

Mid Valley Partners
September 28, 2022

Rural Economic Alliance (REAL) launches new website

LEBANON, OR – Mid Valley Partners (MVP) has been renamed Rural Economic Alliance (REAL) to more clearly reflect its efforts to support the region’s economic growth.

Along with its new name, the group announced the launch of its website (ruraleconomicalliance.com). The site serves as a resource for entrepreneurs, current business owners and prospective investors.

Rural Economic Alliance elected its new name, in part, because of the acronym, REAL.

“When you do business in Linn and Benton counties you are working with REAL people in REAL communities doing REAL business,” said Hilary Norton, city administrator of partner-city, Halsey. “In bigger cities when you look for help you are usually sent to an automated system with formulaic information that may or may not fit your business. In our communities, you talk with a real person who can help with your specific needs.”

REAL partnered with Pacific Northwest-based agency, JayRay Ads & PR, for the rebranding effort. The agency held three in-person brand workshops and several virtual meetings with REAL members to uncover their brand, select their new name and design their visual identity.

“During our branding work we identified some incredible strategic advantages to doing business in our region,” said Scott McDowell, City Administrator of partner-city Brownsville. “We found doing business in Linn and Benton counties to be easier and more welcoming than working in larger cities.”

REAL is committed to lifting up members of the local business community, sharing resources, and acting as a resource themselves to help serve the business community.

If you are interested in partnering with REAL or seeking help with your business in Linn or Benton counties, email info@ruraleconomicalliance.com or visit ruraleconomicalliance.com.

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