

*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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2016-2017

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 2016, 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 the communities of Coos, Curry, Western Douglas, and Western Lane Counties 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. Provide research and support to 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, Douglas County, Lane County, the incorporated cities, port districts and business partners.



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SCDC 2016 GOALS



Goal 1	Workplan Goal: Strengthen and expand Business Retention and Expansion (BRE) program.		
	Action Steps:	Deliverable:	Timeline:
	1. Increase business outreach	Stronger and broader business relationships	February 2016 & ongoing
	2. Continue multi-pronged approach to data gathering	Multi-industry data on business strengths and weaknesses and opportunities	January 1, 2016 & ongoing
	3. Develop programs to address findings from 2014/15 program	Strengthen Buzz on Biz, Launch Trailing Spouse Program	March 1, 2016
4. Work with local businesses on expansion and retention needs, including regional agriculture projects and small businesses	Continue current BRE project work, assisting both businesses and agriculture in their business needs	January 1, 2016 & Ongoing	

Goal 2	Workplan Goal: Become “Go-to” community resource for economic development, and education on projects and potential opportunities		
	Action Steps:	Deliverable:	Timeline:
	1. Develop easy to access catalogue of resources for doing businesses in the region	Create an ease of access for businesses looking to relocate, start-up, and/or expand	August 1, 2016
	2. Identify industrial and commercial properties for development	Develop searchable data base of developable properties and market sites on SCDC Website	August 1, 2016 & Ongoing
	3. Evaluate existing regional resources and strengths	Enhance current community profile highlighting the region’s assets and resources	January 2016
4. Evaluate current infrastructure needs and advocate for necessary improvements	Facilitate certification of sites, advocate for improved infrastructure	June 1, 2016 & Ongoing	



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Goal 3	Workplan Goal: Develop South Coast Brand and Marketing Strategy		
	Action Steps:	Deliverable:	Timeline:
	1. Create cohesive SCDC brand	Modernize our presentation online, in print, and in resource materials	June 1, 2016
	2. Enhance our online outreach	Build social media presence	September 1, 2016
	3. Identify traded sector growth opportunities	Develop plan to assist existing businesses with growth opportunities and marketing to supply chain businesses for relocation	June 1, 2016
4. Enhance marketing of SCDC projects	Communicate SCDC's direct and indirect impacts on the region	March 1, 2016	

Goal 4	Workplan Goal: Expand membership participation		
	Action Steps:	Deliverable:	Timeline:
	1. Stakeholder event forum	Meet and greet with membership and invited public	January, 2016
	2. Conduct regular updates to cities, counties, and special districts	Executive Director meets with boards of county, all cities and special districts	January 1, 2016 & Ongoing
	3. Provide regular project updates to membership	Inform membership and public on current projects and programs	January 1, 2016 & Ongoing
4. Upon completion of projects issue "Bang for Buck" report	Provide information regarding new payroll and new capital expenditures in community	July 1, 2016 & Ongoing	



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