

Economic Development Plan Update 2008 Clackamas County Business Summit November 7, 2008



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Economic Development Plan OVERVIEW



Clackamas County Economic Development Vision



Clackamas County thrives as a great place to operate a business, raise a family and visit sites and attractions.

Our County's vision is to create a unique niche in the Portland Metro area as the "Pioneers of Innovation" - a business friendly place that fosters innovation, sustainable practices, attracts the creative class and embraces its diversity.

Mission Statement

“Create prosperity by fostering balanced economic development in Clackamas County through a close partnership with government and the private sector.”



Economic Development Principles

- 🌀 **Jobs:** more local job opportunities, living wages and opportunities for advancement
- 🌀 **Focus on Traded Sector Industries and Firms**
- 🌀 **Employment Land:** Plan for and serve industrial and office sites with infrastructure
- 🌀 **Business Environment:** Focus first on retaining and growing our existing business base
- 🌀 **Support Target Industries**
- 🌀 **Business Retention, Expansion & Marketing**
- 🌀 **Workforce & Education**



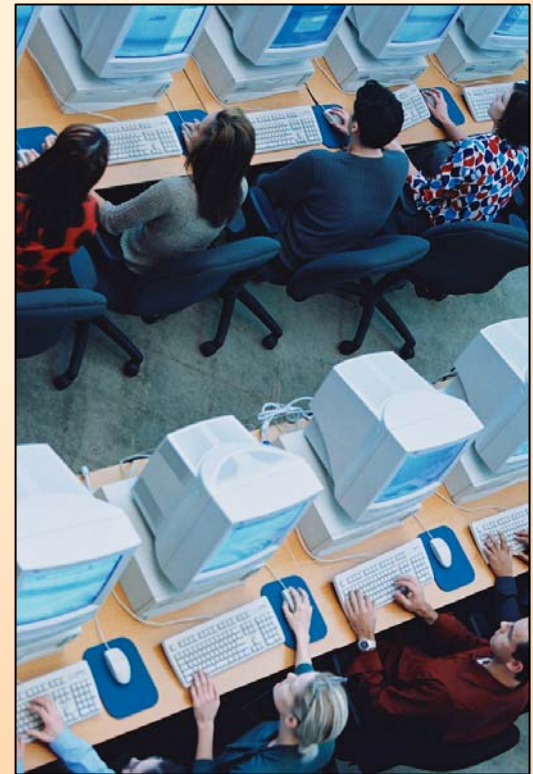
...Additional Principles



- 🌀 **Infrastructure:** improve sewer, water, power and other infrastructure
- 🌀 **Transportation:** increase funding and target the most efficient improvements
- 🌀 **Environment**
- 🌀 **Agricultural and Forested Lands:** a foundational traded sector industry
- 🌀 **Quality of Life**
- 🌀 **Geographic Diversity:** policies will vary in different places
- 🌀 **Coordination:** focus primarily on business development, future employment land, and infrastructure development

Economic Development Plan Actions

- Developed with extensive input from business and community leaders
- Will be implemented through collaboration and partnership
- Measures of success
- Longer term effort ... 5-7 years



5 Key Areas of Focus



- 🌀 **Business Retention and Growth**
- 🌀 **Business Recruitment**
- 🌀 **Infrastructure:**
Transportation, Water,
and Wastewater
- 🌀 **Workforce and Education**
- 🌀 **Regional Collaboration**

Business Retention and Growth

- 🌀 Accelerate employment opportunities in emerging areas
- 🌀 Proactive business retention and expansion program
- 🌀 Support business development in rural communities
- 🌀 Maximize the potential of existing employment sites
- 🌀 Support the development and growth of small businesses
- 🌀 Maintain the County's livability and environmental quality





Business Recruitment

- Focus on key industry clusters, traded sector companies with high growth potential & well paying jobs
- Attract companies that make sustainable products and/or use sustainable practices
- Attract companies that enhance the County's tourism offerings and services
- Coordinated and consistent marketing

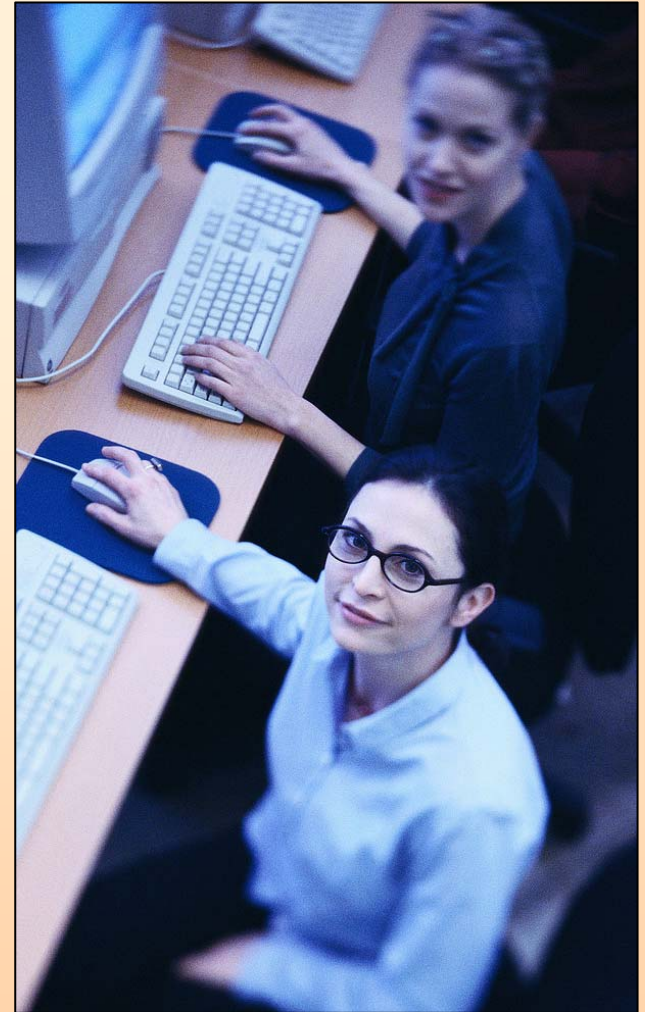
Infrastructure

- Advocate for transportation funding
- Improve stability of transportation funding, increase accountability, and stronger connection between funding sources / need for spending
- Continue to implement strategies to achieve greater coordination, planning, and funding of public facilities and services




Workforce and Education

- 🔗 Promote / coordinate workforce training for employers & employees
- 🔗 Implement Governor's statewide economic & workforce development strategy
- 🔗 Partner to advocate for quality public education (K-16) as a tool for business / employee attraction and retention
- 🔗 Continue implementation of the Workforce Investment Act and Local Unified Workforce Plan






Regional Collaboration

 Continue outreach and marketing

 Enhance coordination at local, regional, and state levels



Please share your input:

-  See the whole plan at <http://www.clackamas.us/business/>
-  Deadline for comments:
November 19th, 2008
-  E-mail comments to renatem@co.clackamas.or.us



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