

**CITY OF BANKS  
ECONOMIC DEVELOPMENT COMMISSION**

**Economic Outreach Initiatives Plan: 2017**

As outlined in the 2016 Economic Development Action Plan the EDC has developed 5 Outreach Initiatives:

1. Regional Strategic Alliances
2. Business Outreach Program
3. Parking Plan
4. Community Outreach
5. Marketing

These initiatives are each being led by a member of the EDC, with involvement from additional interested citizens. Our goal is to make progress across all five initiatives in 2017 according to the plans outlined below.

## **#1: REGIONAL STRATEGIC ALLIANCES**

**EDC Lead:** Michael Nelson

There are numerous regional public and private groups actively engaged in aspects of economic development. These include the Chamber of Commerce locally, Washington County's Visitors Association regionally, and Business Oregon on a state wide scale. The community must proactively engage with these groups in order to leverage outside resources to help assure the community's success and to contribute to these efforts on equal footing with other partners.

Our goal will be to identify resources available to Banks for the purpose of helping attract new business and grow existing businesses within our community.

### **PLAN:**

#### **Recruit**

Identify civic leaders within our community interested in promoting our city and engaging with external partners on best practices for making our city grow.

#### **Go Out**

- Make connections with organizations such as the Banks Chamber of Commerce, Washington County Visitors Association, Business Oregon, Travel Oregon and others.
- Get involved with these groups by attending meetings or other functions, getting on email distribution lists, etc.
- Communicate with these entities on what economic development activities are occurring within Banks.
- Foster these growing relationships as partners, benefiting each other.

These alliances will function as a resource for our community when we take on new economic development initiatives, helping us understand what resources are available to fund, staff, and equip the initiative.

#### **Invite In**

Bring external civic leaders, business people, thought leaders into our city to meet with members of the EDC for round-table discussions, workshops, speaker presentations, etc, in order to learn best practices from regional experts.

## **#2: BUSINESS OUTREACH PROGRAM**

**EDC Lead:** Rich Weitzel

The Economic Development Committee will develop and maintain working relationships with all Banks businesses. This starts with one-on-one contacts and includes surveying the businesses on their needs and ideas.

The work will also include creation of a three-pronged business inventory, including data on business property, business buildings, and businesses themselves. This will be constantly maintained in order to identify trends and opportunities, as well as serve as a marketing tool for attracting new businesses.

### **PLAN:**

#### **Create an Inventory**

Inventory businesses and available business property

- a) Use city excel spread sheet of Business Licenses to create listing of each business along with a photo inventory of each business.  
Inventory will include Name, Type of business, physical and Mailing address, Email address, Contacts, Phone Numbers, Approximate size of building and yard if applicable, Photo of building if applicable.

Create system for mass email/regular mail contact with all city business.

Using city business license spread sheet create email group list if one is not already available.

#### **Interview and Gather Information**

- a) Create survey monkey to gain insight on current businesses: How many employees, Full time, part time, Union, Wage range, Skills, Revenue. Local spending, Percentage of business performed within Banks, issues with permitting, remodeling, taxes, request feedback on any challenges, benefits, and strengths of doing business in Banks.
- b) Follow up with in person interview to increase awareness of the Economic Development team and provide them with points of contact to us. Seek their input and recommendations on actions that can improve the economic climate in Banks.

#### **Reach Out to Business**

- a) Send consolidated survey results to all businesses.
- b) Send email updates to all business on upcoming EDC events.
- c) Follow up with postcards for special EDC events.

- d) Use Banks Chamber of Commerce and other organizations to forward information about upcoming EDC events.
- e) Create EDC Facebook Business Outreach group.

### **#3: PARKING PLAN**

**EDC Lead:** Margaret Holland

Parking in the Main Street area is a key factor to economic success. This plan will examine options for both on-street and off-street parking working to create a strategy providing ample, convenient parking for customers and employees, and at the same time minimizing impacts of large parking areas. Particular attention will be given to tourist related parking especially related to bicycle tourism.

The following outline is provided to guide implementation of the City of Banks Parking Plan. The City of Banks adopted a Parking Outreach Plan in 2015 and the outline below is based on the Implementation Measures Matrix from the Plan. The Matrix is attached for your review.

#### **PLAN:**

##### **Establishing Guiding Principles for Parking**

- Strive for uniform appearance standard for parking on and off street.
- Brand all signage associated with public parking. Develop signs to guide people to parking, identify branding for public parking signs.
- Include bike parking and access.
- Expand shared use partnerships whenever possible; treating parking as a community resource.

##### **Public and Private Sector Off-Street Parking Solutions**

- Establish Downtown Banks parking work group between the City and Banks, members of the Chamber of Commerce and property owners.
- The groups can work with the City Council; communicate the parking plan to interested parties

##### **Make On-Street Parking More User Friendly**

- Identify the projects that are underway for parking improvements i.e. striping. Show how they fit into the Parking Plan
- Add curbs where appropriate, consistent with the Plan.

##### **Bicycle Parking Assessment**

- Add bike parking at locations to create connections between parking and downtown to draw customers to downtown businesses. Identify locations for road striping and locations for bike racks. Suggest style or color for bike racks.

- Add high visibility bike parking at appropriate locations.

### **Parking Inventory and Data Collection**

- Prepare a parking inventory consistent with the findings in the Plan. City Planning Staff can assist with the inventory including occupancy survey, turnover survey and analysis.
- Identify areas that can be used for additional and overflow public parking when required, for example, business parking lots in private ownership that are willing, Banks Schools, Sunset Park, Commerce Street area, etc.

### **Parking Lot Design Standards to Improve Appearance and Quality**

- Update City of Banks Zoning Code to include best management practices for parking lot appearance. Improve the presentation of parking with uniform landscaping, planters, screening (use volunteers whenever possible)
- Reduce/eliminate the number of “no parking” or “tow away” signs to improve the message in Banks.

### **Parking Lot Demonstration Project**

- Develop one lot as demonstration project that creates a lot to demonstrate standards and use signing that clearly communicates its purpose to visitors.
- Pursue a shared parking agreement with owners of the Library/Church Lot.

### **Create Distinct Public Parking Areas**

- Evaluate opportunities for off-street parking throughout Main Street, consistent with the Plan recommendations.

### **Shared Parking Agreements with Private Parking Lots to Provide for an Interim Public Parking Supply**

- Ensure City Zoning Code provides language for shared parking
- Work with the City Attorney to develop a shared parking agreement template. Contact other jurisdictions with shared parking program to gather information regarding successes and failures.
- Evaluate potential incentives to lot owners that could assist in using shared agreements.
- Outreach to engage business owners regarding shared parking program.
- Identify signage needed.

**Additional Reference:** 2015 City of Banks Parking Outreach Study, Table 1, Summary Strategy Matrix.

## **#4: COMMUNITY OUTREACH**

**EDC Lead:** Marsha Kirk

The economic strategy must be based on community wants, needs, and ideas. The outreach program is critical to proactively gain public input into the economic planning and implementation process. The work will involve public meetings, outreach with information and surveys, and other involvement efforts.

This work starts immediately through City communications, and ramps up significantly after the Economic Roadmap is created as it will be the foundation for future planning work.

### **PLAN:**

#### **Define Community**

Establish the definition of “community” by the school district boundaries.

#### **Create a Community Contact List**

- Make a list of local groups, organizations, businesses, churches, schools and other community contacts within Banks and the surrounding area.  
(This task has already been started by gathering information from the City of Banks business licenses, the current Banks Chamber of Commerce member list and searches made on the Oregon Secretary of State Business Registry Database.)
- Divide list into different categories. Example: Church, Public and private schools, athletic groups, non-profits, businesses, etc.
- Contact lists via mail, email, phone, or in person.  
When making contact with each, we can verify their information is current, find out their function / contributions to the community and establish a central contact person within their group. Also while contacting them, ask for any “volunteers” to help and to gather their ideas & input on the project.
- Add contacts to an email list such as MailChimp or ConstantContact
- Establish regular communication calendar

#### **Website**

Update the City’s website by adding a “Community information” tab for notice and information that will be received from these “contacts” to be put on that page or hyperlinks to their sites with their information.

#### **Community Calendar**

- Fully utilize the existing City of Banks Community Calendar.

- Establish procedures on who be posting and what may or may not be posted at these sites and compose a policy manual that will need to be approved by the Mayor, City Manager and City Council.
- Consider a new website might be made to be just for community information and a community calendar.

### **City Facebook Page**

Post notice to City's current Facebook page.

### **Banks Post**

Form communication partnership and procedures for working utilizing new Banks Post newspaper for local communications updates.

## #5: MARKETING

**EDC Lead:** Rachel Nelson

After the full Economic Strategy is created, efforts will turn to marketing the Community. This involves marketing to both potential visitors, and at the same time having a focused marketing effort to encourage investment in new development and businesses.

The leaders of the Marketing Initiative will also serve as an ad hoc resource for any promotional needs of others projects taken on by the EDC throughout the year.

Below are listed promotional media and tactics to be pursued this year by the Marketing Initiative of the EDC. The next step would be to plan out a promotional calendar.

### **PLAN:**

#### **Tourism Promotion**

- **Press Releases** – Write regular (at least quarterly) press releases promoting Banks as a place to visit. These should be distributed to regional media as well as regional alliances.
- **Brochure** – Develop a brochure or rack card to distribute at local promotional outlets.
- **Tourism Studios** – Coordinate Bicycle and Rural Tourism Studios with Travel Oregon.
- **City Website** – Design a new Visit Us page for the Banks City website feature appealing words and images.
- **Distinct Promotional Website** – Consider Developing a distinct and separate website for the purposes of promoting Banks.

#### **Event Promotion**

- **Press Releases** – Write regular (at least quarterly) press releases promoting events happening in Banks. These should be distributed to regional media as well as regional alliances.
- **Promotional Communications to Locals** – Create banners, posters and engaging social media content to increase participation among locals in city activities and events.

#### **Development Promotion**

- **Press Releases** – Write regular (at least bi-annually) press releases promoting business and development opportunities in Banks. These should be distributed to regional media as well as regional alliances.

- **Development Brochure** – Develop a brochure to include information gathered in the upcoming Economic Roadmap and distributed to real estate agents, regional developers & regional alliances.