

**RESOLUTION NO. 2011-18
WEST LINN, OREGON**

A RESOLUTION OF THE WEST LINN CITY COUNCIL REGARDING IMPLEMENTATION OF THE WEST LINN ECONOMIC DEVELOPMENT PLAN

WHEREAS, the economic systems that make up the West Linn business community should provide a productive, sustainable, and thriving business environment, present and future; and

WHEREAS, the City Council, by Resolution 2010-11, created the West Linn Economic Committee; and

WHEREAS, the Economic Development Committee developed a West Linn Economic Development Plan and presented it to the West Linn City Council on May 2, 2011; and

WHEREAS, the recommendations of the Economic Development Committee include:

- Raising the profile of the business community in West Linn;
- Retaining, strengthening, and expanding the existing business base;
- Encouraging new businesses that enhance the community and provide wanted and needed goods and services; and
- Regional collaboration.

WHEREAS, the City Council desires to be of greater assistance to the business community by fully implementing the recommendations in the West Linn Economic Development Plan and allowing for more work to be done in support of the business community;

NOW THEREFORE, BE IT RESOLVED, THAT THE COUNCIL TAKES THE FOLLOWING ACTIONS:

Section 1: Directs the Economic Development Committee to fully implement the West Linn Economic Development Plan.

Section 2: Directs the Economic Development Committee to work in close partnership with West Linn Citizen Advisory Groups; civic groups; social groups; and membership organizations to advance the goals set forth in the West Linn Economic Development Plan.

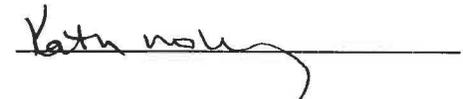
Section 3: The Economic Development Committee will provide written reports on its recommendations and findings to staff and the City Council on a quarterly basis.

Section 4: This resolution is effective upon passage.

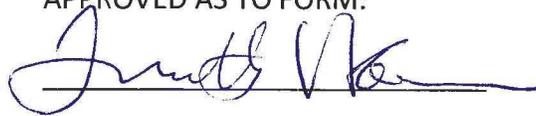
THIS RESOLUTION IS ADOPTED THIS 24TH DAY OF OCTOBER, 2011.


JOHN KOVASH, MAYOR

ATTEST:


KATHY MOLLUSKY, CITY RECORDER

APPROVED AS TO FORM:


CITY ATTORNEY

West Linn Economic Development Committee Economic Development Plan

Acknowledgements

This Report was prepared by:

The West Linn Economic Development Committee:

Linda Neace; Gail Holmes; Jim Edwards; Thomas Boes; Tim Tragressor; Jenni Tan; Danny Crossman

For the:

West Linn City Council:

Mayor: John Kovash; Council President: Jody Carson; Councilors: Teri Cummings; Jenni Tan; Mike Jones

City Manager

Chris Jordan

Our deepest gratitude to the people too numerous to mention that provided their insight and review that helped shape this plan.

For more information, please contact:

Bridget Culpepper
Project Coordinator, Administration
bculpepper@westlinnoregon.gov
P: (503) 723-2525
F: (503) 650-9041

Overview

West Linn's economy is based primarily on service and retail-oriented commercial businesses, with a relatively limited number of industrial employers. A strong commercial and Industrial tax base is important to the economic vitality of the City. The economic systems that make up the West Linn business community should provide a productive, sustainable, and thriving business environment, present and future.

West Linn has researched the importance of small business to their economy and has produced multiple reports (i.e. West Linn Comprehensive Plan; Sustainable West Linn Strategic Plan; Imagine West Linn) with recommendations aimed to create a positive environment for small business.

The perception continues that West Linn - as a whole - has not embraced the business community nor taken significant steps to make it easier for businesses in West Linn to prosper. There is also the perception that "nothing will ever change" and this hinders the broad-based coalition building that is the only way to develop the positive momentum necessary to make a difference in the way the business community feels about West Linn. ***As a result, the EDC believes the City's charge is very clear: create a plan of visible actions with significant economic impact.***

When planning for economic development, the City must address a host of issues:

- Location of businesses and industry, including the vitality of the Willamette River industrial land
- Retention and expansion of existing businesses
- Home occupations
- Types of new businesses needed
- Access control on major roadways
- Appearance of commercial and industrial development
- Development costs
- City's role in economic development

Commercial and industrial development is concentrated in five primary areas of the City:

- The Willamette Neighborhood
- The Robinwood Neighborhood
- The Bolton (Central Village) Neighborhood
- The Cascade Summit (Tanner Basin) Neighborhood
- The Arch Bridge Area

The Arch Bridge Area is the last large area in West Linn that can be developed/redeveloped into:

- An Industrial Sector?
- Hotel and Tourism?
- Commercial/Retail?
- Mixed Use?
- River Walk?

The primary recommendation of this report is for ***implementation*** of an EDC Short Term Strategic Plan for the City of West Linn:

- Raise the profile of the Business Community in West Linn (Develop a pro-business bias).
- Retain, Strengthen and Expand the existing Business Base
- Encourage new businesses that enhance the community and provide wanted and needed goods and services.
- Regional Collaboration

This flexible approach will help ensure long term prosperity for the City of West Linn.

SHORT TERM STRATEGIC PLAN

GOALS, STRATEGIES AND ACTION MEASURES

<u>Goal/Strategy/Action</u>	Lead	Target Date
Goal 1: Raise the profile of the Business Community in West Linn (Develop a pro-business bias)		
Strategy: Encourage a Business Environment and Businesses that are viable and sustainable and that add to the overall quality of life in West Linn.		
Actions:		
1. Educate the public, and elected and civic leaders on the interdependence of quality of life and economic vitality.	EDC/ Chamber/ City City	Ongoing
2. Encourage the economic vitality of the four existing commercial areas by establishing each as a defined Business District and support them in the same manner as are the Neighborhood Associations		12-31-11
3. Establish a working partnership among the Business Districts; Chamber of Commerce; and various agencies and organizations, such as the School District and the Neighborhood Associations.	All	12-31-12
Goal 2: Retain, Strengthen and Expand the existing Business Base		
Strategy 1: Encourage, support and assist existing Businesses		
Actions:		
1. Develop a business outreach program	EDC	12-31-12
2. Make information about business services more available	EDC/Chamber	12-31-11
3. Help businesses diversify to meet local needs/demands	EDC/ Chamber	12-31-13
4. Create a business recognition program	Chamber	12-31-12
5. Expand business-to-business marketing program	Chamber	12-31-11
6. Provide local educational opportunities for businesses	Chamber	12-31-11
7. Work on strategies to address capital needs	Everyone	12-31-12
8. Encourage business participation in Business Districts and Neighborhood Associations	Everyone	12-31-11
Strategy 2: Attract Customers to West Linn Businesses		
Actions:		
1. Create and implement a West Linn Brand Identity	Chamber	12-31-12
2. Map out specific marketing plans/tactics for each Business District. For example: <ul style="list-style-type: none"> a. Tourism b. Signage 	Business District	12-31-12

3. Foster and promote the Willamette area “Main Street Program”	City/Chamber/ EDC	
Strategy 3: Encourage, support and assist Home-based Businesses		
Actions:		
1. Explore ways of encouraging home-based businesses that are compatible with surrounding residences and neighborhoods	Everyone	12-31-12
2. Develop a plan which identifies and categorizes Home-based businesses	Chamber	12-31-12

Goal 3: Encourage new businesses that enhance the community and provide wanted goods and services

Strategy 1: Actively promote the commercial property in West Linn

Actions:		
1. Develop positive relationship with property owners	EDC/Chamber	Ongoing
2. Inventory commercial properties with current businesses	EDC/Chamber	12-31-11
3. Develop a plan for priority properties	EDC/Chamber	12-31-12
4. Develop a commercial property improvement program	EDC/Chamber	12-31-13

Strategy 2: Build a strong business development infrastructure

Actions:		
1. Develop services and systems to support an entrepreneurial environment	City	Ongoing
2. Change regulation creation and review process to align with city goals and decrease the overall volume and complexity of regulations	City	12-31-13
3. Modify prescriptive Zoning Code regulations to be more outcomes based	City	12-31-12
4. Develop a mechanism for “red-flagging” problems that might be unknown to the applicant at the front of the process	City	12-31-12
5. Provide education about System Development Charges, creating clear links between the fee and its purpose	City	12-31-14

Goal 4: Regional Collaboration

Strategy 1: Leverage efforts and resources in marketing, recruitment, and addressing economic challenges.

Actions:		
1. Develop positive relationships with neighboring cities and communities	EDC/City /Chamber	Ongoing
2. Develop positive relationships with and participate in relevant regional, state and federal organizations (including Tourism and State Economic assistance).	EDC/City /Chamber	Ongoing

West Linn’s continued desirability as a place to live is dependent upon a dynamic, thriving business community. Supporting its Business Community will allow West Linn to grow and prosper, in a manner that respects the community’s values and unique quality of life. If West Linn does not support its business community and help it grow, it will certainly lose its quality of life.