



**COLUMBIA
ECONOMIC
TEAM**

**Columbia Economic
Team
Semiannual Update
St. Helens City Council
August 18, 2021**

Key Discussion Points

- **Communication & Engagement**
- **Big Picture & Collaboration**
- **BRRE/Business Recruitment, Retention & Expansion**
- **Tourism**
- **Small Business**
- **Questions, Answers, Ideas & Feedback**



Communication & Engagement

- Columbia Economic Team re-brand
- New website columbiaeconomicteam.com
- Smallbizhub continues as small business portal
- Annual Report
- Enews Update/Newsletter adaptation
- Alerts as needed
- Regular, consistent coordination with cities, county, port, chambers, business, regional stakeholders



Big Picture & Collaboration

- Regional Solutions
 - Housing assessment
 - Transportation (rail)
 - Federal Funding
- Infrastructure
- Brownfields – Col-Pac
- Broadband – Col-Pac
- Regionally Significant Industrial Sites – St. Helens, Biz OR
- Floodplain Mapping/accreditation
- South Col. County Roundtable
- Industrial investment (NEXT Renewables)



BRRE/Business Recruitment, Retention & Expansion

- Opportunity pace is picking up
- Focus on manufacturing
- 9 active industrial prospects – 3 in past week
- 6 Local/regional expansions
- 1 dynamic manufacturer – city staff
- Coordination with Port
 - All projects
 - Industrial lands survey
- Increasing: referrals on financing, access to capital
- Enterprise Zone
 - 1 upcoming
 - 1 revisit



Tourism

- \$93,000 in destination development grants
 - BikeHub stations, new routes
 - Vernonia beautification
 - Narrowly missed Sand Island
- Sand Island/Love, Oregon Festival
- Travel Oregon
- RCTP/RDMO coordination
- CZ Trail Int. Signage completion, Biennial Report
- Photography
- EDA grants



Small Business

- Small Business Resource Center
- Small Business Celebration Week
- Keep it Local
 - Transition
 - Background
 - Progress
 - Results



Small Business Resource Center

Thank you!



Small Business Resource Center

- First-ever Columbia County/local Small Business Center
- SBRC *and* SBDC
- External partner commitments & funding
- Federal appropriation pending
- Member, Oregon Small Business Development Center Network
- Local investment requests underway
- Target: Fall 2021



Small Business Celebration Week

- September 13 – 17
- Coinciding with SBA Small Business Week/Webinars
- Format: Mid-day Open Houses – Clatskanie, St. Helens, Vernonia; digital/social promotion Rainier, Scappoose
- Partnership: Keep it Local, Wauna CU, InRoads CU, NOW, PCC, Chambers
- Watch for details & promotion





COLUMBIA
ECONOMIC
TEAM

Keep it Local

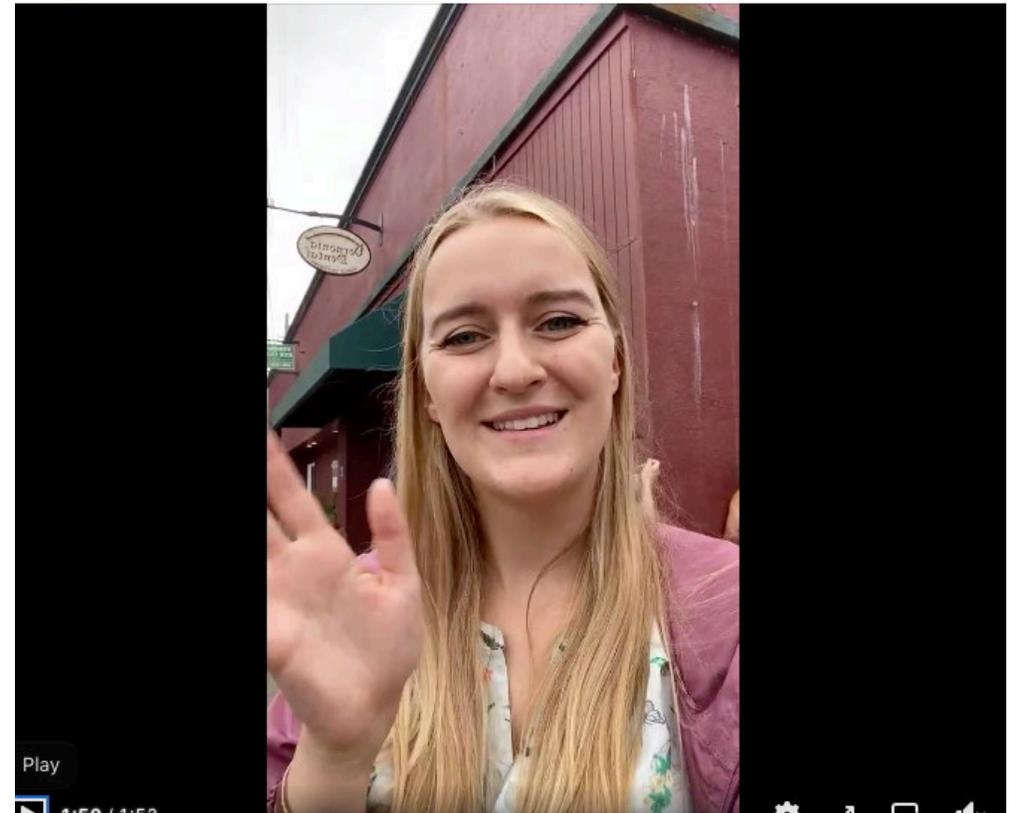
Progress Report 8.13.21



Keep it Local Transition/Background

- New Director July : Sierra Trass
- Very Local: Clatskanie native
- Honors graduate, HS and OSU
- Management, specialization in HR
- Interned 4 months for CET
- Gen Z
- Brings new approach, methods & energy

community spirit here. Plus, to see the involvement of local businesses. Supporting local businesses helps them support us back, and Vernonia is an excellent example of this.
[#keepitlocalcc](#)



What She's Been Up To

27 workdays into the job....

- 22+ formal partner meetings
- Attended 10 events:
 - *St. Helens Main Street Alliance, 2 NEXT Renewable open houses, Columbia County Fair, 2 Clatskanie Chambers meetings, 13 Nights on the River, 1 Rainier Chamber, Vernonia Jamboree, Clatskanie Kiwanis, more...*
- 13+ business introductions
- Created strategic plan & marketing plan: Customer-facing & New sponsorship & business promotion
- Launched Consumer survey
- Pursuing funding to refresh Keep it Local website
- Partnering with Workforce (NOW) for Career Fair St. Helens Sep. 15th
- Partnering on Small Business Celebration week of Sept. 13
- Launching Business survey soon
- Steady, measurable progress & impact



Social Media

Since July 1st

Facebook

+ 35 Followers

+ 42 Page Likes

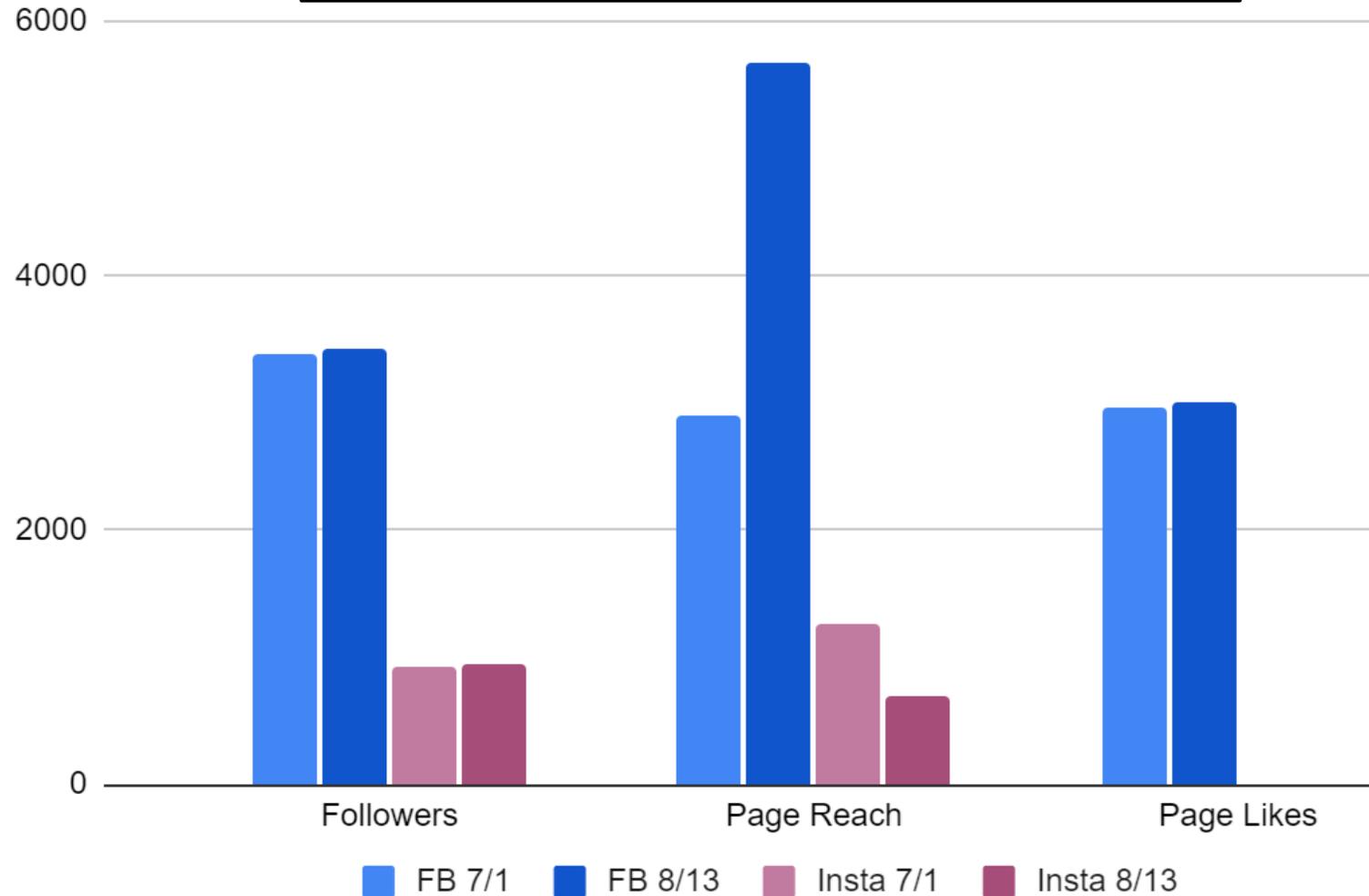
8,620 reach

Instagram

+ 10 followers

794 Page Reach

Last 28 days comparison



Consumer Survey

153

responses so far!

- Closes Wednesday this week (8/18)
- Please go take it and share to others!



**Questions, Ideas & Feedback are welcome
and appreciated**



Thank you for your attention today, and your exceptional support for the small business and economic vitality work of the Columbia Economic Team!

