



CITY OF

# West Linn

## 2018 Advisory Group & Neighborhood Association Annual Reports

### Economic Development Committee

#### Group Leadership

Rachael Vidin, Chair

Russell Williams, Vice-Chair

#### Meeting Times, Dates & Location

Second Thursday of the month at 6:30 pm at City Hall. The EDC met 10 times in 2018.

#### 2018 Accomplishments

- Initiated and advocated for a review of the Mixed Use zone in the Willamette Main Street Area. EDC representatives sat on the Task Force and help guide its work to a successful conclusion.
- Initiated and advocated for the City adopting a new system for business licensing. Assisted the IT Department in setting specifications and selecting vendors. On-going communication with the Department during the implementation phase.
- Reviewed and offered input on various elements of the West Linn's Waterfront project.
- Serve as the City's review and approval body for Clackamas County Tourism's annual organizational grant process.
- Worked closely with the IT Department in critiquing the City's existing website and helping with the design of a new one, with a focus on ease of use for business entities with an interest in coming to West Linn.
- Performed strategic planning and goal setting at several meetings and a strategic retreat.

#### 2018 Challenges

- Determining strategic direction after completing major work in prior strategy and action plan, and after several changes in membership.

#### 2019 Goals

- \*Please see attached "West Linn Economic Development Committee Strategy and Action Plan – 2019-2020."
- EDC is looking to the Council to concur in the Strategy and Action Plan and to integrate it into the Council's Goals for 2019.
- Continue funding for economic development and the allocation of resources to accomplish the initiatives in the Strategy and Action Plan.

Any additional feedback to share with the City Council?

None provided

## West Linn Economic Development Committee Strategy and Action Plan – 2019-2020

Initiative	Objective	Action	Responsibility	Status
<b>West Linn's Waterfront Project</b>	Assure the Waterfront Project Plan and implementing Codes and Projects leads to a successful redevelopment of the Waterfront District consistent with community needs and values	EDC regularly review status reports, proposals, and drafts as the project progresses to advise the property owners, the Planning Commission, the City Council, and city staff.		
<b>Business Retention and Development</b>	<p>Implement business inventory and use for tracking changes in the business community.</p> <p>Recommend policies and projects to the City Council.</p> <p>-Initiate and facilitate business research and development with the Chamber and other groups.</p>	Develop dynamic inventory from business license records.		
		Classify businesses by type within inventory		
		Maintain current copies of Employment Department Data		
		Update inventory quarterly with both additions and deletions		
		Track changes in businesses by type and general location		

## West Linn Economic Development Committee Strategy and Action Plan – 2019-2020

Initiative	Objective	Action	Responsibility	Status
		Track commercial sign permits and commercial water accounts to help create business data and trigger exit interviews.		
		Analyze data to develop understandings of forces, trends, and implications.		
		Where possible, inventory new and closing business owners to assess reasons for their actions.		
<b>Improve the Business Climate</b>	Understand the impediments to developing land for businesses, establishing new business, and staying in business. Use this information to explore and advocate system changes to improve the climate for business success	Hold an open house with businesses to determine needs and ideas for City action to improve the business climate.		
		Develop regular working relationship with the Chamber of Commerce and Willamette Main Street finding ways to leverage each organization's mission.		
		Work with the staff and Planning Commission to identify regulations, standards, fees, and		

## West Linn Economic Development Committee Strategy and Action Plan – 2019-2020

Initiative	Objective	Action	Responsibility	Status
		processes that are seen as impediments to economic development.		
		Analyze the regulatory framework to understand the public value represented by each element and the costs and benefits of changing or eliminating the element.		
		Develop changes in regulations, standards, fees, and processes to propose to the community, Planning Commission, and City Council		
	Provide help to brokers, investors, and potential and existing businesses in being successful in West Linn	Inventory the assets, resources, and information the City can provide to help with market assessments and actual marketing.		
		Refine those systems so information is always current and readily available in an attractive and useable format.		
<b>Encourage Economic Development</b>	Understand tourism framework	Inventory existing tourism assets		

## West Linn Economic Development Committee Strategy and Action Plan – 2019-2020

Initiative	Objective	Action	Responsibility	Status
Through Tourism				
		Inventory and understand other regional tourism efforts		
	Understand tourism's market potential	Work with Clackamas County Tourism to explore demand for tourist focused businesses		
		Explore demand for recreation and experiential tourist activities and programs i.e. boating, museum, etc.		
	Leverage other tourism assets	Forge working relationships with Clackamas County Economic Development, Clackamas County Tourism, Travel Oregon, Chamber of Commerce, etc.		
	Create Tourism Strategy	Develop tourism strategy for Council approval based on needs, opportunities, and assets. Tie into and leverage other tourism efforts and resources especially on the Waterfront.		
	Implement Tourism Strategy	Create needed local resources to advocate for and carry out the tourism strategy		

West Linn Economic Development Committee Strategy and Action Plan – 2019-2020

Initiative	Objective	Action	Responsibility	Status
<b>Increase EDC's impact</b>	Stimulate more active economic development activity and success.	Provide quarterly report to the City Council		
		Develop stronger working relationships with the Chamber of Commerce, Willamette Main Street, and other groups promoting business success and economic development.		
		Invite City Manager and Department Heads to future meetings to talk about activities, ideas, and collaboration.		