

E-Blast to Business License Holders April 25th, 2013 437 citizens received email

Take this short City of West Linn economic development survey.

View this email in your browser



Let's Cut The Red Tape

Help West Linn create a healthy business climate.

As a business license holder in the City of West Linn, your opinion is valuable. The City is looking for ways to eliminate unnecessary, inefficient regulatory barriers associated with doing business in the City, and to provide incentives to encourage more positive economic development. Your ideas and feedback are critical in ensuring that these changes are effective and respect the quality of life West Linn residents demand.

Please consider taking a moment to share your ideas about how the City of West Linn can "cut the red tape" and remove inefficiencies. Your feedback will be used to shape upcoming changes, which are intended to benefit business owners and create a more business-friendly environment in West Linn. Below you'll find a link to a quick online survey. The survey is anonymous and will take only five minutes to complete.

Please click here to take the survey.

We appreciate your time and effort in making West Linn a great place to do business. Please feel free to call or email with questions. Thank you!

Chris Kerr Economic Development Director City of West Linn 403-723-2538

ckerr@westlinnoregon.gov

"City of West Linn: Your Business is Our Priority"

http://WestLinnOregon.gov

E-Blast to Home-Based Business License Holders April 25th, 2013 384 citizens received email



Let's Cut The Red Tape

Help West Linn create a healthy business climate.

As a West Linn business owner with a Home Occupation permit, your opinion is valuable. The City is looking for ways to eliminate unnecessary, inefficient regulatory barriers associated with doing business in the City, and to provide incentives to encourage more positive economic development. Your ideas and feedback are critical in ensuring that these changes are effective and respect the quality of life West Linn residents demand.

Please consider taking a moment to share your ideas about how the City of West Linn can "cut the red tape" and remove inefficiencies. The City recognizes that home-based business owners face distinctive challenges, and we hope to better meet your unique needs. Your feedback will be used to shape upcoming changes, which are intended to benefit business owners and create a more business-friendly environment in West Linn. Below you'll find a link to a quick online survey. The survey is anonymous and will take only five minutes to complete.

Please click here to take the survey.

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"City of West Linn: Your Business is Our Priority"

http://WestLinnOregon.gov

Weekly E-Newsletter sent May 29th, 2013 to West Linn Wednesdays subscribers 5,563 citizens received email

Thank you for reading today's "West Linn Wednesday" update from the City of West Linn!

Email not displaying correctly? View it in your browser.





West Linn Old Time Fair Court in Starlight Parade

Spectators to the Portland Rose Festival Starlight Parade, Saturday, June 1, 2013, are asked to give an especially enthusiastic response to entry number 38, the West Linn Old Time Fair Court, They will take part in the televised parade to promote the 57th Annual West Linn Old Time Fair.

Celebrate Father's Day in a Memorable Way

Fathers and daughters can make memories to last a lifetime at the annual Daddy Daughter Dance, Friday, June 14, 2013, presented by West Linn Parks and Recreation.

How About a Little Less Red Tape...

West Linn is looking for ways to eliminate unnecessary, inefficient regulatory barriers associated with doing business in West Linn. Take this brief online survey today about how to reform the business climate in West Linn.

Connect With West Linn!

Did you know West Linn has a Facebook and a Twitter account designed to provide you with up to date information? Sign up today!

Weekly E-Newsletter sent May 15th, 2013 to West Linn Wednesdays subscribers 5,680 citizens received email

Thank you for reading today's "West Linn Wednesday" update from the City of West Linn!

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Check Out the West Linn Library Used Book Sale This Weekend

The Friends of the Library are having a used book sale! Drop by the Teen Room on the lower level of the library May 18 and 19 for some great deals! Best selection on Saturday, Sunday is bag day; \$3 a bag! The sale will be open noon to 4:30pm both days.

How Do You Connect With West Linn?

Did you know West Linn has a <u>Facebook</u> and a <u>Twitter</u> account designed to provide you with up to date information? Sign up today!

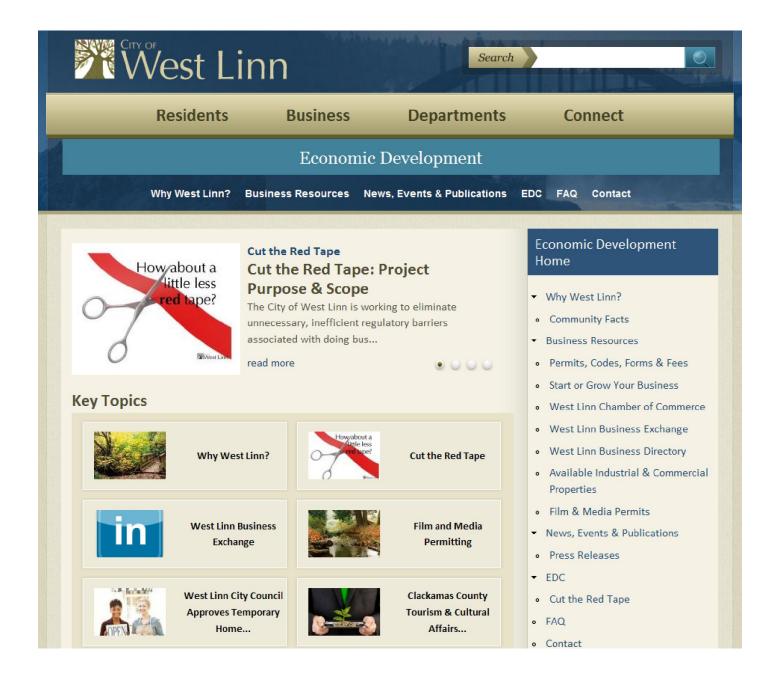
How About a Little Less Red Tape...

West Linn is looking for ways to eliminate unnecessary, inefficient regulatory barriers associated with doing business in West Linn. Take this brief online survey today about how to reform the business climate in West Linn.

Voting is Now Open for Movies in the Park 2013

Cast your vote for your favorite movie for this fun summer movie series. The movies with the most votes will be announced on June 1.

City of West Linn website "Spotlight" on main page during "open period" of survey Current City of West Linn Economic Development Department "Spotlight" (shown below)



West Linn Tidings newspaper articles mentioning Cut the Red Tape project

August 1st Article by Mike Jones







OPINION

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Featured Stories OO A chance at redemption - Wednesday, 07 August 2013 01100



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- State police warn that scammers are out
 - TVF&R offers summertime safety tips for
 - Frepare for battle: Oregon Battle of the Books
 - News Briefs



■ Opinion

- State failed to address toxic chemicals in children's products
- Readers Letters

AIR CONDITIONING SERVICE SPECIAL Bernard's Garage, Inc.

Cut the Red Tape Project: West Linn focuses on economic development

Created on Thursday, 01 August 2013 01:00 | Written by Mike Jones | 🚑



Send 0

Creating a positive environment for economic development in West Linn is a city council priority, and in March of this year, the city council directed staff to commence a regulatory streamlining project.

Termed the Cut the Red Tape Project, this regulatory streamlining project is a critical component of our economic development goal. The council understands that to truly make a difference in the economic climate of our community, we need to ensure that doing business in West Linn is transparent, understandable and efficient.

The city council met with the planning commission on April 1 to kick start this project. Then, on July 8, the city council received a detailed report from staff that included specific recommendations for consideration. The council provided

guidance to staff on the Cut the Red Tape Project and on many of the individual initiatives proposed.

doing business in West Linn easier.

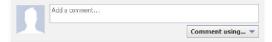
The list of regulatory changes that the council requested staff prepare for our consideration is available online at westlinnoregon.gov/economicdevelopment/cut-red-tape. I invite you to review this list and learn more about how the proposed initiatives can make

The next step in the process is planning commission review of the proposed initiatives and a planning commission recommendation to the council on the project. The council has directed the planning commission to take a deliberate but expedited review process so the council can move forward with further consideration of this important council goal.

I believe it is critical to West Linn's future to keep projects such as this on the timeline the council adopted as part of its goals in March. I encourage you to get involved and informed on this project as it moves forward through review and comment stages. Please contact our economic development director, Mr. Chris Kerr, at ckerr@westlinnoregon.gov if you have questions about the "Cut the Red Tape Project" or to schedule a time to meet with him to

Thank you for your continued support of West Linn's focus on local economic development. Economic development is a key component to ensuring that our city remains the finest community in which to live, work,

Council President Mike Jones is a West Linn City Councilor.







82°F West Linn

Humidity: 38% Wind: 5 mph

7 Aug 2013 8 Aug 2013











May 9th Article by Economic Development Staff







Friday, May 10, 2013 Wheels CLICK HERE

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Opinion

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My Community

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- # Former West Linn girl captures Texas poetry prize
- A fine day for a faire
- M A time-honored tradition
- A gold medal for West Linn High School



West Linn consults local businesses in economic

Created on Thursday, og May 2013 04:00 | Written by Ashely Graff | 🚑



Polar Systems urges help in relocation process

development efforts

In early 2013, West Linn's City Council identified economic development as a priority, directing staff to focus on creating a friendlier and more vibrant business environment in the city. A primary council goal is to modify codes and processes to remove regulatory and financial barriers and incentivize positive community economic efforts. Chris Kerr, West Linn's economic development director, leads this effort and is assisted by the Economic Development Committee, a volunteer citizen group.



As part of our work to remove regulatory and financial barriers for businesses, the city is engaging directly with local business owners to identify the difficulties encountered by those seeking to navigate city development codes and processes. Councilor Thomas Frank and Chris Kerr began conducting outreach visits to local businesses to learn about their experiences. This series will highlight these visits with local business owners

On April 29, Councilor Thomas Frank and Chris Kerr met with Polar Systems President Tim Tragesser and Consultant Shane Boyle, who is also the virtual chief information officer for the city. The company opened in 1981 in Southeast Portland but relocated to West Linn in 2010.

Polar Systems started out using a hardware sales model, building PCs and servers, for example, but through the years has evolved into a service-based business. Now operating under the managed services model, Polar Systems performs as outsourced IT and provides everything from basic help desk services to strategic IT consulting.

The company also now owns the West Linn building it occupies and intends to remain there, having recognized the high quality of life factors like low crime, family-friendly character, great schools and low taxes that make the city appealing to businesses.

Currently the company employs 23 full-time employees, but by the end of the year expects the staff to increase to about 27. The typical client served by Polar Systems is local (not a chain), offers services of a professional nature and employs a staff of 10 or more.

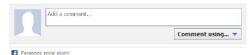
According to Tragesser, choosing West Linn as a relocation destination, rather than staying in Southeast Portland, achieved two major goals. First, West Linn offers a more desirable image and allowed the company to feel comfortable inviting clients to the office, and, second, West Linn is geographically attractive due to its centralized location and transportation

Polar Systems has the opportunity to draw employees from West Linn and surrounding areas and easily service clients in the area. Tragesser also mentioned relief at moving away from stringent and expensive Multnomah County requirements. The company did suggest the city could focus on making relocations as easy as possible for businesses and perhaps offer incentives. Polar Systems also expressed support for the possibility of resources such as a business mentorship program or a welcoming committee that would provide assistance early on in the relocation process.

These outreach visits and the conversations they generate are valuable tools for the city's economic development department. If you operate a business in West Linn and have ideas to share about the city council's goal to reduce

Find out more about Polar Systems at polar systems.com

- Ashley Graff is the economic development/public affairs intern for the city of West Linn







65°F West Linn

Fair Humidity: 65% Wind: 0 mph

> 10 May 2013

86°F 56°F













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- * State police warn that scammers are out for money
- TVF&R offers summertime safety tips for children
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- Mews Briefs



Opinion

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- Readers Letters
- Cut the Red Tape Project: West Linn focuses on economic develop
- Firefighters are leading the way
- Readers' Letters



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In early 2013, the West Linn City Council identified economic development as a priority, directing staff to focus energy and resources on creating a friendlier and more vibrant business environment in the city.

A primary council goal is to modify codes and processes to remove regulatory and financial barriers and incentivize positive community economic efforts, Chris Kerr, West Linn's economic development director, is leading this effort and is assisted by the economic development committee, a volunteer citizen group.

To best remove regulatory and financial barriers, the city must first understand the difficulties encountered by those seeking to navigate West Linn development codes and processes. Councilor Thomas Frank and Kerr began conducting outreach visits to local businesses to learn about their experiences with the city. This series will highlight these visits with local business owners and examine the challenges they seek to solve or address.

On April 3, Frank and Kerr met with Kris Dahlgren and Alex Kachirisky of Dahlgren Footwear, a family-owned, outdoor and casual sock manufacturer based in West Linn. The company was started in 1978 by Dahlgren's parents, Ray and Diane, and all Dahlgren socks are made in the United States. The Dahlgren brand is competitive in the marketplace, differentiating itself through its patented technology and the unique blend of merino and alpaca wool used in production. Dahlgren is primarily a business-to-business operation, working with national and international distributors, but also manages a small online sales business.

Dahlgren, the company's president, was recently honored among top executives from companies like Nike, Eddie Bauer and The North Face. She was awarded a '40 Under Forty' award from Sporting Goods Business, which recognizes young executives making a difference in their fields before their 40 birthdays.

The meeting between the city and Dahlgren revealed that the company has plans to scale up. Currently operating out of their home, Dahlgren and Kachirisky want to keep their business in West Lim, but see a need for additional and affordable office space within the city. The couple requires a additional and antorcable office space within the city. In decouple requires a more professional and corporate meeting location to host clients and to make Dahlgren's external appearance consistent with its operational and financial professionalism. Dahlgren and Kachirisky also expressed interest in the idea of a cooperative workspace, a place that could serve as a midpoint between working out of their home and shouldering the high cost of retail space alone. The need for increased access to capital and the opportunity for local business networking were also topics of discussion.

The city of West Linn recognizes that home-based businesses play a significant role in the local economy. Based on 2010 census figures, West Linn has the second highest percentage of people who work at home in the state at 8.9 percent. Lake Oswego led with 10.9 percent of the city's population working at home.

These outreach visits and the conversations they generate serve as a valuable tool for the city's economic development department. If you operate a business in West Linn and have ideas to share about the city council's goal to reduce regulatory and financial barriers, visit westlinnideas, com to take an online survey. Find out more about Dahlgren Footwear at dahlgrenfootwear.com, and stay tuned for next week's article featuring news from a visit with Polar Systems Inc.

(Editor's note: As the city council focuses on economic development this year, we thought readers would be interested in a series keeping tabs on the city's work and development in this area. Ashley Graff is the economic elopment/public affairs intern for the city of West Linn.)















May 16th Press Release printed in Tidings



5k RUN/ WALK & BBO AUGUST 31 REGISTER HERE

- State failed to address toxic chemicals
- in children's products
- Readers Letters
- ... Cut the Red Tape Project: West Linn focuses on economic development
- Firefighters are leading the way
- Readers' Letters



Mv Community

- School district families weigh kindergarten alternatives
- ... Debs dance into their second halfcentury
- SunGarden's new director comes full circle
- Girl Scouts are the cat's meow
- Local Scouts earn Eagle rank



positive economic development.

The information received will guide the city in making changes to existing development regulations and processes, an effort that aims to result in a more streamlined process that will provide greater predictability for property owners and the community.

According to Mayor John Kovash, "For the last few years, staff and council responsive to the needs of the community. This project is a continuation of those efforts."

The Cut the Red Tape project is being led by West Linn Economic Development Director Chris Kerr, who encourages local business owners to share their thoughts online at westlinnideas.com.

"Feedback from local business owners and developers is critical in ensuring that changes to development regulations respect the quality of life West Linn residents demand," Kerr said.

If you operate a business in West Linn, have done business in the city or just have ideas to share about the city council's goal to reduce barriers, you are encouraged to visit the website, take a short survey and provide feedback.

Assisting Kerr in this effort is the West Linn Economic Development Assisting Nerr in time entert is new west Linn Economic Development. Committee. The EDC is a seven-member group of citizen volunteers, appointed by the city council, whose purpose is to help further bridge the gap between the business community and city government. The EDC has assembled a five-member working group to engage individually with local business owners to discuss in greater detail the difficulties in navigating West Linn's development regulations and to recommend solutions that will promote a more business-friendly environment in the city.

Recent articles in the Tidings have highlighted another component of the city's outreach efforts, which involve direct one-on-one visits between city council members, city staff and targeted local business; recent examples include Dahlgren Footwear and Polar Systems.

These illustrate the city's ongoing attempts to engage and listen to the concerns of the business community at large.

City Councilor Thomas Frank said, "These visits help to strengthen these important relationships and provide direct feedback to the city on potential reforms and policies to make it easier to do business in the city. This (project) is an important step to identify unnecessary barriers and take meaningful action to address them. We want businesses and entrepreneurs to consider West Linn as they open, expand or relocate."

After completing the public outreach process, reviewing the results of the online survey and drafting recommended amendments, public hearings on the proposed reforms are expected to be heard by the planning commission and city council this summer.

For more information or if you have questions about the project, contact Kerr at 503-723-2538 or email ckerr@v











Tweets



Facebook Posts

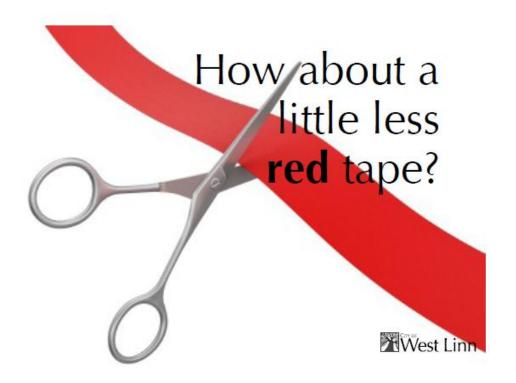






250 postcards promoting the survey link, distributed in April by Chamber of Commerce, Council Members, EDC Members and Staff

(Front)



(Back)



The City of West Linn is looking for ways to eliminate unnecessary, inefficient regulatory barriers associated with doing business in the City, and to provide incentives to encourage more positive economic development. Your ideas and feedback are critical in ensuring that these changes are effective and respect the quality of life West Linn residents demand.



Please share your ideas online: http://westlinnideas.com



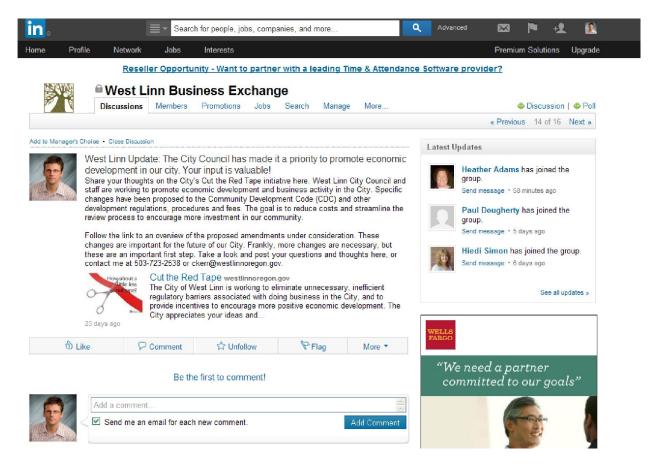


Chris Kerr, Economic Development Director 503-723-2538, CKerr@WestLinnOregon.gov City of West Linn * 22500 Salamo Road * West Linn * 97068

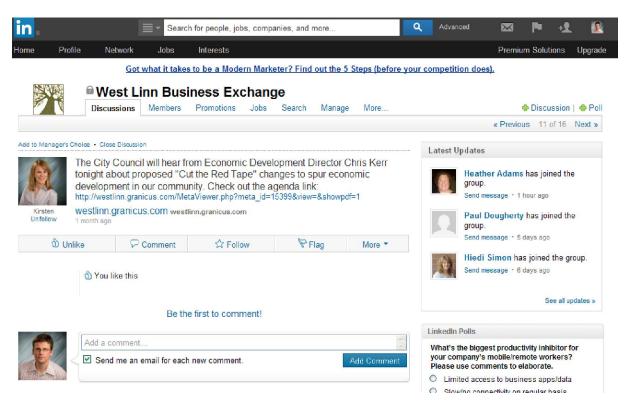
Online Survey with results from approximately 60 respondents

Yes
No.
What are the most important actions the City could take to make it easier for you to operate/expand a business here?
List some examples of any specific innovative permitting and/or development review procedures you have experienced in working with other cities that could be adopted by West Linn.
In your opinion, what is the most attractive aspect of operating a business in West Linn?
Linn?
Linn? Do you have any additional comments, suggestions, or questions?
Linn? Do you have any additional comments, suggestions, or questions? Would you like us to contact you to discuss your ideas further?

LinkedIn Group, West Linn Business Exchange, Posted July 16th, 2013



LinkedIn Group, West Linn Business Exchange, Posted July 8th, 2013



Cut the Red Tape Survey Summary 6-6-2013

- 1. Response rate: 26.6 percent
 - o Surveys viewed: 225
 - Surveys completed: 60
- 2. Have you had experience with permitting in West Linn?
 - Yes: 53 percent
 - o No: 47 percent
- 3. What was the nature of the work? (by number of responses)
 - o Residential building permit: 13
 - Business license/Home business license/home occupation permit: 13
 - o Subdivision, zone change or site plan review: 6
 - o Tree removal: 3
 - Sign permit: 1
- 4. Should the City's process be less restrictive for business owners and developers?
 - O Yes: 66 percent
 - o No: 34 percent
- 5. What are the most important things the City could do to make it easier for you to operate or expand your business here? (by number of responses)
 - Less restrictive signage regulations: 3
 - o Lower fees: 2
 - Count off-street parking toward required parking minimum: 1
 - o Reduced submittal requirements: 1
 - Consolidating business and home occupation permits: 1
 - Clarify stormwater requirements: 1
 - Develop more space for light-industrial uses: 1
 - o Protections for home-based businesses from nuisances like noise, odor, and lights: 1
 - Allow smaller lot sizes: 1
 - Extend construction hours and home music instruction to 8 or 9 pm rather than 7pm: 1
 - Use local business for local civic events: 1
 - Loosen regulations for home-based businesses (less parking, more trips, more employees, etc.): 1

- More information for small businesses on City Website and better marketing for small businesses: 1
- o Reduce turnaround time for permit issuance: 1
- o Allow more flexibility in interpretation of standards and policies: 1
- 6. Examples of innovative procedures that West Linn should consider: (by number of responses)
 - Reduced turnaround time for permit approval: 2
 - O Create a specific zone for public facilities, such as schools: 2
 - Expedited process for green development projects
 - o Create a temporary use process that permits temporary modular classrooms
 - Adjust site plan review thresholds to avoid minor projects being subject to full-blown review
- 7. What is the most attractive aspect of operating a business in West Linn?
 - I reside here: 10
 - o Location: 9
 - o Proximity to other regional amenities: 2
 - Low taxes: 2
 - o Little competition from Big Box retailers: 2
 - o Parks
 - Safety