

Advance Astoria Vision Statement & Value Proposition

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 will work with its partners to grow 200 jobs by 2021 and expand economic opportunities and prosperity for all Astorians.

Comment [KC1]: 40 jobs/yr x 5 years \$14/hr

A Batch Strategy: Growing our Economy in a Smarter Way

An industry-based approach to economic development is referred to as a “cluster strategy.” However, in Astoria we do things differently. Astoria makes things in batches, whether it’s world class beer, warm and fuzzy hats to brave the weather, or the most sumptuous seafood.

A “batch strategy” is a group of geographically concentrated, inter-related businesses. Companies, institutions, and entrepreneurs that locate in a batch benefit from a skilled labor force, increased innovation, coordinated advocacy efforts, high-quality supply chains, and a cross pollination of knowledge. A batch strategy can facilitate interaction in ways that establish competitive advantages through the creation and incorporation of new knowledge into products and services, and the processes that produce them.

The City of Astoria understands and embraces the importance of building strong connections among similar batches, and that’s why we support initiatives that strengthen cooperation and competitive advantages for Astoria-based companies.

As a result, the City of Astoria has developed a batch strategy that targets “traded sector,” meaning that they sell to markets outside the region, bringing new money into the community as well as knowledge-based companies that attract a highly skilled labor pool to grow research and development functions within institutional partners. Lastly, Astoria supports a number of home grown industries that start in a garage, a backyard, or in a research lab. Astoria will continue to support home-based businesses and grow the “entrepreneurial ecosystem” to support startups, spin offs, and cultivate the next generation of businesses that are sustainable and competitive in a global marketplace.

By focusing on a batch strategy, Astoria can:

- Deploy limited City resources in a strategic and catalytic fashion.
- Develop a deep understanding of factors influencing competitiveness.
- Interact with groups of firms rather than conduct isolated transactions.
- Facilitate industry-led innovation and interventions; and
- Foster the alignment of resources among local, regional, and state partners.

Objectives for organizing a batch strategy:

- Convene critical players in an ecosystem.
- *Develop detailed market-based approaches for each batch defining actual growth opportunities.*
- Develop and implement industry-driven action plans; and
- Create self-sustaining momentum within each targeted approach.