



CITY COUNCIL MEMO

TOPIC: SOUTH COUNTY COLLABORATIVE UPDATE

DATE: 9-10-2020

COUNCIL ACTION REQUEST: DISCUSSION BRIEF

This will be a discussion with staff members from various South Columbia County agencies regarding the outcomes of the meeting of elected leaders held on February 12, 2020 and what has been done since the leaders meeting. The staff group will be presenting this information to several agencies over the next several weeks. Staff is looking for general agreement with priorities that will be presented and anticipates coming back to Council at a later time to discuss more concrete commitments of effort and partnership on the identified priorities.

Background

Staff from City of Scappoose, City of St. Helens, City of Columbia City, Port of Columbia County and Columbia County in combination with supporting staff from Columbia Pacific Economic Development District and the Governor's Regional Solutions staff began meeting in late 2019 to see if there was interest in coordinating efforts on common goals. There was agreement that close geographic proximity and similar community and economic development needs and issues indicated an opportunity to increase south Columbia County communication and collaboration.

This initial dialog culminated in a meeting of elected officials on February 12, 2020 in which the group participated in a Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT) focused on the southern portion of Columbia County.

Analysis

The summary of the SWOT Analysis exercise performed by elected leaders in February 2020 is presented in Attachment 1 and will be discussed further.

From the analysis, staff developed four priorities.

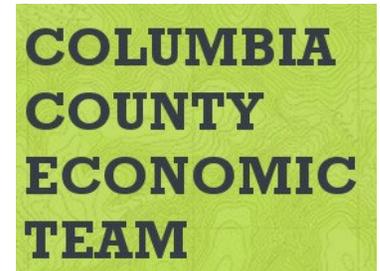
- Infrastructure
- Tourism
- Industrial Recruitment
- County Marketing/Brand Development

Attachment 2 is the presentation that provides an overview of activities and opportunities; input and feedback from Council is encouraged.

Next Steps

The staff group will be presenting this information to the various agencies over the next several weeks. It is anticipated that staff will come back at a later time to discuss any feedback we received and develop more formal commitments to these priorities as may be needed.

South County Collaborative



Meeting Purpose

- Initiative Refresh
- Update on progress
- Projections on deliverables
- Receive feedback and direction
- Discuss next steps



Participants/Contributors

John Walsh, Rachael Barry, Matt Brown; City of St. Helens

Michael Sykes, Alex Rains; City of Scappoose

Mike McGothlin; Columbia City

Mike Russell, Karen Schminke; Columbia County

Doug Hayes, Matt Miller; Port of Columbia County

Paul Vogel, Wela Negelspach; Columbia County Economic Team

Supporting Partners: Columbia Pacific Economic Development District

Governor Kate Brown's Regional Solutions North Coast

Why?

Value Statement:
Close geographic proximity and similar community and economic development needs and issues indicate an opportunity to increase south Columbia County communication and collaboration.



Elected Leaders Meeting, February 2020

Strengths

- Available Industrial Land
- Regional Airport
- Higher Ed & OMIC
- Recreation opportunities (trails, Columbia River, natural environment)

Weakness

- Transportation System
- Out-Commute by residents
- Rail bisects towns/other rail concerns
- Lack of industry & local jobs

Opportunities

- Jointly market the region
- Develop infrastructure
- Tourism - regional recreation destination
- Develop marketable industrial properties

Threats

- Lack of regional transportation corridor
- Out commute threat to local business, volunteerism, taxes, transportation

Status -- What's happened since

- From the SWOT, Staff leaders identified 4 priorities
- Criteria: Serves the South County region, work already in progress, impact, building blocks
- Monthly: Meetings focused on developing action plans, identifying gaps, coordinating efforts, sharing updates, improving collaboration and relationships
- Now: Update to elected leaders on priority initiative status, momentum and next steps

Infrastructure - Lead, Mike Russell (Columbia County)

- **Purpose**
 - There are common infrastructure priorities that partners can develop and champion jointly. This will help regional efforts to focus on key infrastructure improvements that demonstrate strong partnership for any funding opportunities.
- **Identified Objectives/Projects**
 - Rail Corridor Study
 - Scappoose Alternate Route (County TSP #67)
 - Hwy 30/West Lane Road Intersection Improvements (County TSP #48)
 - Broadband Initiative
- **Immediate request**
 - Do you agree that these are the priority projects for this effort?

Tourism - Lead, CCET

- **Purpose**
 - Countywide Tourism promotion
- **Identified Objectives/Projects**
 - Countywide Tourism Initiative Destination Development Plans, development, implementation, coordination
 - Focus on Plan priorities
 - Integrate local and external stakeholders
 - Invest in infrastructure and marketing
- **Key actions**
 - Destination Development Plan was created with clear plan of action
 - Sustain stakeholder presence and benefits
 - Trails infrastructure and marketing investments and R&D
 - \$25k CZ Trail in 2020; \$30k Prescott Beach in 2019; \$25k Salmonberry Trail in 2019
 - Experience marketing initiative
 - Maintain inclusivity and complimentary marketing
- **Challenges**
 - Funding: Low historic in-county tourism revenue; TO funding reduced due to Covid-19
- **Next steps/deliverables**
 - Earned media and strategic paid marketing
 - Inclusive marketing initiatives
 - Research opportunistic outdoor/recreation partnerships

Crown Zellerbach Trail

CCET Board has approved spending up to \$25,000 of Regional Cooperative Tourism Program dollars to complete informational kiosks at trailheads along the trail.



Ruley Trailhead



Industrial Recruitment - Lead, Doug Hayes

- Purpose
- Key actions
- Taken
- Needed
- Challenges
- Timeline
- Next steps/deliverables
- Immediate request



Recent South County Developments

- **Scappoose Airpark**
 - Titan hangar
 - Pipistrel expansion
 - Re-designed and improved taxiway, water and sewer infrastructure serving airport property
- **McNulty Industrial Park shovel ready**
 - Certified Site - State of Oregon
- **Multnomah Industrial Park tenant growth**
 - Design and construction of buildings for tenants
- **Scappoose Bay Marina record activity**
 - 17.1% increase in visitors from Labor Day weekend 2019 to Labor Day weekend 2020
- **Boise-Cascade IGA with City of St Helens**
- **Rainshadow expansion**
 - Design new 12,000 square-foot facility
- **Rail corridor study**
- **Marketing visibility growth**
 - Listing views of Port properties increased 7X-10X over-the-year

Future Vision

- **Scappoose Airpark**
 - Aviation and supplier recruitment
 - OMIC, education-related opportunities
 - Branding
- **Scappoose Bay Marina investment**
- **St. Helens Waterfront-“Wilds” Park development concept**
 - Tie into city’s plans
- **Supporting strategic growth of existing tenants**
- **Development of marketing strategic and tactical plan**
 - Off-site retreat in November



County Marketing/Brand Development - Lead, CCET

- **Purpose**
 - Regional Brand/Identity
- **Identified Objectives/Projects**
 - County-centric development of long-term, holistic regional image/identity/story that translates to a brand
 - Contract creative/technical agency
 - Develop articulated story reflecting and distinguishing:
 - Shared attributes, appeal and attraction to multiple audiences
 - Marketing strategy, execution/implementation
 - Develop digital content/tools, materials
- **Key actions**
 - **Done:** CCET committed \$75,000 on 9/8/2020
 - **To do:** Asset assessment and gathering; Data gathering/analysis; Collaboration; integration with Tourism and Industrial Recruitment initiatives
- **Challenges:** Adequate unrestricted funding; collaborative, focused creative process
- **Timeline:** 3 - 4 months
- **Immediate request:** Consider/recommend additional local government, private and external funding sources

Collective Benefits

- Ensure: communication, coordination, collaboration
- Integrate: efforts, deliverables, results
- Shared responsibility & accountability
- Delivery: maximum effectiveness



Questions, Feedback, Direction

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Collective Next Steps

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Thank you!

