

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.

PLACE YOUR STICKERS IN THESE BOXES

FOUNDATIONAL STRATEGIES

ASTORIA HOUSING STRATEGY

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

COMPANY HOUSING PROGRAMS

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

BRANDING

Undertake a comprehensive and coordinated City branding effort

WAYFINDING & PLACEMAKING

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

WORKFORCE DEVELOPMENT

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

INTERNSHIPS & APPRENTICESHIPS

Expand internship and apprenticeship programs to match local employer needs

MORE PARKING

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

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

FLEXIBLE ZONING

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

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

NEW BUSINESS ONBOARDING

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

ONLINE “PROPERTY FINDER”

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

BUSINESS ACCELERATOR

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

EXPLORE AGGREGATORS

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

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

RECREATION ASSETS

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

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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

CRAFT BEVERAGE

HIGH-QUALITY WATER

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

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

CRAFT BEVERAGE

BREWING COALITION

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

CRAFT BEVERAGE

SUPPORT SCIENTIFIC RESEARCH

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

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)

EDS, MEDS, R&D

SUPPORT MERTS

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

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

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

EDS, MEDS, R&D

R&D COALITION

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

EDS, MEDS, R&D

ADVOCACY

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

EDS, MEDS, R&D

MARITIME CENTER OF EXCELLENCE

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

MARITIME

SECURE TRAINING EQUIPMENT

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

MARITIME

NORTH TONGUE POINT

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

MARITIME

SUPPORT RECRUITMENT

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

MARITIME

ETSY GUILD

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

ENTREPRENEURSHIP & MICROENTERPRISE

SHARED COMMERCIAL KITCHEN

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

ENTREPRENEURSHIP & MICROENTERPRISE

MAKER SPACE

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

ENTREPRENEURSHIP & MICROENTERPRISE

STARTUP CHALLENGE

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

ENTREPRENEURSHIP & MICROENTERPRISE

BRANDING

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

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

ENTREPRENEURSHIP &
MICROENTERPRISE

ZONING & INFRASTRUCTURE

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

SEAFOOD PROCESSING

BROADBAND

Ensure reliable broadband provision to homes and businesses in Astoria

ENTREPRENEURSHIP &
MICROENTERPRISE

VALUE-ADDED SEAFOOD

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

SEAFOOD PROCESSING

SMALL BIZ BOOT CAMP

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

ENTREPRENEURSHIP &
MICROENTERPRISE

SUSTAINABILITY SUCCESSES

Communicate sustainability and conservation-related successes in fisheries management

SEAFOOD PROCESSING

RURAL OPPORTUNITIES INITIATIVE

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

ENTREPRENEURSHIP &
MICROENTERPRISE

SEAFOOD RESEARCH

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

SEAFOOD PROCESSING

WHAT DID WE MISS?
WRITE IT IN HERE!