



# City of Tigard Memorandum

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To: Mayor John Cook and Tigard City Council  
From: Lloyd Purdy, Economic Development Manager  
Re: Economic Development Program Update  
Date: December 17, 2013

Information below provides a quarterly overview of economic development activities that support investment in Tigard by encouraging business growth, workforce development and infrastructure improvements.

## **Groundwork**

### Develop Data Resources & Economic Report Card

Gathered existing raw data on business/industry sectors, employment, and resident workforce characteristics. Will update with new data from State of Oregon in early 2014. Information like that listed below will be packaged into an “Economic Report Card”.

### **Data Highlights:**

#### *Businesses/Firms/Industry Characteristics*

31% of land area is zoned for economic activity.

1,100 acres of employment property.

2,914 Businesses in Tigard (from 2008 Oregon Employment Department).

Class A Office Space: 509,087 sf with vacancy of 151,900 @ \$1.99 /mo/sf (Costar Report).

Industrial Space: 5,672,368 sf with vacancy of 510,538 @ \$0.64 /mo/sf (Costar Report).

#### *Workforce and Employment Characteristics*

41,032 people employed by Tigard based businesses (from 2008 Oregon Employment Department).

26,833 Tigard residents are employed (2013 Oregon Employment Department).

Forecast for new employment 9,664 (Metro 2011).

\$43,000 in average annual pay (from 2008 Oregon Employment Department).

39.9% of residents have a Bachelor’s degree or higher (2010 Census).

92.5% have a high school graduation or higher (2010 Census).

6.7% employment rate. State of Oregon is 8.1% (2013 Oregon Employment Department).

Largest age group in City of Tigard: 35-49 years old 10,723 residents (2010 Census).

82% of population has been in residence for more than one year (measure of workforce stability).

#### *Place based Characteristics*

Average household income \$83,000 (2010 Census).

22.7 minutes is the average travel time for a Tigard commuter (2010 Census).

500 acres of parks, 9 miles of paved trails – “green infrastructure”.

Mean home value in City of Tigard is \$324,000 (2010 Census)..

### Building Partnerships

A portion of time is committed to building regional partnerships with partner organizations: Greater Portland Inc., WorkSource Oregon, Small Business Development Center, Small Cities Consortium, Westside Economic Alliance, Metro Development Center, Department of Land Conservation Development, Portland General Electric, Oregon State Main Street.

Will continue the *Tigard Tour* model used with local staffers from US Sen. Merkley and US Sen. Wyden's offices to introduce regional partners and development professionals to the City of Tigard.

### Building Capacity

Meetings with Tigard Downtown Alliance continue. Focus of my time with the leadership group continues to be on developing a partner organization for the City. This organization will focus on downtown revitalization through the support of stakeholders including property owners, business owners and community members who benefit from a more vibrant downtown. TDA has implemented the recommended *Downtown Dialogues* and *Downtown Updates* projects. The group plans to incorporate in early 2014 as a 501c3 and apply for State of Oregon Exploring Downtown program following the 4-point Main Street Approach.

TDA needs to continue to plan strategically while addressing short term opportunities/challenges (like Main Street Construction project) and expanding support from a wide range of stakeholders.

### Business/Site Visit Summary

Prioritized business visits by employment numbers in the manufacturing and traded sector industries. Rogers Machinery, PacTrust, Frye Electronics Manufacturing, Lincoln Center, Fish- Field, Comcast, Fought & Co., Williams Controls and Consolidated Supply. Future visits and meetings will include technology companies. Mayor Cook and Mike Williams my colleague from Business Oregon have participated in 2 visits.

### Relationship Building

Contacted 36 commercial brokers with listings in Tigard (based upon firms with September listing in CoStar report of 10k sf.) Result, site specific data to share with future business recruitment leads on 9 Tigard properties. In December, I still plan to upload these sites to the State and Greater Portland Inc. site selection databases. When responding to lead requests, these real estate professionals provide the most up-to-date information.

### Lead Response

We have responded to two Business Oregon leads. One other lead was not relevant and one more is under consideration. Lead response is predicated on the real estate market in Tigard having a specific type of property available at the right time which is not always a given. Work continues on a marketing packet to communicate Tigard's unique strengths and competitive advantages to prospective businesses.

### Develop Policy

State of Oregon Enterprise Zones may be a viable economic development tool for use in the City of Tigard. Enterprise Zones encourage business investment through property tax relief in a defined area (with economic hardship). In exchange for locating into an enterprise zone, an eligible business (not retail, financial, construction, or hotel) receives an exemption from the property tax (for 3 - 5 years) on new facilities and equipment -- if they increase and maintain employment by at least 10%. Will bring this to Council for discussion in 2014.

## **Business Assistance**

### Building Infrastructure

Developed and/or collaborated on the following proposals:

Fields Project: Site Development Alternatives (in process)

Department of Land Conservation Development: Infrastructure Finance Plan (proposal)

Connect Oregon V: Tigard Street Trail – Path to Employment (proposal)

PSU Municipal and Urban Studies Program: Graduate team workshop – walkability (proposal)

Vertical Housing Development Zone: (held)

Enterprise Zones (researching)

### Business Retention and Expansion

Shared *Oregon Trade Promotion* marketing assistance grant program with 27 businesses.

Shared *WorkSource Oregon ProStep* skill development grant program with 25 businesses.

Shared entrepreneur training and export market training programs with 3 relevant businesses.

Developed media announcements for 3 small businesses/entrepreneurs.

### Business Friendly Procedures

Adding content to Economic Development webpage as a resource for businesses.

Created an email notification distribution list to communicate business development opportunities with firms in Tigard. Business sign up to participate through their business license renewal. This sign up function may be added to the website.

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