

# Talent Economic Opportunities Analysis

Community Advisory Committee  
Meeting 1

Project Overview

Existing Economic  
Development Policies

Future Economic  
Objectives

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# Project Overview

# Why do an Economic Opportunities Analysis?

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- Legal requirements - Goal 9 – Economy
  - Economic opportunities analysis
  - Industrial and commercial development policies
  - Identify land deficits
  - Designation of lands for employment
- Understand existing conditions and forecast future conditions to inform:
  - Economic development strategy
  - Land use policy
  - Coordination

- To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens

# OAR 660-009: Economic Development

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## OAR 660-009 requires:

- Economic Opportunities Analysis (OAR 660-009-0015)
- Economic Development Objectives (OAR 660-009-0020)
- Designate lands for commercial and industrial uses (OAR 660-009-0025)
- Identify desired types of employment uses
- Determine their required site characteristics

# Overview of ECONorthwest's Work Program

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1. Project Kickoff
2. Review Employment Buildable Lands Inventory
3. Economic Trend Analysis
4. Site Suitability Analysis
5. Inventory of Suitable Sites
6. Assessment of Economic Development Potential
7. Economic Development Strategy
8. Final Products

- **Economic Opportunities Analysis**
  - Technical document, meant to meet Goal 9 requirements
- **Economic Development Strategy**
  - Action plan for economic development policies
  - Begins with Economic Development Objectives
    - ➔ Economic Development Vision, Policies, and Implementation Measures

- The Community Advisory Committee will make a recommendation to the Planning Commission about the EOA document and the Economic Development Strategy

# Discussion: Outcomes of the Project

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What outcomes do CAC members expect from this study?

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# Talent's Economic Development Objectives

# Comprehensive Plan: Economic Element Goals and Strategies

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- Review existing policies, for context
- Today's discussion:
  - Talent's economic strengths, weaknesses
  - Talent's economic opportunities
  - Policies are needed to support economic growth
- Future meeting: Revise Comprehensive Plan policies and objectives

- The City will plan for and nurture a favorable environment to attract and maintain new businesses.
  - Objective 1: Create an attractive, accessible downtown area
  - Obj 2: Complete development of the Talent Industrial Park
  - Obj 3: Promote and support businesses through the econ. dev. Survey and strategic planning process

- Promote and support businesses that bring family wage jobs into the community.
  - Objective 1: Increase number of family wage jobs

# Business Support and Assistance

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- The City will support, and encourage retention and expansion of existing business
  - Objective 1: Support existing businesses by sharing technical resources, maintaining open communications with local business people, and providing available staff support for economic development projects initiated by the business community

- The City will continue to pursue funding for needed infrastructure to support economic development activities.
  - Goals and objectives are in the Public Facilities and Services and Transportation Elements

- The City recognizes that livability is an important factor in the location choices of some types of businesses, and the policy of maintaining livability for the benefits of City residents is further reinforced by the potential for economic benefits.
  - Objective 1: Create a community where people want to spend time beyond the exigencies of daily life.

- The City will support environmental preservation and sustainable use of natural resources
  - Objective 1: Promote open space acquisition/preservation projects and City park improvement project
  - Obj 2: Encourage business owners to support the Valdez principals adopted by the City Council in 1997

- The City will support education and cultural opportunities.
  - Objective 1: Promote education and cultural opportunities for all Talent residents.

- The City will plan for commercial and industrial land needs and encourage the efficient use of land.
  - Objective 1: Provide for an adequate supply of commercial and industrial land to accommodate the types and amount of economic development and growth anticipated in the future, as long as that growth does not conflict with the City's policies on livability or environmental stewardship.

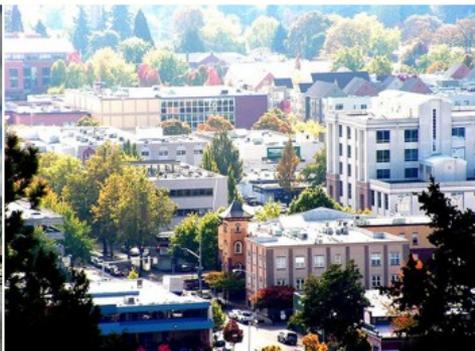
- What are Talent's key economic:
  - Strengths (white paper)
  - Weaknesses (purple paper)
  - Opportunities (pink paper)
  - Threats (yellow paper)

One idea per sheet of paper

- What Talent's best opportunities for economic growth over the next 20 years?
- What policies does Talent need to support economic growth?



**Portland**



**Eugene**



**Seattle**



**Boise**