



CITY OF ASTORIA

Founded 1811 • Incorporated 1856

COMMUNITY DEVELOPMENT

“Where Preservation Meets Progress”

February 10, 2017

Hello Local Partners, Business Owners, & Interested Parties:

The Advance Astoria initiative – the City’s first Five Year Economic Development Strategy - is at the midway point in the project.

This is an e-project newsletter to keep you informed and engaged along the way.

Thanks for attending our last Community Forum on January 19 @ The Loft at the Red Building. We had 80 people signed in for the event with the room almost full for the panel presentation.

A lot has transpired before and after this community event so we wanted to make sure we shared the latest.

On January 18, the City’s consultant, Community Attributes, Inc., held a series of focus groups with five different industries: craft brewing, non-profit sector, food production, research & development, and microenterprise. The City received lots of great feedback that will be incorporated into the strategy.

On January 19, just prior to the forum, the Advance Party (Mayor’s appointed advisory committee) held their second committee meeting to review the “Economic Opportunities Analysis.”

The EOA is a state required technical analysis to determine current economic conditions, forecasted conditions, commercial and industrial land inventory, and potential target industries for job growth and private investment. The committee had a really good discussion of the choices before us and it was a preview of our next discussion around the types of target industries that are expected to grow within the city limits.

For example, based on the feedback received thus far, the maritime industry has become a focus area to examine because of the number of jobs expected and the higher entry level wages associated with this industry.

The next Advance Party **meeting** is scheduled for **Thursday, March 9, 630-830 pm @ Reach Break Brewing** – the city’s newest addition to the craft brewing market. Reach Break will host us in their new taproom.

The meeting focus will be on selecting target industries based on a set of criteria. The “Economic Opportunities Analysis” provided a glimpse into the choices.

The [project website](#) has a catalogue of all materials to date, including information presented at the Community Forum, focus group and committee notes, Frequently Asked Questions, and a PowerPoint that was presented to City Council on February 6.

As part of this project, the City launched a [survey](#) at the Chamber Breakfast in November 2016.

If you haven't taken the survey, please take a few minutes to give us your feedback. As an added incentive, all survey responders will be eligible for gift cards from participating local craft brewers. Buoy Beer, Fort George, Reach Break, and Reveille Ciderworks (opening soon!) have graciously offered to donate gift cards. We will randomly select participants at the next Community Forum tentatively scheduled in April.

Here is a **Calendar of Events** if you're interested in learning more or joining the discussion.

Date	Event	Location Time
February 22	Job & Career Fair	Clatsop County Fairgrounds
February 17	1370 KAST: Tom Freel Morning News	Radio Interview (Taped)
March 7	Kiwanis/Lions Club	Elks Club Noon
March 9	Advance Party (Advisory Committee)	Reach Break Brewing 630 pm
March 11	2 nd Saturday Art Walk	Pop Up Shop @ Hobson Building 5-8 pm
March 22	CEDR Awards	Seaside Convention Center 5 pm

If you have any questions, or would like to host a presentation or coffee hour, please contact the City of Astoria.

Thanks!

Kevin A. Cronin, AICP
Community Development Director
City of Astoria
Community Development Department
1095 Duane Street
Astoria, OR 97103

503-338-5183 (w)
971-704-4821 (c)
kcronin@astoria.or.us
www.astoria.or.us