



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: September 22, 2015

Applicant: City of Talent

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

Address: 110 E. Main St., PO Box 445

City: Talent

Zip: 97540

Phone: 541-535-7401

Contact name and title: Zac Moody, Community Development Director

Contact e-mail address: zmoody@cityoftalent.org

Grant request amount (in whole dollars): \$20,000.00

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

Project Title:

Economic Opportunity Analysis

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

The City of Talent is working on a Concept Plan for two Urban Reserve Areas and considering an Urban Growth Boundary Amendment to include lands in those URAs into the City's Urban Growth Boundary. The City has determined it necessary to conduct an Economic Opportunity Analysis.

Project Description & Work Program

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

See Attachment A

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>20,000</u>	\$ <u>15,000</u>	\$ <u>35,000</u>
2	\$ _____	\$ _____	\$ _____
3	\$ _____	\$ _____	\$ _____
4	\$ _____	\$ _____	\$ _____
5	\$ _____	\$ _____	\$ _____
6	\$ _____	\$ _____	\$ _____
7	\$ _____	\$ _____	\$ _____
8	\$ _____	\$ _____	\$ _____
TOTAL	\$ <u>20,000</u>	\$ <u>15,000</u>	\$ <u>35,000</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

Project Description & Work Program

A. Goals and Objectives

The purpose of this project is to (a) update the City's economic data, (b) develop a cohesive economic strategy and vision for the community, and (c) better define the City's role in helping to achieve community economic development aspirations through specific policies and implementation measures.

The City of Talent last evaluated economic trends in a comprehensive manner in 2000 using data from the 1990 Census. This information is dated and does not account for the inclusion of multiple Urban Reserve Areas recently adopted as part of the regional plan for Southern Oregon.

With the potential inclusion of additional commercial and industrial lands into the incorporated limits of the City, the City of Talent's Comprehensive Plan lacks any cohesive direction for where the community should be going in terms of economic development. Implementation strategies and policies in the City's Comprehensive Plan are out-dated and do not identify required industrial or commercial lands necessary for positive economic development.

The Economic Opportunity Analysis will provide an up to date assessment of Talent's economic development potential and provide crucial data to support a revitalized focus on the community's workforce, availability of adequate transportation facilities and potential new infrastructure to support economic growth. This analysis will help the City identify local barriers to economic development and provide a realistic assessment of the current economic environment in Talent.

Recent interest in larger scale industrial development in Talent provides the positive economic momentum needed to move the City forward, and there is clear community support for developing a coordinated economic vision. The City recognizes that now is the time to actively engage with its partners to put together an economic strategy that will identify local barriers to economic growth and provide a new vision for the City of Talent. This will require a robust outreach and engagement effort and a strategy for pulling the various community initiatives together in manner that is conducive to the development of a cohesive economic development strategy. City Staff, Talent Chamber of Commerce, SOREDI and the community is prepared to assist in this regard through the Economic Opportunity Analysis.

The City appears to lack an adequate supply of industrial and employment land to entice larger businesses to the area. The 2000 amendment to the Economy Element of the Comprehensive Plan does not address the current economic environment and provides little in the way of direction for how the inadequacy is to be remedied. There is a considerable amount of underutilized commercial and industrial land within the City's limits as well as the Urban Growth Boundary. An Economic Opportunity Analysis is necessary to help the City determine what, if any, land needs to be brought into the City limits to aid economic growth.

Attachment A

B. Products and Outcomes

Once the Economic Opportunity Analysis is complete, the City will develop clear policies and implementation measures to provide an adequate 20 year land supply, including steps that it and/or its partners can take to position these underutilized properties so that they are more desirable and marketable.

C. Work Program, Timeline & Payment

a. Task(s) and Product(s)

This draft scope of work represents the City's best estimate of the work needed to accomplish the objectives for this project.

Preparation. Once a consultant is selected, staff will provide them with relevant background information needed to reduce costs and delays, anticipate obstacles, prevent surprises and keep planning activities aligned with local policies. Field visits will be conducted, as needed. An ad-hoc advisory committee will be formed, with the assistance of the Talent Chamber of Commerce and SOREDI, to provide guidance and direction throughout the process. Staff and the consultant will conduct one or more meetings with the advisory committee to:

- Prepare a draft Statement of Community Economic Development Objectives
- Define a study area to analyze for economic and land use trends and describe why the area was chosen.
- Define a planning area.
- Gather and review any available regional data specific to economic development and employment.
- Identify typical planning and implementation policies, activities and tools necessary to provide a detailed analysis.

Product: Statement of Community Economic Development Objectives and a memo identifying any refinements to the scope and schedule.

Attachment A

Trend Analysis. Consultant will evaluate relevant national, state, regional, county and local economic development trends consistent with OAR 660-009-0005 and OAR 660-009-0015(1) and will review the information and approach with staff and the advisory committee. Consultant and City Staff will meet with Oregon Department of Employment staff to discuss employment trends in the study area. Consultant will prepare an employment forecast considering this information and will review the forecast methodology with staff and the ad-hoc committee prior to finalizing the trend data and employment forecast. Targeted stakeholder interviews may be a component of this effort.

Product: Draft Economic Trends and Employment Forecast for the City of Talent.

Site Suitability Analysis. Consultant will outline the approach to identifying and cataloging available employment lands suitable for the employment uses likely to expand or locate in the study area. The approach for identifying available lands will include the following:

- Identify the employment land uses appropriate for the study area, based on the results of the trend analysis. Include specific site sizes, special site requirements or other characteristics affecting the needed land supply.
- Identify lands needs that may arise from the expansion of existing businesses and the recruitment or location of new businesses in the area.
- Acquire and incorporate information published by the Oregon Economic and Community Development Department that documents specific market-based development practices and site requirements that may affect the current inventory and need for additional suitable employment land.

Product: Catalog of the range of site types suitable for the employment uses likely to expand or locate in the study area.

Attachment A

Inventory of Suitable Sites. Consultant will determine the current availability of sites suitable for employment uses likely to expand or locate in the planning area. These availability will consider redevelopment potential of properties within the community, likely employment densities, land capacity, and short term land availability. Consultant will provide an inventory and analysis of the planning area's existing supply of industrial and other employment lands including development constraints which may include wetlands, habitat areas, topography parcel fragmentation, natural hazards and ownership patterns. The inventory and analysis will also evaluate opportunities for redevelopment of existing sites, including core areas of the downtown.

Product: Inventory of available sites suitable for employment uses likely to expand or locate in the planning area within the planning period.

Assessment of Potential. Consultant will complete the following activities to provide an estimate of the need for industrial and employment land within the planning area for the planning period by category of site type and will provide a brief narrative of any identified process, cost or risk factors; and describe the community's ability to manage those factors.

- Estimate the total number of sites (minimum/maximum) needed in the study area for the planning period by category based on the information collected in the previous task.
- Estimate the types and amounts of industrial and other employment uses likely to occur in the planning area consistent with OAR 660-009-0015(4) Assessment of Community Economic Development Potential.
- Identify pertinent planning, implementation, specific site, financial and real estate market process, cost and risk factors associated with the designation of additional employment land.
- Analyze the information gathered to estimate total number of sites by the various categories defined by the local government needed within the planning area for the planning period.

Product: An estimate of the need for industrial and employment land within the planning area for the planning period by category of site type. Provide a brief narrative of any identified process, cost or risk factors; and describe the community's ability to manage those factors.

Outline an Economic Development Strategy and Vision for Talent, with Policy Recommendations, and Implementing Measures. Consultant will compare and analyze land capacity and demand and discuss implications with staff and the advisory committee. With this phase of the project, it is expected that the business community will be engaged to identify local government activities that will be needed to successfully implement the Statement of Community Economic

Attachment A

Development Objectives. This may involve changes to the land supply, updates to comprehensive plans, additions to infrastructure facilities, new intergovernmental agreements, updated management practice and public-partnerships to respond to economic development opportunities with speed and flexibility. Staff and the advisory committee will assist in this effort. Consultant will use the feedback to craft a development strategy and vision, and develop policy recommendations and implementing measures, in consultation with the advisory committee. The policies and implementing measures will specifically address City's role in helping the community achieve its economic development aspirations.

Product: A list of recommended economic development implementation policies to be included in the comprehensive plan update or plan amendment that were identified by the EOA process.

Final EOA Report. Consultant is to finalize the above referenced reports into a draft EOA and present the draft EOA to the EOA Project Team and regional Business Development Officer for the Oregon Economic and Community Development Department. Consultant will incorporate comments into the final product.

Product: An EOA submitted to satisfy DLCD grant requirements must be prepared in accordance with OAR 660-009-0015 Economic Opportunity Analysis.

b. Timeline

RFP Due – October 30, 2015
Project Awarded November 15, 2015
Grant Contract Signed – January 17, 2016
Notice to Proceed February 2, 2016
Preliminary Study Complete April 1, 2016
Final Report May 15, 2016

c. Payment Schedule

Interim Payment – April 1, 2016
Final Payment – June 15, 2016

D. Evaluation Criteria

As stated in the Eligible Projects and Evaluation Criteria section of the grant application, TA grants are used to help complete projects that update a comprehensive plan. This request is consistent with Priority 1, "Promote economic development" in the eligible projects list.

The City of Talent has not updated its Economy Element since early 2000 and uses data from a 1990 and 2000 census report. Considering that Talent is a much different City 15

Attachment A

years later, it is necessary to update this Element to better reflect Talent's current economic environment and to provide more appropriate goals.

In addition to updating the Economy Element of the Comprehensive Plan, Talent is also in need of revised strategic plan. The last strategic plan was prepared in the late 90's, using data from the 1990 census. Talent's Strategic Plan outlined a vision for the City as well as goals, strategies and an action plan to get the City the position to implement the "Next Steps." An updated Economic Opportunity Analysis will help provide the data necessary to compare the existing Strategic Plan with current trends.

Project Objectives. The City's Technical Assistant grant application aligns perfectly with the project objectives. As noted in Section C above, the City has developed a scope of work that will help us address areas of improvement in regards to economic development. The scope of work also provides a means of determining the City's economic needs and opportunities.

Consistent with Statewide Planning Goal 9, all Comprehensive Plans shall include an analysis of the community's economic patterns, potentialities, strengths, and deficiencies as they relate to state and national trends. Goal 9 further requires that cities include polices concerning economic opportunities as well as an adequate supply of sites for commercial and industrial developments.

The City's Comprehensive Plan was last updated in early 2000 using data from the 1990 and 2000 census reports. Considering that more current information is available (2010 census report), it can be assumed that the current comprehensive plan does not provide the community a realistic analysis of trends, nor does it provide an accurate supply of suitable lands for commercial or economic development.

Completing an Economic Opportunity Analysis will provide the City of Talent the necessary information to update the Economy Element of the Comprehensive Plan, bringing in more in line with the Goal 9 of the Statewide Planning Goals.

Program Priorities. The proposed project addresses two of the Program's priorities. An Economic Opportunity Analysis (EOA) is directly related to increasing economic development opportunities available to those interested in developing in Talent. An updated EOA will provide the City with updated policies, goals and implementation strategies that are more appropriate considering current economic trends. The EOA will also guide the City in providing adequate land for commercial and industrial development.

Project Description. The approach, budget and products are clearly defined in the scope of work. The project is one that must be completed for the City to move forward with a UGB amendment that is appropriate for Talent. Economic development is a top priority

Attachment A

of the City Council and will be the focus of Community Development's efforts over the course of the next few years. An updated EOA is key in providing the City the information necessary to update its Comprehensive Plan and to identify implementation strategies, policies and goals to make Talent a more development friendly community.

RST Priorities. Conducting this Economic Opportunity Analysis will provide the valuable data to promote business retention, expansion, creation and recruitment within the City. The study will provide information that can help the City foster the growth of new recreational and agricultural business opportunities not currently accounted for in the past strategic plan.

Although the new streamline UGB rules set to be completed this year would allow the City to do a UGB amendment without a detailed Economic Opportunity Analysis, the City needs to develop a new Strategic Plan with new objectives, using current trends and site inventory. Since the last Strategic Plan was developed in early 2000, the region has seen an increase in agricultural and recreational type industries. The City of Talent has, to date, not been able to capitalize successes of these industries. A comprehensive Economic Opportunity Analysis will provide the City vital data and potential new policies that could draw these industries and the goods and services they provide to the City's commercial and industrial lands.

Grantee Capacity. The City has been successful in completing large grant funded projects. Most recently, the City was awarded a TGM grant in the amount of \$69,900 to complete a Conceptual Planning document for two Urban Reserve Areas. This project is slated for completion in November 2015 and will likely be under budget.

The City is also in the final stages of completing a \$1.1 million Community Development Block Grant project. In 2014, the City was awarded a grant from CDBG to construct a new community center adjacent to City Hall. This project will be completed on time and near the proposed budget. The CDBG project was managed from start to finish by the City Manager and the Rogue Valley Council of Governments

Leverage. The City is demonstrating its commitment to this project by providing match funds up to \$15,000. Considering the project costs may range from \$25,000-\$35,000 and the City is requesting \$20,000 in assistance, a contribution between \$5,000 and \$15,000 represents a 20%-40% match.

E. Project Partners

In addition to working with a consultant on this project, the City will be partnering with the Talent Chamber of Commerce and SOREDI.

The Talent Chamber of Commerce will be assisting, providing the City and consultant with information from a recent survey about Talent's current economic environment. The City will engage the Talent Chamber, requesting that at least one Chamber Board member participate on the ad-hoc advisory committee.

Attachment A

The City will also request that SOREDI participate in the ad-hoc advisory committee. In addition, SOREDI can provide the City and the consultant with valuable local trends, employment figures and other information necessary to provide a thorough economic analysis.

F. Advisory Committees

As part of this project, the City and consultant will form a Citizen Advisory Committee (CAC) to seek input from local residents. The CAC will consist of local business owners, residents and a member of the Talent City Council and Talent Planning Commission.

G. Cost-Sharing and Local Contribution

The City of Talent is providing match funds up to \$15,000.