

CITY OF FOREST GROVE

ECONOMIC DEVELOPMENT COMMISSION

STRATEGIC PLAN 2015-18



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OVERVIEW

The Forest Grove Economic Development Commission was established in July 2007 by City Council resolution. It has nineteen voting members chosen from the public and private sectors. As stated in the bylaws, the purpose for the Forest Grove EDC was to A) Advise and make recommendations to City Council on economic development policy and issues to support advancing the local economy and prosperity, and B) Create and promote a Forest Grove Economic Development Strategic Plan.

The initial strategic plan was created in 2009 when it was formally adopted by City Council at their September 28, 2009 meeting. Minor updates and streamlining occurred in 2011. The 2015 Forest Grove Economic Development Commission Strategic Plan represents more extensive changes and reflects changes in the post-recession economy.

MISSION STATEMENT

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

GOAL 1

SUPPORT BUSINESS RETENTION & EXPANSION

- *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

GOAL 2

INVENTORY DATA AND DEVELOP RECRUITMENT INFORMATION

- *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

DEVELOP AND IMPLEMENT RECRUITMENT MARKETING STRATEGIES

- *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

IDENTIFY FUTURE SUPPLY OF EMPLOYMENT LANDS

- *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

DEVELOPMENT OF VACANT OR UNDERUTILIZED COMMERCIAL AND INDUSTRIAL SITES

- *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

SUPPORT COMPETITIVENESS OF THE FOREST GROVE TRADED SECTOR CLUSTERS

- *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

GOAL 7

ADVANCE LOCAL ENTREPRENEURISM AND NEW BUSINESS FORMATION

- *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

GOAL 8

SUPPORT THE TOURISM INDUSTRY WITHIN THE FOREST GROVE AREA

- *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

GOAL 9

ADVANCE PUBLIC INFRASTRUCTURE IN DOWNTOWN

- *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

DEVELOP AND PROMOTE EVENTS THAT INCREASE ACTIVITY WITHIN DOWNTOWN

- *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

SUPPORT BUSINESS DIVERSITY/MIX IN DOWNTOWN

- *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

GOAL 12

ASSESS LOCAL WORKFORCE/TALENT DEVELOPMENT NEEDS OF EMPLOYERS

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

GOAL 13

ENHANCE LOCAL BUSINESS USE OF EMPLOYMENT AND TRAINING RESOURCES

- *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

GOAL 14

PARTICIPATE AND PARTNER WITH REGIONAL ORGANIZATIONS

- *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

EXPAND LOCAL COMMUNITY COMMUNICATION

- *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

COORDINATE BUSINESS DEVELOPMENT WITH REGULATORY AGENCIES

- *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

GOAL 17

SUPPORT ADEQUATE POWER, WATER & TELECOMMUNICATION UTILITIES

- *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

SUPPORT TRANSPORTATION ACCESS AND EXISTING TRANSPORTATION ASSETS

- *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

GOAL 19

SERVE AS A RESOURCE FOR LOCAL BUSINESS FINANCING NEEDS

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

