



## ECONOMIC DEVELOPMENT ADVISORY COMMISSION

# AGENDA

**Tuesday, April 22, 2025**  
**1:30 p.m.**

This meeting will be conducted virtually. At 1:30 p.m., join the meeting from your computer or tablet by clicking the link below:

<https://council.albanyoregon.gov/groups/edc/zoom>

Call: 1-253-215-8782 (long distance charges may apply)

Meeting ID: 813-8771-7764 Passcode: 372603

Please help us get Albany's work done.

Be respectful and refer to the rules of conduct posted by the main door to the Chambers and on the website.

Call to order (Staff)

Roll call (Staff)

Election of 2025 Chair and Vice-Chair Positions (Staff)

Approval of July 25, 2024, Minutes [Pages 2-3] (Chair)

Business from the public: (Chair)

*Persons wanting to provide comments may:*

- 1- Email written comments to [sophie.adams@albanyoregon.gov](mailto:sophie.adams@albanyoregon.gov), including your name prior to the meeting.
- 2- To comment virtually during the meeting, register by emailing [sophie.adams@albanyoregon.gov](mailto:sophie.adams@albanyoregon.gov) prior to the meeting, with your name. The chair will call upon those who have registered to speak.
- 3- Appear in person at the meeting and register to speak.

Scheduled Business: [Pages 4-13] (Adams)

- Department updates
- Strategy Review and Discussion

Staff updates and issues (Verbal)

Business from the Committee (Verbal)

Next Meeting Date: July 2025

Adjournment (Chair)

*This meeting is accessible to the public via video connection. In-person attendance is available. For arrangements, please contact city staff at: [sophie.adams@albanyoregon.gov](mailto:sophie.adams@albanyoregon.gov) or call 541-917-7654 at least 24 hours in advance of the meeting. If you have a disability that requires accommodation, please notify city staff at least 48 hours in advance of the meeting.*

*Testimony provided at the meeting is part of the public record. Meetings are recorded, capturing both in-person and virtual participation, and are posted on the City's website.*

**albanyoregon.gov**





## MINUTES

July 25, 2024

12:00 p.m.

Hybrid

Approved: Draft

### Call to Order

Chair Chris Hanson called the meeting to order at 9:31 a.m.

### Roll Call

Members present: Chris Hanson, Lisa Avery, Brent Stutzman, Tim Weber, Sherrie Payne

Members absent: none

### Election of Officers

**9:32 a.m.**

**Nomination:** Member Stutzman nominated Chris Hanson as Chair. Member Weber seconded the nomination. All voted in favor of Chris Hanson as Chair (5-0).

**Nomination:** Member Stutzman nominated Lisa Avery as Vice-Chair. Member Weber seconded the nomination. All voted in favor of Lisa Avery as Vice-chair. (5-0)

### Approval of June 1, 2023 Minutes

**9:35 a.m.**

**Motion:** Member Avery motioned to approve the minutes from June 1, 2023. Member Weber seconded the motion. All voted in favor of accepting the minutes as presented 5-0.

### Business from the Public

None.

### Scheduled Business

**9:40 a.m.**

- Economic Development Project Review

Economic Development Manager Sophie Adams began by introducing Jennifer Wehr, Economic Development Coordinator and announcing that Wehr and Matthew Ruettgers, Community Development Director will be filling in for Adams while she is out on leave. She then asked members to briefly introduce themselves.

Adams began the discussion highlighting a couple of projects. First, she reported a procurement effort being finalized to use a third party to manage the Transient Lodging Tax (TLT) program. Management will include identifying subject properties, collecting and ensuring compliance with the Transient Lodging Tax (TLT) traditionally collected from hotels/motels.

Member Weber requested more information on current revenues and a review of strategic goals as a reference to provide important context to their recommendations. Adams cited the four Overarching Goal headers under the Healthy Economy Section of the Strategic Plan but agreed to provide a review.

Adams reported that staff presented a report to the City Council on the urban renewal (or tax increment financing) feasibility study for east and south Albany. She explained that Tax Increment Financing (TIF) is a great tool promoting investment in public infrastructure and development in an area without increasing taxes.

Adams went on to provide information on Multi-Unit Property Tax Exemption Program (MUPTTE) currently under development. MUPTTE is a program identified in the City Housing Implementation Plan, the Housing Needs Analysis and the Albany Comprehensive Plan as a tool available to identify areas of mixed-use development and incentivize housing. She wanted the members input on the program as a whole. Specially on the public benefit section of the program.

Member Weber asked for a clarifying summary of the program. Adams explained it is a property tax exemption tool. Qualifying projects can get a property tax exemption for up to 10 years. Projects must be within a specified distance of a transit system where multi-unit housing and mixed-use development is designated. The project must contain at least five dwelling units created as new construction or additions/conversions to existing properties and completed by January 2033. Other criteria involve a financial review and consideration of public benefits which may include affordability, open public spaces, public parking, or childcare services. Adams noted there is strong interest from developers where the MUPTTE program is in place as it provides some economic and commercial opportunities along with housing.

Adams continued with the Economic Development section of the Albany Comprehensive Plan. She directed members to review the full plan online. She announced that the Plan hadn't been fully updated in many years. She asked members specifically to review Goal 9 Economic Development Goals, Policies and Implementation Methods. Member Weber suggested identifying any gaps in the goals and policies that may be limiting the plan's effectiveness. Member Hanson agreed and suggested prioritizing those gaps.

#### Business from the Commission

The Chair asked about what agenda items they want to plan on for the next meeting. Member Weber suggested focusing on economic gaps relative to this plan. Members also requested a standing update each meeting on economic growth and decline in Albany. Member Weber added the update should include data on housing growth, overall plans, employment, job sectors would be invaluable for providing guidance.

#### Next Meeting Date

The next regularly scheduled meeting date to be determined.

#### Adjournment

Hearing no further business, Chair Hanson adjourned the meeting at 10:30 a.m.

Respectfully submitted,

Reviewed by,

Susan Muniz  
Recorder

Sophie Adams  
Economic Development Manager

*\*Documents discussed at the meeting that are not in the agenda packet are archived in the record. The documents are available by emailing [cityclerk@albanyoregon.gov](mailto:cityclerk@albanyoregon.gov).*



# MEMO

**TO:** Economic Development Advisory Commission (EDAC)

**FROM:** Sophie Adams, Economic Development Manager SA

**DATE:** April 14, 2025, for the April 22, 2025, EDAC Meeting

**SUBJECT:** Economic Development Updates and Strategy Review

## Action Requested:

Provide feedback on draft strategy document.

## Discussion:

At this group's April meeting, we'll facilitate a discussion on:

- Updates and perspectives from committee members
- Available data: follow up from EDAC requests
- City projects and activities:
  - Brief overview of current work and recent Council actions including: MUPTE, code amendments, downtown projects, city-wide grant program, tracking and reporting, budget, and internal goals.
  - Review of draft economic development strategy to incorporate committee input.

## Budget Impact:

None.

SA;jw

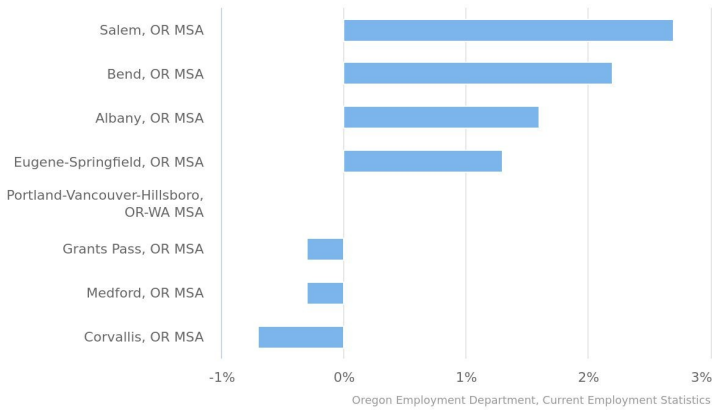
Attachments: (2) Data, Draft Economic Development Strategy



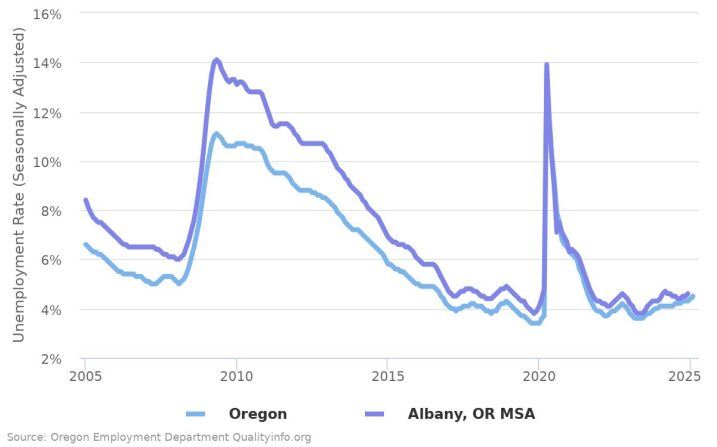
## Economic Development Advisory Committee Data and Reporting

### Employment Change in Oregon's Metro Areas

February 2024 to February 2025, Seasonally Adjusted

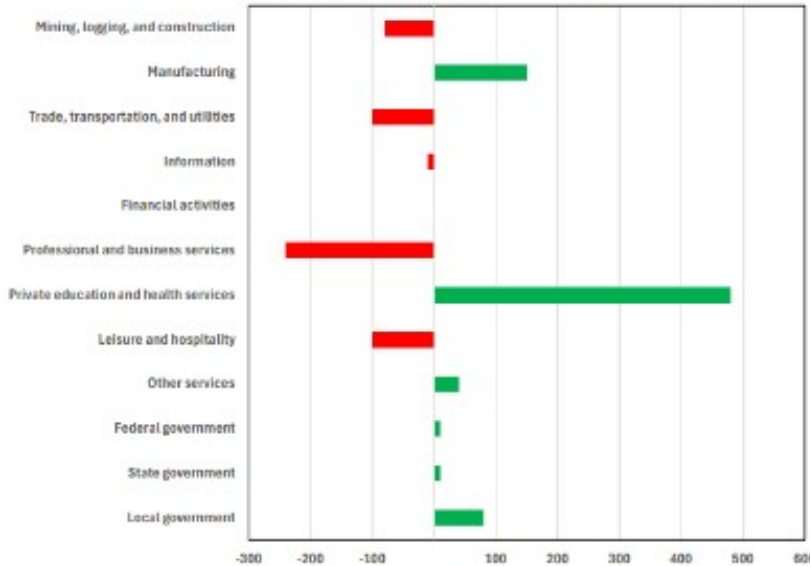


### Unemployment Rate



**LINN COUNTY'S TOTAL EMPLOYMENT IS UP 240 OVER THE PAST YEAR. GAINS IN HEALTH CARE AND MANUFACTURING HAVE OFFSET LOSSES IN RETAIL TRADE, LEISURE AND HOSPITALITY, AND PROFESSIONAL AND BUSINESS SERVICES.**

### Linn County Employment Change: October 2023-October 2024



## Downtown Real Estate Vacancies, Comings and Goings:

### Downtown Commercial Spaces Available:

- Stay a While Mercantile
- Bike & Hike
- Capital Pawn building
- Jack & Jill (moved to Heritage Center)
- Two Rivers Market (multiple spaces available)
- Greyhound (220 2nd Ave)

*Information provided by Albany Downtown Association*

### Comings:

- Sybaris—July or later for new location at 5th/Lyons
- Ponobowl opening soon
- St Francis and Old City Hall progressing

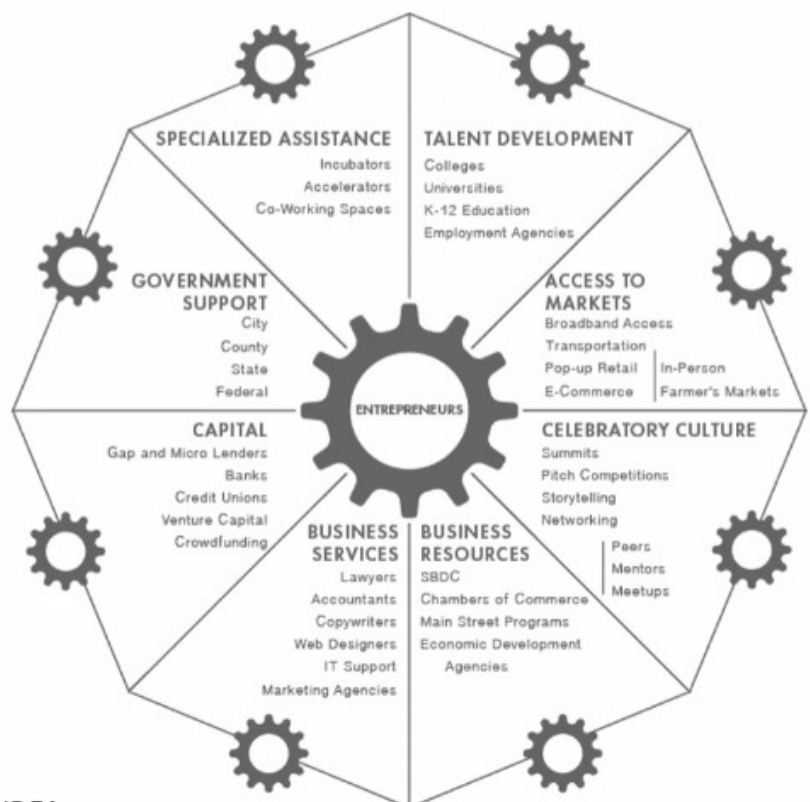
### Goings:

- Eagles facility
- Urban Ag (business moving online), building may remain vacant for next year+

## Workforce Development and SBDC Offerings:

The Small Business Development Center (SBDC) at Linn Benton Community College (LBCC) hosts many workshops and low-cost classes for businesses at all stages of entrepreneurship for businesses with 99 employees or less. NO COST confidential advising is available in English and Spanish for topics including accessing capital, business plans, marketing and sales, and more.

- Latine/o/a High School Fair (April 25)
- Quickbooks Level 3 (April 29)
- LBCC Career Fair (April 30)
- Intro to Going into Business (May 1)
- Launch Your Business in 6 Weeks (May 6)
- How to Start a Business [Spanish] (May 6)
- Build a Winning Website & Drive Traffic (May 21)
- How to Attract and Retain Customers (May 22)



New Business Starts

**15**

Jobs Created

**28**

Training Attendees

**334**

Trainings Held

**41**

Long Term Advising Clients

**23**

Pre-Venture Advising Clients

**50%**

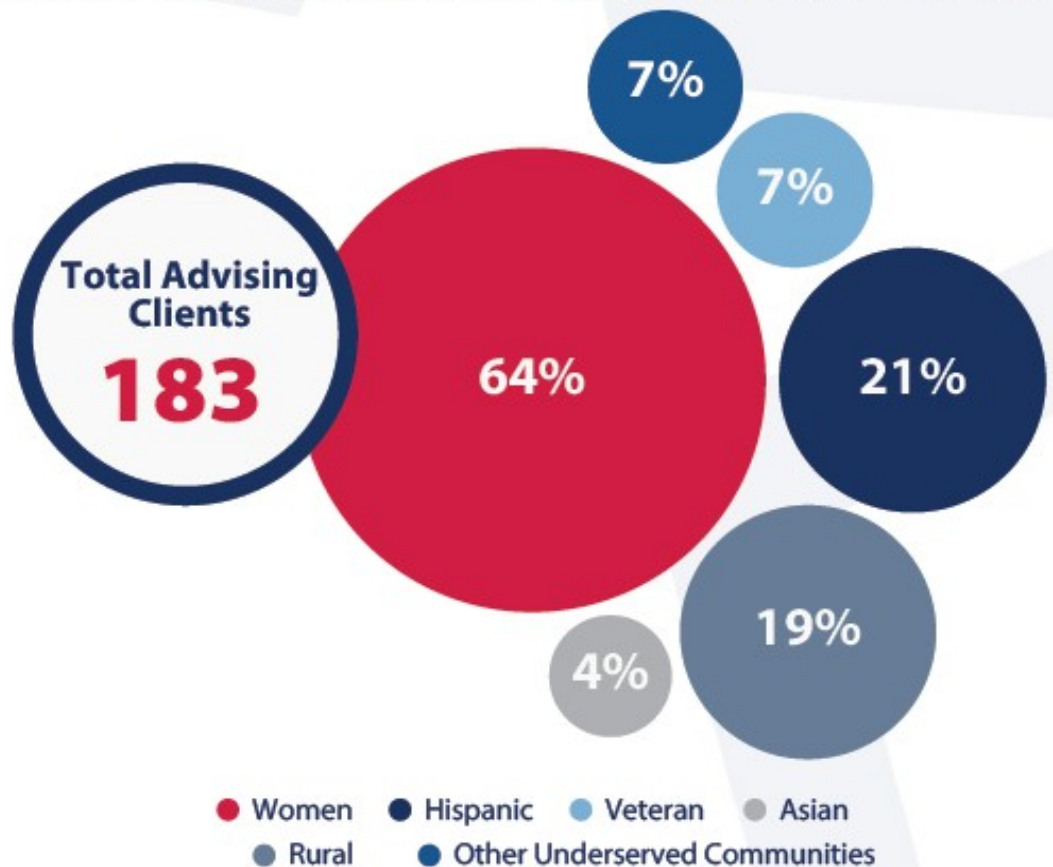
Existing Business Advising Clients

**50%**

**CAPITAL INFUSION TO LOCAL BUSINESSES**  
**\$457,129**

**18** CAPITAL TRANSACTIONS

**ADVISING CLIENT DEMOGRAPHICS**



Learn more about the Oregon SBDC Network at [OregonSBDC.org](https://OregonSBDC.org)

## Housing Growth and Trends:

	City of Albany Created Dwelling Units						
	New SDU	New ADU	New "Duplex"	Manufactured Home	New Townhouse Units	New Apartment Unit	Total New Units
2013	135		8	8		141	292
2014	103		8	8		221	340
2015	127	4	5	7		1	142
2016	102	1	7	4		92	209
2017	184	0	6	12	0	48	244
2018	122	3	15	8	3	217	375
2019	193	1	10	7	0	151	365
2020	169	3	6	5	4	65	253
2021	82	8	5	7	31	396	527
2022	150	3	12	3	11	5	193
2023	119	5	4	3	14	11	157
2024	79	3	5	2	54	68	214
2025							0
2026							0
2027							0
2028							0
2029							0
2030							0
2031							0
2032							0
2033							0
2034							0
2035							0
	1565	31	91	74	117	1416	3311



WHY A

# BUSINESS RETENTION AND EXPANSION

PROGRAM MATTERS

**Did you know that about 80 percent of new jobs and capital investment comes from companies that already exist in your community?**

**The main goals of business retention** are to provide assistance with issues that could force a company to fail or close, and to prevent companies from relocating to a new community.

**The main goal of business expansion** is to help businesses grow!

A successful BRE program also provides data and intelligence to **strategically attract new companies to a community and foster the creation of new businesses.**


**A BUSINESS RETENTION AND EXPANSION (BRE) PROGRAM**

- Preserves and increases local jobs
- Preserves and increases local tax revenues
- Maintains or diversifies the local economy
- Maintains or diversifies access to goods and services

## WHAT KINDS OF HELP DO BUSINESSES NEED?

- Finding land or buildings for future operations
- Securing financing for new equipment or operations
- Finding or training new workers
- Help with permitting, licensing, or infrastructure needs
- Technical assistance for exporting, market development, post-disaster continuity, and other growth opportunities and challenges

## WHO BENEFITS FROM A BUSINESS RETENTION AND EXPANSION PROGRAM?



Businesses benefit from community support to solve problems that would cause them to fail, close or move away



People benefit from having local job opportunities... choices among a range of employers, types of jobs and industries... and local access to shopping and services



The community benefits from a stable tax base, business civic engagement, vitality and local pride

-  IEDCOnline
-  IEDCTweets
-  IEDC
-  IEDCOnline
-  IEDCOnline

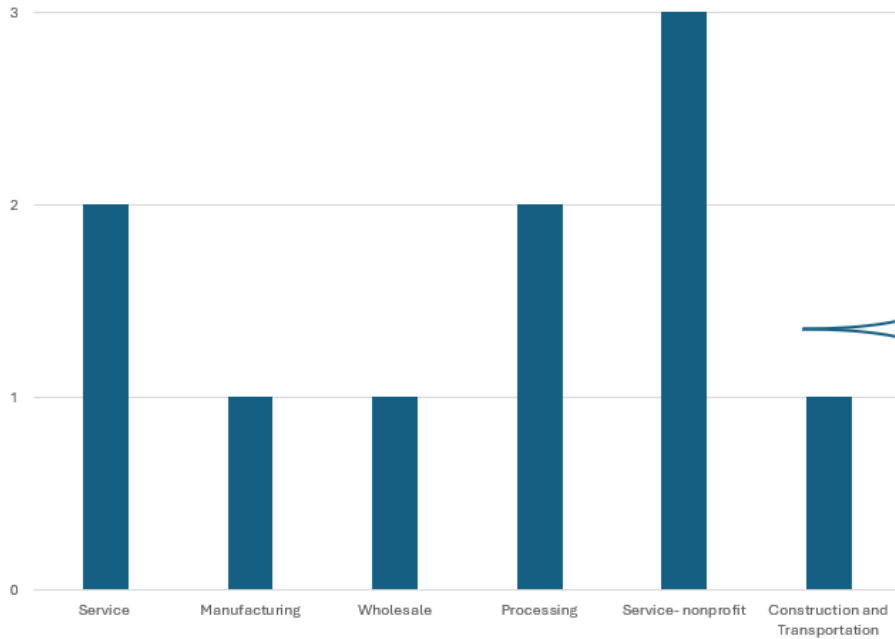
Visit [www.IEDCOnline.org/EDRP](http://www.IEDCOnline.org/EDRP) to learn more.



# AT A GLANCE – BUSINESS RETENTION AND EXPANSION

## Number of Visits by Industry

Previous 4-month period



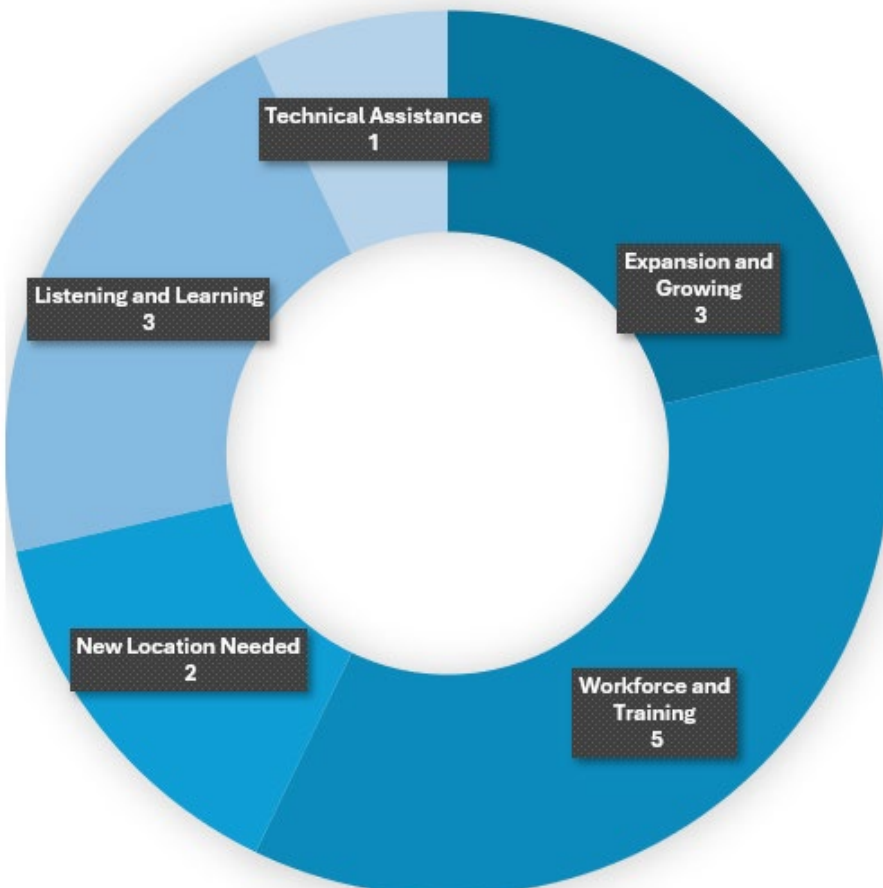
Service-nonprofit visits included:

Small Business Development Center

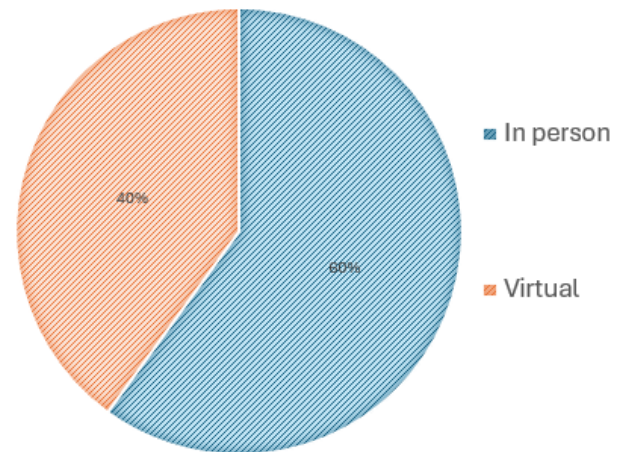
Willamette Workforce Partnership

C.H.A.N.C.E.

## TOPICS AND TYPE OF ASSISTANCE



## METHOD





# ECONOMIC DEVELOPMENT

CITY WIDE STRATEGY

## OBJECTIVE

Tie existing and future economic development work to a clear strategy and framework.

Provide context and guidance for operations and decision making.

## ASSUMPTIONS

Strategy is designed with limited resources and staff in mind.

Effective economic development requires a wide range of partnerships.

Strategy aligns with current strategic plan and may change over time.

## GUIDING STATEMENT

*Something that we can tie all work back to; could be focus on traded sector, or living wages., etc.*

## A HEALTHY ECONOMY

1. Enhance the value and diversity of Albany's economy by attracting, retaining, diversifying, and expanding local business
2. Strengthen the area's role as a leading regional economic center through local and regional coordination and collaboration on economic development planning and projects
3. Focus on living-wage jobs, training, and education opportunities for Albany residents; work to achieve a healthy balance of housing and jobs
4. Create a readily identifiable downtown core that is unique and vibrant with a mixture of entertainment, housing, specialty shops, offices, and other commercial uses

## CONNECTION TO OTHER PLANS

This strategy is aligned with the City of Albany's Comprehensive Plan and Comprehensive Economic Development Strategy (CEDS) for this region.

## BUSINESS RETENTION AND EXPANSION

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Support existing businesses to stay and thrive in Albany through making connections, guiding through regulatory processes, and connecting with resources.

- Formalize framework for site visits and data tracking
- Log interactions

## RECRUITMENT

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Focus on bringing new business to Albany to fill vacant industrial and commercial land with highest and best use.

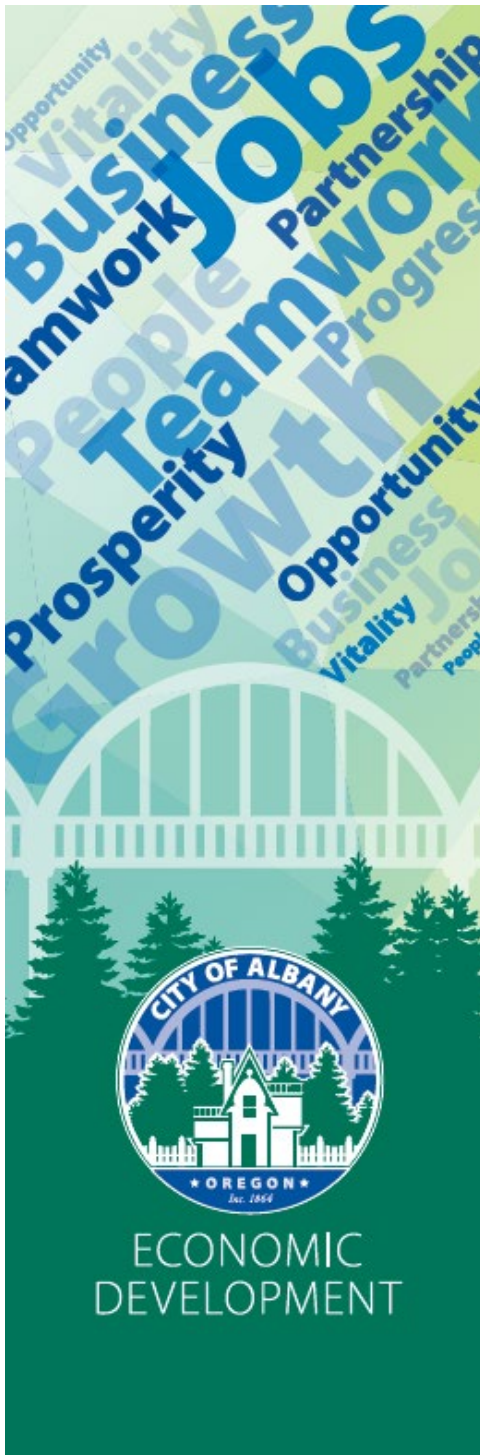
- Compile recruitment package
- Redesign website
- Pursue development pathways for key employment lands
- Negotiate and execute development agreements for key properties

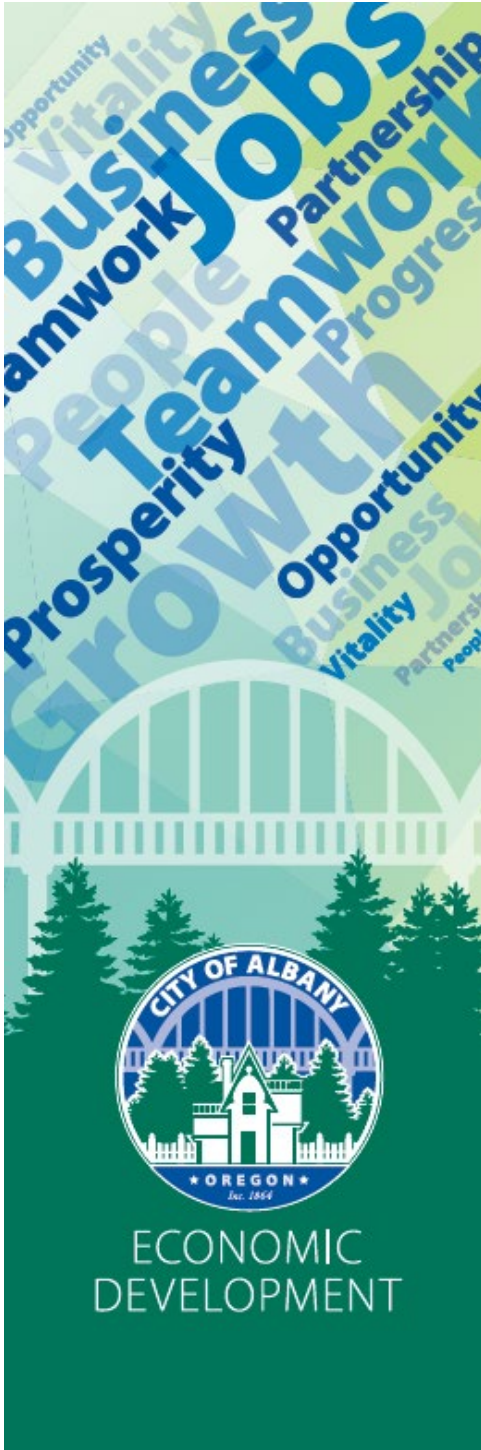
## PLACEMAKING AND TOURISM

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Tourism and placemaking activities utilize the community's assets to promote well-being, encourage visitors, and attract new talent and industry.

- Contract with and support tourism and placemaking organizations
- Manage Collaborative Tourism Promotion Grant Program
- Implement collection of TLT from short term rentals





## PROGRAMS AND INCENTIVES

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Provide programs and incentives to ensure Albany's competitiveness and meet goals.

- Implement Multi-Unit Property Tax Exemption program
- Maintain and advocate for Enterprise Zone program
- Research and pursue additional programs such as tax-increment financing and grants

## COLLABORATION AND ADMINISTRATION

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Build out and maintain internal structures to track and guide work. Maintain relationships that inform and provide context while also educating decision makers and customers.

- Provide weekly or bi-weekly reports on related topics to Council and stakeholders
- Create and maintain economic development strategy document
- Annual internal goal setting and visioning
- Develop and maintain regular data tracking and reporting
- Maintain and strengthen positions with partner organizations