

Union County Economic Development Corporation
Goals & Activities
Fy2014-2015

Goal 1: UCEDC will continue to coordinate implementation of the Business Retention & Expansion Program and the Business Recruitment Program

A. Business Retention & Expansion Program

Activities

- i. The Communications and Marketing Committee will oversee the activities of the Business Retention & Expansion Steering Committee.
- ii. The BR&E Steering Committee will continue to evaluate, revise as needed, and implement the BR&E Program plan and strategies.
- iii. The UCEDC will provide staff support to the BR&E Steering Committee and activities initiated by the Steering Committee.
- iv. In fy2014-2015 the UCEDC will coordinate and implement a business visitation/survey project targeting at least 48 businesses and utilizing the visitation survey instrument format used in the prior visitation/survey project in 2011. The survey report will be distributed no later than ninety (90) days upon completion of the interviews.
- v. UCEDC will continue to respond, as resources permit, to specific business requests for assistance relating to business retention or business expansion.

B. Business Recruitment Program

Activities:

- i. The Communications/Marketing Committee will oversee the activities of the Business Recruitment Steering Committee and program budget.
- ii. The Business Recruitment Steering Committee will continue to evaluate, revise as deemed necessary, and implement the Business Recruitment Program plan and strategies.
- iii. At a minimum, the Business Recruitment Program plan and strategies will:
 - a) identify specific recruitment outreach strategies such a direct mail/phone contact, trade show attendance, and print advertisement and promotion to be utilized in fy2013-2014;
 - b) continue to focus its marketing activities in the states of California and Washington;
 - c) continue to evaluate and implement recruitment activities in the following industry targeted areas:

| PRIORITY | INDUSTRY TYPE | NAICS CLASSIFICATIONS |
|-----------------|----------------------------|---------------------------------------------------------|
| ONE | MANUFACTURING | 333 MACHINERY MANUFACTURING |
| | | 336 TRANSPORTATION EQUIPMENT MANUF. |
| TWO | RV INDUSTRY SUPPLY SUPPORT | 336 TRANSPORTATION EQUIPMENT MANUF. |
| | | 337 FURNITURE AND RELATED PRODUCT MANUFACTURING |
| THREE | SECONDARY WOOD PRODUCTS | 321 WOOD PRODUCTS MANUFACTURING |
| | | 337 FURNITURE AND RELATED PRODUCTS MANUFACTURING |

- d) identify the means of assuring timely response to business leads generated by the Business Recruitment Program and from any other source; and
- e) continue to work with Boise Cascade to recruit businesses to Union County that utilize in their manufacturing and production processes wood products manufactured in Union County by Boise Cascade.
- f) implement a program of outreach to professional site selectors which may include, but not be limited to, invitations to visit the county, visits to their offices, and attendance at selected gatherings of site selection professionals.
- iv. The UCEDC will continue to provide staff support to the Business Recruitment Steering Committee and activities initiated by the Steering Committee.
- v. The UCEDC website will continue to support the Business Recruitment Program:
 - a) provide timely information and data on business assets in the community (available lands/buildings, labor force statistics, workforce development resources, development incentives) as well as other pertinent information on Union County as a place supportive of business expansion and relocation;
 - b) provide essential information on properties owned by UCEDC and properties in which UCEDC has a vested interest; and
 - c) inform on the website that UCEDC maintains an office list of other properties available for job creation and retention opportunities in Union County and zoned for industrial, manufacturing, and general and professional offices.
- Goal 2. UCEDC, on behalf of the City of La Grande and UCEDC, as property owners, will be the lead agency in the management of the La Grande Business & Technology Park. UCEDC and the City of La Grande will co-manage the marketing the La Grande Business & Technology Park in accordance with the Memorandum of Understanding between the City of La Grande and UCEDC and the provisions of the La Grande Business & Technology Covenants, Conditions and Restrictions

- A. Pursuant to the Maintenance Agreement between the UCEDC and the City of La Grande, assure regular maintenance is conducted on the common areas of the Park, including, but not limited to, the Park signage, the developed rights-of-way, the areas dedicated to utility installations, and the vacant, unsold lots within the Park owned by the City or UCEDC to make the Park property presentable to potential purchasers.

Activities

- i. Contract for and oversee performance of contractor(s) providing mowing, weeding and weed control on all common areas and on all vacant lots owned by the City of La Grande and the UCEDC.
 - ii. Oversee the lease agreement for agricultural use of the Park properties situated south of Blue Mountain Drive.
 - iii. Maintain the Park entrance sign and any informational signs placed in the Park.
- B. UCEDC shall be the lead agency in coordinating administrative activities in conjunction with the Park's Covenants, Conditions, and Restrictions and the Memorandum of Understanding between the City of La Grande and the UCEDC

Activities

- i. Pursuant to Section 6.2 and 6.3 of the Park CCRs, until such time as the Owners Association for the Park is formally instituted, the UCEDC shall perform all duties and responsibilities of the Association as set forth in the CCRs including, but not limited to:
 - 6.3.1 Take such action to enforce these restrictive covenants,*
 - 6.3.2 Maintain and manage all common property, if any,*
 - 6.3.3 Establishment and assessment of annual dues,*
 - 6.3.4 Any business activity as deemed necessary by the Association, and*
 - 6.3.5 Review and approval of development plans prior to construction.*
- ii. Pursuant to the Memorandum of Understanding between the City of La Grande and the UCEDC, the Joint Review Team, composed of representative of the UCEDC Board of Directors and the La Grande City Council, will meet prior to March 31, 2014 to
 - a) Jointly develop an annual recommendation to the respective governing bodies on the following March 31 of each year:
 - A. Marketing Plan for the La Grande Business & Technology Park.*
 - B. Job creation efforts with the goal of facilitating the creation of ten (10) to fifteen (15) family wage jobs per fiscal year, as defined by the Oregon Employment Department.*
 - C. Develop the UCEDC Specific Tasks.*
 - b) Meet as needed to review pricing guidelines for the La Grande Business & Technology Park and make recommendations for change to the City Council and the UCEDC Board.

C. La Grande Business and Technology Park Marketing

Activities

- i. Maintain the contract and oversee the actions of the Listing Agent for the Park.
- ii. Assure Listing Agent marketing activities are in concert with the marketing plan.
- iii. Coordinate the joint efforts of the UCEDC and the City of La Grande to periodically review and revise, as deemed necessary, the marketing plan.
- iv. Incorporate the marketing of the Park in the Business Recruitment Program activities.
- v. Continue to implement the marketing plan for the Park as presented.
- vi. Retain the job creation goals as set forth in the MoU.
Include the following specific tasks in the UCEDC Goals & Activities for fy2014-2015:
 - a. Provide to the City and County a quarterly report enumerating the contacts received regarding business expansion/relocation to Union County specifying the source of the contact (listing agent, website, OregonProspector, office visit, etc.).
 - b. The City of La Grande and the UCEDC shall share business inquiry information within 3 days of the contact.

Goal 3: UCEDC will take an active role in economic development efforts in the County and region

Activities

- i. Participate in meetings and forums related to economic development in Union County.
- ii. Assist, within the organization's capabilities and as requested, Union County and cities in Union County that seek UCEDC's direct involvement in their economic development efforts.

Goal 4: UCEDC will implement the activities identified in the UCEDC supplemental funding contract with Union County

Activities:

- i. Promote implementation of the Strategic Economic Development Plan Action Items for which Union County is the designated Lead Agency and/or Lead Contact.
- ii. Provide technical assistance to the County and incorporated cities to assure they are participants in development and implementation of programs to address economic development and that all available properties zoned for industrial and light manufacturing uses are incorporated into both the property marketing and business recruitment strategies for which UCEDC is the designated lead agency.

- iii. Work with Union County to develop a strong presence on the UCEDC web site promoting the County's economic development goals.
- iv. Provide technical services to the Union County Board of Commissioners, as requested, to address need for data, research, reports, grant and other funding applications, and short and long-range economic development policies of Union County.
- v. At the request of the County Board of Commissioners, attend meetings, conferences, and other activities deemed important to the County's economic wellbeing.
- vi. Provide the County with technical assistance in the State certification, improvement and marketing of the Baum Property.

Goal 5: Strengthen the organizational capacity of UCEDC

Activities

- i. Identify and acquire resources to support operations and programs of the UCEDC.
- ii. Maintain and increase the membership of UCEDC through strategies aimed at membership retention and active recruitment.
- iii. Implement the 501c3 subsidiary UCEDC organization to enhance access to program support resources and to support business expansion and recruitment through enhanced incentives and buildable land base.

Goal 6: Increase the visibility and awareness of UCEDC in Union County and beyond

Activities

- i. Maintain UCEDC website with current information.
- ii. Provide quarterly updates to Partners and membership detailing progress and accomplishments related to implementation of the Goals and Activities including specific benchmarks for each activity.