



CITY OF ASTORIA

Founded 1811 • Incorporated 1856

COMMUNITY DEVELOPMENT

ADVANCE ASTORIA

Advance Party (Advisory Committee)

AGENDA

March 9, 2017 – Meeting No. 3

6:30 – 8:30 pm

Reach Break Brewing

1343 Duane Street

Meeting Objective:

- 1) Provide committee an opportunity to comment on 90% Draft EOA.
- 2) Review and comment on target industries matrix.
- 3) Review public involvement strategy and prepare for next community forum.

1. Welcome & Introductions – Kevin

- a. Name & Organization
- b. Business Industry Updates

2. Advance Party - Kevin

- a. Recap since January
- b. Insights from articles on economic development
- c. Review Public Involvement Strategy
- d. *What outreach opportunities are we missing?*

3. Project Update – Elliot/Kevin

- a. Committee review and comment on 90% Draft EOA and target industries matrix
- b. Review scope of work/schedule
- c. *Which industries portend the best future of the local economy?*

4. Public Comment Period – Open to Non-Committee Members of Public

5. Next Steps:

- a. Mo's Chowder Construction Tour – March 24, 2017
- b. Next Advance Party: April 6, 2017 – Location TBD
- c. Next Community Forum: April 13, 2017 @ Hampton Inn

Industry	Sample Position: Starting Wage (Avg)	Stengths	Weaknesses	Opportunities	Threats	Potential Strategies	Evaluation Criteria
Craft brewing	Brewer: \$14-20/hr	Defined career ladder	Lower starting wage	Growth Opportunity:		Brewing Coalition	Starting wages and salary range at or above living wage; upward movement in wage scale
		Traded sector	Smaller share of jobs in brewpub model	Kombucha, cider, mead, and hard soda			Traded sector or knowledge-based industry
		Supports retail business and supply chain	Tightening market for craft beer	Brewers open more breweries; market expansion			"It Factor" - Growth projection in industry supports long term (1-5 year) job outlook
		Collaboration part of industry culture		Connection to OSU Corvallis and CCC program?	City has limited capacity for filtered potable water		Public-private partnership opportunity: City government role or link to the industry to grow tax base, improve neighborhoods and promote partnership opportunities
		External branding: "Made in Astoria"		Placemaking: Supports Fermentation District concept			Supports community livability and Astoria culture
Research & Development: Eds & Meds	Medical Assistant: \$17/hr	Defined career ladders	Needs clear master/strategic plan to support growth	Placemaking: Supports Medical District concept		R&D Coalition	
	Medical Secretary: \$17.50/hr	Knowledge-based	Future of Obamacare uncertain	CCC DRAFT Strategic Plan			
	Pharmacy Tech: \$17.83	Brings research dollars and outside professionals	Land intensive				
		Offers critical needs	No assessed value				
		Educational infrastructure			Tsunami regulations?		
		Collaboration opportunity					
	Mariner: \$18/hr	Demand in regional market	Limited amount of local jobs	Limited data at local level			
		Educational infrastructure	AMCO shutting down				

Maritime		Supports local culture/working waterfront ideal	Future of South Tongue Point				
		Supports MERTS Expansion	Placemaking opportunity?				
		Coast Guard connection	Future of South Tongue Point				
		Touches multiple business sectors					
Microenterprise	Sole Proprietor: Gross Sales	Supports home-based industries	Volatile market	New maker space available		"Etsy Guild"	
		Support entrepreneurial climate for other maker industries	Scaling is difficult				
		Less land intensive	Income is uncertain				
		Online sales platform	Brick & mortar difficult proposition				
		External branding	Hard to track success (no sales tax)				
		Sunday Market					
Seafood Processing	Minimum Wage	Traded sector	Higher minimum wage will accelerate automation	Port of Astoria leases to almost all processors			
		Lots of jobs	No defined career ladders				
		Healthy supply chain	Volatile market				
		Strong cultural identity	Capital intensive (equipment)				
		External branding	Port lacks clear strategy				
Food Production	Sole Proprietor: Gross Sales	Supports growing food system/culture	Volatile market	Usually takes one large food producer to attract others to create a "batch."			
(Not processing)		Traded sector for some products	Lower wages				
		Online sales platform	Limited commercial kitchens and incubator space				
		External branding	Scaling to traded sector				
			State/Federal regulatory barrier				

Non-Targeted Industries

These industries include but are not limited to hospitality, retail, and tourism. These industries are critical to the local economy, but are not considered target industries.

Historically, these industries have performed well as long as the macro economic conditions are healthy.

Other organizations are providing high value service to these industries where the City plays a secondary role.

These industries typically do not pay above minimum wages, but do provide excellent opportunities for first time workers to gain experience.

Advance Astoria is focused on the selection of target industries as part of a larger "batch strategy" to grow clusters of collaborative industries to support a healthy and resilient economic ecosystem.