

# **Camas-Washougal Economic Development Association**



## **City of Camas Update**

**December 17, 2018**



# What We've Been Up To

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- ❖ CWEDA PSA
- ❖ Strategic Plan
- ❖ Marketing
- ❖ Business Development
- ❖ Economic & Fiscal Benefits
- ❖ Local Economic Conditions
- ❖ Planning & Outreach
- ❖ Opportunity Zones
- ❖ Waterfront Community Center
- ❖ Retail Focus

# CWEDA PSA

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- ❖ Development of a Strategic Plan
- ❖ Development and Maintenance of a Website
- ❖ Establish Real Estate Inventory
- ❖ Develop 20 Business Contacts per Month
- ❖ Provide Status Reports
- ❖ Report Periodically on the Performance Measures

# Performance Measures

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- ❖ **Jobs Goal:** Five-year goal of impacting overall employment in the CWEDA area by 10%, netting a positive jobs balance of roughly 170 jobs annually. Five-year goal of recreating the 600 jobs lost during the “Great Recession.” Total five-year positive jobs balance of creating and retaining 1,400 jobs (2011-2015).
- ❖ **Benchmark with broader economy trends:** In addition to the above jobs goal, CWEDA will also analyze and report on the following measures: number of business contacted; direct and indirect business revenues; direct and indirect job creation/retention; direct and indirect payroll/household income; and direct tax/fiscal revenue benefits
- ❖ **Measures pursuant to RCW 53.08.245:** CWEDA shall submit annually the quantitative information on program outcomes including: the number of workers trained, recruited, and placed in jobs; the types of jobs and range of compensation; the number and types of businesses that are served; and any other tangible benefits realized by the port, the workers, businesses, and the public, as required by RCW 53.08.245.

# Strategic Plan

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- ❖ 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.

# Marketing

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- ❖ Developed a position statement that guides our organization's approach to promoting our area and business development.
- ❖ 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 and Washougal in their March 2018 edition.
- ❖ Working with project/property owners on promotional materials.
- ❖ Attending national trade conferences to promote our area.

# Business Development Efforts

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- ❖ 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, financing, etc.
- ❖ Local and regional site visits (most are anxious to visit our area)
- ❖ Small to medium sized businesses still account for the majority of market interest. But we are seeing larger interests as well.
- ❖ Companies range from medical to R&D to professional office to traditional manufacturing to retail.

# Benchmarks

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- ❖ Over the last 24 months, CWEDA has actively worked with 54 clients. Has fielded significantly more inquiries.
- ❖ Eleven projects have been completed or underway representing 1,538 jobs; skewed by 2 large employers.
- ❖ CWEDA has 14 active projects/clients and 4 that are considered dormant.
- ❖ Benchmark Study is complete.

Type	Complete	Active	Dormant	Dead	Total
Master Plan/Campus	2	7	1	3	13
Manufacturer	4	4	2	11	21
Research & Development	2		1	1	4
Warehouse/Storage	1			3	4
Transportation				1	1
Retail/Restaurant	1			1	2
Business & Financial Services	1	3		2	6
Recreation				3	3



# Construction Benefits

Time Period	Economic Benefit		
	Direct	Indirect	Total
<b>2011-2015:</b>			
Business Revenues	\$62,594,000	\$21,356,145	\$83,950,145
Employment	490	154	644
Payroll	\$26,783,730	\$6,761,173	\$33,544,903
- Avg. Wage	\$54,661	\$43,904	\$52,088
<b>2016-2020:</b>			
Business Revenues	\$150,963,400	\$54,979,164	\$205,942,564
Employment	1,117	422	1,539
Payroll	\$61,555,876	\$17,766,490	\$79,322,366
- Avg. Wage	\$55,108	\$42,101	\$51,541
<b>Cumulative:</b>			
Business Revenues	\$213,557,400	\$76,335,309	\$289,892,709
Employment	1,607	576	2,183
Payroll	\$88,339,606	\$24,527,663	\$112,867,269
- Avg. Wage	\$54,972	\$42,583	\$51,703

# On-Going Benefits

Time Period	Existing Activity	Added Economic Activity		
		Direct	Indirect	Total
2011-2015:				
Business Revenues	\$13,175,412	\$168,295,748	\$82,739,863	\$251,035,611
Employment	77	1,095	727	1,822
Payroll	\$4,099,962	\$102,703,378	\$63,704,187	\$166,407,565
- Avg. Wage	\$53,246	\$93,793	\$87,626	\$91,332
2016-2020:				
Business Revenues	\$6,764,994	\$287,795,600	\$139,074,914	\$426,870,514
Employment	18	1,538	1,098	2,636
Payroll	\$1,272,510	\$85,919,273	\$43,979,698	\$129,898,971
- Avg. Wage	\$70,695	\$55,864	\$40,054	\$49,279
Cumulative:				
Business Revenues	\$19,940,406	\$456,091,348	\$221,814,777	\$677,906,125
Employment	95	2,633	1,825	4,458
Payroll	\$5,372,472	\$188,622,651	\$107,683,885	\$296,306,536
- Avg. Wage	\$56,552	\$71,638	\$59,005	\$66,466

# Fiscal Benefits

Time Period	One Time Revenues					Sub-Total	On-Going Revenues				Total Revenues
	Const.	REET	Dev.	Impact	Port		Property Tax		Lease	Sub-	
	Sales Tax		Fees	& SDCs	Prop Sales		General	Debt	Revenue	Total	
2011-2015:											
City of Camas	\$403,375	\$29,650	\$144,498	\$323,590	\$0	\$901,113	\$210,323		\$0	\$210,323	\$1,111,436
City of Washougal	\$0	\$10,900	\$24,898	\$100,210	\$0	\$136,008	\$24,937		\$0	\$24,937	\$160,945
Port of Camas-Washougal	\$0	\$0	\$0	\$0	\$0	\$0	\$5,254		\$366,102	\$371,356	\$371,356
Camas School District	\$0	\$0	\$0	\$0	\$0	\$0	\$265,769		\$0	\$265,769	\$265,769
Washougal School District	\$0	\$0	\$0	\$0	\$0	\$0	\$35,085		\$0	\$35,085	\$35,085
Other Local	\$691,500	\$0	\$0	\$0	\$0	\$691,500	\$165,774		\$0	\$165,774	\$857,274
State	\$3,745,625	\$10,560	\$0	\$0	\$0	\$3,756,185	\$134,080		\$0	\$134,080	\$3,890,265
Total	\$4,840,500	\$51,110	\$169,396	\$423,799	\$0	\$5,484,806	\$841,223	\$0	\$366,102	\$1,207,325	\$6,692,131
2016-2020:											
City of Camas	\$938,000	\$69,000	\$152,717	\$1,532,984	\$0	\$2,692,701	\$449,510	\$21,452	\$0	\$470,962	\$3,163,662
City of Washougal	\$38,745	\$21,215	\$52,808	\$79,095	\$0	\$191,863	\$43,296	\$1,276	\$0	\$44,572	\$236,435
Port of Camas-Washougal	\$0	\$0	\$0	\$0	\$568,000	\$568,000	\$4,129	\$3,831	\$664,704	\$672,664	\$1,240,664
Camas School District	\$0	\$0	\$0	\$1,482,396	\$0	\$1,482,396	\$399,254	\$442,857	\$0	\$842,111	\$2,324,507
Washougal School District	\$0	\$0	\$0	\$0	\$0	\$0	\$41,162	\$39,940	\$0	\$81,102	\$81,102
Other Local	\$1,674,420	\$3,383	\$0	\$0	\$0	\$1,677,803	\$218,133	\$0	\$0	\$218,133	\$1,895,936
State	\$9,069,775	\$239,610	\$0	\$0	\$0	\$9,309,385	\$396,369	\$0	\$0	\$396,369	\$9,705,753
Total	\$11,720,940	\$333,207	\$205,525	\$3,094,475	\$568,000	\$15,922,147	\$1,551,853	\$509,357	\$664,704	\$2,725,913	\$18,648,060
Cumulative:											
City of Camas	\$1,341,375	\$98,650	\$297,215	\$1,856,574	\$0	\$3,593,813	\$659,833	\$21,452	\$0	\$681,285	\$4,275,099
City of Washougal	\$38,745	\$32,115	\$77,707	\$179,305	\$0	\$327,871	\$68,233	\$1,276	\$0	\$69,509	\$397,381
Port of Camas-Washougal	\$0	\$0	\$0	\$0	\$568,000	\$568,000	\$9,383	\$3,831	\$1,030,806	\$1,044,021	\$1,612,021
Camas School District	\$0	\$0	\$0	\$1,482,396	\$0	\$1,482,396	\$665,023	\$442,857	\$0	\$1,107,881	\$2,590,277
Washougal School District	\$0	\$0	\$0	\$0	\$0	\$0	\$76,247	\$39,940	\$0	\$116,187	\$116,187
Other Local	\$2,365,920	\$3,383	\$0	\$0	\$0	\$2,369,303	\$383,907	\$0	\$0	\$383,907	\$2,753,209
State	\$12,815,400	\$250,170	\$0	\$0	\$0	\$13,065,570	\$530,449	\$0	\$0	\$530,449	\$13,596,019
Total	\$16,561,440	\$384,317	\$374,922	\$3,518,274	\$568,000	\$21,406,953	\$2,393,076	\$509,357	\$1,030,806	\$3,933,239	\$25,340,192

# Local Job Training & Retention

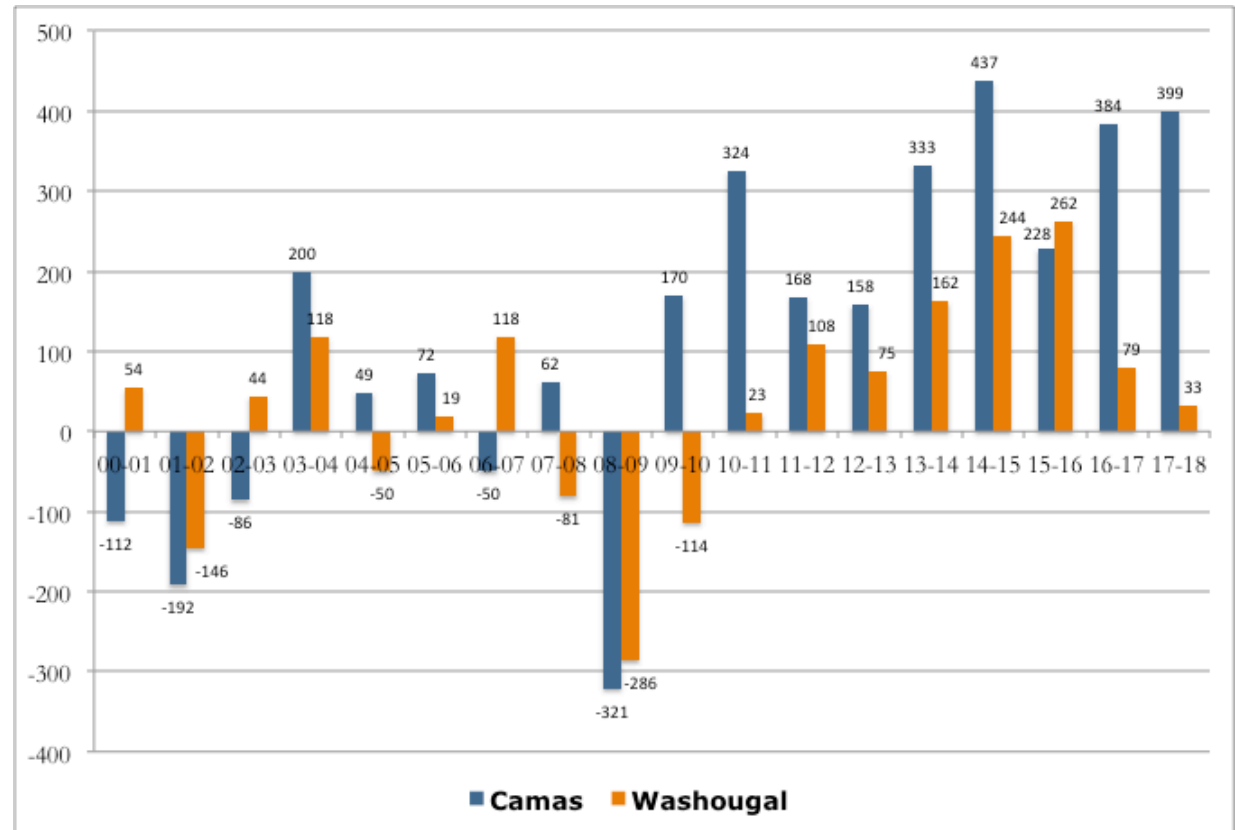
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- ❖ WorkSource has assisted WaferTech for the past 12+ years with their recruitment needs.
- ❖ WorkSource continues to partner with Georgia Pacific to help workers impacted by the layoff get connected to new opportunities.
- ❖ WorkSource has assisted Underwriters Laboratories and Sharp to help workers impacted by layoff get connected to new opportunities.
- ❖ WorkSource will assist Karcher regarding recent decision to relocate to Colorado.

Business	Industry	# Employees	Investment
CID Bio Science	R&D/MFG	1 (OJT) / 1 (IWT)	\$3,000 (OJT) / \$3,347 (IWT)
Innotech	Wholesale	1	\$5,000 (OJT)
Analog Devices	High Tech	3 (OJT) / 73 (IWT)	\$8,400 (OJT) / \$134,961 (IWT)
Underwriters Laboratories	Lab Testing	1	\$5,000 (OJT)
Pendleton Woolen Mills	Manufacturing	1	\$2,000 (OJT)
Riverside Marine	Boat Maintenance	2	\$9,420 (OJT)
Fitesa	Manufacturing	1	\$1,200 (OJT)
Karcher	Manufacturing	6	\$45,000 (IWT)
Plexsys	Simulation Software	27	\$23,661 (IWT)
Sigma Design	R&D/MFG	37	\$3,085 (IWT)

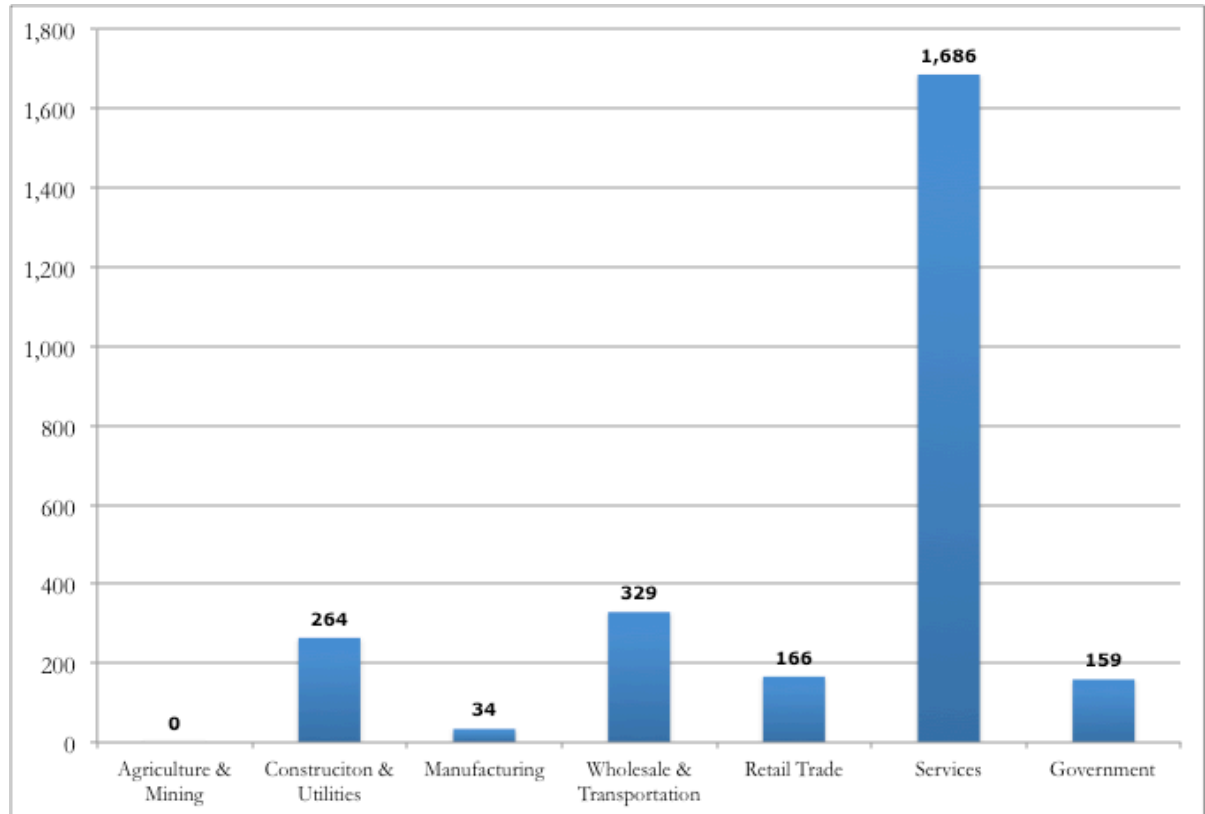
# Local Economic Conditions – Jobs

- ❖ The economy affected our local area disproportionately.
- ❖ Both communities have rebounded, experiencing strong economic growth in response to their economic initiatives.
- ❖ Camas has added 2,107 jobs over the last seven years and Washougal another 963.
- ❖ 2018 proved to be another positive year for economic growth, 2019 shaping up to be one of the strongest years for private investments.



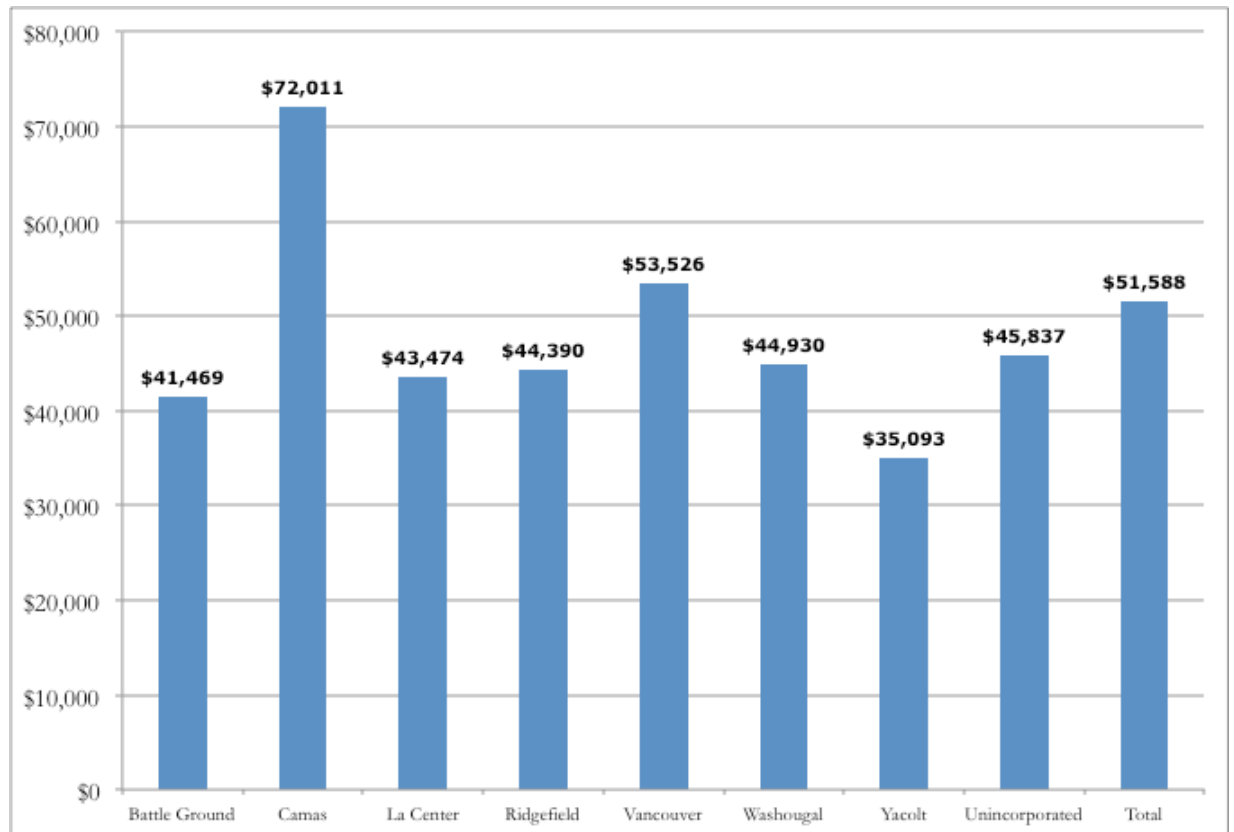
# Local Economic Conditions – Jobs by Sector

- ❖ Between 2011 and 2017, job growth has occurred in almost every major sector.
- ❖ Services accounts for 64% of the job growth, primarily driven by financial services.
- ❖ Wholesale, transportation, and construction have experienced healthy gains as well.
- ❖ Manufacturing sector appears flat, however, this is before losses at the paper mill and Karcher are considered.



# Local Economic Conditions – Avg. Wage

- ❖ Camas workers earn the highest wages in the county at an average of \$72,010 per year.
- ❖ Washougal workers earn \$44,930 on average.
- ❖ The countywide average for 2017 is \$51,590.
- ❖ Wages in the Camas Washougal area have grown 12%-14% over the last seven years, faster than the County as a whole.



# Planning & Outreach

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



# Opportunity Zones

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- ❖ The Tax Cuts and Jobs Act of 2017, signed into law on Dec. 22, 2017, created the Opportunity Zone program that is designed to provide tax incentives to investors who fund businesses or assets in underserved communities
- ❖ Investors are able to defer paying taxes on capital gains that are invested in Qualified Opportunity Funds that are then invested within “Opportunity Zones”
- ❖ Clark County has 7 OZs, 2 are in Washougal
- ❖ CWEDA is working with its regional partners to develop interest in a *community* based Opportunity Fund
- ❖ CWEDA is also coordinating private interests as well

# Waterfront Community Center

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- ❖ CWEDA was asked by its funding partners to examine whether or not a Community Center could be an anchor to activate development at the Waterfront and what would be the financial implications to the Port.
- ❖ Community Center will be a secondary anchor at best that will require additional uses to assist in activating the waterfront.
- ❖ Community Center would require 4.09 acres that results in a loss of potential commercial lease income and project value. Essentially a loss of opportunity estimated to be at least \$10.3 million.
- ❖ Port should establish financial framework and goals for the Waterfront. Consider finding a *qualified* partner to assist in developing the Waterfront that can align financial and community expectations.

# Retail Development Focus

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- ❖ Agreements between our three *funding* partners specify enhancing retail sales taxes
- ❖ CWEDA has assisted a few local retailers but has not been main focus of organization.
- ❖ Attended RECON in 2016 and 2018 as part of networking efforts. Result of this year is consideration of retail development strategy.
- ❖ CWEDA has received two proposals with two alternative approaches (Buxton vs. Retail Coach) Would require \$65K-\$75K.

# Questions & Comments

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❖ Questions & Comments.

**CAMAS WASHOUGAL**  
ECONOMIC DEVELOPMENT ASSOCIATION

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