

Talent Economic Opportunities Analysis

Community Advisory Committee
Meeting 2

Preliminary Results of
the BLI

Preliminary Findings
of the EOA

Discussion about
Economic
Development
Objectives

Talent's Commercial and Industrial Buildable Land Inventory

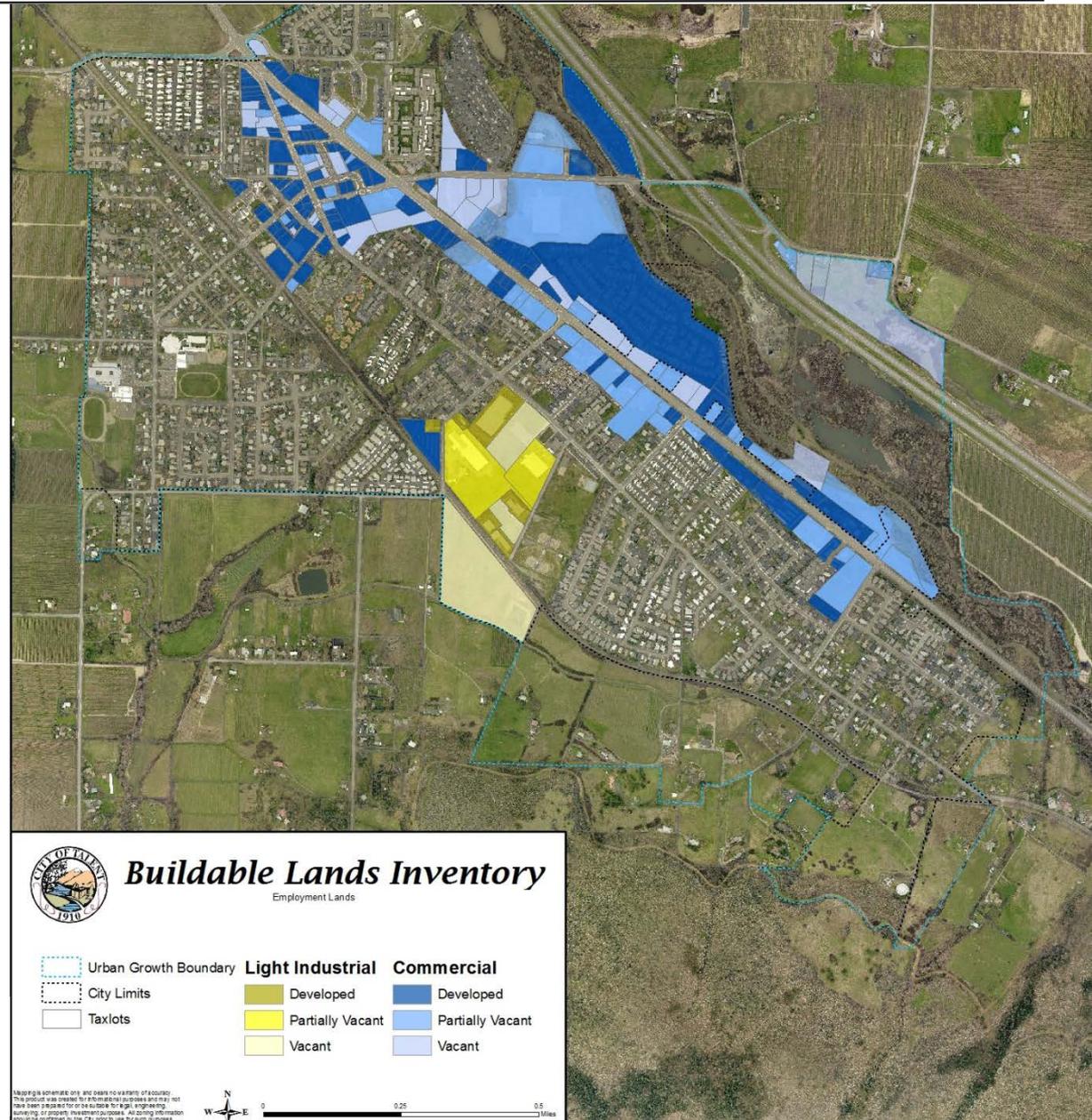
- All tax lots within Talent UGB
 - Commercial and Industrial Plan Designations
- Classify lands to identify vacant land
- Remove land with constraints
- Identifies vacant (including partially vacant) commercial and industrial land with development potential

Employment land by classification

Total Land

Commercial: 182
acres

Industrial: 40 acres

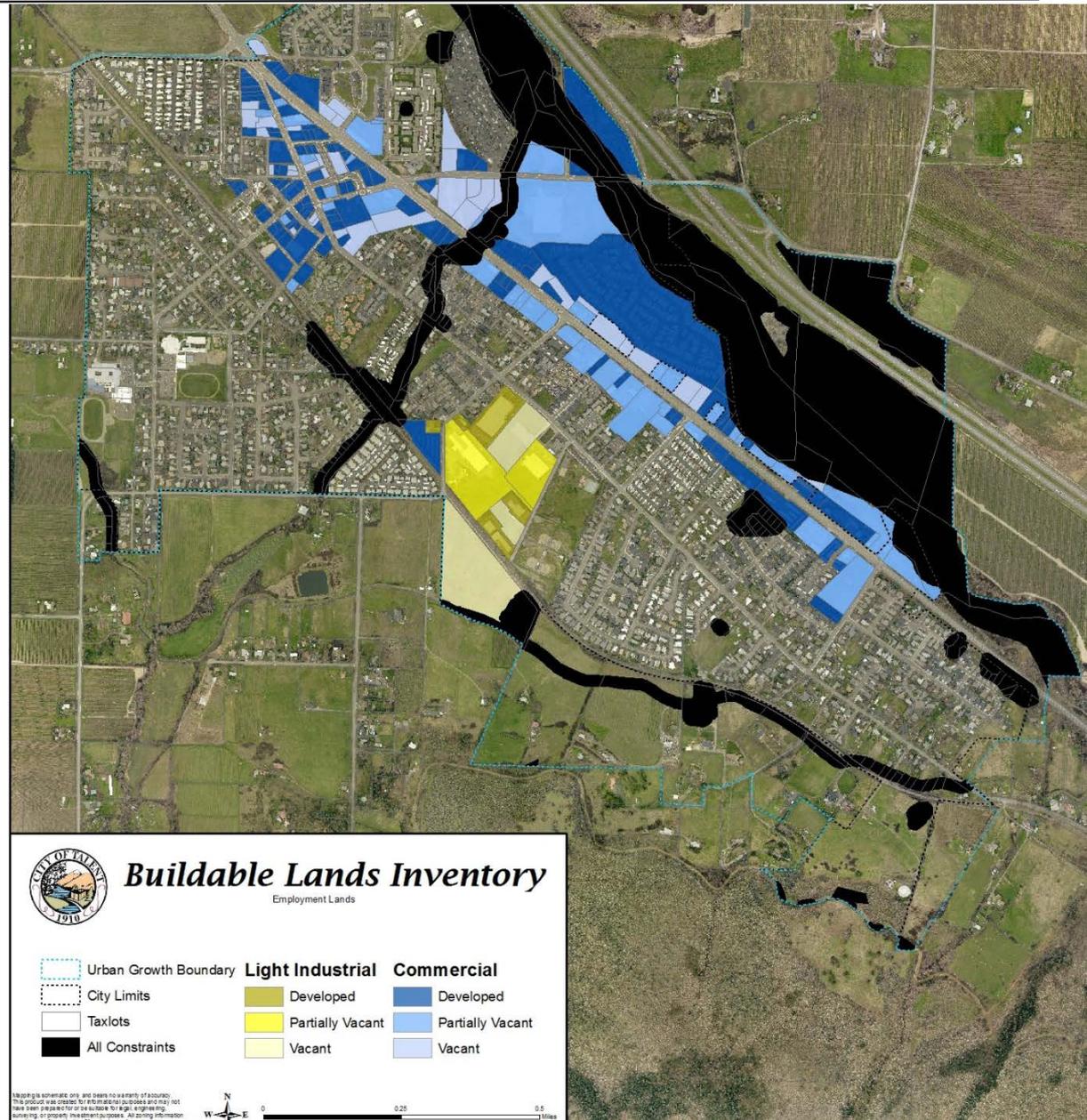


Employment land by classification

Vacant and Partially Vacant Land

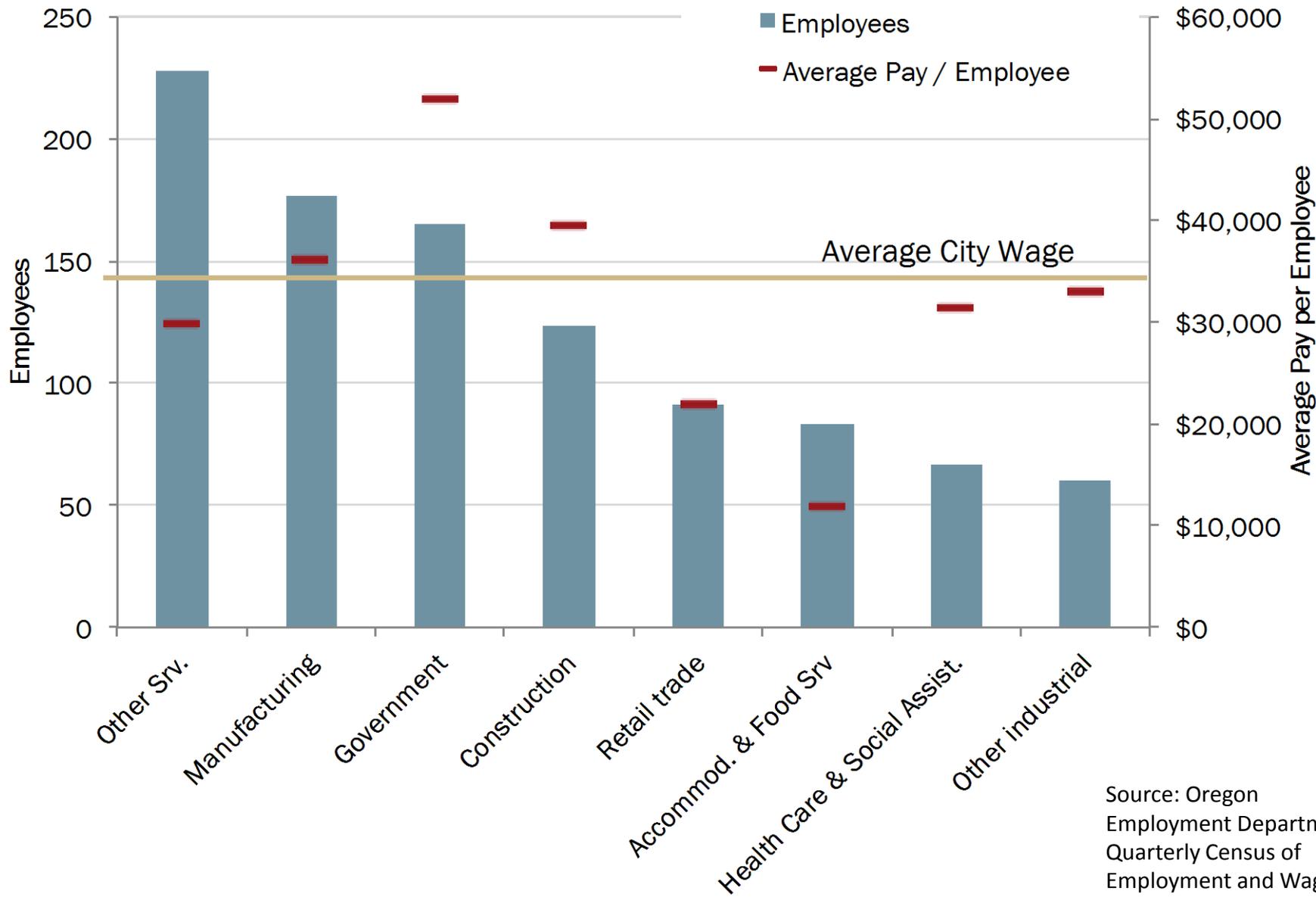
Commercial: 63 acres

Industrial: 26 acres



Preliminary Economic Opportunities Analysis Findings

Employment in Talent, 2014



Growth Industries in the Rogue Valley

Clusters in Jackson County

- Business Services
- Distribution & E-commerce
- Transportation & Logistics
- Wood Products

Forecast for employment growth

- 13,000 new jobs
- Health care: 3,400 jobs
- Retail: 1,660
- Accom. & Food Srv.: 1,590
- Professional Srv.: 1,550

Talent's SWOT for Economic Development

Strengths

- I-5 access & capacity
- Existing businesses
- Walkable downtown
- Arts & Agriculture
- Relatively affordable housing
- Regional access to workers
- Quality of life

Weaknesses

- Downtown needs (re)development
- Lack of cohesive economic development planning & marketing
- Distance from major airport & markets
- Small base of business
- Lack of support for local businesses
- Regulatory issues & SDCs

Opportunities

- Vacant buildings & land
- Tourism and proximity to Ashland
- Services for tourists, e.g., hotel
- Arts & agricultural businesses
- Rail access
- Workforce training opportunities

Threats

- National economic cycles
- Lack of highly skilled workforce

Talent's Competitive Advantages & Disadvantages within the Rogue Valley

Advantages

- Location between Medford & Ashland
- Transportation access to I-5 and rail
- Access to workers
- Existing businesses
- Urban infrastructure and buildable lands
- Relatively affordable housing costs

Disadvantages

- Location far from markets
- Small city in much larger region
- Lack of services to support overnight visitors

Potential Growth Industries in Talent

- Small-scale manufacturing
 - Food and beverage
 - Wood product (primary and secondary)
 - Advanced manufacturing
- Small-scale warehouse & distribution & wholesale
- Services for visitors: restaurants, hotel
- Services for residents: retail, health care, personal services, etc.

Site needs for potential growth industries

- Existing vacant buildings
- Small commercial sites
 - Size: less than $\frac{1}{4}$ acre to 2 acres or more
 - Location: primarily in downtown, along Highway 99, or near new residential development
- Small industrial sites
 - Size: less than $\frac{1}{4}$ acre to 5 acres or more
 - Location: areas with easy access to I-5 or Highway 99, near other industrial development, in or near downtown (very light industrial), not too close to residential development

Preliminary Forecast for Employment Growth: 2016- 2036

- Employment Growth:
 - Industrial: 200 new jobs
 - Retail / Commercial Services: 340 new jobs

- Does Talent have enough land to accommodate growth: Yes
- Land surpluses
 - Industrial: 3 to 10 acre surplus
 - Retail / Commercial Services: 40 to 50 acre surplus

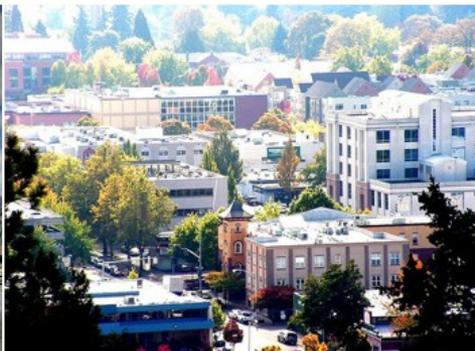
Talent's Economic Development Objectives

- Do we have the right policies? Are there any policies missing?
- Do we have the right objectives for each policy?
- How should the City implement each objective?

- Continue to develop EOA
- Discussions with economic development stakeholders
- Revise Economic Development policies
- CAC to meet May 11th to discuss economic development policies and actions



Portland



Eugene



Seattle



Boise