



Department of Land Conservation and Development

2015-17 TECHNICAL ASSISTANCE GRANT APPLICATION

Please complete each section in the form below. Type or write requested information in the spaces provided. Submit completed applications **by September 30, 2015**.

Application Date: February 25, 2016

Applicant: City of Woodburn

(If council of governments, please also include the recipient jurisdiction name if applicable)

Address: 270 Montgomery Street

City: Woodburn

Zip: 97071

Phone: 503-980-6319

Contact name and title: Jamie Johnk, Economic Development Director

Contact e-mail address: jamie.johnk@ci.woodburn.or.us

Grant request amount (in whole dollars): \$5,000.00

Local Contribution (recommended but not required): \$15,000.00

Project Title:

Woodburn Target Industry Analysis

Project summary: (Summarize the project and products in 50 words or less)

The Target Industry Analysis will identify groups of industries with the strongest potential to locate or expand in Woodburn. In addition, it will provide an understanding of the best opportunities for business recruitment, lead generation, and ideal prospects for supporting sustainable job development.

Project Description & Work Program

Please describe the proposed project, addressing each of the following in an attachment.

A. Goals and Objectives. State the goals or overall purpose of the project. Describe particular objective(s) the community hopes to accomplish. Please indicate whether this is a one-biennium, stand-alone project or is part of a longer multi-biennium program. If it is the latter, describe subsequent phases and expected results, any previous work completed, and how work beyond this project will be funded.

B. Products and Outcomes. Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on

development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

C. Work Program, Timeline & Payment.

1. **Task(s) and Product(s):** List and describe the major tasks and subtasks, with:

- The title of the task
- Steps to complete task
- The interim and final product(s) for each task

2. **Timeline:** List all dates for the project including tentative start date after the contract is signed, task completion dates, progress milestone(s), and project completion date. If the project is part of a multi-year program, provide an overview of the expected timeline(s) in sequence of expected start dates and completion date for each and describe subsequent phases to be completed.

3. **Payment Schedule:** Develop a requested payment schedule showing amount of interim and final payments. Include the products that will be provided with each payment request. The payment schedule should generally include no more than two payments – an interim and final payment.

D. **Evaluation Criteria.** Include a statement in the narrative that addresses the program priorities and evaluation criteria presented in the application instructions (“Eligible Projects and Evaluation Criteria”).

E. **Project Partners.** List any of the following that will participate in the project: federal agencies, state agencies, council of governments, city and county governments, special districts, and other entities. Briefly describe the role of each (*e.g.*, will perform work under the grant; will advise; will contribute information or services, etc.).

F. **Advisory Committees.** List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program, if any.

G. **Cost-Sharing and Local Contribution.** DLCD funds are only a part of overall project costs; please identify sources and amounts of other funds or services that will contribute to the project’s success. Cost-sharing (match) is not required, but could be a contributing factor to the success of the application.

Will a consultant be retained to assist in completing grant products? Yes No

Local Official Support

The application *must include* a resolution or letter from the governing body of the city, county, district, or tribe demonstrating support for the project. If the applicant is a council of governments on behalf of a city, a letter or resolution from the city council supporting the application must be included. *The application will not be complete if it does not include this item.*

Product Request Summary

Product	Grant Request	Local Contribution	Total Budget
1	\$ <u>5,000</u>	\$ <u>15,000</u>	\$ <u>20,000</u>
2	\$ _____	\$ _____	\$ _____
3	\$ _____	\$ _____	\$ _____
4	\$ _____	\$ _____	\$ _____
5	\$ _____	\$ _____	\$ _____
6	\$ _____	\$ _____	\$ _____
7	\$ _____	\$ _____	\$ _____
8	\$ _____	\$ _____	\$ _____
TOTAL	\$ <u>5,000</u>	\$ <u>15,000</u>	\$ <u>20,000</u>

Submit your application with all supplemental information to:

Larry French, Grants Administrative Specialist

E-mail (preferred): DLCD.GFGrant@state.or.us

Mail: Department of Land Conservation and Development
635 Capitol Street N.E., Suite 150
Salem, OR 97301

Phone: 503-934-0054

APPLICATION DEADLINE: September 30, 2015

2015-17 TECHNICAL ASSISTANCE GRANT APPLICATION

Woodburn Target Industry Analysis Project

Project Description & Work Program

A. Goals and Objectives. State the goals or overall purpose of the project. Describe particular objective(s) the community hopes to accomplish. Please indicate whether this is a one-biennium, stand-alone project or is part of a longer multi-biennium program. If it is the latter, describe subsequent phases and expected results, any previous work completed, and how work beyond this project will be funded.

The goal of this stand-alone project is to complete a Target Industry Analysis (TIA) for the City of Woodburn. The TIA will help to identify groups of industries with the strongest potential to locate or expand in Woodburn, as well as to provide an understanding of the best opportunities for business recruitment and lead generation with the objective of sustainable job development. A target industry analysis applies an analytical approach to identifying community's best fit with traded-sector industries; industries that would benefit from the community's assets and consider expanding and/or relocating to the area; and industries that bring value to the community in the form of investment, jobs, payroll and local purchasing. Elements of the proposed TIA include the following:

- Analyzing local and regional economic development data, workforce analysis and all other relevant data sets to create a target industry list.
- SWOT (strengths, weaknesses, opportunities and threats) analysis, market assessment which will provide data on Woodburn's demographics, economic trends, workforce, business climate, and other pertinent data to Woodburn's economic conditions.
- Development of an implementation strategy to provide recommendation on recruitment strategies for target industry clusters.

Results of the TIA will be used to provide substantiating documentation for amendments to the WDO (Woodburn Development Ordinance) for the southwest industrial and other study areas. The current WDO includes industrial uses that would not be complementary to the long-term livability of the community and does not allow other industrial uses which would be more suitable for Woodburn. In addition, the analysis will provide a tool to the City when working with developers to guide the long-term vision, uses and job creation.

B. Products and Outcomes. Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

C. Work Program, Timeline & Payment.

1. Task(s) and Product(s): List and describe the major tasks and subtasks, with:

- The title of the task
- Steps to complete task
- The interim and final product(s) for each task

Elements of the proposed TIA include:

- City Leadership Workshop:
 - Host a workshop with City Council and Planning Commission to discuss economic development efforts, discuss industry sectors and development process.
- SWOT (strengths, weaknesses, opportunities and threats) Analysis:
 - Complete market assessment which will provide data on Woodburn's demographics, economic trends, workforce, business climate, and other pertinent data to Woodburn's economic conditions.
- Target Industry List:

- Analyze local and regional economic development data to create an economic profile of region.
- Analyze workforce data to determine available and potential workforce as well as skill level.
- Additional data set analysis including real estate costs, investment, SDC fees, etc..
- Develop a target industry list of businesses suited for Woodburn.
- Implementation Strategy:
 - Development an implementation strategy to provide recommendation on recruitment strategies for target industry clusters.
- WDO Amendments:
 - Using the results of the TIA make amendments to the WDO (Woodburn Development Ordinance) for the southwest industrial and other study areas.
 - Present to Planning Commission and City council for approval.

2. Timeline: List all dates for the project including tentative start date after the contract is signed, task completion dates, progress milestone(s), and project completion date. If the project is part of a multi-year program, provide an overview of the expected timeline(s) in sequence of expected start dates and completion date for each and describe subsequent phases to be completed.

Once funding and contract approvals have been received, the project would proceed with the anticipated timeline:

- Project Start Date: Funding and contract approvals
- Within 5 Days: Kick off meeting and final SOW
- Within 20 Days: Work session with City Council and Planning Commission
- Within 45 Days: Work session with real estate brokers, developers and businesses
- Within 90 Days: Draft Targeted Industry Analysis Report
- Within 120 Days: Final Targeted Industry Analysis Report
- Within 180 Days: Amendments to WDO for presentation to Planning Commission and City Council for approval

3. Payment Schedule: Develop a requested payment schedule showing amount of interim and final payments. Include the products that will be provided with each payment request. The payment schedule should generally include no more than two payments – an interim and final payment.

- Interim Payment: Requested at 90 day deliverable - draft Targeted Industry Analysis Report
- Final Payment: Requested at 180 deliverable – amendments to WDO presented to Planning Commission and City Council for Approval

D. Evaluation Criteria. Include a statement in the narrative that addresses the program priorities and evaluation criteria presented in the application instructions (“Eligible Projects and Evaluation Criteria”).

The proposed Target Industry Analysis has a direct correlation to DLCDC program criteria. This TIA will directly influence the economic development planning, growth and vitality of the City by distinguishing industries with the strongest potential to locate or expand in Woodburn as well as identifying opportunities for business recruitment, lead generation, and ideal prospects for supporting sustainable job development.

The TIA will also provide the necessary documentation to support amendments to the City’s WDO (Woodburn Development Ordinance) for the southwest industrial area and additional development properties identified in the study.

E. Project Partners. List any of the following that will participate in the project: federal agencies, state agencies, council of governments, city and county governments, special districts, and other entities. Briefly describe the role of each (*e.g.*, will perform work under the grant; will advise; will contribute information or services, etc.).

The completion of this project has received tremendous support from our economic development and planning partners. The City has received interest in participating on project roundtables, convening, etc. from the following:

- Woodburn City Council and Planning Commission
- Woodburn traded sector businesses (participation in roundtable discussion)
- Woodburn Area Chamber of Commerce
- Regional brokers and developers (participation in roundtable discussion)
- Department of Land Conservation & Development (DLCD)
- Business Oregon
- SEDCOR
- Marion County (Economic Development and Commissioners)

F. Advisory Committees. List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program, if any.

In order to satisfy local requirements for adoption of the final TIA and subsequent WDO amendments staff will be required to present findings to the Woodburn Planning Commission and Woodburn City Council.

G. Cost-Sharing and Local Contribution. DLCD funds are only a part of overall project costs; please identify sources and amounts of other funds or services that will contribute to the project's success. Cost-sharing (match) is not required, but could be a contributing factor to the success of the application.

The total cost to complete the scope of the Target Industry Analysis is \$20,000. This project is critical to the future employment growth and job creation in Woodburn, however to budget constraints the City does not have the funds to complete this study without support from economic development partners. The City has the capacity to commit up to \$5,000 to hire a consultant to carry out the scope of work, as well as the commitment of staff time to manage and participate on the project.

The City has received out to DLCD and other state and regional economic development partners seeking the remaining funds needed to complete the TIA. The project will not proceed until such time 100% of the funds have been committed.