



# Sandy Economic Development Work Plan

2025-2026 proposed City of Sandy's Economic Development Advisory Board's (EDAB) Work Plan. This comprehensive strategy addresses key opportunities and challenges facing our growing community. We've identified three strategic priorities to strengthen our local economy while maintaining the unique character that makes Sandy special.

The following proposed action plan for business retention, vacancy reduction, industrial development, and public realm enhancements. Each priority includes specific initiatives, timelines, and success metrics to ensure accountability and progress. Staff is seeking input from the council to move forward engaging the Economic Development Advisory Board (EDAB) to start work in June.

# Business Communication & Vacancy Reduction

## Sewer Moratorium Outreach

Develop clear communication materials explaining the current infrastructure constraints, timeline for resolution, and interim options for business development. Host quarterly information sessions with business owners.

## Vacancy Inventory System

Create a comprehensive database of all commercial vacancies including square footage, rental rates, and property conditions. Publish an interactive online map for prospective businesses.

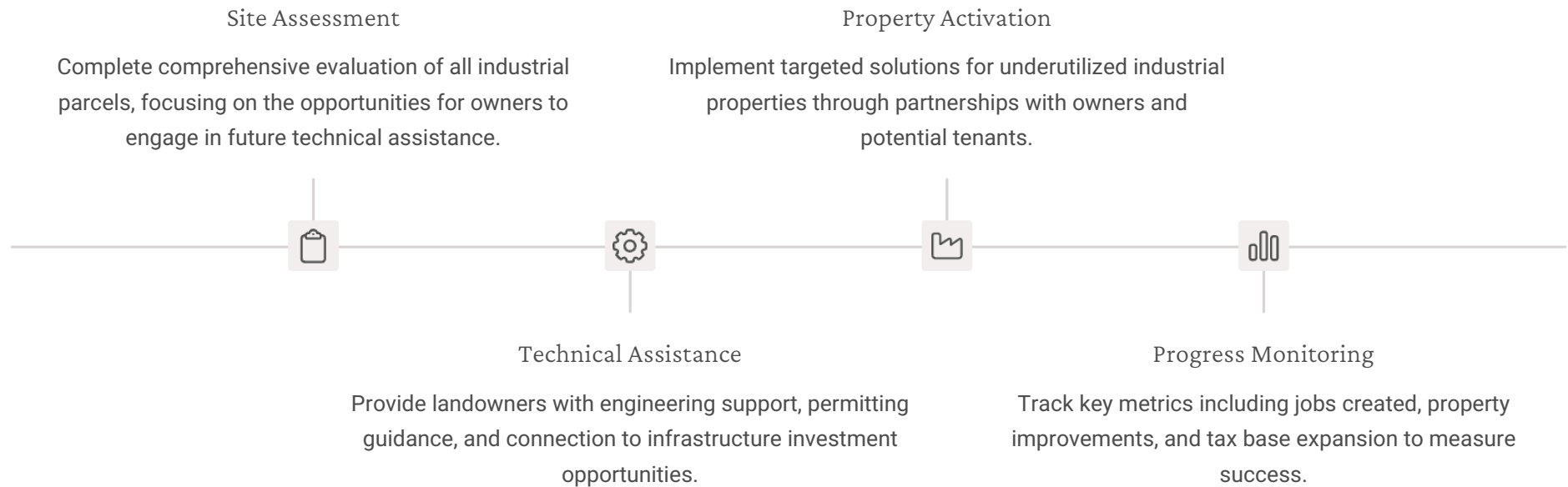
## Business Attraction Strategy

Conduct targeted outreach to businesses that fill identified gaps in the local market. Develop an incentive package for businesses willing to locate in priority areas. Host a business outreach with partners to build awareness.

A first priority is to address the critical need for transparent communication regarding infrastructure (sewer) constraints while simultaneously working to reduce commercial vacancies. We'll identify property owners of vacant storefronts and develop targeted strategies to attract complementary businesses, particularly to the Downtown corridor.

The Staff will survey business community and work with the EDAB to identify specific barriers to occupancy, including rental rates, building conditions, and regulatory challenges. Based on these findings, we'll develop tailored solutions for EDAB to provide input to the Council consideration.

# Industrial Land Development Strategy



Our industrial lands represent significant opportunities for economic growth and job creation. We'll work closely with owners of key properties like the Rogue Fabrication site and other parcels in the Industrial zones to identify barriers to development and implement practical solutions.

Technical assistance will include connecting property owners with resources for technical assistance, an potentially developing public-private partnerships to address infrastructure needs

# Public Realm Enhancement Program

## Street Banner Program

Design and install seasonal banners along Highway 26 corridor and downtown streets that reflect Sandy's unique character and promote local businesses. Launch with initial set of 24 banners in winter of 2025.

## Façade Improvement Program

Update and review the grant program(s) for storefront renovations, with priority given to historic buildings and high-visibility locations.

## Comprehensive Wayfinding System

Create integrated signage directing visitors to key destinations, parking areas, and recreational opportunities. Incorporate consistent branding elements throughout all signage.

Enhancing Sandy's visual identity and navigability is critical to supporting our business community. Begin with the Street Banner Program to create immediate visual impact while developing the more complex Façade Improvement Program and comprehensive wayfinding system.

The Façade Improvement Project will serve as a model for future matching programs and grant applications, demonstrating the impact of coordinated investment in our commercial districts. Outreach to engage property owners to explore upgrades, tenant attraction strategies, and potential redesign options to create a more vibrant retail environment.