

*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.*



2014-2015 SCDC Work Plan



Sponsor Investors:

Bay Area Hospital ❖ Jordan Cove Energy ❖ Oregon International Port of Coos Bay ❖ Pacific Power Corp. ❖ Southwest Oregon Regional Airport

Summary



For 2014, SCDC intends to focus on four primary areas of effort:

- *A specific business retention and expansion plan with measurable results.*
- *Enhance SCDC effectiveness and community involvement as well as recruit a strong Executive Director who will lead SCDC for years to come.*
- *Improve / increase job opportunities in Traded Sector industries by a focused Coos County based retention and business expansion.*
- *Continue research and coordination to launch and market local food and fish products.*

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 in Coos County to target specific economic development sectors within the county.

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, Coos County. 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. 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.
4. Continue to build the Organization’s effectiveness through Membership, communications and active support of Coos County, the incorporated cities, port districts and business partners.
5. Begin process of implementing economic portions of the 2010 SDAT study.



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GOALS



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<u>Goal 1</u>	<u>Workplan Goal:</u> Identify traded sector 'players' in area and implement 10 visits per month to the identified Traded Sector Businesses. Partner with other local economic development organizations and Business Oregon to measure the current status and opportunities in the region's Traded Sectors (TS).		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Executive Director submits prioritized TS list to SCDC Board	SCDC Board approves prioritized visitation schedule	February 6, 2014
	2. Executive Director and Board Members make visits	Report results of interviews and research to SCDC Board	May 1, 2014
	3. New Executive Director continues visits with Board Members to traded sector businesses	Final Report to SCDC Board of interview results	July 15, 2014

<u>Goal 2</u>	<u>Workplan Goal:</u> Provide Follow-up Services to these Traded Sector Business as needs are identified in initial meetings. Partner with other local economic development organizations and Oregon State's "Biz Oregon" in order to partner with state traded sector initiative(s).		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Determine and prioritize most promising Traded Sector(s) for Coos County	Executive Director develops list of most viable Traded Sectors based on results of interviews and research	August 1, 2014
	2. Develops action plan to enhance traded sector development	Interim Executive Director presents plan to SCDC Board for approval as well as ports, cities and Coos County	August 7, 2014
	3. Begin implementation of Traded Sector Development Plan	At least one new traded sector business started in or relocated to Coos County	January 31, 2015 & Ongoing



Sponsor Investors:

<u>Goal 3</u>	<u>Workplan Goal:</u> Develop and implement plan to recruit and hire full time Executive Director		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Interim Executive Director develops a detailed position description	Detailed job description including essential and desirable knowledge, skills and experience approved by SCDC Board	January 15, 2014
	2. Select search committee	Broad, community based search / interview committee appointed by SCDC Board	February 16, 2014
	3. Interim Executive Director develops search and recruitment plan	Detailed process, materials and timeline for recruitment approved by Search Committee	February 28, 2014
	4. SCDC staff solicits candidates	Placement of ads and other notification efforts	March 15, 2014
	5. Meet and greet/panel interview – top candidates	Search Committee screens applications of all applicants and selects finalists	March 31, 2014
	6. Final selection	Interviews complete, and finalists meet with SCDC Board, who makes hiring decision	April 3, 2014
7. Complete hire	Employment contract negotiated and approved by Board and new Director	April 30, 2014	

<u>Goal 4</u>	<u>Workplan Goal:</u> Develop and implement Business Retention and Expansion Plan, including Entrepreneurial Development		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Measure major hindrances to local business success and growth	Report summarizing findings	August 7, 2014
	2. Meet with partners and prioritized list of businesses to determine other individual issues	Specific BRE plan approved by Board	September 4, 2014
	3. Reduce governmental/regulatory barriers to BRE	Meet and visit with county, cities and state for permit streamlining and pre-permitting	October 2, 2014
	4. Explore local small business niches	Work with Regional Airport's Business Enterprise Center (BEC) to develop a Coos County Business incubator Plan & Program	November 30, 2014
5. Support launch of at least one new business enterprise	One or more new businesses in operations successfully at BEC or elsewhere	December 31, 2014	



Sponsor Investors:

Goal 5	Workplan Goal: Complete WRCA Food Assessment report		
	Action Steps:	Deliverable:	Timeline:
	1. Review WRCA – Food Systems Analysis report for traded sector opportunities	Report key traded sector opportunities to SCDC board	June 30, 2014
	2. Develop ‘Entrepreneurial Development’ options for small scale Traded Sector opportunities	SCDC approve Entrepreneurial Development strategies including Food Hub Facilities	July 31, 2014
	3. Begin implementation of Entrepreneurial Development strategies	At least two new food processing business open or expand	December 31, 2014



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Action Steps



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Action Step 1	<u>Work Plan Action Item:</u>		
	Develop a repository of local plans, development projects, site and building inventories and incentives to connect traded sector businesses with key resources and information. This information will be contained in an updated website.		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Meet with cities, county, port, and real estate agents to develop an inventory of all local information relevant to economic development	Complete SCDC “Community Profile” approved by SCDC Board	March 6, 2014
2. Post all viable development sites with ‘Oregon Prospector’ website and update at least monthly	Up to date South Coast Economic Development Inventory on SCDC & Business Oregon website	May 15, 2014 & Ongoing	

Action Step 2	<u>Work Plan Action Item:</u>		
	Promote collaborative and well-coordinated partnership that maximizes economic development programs and avoids duplication of efforts.		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Identify partner agencies / entities	Develops list of agencies, organizations, companies, or individuals SCDC could partner with	January 30, 2014
	2. Establish contacts with partners / develop partner outreach plan	Interim Director contacts, prioritized list of partners and seeks how SCDC can be a better partner	February 15, 2014
3. Conduct partner outreach	Proposes to partners 2014-2015 Partnership plan	March 30, 2014	
4. Formalize partner relationships	Enters into MOU to implement Partnership plan	June 5, 2014 & Ongoing	



Sponsor Investors:

Action Step 3	<u>Work Plan Action Item:</u>		
	Complete and launch updated SCDC website.		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Complete professional review	Detailed strengths & weaknesses of existing website & report to Board	February 6, 2014
	2. Develop revised / improved website	Draft new website look and features	March 6, 2014
	3. Seek input on new website	Present new website to partners, public & Board	April 3, 2014
4. Complete process	Go live with new website & update at least monthly	April 30, 2014 & Ongoing	

Action Step 4	<u>Work Plan Action Item:</u>		
	Review SDAT Report for additional economic development opportunities		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
1. Review report for recommended next steps	SCDC Board review SDAT report and considers/approves appropriate next step(s)	February 6, 2014	

Action Step 5	<u>Workplan Goal:</u>		
	Help communities identify their strengths and niche economic development opportunities and effectively market them.		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Meet with area city councils, chambers, city managers and business leaders	Report to Board as to community niche opportunities	May 1, 2014
	2. Adopt community sub-area niche opportunities into area Strategic Plan	Approved by SCDC and all impacted communities and interest groups	February 1, 2015
3. Begin implementation of plan	At least one niche economic development opportunity is launched	February 15, 2015	
4. Continue process of finding niche economic development opportunities	Two or more niche economic development opportunities launched per year	Ongoing	



Sponsor Investors:

<u>Action Step 6</u>	<u>Workplan Goal:</u>		
	Develop and implement community communications plan.		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Begin weekly Interim Director emails to partners	Each partner receives a weekly report of SCDC activities and issues	December 2013 – December 2014
	2. Begin monthly printed SCDC newsletters	Each investor/partner receives written information about SCDC projects	February 7, 2014 – December 2014
3. Develop more frequent press releases and public information pieces	Public better informed about SCDC	February 2014 – December 2014 & Ongoing	
4. Review of social media role	Report to Board about benefits, costs, etc. of using social media	July 15, 2014	

<u>Action Step 7</u>	<u>Workplan Goal:</u>		
	Complete Board Restructuring recommended by stakeholder outreach effort.		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Draft new SCDC Bylaws	New Bylaws adopted by SCDC Board	December 5, 2013
2. Seek slate of candidates for new Board	Listing of Board candidates for 2014-2015	March 15, 2014	
3. Hold elections	New Board elected and assumes duties	July 15, 2014	

<u>Action Step 8</u>	<u>Workplan Goal:</u>		
	Solicit Investor Commitments for 2014/2015 fiscal year		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
	1. Stakeholder forum event	Meet and greet with Interim and invited public	January 16, 2014
	2. Present to County, City, and special district boards	Interim Director meets with boards of county, all cities and special districts	February 16, 2014 – March 15, 2014
	3. Outreach to traded sector representatives	Interim Director meets with CEO, managers of all major employers	December 1 – February 28, 2014
4. Identify other potential investors / partners	Interim Director initiates contact with new investors/partners	December 1 – March 31, 2014	
5. Outreach to other investors / Partners	Interim Director seeks active investments/participation from potential new investors/partners	January 1, - April 30, 2014	



Sponsor Investors:

<u>Action Step 9</u>	<u>Workplan Goal:</u>		
	Develop customer contact materials and procedures		
	<u>Action Steps:</u>	<u>Deliverable:</u>	<u>Timeline:</u>
1. Review all existing SCDC materials and procedures	Report results of review to SCDC Board	March 1, 2014	
2. Redevelop defective / outdated materials and complete needed new materials	Present to SCDC Board for approval	April 3, 2014	



Sponsor Investors: