



City of Fairview Economic Development Strategy

Mission: To attract and retain family wage jobs, clean industry, and businesses that serve local needs.

Goals:

- ❖ Market Fairview as a business friendly community through actions that will allow the city to compete and succeed in a regional economy.
- ❖ Provide development ready sites and sites attractive to development through inter-departmental and inter-agency collaboration.
- ❖ Create an environment in which the city government is a business ally and resource.
- ❖ Support the ongoing efforts to bring the USS Ranger project to fruition along the Columbia River waterfront.

Actions: 6 Focus Areas

1. Business Recruitment

- Continue outreach through local efforts and business leads from Business Oregon.
- Focus recruitment efforts on traded-sector businesses.
- Manage the Columbia Cascade Enterprise Zone.
- Update visions for target areas of the city.
- Use programs and tools to improve marketability of industrial and commercial properties.

2. Business Retention/Expansion

- Maintain ongoing communication and outreach with existing businesses.
- Provide information and resources to existing businesses.
- Research programs to help small businesses grow.
- Explore organization of a Fairview Business Summit.

3. Existing Conditions Analysis

- Inventory sites, buildings, & businesses.
- Identify if existing regulations support economic development goals.
- Assess if existing infrastructure meets the needs of desired developments.
- Review existing practices to identify barriers to development.

4. Marketing

- Develop and maintain web-based marketing materials.
- Develop print materials.
- Contribute to regional marketing efforts.

5. Regional Participation

- Collaborate with economic development agencies & organizations.
- Advocate for improving Fairview's competitive edge through collaboration with government agencies (i.e. legislative matters, transportation priorities).
- Maintain a presence at the "regional table" through involvement in economic development committees and events.

6. Data Tracking/Information Collection

- Track economic indicators (e.g. employment trends, industry clusters, wages, demographics).
- Track existing and new federal, state, and regional funding programs and business assistance programs.
- Collect information about other areas of business inquiry (e.g. demographics, workforce, housing, education, transportation, tax structure).