




2022-2025

# PROGRAM REPORT





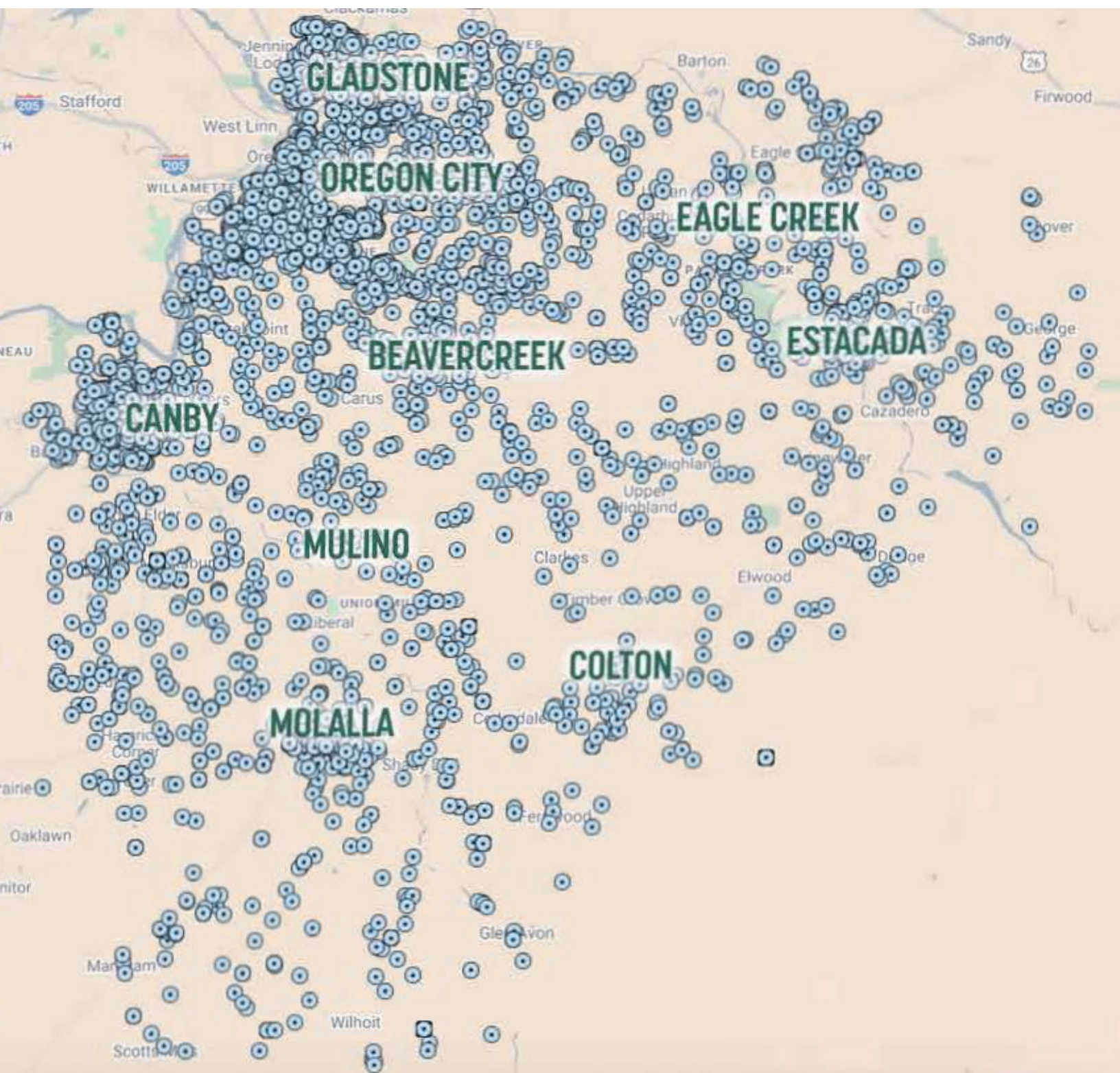


**The Business Resource Center of South Clackamas County (BRCSCC)** was created through a legislative process and funded by the American Rescue Plan Act (ARPA). Its purpose was to support small businesses in recovering from the impacts of the COVID-19 pandemic. The BRCSCC provided expert resources, fostered strategic collaboration, and ensured equitable access to essential tools that promoted long-term resilience for these businesses.

**A STORY OF TRANSFORMATION:** As the Business Resource Center of South Clackamas County (BRCSCC) concludes, its impact continues to be felt through the businesses that benefited from its support and the community resources it helped establish. The BRCSCC provided tailored training, free business consultations, workforce development programs, and innovative initiatives to empower businesses across nine cities in South Clackamas County. By addressing barriers to success—such as financial, educational, and linguistic challenges—the BRCSCC promoted sustainable growth, strengthened community connections, and increased economic opportunities for entrepreneurs in both urban and rural areas.

This is a reflection of the integral partnerships that fueled our progress and the measurable outcomes that have enhanced our community's resilience.







# MEASURABLE OUTCOMES

## BUSINESS REACH & COMMUNITY ENGAGEMENT



**5,490+**  
SMALL BUSINESSES CONTACTED  
VIA STATE BUSINESS LICENSES

Utilized various resources (emails, phone calls, and in-person visits) to contact all South Clackamas County businesses, sharing opportunities for local and federal grants, resources, and training.



**300+**  
BUSINESS ASSESSMENTS  
COMPLETED

Provided personalized support to help local businesses succeed while ensuring access to resources that allowed them to overcome challenges and seize opportunities. By fostering inclusivity and sustainability, we contributed to a stronger local economy.



**\$207,850+**  
IN SMALL BUSINESSES GRANTS AWARDED

Combined grassroots efforts—including emails, phone calls, and in-person visits—allowed us to successfully reach businesses across South Clackamas County. As a result, 48 small businesses received grants totaling \$207,850. These funds were distributed equitably to support recovery from the impacts of the COVID-19 pandemic, reinforcing our commitment to economic growth and long-term resilience in the region.



**ARPA FUNDS AT WORK: Awardees of the South Clackamas County Small Business Recovery Grant**





## \$53,000+ IN DIRECT SMALL BUSINESS SERVICE SUPPORT



### TRAINING & DEVELOPMENT

- BUSINESS MANAGEMENT / FINANCE
- HUMAN RESOURCES
- MARKETING & SALES
- SOCIAL MEDIA & WEBSITE



### CERTIFICATION

- HUMAN RESOURCES
- CONSTRUCTION/REMODELING
- HEALTHCARE INDUSTRY TRAINING
- MASSAGE & THERAPY

\*Graphics based on percentage model.

Provided essential technical support, services, and reimbursements to small and minority-owned businesses, reducing financial barriers and enabling access to critical resources, training, and certification in fields such as marketing, financial planning, and operations. These efforts strengthened business operations and competitiveness, promoting long-term economic growth.



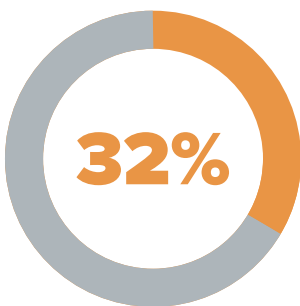
## \$69,650+ IN CLACKAMAS COMMUNITY COLLEGE WORKER RETRAINING PROGRAM SCHOLARSHIPS

In partnership with Clackamas Community College, developed a workforce plan offering scholarships to local individuals pursuing CTE certification. This initiative expanded education and career opportunities while addressing financial challenges for certification in under-served areas. By meeting a community need, the program helped build a skilled workforce in Clackamas County.

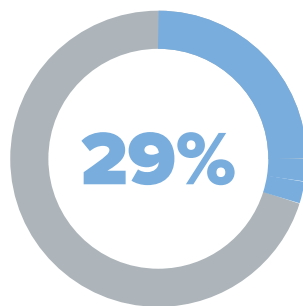
### SCHOLARSHIP PARTICIPATION PERCENTAGE BY ZIP CODE



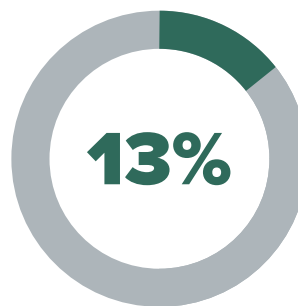
### SCHOLARSHIP PROGRAMS HIGHLIGHTED BY CATEGORY



Healthcare & Human Services



Technical & Industrial Trades



Agriculture & Environmental Services

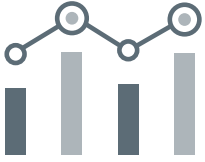


Business & Admin Services



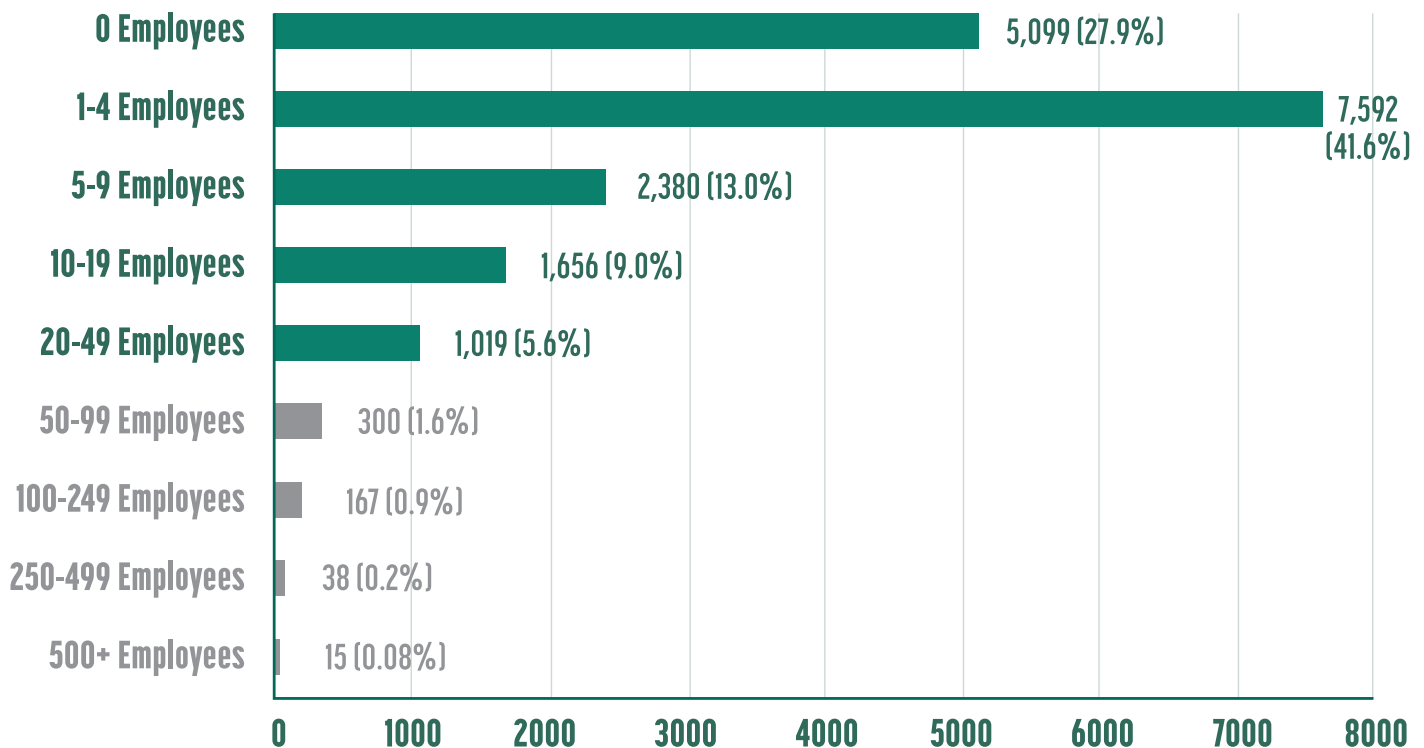
# WHO WE SERVE & SUPPORT

CURRENT CLACKAMAS COUNTY BUSINESS INFO



## Number of Businesses by Employment Size Clackamas County: 2024/Q1

(Private Industry Only)



Source: Oregon Employment Department, QCEW (2024-q1)

## POCKETALK™ TRANSLATION SERVICES & INTEGRATION

Recognizing language barriers, BRCSCC prioritized free translation support to ensure inclusivity. Contracted and on-call translators, along with other available services, were provided at no cost to small business owners. To enhance real-time translation, BRCSCC invested in 30 Pocketalk devices, translating over 80 languages to support business consultations and applications. This investment strengthened access to business assistance, grants, and strategic planning, aligning with the BRCSCC's mission of equitable resource access.





# \$143,000+ IN STRATEGIC MARKETING PROGRAMS & CAMPAIGNS

**Harnessing the power of partnerships, in-kind sponsorships, and grassroots collaboration, a comprehensive marketing initiative was launched to elevate and empower South Clackamas County businesses through dynamic and high-impact strategies.** These campaigns increased visibility, expanded reach, and strengthened community engagement through alliances with local Chambers, economic organizations, and city leaders. A cutting-edge local business map was created to connect community members to local businesses while offering free marketing campaigns and opportunities.

Investment in captivating destination videos and layered promotional efforts brought each zip code to life, highlighting local businesses, attractions, and experiences. Through influencer-led social and video engagements, the campaign introduced South Clackamas County South Clackamas County to new audiences, driving engagement beyond expectations. The Holiday Shop Hop Passport program encouraged holiday shoppers to explore and spend locally, strengthening community ties from Small Business Saturday through December 31.





# MARKETING IMPACT: SOCIAL MEDIA & CAMPAIGNS

## SEPTEMBER 2024 TO JANUARY 2025

The Business Resource Center of South Clackamas County saw tremendous growth through social media engagement managed by IronGlove Studio. **Facebook** achieved 191,661 views and 106,299 accounts reached, representing a 244% increase. Page visits rose 62% to 974, and new followers increased by 43%. **Instagram** views skyrocketed to 91,049, a 13,600% increase, with 101,534 accounts reached (+2,700%), 278 page visits (+180%), and 95 new followers (+206%). The **LinkedIn** platform, newly created, reached 774 members and 1,516 post impressions. The **Holiday Shop Hop Passport campaign**, supported by influencer Angie Helvey, yielded 7,139 video views, over nine hours of watch time, and 620 interactions, effectively driving awareness for local businesses. BRCSCC's paid media initiatives, including an OregonLive campaign, drove 2,326 website visits (+5,715%), 2,044 of which were directly attributed to media efforts.

### A MULTI-CHANNEL PROMOTIONAL STRATEGY

maximized exposure, with coordinated efforts in print media, newspapers, and television, reinforcing the initiative's long-term commitment to economic vitality and sustainable growth. Utilizing authentic engagement and hyper-local outreach, this campaign did more than just promote businesses—it activated a movement, inspiring deeper community connections and ensuring South Clackamas County's business ecosystem remained robust, resilient, and positioned for continued success.



# EQUITABLE OUTCOMES:



## ADDRESSING DISPARITIES AND ENHANCING ACCESS

The mission of the Business Resource Center of South Clackamas County was to promote equitable growth. Each initiative was designed to address longstanding disparities and enhance access for under-served communities and local entrepreneurs, ensuring that every resident and business had a fair opportunity to succeed.



These scholarships helped bridge economic and educational divides by equipping rural, low-income, and underrepresented residents with in-demand skills. With 44.4% of participants enrolling in Fall 2024, the initiative expanded career pathways and strengthened workforce development, ensuring equitable opportunities for success.



The Holiday Shop Hop Passport campaign prioritized equity by connecting consumers with businesses across all nine zip codes. Featuring engaging video content from local influencer Angie Helvey and garnering over 7,000 views, the campaign strategically focused on rural and economically disadvantaged areas, boosting patronage and visibility at no cost to businesses.

## TRANSLATION & CONSULTATION SERVICES

A suite of technical and support services removed barriers to success by providing prepaid business counseling, social media and marketing consulting, legal guidance, web design, and e-commerce support. Free consultations and translation services ensured businesses could access expert guidance without financial or language barriers.



The Local Map and community engagement events—such as the 32 Days of Summer Giveaway, the Holiday Shop Hop, and SHARE THE LOVE: Shop Local—fostered direct connections between businesses and residents, ensuring all businesses, regardless of location, received visibility and support at no cost.



Entrepreneurs gained valuable insights through professional training sessions and educational workshops covering key areas such as digital marketing, website development, HR strategies, and grant writing. By fostering industry collaboration and strategic partnerships, the program equipped businesses with the tools and knowledge needed for long-term stability and success.



# FINAL REPORT & LEGACY

These final metrics tell an extraordinary story: hundreds of businesses and individuals received training, guidance, or funding. Marketing efforts expanded access for under-served areas, while workforce programs enhanced skills and community engagement. BRCSCC's mapping system, developed by veteran-owned IronGlove Studio, provided business filtering, real-time geolocation, and multi-language support, ensuring rural and minority-owned businesses could access essential resources. This project was a true catalyst for growth, support and recovery from the COVID-19 pandemic.

## KEY DATA POINTS:

### DIRECT BUSINESS SUPPORT & FUNDING

- 5,490+ small businesses were contacted and connected with valuable grant opportunities, resources, training, and services.
- \$207,850 in Small Business Grants were awarded across all nine service area communities, ensuring equitable support for businesses in urban and rural areas.

### CAPACITY-BUILDING & BUSINESS GROWTH

- Over 300 comprehensive business assessments were conducted, providing local businesses with customized insights and strategies to strengthen their operations and long-term success.
- \$53,000 in Small Business Service Reimbursements helped businesses access technical support, certifications, and operational improvements.

### MARKETING & DIGITAL REACH

- 7,418% increase in website traffic to BRCSCC.org, reflecting a surge in engagement as businesses sought resources and guidance.
- 13,600% growth in Instagram views and 244% increase in Facebook engagement, demonstrating the success of BRCSCC's digital strategy in amplifying local business visibility.

### INNOVATIVE MARKETING INITIATIVES

- \$143,000 invested in strategic marketing efforts, including a local business map, destination videos, and the Holiday Shop Hop Passport Program, which successfully drove customer engagement across the region.
- The Holiday Shop Hop campaign, supported by influencer partnerships, generated 7,139 video views and over nine hours of watch time, effectively promoting local businesses.



### **Equitable Access & Inclusion:**

- 30 Pocketalk translation devices were distributed to ensure real-time multilingual support for business owners, breaking language barriers and improving resource accessibility.
- Worker Retraining Scholarships through Clackamas Community College provided tuition, fees, and materials for participants in healthcare, technical trades, and organic farming, bridging economic and educational gaps.

### **Community-Centered Initiatives & Legacy:**

- Local Business Map & Real-Time Tracking System: Developed in partnership with IronGlove Studio, the map provided visibility for Women-Owned, Veteran-Owned, Minority-Owned, LGBTQ+-Owned, and Rural-Owned businesses, ensuring equitable promotion.
- Collaborative Community Engagement: Public events like the Holiday Shop Hop and 32 Days of Summer Giveaway fostered local economic support, strengthening business-consumer relationships.

# **A LASTING IMPACT: THE ROAD AHEAD**

As the Business Resource Center of South Clackamas County concludes its chapter, its legacy continues. Businesses that benefited from its programs will carry forward the knowledge and resources gained, while community connections will inspire future collaborations.

**This journey isn't over—it continues through the success of the communities we served.** Stay connected at [brcsc.org](https://brcsc.org) and follow our updates on Facebook and Instagram.

# SUPPORTING BUSINESSES SINCE 2022

**DISCOVER** opportunities for business support, resources, scholarships and training for **ALL** small businesses throughout **SOUTH CLACKAMAS COUNTY!**



**WWW.BRCSCC.ORG**



**@SouthClackamasBRC**



**@SouthClackamasBRC**



**South Clackamas County BRC**

**CONNECT & ENGAGE WITH  
US ON SOCIAL MEDIA TOO!**

