

Staff Report

File #: 21-458**Version:** 1**Date:** 10/25/2021**Item #:**

TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Urban Development Director, Kristin Retherford

SUBJECT:

Approval of the City's Economic Development Strategy update

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): Strong and Diverse Economy

SUMMARY:

The ED Strategy (Attachment 1) includes short term actions to guide Salem's economic recovery from COVID-19. Underserved communities including black, Indigenous, and People of Color (BIPOC) have been disproportionally impacted by the health and economic impacts of COVID-19, and these groups are central to the recommendations in the ED Strategy.

ISSUE:

Shall the City Council approve the Economic Development Strategy update?

RECOMMENDATION:

Approve the Economic Development Strategy update.

FACTS AND FINDINGS:

From October 2020 to July 2021, the City held 20 one-on-one and small group meetings to get input on priorities and needs. This included meetings with Willamette Workforce Partnership, SEDCOR, the Latino Business Alliance, Pineros y Campesinos Unidos del Noroeste (PCUN), Marin Arreola, Business Oregon, McKay High School, Micronesian Island Community of Oregon, Salem Housing Authority, Chemeketa Small Business Development Center, Mano a Mano, Enlace, Downtown Advisory Board, North Gateway Redevelopment Advisory Board, West Salem Redevelopment Advisory Board, and a series of roundtable meetings with businesses of different sizes and industries. Staff also presented

at an Enlace cross cultural community meeting, including with businesses from the La Pulga (Flea Market) on Portland Road.

The ED Strategy includes initiatives in the following areas:

- COVID-19 Recovery and Response
- Diversity, Equity, and Inclusion
- Affordable Housing
- Employment Land and Redevelopment
- Business Retention and Expansion
- Broadband Technology
- Entrepreneurship
- Workforce Development
- Business Recruitment
- Marketing and Promotion - telling the story of Salem businesses and products made locally

Implementation of the ED Strategy will guide the City for the next few years, including the work we do with local, regional, and state partners.

BACKGROUND:

The City's most recent Strategic Economic Development Plan was prepared in 2011 and is due for an update. On September 14, 2020, and June 28, 2021, Council received an informational report about initiating the City's Economic Development Strategy Update (ED Strategy).

Annie Gorski
Economic Development Manager

Attachments:

1. Economic Development Strategy