

City of Astoria Community Development Department

“Where Preservation Meets Progress”



Advance Astoria

Creating a 5 Year Economic Development Strategy

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 have we done so far?
- What do we know about our economy?
- What is the final product?
- Q/A
- Survey Says!

City Council Goal FY 15-16

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

Who are the players and partners?

- **Client:** City Council

- **Consultant:**



- **Project Manager & Sponsor:** Community Development Department & CEDR

- **Project Partners:**



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 as well as knowledge based industries such as health care research, and education

What is different about this effort?

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

How do we engage the public?

- “Advance Party” - Mayor appointed advisory committee
- Two Community Forums – **January 19, 2017 @ The Red Building Loft**
- “Pop up shops” in the community
- 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

What have we done so far?

- **Kick off meeting** on October 5 at Fort George with panel presentation of business experts
- Conducted **tour** of select city businesses
- Initiated technical research and data collection



What are we doing next?

- Launching **survey** to engage businesses and investors
- Scheduled tour of **MERTS** for **December 9**
- Project Completion: **June 2017**

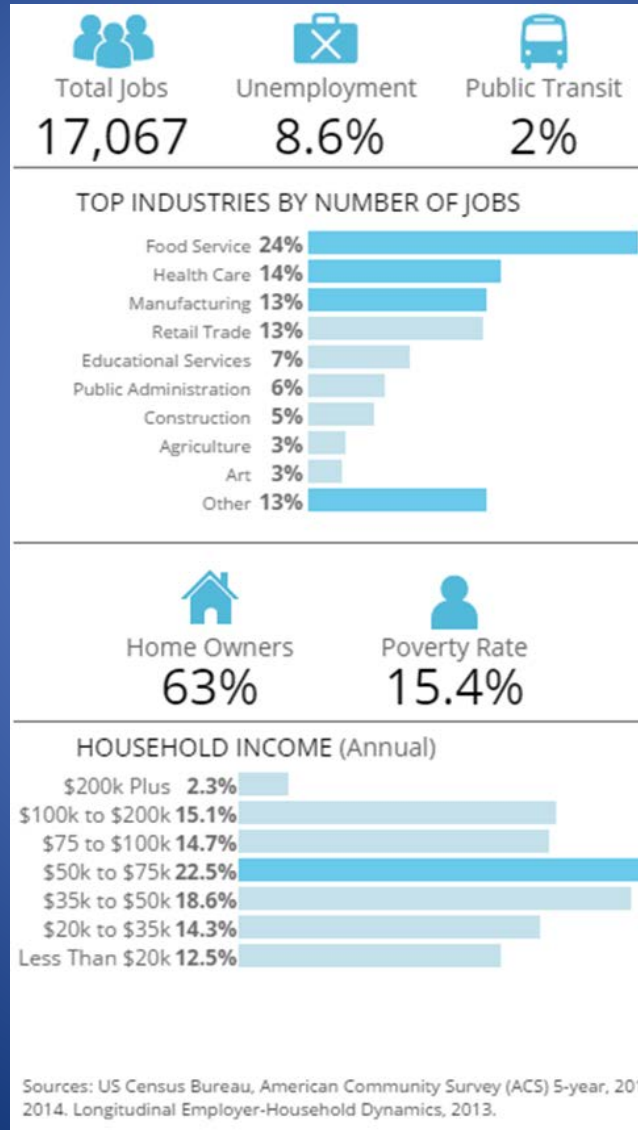


State of the Economy - Oregon

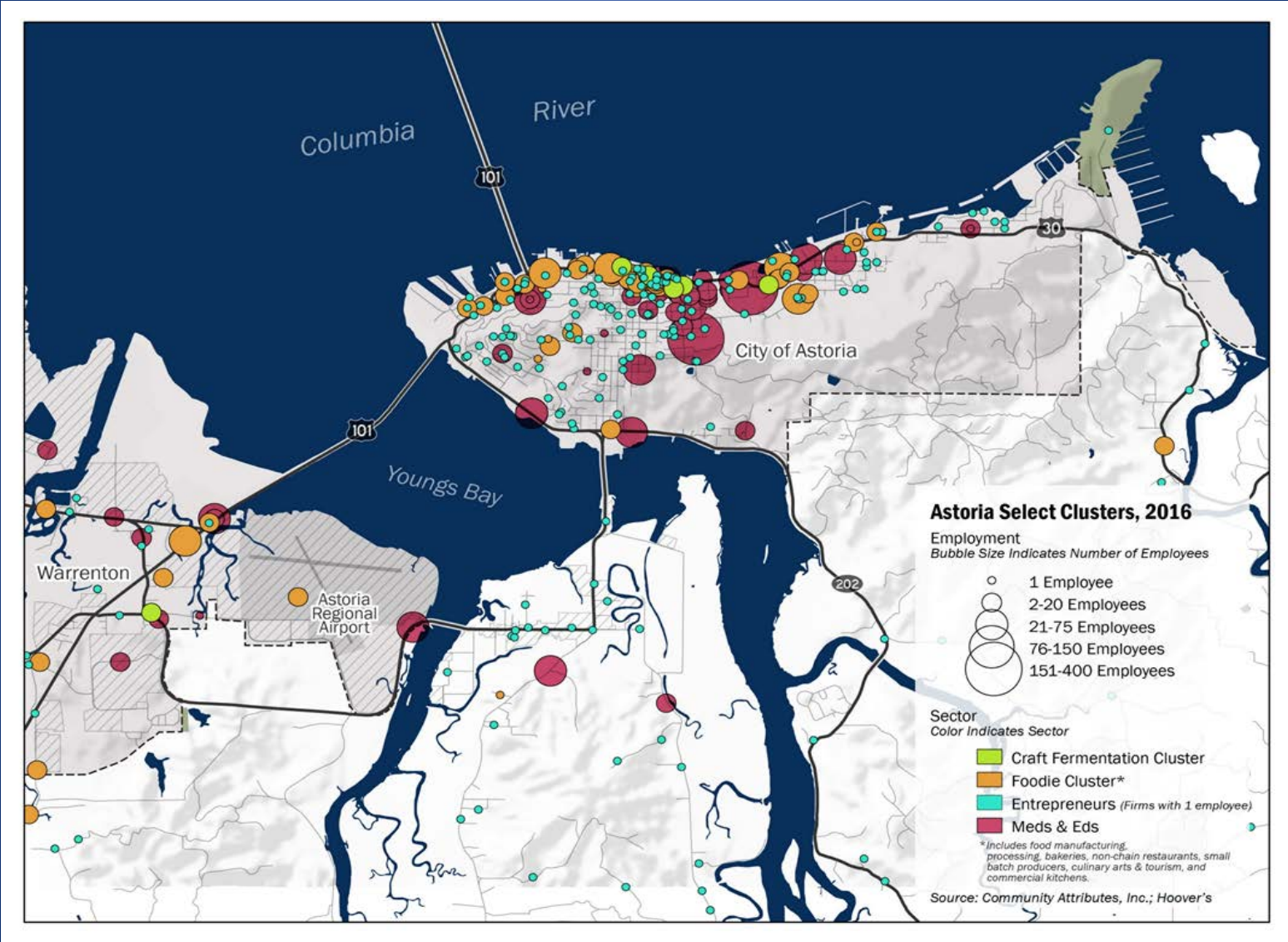
- 5. Korea \$1.05B
- 4. Japan \$1.43B
- 3. Malaysia \$2.5B
- 2. Canada \$2.53B



State of the Economy – Clatsop County



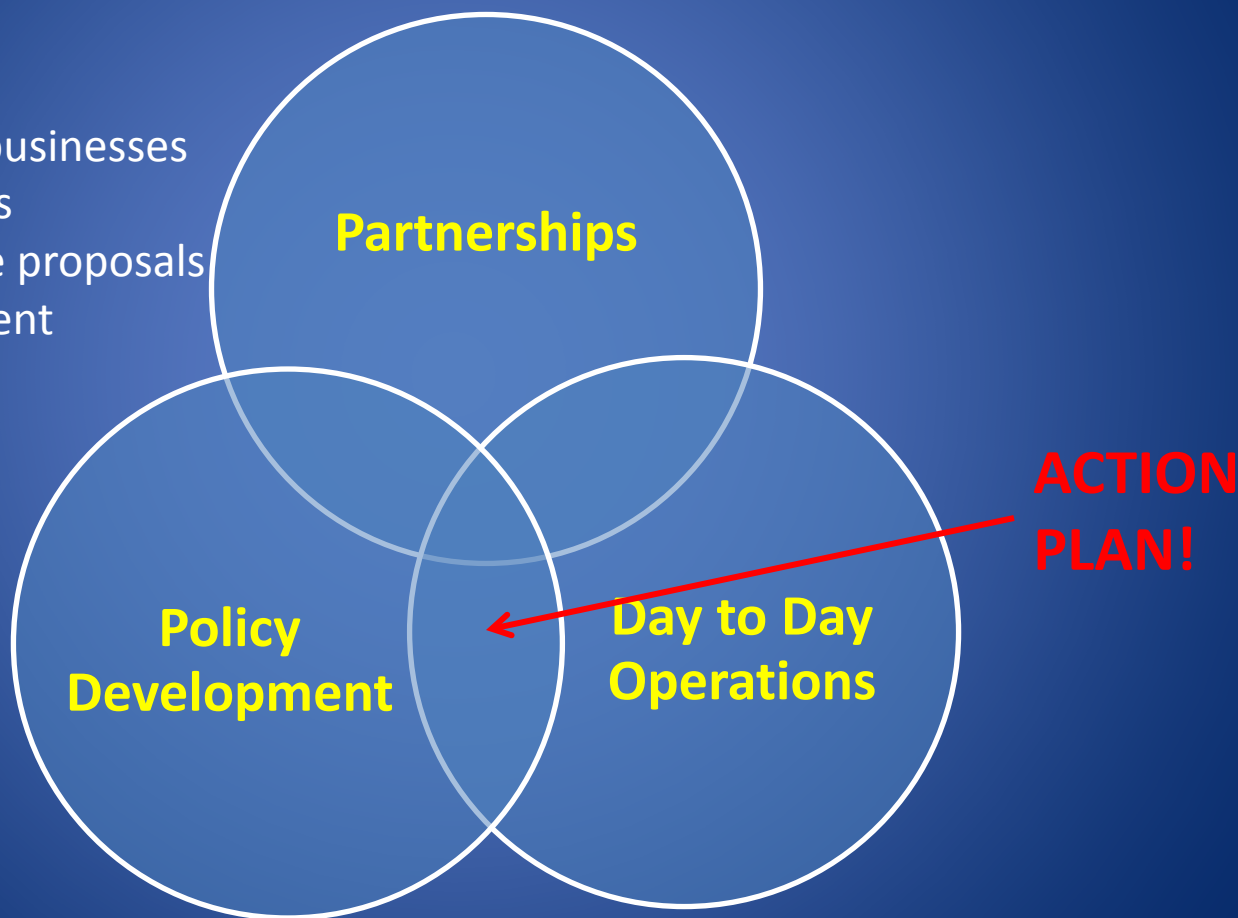
State of the Economy - Astoria



What is the final product?

Outcomes

- More quality jobs
- Better tools to assist businesses
- Defined career ladders
- Guidelines to evaluate proposals
- More private investment
- Reduce poverty



ACTION Plan: 2017-2025

Questions?

Project Website: www.astoria.or.us – “Current Projects”



*City of Astoria
Community
Development*



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Testing, Testing: Survey Says!

- Go to our FB page!
- City of Astoria Community Development Department

