



## Gorge Technology Alliance Workplan

*Date: October 16, 2006*

### Mission

To promote the technology business sector of the Columbia River Gorge.

### Vision

The Columbia River Gorge will be recognized for its robust technology business sector that brings valuable jobs to our communities and complements our environment.

### Projects Currently Underway

<b>Provide Networking Opportunities</b>		
<b>Action Item</b>	<b>Leaders</b>	<b>Timeframe</b>
Hold monthly GTA meetings.	GTA Board/MCEDD	Ongoing
<b>Develop and communicate priorities to local, state and federal governments</b>		
<b>Action Item</b>	<b>Leaders</b>	<b>Timeframe</b>
Survey existing high tech firms.	Mark Flaming	Qrter 3-4, 2006
Post member profiles on the website.	Mark Flaming	Qrter 3-4, 2006
Post aggregate information on the website and distribute to area policymakers and newspapers.	Mark Flaming	Quarter 4, 2006
<b>Brand the Gorge for technology</b>		
<b>Action Item</b>	<b>Leaders</b>	<b>Timeframe</b>
Develop and distribute Po-Cards and brochures about high tech businesses in the Gorge.	Marc Cameron	Quarter 3-4, 2006
Develop an informational video.	Marc Cameron	Quarter 3, 2006
Develop a speakers bureau to outreach to civic, educational, business, and public figures through monthly presentations.	Marc Cameron	Quarter 4, 2006
Send letters and press releases regarding resources available in the Gorge.	Marc Cameron	Ongoing
Support and maintain current website, <a href="http://www.crgta.org">www.crgta.org</a> .	Mark Daly/MCEDD	Ongoing
Improve the website with additional tools, including: RFP Management, Survey Module, GTA Community Page, On-Line Membership Payment, and Member Spotlight Section.	Mark Daly/MCEDD	
Compile a matrix of Gorge-wide resources of interest to high tech firms.	Kent Heighton	

# Long Term Workplan Gorge Technology Alliance



<b>Goal 1: Nurture technology businesses and entrepreneurs</b>
<b>Develop state and national government awareness of high tech businesses</b> <ul style="list-style-type: none"><li>◆ Create a prioritized list of high tech projects</li><li>◆ Host a High Tech Open house for political leaders (<i>i.e. Invite elected officials to a Gorge Technology Alliance meeting</i>)</li></ul>
<b>Develop infrastructure for small business</b> <ul style="list-style-type: none"><li>◆ Investigate cooperative health care for small business owners</li><li>◆ Develop a composite of anticipated equipment purchases</li><li>◆ Explore possibilities of shared facilities and/or equipment purchased by an ad hoc association of high-tech businesses.</li></ul>
<b>Provide Mentoring, Networking &amp; Development Resources</b> <ul style="list-style-type: none"><li>◆ Continue to promote Gorge Technology Alliance meetings</li><li>◆ Hold satellite entrepreneur forums (in the model of the Oregon Entrepreneur Forum)</li></ul>
<b>Develop ability to work in global markets</b> <ul style="list-style-type: none"><li>◆ Increase language skills and/or access to translation services in order to communicate with new markets</li></ul>
<b>Nurture synergistic business development and vendor networking</b> <ul style="list-style-type: none"><li>◆ Create an RFP portal for vendors through Gorge Technology Alliance</li><li>◆ Facilitate a monthly meeting of Gorge High Tech businesses' supply chain managers.</li><li>◆ Hire a staff person for GTA to assure vendor needs are filled</li></ul>
<b>Survey and Assess needs of businesses</b> <ul style="list-style-type: none"><li>◆ Survey existing high tech firms</li></ul>
<b>Create more access to business capital—micro-loans, loans, and venture capital.</b> <ul style="list-style-type: none"><li>◆ Educate bankers about small business resources</li></ul>

<b>Goal 2: Create a campaign to brand the Gorge as a place for Lifestyle Entrepreneurs &amp; High Tech Business</b>
<b>Target existing tourist traffic to promote “lifestyle entrepreneurship” in the Gorge.</b>
<ul style="list-style-type: none"> <li>◆ Place brochures and po-cards in high visibility tourist spots</li> </ul>
<b>Raise Visibility of High Tech Businesses in the Gorge</b> (in and out of the area)
<ul style="list-style-type: none"> <li>◆ Publish articles about the “Lifestyle Entrepreneur” and High Tech in the Gorge in newspapers, trade journals, etc.</li> <li>◆ Host booths at high tech tradeshow</li> <li>◆ Compile and publish annual directory of high tech businesses in the Gorge</li> <li>◆ Create a speakers' bureau to give presentations to community groups about high tech businesses</li> </ul>
<b>Promote start-up businesses through business vendors</b>
<ul style="list-style-type: none"> <li>◆ Publicize needs for new vendors for high tech businesses</li> </ul>
<b>Goal 3: Develop Human Resources and Education</b>
<b>Integrate K-12, CGCC, Extension, University, and Graduate Education into High Tech capabilities</b>
<ul style="list-style-type: none"> <li>◆ Include classrooms as presentation venues for Speaker’s Bureau</li> <li>◆ Create opportunities for students/classes to visit high tech businesses</li> <li>◆ Create a forum for job networking and candidate information exchange</li> </ul>
<b>Develop mentoring and interning opportunities with local businesses</b>
<b>Create Technology Transfer Hubs</b>
<b>Goal 4: Create Signature High Tech Projects</b>
<b>Develop a Research Center/Consortium of universities located in the Gorge</b>
<b>Develop a college teaching center</b>
<b>Create a strategy for a WiFi network throughout the Gorge</b>
<b>Develop high tech-oriented kiosks at key locations</b>