

ADVANCE ASTORIA

POTENTIAL ECONOMIC DEVELOPMENT STRATEGIES ECONOMIC DEVELOPMENT STRATEGIC PLAN

VISION

Astoria is the North Coast center for economic development and international commerce and seeks to be the sustainable leader and the urban center on the Oregon Coast to support family wage jobs, entrepreneurs, and private investment.

Astoria is a North Coast leader for economic development and international commerce, and seeks to be the sustainable leader and urban center on the Lower Columbia to support family wage jobs, entrepreneurs, and private investment.

17

PLACE YOUR STICKERS IN THESE BOXES

9

FOUNDATIONAL STRATEGIES

ASTORIA HOUSING STRATEGY

Use the forthcoming Astoria Housing Strategy to expand affordable housing options for all Astorians

7

COMPANY HOUSING PROGRAMS

Investigate the feasibility of formal and informal “company housing” programs, with partnerships between firms and local property owners

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BRANDING

Undertake a comprehensive and coordinated City branding effort

5

WAYFINDING & PLACEMAKING

Identify a funding source for coordinated wayfinding and public realm improvements in Astoria’s commercial areas

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WORKFORCE DEVELOPMENT

Create a clearinghouse of employer-driven training programs through OSU Extension, CCC/MERTS, local and regional public schools and other institutions

4

INTERNSHIPS & APPRENTICESHIPS

Expand internship and apprenticeship programs to match local employer needs

1

MORE PARKING

Identify, assess and pursue options for increasing the number of available parking spaces in downtown Astoria

1

EXPAND TRANSPORTATION OPTIONS

Diversify opportunities for transportation into and out of Astoria through implementation of the Astoria Transportation System Plan (TSP) and long-term planning for passenger rail and Columbia River cruises

6

FLEXIBLE ZONING

Continue to provide flexibility in the interpretation of zoning requirements to allow appropriate uses in key commercial areas

5

ALTERNATIVE ZONING PARADIGMS

Consider form-based zoning codes that allow a broader range of uses while maintaining Astoria’s unique character in key commercial areas

1

NEW BUSINESS ONBOARDING

Develop and implement a coordinated onboarding system for new and small businesses, in coordination with CEDR, ADHDA and other partners

2

ONLINE “PROPERTY FINDER”

Create an online “property finder” tool that markets vacant and potentially redevelopable sites in Astoria

9

BUSINESS ACCELERATOR

Support the creation of a not-for-profit, broad-spectrum business accelerator

1

EXPLORE AGGREGATORS

Explore the concept of aggregators to aid industry-specific distribution of productions from small Astoria-based companies to larger markets

1

LOCAL CROWD-SOURCING

Identify opportunities for a proprietary crowd-sourcing platform that allows local residents to invest in local start-ups and small business expansion

3

RECREATION ASSETS

Support an ecotourism model to expand outdoor recreation assets and increase visitation

5

ADVANCE ASTORIA

POTENTIAL ECONOMIC DEVELOPMENT STRATEGIES

ECONOMIC DEVELOPMENT STRATEGIC PLAN

TARGET INDUSTRIES

FERMENTATION SCIENCE

Support the creation and/or expansion of a fermentation science program at CCC with support from OSU

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CRAFT BEVERAGE

HIGH-QUALITY WATER

Ensure the long-term supply of high-quality drinking water in Astoria

2

CRAFT BEVERAGE

CRAFT BEVERAGE INCUBATOR

Support a shared-equipment incubator concept or “lease this brewery” model to support the creation and growth of new craft beverage establishments

1

CRAFT BEVERAGE

BREWING COALITION

Create a “brewing coalition” to share knowledge and talent, and foster new initiatives to improve sustainability practices

2

CRAFT BEVERAGE

SUPPORT SCIENTIFIC RESEARCH

Support sustainable resource practices for fish and wildlife populations that are linked to Astoria-based scientific initiatives

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EDS, MEDS, R&D

VALUE-ADDED PRODUCTS

Expand research and development on new value-added products and services that leverage traditional North Coast natural resources (e.g. cross-laminated timber, aquatic biomass)

12

EDS, MEDS, R&D

SUPPORT MERTS

Increase support for MERTS by securing additional land, equipment, faculty or other resources

11

EDS, MEDS, R&D

SUPPORT CMH

Ensure that Columbia Memorial Hospital can accommodate future growth through a master plan; including supportive zoning, targeted capital improvements and other tools

2

EDS, MEDS, R&D

INCREASE WORKFORCE DEVELOPMENT

Ensure that employers in education and health care have access to a talented workforce through branding, recruitment, relocation incentives and other tools

6

EDS, MEDS, R&D

R&D COALITION

Explore the creation of a “R&D coalition” to identify and harness synergies between institutions and industries

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EDS, MEDS, R&D

ADVOCACY

Regularly communicate the policy needs and positions of major educational and medical institutions in the appropriate state forums

1

EDS, MEDS, R&D

MARITIME CENTER OF EXCELLENCE

Pursue federal designation as a “Maritime Center of Excellence” for South Tongue Point

1

MARITIME

SECURE TRAINING EQUIPMENT

Fund the purchase of the necessary equipment to expand training of workers in the maritime industry cluster

3

MARITIME

NORTH TONGUE POINT

Support proactive planning for the future use of Port property at North Tongue Point

7

MARITIME

SUPPORT RECRUITMENT

Aid local companies in recruiting workers for seasonal and permanent job openings

2

MARITIME

ETSY GUILD

Create an “Etsy guild” to share knowledge, cross-represent products, improve business practices and foster new initiatives

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ENTREPRENEURSHIP & MICROENTERPRISE

SHARED COMMERCIAL KITCHEN

Assess the feasibility of a shared commercial kitchen for local value-added producers

2

ENTREPRENEURSHIP & MICROENTERPRISE

MAKER SPACE

Support the creation of a “maker” or co-working space in Astoria

8

ENTREPRENEURSHIP & MICROENTERPRISE

STARTUP CHALLENGE

Plan and host a “startup challenge” to spur innovation and increase the visibility of locally-produced products

4

ENTREPRENEURSHIP & MICROENTERPRISE

BRANDING

Establish and communicate a “made in Astoria” brand for locally-made products

5

ENTREPRENEURSHIP & MICROENTERPRISE

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POTENTIAL ECONOMIC DEVELOPMENT STRATEGIES

ECONOMIC DEVELOPMENT STRATEGIC PLAN

TARGET INDUSTRIES (CONTINUED)

PITCH EVENT

Support the creation of a pitch event (“Salmon Run” or “Fish Bowl”) for aspiring entrepreneurs who need additional resources

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ENTREPRENEURSHIP & MICROENTERPRISE

ZONING & INFRASTRUCTURE

Identify zoning and infrastructure-related challenges to the expansion of maritime and supporting uses on appropriate lands in Astoria

6
SEAFOOD PROCESSING

BROADBAND

Ensure reliable broadband provision to homes and businesses in Astoria

17
ENTREPRENEURSHIP & MICROENTERPRISE

VALUE-ADDED SEAFOOD

Promote innovative value-added seafood products, including pre-packaged goods (e.g. “fishpeople”)

4
SEAFOOD PROCESSING

SMALL BIZ BOOT CAMP

Explore the potential for small business boot camps and leverage the knowledge of established entrepreneurs to provide instruction

4
ENTREPRENEURSHIP & MICROENTERPRISE

SUSTAINABILITY SUCCESSES

Communicate sustainability and conservation-related successes in fisheries management

3
SEAFOOD PROCESSING

RURAL OPPORTUNITIES INITIATIVE

Apply for Business Oregon’s Rural Opportunities Initiative to bring more resources to entrepreneurs

4
ENTREPRENEURSHIP & MICROENTERPRISE

SEAFOOD RESEARCH

Identify research practices that can advance the industry and encourage innovation in product development

2
SEAFOOD PROCESSING

WHAT DID WE MISS? WRITE IT IN HERE!

-- Partnering with companies to provide quality and affordable childcare.

--The Maritime Center for Excellence should reference Clatsop Community College MERTS Campus.

--(In the vision statement) please don't use "Urban." Astoria benefits from rural designation and "urban implies more resources than are available.