

2014 Economic Development Committee Goals

Support Home Based Businesses:

- Survey Home Based Businesses to determine their needs and outline the best strategy to meet those needs.
- Create a plan of action to assist home based businesses in growing and transitioning out of the home if appropriate.

Regulatory improvements:

- Recommend improvements to regulations on displaying signs in City right of way.
- Recommend improvements to regulations on special events.

Encourage New West Linn Businesses:

- Establish a welcoming packet of information for businesses wanting to locate in West Linn

Distribute Funds:

- Administer the \$20,000 CPP Tourism Grant.

Multi-Purpose Business Resource Center

- Explore office sharing facilities within city owned, unused locations.

Grow Local Businesses:

- Create an electronic toolkit to assist new and expanding businesses.

Retain Businesses:

- Create a survey to reach out to businesses that are relocating out of West Linn, find out why they are relocating and how the City can help.

Optimize Empty Office/Retail Space:

- Reach out to property owners to find out what they need or want in their space.
- Make the available office space list easy to find.

Accomplishments:

- Ongoing discussions regarding the Small Business Resource Center, opened the SBRC in September to help grow, retain and support small businesses, especially home-based businesses
- Studied alternatives and made recommendations for the Commercial Street Fee increase
- Discussions and feedback regarding the Economic Opportunities Analysis
- Completed the \$20,000 CPP grant process for 2013 and reviewed and determined the 2014 awards
- Provided input on Arch Bridge project

Challenges:

Difficulty attracting fully qualified, quality applications for the CPP grant- would like to figure out a process for explaining/educating/increasing quality of applications

It is difficult to hold events that are not sanctioned by the city- there isn't a good, effective way to publicize, permits can be tricky, etc.

Goals:

- Would like to have conversations with landlords of commercial buildings to see what they need in order to attract and retain businesses
- Work with the city to define a better process for holding events in town: from publicity/promotion to permits
- Develop some type of business recruitment team (through EDC and/or Chamber?): focus on what we have, what we're missing, how we get it (could include developing a welcome packet for new businesses that locate in West Linn)
- Explore opportunities for development along the river – Oregon City is planning to re-develop the Willamette Falls area on their side of the river, can we also help increase access/opportunities on our side of the river?
- Would like to see Welcome to West Linn signs at entrances to the City, Chamber signs, improved way finding signs
- Administer the 2015 CPP Grant

Need in order to be successful in 2015?

Would like more cooperation/support between Chamber and the City regarding economic opportunities, business support, etc.