

City of Astoria Community Development Department

“Where Preservation Meets Progress”



Advance Astoria: 5 Year Economic Development Strategy

September 19, 2016

Presentation Outline

- City Council Goal FY 15-16
- What is economic development?
- What are we trying to achieve?
- What is different about this project?
- How do we involve the public?
- What is the request before Council?
- Q/A

City Council Goal Status FY 15-16

- “Promote positive economic development through strengthening partnerships...”
- Wrote and received \$40,000 grant from DLCDC to support creation of the strategy and update the Comprehensive Plan Economic Element.
- A strategy identifies partners and resources to achieve Council goals and objectives.

What is economic development?

- **Diversifying** the economic sectors in the community and not rely on one industry or job base...just like a business not relying on one product to sell
- **Wealth creation**: Grow the job base and wages to encourage wealth among varying levels of household income – “ladders of success”
- **Resilience**: In bad times, growing the local economy can help weather economic downturns especially in the real estate industry

What are we trying to achieve?

- **Update the Comprehensive Plan:** commercial and industrial land inventory, policies, objectives, and implementation strategies
- **Gain consensus** about where the best bang for the City's buck is when allocating funds in the community ("DQ Fund", URA funds, etc)
- **Identify target industries** that are "traded sector" meaning products and services exported outside the region and dollars imported and knowledge based industries

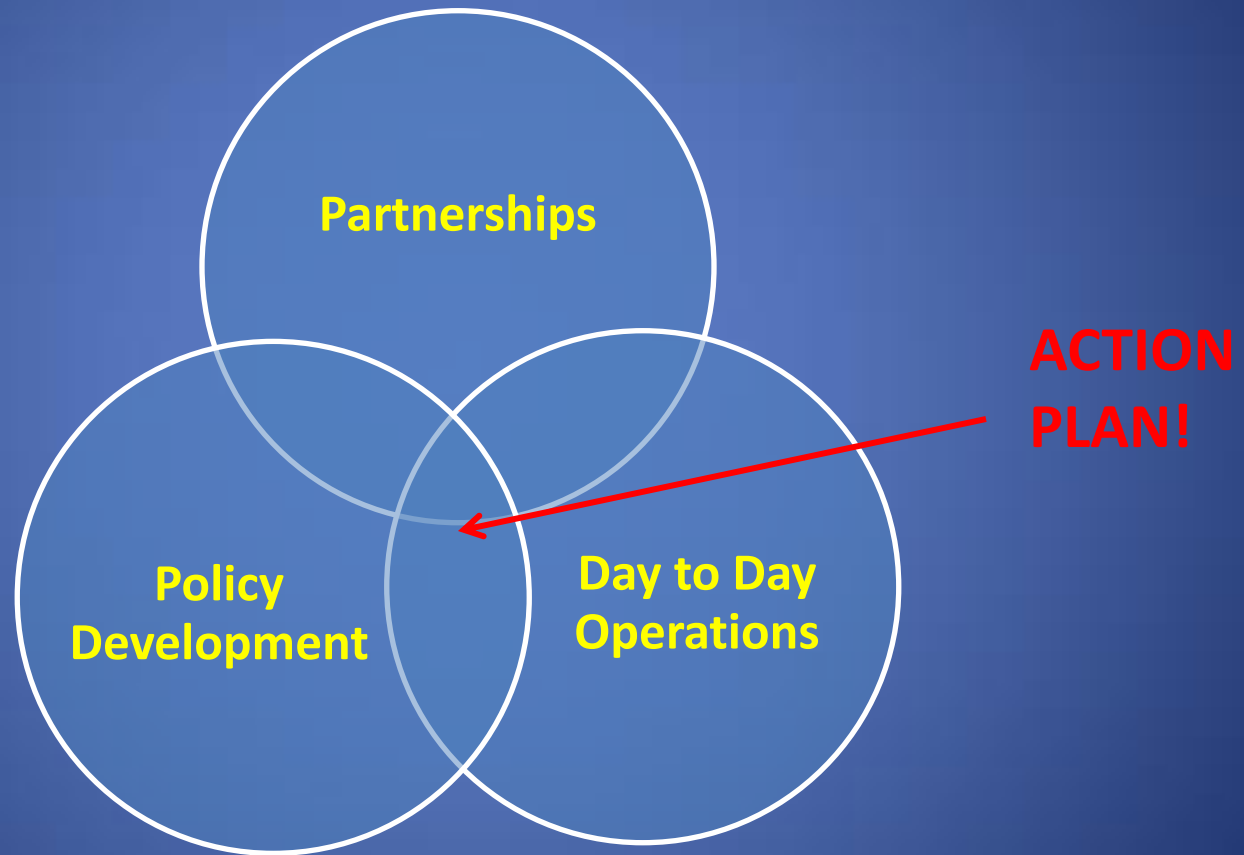
What is different about this effort?

- It is **not about tourism**....rather it's about other opportunities to grow the local economy
- It's **not about real estate development**... however identifying specific industries can help drive real estate and fill vacancies
- It's a **citywide conversation** about jobs, the local economy, and how our partners can help us achieve a stronger economy

How do we engage the public?

- Mayor appointed advisory committee
- Two Community Forums and a field trip
- Pop up shops
- Communitywide survey and focus groups
- Community Events and civic organizations
- Social media cross marketing strategy
- Engaging partners outside of Astoria that can help us grow

Five Year Economic Development Strategy



ACTION Plan: 2017-2025

What is the request before Council?

- Approve a professional services contract with Community Attributes, Inc.
- Lengthy review process by partners
- Fresh approach to a challenging, first time project
- 50/50 match (\$40K) with Astor West URA funds
- **June 2017**: Action Plan - 10-12 pages!

Kickoff Meeting:

October 5 @ Fort George

- **Panel Presentation** Moderated by **Kevin Leahy**
Clatsop Economic Development Resources
 - **Chris Breitmeyer**: Clatsop Community College
 - **Shawn Busse**: Kinesis
 - **Jim Knight**: Port of Astoria
 - **Adam Zimmerman**: Craft 3
- **Advisory Committee** Intros & Networking
- **Field Trip** with consultant and open to advisory committee members and Council