

The background of the slide is a scenic photograph of a calm lake. In the distance, there is a line of trees with some autumn-colored foliage, and a few houses are visible on the left side. The sky is a clear, bright blue. The water in the foreground is still, reflecting the sky and the trees.

WILLAMINA ECONOMIC DEVELOPMENT VISIONING

**ROBERT J. SIVICK
WILLAMINA CITY MANAGER**

FACTS ABOUT WILLAMINA

POPULATION (2015)

2,106

Growth since 2000 – 14.2% (Nationally – 14.2%)

Median Age – 37.5 yrs. (Nationally – 37.8 yrs.)

Population under 25 yrs. – 33.7% (Nationally – 33.4%)

Population over 65 yrs. – 14.8% (Nationally – 13.8%)

FACTS ABOUT WILLAMINA (CONT.)

EDUCATION

Population over 25 years of age

Less than High School Education – 18.2% (Nationally – 11.6%)

High School Education or Greater – 81.8% (Nationally – 88.4%)

Bachelor's Degree or Greater – 11% (Nationally – 32.5%)

Graduate or Professional Degree – 4.3% (Nationally – 12.0%)

FACTS ABOUT WILLAMINA (CONT.)

EMPLOYMENT by INDUSTRY (Full Time – 16 yrs. or over)

Education and Health Care – 19.3% (Nationally – 23.7%)

Entertainment, Lodging, Food Services – 16.4% (Nationally – 9.6%)

Retail – 15.8% (Nationally – 11.9%)

Manufacturing – 14.7% (Nationally – 10.4%)

Transportation – 7.4% (Nationally – 4.9%)

Agriculture, Forestry – 4.9% (Nationally – 2.0%)

Construction – 4.9% (Nationally – 6.2%)

Public Administration – 4.7% (Nationally – 4.9%)

Professional, Scientific, Technical Services – 3.8% (Nationally – 10.9%)

Information Services – 3.3% (Nationally – 2.8%)

Finance and Insurance – 2.1% (Nationally – 6.9%)

Other Services – 2.7% (Nationally – 5.8%)

WILLAMINA ECONOMIC DEVELOPMENT ISSUES

ADVANTAGES

Population Growth

Young Residents

DISADVANTAGES

Lack of Proximity to Major Highways and Metropolitan Areas

Lack of Residents with Advanced Degrees

SOLUTION?

We can not:

Build a major highway through Willamina;

Relocate Willamina to major metropolitan area;

Increase population to 20 – 25K overnight;

Have residents earn advanced degrees.

We can:

Pursue economic development with the assets we have.

ASSET BASED ECONOMIC DEVELOPMENT

Asset based economic development is a bottom up approach to economic development. It builds on existing local resources to strengthen the local economy.

It focuses on a community's environmental, cultural, and economic advantages and leverages them into sustained economic growth.

It requires:

Strong leadership from the public and private sectors;

Innovation;

Collaboration between community leaders;

Cultural shift and rethinking of attitudes towards economic development; and

A source of funding.

**WHAT ARE
WILLAMINA'S
ASSETS?**

**WHAT ARE
WILLAMINA'S
NATURAL
ASSETS?**

**WHAT ARE
WILLAMINA'S
HISTORIC
ASSETS?**

**WHAT ARE
WILLAMINA'S
CULTURAL
ASSETS?**

**WHAT ARE
WILLAMINA'S
UNDERUTILIZED
BUILDINGS AND
SITES?**

**WHAT ARE
WILLAMINA'S
LIABILITIES?**

**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
BUILDING BLOCKS FOR SUSTAINABLE COMMUNITIES**

APPLICATION FOR ASSISTANCE SUBMITTED IN SEPTEMBER, 2016

RECIPIENTS CHOSEN IN DECEMBER, 2016

WILLAMINA ONE OF ONLY 25 COMMUNITIES NATIONWIDE CHOSEN FOR THIS PROGRAM

INFILL DEVELOPMENT

REPURPOSING UNUSED OR UNDERUTILIZED LOTS AND BUILDINGS IN DOWNTOWN COMMERCIAL DISTRICT

PROGRAM HELPS LOCAL GOVERNMENTS IDENTIFY OBSTACLES TO INFILL DEVELOPMENT AND STRATEGIES FOR OVERCOMING THOSE OBSTACLES

IF SUCCESSFUL, INFILL DEVELOPMENT WILL INCREASE PROPERTY VALUES AND CREATE A CRITICAL MASS OF REHABILITATION AND NEW DEVELOPMENT WHICH WILL ACT AS A CATALYST FOR MORE DEVELOPMENT

NATIONAL TEAM WILL BE VISITING WILLAMINA ON FEBRUARY 6 AND 7, 2017 TO OBSERVE AND EVALUATE THE CITY AND MAKE A PUBLIC PRESENTATION OF FINDINGS AND RECOMMENDATIONS

PROPOSED SCHEDULE – ECONOMIC DEVELOPMENT

WILLAMINA CITY COUNCIL WORK SESSION – DECEMBER 6, 2016

TOWN HALL MEETING – JANUARY 10, 2017

POLITICAL LEADERS, BUSINESS LEADERS, COMMUNITY AS A WHOLE

VISIT & EVALUATION BY COMMUNITY PLANNING & ECONOMIC DEVELOPMENT EXPERTS – FEBRUARY 6 AND 7, 2017

SATURDAY WORKSHOP ON ECONOMIC DEVELOPMENT & REVITALIZATION – MARCH, 2017

POLITICAL LEADERS, BUSINESS LEADERS, COMMUNITY AS A WHOLE

WILLAMINA CITY COUNCIL FORMULATION OF ECONOMIC DEVELOPMENT VISIONING COMMITTEE – APRIL, 2017

MEMBERS TO INCLUDE: ELECTED OFFICIALS, BUSINESS LEADERS, COMMUNITY LEADERS, EDUCATIONAL LEADERS

FORMULATION OF ECONOMIC DEVELOPMENT & REVITALIZATION PLAN – REMAINDER OF 2017

2018 & BEYOND – PROGRESS!

QUESTIONS OR COMMENTS?

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