



Clatsop County Economic Opportunities Analysis

Technical Advisory Group Meeting #1

November 15, 2023, 3:00 – 5:00 PM

Agenda

- Introductions
- Meeting Objectives
- Project Overview
- EOA - Approach
- Land Inventory - Approach
- Economic Objectives – Discussion
- Target Industries - Discussion
- Next Steps



Economic Opportunities Analysis

What is an “EOA”?

- Identify local economic goals and target industries
- Forecast economic trends and job growth
- Inventory and evaluate land for employment
- Formulate new policies and action items
- Update the Comprehensive Plan, address “Goal 9”



Economic Opportunities Analysis

- Staff and TAG Members
 - County Staff project background & impetus
 - What objectives or outcomes would you like to see from the project?



November					December				January					February				March				April					May				
4	4	11	18	25	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	34

Age Group	Percentage
18-24	12%
25-34	28%
35-44	22%
45-54	18%
55-64	15%
65-74	10%
75-84	8%
85+	5%

Category	Percentage
1	60%
2	60%
3	60%
4	60%
5	60%
6	60%
7	40%
8	40%
9	40%
10	40%

Category	Percentage
1	40%
2	0%
3	0%
4	0%
5	0%
6	0%
7	0%
8	0%
9	0%
10	0%

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A number line from 0 to 100 with major grid lines every 10 units. A green star is placed at the 50 mark. A bar chart is shown below the number line, with a blue bar from 0 to 30 and a yellow bar from 30 to 50.

Category	Percentage
No	20%
Yes	20%
Don't know	20%
No answer	20%
Other	20%

Age Group	Percentage
18-24	10%
25-34	15%
35-44	20%
45-54	25%
55-64	30%
65-74	10%
75-84	5%
85+	5%

Response	Frequency
Never	1
Rarely	2
Sometimes	3
Often	4
Very often	1

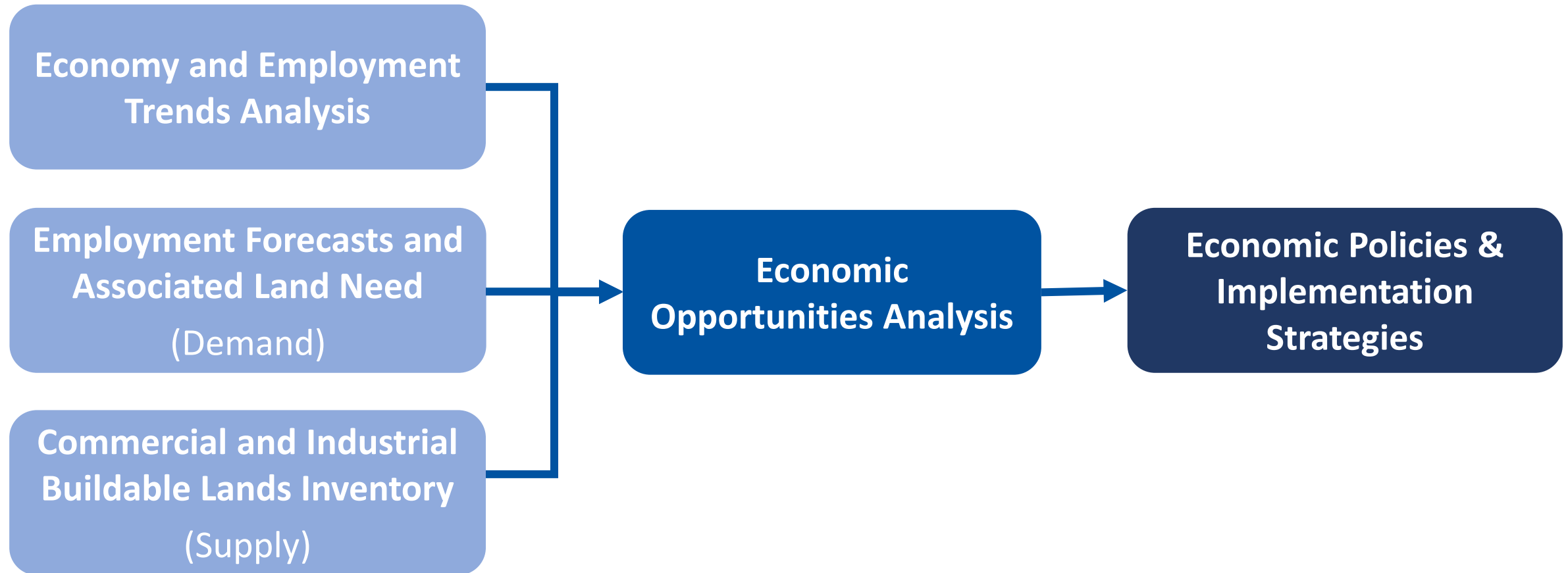
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TAC Roles and Responsibilities

- Attend meetings (2 – 3)
- Advise on local economic conditions, issues, and objectives
- Review and provide feedback on work products and recommendations
- Inform other community members and partners about the project

Overview of EOA Process



We Are Here

Components of an EOA

- Statement of Economic Objectives
- Economic Trends
- Target Industries
- Forecast of Job Growth & Land Need
- Comparison to Land Inventory
- Findings and Recommendations



Employment Forecast Methodology

- Employment Forecasts

- Start with Current Employment Profile

- Safe Harbor Approaches:

- OED Submarket Forecast

- Population Growth Forecast

- Adjusted Growth Forecast

- Reflects target industries and goals

Industry Employment Projections 2021-2031 Benton, Clatsop, Columbia, Lincoln, and Tillamook Counties

	2021	2031	Change	% Change
Total employment	100,830	113,370	12,540	12%
Total payroll employment	94,880	107,150	12,270	13%
Total private	75,380	86,580	11,200	15%
Natural resources and mining	3,510	3,700	190	5%
Mining and logging	870	840	-30	-3%
Construction	4,200	4,820	620	15%
Manufacturing	8,800	9,180	380	4%
Durable goods	4,500	4,790	290	6%
Wood product manufacturing	1,100	1,090	-10	-1%
Nondurable goods	4,300	4,390	90	2%
Food manufacturing	1,990	2,240	250	13%
Paper manufacturing	1,230	1,000	-230	-19%
Trade, transportation, and utilities	15,320	16,630	1,310	9%
Wholesale trade	1,060	1,070	10	1%
Retail trade	12,320	13,330	1,010	8%
Transportation, warehousing, and utilities	1,950	2,230	280	14%
Information	960	1,020	60	6%
Financial activities	3,810	3,950	140	4%
Professional and business services	7,550	8,920	1,370	18%
Professional and technical services	3,500	4,250	750	21%
Private educational and health services	13,250	15,370	2,120	16%
Hospitals	4,500	4,880	380	8%
Leisure and hospitality	14,890	19,490	4,600	31%
Accommodation and food services	13,970	18,260	4,290	31%
Accommodation	3,850	5,100	1,250	32%
Food services and drinking places	10,120	13,140	3,020	30%
Other services	3,090	3,500	410	13%
Government	19,500	20,570	1,070	5%
Federal government	1,230	1,220	-10	-1%
State government	1,420	1,490	70	5%
Local government	16,850	17,860	1,010	6%
Local education	10,260	10,600	340	3%
Self-employment	5,950	6,220	270	5%

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Oregon Employment Department, Workforce and Economic Research Division

Economic Opportunities Analysis



EMPLOYMENT FORECAST

- By Sector
- Baseline and Adjusted



SPACE NEEDS

- SF per Employee
- Magnitude and Character of Need



REAL ESTATE PRODUCTS

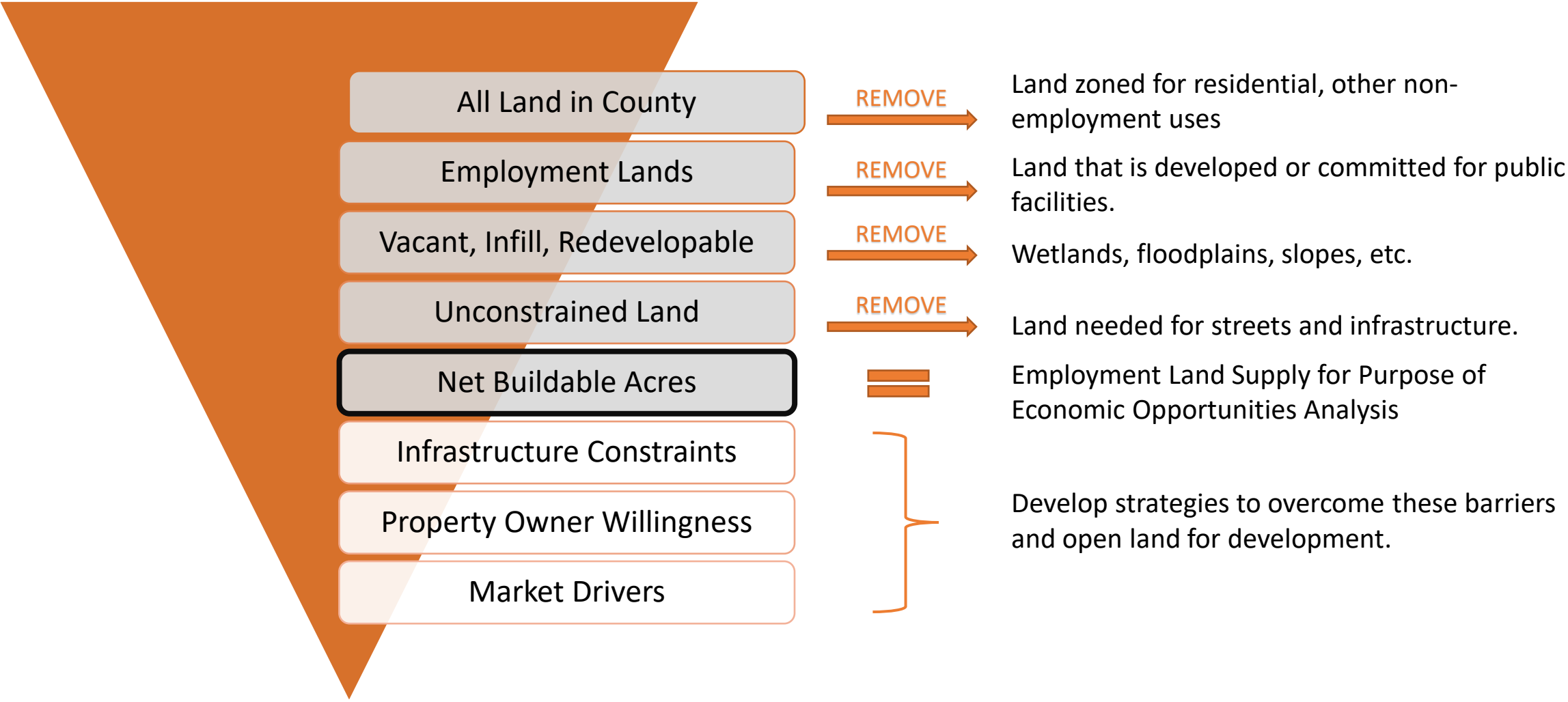
- Office
- Industrial
- Commercial
- Hybrid Products



LAND/SITE NEEDS

- Aggregate Need
- Site Requirements

BLI: Land Supply Funnel





SPECIFIC LOCAL ISSUES

- FEMA Biological Opinion
- Oregon Department of Forestry's Habitat Conservation Plan



Clatsop County Goal 9

Adopted in June 2023

TARGET INDUSTRY GUIDANCE

- Forestry and Wood Products
- Marine Resources
- Processing Plants
- Visitor Industry
- Education and Health Services



CHALLENGES

- Reductions in Forestry and Wood Products
- Seasonal Nature of marine resource and processing jobs
- Low pay in visitor industry
- Dependence on natural resources
- Fragmented local planning
- Insufficient industrial land in rural areas
- Economic conflicts over resource use
- Disproportionate high number of retirees

Goal: Diversify and improve the economy

- Explore an economic opportunities analysis
- Establish benchmarks for economic activity
- Update the County's buildable lands inventory
- Prioritize telecommunications
- Recognize and support burgeoning economic sectors
- Implement recommendations from the Housing Strategies report
- Encourage and support businesses

Forest Products Policies

- The Forest Practices Act regulates forestry practices
- Encourage the continuation of the long-term supply of raw products necessary to provide material for County mills
- Collaborate with private industry, the Port of Astoria, CEDR, and other economic development organizations
 - Encourage the location of small businesses in the forest industry
 - Support public actions
 - Consider all measures to encourage expanded local processing of locally grown wood fiber





Marine Resources Policies

- Enhance and protect the marine resource environment
- Encourage scientific research
- Encourage development of methods to expand fishery activity in Clatsop County
- Promote those public facilities and services required to increase the amount of seafood landed in Clatsop County
- Monitor and provide input on the effect of wind or wave energy proposals on fishing and maritime commerce



Travel Industry Policies

- Promote year-round utilization of the County Fairgrounds facilities for conference and additional events
- Support efforts of the local travel industry to coordinate and promote off-season activities
- Support the efforts of Clatsop Community College to provide programs and training for local businesses
- Monitor the effects and impacts of wind or wave energy proposals on the hospitality industry
- Support the arts through the Arts Council of Clatsop County



Additional Policies

Human Resource Policies

- Encourage local county-based firms to cooperate with existing educational institutions to develop and utilize job training programs and hire local unemployed and underemployed individuals
- Work with partners to support employers providing family-wage jobs

Community Resource Policies

- Continue to delegate economic development processes to CEDR and the Columbia-Pacific Economic Development District
- Incorporate the Port of Astoria's Strategic Business Plan
- Require impact assessments for destination resort applications



Next Steps

- Trends Analysis
- Buildable Land Inventory
- Initial Target Industry Screening
- TAG Meeting #2

THANK YOU!