

Columbia-Pacific Economic Development District July 2010 Newsletter

Issue 8

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2010—2011 Work Plan

NW Oregon's businesses are beginning to show signs of economic recovery. However, most businesses are still behind 2007 revenues, and have unused capacity. Chief need with these businesses is increased sales/customers. Col-Pac's role in business retention and expansion is to support the local economic development staff with business intelligence, access to site information, secondary financing, and regional marketing. Thus Col-Pac's 2010—2011 Work Plan reflects these priorities:

1. Expand Support of Local Economic Development Business Retention and Expansion Activities. Specific areas of concentration will include:

- ◆ Establish an economic gardening program. Col-Pac will purchase business development databases providing targeted customer prospects for local businesses. Training will also be provided to all local economic development staff in the region, on when and how to use the economic gardening program. Planned is to assist a minimum of 20 companies within NW Oregon.

- ◆ Expand NW Oregon's web-based commercial/industrial lands database. With the ZoomProspector capacity added to the database, the upcoming year will see an added emphasis to include more properties. The database is an incentive for private business to become involved in their local communities economic development. This year, development activity on the listed properties

will also be tracked.

- ◆ Expand use of Oregon's "The Connector" business networking program. Col-Pac's support will be through marketing, and program information distribution. The goal will be to have 20 businesses signing on to the directory.

- ◆ Add an additional industry cluster. While NW Oregon' Historic Preservation cluster continues to do well, the other emerging clusters have stalled, primarily a result of the down economy. With some economic recovery occurring, efforts will be renewed to develop at least one new industry cluster in the region. Potential targets will be aviation and/or energy.

- ◆ Expand business financing efforts. Goal for the upcoming year will be to loan out \$200,000 to local businesses looking to (re)grow/expand.

2. Infrastructure Project Support. Col-Pac already coordinates NW Oregon's Infrastructure Inventory List and will continue to ensure that it is updated annually. A new activity for the upcoming year will be project management of over \$300,000 in Oregon Department of Energy projects in NW Oregon. This was planned to be implemented last year, but was delayed.

3. Grow Local Economic Development Capacity throughout NW Oregon. With the recent addition of an economic development professional in Columbia County, all of the counties in Col-Pac now

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have local business development service delivery capacity. To augment and support this local capacity, Col-Pac will be providing the following:

- ◆ Providing business development intelligence for local county, port and community recruitment efforts. This information will be available through the economic gardening databases, and the ZoomProspector commercial/industrial lands database.
 - ◆ Supporting the City of Vernonia's efforts to become a sustainable rural community. Key activities to disaster recovery are being completed under other EDA funding. However, over the next 12 months, new activities will be undertaken to enhance Vernonia beyond its pre-flood status. A feasibility study for a potential Natural Resources Center is being undertaken. Evaluation of bio-mass capacity for the new school campus, Rose Ave downtown development, and residential heating will be done. And, opportunities for carbon sequestration with nearby wood lot owners will be explored.
4. Expand NW Oregon's Marketing/Outreach. Primary work activity for the upcoming year will be updating NW Oregon website. Again, to support the theme of increased business support, the website will include more economic and business development data. Col-Pac's electronic Newsletter will be expanded as well.
 5. Implement NW Oregon's CEDS. Col-Pac's CEDS includes six goals or areas of primary work activity. Implementation activities planned for three of the goals: Sustaining and Retaining NW Oregon's Current Businesses, Developing Public Services Infrastructure to Support Business Development, and Diversifying and Expanding NW Oregon's Regional Economy are described above. Activities planned for 2010—2011 for the other three goals include:
 - ◆ Supporting the Region's Efforts to Provide Trained Workers for Existing and Future Needs of Business—Col-Pac will service on the NW Oregon Workforce Investment Board, and NW Oregon Workforce Response Team. In addition, Col-Pac will be working with the Oregon Employment Department's newly created Business Officers to network local businesses with available employment resources and training.
 - ◆ Supporting the Region's Transportation System—As staff to the NW Oregon Area Commission on Transportation, Col-Pac will take a lead role in organizing the region's prioritiza-

tion of transportation improvements and enhancements for Oregon's Statewide Transportation Investment Program. (STIP)

- ◆ Maintaining a High Level of Economic Development Cooperation, Coordination and Communication within NW Oregon—Col-Pac will be working with local economic development staff as they transition into long term sustained business development service delivery.
6. Provide Staff, Management and Coordinating Services to Col-Pac's Regional Partners. Col-Pac will continue to staff the NW Oregon Regional Partnership, NW Oregon Area Commission on Transportation. In addition, Col-Pac will be providing loan management services for the Tillamook County Economic Development Council and loan applicant review services for Tillamook County's Soil and Water Conservation District. As mentioned above, Col-Pac will also be providing project management of the Oregon Department of Energy's ARRA projects in NW Oregon.
 7. Work with Oregon's EDA's Oregon Economic Development Representative to develop future economic development projects with long term job retention/creation and outside investment leverage potential.