

*The South Coast Development Council's mission is to promote and support  
businesses that provide quality jobs through responsible  
development on Oregon's South Coast.*



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# *2015-2016*

# *SCDC Work Plan*



**Sponsor Investors:**

**Bandon Dunes Golf Resort ❖ Bay Area Hospital ❖ City of Coos Bay ❖ Coos County ❖ Jordan Cove Energy  
❖ Oregon International Port of Coos Bay ❖**



## **Summary**

*For 2015, SCDC intends to focus on five primary areas of effort:*

- *Strengthening and expanding the existing Business Retention and Expansion program.*
- *Enhance SCDC's role as the lead and go-to economic development agency in the region*
- *Improve / increase job opportunities in Traded Sector industries by realizing our niche opportunities and marketing our strengths and assets.*
- *Continue research and coordination to launch and market local food and fish products.*
- *Expand community participation in economic development.*

## **Mission Statement:**

*"The South Coast Development Council's mission is to promote and support businesses that provide quality jobs through responsible development on Oregon's south coast."*

## **Goals:**

1. The SCDC Board of Directors has taken significant steps to reposition and realign our economic development role on the South Coast to target specific economic development sectors within the region.

*These are:*

- A. *Implement a robust business outreach campaign for local, traded sector businesses.*
  - B. *Support existing business by developing and implementing a business retention and expansion program by enhancing and facilitating access to financing, state and local permitting, workforce training and all factors affecting business success and growth.*
  - C. *Assist Coos County communities in identifying niche economic development opportunities and devise a strategic plan to realize them.*
2. Be the "one-stop" resource for accurate and up to date economic, demographic, and other statistical data used by companies, site selectors, commercial real estate professionals, municipalities, and other organizations that are considering locating to, or expanding in, the South Coast region. Provide the professional local expertise to guide site selectors, developers, and business start-ups/expansions through the entire site selection, permitting and construction process.
  3. Research and support address the local foods system development
  4. Support efforts to address infrastructure enhancements and needs on the South Coast, including community development, transportation, product distribution, commercial air service, regulatory and land use issues.
  5. Continue to build the Organization's effectiveness through Membership, communications and active support of Coos County, Curry County, the incorporated cities, port districts and business partners.



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# SCDC 2015 GOALS



<b>Goal 1</b>	<b>Workplan Goal:</b> Strengthen and expand Business Retention and Expansion (BRE) program. With the development of a BRE program and survey in 2014, the focus will be on the collection of data and development of strategies form this data to assist existing businesses in our region		
	<b>Action Steps:</b>	<b>Deliverable:</b>	<b>Timeline:</b>
	1. Develop multi-pronged approach to data gathering	Multi-industry data on business strengths and weaknesses and opportunities	January 5, 2015
	2. Executive Director and Board Members make follow-up visits based on data	Report results of interviews and research to SCDC Board	July 1, 2015
	3. Develop strategies to address findings of first round of interviews	Report on findings to board of directors along with recommended issues and strategies to focus on	October 1, 2015

<b>Goal 2</b>	<b>Workplan Goal:</b> Become “Go-to” community resource for economic development, and education on projects and potential opportunities		
	<b>Action Steps:</b>	<b>Deliverable:</b>	<b>Timeline:</b>
	1. Determine and prioritize needed information and resources	Establish broad spectrum of data and resources needed for successful economic development	August 1, 2015
	2. Identify industrial and commercial properties for development	Establish comprehensive data base of developable properties inclusive of their strengths and shortcomings for growth	August 1, 2015 & Ongoing
	3. Evaluate existing regional resources and strengths	Develop distributable community profile highlighting the region’s assets and resources	February 2, 2015
	4. Evaluate current infrastructure needs and advocate for necessary improvements	Have concise inventory of necessary infrastructure improvements that will aid in economic growth	October 1, 2014 & Ongoing



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<b>Goal 3</b>	<b>Workplan Goal:</b> Food Systems Development Project		
	<b>Action Steps:</b>	<b>Deliverable:</b>	<b>Timeline:</b>
	1. Formation & implementation of a regional food council	The regional food council will address issues/needs/opportunities found in the Coos & Curry County Food assessments	January 1, 2015 – July 30, 2015
	2. Conduct feasibility studies	Determine the feasibility of a food hub, USDA meat packing facility, and cold/dry storage	January 1, 2015 – July 30, 2015
	3. Community outreach & education	Provide education and resources regarding food systems and food security	October 1, 2014 – July 30, 2015

<b>Goal 4</b>	<b>Workplan Goal:</b> Develop South Coast Brand and Marketing Strategy		
	<b>Action Steps:</b>	<b>Deliverable:</b>	<b>Timeline:</b>
	1. Strengthen community and media communication efforts	Inform and educate the public on SCDC projects and regional strengths and opportunities	January 1, 2015 & Ongoing
	2. Develop marketing materials	Develop materials for marketing the region to prospective businesses, work force, and encouraging entrepreneurial development.	September 1, 2015
	3. Identify individual community niches and opportunities	Help communities develop a marketing and development strategy focused on their niche opportunities.	July 1, 2015

<b>Goal 5</b>	<b>Workplan Goal:</b> Expand membership participation		
	<b>Action Steps:</b>	<b>Deliverable:</b>	<b>Timeline:</b>
	1. Stakeholder event forum	Meet and greet with membership and invited public	January, 2015
	2. Conduct regular updates to cities, counties, and special districts	Executive Director meets with boards of county, all cities and special districts	January 1, 2015 & Ongoing
	3. Provide regular project updates to membership	Inform membership and public on current projects and programs	January 1, 2015 & Ongoing
	4. Upon completion of projects issue “Bang for Buck” report	Provide information regarding new payroll and new capital expenditures in community	January 1, 2015 & Ongoing



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