

**CITY OF CORVALLIS**  
**COUNCIL POLICY MANUAL**

**POLICY AREA 6 - COMMUNITY DEVELOPMENT**

**CP 96-6.03**                    **Economic Development Policies**

<b><u>Adopted</u></b>	<b><u>July 19, 1989</u></b>
Amended	June 4, 1990
Affirmed	October 7, 1991
Revised	April 17, 1995
Revised	December 16, 1996
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Revised	July 21, 2014

**6.03.010**                    **Purpose**

To establish comprehensive policies directing the Economic Development function of the City of Corvallis and to support the creation of long-term Economic Development strategies for the Corvallis community.

**6.03.020**                    **Mission**

To preserve and enhance community livability, and thus improve the quality of citizens' lives through active City participation in Economic Development actions which address economic stability; moderate economic growth; and economic, social, and environmental sustainability.

**6.03.030**                    **Goals**

Success in achieving focused goals concerning the creation of new economic activity will enhance the economic vitality of the local

community. The City Council should provide prioritized support to activities and programs which:

- a. Provide for a diverse local economy through programs which start, develop, retain, and expand enterprises which will, in turn, increase the supply of family-wage jobs and expand the property tax base;
- b. Attract private and public capital investment to create, enhance, and maintain local infrastructure;
- c. Provide facilities, services, and programs that attract visitors to the Corvallis community.

Note: The Economic Development Commission may identify other goals to recommend to the City Council for inclusion in the Policy.

6.03.040      Definitions

The following definitions are supplied here to provide a common basis of understanding when discussing Economic Development policy.

- 6.03.041      Economic Development. The addition of economic activity; new activity may replace what has been lost.
- 6.03.042      Goal. A statement of intention expressing community values intended to provide a guide for action by the community.
- 6.03.043      Policy. A decision-making guideline for actions to be taken in achieving goals and the community's vision.
- 6.03.044      Infrastructure. Structures that support an economy such as roads, water, sewers, buildings, power grids, and telecommunications.
- 6.03.045      Visitor. A person who visits for reasons of friendship, business, duty, travel, or the like.
- 6.03.046      Economic Sustainability. A dynamic concerning specification of a set of actions to be taken by present persons that will not diminish the prospects of future persons to enjoy a quality of life comparable to those enjoyed by present persons.
- 6.03.047      Economic Stability. A preferable state owing to an absence of excessive fluctuations in the local economy as measured against state and national benchmarks.

6.03.048 Economic Indicators. A set of measured statistics about the economy allowing analysis of economic performance and predictions of future performance.

6.03.049 Baselines. Beginning points of reference used as a basis of comparison for subsequent measurements of economic data.

6.03.050 Benchmarking. The process used by organizations to evaluate various aspects of their processes in relation to best practices within their own sector.

6.03.051 Plan. An officially adopted document used to focus long-range planning efforts.

6.03.052 Family-Wage Job. A job paying a wage sufficient to support a family in Benton County.

6.03.060 Policy

The following policies are intended to assist and direct the City Council in making decisions designed to fulfill both mission and goals as stated in Sections 6.03.20 and 6.03.30.

6.03.061 City Council Leadership

The City Council, in its leadership position, sets an example by adopting an active role in furthering Economic Development and by attempting to make resources available to enhance this effort.

6.03.062 Infrastructure

The City shall plan for and invest in public infrastructure that serves the needs of current and prospective employers.

6.03.063 Land Resources

The City shall designate sufficient amounts and appropriate locations of commercial and industrial land through the land use planning process.

6.03.064 Public Partners

The City shall maximize the effectiveness of Economic Development resources through partnerships with local and regional government agencies and not-for-profit groups. The City shall also seek cooperation with local educational institutions in areas such as technology transfers.

6.03.065 Economic Development Commission

An Economic Development Commission shall be appointed and shall advise the City Council on all matters pertaining to Economic Development.

6.03.066 Measurement

The City shall develop and refine methods using benchmarks, baselines, and measurable indicators by which the success of the Economic Development program in achieving community economic goals will be measured and reported.

6.03.067 Regulatory System

The City shall consider the impact on existing and prospective businesses and citizens of Corvallis in developing and implementing policies, regulations, and programs, such as fees, land use standards, and environmental requirements. The City shall take an active role in monitoring and evaluating the impacts of Federal and State requirements on local business and take action as appropriate.

6.03.068 Economic Development Services

The City shall support activities that enhance the Economic Development mission and goals. Examples of such activities include:

- a. Increasing the proportion of spending in the local community by residents and visitors;
- b. Strengthening the role of Downtown Corvallis as the vital economic, social, and cultural heart of the community;
- c. Providing facilities and services that support business start-ups;
- d. Providing local companies with business-critical information that will assist in achieving success;
- e. Recruiting companies from outside the local area within targeted industry sectors;
- f. Providing technical and financial assistance to support the retention and expansion of existing businesses;

6.03.069 Incentives

The City may use incentives to achieve Economic Development goals.

6.03.070 Sustainability

The City recognizes that sustainability includes environmental, social, and economic factors and acknowledges that economic strength is required to finance the community's social and environmental programs. This Policy directly addresses economic sustainability.

6.03.071 Funding Policy

The City of Corvallis shall continue to invest in Council-identified strategic initiatives which produce measurable, strategic outcomes.

6.03.080 Supporting Documents

The Corvallis community has developed guidance documents providing direction for Economic Development as noted below. These documents are cited herein to provide guidance on the intent of Council regarding Economic Development.

- a. Corvallis 2020 Vision Statement
- b. Corvallis Comprehensive Plan
- c. Prosperity That Fits Plan
- d. Economic Development Ordinance 2010-28
- e. Economic Development Strategy

6.03.090 Review and Update

The Economic Development Manager will prepare the Council Policy review every two years for Council approval.