



TUALATIN'S ECONOMY



RECOGNIZING OUR PAST. CHARTING OUR FUTURE.



2019 Annual Report





MISSION

To retain and cultivate growth of existing business and attract new industry while creating and maintaining a positive business climate within our community.

Economic Development Strategic Plan

STRATEGY 1

BUSINESS RETENTION, EXPANSION & RECRUITMENT



Retaining and cultivating the growth of existing businesses, as well as attracting new employers is central to the health of Tualatin.

ECONOMIC DEVELOPMENT STRATEGIC PLAN

VISITS & RECRUITMENTS



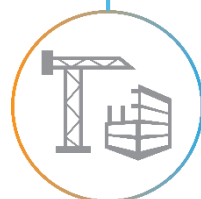
2

ASSISTED
PROJECTS



108K

NEW & EXPANDED
SQUARE FEET



\$106.6M

CAPTIAL INVESTMENT



366

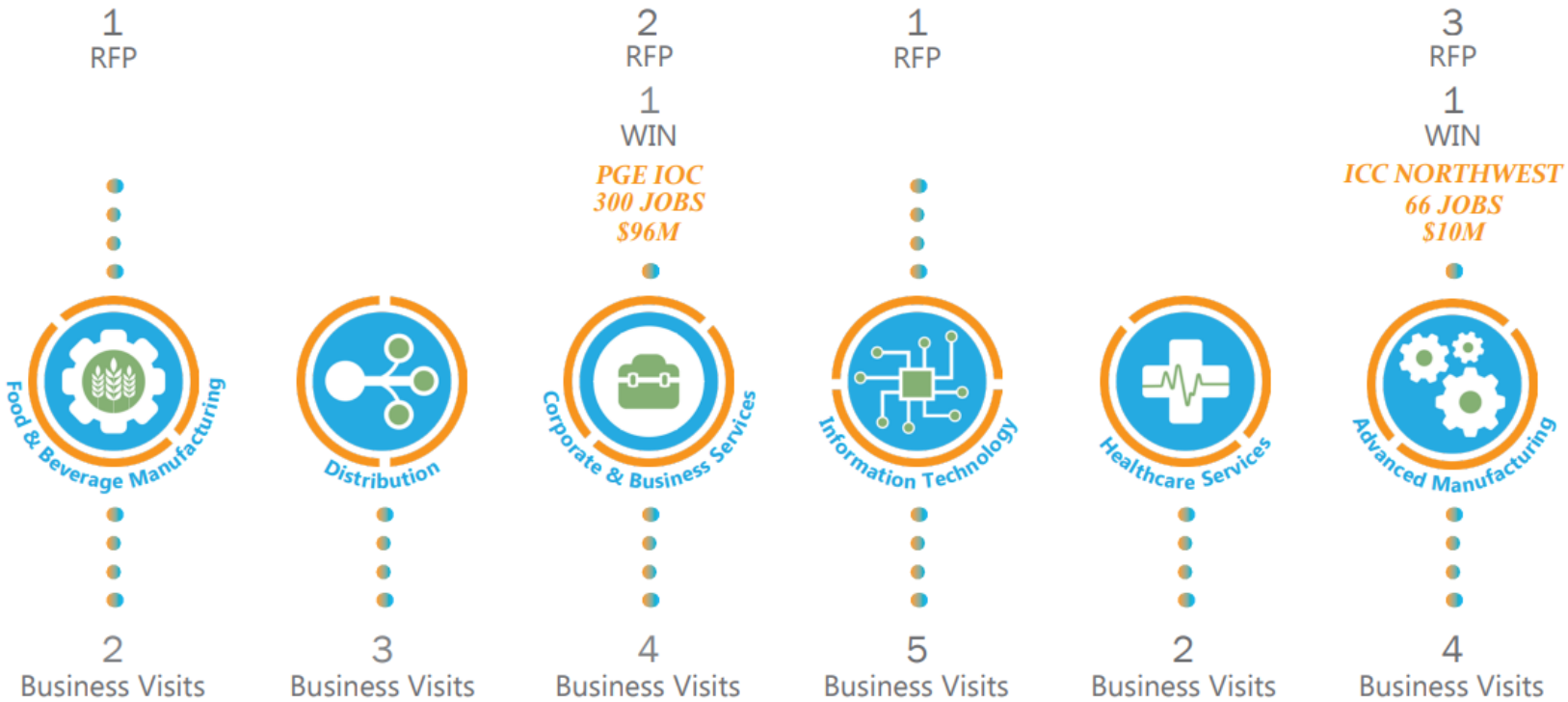
ANNOUNCED
JOBS



For every \$1 spent on Economic Development,
\$86 was gained in community investment."



VISITS & RECRUITMENTS



\$251,515

Grants Secured

The City of Tualatin worked with our local businesses and regional partners to secure over \$250,000 in grants for business expansion and trade market opportunities. This is an increase of \$181,000 over 2018.



\$200,000

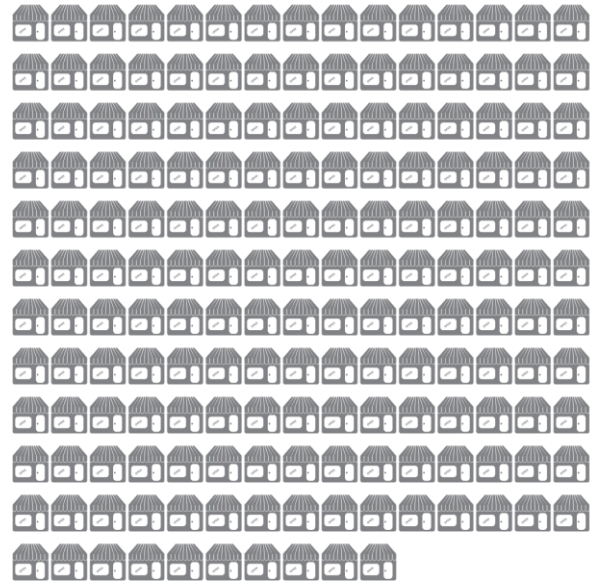
Strategic Reserve Fund

\$16,515

Trade Assistance

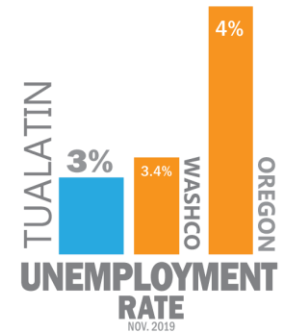
\$35,000

Capital Access



176
NEW BUSINESS LICENSES
 Total new business licenses filed with the City of Tualatin in 2019.

1,232
EMPLOYMENT
 Total employment as a result of new business licenses filed in 2019.



Source: Tualatin Business Licenses 2019; Oregon Employment Department, Dec. 2019

The Economic Development Division assisted 7 unique small business requests.



BUSINESS CLIMATE & COMPETITIVE POSITIONING



Creating and maintain a positive climate for business through actively refining our procedures and codes to encourage business development and job creation.

ECONOMIC DEVELOPMENT STRATEGIC PLAN





PORT OF PORTLAND

SITE TOUR



125
ATTENDEES



3
PROPERTIES

SITE READINESS TOOLKIT



tualatin | 2040

600+
PEOPLE
ENGAGED



1000+
WEB
IMPRESSIONS



9
COMMUNITY
EVENTS

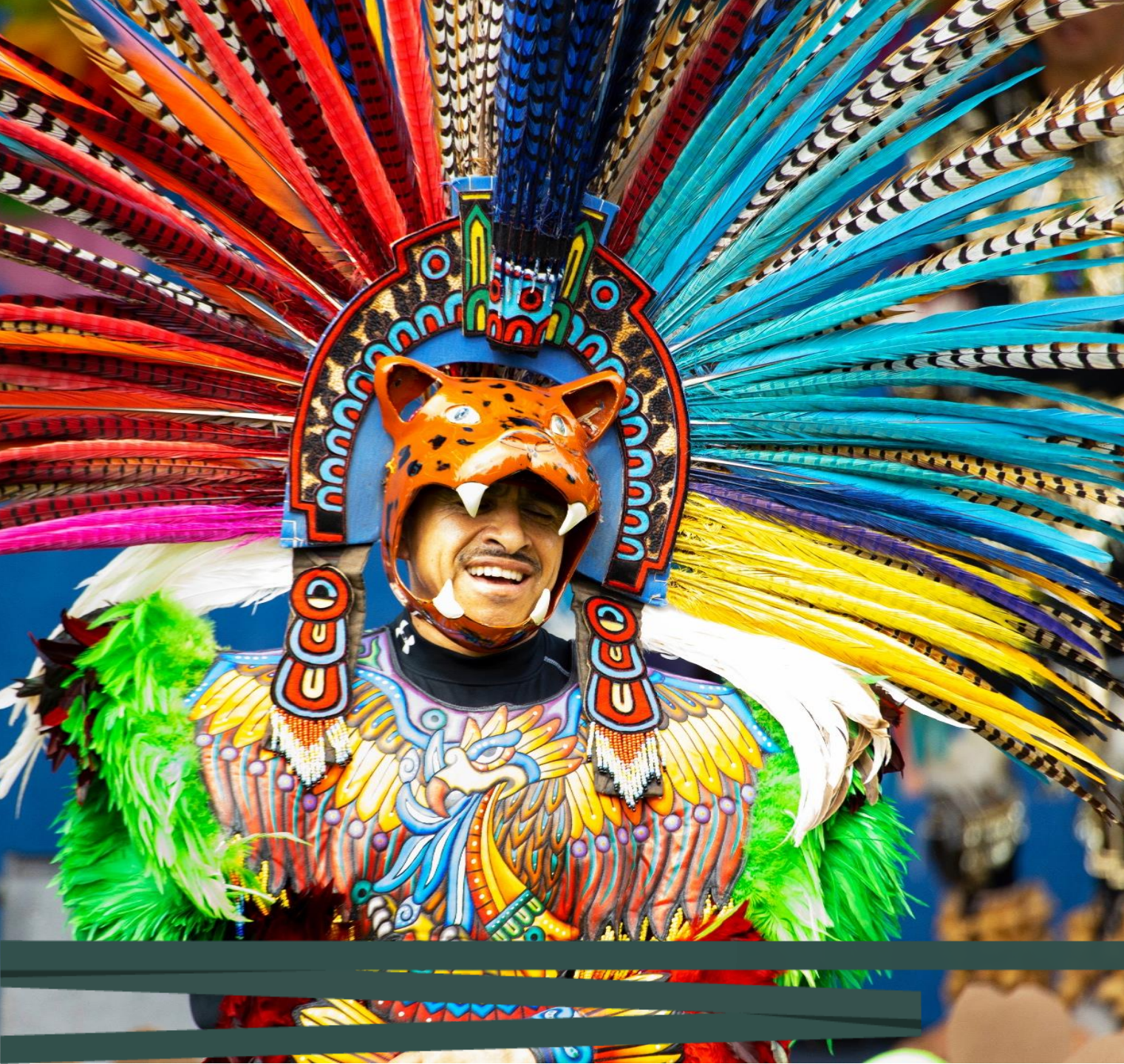


GREATER PORTLAND

SITE SELECTION ASSISTANCE

SMALL CITIES CONSORTIUM

GPI AMBASSADORS



TOURISM



To encourage visitor attraction by investing transient lodging tax in capital development, events, place-making, visitor services, and marketing.

TOURISM PROGRAM

YEAR IN REVIEW



VISITOR SERVICES



**TUALATIN CHAMBER
OF COMMERCE**

\$20,500



CAPITAL DEVELOPMENT



MARKETING



**DIGITAL
PHOTOGRAPHY LIBRARY**

\$20,000

**PORTLAND TRAILBLAZER
YEARBOOK**

\$2,000



PLACE-MAKING



EVENTS



VIVA TUALATIN

\$10,000

PUMPKIN REGATTA

\$20,000

An aerial photograph of a baseball field and surrounding campus. The field is in the foreground, with a brown infield and green outfield. The background shows a large campus with many buildings, parking lots, and trees with vibrant autumn foliage in shades of red, orange, and yellow. A blue semi-transparent box is overlaid on the left side of the image.

QUESTIONS?



Recovery Outline



PURPOSE:



To manage and implement an effective, efficient, and nimble local economic recovery effort, in collaboration with vital partners, that charts a path for future economic prosperity.

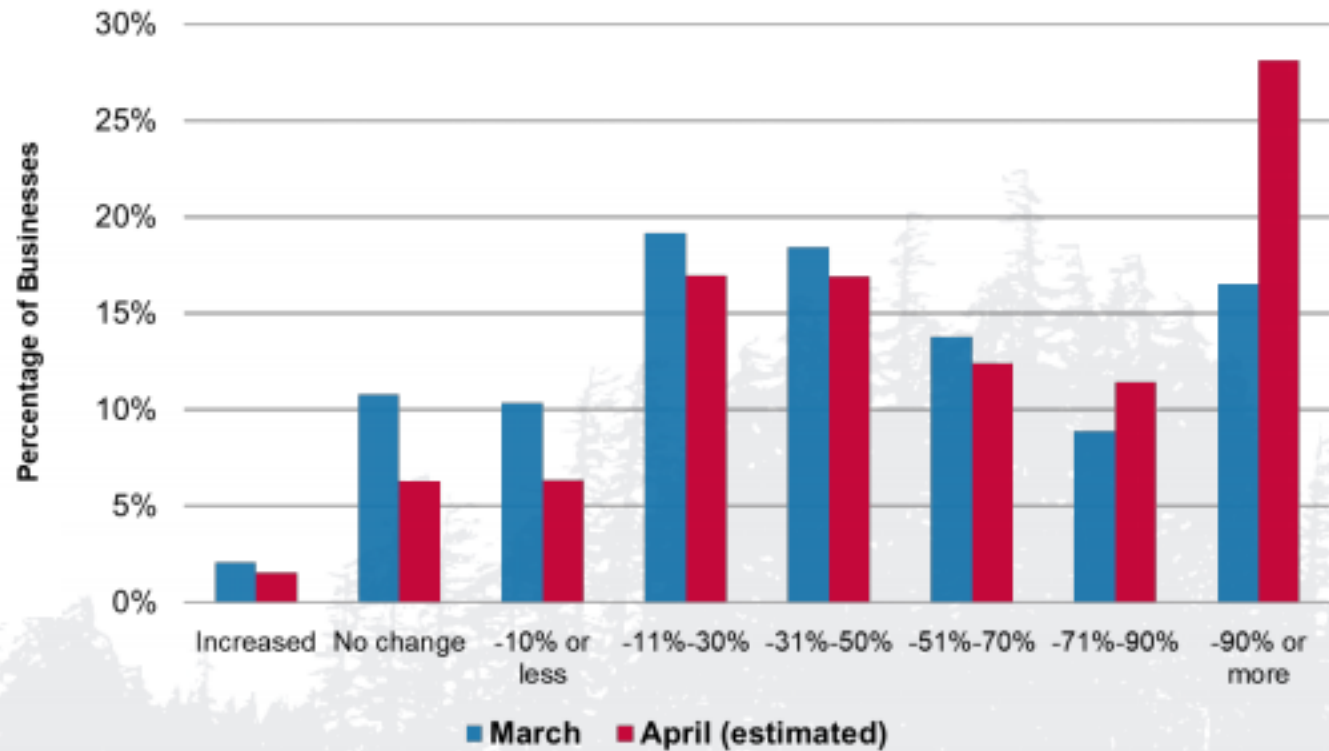
Survey Description

- Survey of Oregon businesses conducted by Business Oregon, Travel Oregon, and Oregon SBDC to gather information on economic impacts of COVID-19.
- Survey delivered to thousands of businesses through e-mail using business contacts from the three partner organizations.
- Responses gathered April 1-15, 2020.
- Over 5,000 responses were received from businesses.

Most Oregon Businesses Facing Significant Revenue Decline Due to COVID-19

**28% OF OREGON
BUSINESSES SAW
REVENUE DECLINE BY
90% OR MORE IN
APRIL.**

Revenue Change March & April 2019 to March & April 2020



Business Impacts from COVID-19 in Oregon

Results Weighted by Industry Size



Accommodation, Arts, Entertainment & Recreation Facing Largest Revenue Declines

Percentage of Businesses that Experienced at Least 50% Decline in Revenue in April (estimated)



30
DAYS

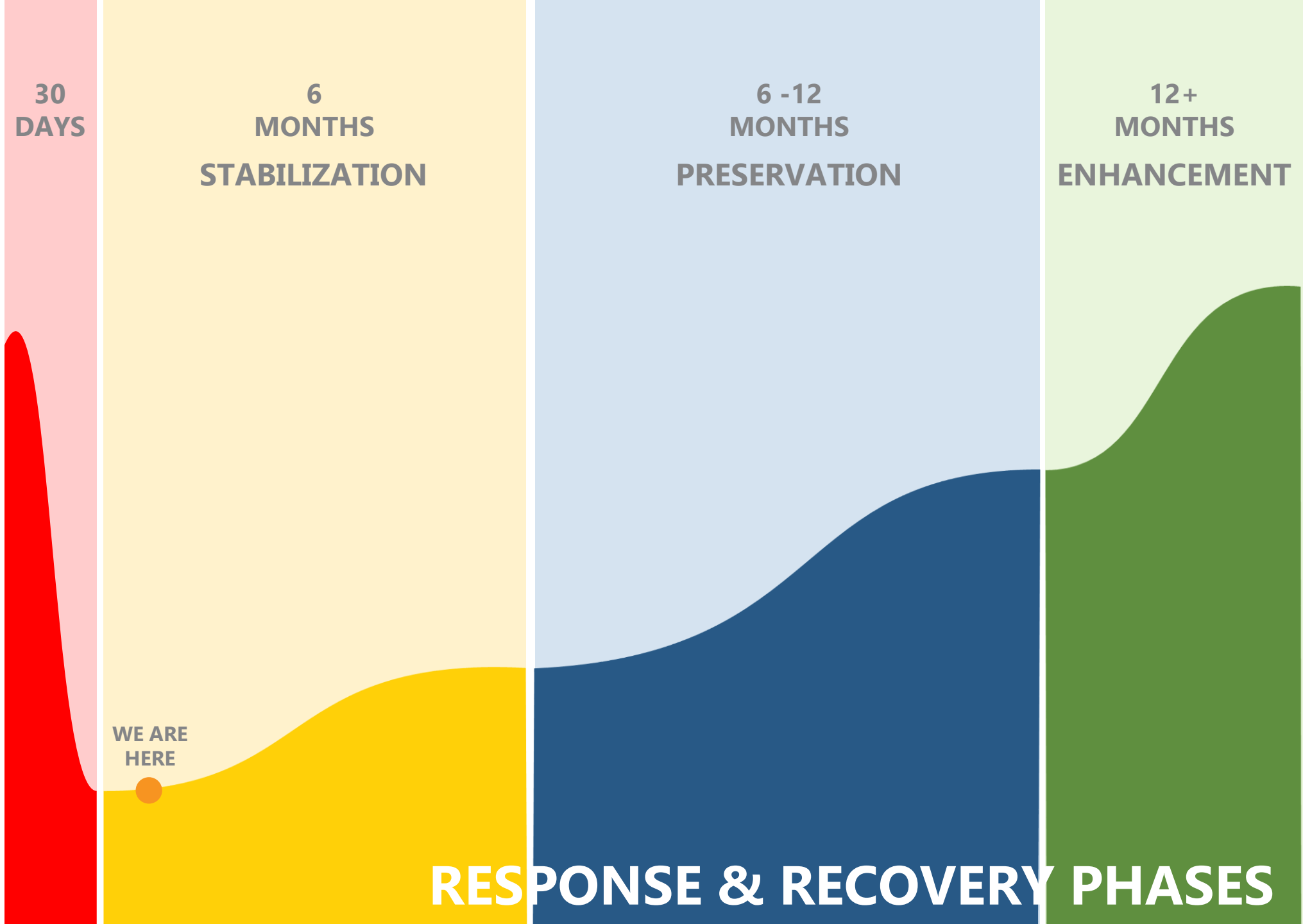
6
MONTHS
STABILIZATION

6 -12
MONTHS
PRESERVATION

12+
MONTHS
ENHANCEMENT

WE ARE
HERE

RESPONSE & RECOVERY PHASES



1 – 30 DAYS

RESPONSE PHASE



To quickly mobilize city resources and partners to provide immediate assistance to affected businesses

- ✓ **COVID-19 Business Resource Page**
- ✓ **Economic Stabilization Fund**
 - \$250,000 committed to 54 businesses through urban renewal funding.
- ✓ **Regional Strategic Committees**
 - Currently a part of the Greater Portland Inc.; Washington County; and Governor's Regional Solution's Teams.



1 - 6 MONTHS

STABILIZATION PHASE



Work to stabilize existing or at risk businesses from disruptions or closures.

- **Business Recovery Center**

- Idea: To collaborate with relevant community partners to establish “a one-stop shop” for local businesses to access health guidelines, business resources, and financing options .

- **Short Term Financing (Bridge Funding)**

- Idea: To provide additional grants, low or no-interest loans, or a loan-interest rate subsidy

- **Community Access to PPE**

- Idea: To act as a community sourcing option for small businesses with limited access to required PPE from mandated re-entry requirements.



6 – 12 MONTHS

PRESERVATION PHASE



Work to preserve our economic response efforts to stabilize our local economy while preparing for the future economic health of our residents, businesses, and workers.

- **Small Business Workshops**

- Idea: To partner with the SBA and SBDC to provide relevant business workshops that preserve and enhance business success in the “new environment.”

- **Economic Development Update**

- Plan: Update our Economic Strategic and urban renewal plans utilizing the Economic Opportunities Analysis (T-2040) and the current economic conditions.



Continuous

ENHANCEMENT PHASE



Commit to combining and enhancing our past economic successes and our current recovery efforts to ensure a bright economic future for the City of Tualatin.

- **Long-Term Financing**

- Idea: To partner with a Community Development Finance Institution (CDFI) to provide competitive financing for newly establishing, reestablishing, and preserving businesses.

- **Continuous Resiliency Planning**

- Plan: Continually evaluate and adjust our efforts and actions regarding economic recovery.

QUESTIONS?

