

LONGVIEW

COMMUNITY & ECONOMIC
DEVELOPMENT

Past & Current Efforts

- Economic development has been primarily a function of the City Manager's office supported by:
 - > Assistant City Manger
 - > Community Development staff
 - > Public Works staff
 - > Finance staff
 - > Joint efforts with other entities such as:
 - COG – revolving loan fund and CEDS (Comprehensive Economic Development Strategy)
 - CEDC local and county-wide efforts
 - Public Facilities District – County Conference Center property
 - Longview Downtown Partnership
 - Port of Longview
 - Kelso/Longview Chamber
 - And others

Have We Been Successful?

- ◎ Yes, but...

- > Coordination of economic development efforts internal and external is a demanding task and difficult to accomplish when shared with other duties
- > Economic development expertise and experience would benefit our efforts
- > One individual with primary focus on coordination of economic development efforts would bring greater efficiency and success

SUCCESSES TO BUILD ON

- Mint Farm Industrial Park
- Downtown Streetscape Project
- Tennant Way Streetscape Project
- Columbia Theatre Renovation
- A Growing and Expanding College
- A Resurgence in Retail Activity in Downtown
- Successful Triangle Center and Twin City Malls
- Public Development Authority Creation
- SR 432/SR 433
- Columbia River Channel Deepening and expanded import/export capacity
- And others...

Going Forward

- How do we best maintain and build on the economic development successes of the past?
 - > By positioning the City to take advantage of an improving economic climate
 - > By focusing on Council's Strategic Initiative: Strengthen economic conditions & create new opportunities.
 - > By implementing the 2015/2016 budgeted new position to focus on the task of economic development for our community

Economic Development Coordinator (EDC)

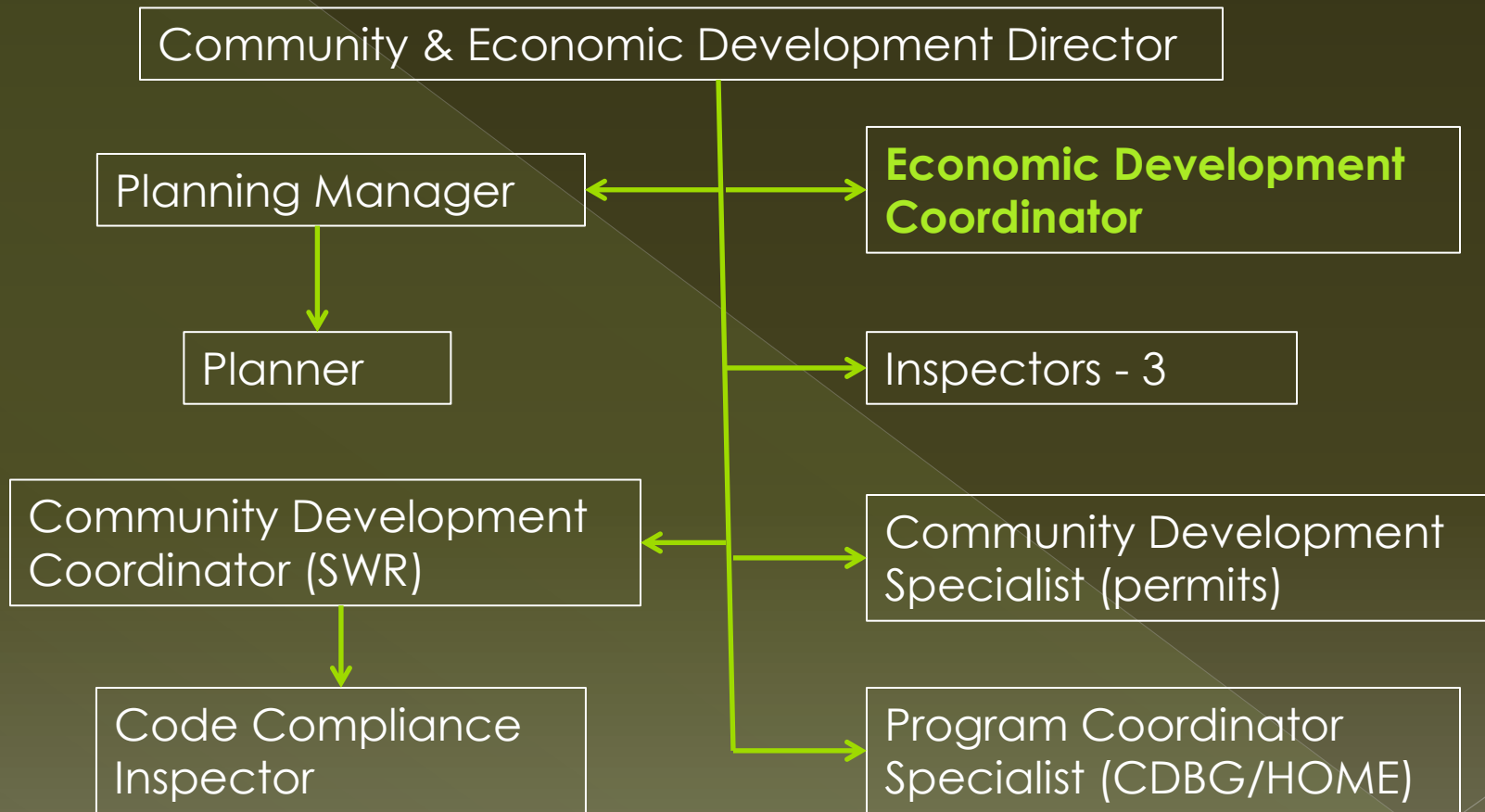
● Principal Duties

- > Mint Farm Marketing
- > Develop and manage a City Market Analysis and Business Recruitment Plan
- > Liaison to Business
- > Support PDA
- > Promote Annexation
- > Develop and maintain database of developable properties
- > Seek State and Federal funding for economic development
- > Monitor legislative impacts and opportunities
- > Network with business, advisory groups, government agencies & citizens to identify needs & opportunities
- > Other duties as assigned

EDC as Liaison with Business Community

- Weyerhaeuser Real Estate Division (WREDCO)
- Port of Longview
- Public Development Authority for Cowlitz County
Regional Conference Center development
- CEDC
- Kelso/Longview Chamber of Commerce
- Small Business Development Center
- GROW Washington
- SCORE
- And others...

Organizational Chart



Budget Support for Economic Development

- Fund Economic Development Coordinator Position
- Use existing administrative support
 - > Executive Department
 - > Community Development Department
 - > Public Works Department
 - > Other support Departments
- Travel & Business Recruitment budget – TBD
- Marketing/Advertising budget - TBD
- Office located in the Community Development area of city hall

Options Considered

- Contract for economic development services
 - > Part-time and/or seasonal to meet identified needs instead of full time position
 - > Less control & emphasis on Longview due to other obligations
 - > Potential conflicts with other client projects
- Establish an Economic Development FTE
 - > Optimal coordination with current City functions, i.e.
 - Community Development Department & Public Works, etc.
 - > Consistency of focus on City priorities for direction of economic activities
 - > More direct influence on Longview's economic development destiny

Recommendation

Authorization to create and fill the position
of Economic Development Coordinator