



City of Sandy

Agenda

Economic Development Advisory Board Meeting

Meeting Date: Tuesday, September 27, 2022

Meeting Time: 6:30 PM

Page

1. CALL TO ORDER

6:30 PM

2. APPROVAL OF MINUTES

3. EC DEV OFFICE UPDATES

We will skip this section of tonight's meeting in the interest of time.

4. COMMUNICATIONS -- CHAIR

Member check-in:

- How's your business doing?
- How's your labor situation?
- Other concerns or items to report?

5. ITEMS FOR DISCUSSION -- BOARD

- Presentation: Clackamas Workforce Partnership -- the Child Care for All Initiative
 - Presenters Bridget Dazey (Exec Director, CWP) and Dani Stamm-Thomas (Early Learning Hub Director, Clackamas Co.) will update the Board on the county's Child Care for All Initiative. The presentation should take about 30 minutes.
- Economic Development Strategic Plan (EDSP) -- focus group work: The remainder of this evening's meeting will be a continuation and wrap up of the community discussion that has occurred over the last two board meetings with our contractor, Mr. Elliot Weiss of Community Attributes, Inc. Elliot will also share some of the preliminary data that CAI has collected to this point.

5.1. Presentation slides from CAI - September 2022

[CAI.Sandy EDSP EDAB Meeting 2022 0927](#)

2 - 23

6. ADJOURN

8:00 PM

SANDY

A stylized graphic of a mountain range with three peaks. The leftmost peak is green, the middle peak is dark green, and the rightmost peak is blue. The mountains are layered, with the blue peak appearing to be behind the others.

OREGON

Economic Development Strategic Plan

Agenda

- Introductions
- Project Status
- Avenues of Growth
- Hard Choices in Economic Development

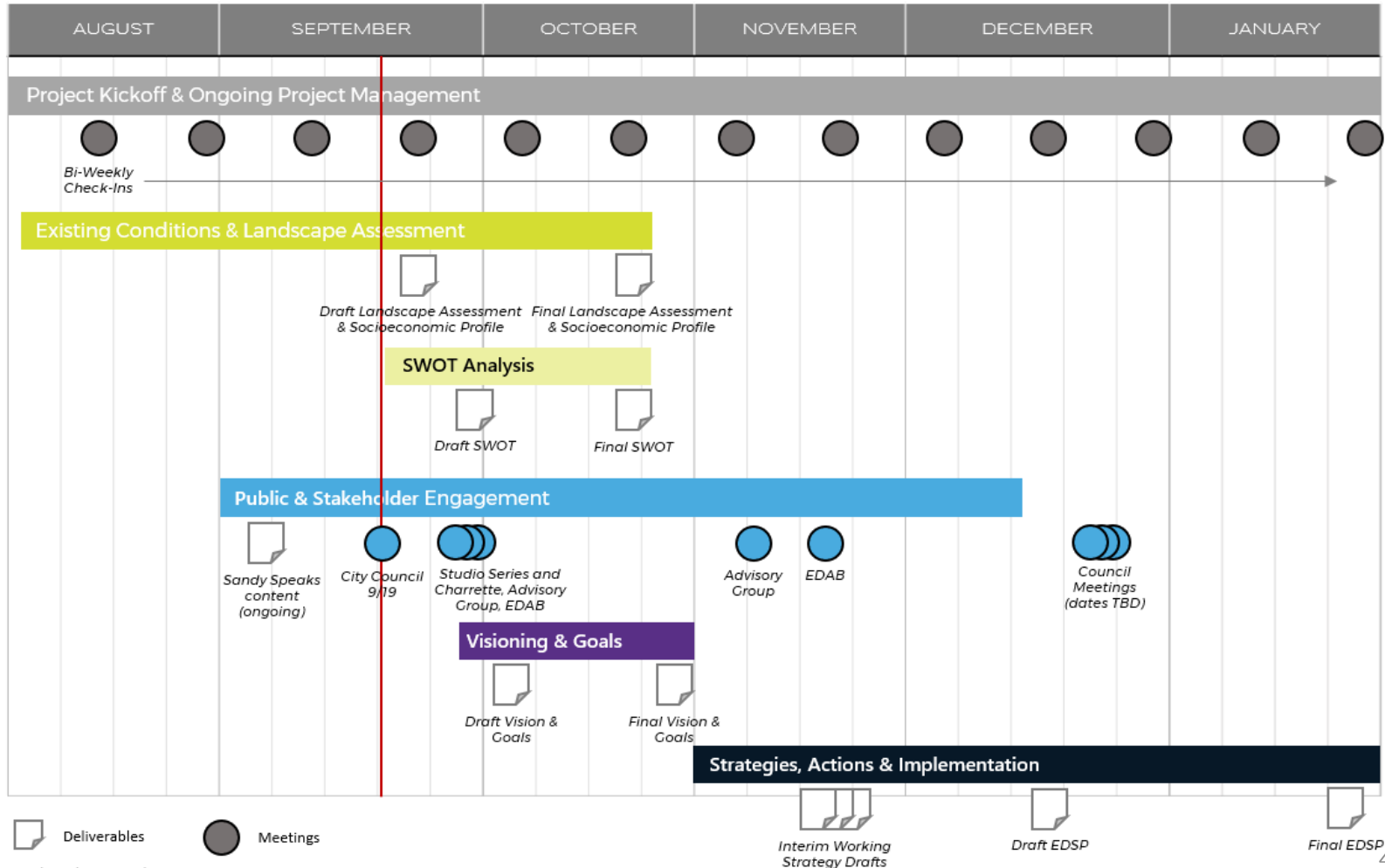
Project Status

- We're underway!
 - Data collection and analysis for the landscape assessment
 - Ongoing coordination with 3J and EconW
 - In-person community and stakeholder engagement planned for September 26 – 28
 - Draft Vision and Goals by mid October
 - Anticipated completion Q1 2023
1. *Project Management*
 2. *Landscape Assessment*
 3. *SWOT Analysis*
 4. *Public and Stakeholder Engagement*
 5. *Visioning and Goals*
 6. *Strategies, Actions and Implementation*



SANDY ECONOMIC DEVELOPMENT STRATEGIC PLAN

Working Draft Schedule



Deliverables Meetings

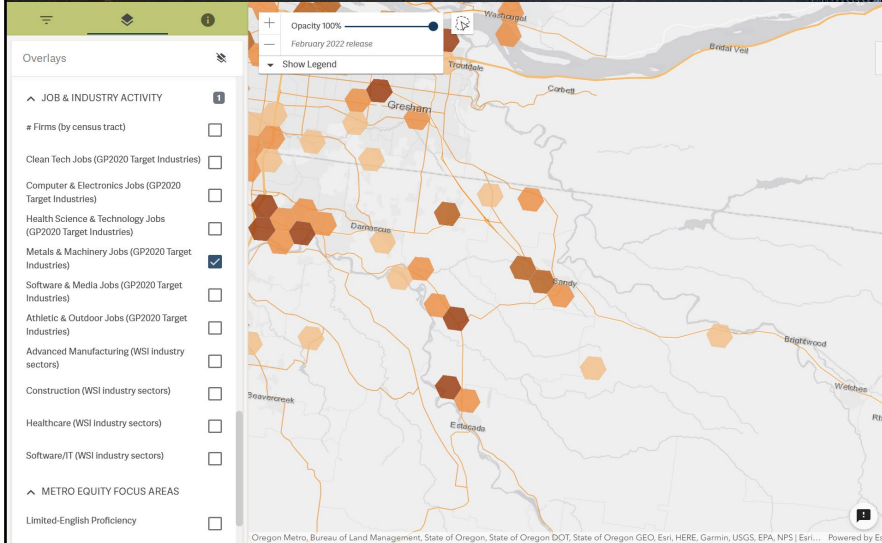
Updated September 8, 2022

Interim Working Strategy Drafts Draft EDSP Final EDSP ⁴

Avenues of Growth



Avenues of Growth



Avenues of Growth

- Tourism and Recreation
- Retail and Services
- Remote Work and Office-Using Employment
- Health Care and Social Assistance
- Metals and Fabrication
- Specialty Food and Beverage
- Clean Energy and Climate Tech

Hard Choices

There are tradeoffs in economic development.

There are limited resources to support these efforts.

How do you decide which opportunities to prioritize and how do you mitigate potential downsides?

This exercise presents situations where tradeoffs exist, and we want to hear how you would recommend the City proceeds.

Hard Choices

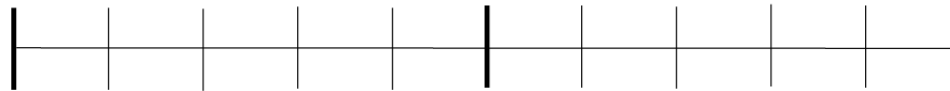
We should leverage our best assets, like the trails and the river and our location near Mt. Hood, to attract **visitors and tourism.**



We should focus on **high-wage jobs** rather than increasing employment in retail, services, and hospitality.

Hard Choices

Downtown Sandy is and should remain the city's primary commercial center.



We should look to **West Sandy** for opportunities to accommodate new commercial growth.

Hard Choices

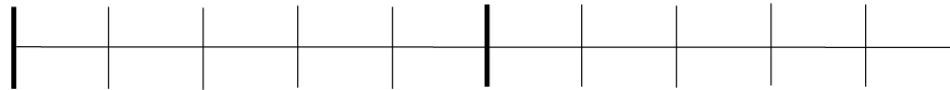
Recruiting new and diverse businesses to Sandy is critical to Sandy's future.



Available resources should be allocated to **support existing businesses** and business owners in Sandy.

Hard Choices

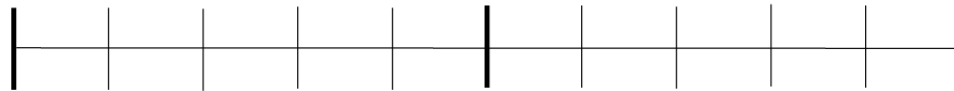
Sandy needs more **large-scale employers** with high workforce requirements.



Entrepreneurship and small business are crucial to Sandy's economy.

Hard Choices

We should be **assertively growth-oriented** and try to bring new amenities to Sandy.



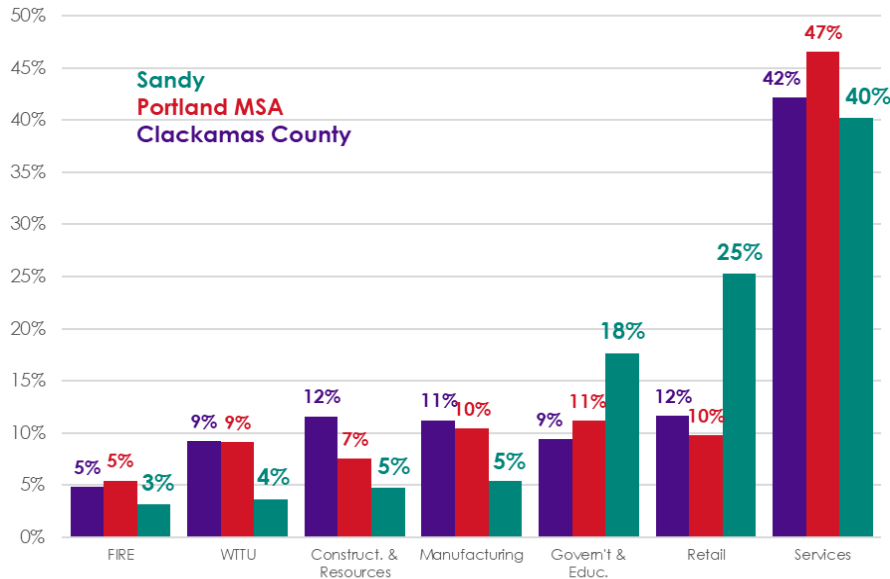
We should be intentional and mind the importance of **preserving what we have** and maintaining Sandy's character.

Things We've Learned



Is Sandy a **complete community**?

Employment Share by Industry



Underrepresented Sectors

- Services
- Manufacturing
- Construction/Resources
- WTTU
- FIRE

Overrepresented Sectors

- Retail
- Government/Education

Source: U.S. Census Bureau LEHD, 2019.

FIRE: Finance, Insurance, and Real Estate

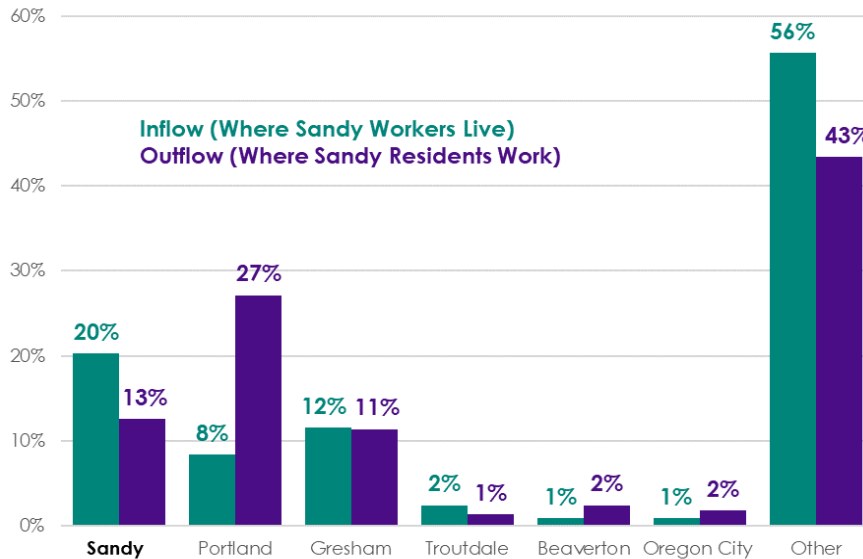
WTTU: Wholesale Trade, Transportation, and Utilities

Things We've Learned



What is Sandy's **market area**?

Regional Commuting Patterns



Source: U.S. Census Bureau LEHD, 2019.

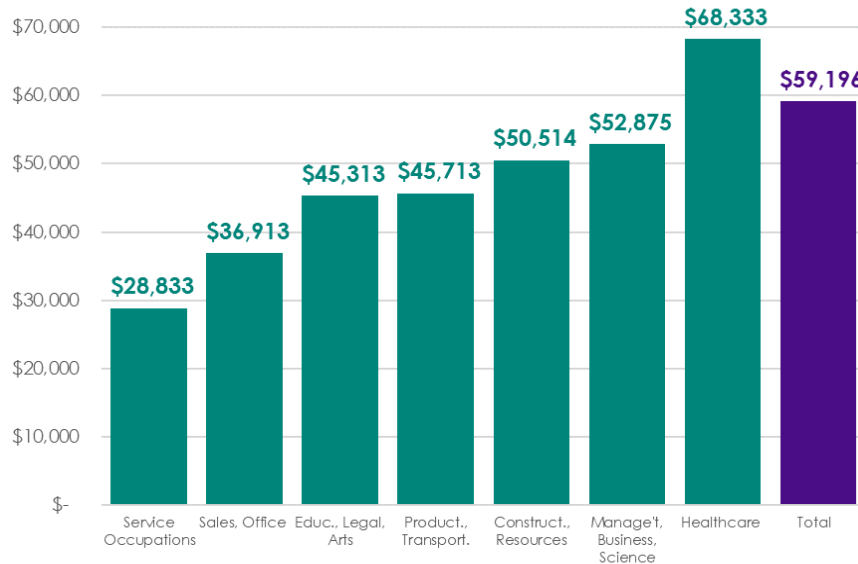
- 20% of Sandy's workforce lives in Sandy
- 13% of Sandy residents work in Sandy
- Portland and Gresham are the most common resident destinations and worker origins.

Things We've Learned



How do we create an adequate number of living wage jobs, regardless of industry?

Median Wage by Industry



- Median household wage is approx. \$60,000.
- All sectors except healthcare fall below the total median.
- Service jobs (retail, etc.) median wage is less than half the total median.

Source: U.S. Census Bureau American Community Survey, 2020.

