

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 have we learned thus far?
- What is the final product?
- Q/A

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" and URA funds)
- **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 are we trying to achieve?

- **Identify target industries** that are “traded sector” or knowledge-based industries
- **“Batch Strategy”**
 - **Research & Development**: CCC, CMH Cancer Center, OSU Seafood Lab
 - **Craft brewing/fermentation**: cider, kombucha, mead, hard soda
 - **Microenterprise**: very small, home-based, ready to scale
 - **Maritime industry**: workforce development in place
 - Other???

What is different about this effort?

- It is **not about tourism**....rather it's about other opportunities to grow and expand the local economy to complement tourism
- 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** – next meeting on March 9 @ Reach Break Brewing
- Project website, FAQ, and display board
- “Pop up shops” @ Community Events - Career Fair, CEDR Awards, 2nd Saturday Art Walk
- Radio: 91.9 FM KMUN, 94.9 FM “The Bridge”
- Social media: cross marketing strategy
- Engaging **partners** outside of Astoria that can help us grow – Astoria Maker Industries, Business Oregon, Oregon State University

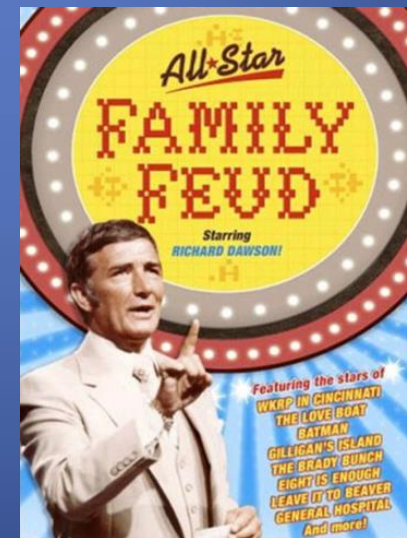
What have we done so far?

- **Kick off meeting** on October 5 at Fort George with advisory committee and panel presentation of business leaders
- Conducted tour of select city businesses – Oct 6
- Conducted tour of MERTS Campus – Dec 9



What have we done so far?

- Launched **survey** to engage business community, investors, and general public
- Go to 
- “City of Astoria Community Development Department”
- Survey takes 5 minutes....



What have we done so far?

- Interviewed key leaders and property owners
- **Focus Groups** - January 18
 - Interviewed 5 industry groups, 19 people attended
- **Community Forum** No. 1 @ Red Building – January 19
 - Open House: displayed results of “Economic Opportunities Analysis”
 - Panel presentation of entrepreneurs
 - 80 people registered, 29 comments



What is the project timeline?

- Project Completion: **June 2017**



Engagement Timeline		
Oct – Jan	Feb – March	May - June

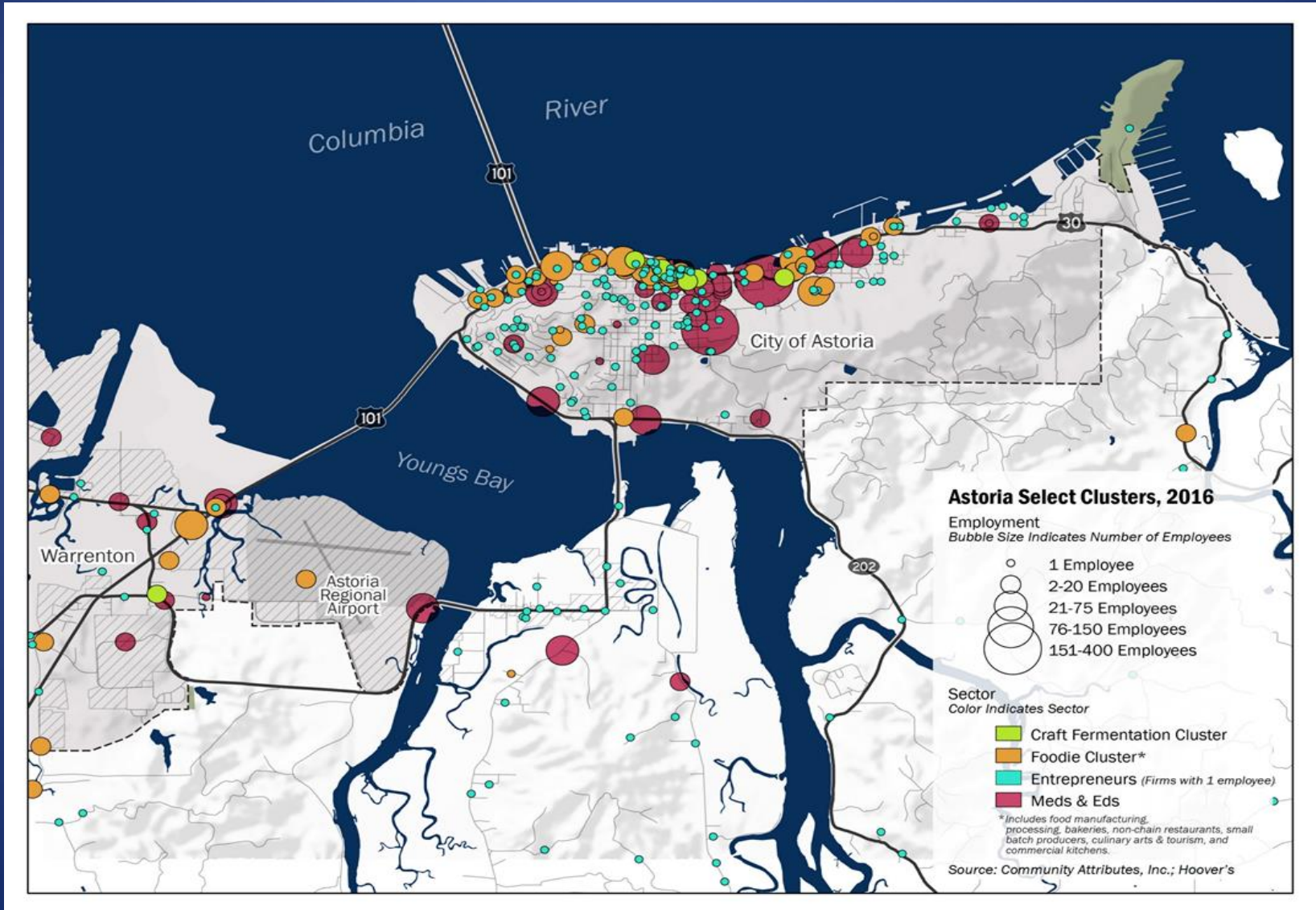
State of the Economy – Astoria

- DRAFT **Economic Opportunities Analysis (EOA)**
 - State required analysis to meet Goal 9 – Economic Development – Oregon Land Use Planning
 - Provides baseline of future strategy
 - Snapshot of recent economic conditions
 - Forecast of economic conditions
 - Inventory commercial and industrial lands
 - Focus on specific target industries

State of the Economy – Astoria

- **Employment:** 5,868
- **Breakdown:** 78% Private / 22% Public
- 518 Employers
- \$218M Payroll
 - Average: \$36,192 (County: \$35,085 | State: \$48,322)
 - 35% of total payroll in County is in Astoria
 - 1/3 of all employers are located in Astoria

State of the Economy - Astoria



State of the Economy - Astoria

FIGURE 3.3 - VACANT AND REDEVELOPABLE EMPLOYMENT LANDS

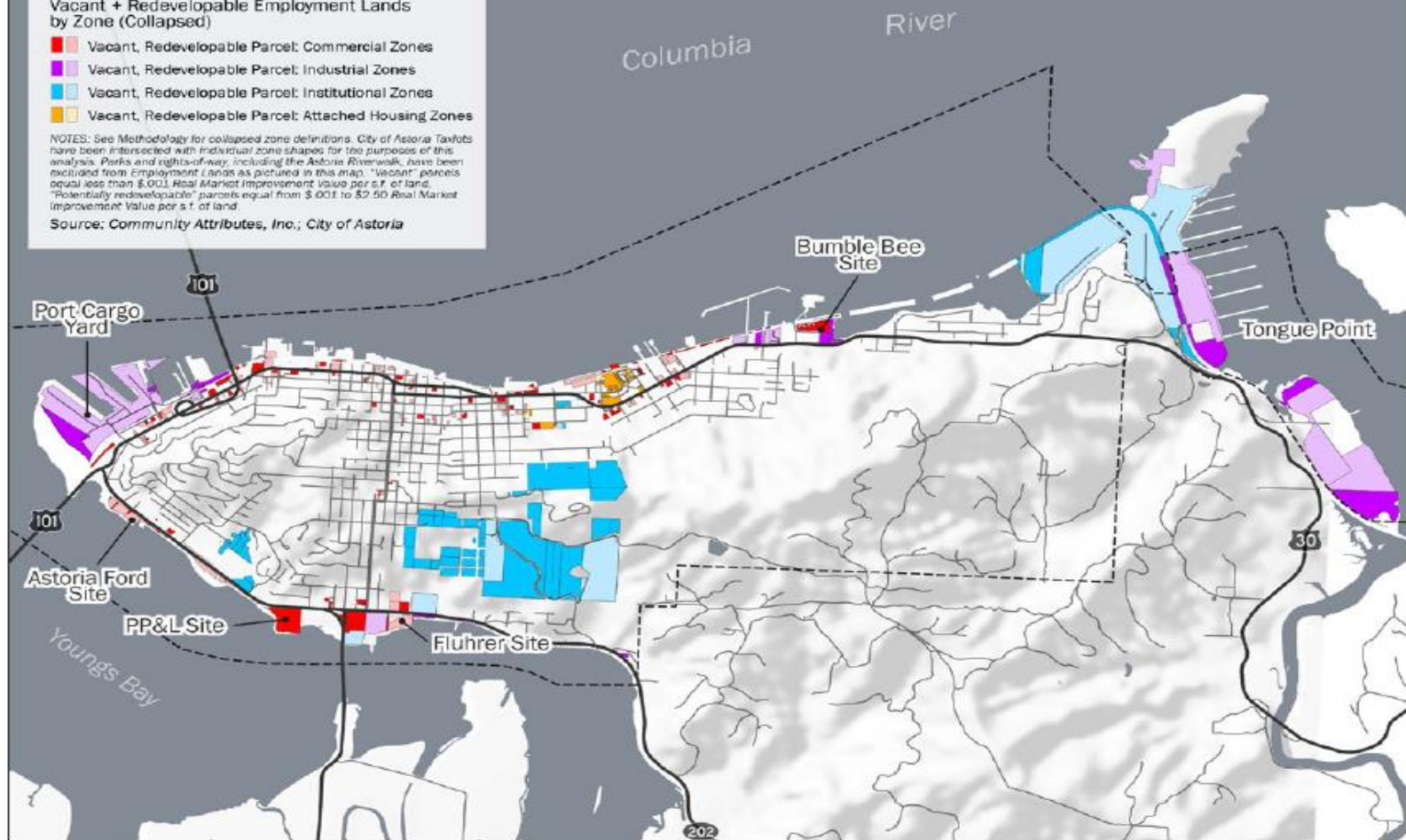
City of Astoria Employment Lands Inventory, 2016

Vacant + Redevelopable Employment Lands
by Zone (Collapsed)

- Vacant, Redevelopable Parcel: Commercial Zones
- Vacant, Redevelopable Parcel: Industrial Zones
- Vacant, Redevelopable Parcel: Institutional Zones
- Vacant, Redevelopable Parcel: Attached Housing Zones

NOTES: See Methodology for collapsed zone definitions. City of Astoria Taxlots have been intersected with individual zone shapes for the purposes of this analysis. Parks and rights-of-way, including the Astoria Riverwalk, have been excluded from Employment Lands as pictured in this map. "Vacant" parcels equal less than \$ 001 Real Market Improvement Value per s.f. of land. "Potentially redevelopable" parcels equal from \$ 001 to \$2.50 Real Market Improvement Value per s.f. of land.

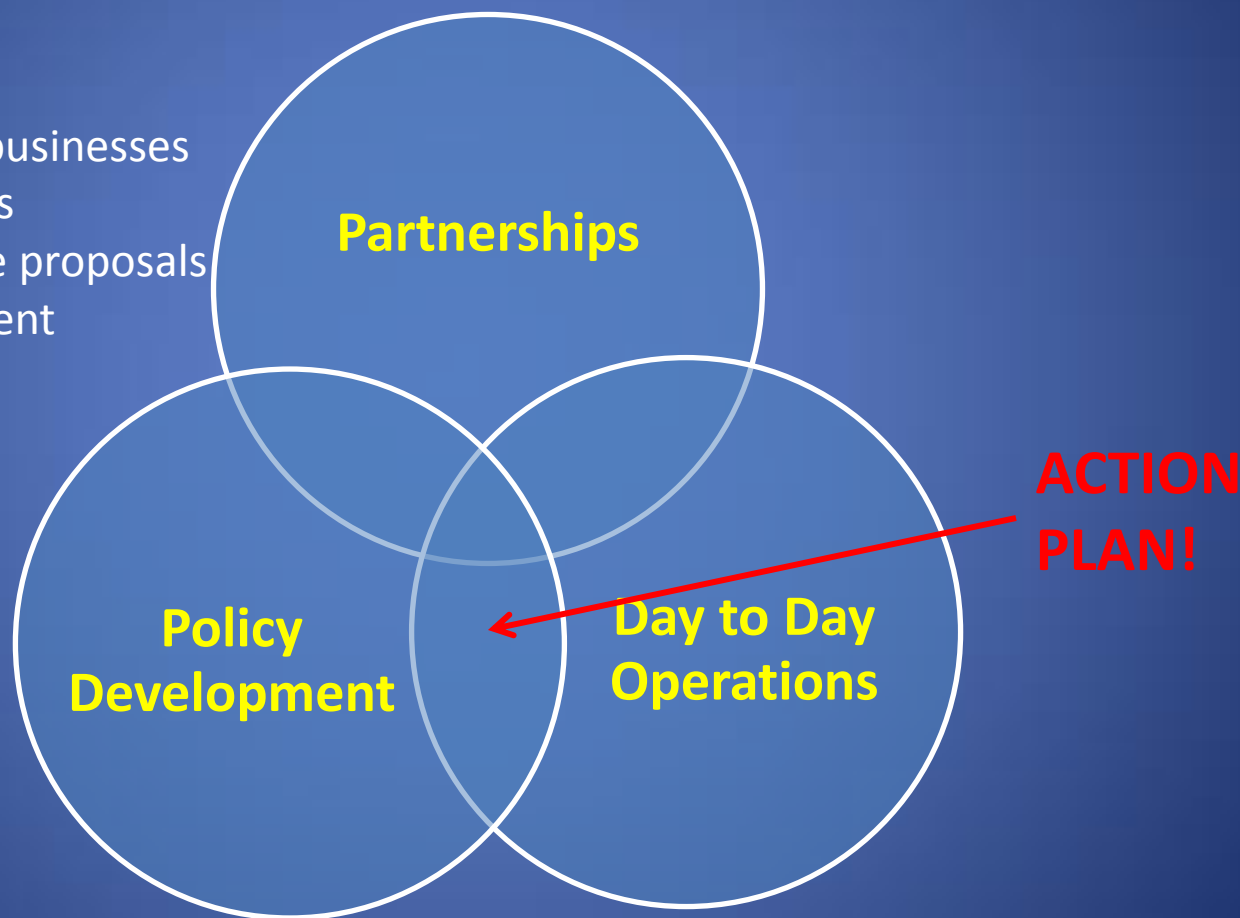
Source: Community Attributes, Inc.; City of Astoria



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”



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Community
Development*



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