



Forest Grove Economic Development Strategic Plan

2019 ANNUAL REPORT

Economic Development | Submitted May 26, 2020

INDEX

I. 2019 Forest Grove Economic Development Commission Summary	3
II. Annual Forest Grove Economic Indicators	4
III.A. Strategic Plan General Measures	12
III.B. Strategic Plan Specific Goal Measures	15
Strategic Plan	Appendix A

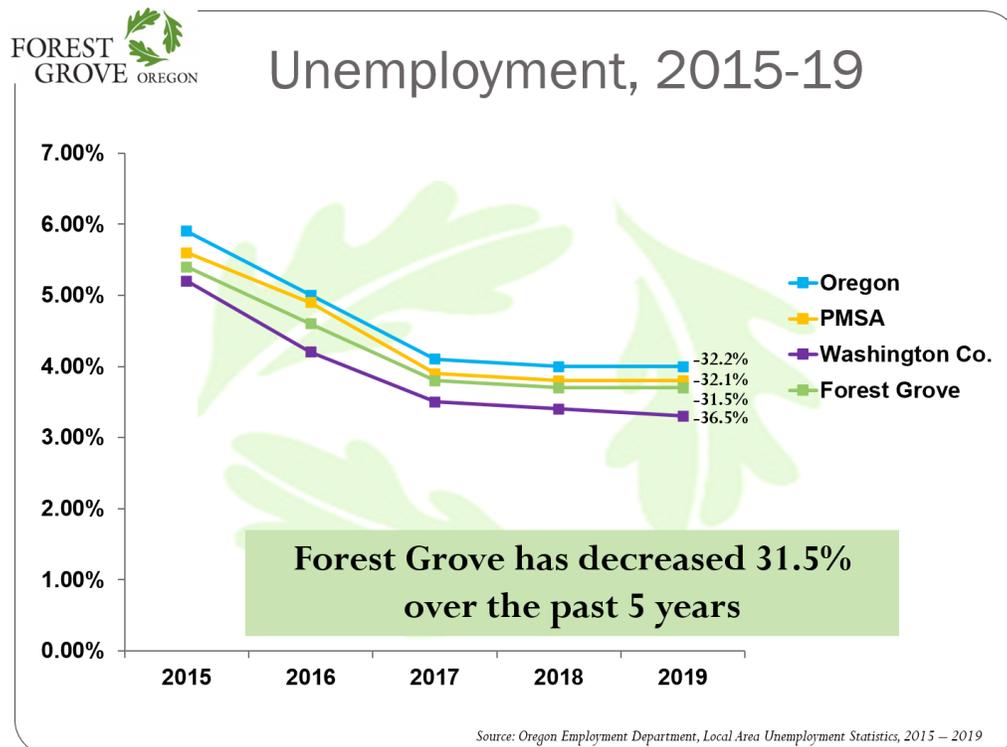
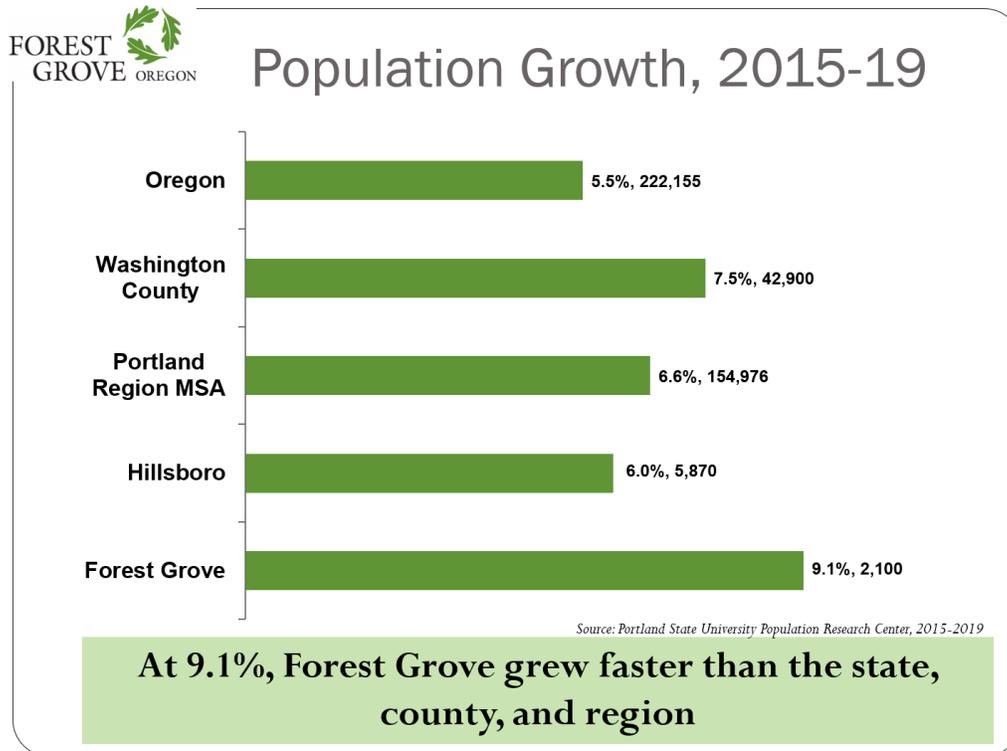
I. 2019 Forest Grove Economic Development Commission Summary

The 15-member Forest Grove Economic Development Commission is comprised of members from the public and private sector. It was established in 2007 with a purpose to advise and make recommendations to City Council on economic development policy and issues that support local economic growth and prosperity. The FGEDC meets monthly except in August.

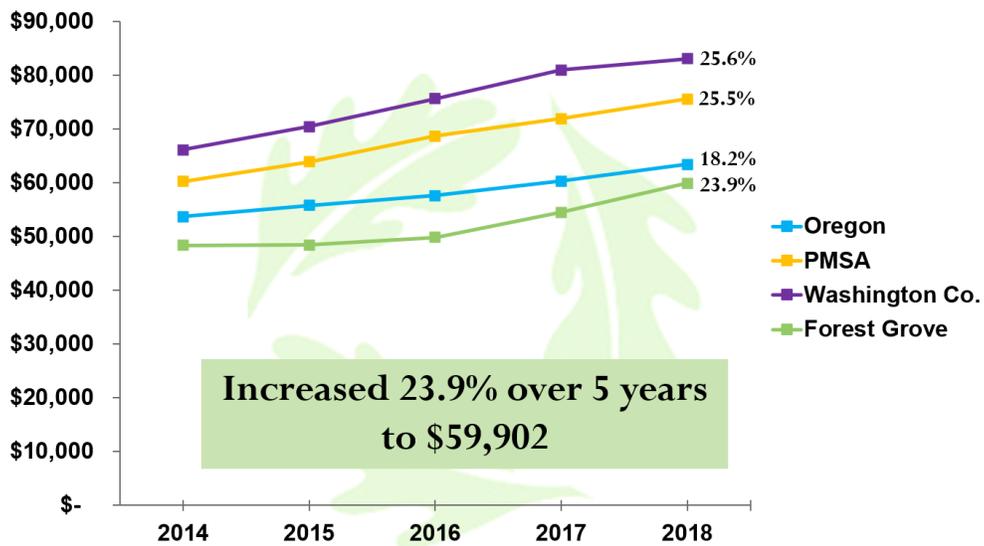
2019 highlights:

- Completed and recommended the Economic Development Strategic Plan for approval by the City Council. The Plan consolidated 19 previous goals into 7 goals; added equity elements; and contains performance metrics to determine success and progress. The plan was adopted by City Council on August 12, 2019.
- Completed By-law revision to meet revised City guidelines
- Prepared economic development marketing plan and budget
- Discussed Entrepreneurship and Innovation strategies
- Presentations and Discussion:
 - Forest Grove Tourism Program
 - Forest Grove Transportation & Public Works Projects
 - Oregon Technology & Business Center (OTBC) –Beaverton
 - Metro-funded Employment Site Readiness Tool Kit Program
 - Committee for Community Involvement
 - Prospective Small Businesses for EDC Board membership

II. Annual Forest Grove Indicators

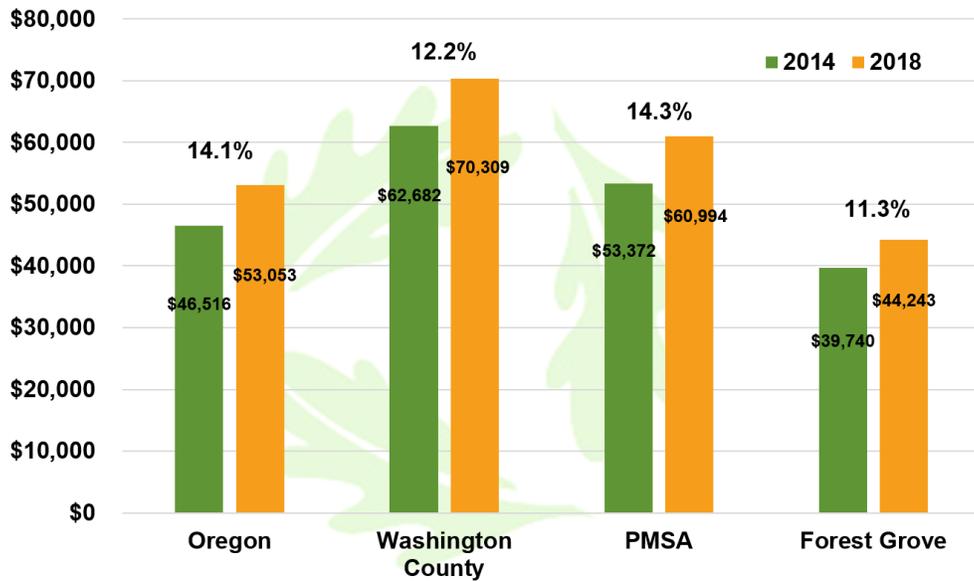


Median Household Income, 2014-18



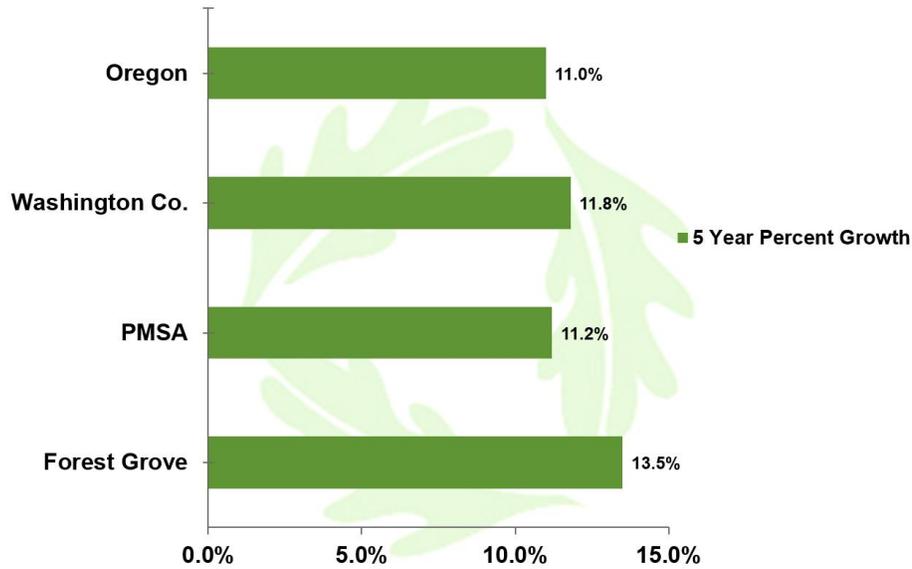
Source: State of Oregon Quality Info Employment Department, Employment and Wages by Industry, 2014 – 2018

Wage Growth 2014-18



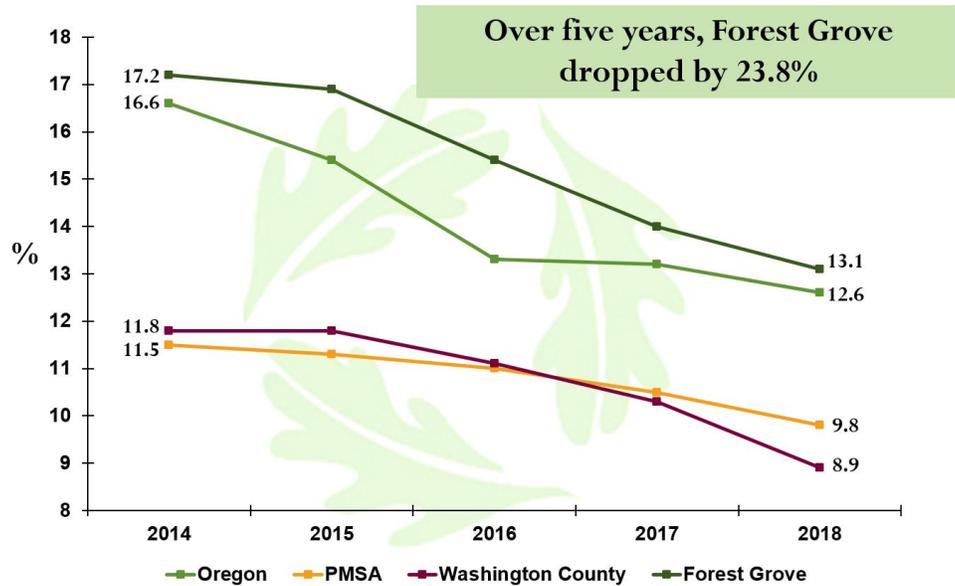
Source: State of Oregon Quality Info Employment Department, Employment and Wages by Industry, 2014 – 2018

Employment Growth, 2014-18



Source: State of Oregon Quality Info Employment Department, Employment and Wages by Industry, 2014 – 2018

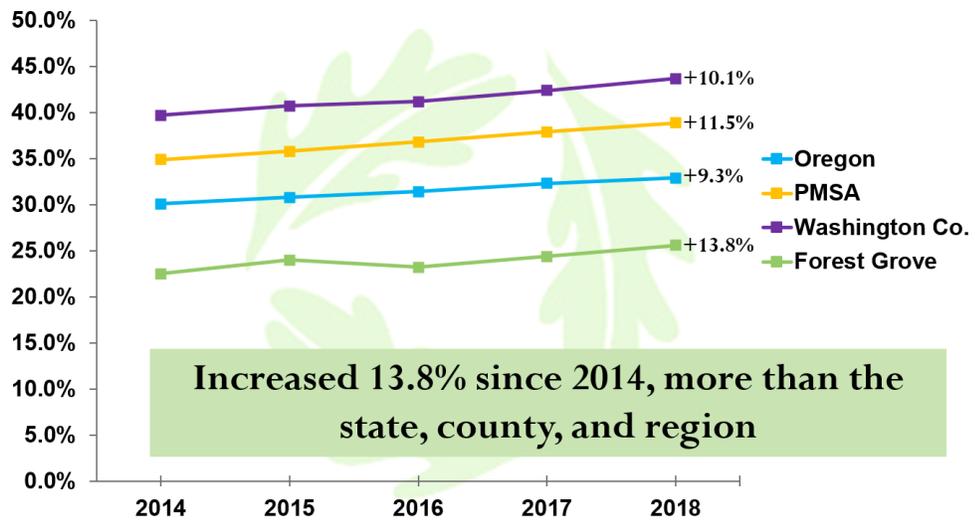
Poverty Rate, 2014-18



Source: American Fact Finder, Selected Economic Characteristics, 2014 – 2018

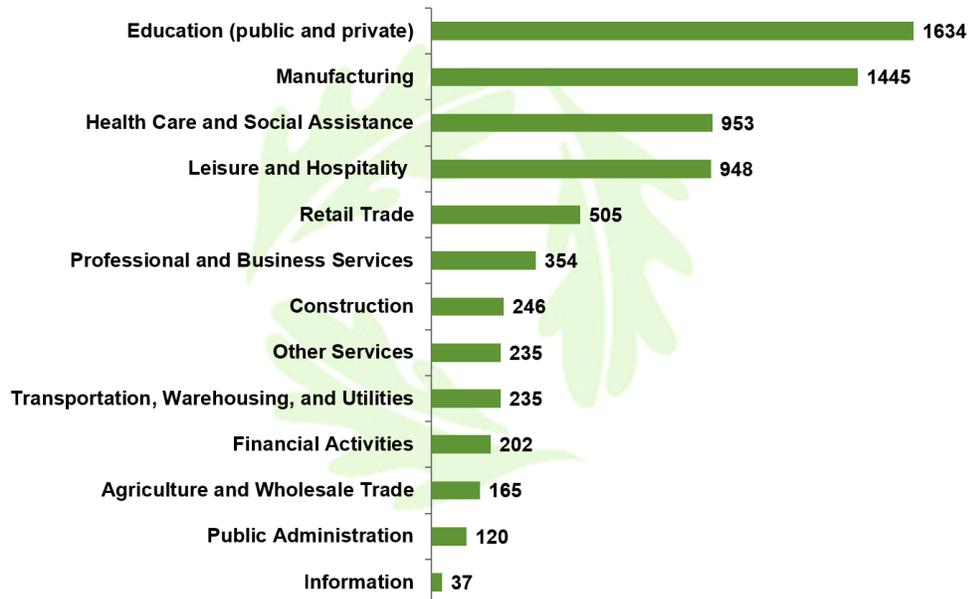
Education Attainment, 2014-18

Bachelors Degree And Above



Source: American Fact Finder, Educational Attainment, 2014 - 2018

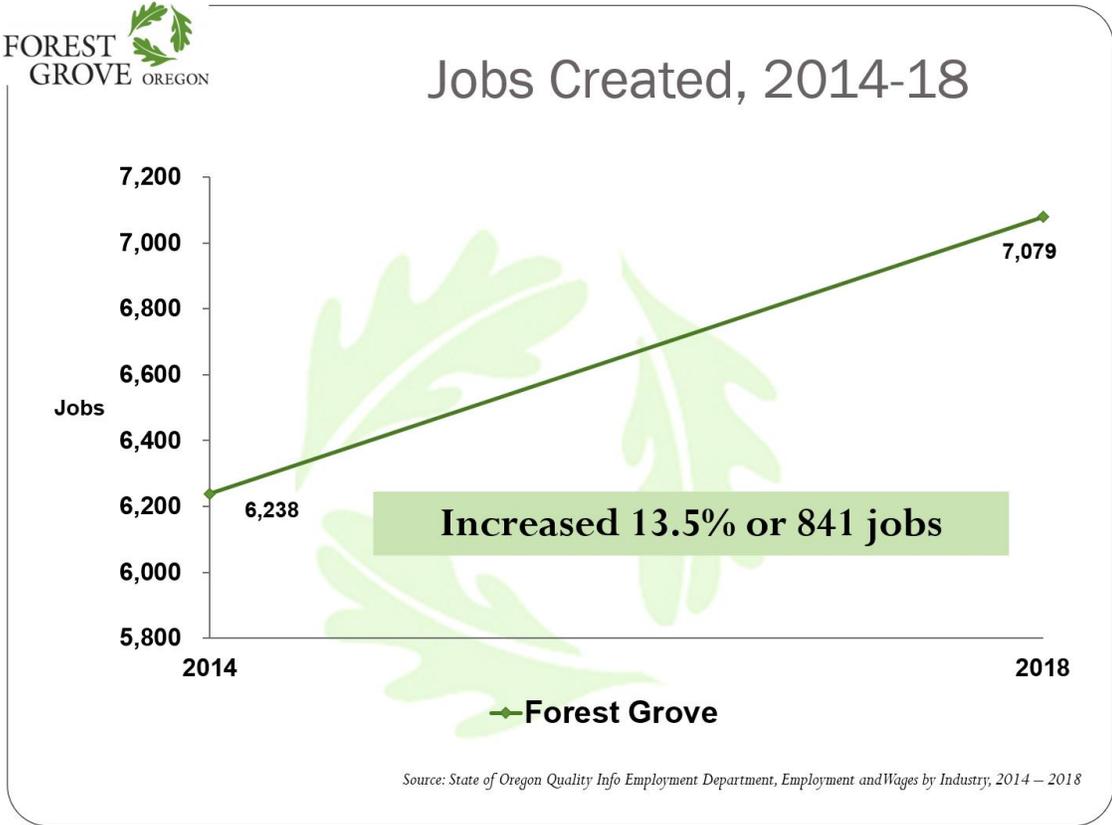
Top Employment Sectors, 2018



Source: Oregon Employment Department, Quarterly Census of Employment and Wages (QCEW), 2018 annual

IIIA. Strategic Plan –General Measurements

A. Number of Jobs Created:



B. Number of Business Leads (companies considering locating to Forest Grove):

2018: 19 leads

2019: 30 leads

C. Number of Marketing Impressions:

OPB Radio and Digital

CITY OF FOREST GROVE	DATES	AD CLICKS	AD IMPRESSIONS
OPB DIGITAL AD	11/4/19 – 1/19/20	266	3,170, 832
OPB & KMHD RADIO SPONSOR ADS – 80 spots	11/4 – 12/15 & 1/6 – 19/20	n/a	784,000
	TOTAL	266	3,954,832

Travel Oregon Print and Digital

CITY OF FOREST GROVE	DATES	AD CLICKS/CLICK-THROUGH RATES	AD IMPRESSIONS /READERS
Annual Guide	2019 Annual		300,000
Outdoor Niche E-News Letter	March , 2019	281 2.2%	12,780
Culinary Niche E-Newsletter	April 2019	366 3.9%	9,396
Your Story/3-day Itinerary Traveloregon.com	August 9, 2018- August 8, 2019	Average time spent: 4 min 12sec	5,294
Your Story/3-day Itinerary Traveloregon.com BONUS	August 9, 2019 – March 19, 2020	Average time spent: 6 min 25sec	1,117
Your Story/3-day Itinerary Facebook Promotion	August 2018-August 2019	Likes, shares, comments: 1,133	Total Reach: 88,742 Paid Reach: 50,488 Organic Reach: 38,255
	TOTAL		417,329

Oregon Business Magazine Print and Digital

CITY OF FOREST GROVE	DATES	TOTAL READERSHIP	PORTLAND METRO CIRCULATION	MONTHLY UNIQUE WEB VISITORS
Brand Story Print and digital on website	July/August Issue	60,000	13,222	88,000

Portland Relocation Guide Print and Digital

CITY OF FOREST GROVE	DATES	TOTAL 2019 MAGAZINES	PORTLAND PAGE VIEWS	2019 ANNUAL UNIQUE WEB VISITORS
Two-Page Ad spread in Magazine and on website plus blogs	Winter/Spring 2019. Summer/Fall 2019. Plus 12 months on website	20,000 Magazines requested	121,462	69,392

City of Forest Grove Website

9,620 views of economic development pages in 2019 with 8,143 unique users. Average time on page was 2 minutes 39 seconds.

D. Number of Businesses Provided Assistance

2019: 31 businesses assisted including 17 in downtown, 11 traded sector manufacturing and 3 commercial-other. This number does not include leads.

E. Number of Businesses Accessing Workforce Services:

I-Match Job Posting Program: 36
First Source Hiring Agreement: 8
On-The-Job-Training Grant: 0, program not funded in 2019

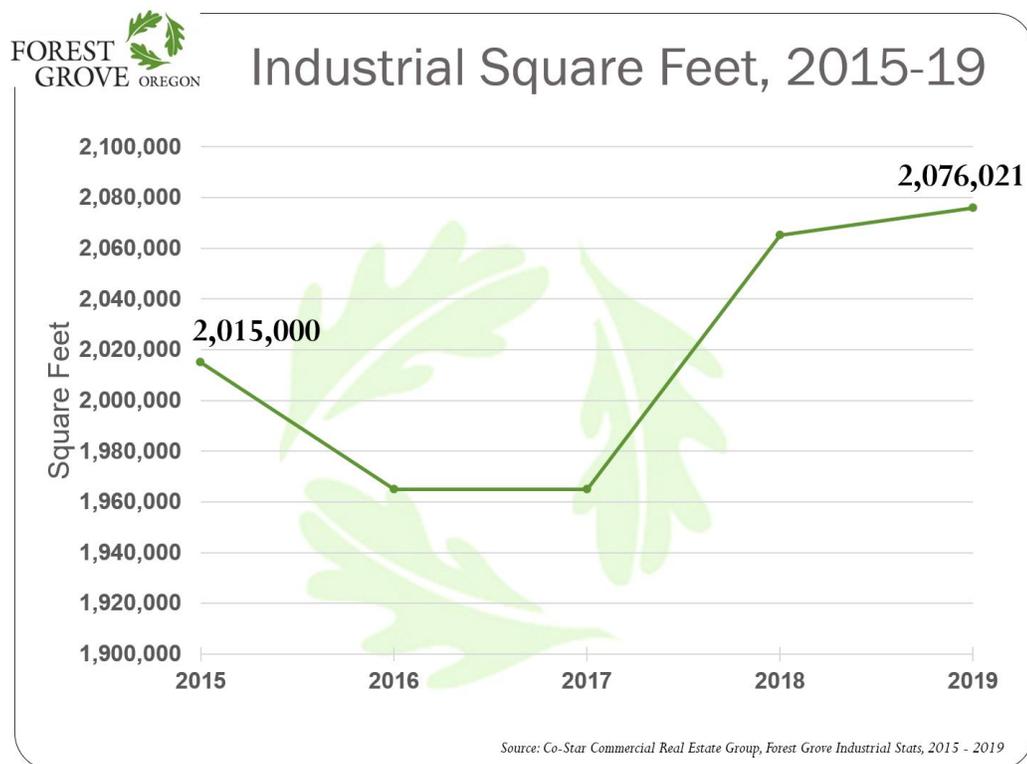
IIIB. Strategic Plan –Specific Goal Measurements

GOAL 1: SUPPORT INDUSTRIAL AND COMMERCIAL BUSINESS GROWTH AND RETENTION

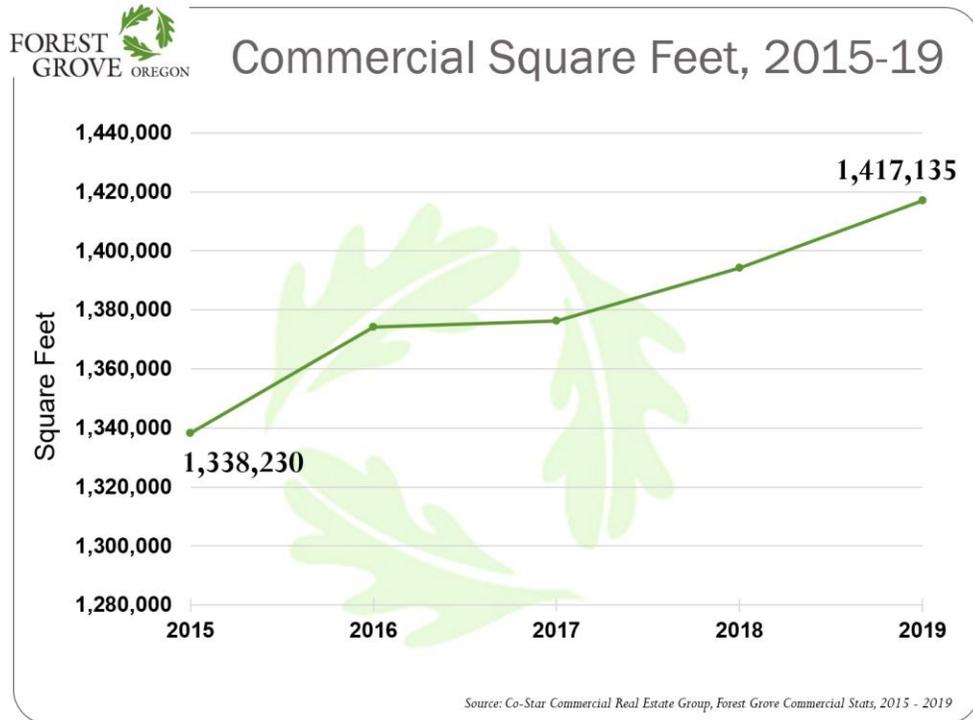
Number of Enterprise Zone Applications

Enterprise Zone Year	New Applications	On-going Projects
2019	0	9
2018	3	6

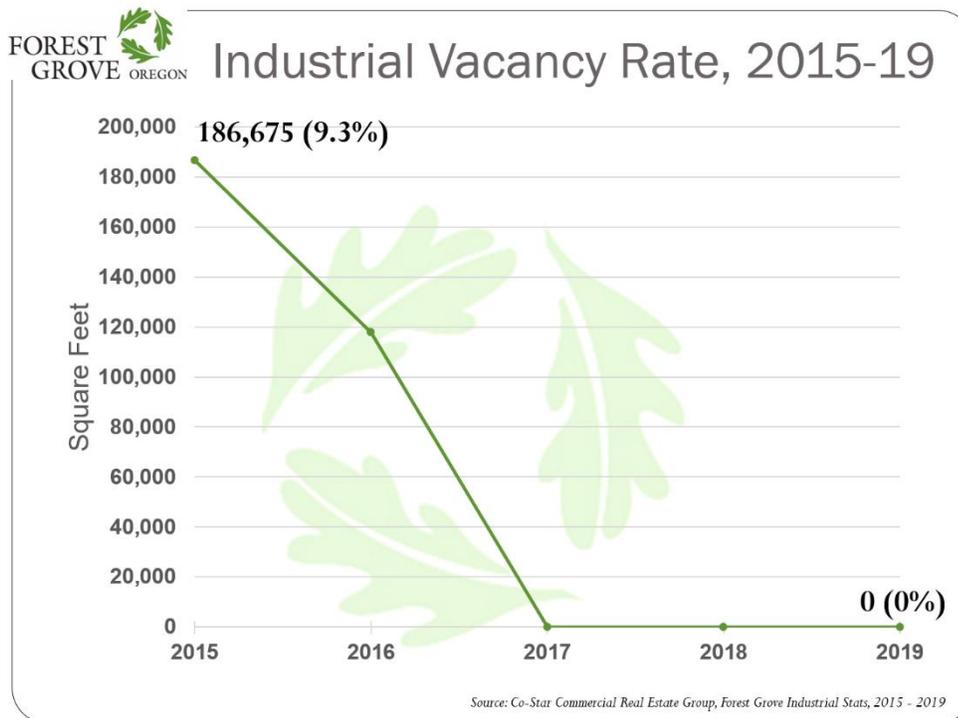
Total Square Footage: Industrial



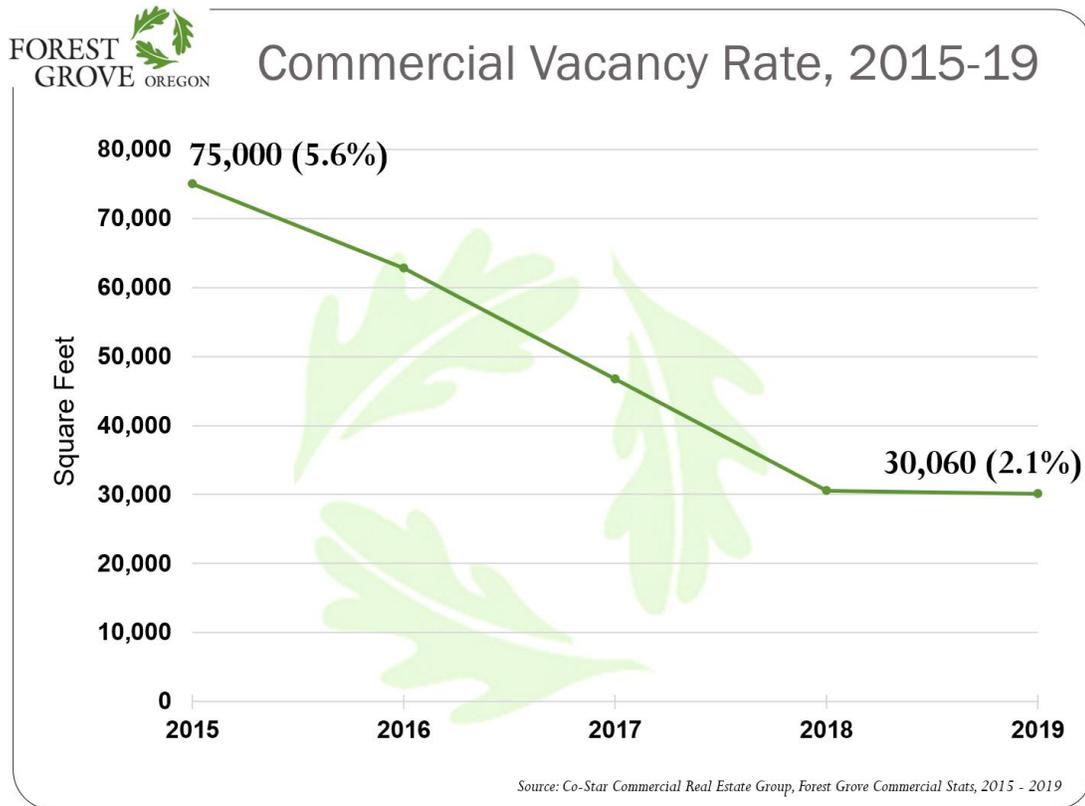
Total Square Footage: Commercial



Industrial Square Footage Vacant and Rate



Commercial Square Footage Vacant and Rate



GOAL 2: EXPAND OPPORTUNITIES FOR ENTRENEURSHIP AND INNOVATION

Status of Entrepreneurship and Innovation Opportunities

In 2019, research was commenced to determine potential assets and elements towards building a robust entrepreneurship and innovation ecosystem in the Forest Grove/Western Washington County area. Eight areas including the proposed centerpiece, Clean Water Services Innovation Center, were identified.

1. Clean Water Services –TTM Building: CWS Innovation Center
 - Partnership Programs w/Pacific University. Innovation Labs:
 - applied technology to remove phosphorus; recycled water uses, crop treatment
 - applied technology to comply with state and federal regulations
 - innovative/advanced technologies for wastewater and stormwater treatment
 - Incubation/Accelerator Labs for Environmental Tech; Water Quality Lab
 - International Wastewater/Stormwater Conferences and Best Practices Training- Total training packages w/lodging and meals; Headworks at FG Treatment

Center; field testing lab; shipping containers. Other: Mobile trailer treatment system, Beer brew.

2. Pacific University: Berglund Center/Center for a Sustainable Society
 - Makerspace- Pacific University Library, Inspired Ideas Competition
3. Oregon Technology Business Center, Beaverton
 - Virtual Incubation Program; Oregon Start up Challenge Seed Fund” Start Up 411
4. Chehalem Valley Innovation Accelerator, Newberg
 - Technical Assistance
5. PCC Small Business Development Center
 - Business Training & Counseling
6. Venture Catalyst, Washington County
 - OEN Start-UP Training Program; TIE Bootcamp: PUB Talks
7. Certified Kitchen, Adelante Mujeres, Forest Grove
 - Shared kitchen space for entrepreneurs and new programs on as needed basis.
8. HillHUB, Hillsboro
 - Shared office space available for day, weekly and long-term use

GOAL 3: SUPPORT SMALL BUSINESS DEVELOPMENT AND RETENTION

Number of Marketlink Market Analysis Reports Completed

2019: 3 Marketlink reports were completed for Forest Grove small businesses. Marketlink is a marketing research analysis and marketing report.

Number of Business Program Applications Competed

2018: 12

2019: 13

Applications were for Business Incentive Program, Enterprise Zone, MarketLink, Storefront Improvement Program, CEP, Travel Oregon and Washington County Visitors Association.

GOAL 4: ASSIST IN THE DEVELOPMENT OF A PROPOSEROUS DOWNTOWN

Number of Storefront Facades Program Projects Completed

2018 Completed: 5
2019 Completed: 5

Number of net new businesses in downtown.

2019: 7 net new businesses. 12 opened, 5 closed.

Reach Decision on Main Street Program

In 2019 the following steps were taken which led to the approval of Forest Grove as an Exploring Main Street Community in early 2020. Oregon Main Street Program is part of the National Main Street Center. It is a comprehensive approach to historic commercial revitalization and enhanced strategies to sustain downtown prosperity.

- Met with Forest Grove-Cornelius Chamber of Commerce, City Club of Forest Grove and individual downtown businesses and organizations for dialogue and feedback on a possible Main Street Program.
- Presentation to City Council. Received direction to proceed with application.
- In December, 2019, completed draft application for submittal to the State Historic Preservation Office (SHPO) Main Street Program. Approved by state SHPO in early 2020 at the 'Exploring Downtown' level.

GOAL 5: EXPAND THE ECONOMIC IMPACT OF TOURISM

Increase Transit Lodging Tax Revenues Per Year

2018 calendar year: Total Lodging Tax Revenue: \$533,359.
Share to Forest Grove: \$228,192

2019 calendar year: Total Lodging Tax Revenue: \$548,534.
Share to Forest Grove: \$234,000

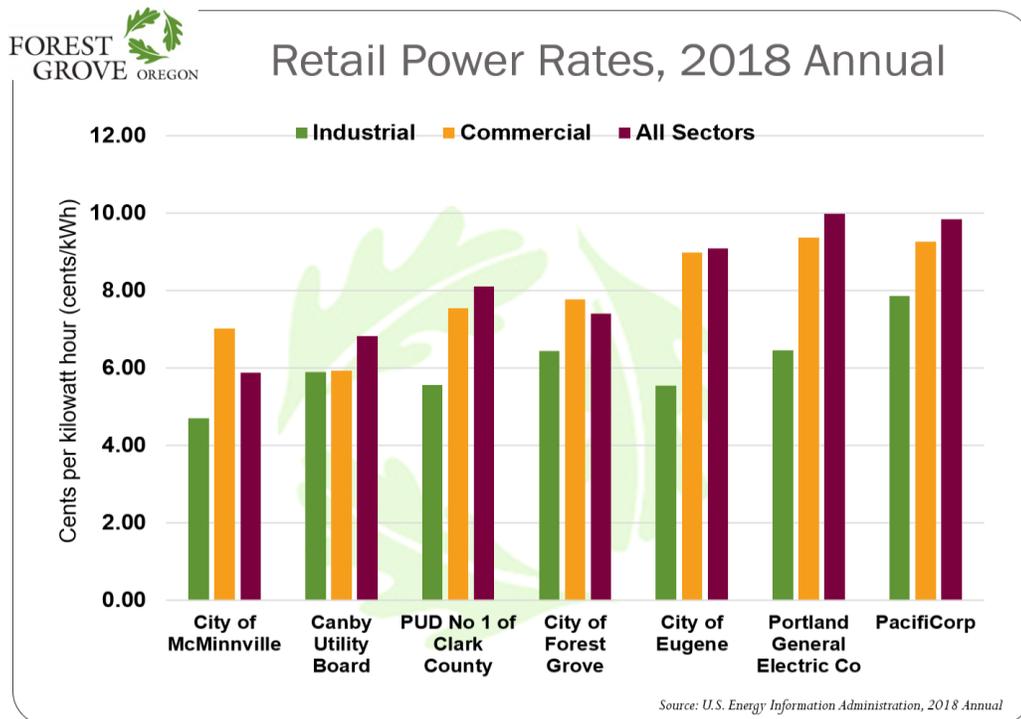
Percent Increase Year over Year: 2.5%

GOAL 6: FOSTER A COMPETITIVE BUSINESS CLIMATE THAT SUPPORTS ECONOMIC GROWTH

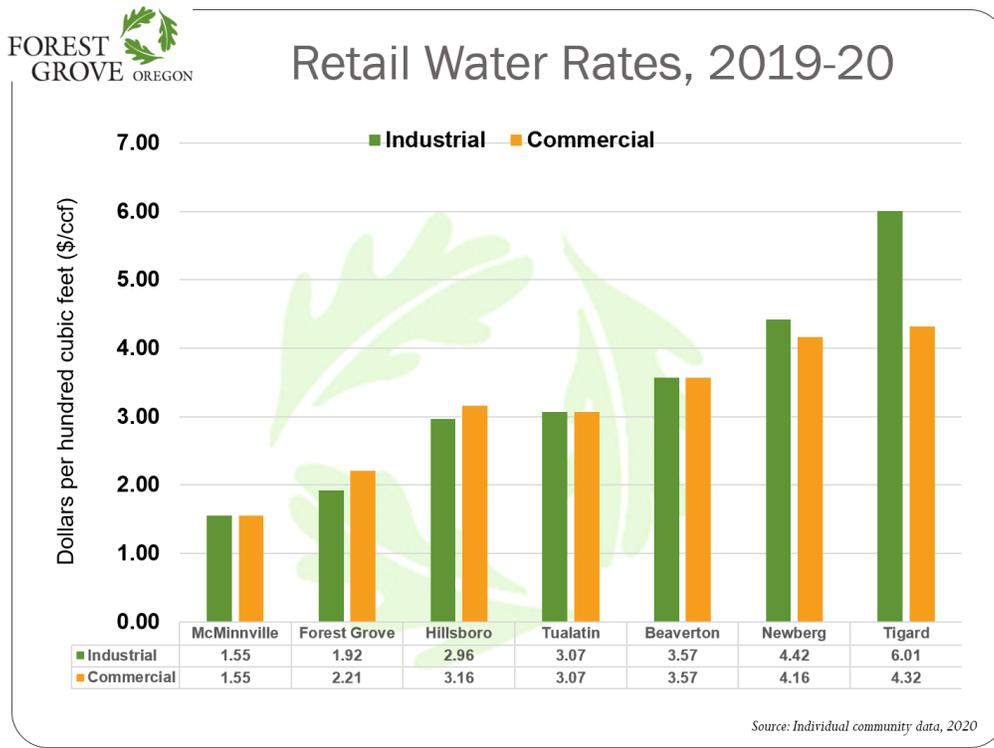
Retail Power Price Benchmarked against Providers in Region

Retail Power Rates (cents/kWh, or cents per kilowatt hour)			
	Industrial	Commercial	All Sectors
City of McMinnville	4.7	7.01	5.88
Canby Utility Board	5.89	5.93	6.82
PUD No 1 of Clark County	5.56	7.54	8.11
City of Forest Grove	6.44	7.77	7.4
City of Eugene	5.54	8.99	9.08
Portland General Electric Co	6.45	9.37	9.99
PacifiCorp	7.86	9.26	9.85

Retail Power Price Benchmarked against Providers in Region



Water Price Benchmarked against certain Providers in Region



Number of Broadband Providers in Forest Grove Benchmarked against certain communities in region

City of Hillsboro: 13
 City of Beaverton: 5
 City of Tigard: 5
 City of Forest Grove: 3 Comcast, Frontier, Allstream

GOAL 7: EXPAND PARTNERSHIP, OUTREACH AND EQUITY EFFORTS

Completion of Equity Research Study Identifying Barriers for Latino Small Business.

Adelante Mujeres received a grant to study barriers and challenges that Latino entrepreneurs and small businesses may face. The City of Forest Grove contributed funding to the report. In 2019 City staff and leaders participated in

interviews and provided feedback to the report researchers. The equity study, report and action plan is expected to be completed in winter 2020 and a presentation to the EDC in the spring of 2020. The report will produce actions and future baseline measures for the City Economic Development Strategic Plan.

Assure Minority Representation on Forest Grove EDC

The Forest Grove EDC requires at least one Latino board representative. That person is currently Vice-Chair of the EDC.

Number of Minority or Economically Disadvantaged Persons/ Businesses Assisted.

In 2019, it was estimated that we assisted 11 MBE/WBE's (Minority, Woman, & Disabled owned socially disadvantaged business enterprises).

Number of Regional, State or Local Organizations Partnered/ Participated In

2019: 12 organizations

International Economic Development Council-IEDC (National)

Oregon Economic Development Association-OEDA (statewide)

Business Oregon (statewide)

Greater Portland Inc.-GPI (Portland metro region) plus

-Small Cities Subcommittee

-Wash-Mult. Economic Development District

Micro Enterprise Services of Oregon –MESO (Portland metro region)

Columbia-Pacific Economic Development District –Col-Pac (regional)

Washington County Economic Development Practitioners (county)

Westside Economic Alliance-WEA (county)

Forest Grove/Cornelius Chamber of Commerce (local)

City Club of Forest Grove (local)

Adelante Mujeres (local/subregional)

Forest Grove Economic Development Commission –FGEDC (local)