



City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

Staff Report

File Number: 16-524

Agenda Date: 10/11/2016

Status: Agenda Ready

To: City Commission

Agenda #: 3a.

From: Economic Development Manager Eric Underwood

File Type: Presentation

SUBJECT:

Beavercreek Employment Area Marketing Initiative

RECOMMENDED ACTION (Motion):

Staff recommends that the City Commission consider the presentation of the Beavercreek Employment Area Marketing Initiative

BACKGROUND:

The Beavercreek Employment Area Marketing Initiative concept began in 2014 as a result of a partnership formed between the City of Oregon City, Clackamas Community College and the Oregon City Chamber of Commerce. Work to date has consisted of formulating a strategy around public outreach, creating goals and objectives, and developing an approach for implementation. Careful consideration has been given to the timing of the launch of the Initiative as to coincide with the ground breaking of Clackamas Community College's new facility, the Industrial Technical Center, in Spring of 2017.

The presentation will include information on the following:

- * The evolution of the Beavercreek Employment Area and stakeholder engagement
- * Beavercreek Employment Area location and attributes
- * The purpose and shared values of the Beavercreek Employment Area
- * Work accomplished and Marketing Initiative timeline
- * Sneak peek at the marketing film and website dedicated to the Beavercreek Employment Area
- * Strategy for moving forward

If the Commission agrees to support the Initiative, a resolution in support will be placed on the agenda for the regularly scheduled City Commission meeting on October 19, 2016 for approval.