

Camas-Washougal Economic Development Association



City of Camas Update

January 16, 2018



What We've Been Up To

- ❖ Marketing
- ❖ Local Economic Conditions
- ❖ Business Development
- ❖ Strategic Plan
- ❖ Restaurant Survey
- ❖ Planning & Outreach
- ❖ Legacy Projects

Marketing

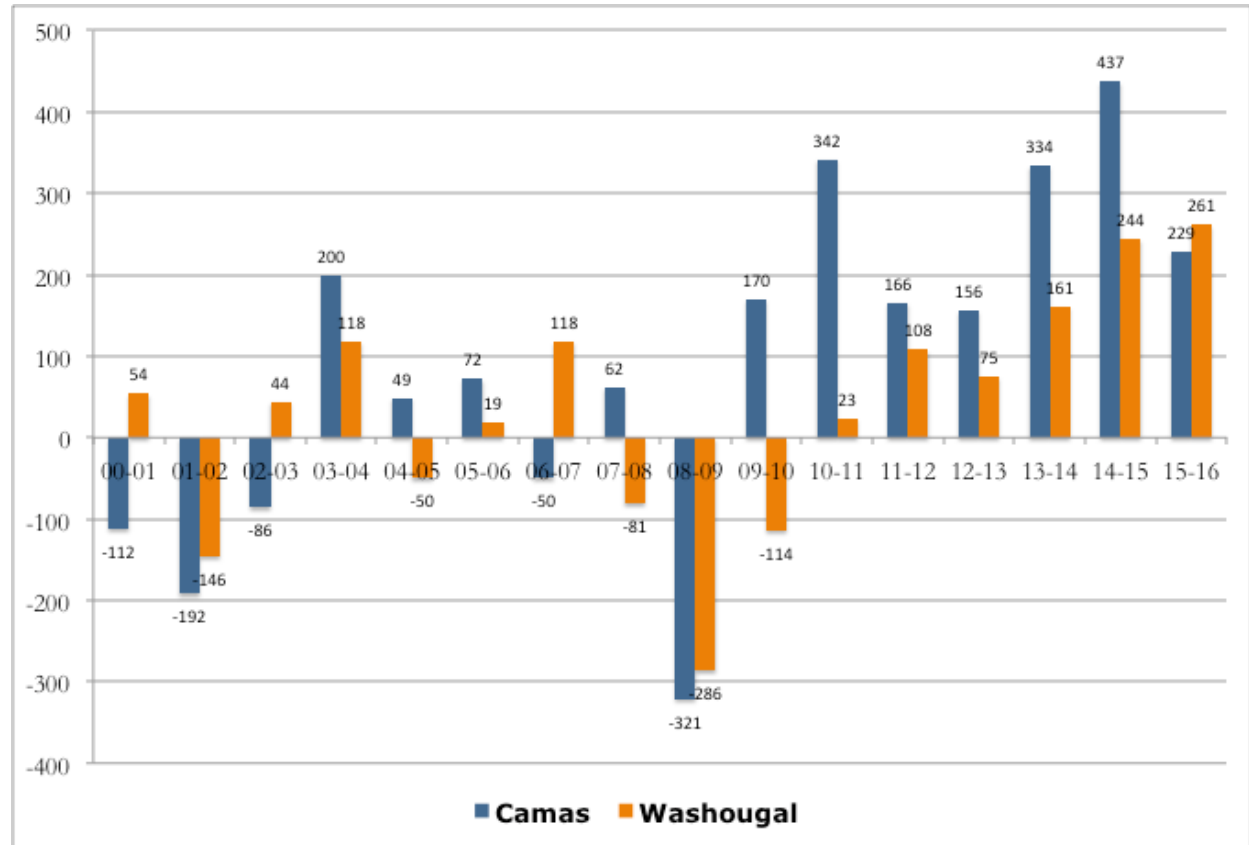
- ❖ Continuing to nurture partnerships with regional brokers and associations to draw visibility to the Camas-Washougal area.
- ❖ Leveraging our success and recognition our area has received from local, regional, and national news organizations. Business In Focus featured Camas in their February 2017 edition.
- ❖ Attending national trade conferences to promote our area (e.g. P3, RECon, etc.).

Business Development Efforts

- ❖ Working on the full spectrum of business development (i.e. retention, expansion, and new business)
- ❖ Business development services include site location, regulatory guidance, state assistance, incentives, permitting, workforce development, etc.
- ❖ Local and regional site visits (most are anxious to visit our area)
- ❖ Companies range from R&D to professional office to traditional manufacturing to mixed-use.
- ❖ Largest challenge is limited ready available space.

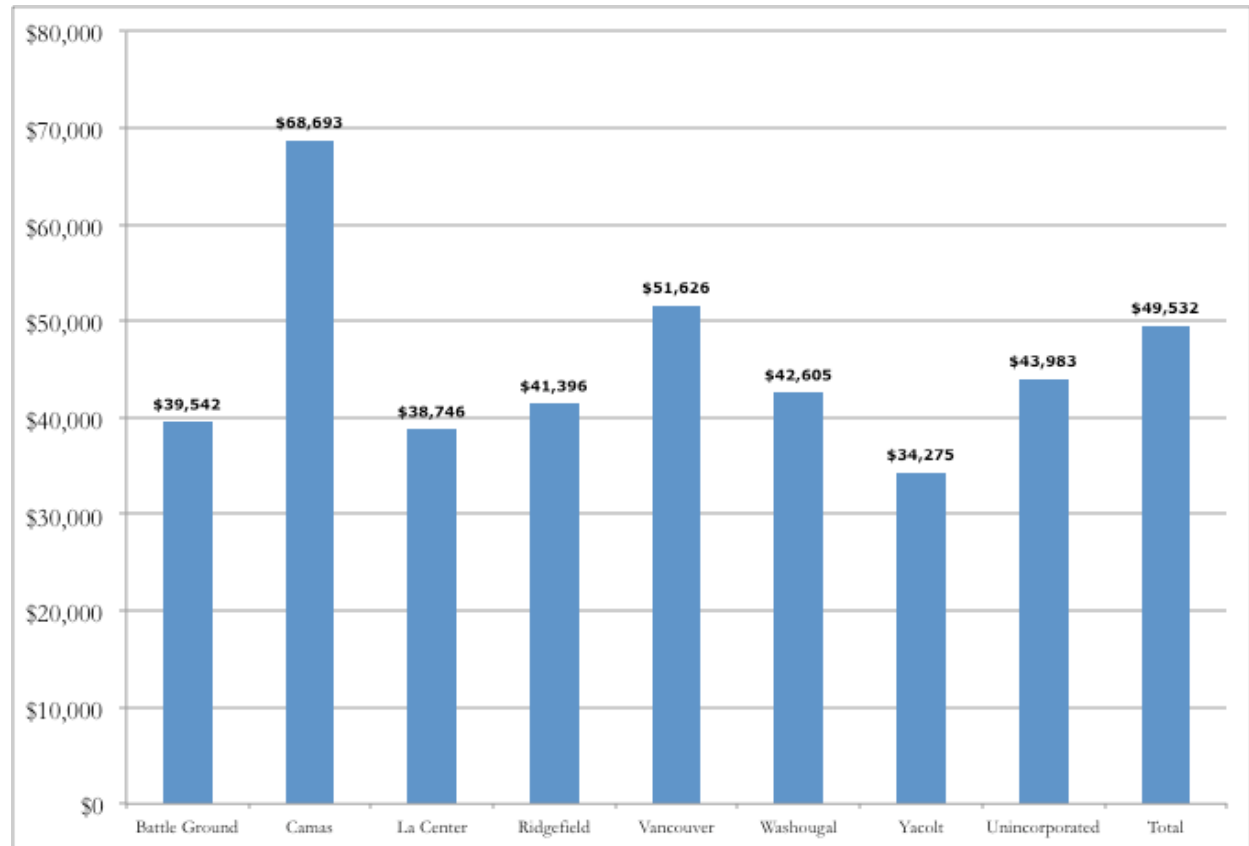
Local Economic Conditions – Jobs

- ❖ The economy affected our local area disproportionately.
- ❖ Both communities have rebounded, experiencing strong economic growth in response to their economic initiatives.
- ❖ Camas has added 1,322 jobs over the last five years and Washougal another 849.
- ❖ 2017 proved to be another positive year for economic growth, 2018 shaping up to be one of the strongest years for private investments



Local Economic Conditions – Avg. Wage

- ❖ Camas workers earn the highest wages in the county at an average of \$68,700 per year.
- ❖ Washougal workers earn \$42,600 on average.
- ❖ The countywide average for 2016 is \$49,500.



Restaurant Survey (summary results)

- ❖ CWEDA has had a number of dining related inquiries. Becoming a greater topic of discussion for recruitment. As a result, we decided to conduct survey to provide guidance and focus for our economic centers.
- ❖ Detailed results are available upon request, but a few highlights are:
 - ✓ 78% either dine out for dinner, lunch, or dinner and lunch.
 - ✓ Folks will consider options geographically most for dinner, albeit the majority of dinning needs are being met either locally or within the 164th/192nd corridor .
 - ✓ “Pacific Northwest” most popular desire for type of food.
 - ✓ Consumers are price sensitive.
 - ✓ Only 3% want national chain.
 - ✓ Adult Casual most desired.

Strategic Plan

- ❖ The GOAL: CWEDA will support and facilitate the implementation of each community's plans with regard to new business investment and expansion for creation of at least 2,000 jobs across multiple sectors from 2016-20.
 - ✓ Participate in the visioning processes of local communities to collaboratively set job creation targets.
 - ✓ Establish and utilize a private sector Advisory Board to advance CWEDA's mission by identifying opportunities.
 - ✓ Maintain constant alignment between CWEDA budget resources & project priorities.
 - ✓ Create an area of influence around a Camas-Washougal legislative agenda.
 - ✓ Tell the economic development story of why and how investing in infrastructure is pivotal to local job creation.
 - ✓ Create a cohesive marketing plan tailored to needs of varied business sectors.

Planning & Outreach

- ❖ Continue to work on “Incentive” programs.
- ❖ Assisting partnership planning efforts (ex. IPZ, waterfront, transportation, Comp Plans, Lands for Jobs, etc.).
- ❖ Meeting with other business and public sector organizations.
- ❖ Assisting with site planning and bringing building space to market, especially with existing space becoming scarce.

Legacy Projects

- ❖ Projects that provide a community benefit that goes beyond the “typical” development
- ❖ Ability to Master Plan, work collaboratively, and integrate surrounding land uses into a seamless project
- ❖ Efficient deployment of public resources that maximize community benefit, including securing key assets for the community
- ❖ The efforts over the last 18 months have the potential for over 750,000 square feet of business space that will further each “Partners” economic ambitions

Questions & Comments

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Paul Dennis, AICP

President/CEO

Camas-Washougal Economic Development Association

P.O. Box 981

Camas, Washington 98607

(360) 607-9816 cell

paul.dennis@cweda.org

