MEI Policy Memo

Federal

1. **Align federal export funding and direct existing programs to support MEI**
   a. NEI programs and opportunities would benefit from metro level coordination; unified message and clear information.
   b. Refocus Department of Commerce EDA grants to CEDS Regions with articulated export strategies
   c. Dedicated STEP and MDCP rounds for MEI strategies

2. **Improve access to capital by addressing lending requirements of commercial banks**
   a. ExIm should work with metros to provide effective loan guarantees and incentives for commercial banks to lend, or look to create new lending mechanism.
   b. ExIm needs a stronger and more regular presence on the ground.

3. **Improve funding for federal trade programs**
   a. MEI success will put even more pressure on already taxed offices at foreign missions and USEACs. These services are viewed positively by our companies, but are largely unable to meet demand.
   b. FCS needs to prioritize presence in key markets as measured by realistic export opportunities (e.g. might mean more Canada, less China).

4. **Provide access to federal data**
   a. Looking for a baseline dataset to track success and focus scarce resources
   b. Need to get to market growth figures in relevant categories for our metro
   c. Dedicated personnel to work with metros on market indicators

5. **Aggressive federal trade policy to support export objectives**
   a. USG already is a strong advocate, but general perception is that the playing field is not even – discourages companies from new markets
   b. Intellectual property, clean tech subsidies are top issues

6. **Visa policy**
   a. We support any measures to streamline the B1/B2 visa process.

7. **National freight strategy**
   a. Need a national focus on urban freight and the last mile
   b. Support National Transportation Bill & its provisions for freight corridors.
State and Local

1. Align state and local taxes for clear policy on exports
   a. Integrate exports into regional economic development strategy/activities
   b. Continued support of E Zone tax deferral program
   c. Throwback tax and Intel?
   d. Support single sales factor?

2. Draw linkages between land use, transportation, exports
   a. Metro Government to identify role in supporting regional exports; regional planning should focus on wealth creation
   b. Available industrial land needs to be preserved for traded sector
   c. Create specific incentives for export-ready land (Superfund and brownfields?)
   d. Designate geographically defined export zones with tracked
   e. Fund the outcome of the Market Ready Analysis

3. Develop a shared state, regional, and city freight policy
   a. Prioritize arterial roads for getting freight to market
   b. Support the region’s gateway role with international air and marine links
   c. Help prevent leakage to other ports and promote growth and value add opportunities for agriculture/forestry exports

4. Maintain (and expand) state resources for exports
   a. Support and expand foreign trade offices (e.g. add Brazil/Latin America)
   b. Stress importance of OTPP trade promotion funds in Salem, and integrate into MEI to maximize effectiveness
   c. Continued funding of “Connect OR” to allow key transportation improvements

5. Creating an Export Culture
   a. Promote a network of export support that acts deliberately to educate the public on the value of exporting
   b. Coordinated marketing that tells a clear story about the value to our community
   c. Shared data collection on exports and market development