

# CITY OF FOREST GROVE

## ECONOMIC DEVELOPMENT COMMISSION

# STRATEGIC PLAN 2015-18



**FOREST GROVE**  **OREGON**

*A place where businesses and families thrive*

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## **OVERVIEW**

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The Forest Grove Economic Development Commission was established in July 2007 by City Council resolution.

## **MISSION STATEMENT**

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*The Forest Grove Economic Development Commission advocates for a thriving local economy and advises the City Council on relevant economic development issues.*

# TARGET AREA 1: BUSINESS RETENTION

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## GOAL 1

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### SUPPORT BUSINESS RETENTION & EXPANSION

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- *Develop and implement business retention strategies, networks, and tools that help sustain current businesses, assist new ventures and promote expansion.*
- *Implement strategies for both traded sector industrial companies and local small businesses, and enterprises specific to their differing needs.*

# TARGET AREA 2: BUSINESS RECRUITMENT & ATTRACTION

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## GOAL 2

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### INVENTORY DATA AND DEVELOP RECRUITMENT INFORMATION

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- *Develop and maintain a comprehensive inventory of available land, sites, and associated infrastructure including appropriate zoning.*
- *Develop and maintain a library of supportive economic development information to support business recruitment and expansion.*

## GOAL 3

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### DEVELOP AND IMPLEMENT RECRUITMENT MARKETING STRATEGIES

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- *Create marketing tools and tactics, to attract new industrial, retail, and commercial businesses and enterprises.*
- *Implement marketing strategies and aggressively recruit new and diverse businesses to our market.*

## GOAL 4

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### IDENTIFY FUTURE SUPPLY OF EMPLOYMENT LANDS

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- *Develop a planning process to identify a 20-year supply of serviceable industrial/employment lands meeting state requirements and serving local social and economic needs.*
- *Maintain a comprehensive inventory of these properties.*

## GOAL 5

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### DEVELOPMENT OF VACANT OR UNDERUTILIZED COMMERCIAL AND INDUSTRIAL SITES

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- *Develop strategies and tools to facilitate the development of vacant or underutilized commercial and industrial sites.*
- *Serve as a resource to developers, property owners, and other economic interests to facilitate development.*

## GOAL 6

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### SUPPORT COMPETITIVENESS OF THE FOREST GROVE TRADED SECTOR CLUSTERS

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- *Support existing and emerging traded sector business clusters in which Forest Grove already enjoys competitive advantages.*
- *Provide coordination and support leading to expanded market opportunities.*

## TARGET AREA 3: NEW BUSINESS FORMATION

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## GOAL 7

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### ADVANCE LOCAL ENTREPRENEURISM AND NEW BUSINESS FORMATION

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- *Develop strategies and resources to support local entrepreneurs leading to new business formation and job creation.*
- *Encourage occupancy of existing commercial and retail space as well as support home-based businesses.*

## TARGET AREA 4: TOURISM

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## GOAL 8

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### SUPPORT THE TOURISM INDUSTRY WITHIN THE FOREST GROVE AREA

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- *Coordinate with stakeholders to raise awareness of Forest Grove as a destination for tourists and visitors.*
- *Advise on public infrastructure needs and amenities in and leading to the Downtown Core to enhance business growth, shopping and livability.*

## TARGET AREA 5: DOWNTOWN

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### GOAL 9

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#### ADVANCE PUBLIC INFRASTRUCTURE IN DOWNTOWN

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- *Analyze public infrastructure and amenities in and leading to downtown supporting business growth, shopping, and livability.*
- *Maintain a list of recommended improvements and advise City Council regularly.*

### GOAL 10

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#### DEVELOP AND PROMOTE EVENTS THAT INCREASE ACTIVITY WITHIN DOWNTOWN

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- *Develop and host events and activities that elevate downtown profile, awareness, social enjoyment, and activity of the downtown core and its businesses, enterprises, and organizations.*
- *Support and market community and other organizations' events and activities that elevate the downtown profile, awareness, social enjoyment, and activity of the downtown core and its businesses, enterprises, and organizations.*

### GOAL 11

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#### SUPPORT BUSINESS DIVERSITY/MIX IN DOWNTOWN

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- *Develop recruitment and development strategies resulting in a vibrant downtown core offering a healthy balance of mixed uses supporting the community's needs.*

## TARGET AREA 6: SUPPORT GOALS

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### GOAL 12

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#### ASSESS LOCAL WORKFORCE NEEDS OF EMPLOYERS

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- *Identify inventory and support employers with local workforce needs and resources.*
- *Identify, inventory, support, and anticipate future workforce needs of area employers.*

### GOAL 13

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#### ENHANCE LOCAL BUSINESS USE OF EMPLOYMENT AND TRAINING RESOURCES

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- *Provide opportunities for dissemination, collaboration and use of workforce resources, incentives, information, and programming for employers.*
- *Assist businesses to communicate with each other regarding joint training efforts, noteworthy news, school-business partnerships, and other pertinent information to enhance the development of their workforce.*

## **TARGET AREA 7: LOCAL, INTERAGENCY AND REGIONAL COOPERATION**

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### **GOAL 14**

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#### **PARTICIPATE AND PARTNER WITH REGIONAL ORGANIZATIONS**

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- *Coordinate with existing economic development and affiliated organizations to address common strategic issues and needs to enhance and increase awareness of Forest Grove.*

### **GOAL 15**

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#### **EXPAND LOCAL COMMUNITY COMMUNICATION**

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- *Develop local communication strategies increasing both public and business understanding and support of economic development vision and strategies.*
- *Provide continual engagement opportunities for local and regional community leadership.*

### **GOAL 16**

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#### **COORDINATE BUSINESS DEVELOPMENT WITH REGULATORY AGENCIES**

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- *Coordinate and collaborate with appropriate regulatory agencies to reduce barriers to development.*
- *Coordinate a proactive and streamlined approach to the regulatory process.*

## **TARGET AREA 8: UTILITIES AND INFRASTRUCTURE**

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### **GOAL 17**

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#### **SUPPORT ADEQUATE POWER, WATER & TELECOMMUNICATION UTILITIES**

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- *Take the necessary steps to identify an adequate and future supply of water, power, and telecommunication utilities to support healthy economic development.*

- *Advise on sufficient utilities to support on-going development including high demand users beyond current capacity.*

## **GOAL 18**

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### **SUPPORT TRANSPORTATION ACCESS AND EXISTING TRANSPORTATION ASSETS**

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- *Develop and support initiatives that improve access and logistics for businesses and their customers in and out of Forest Grove.*
- *Support ongoing improvement to and maintenance of existing transportation assets.*

## **TARGET AREA 9: FINANCE**

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## **GOAL 19**

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### **SERVE AS A RESOURCE FOR LOCAL BUSINESS FINANCING NEEDS**

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- *Provide information and assistance with available resources such as tax credits, incentives, and financial management.*

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# APPENDICES

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Goals	Actions	Measures	Priority