

MEMORANDUM

TO: Mayor and City Council

FROM: Richard Meyers, City Manager

SUBJECT: OREGON RAIN PRESENTATION

DATE: June 8, 2022

Background

Aqsa Khan, Lane County Venture Catalyst and Robert Killen, Deputy Director with Oregon RAIN will be at the Council meeting to provide an update on the Cottage Grove RAIN program and answer questions.


The City has partnered with the Cottage Grove Community Development Corporation(CDC) which has now merged with the E-BID and become Downtown Cottage Grove to support the Cottage Grove RAIN program. The City contributed \$21,000 in this year's budget and \$21,000 is in the 2022-23 Approved Budget.

Recommendation

Information item only, no action from Council.

Cost

No Cost


Richard Meyers, City Manager



Entrepreneurial Ecosystem Summary - April 2022

Cottage Grove



"Thank you Oregon RAIN for helping our local business dreamers, I just loved the constructive conversations. To help each other to succeed. Also to the Covered Bridge Brewing Group for hosting" - Councilor Kenneth Michael Roberts

Cottage Grove RAIN Team

Catalyst Team:

- Robert Killen, Deputy Director
- Aqsa Khan, Lane County Venture Catalyst
- Kim Johnson, Entrepreneur-In-Community

Advocacy Team:

Need help overcoming a policy barrier that's keeping you from launching or growing your business in Oregon? Don't worry, our advocacy team can help you.

- Avery Pickard, Policymaker Education Director
- Sean Tate, Entrepreneur Advocate (Founder, Tate Public Affairs)





Entrepreneurial Ecosystem Summary - April 2022

Cottage Grove

Past Events:

Date	Event Name / Topics	Venue	CG Attendance	Event Purpose	Lead
9/22/2021	Cottage Grove Kickoff Event	Zoom	38	Community Engagement	RAIN
8/12/2021	Startup Bootcamp 2021 (RAIN & SBDC)	Zoom	5	Education	RAIN
9/29/2021	RAINmaker Sales and Marketing Accelerator	Zoom	8	Education	RAIN
12/8/2021	CG Entrepreneur Meet-up	Covered Bridge Brewing	22	Networking	RAIN
1/13/2022	CG Entrepreneur Meet-up	Covered Bridge Brewing	8	Networking	RAIN
1/21/2022	Econ Dev. Food/Ag	Zoom	6	Partner Engagement	RAIN
1/4/2022	Braving Business	In Person	6	Networking	RAIN
1/26/2022	All Things Food & Ag	Zoom	5	Education	RAIN
2/4/2022	Braving Business	In Person	3	Networking	RAIN
2/17/2022	Business After Hours	In person	40	Networking	RAIN
2/23/2021	Money Talks	Zoom	6	Education	RAIN
3/11/2022	Art After Hours- Workshop Series	Zoom	1	Education	RAIN
3/15/2022	Digital Marketing in 2022	Food Bohemia Building	14	Education	RAIN
3/18/2022	CDC meeting CG	EL Tapatio Mexican Restaurant	7	Partner Engagement	CG CDC
3/19/2022	CG Entrepreneur Meetup	Covered Bridge	11	Networking	RAIN
4/1/2022	Braving Business	In Person	3	Networking	RAIN
4/6/2021	RAINmaker Digital Marketing Accelerator	Zoom	8	Education	RAIN
4/7/2022	The Chronicle: Ribbon Cutting	Bank Building	23	Networking	CG Chamber



Entrepreneurial Ecosystem Summary - April 2022

Cottage Grove



Cottage Grove Program Calendar: Dec-April 2022

WS	Workshop	FC	Fireside Chat	MU	Meetups
PT	Pubtalk	MH	Mentor Hours	GE	Grand Events

	DEC	JAN	FEB	MAR	APRIL
Schedule	MU MH	MU MH	PT MH MU	Activation Event MH MU	WS MH MU
		Art After Hours - Startup Program		RAINmaker Sales & Marketing Accelerator	
Description	Dec 2021 Meetup & Mentor Hours Admin: Begin Launch Campaign, Network, gather data	Jan 2022 Meetup to meet local businesses Admin: Surveying and metric gathering with EIC	Feb PT (Money Talks) + launch CG Reinviting rural Group Admin: EIC launch events	March Entrepreneurial Events Admin: Partner with Chamber + Youth Outreach	April Workshop: Activating Mentors + meetup Admin: Update to CDC or City Council



Building Entrepreneurial Ecosystems in Oregon

Ongoing RAIN events:

- [Braving Business](#) every 1st Friday of the month, 3-4pm at 106 S 10th St, Cottage Grove
- [Entrepreneur Meetup](#) every last Friday of the month, 4-5pm at Covered Bridge Brewing (926 E Main St, Cottage Grove).
- In collaboration with **Rural Livelihoods** "A focus on food and forestry" the last Tuesday of each month at 12-1pm at 106 S 10th St, Cottage Grove
- We have several events coming up to support your business. [If you'd like to attend RAIN events please follow our Facebook page.](#)

What's NEXT?

We will continue prioritizing resiliency for Lane County rural businesses, including the following programs:

- RAINmaker Digital Marketing Accelerator (spring 2022 in session)
- Hosting a "How to Start your Crowdfunding Pitch: on our capital access platform.
- Starting a Youth Program with the Local Cottage Grove High School.
- Hosting a "Pitch Competition" to support innovation and entrepreneurship.
- Continued outreach to serve new communities including Latinx, youth, and people with disabilities (working on a COVID resiliency project for Women of Color in partnership with the University of Oregon).
- MONEYmaker Financial Management Accelerator (scheduled for summer 2022)