Wealth Planning
Chemeketa SBDC

“As a solopreneur, making major business decisions alone is hard, especially at the start. I am incredibly grateful to Joanne and the Chemeketa SBDC for their support in those early days. I’m looking forward to celebrating many more years of success and sharing gratitude with the people and organizations that made this possible.”

— Brenna Baucum, CFP®, CTS™ Owner of Collective Wealth Planning

Haruharu Studio
Portland Community College SBDC

“In connecting with the SBDC, I felt like I knew what to expect as I began my business journey and had amazing help in connecting to the right people who were experts with great advice.”

— Jimin Kim Haruharu Studio

OREGON SBDC NETWORK — 2023 ANNUAL REPORT
Fossil Motel & RV Park
Eastern Oregon SBDC

“When we first came to the SBDC, we weren’t quite certain if purchasing the Fossil Motel & RV Park was a possibility for us. The EOU SBDC helped us determine if the purchase was a good investment and assisted in locating and securing the capital needed for the transaction.”

— Jeff and Virginia Portlock
Fossil Motel & RV Park

Little Creek Bilingual School
Southwestern SBDC

“I am very grateful to Derek Tonn from SBDC for being a great guide through this overwhelming process of starting a business and continuing to learn, grow, and create more changes in my field. I want to encourage those people who are reading this that your ideas are valuable, your passion for what you do, and the changes that you can generate in your community are necessary. Look for that guidance and support when you do not know clearly what the path is because there are great professionals who will give you light and concrete tools to continue.”

— Fernanda Lucas De La Torre
Little Creek Bilingual School

“We didn’t feel alone, we had professionals there to support us.”

— Tillamook SBDC Client
World Stage Lighting
Umpqua Community College SBDC

“I was matched with Gale Peterson and had several sessions with her during which she gave me a fantastic overview on setting up our company file in QuickBooks, running our first payroll, filing necessary government forms, and many other useful bits of information. By the time we had finished our last session, I felt very comfortable with the day-to-day paperwork of running my business.”

— Devin Sunderland
World Stage Lighting

JQ General Contractors
Clackamas SBDC

“They were very outgoing, happy teachers, always willing to go the extra mile for me. It helps so much having a teacher in front of you, and when you don’t understand something, they explain it clearly.”

— Jesus Quevedo
JQ General Contractors
“If you want to buy or start a business like we did, go to the SBDC. They have professionals that can help you in every area of starting a business, writing a business plan, and helping you find the right lender. I highly recommend their services.”

— Southwestern SBDC Client

“This program is amazing. Give the SBDC a try, you will not be disappointed!”

— Mt. Hood SBDC Client

“...”

— Abby Carroll

Maidenhair Landscapes, LLC
Lane SBDC

“I've benefited enormously from advising with Casie Brabham. The most recent advising session yielded valuable insights on current questions, but more importantly, it helped me feel like I have resources and support moving forward.”

— Abby Carroll

Maidenhair Landscapes, LLC
Lane SBDC
Small business advising is the backbone of every service provided by the Oregon SBDC. Our experienced business advisers support business owners at every stage—from idea to launch, expansion, renewal, and exit strategy. They are with them every step of the way.

One of the most important roles our SBDC advisers play is problem-solver—helping business owners respond to challenges they face in all aspects of business. From accounting to hiring, sourcing to marketing, no business is immune to problems on its journey to success.
Advising can be done either in person or virtually.

José Balcazar advises clients in Spanish.

Advising can be done either in person or virtually.

Advising can be done either in person or virtually.

José Balcazar advises clients in Spanish.

Advising can be done either in person or virtually.

José Balcazar advises clients in Spanish.
In partnership with the Oregon Construction Contractors Board (CCB), the Oregon SBDCs have helped hundreds of aspiring contractors receive their contractor licenses and start their businesses. With the shortage of housing in Oregon and across the country, this sector remains a critical part of the economic development ecosystem. This program is providing licensed contractors to build the homes needed for our state.

Over the past four years, the demand for this program has rapidly increased across the state. This presented an opportunity for the Network to focus on increasing access to the training via distance delivery (provided in English and Spanish) to Centers statewide.

Additionally, the Network has taken this training to a new level via an interagency agreement between the Clackamas SBDC and the Oregon Construction Contractors Board. This agreement allowed the SBDC to pilot improvements to the CCB curriculum and testing in both English and Spanish while also allowing the Network to help those who obtain their CCB licenses start and sustain successful businesses.

As a result, the SBDC has seen continuous improvement in CCB exam pass rates, particularly for Spanish speakers. The first-time pass rates have been as high as 90 percent for one class, while the average pass rate is 73 percent. Before the SBDC started this effort, the pass rate for Spanish-speaking clients was 5 percent.
SERVICIOS EN ESPAÑOL

Del centro de desarrollo de pequeñas empresas (SBDC)

Los propietarios de pequeñas empresas de habla hispana en Oregón son parte importante nuestras economías y comunidades locales. El SBDC ofrece consultoría empresarial gratuita, individual y confidencial impartida por asesores que hablan español, con lo que ayudamos a dueños de pequeñas empresas a iniciar y hacer crecer negocios exitosos.

El SBDC de Oregón cuenta con un equipo de más de una docena de asesores e instructores bilingües que colaboran en todo el estado para atender a miembros de la comunidad empresarial, brindándoles asistencia culturalmente relevante y ayudándoles a acceder a capital, elaborar planes de negocios y compartir recursos.

En 2023, el SBDC de Oregón ofreció, tanto virtualmente como en persona en todo el estado, servicios especializados, entrenamientos y talleres en español. Dichos programas incluyeron asesoramiento para el acceso a capital, preparación para el examen de la Construction Contractors Board (Junta de Contratistas de Construcción), el programa Small Business Management for Contractors (Administración de Pequeñas Empresas para Contratistas) y varios talleres y formaciones para pequeñas empresas desde su puesta en marcha hasta su crecimiento.

Los SBDC de Oregón también se esforzaron en aumentar la visibilidad de sus servicios, programas y talleres en español, con la creación de canales de comunicación adicionales solamente en español, en la forma de los perfiles de redes sociales de Latino SBDC.

Áreas Principales de asesoramiento solicitadas:

#1 Inicio y Adquisición de Empresas
#2 Contabilidad y registro
#3 Mercadotecnia y ventas

En 2023, 1,008 de nuestros clientes reportaron ser étnicamente hispanos, e impartimos 1,309 horas de asesoramiento empresarial confidencial en español.

Leading Areas of Advice Sought:

#1 Business Startup & Acquisition
#2 Accounting & Recordkeeping
#3 Marketing & Sales

In 2023, the Oregon SBDC delivered specialized services, training, and workshops both in person and virtually across the state in Spanish. These programs included capital access advising, Construction Contractors Board test preparation, the Small Business Management for Contractors program, and a variety of other small business workshops and training covering everything from startup to scaling.

The Oregon SBDC also made a focused effort to expand the visibility of its Spanish-speaking services, programs, and workshops by adding additional communication channels solely in Spanish through the SBDC’s Latino social media platforms.

Oregon’s Spanish-speaking business owners are an important part of our local economies and communities. The SBDCs provide no-cost one-on-one business advising from Spanish-speaking advisers, helping small business owners start and grow successful businesses.

The Oregon SBDC has a team of more than a dozen bilingual advisers and instructors who collaborate across Oregon to serve the Spanish-speaking business community with culturally relevant assistance, helping them to access capital, develop business plans, and share resources.
The Exit Planning Institute (EPI) estimates that 4.5 million privately held businesses will transition ownership within the next 10 years equating to a $14 trillion opportunity. In addition, the challenges of the post-pandemic economy have business owners taking a hard look at their current financials and operational status and making decisions accordingly—many reaching out to the Oregon SBDCs for guidance on business transition.

The Oregon SBDC Network sees this as an urgent call to assist business owners to prepare ahead in order to preserve wealth and maintain the critical services that businesses provide to their communities. In addition, with the lack of potential buyers, as Baby Boomers look to retirement, it is imperative to build up internal leaders who will be the ones to step into the gap and take these businesses forward.

Business transitioning is a crucial next step for many businesses but requires proper planning. The Network’s business transition services help guide business owners through the many stages of planning and executing, including:

- Creating a documented business transition plan
- Working the steps of that plan
- Strategies for maintaining and growing valuation through the process
- Keeping the company in a sellable position
- Preparing for the transition of ownership
- Post-transition planning
The Oregon SBDC Network’s Capital Access Team (CAT) launched in 2011 and has grown into six regions. This regional model has allowed CAT to provide advisory resources throughout the state, with each regional team supporting local SBDCs in their efforts to help small businesses navigate the funding process. CAT’s specialized advisers—many of whom are retired career bankers—work directly with business owners to provide expert advice on how to access capital to foster economic growth and resilience at all stages of business.

After an online readiness assessment, the program prepares business owners for funding through services such as one-on-one guidance on business planning, the development of a financial strategy, and assistance with funder relations and connections. The result is successful funding for about 75% of clients who complete CAT’s rigorous process.

CAT onboarded three new regional advisers in 2023, backfilling advising capacity in its North Coast and Metro regions. CAT advisers supported local SBDCs and their clients to access over $17 million of the Network’s $54.5 million total statewide impacts.

The Oregon SBDC Network is a long-standing data contributor and steering committee member for the Oregon Capital Scan report, published every two years administered by the Oregon Community Foundation. For more information about Oregon’s capital flows by volume and type of funding, check out the 2022 Oregon Capital Scan.

Many CAT advisers are themselves former bankers who have previously been responsible for helping small businesses access capital. These experts, often in retirement, are giving back to their communities using their knowledge and skills.
Expanding globally can be an intimidating process for any business. With its specialized advisers, the Global Trade Center helps Oregon small businesses working with any of the Network’s 20 regional Centers to succeed in international trade.

Businesses work with the Network’s various stakeholders, partners, and trade agencies in an inclusive and comprehensive process to create consistent communication and develop actionable plans while accessing trade-specific resources and education.

In an increasingly global economy, many small businesses are looking to secure international markets and business opportunities. Reports show that Oregon shipped $34 billion worth of products around the globe in 2022, representing a 13.5% increase from $29.9 billion in 2021. Oregon’s exported products represent 15.2% of the state’s total economic output, which was $223 billion in 2022.

Since its inception in 2017, the Global Trade Center has helped 530 clients statewide. Local advisers work with the business and the Global Trade Center’s Certified Global Business Professional (CGBP) credentialed advisers. Together, they assist clients in determining the best path forward for the development of international markets and help to demystify the process of finding and realizing new opportunities abroad.

This service is provided at no cost to the client.
Market Research Institute

Having access to accurate data for making crucial decisions can determine the success or failure of a business. Market research plays a vital role in any business plan and should be one of the first considerations for entrepreneurs looking to start or expand a business.

The Market Research Institute (MRI) at the Oregon SBDC Network offers personalized and essential insights into the market and business environment for Oregon small businesses aiming for growth. The MRI provides tailored reports based on professional research and actionable market intelligence, enabling small businesses to gain a competitive advantage.

Recognizing the unique nature of doing business in Oregon compared with other parts of the country, the team combines research and data analysis expertise with an understanding of business requirements from the SBDCs, resulting in high-quality, personalized research reports that align with business objectives. The MRI has access to various sources, including subscription databases and government and industry resources. This data covers a wide range of topics, from customer demographics and psychographics to industry trends and forecasts.

Our team thoroughly assesses the quality and reliability of each data source while clarifying any limitations and then synthesizes the data to form the customized reports. The MRI's research reports can support a broad spectrum of business objectives, such as developing business and marketing plans, selecting suitable locations, understanding the competitive landscape, and establishing financial benchmarking.

Apart from conducting thorough research, analysis, and report development, the MRI collaborates with each client and their adviser to comprehend the client’s business goals, ensure that the reports are aligned with the objectives, and provide expertise in interpreting the data within the reports.

The Market Research Institute's personalized research reports are available at every SBDC in Oregon at no cost to the client.

Additionally, primary or original market research is available upon request for in-depth analysis of unique projects and studies. MRI provides free estimates for these customized reports, which it develops on a contract basis.

### 2023 Report Requests by NAICS Designation

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<thead>
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<th>NAICS Designation</th>
<th>Requests</th>
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<td>424: Merchant Wholesalers, Nondurable Goods</td>
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<td>449: Furniture, Electronics, and Misc Retailers</td>
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<td>611: Educational Services</td>
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<td>561: Administrative and Support Services</td>
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<td>722: Food Services</td>
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<tr>
<td>Other</td>
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</table>
Disaster Assistance

It’s no longer a matter of if disaster strikes, but when. And when it strikes, the Oregon SBDC Network is on the front lines to support small businesses in their most trying times.

The Oregon SBDC Network assists with accessing federal resources, budgeting and cash flows, understanding state assistance programs, and the needs of the whole business during an emergency or a disaster.

Disaster Response

Oregon SBDCs continued to serve as the primary technical assistance provider for businesses across the state as they recovered from the pandemic and wildfires, and faced new challenges. Advisers assisted businesses needing help understanding federal assistance programs and adapting to changing economic conditions.

Business Resiliency Planning

The Oregon SBDC Network is dedicated to helping businesses prepare for disasters and provides training in a variety of formats on economic resiliency, disaster planning, and business transition.

Steps that businesses can take before disaster strikes include having accounting files backed up to cloud-based servers that can be accessed remotely in the event of a natural disaster, understanding supply chain risks, and preparing employees for emergencies. Centers also encourage businesses to prepare through proactive financial management in case of a disaster.

To help small businesses navigate how to proceed after a disaster, the Oregon SBDC Network has developed a Disaster Recovery Guide in partnership with the Vermont SBDC Network. The comprehensive guide can be used with an Oregon SBDC adviser, who can walk a business through the steps, but it can also be completed individually.

Disaster response assistance services are also available in Spanish through the Oregon SBDC.
Oregon Child Care Providers

Recognizing the impact of the state’s child care crisis and the shortage of licensed child care providers on Oregon’s economy, the Oregon SBDC Network has launched specialized programs to support startups and licensed child care providers in developing small business management skills along with early childhood educator knowledge.

These programs assist future and current business owners who have the goal of independently operating a quality, licensed, and registered or certified family home-based child care facility.

Child Care Business Support Programs

SBDCs around the state are working in their communities and with their host institutions to provide Small Business Management training to child care providers in alignment with the Oregon SBDC Network’s mission to build Oregon’s best businesses.

These programs vary by SBDC region.
Building Oregon’s Best Businesses

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