

City of Eagle Point Economic Development Strategy

A Five-Year Plan for Economic Health & Community Vitality

October 2013



MISSION STATEMENT

To attract, retain and grow businesses and jobs in Eagle Point, in order to generate prosperity and enhance the vibrancy of the City.

VISION

Eagle Point will strive to be a more vibrant, connected and prosperous community, known throughout southern Oregon as a unique and charming place to live, work, and play, and as a gateway to the Upper Rogue region with its wealth of outdoor recreational opportunities. Commercial areas will be more densely developed and pedestrian-friendly, with fully-occupied buildings and thriving businesses. Light industrial development and business parks will be created where currently planned west of Highway 62, and they will be designed in a well-organized, functional, and attractive manner. Higher-density infill and redevelopment will occur within the City's downtown to provide a broader range of housing options along with additional locations for retail, restaurant, services, and employment opportunities. Stronger neighborhoods will be connected by safe and attractive walking and bicycle routes, as well as public transit. Little Butte Creek, the historic covered bridge and buildings, and the surrounding hillsides will be preserved and protected as enduring connections to the natural and built beauty of this community.

MOST SIGNIFICANT ISSUES & CHALLENGES

General market conditions since the national recession beginning in 2008 have remained a barrier to investment in property and land development, including housing starts. In addition, business and employment growth, along with consumer spending, has been static in the region. While there are signs that the economy has stabilized, the expected growth and investment here has been slow to resume.

LONG TERM GOALS

- Promote Eagle Point as a business-friendly community which makes a significant contribution to the regional economy.
- Work to support development-ready sites that are attractive to businesses, including through inter-agency collaboration.
- Create an environment in which the City government is a business ally and resource.
- Create a community that is well-known for its unique charm and livability.

STRATEGIC INITIATIVES & SHORT-TERM ACTIONS

Strategic Initiative #1: Existing Conditions Analysis

- Inventory all sites, buildings and 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.

Strategic Initiative #2: Business Recruitment & Retention

Recruitment

- Continue partnership with SOREDI.
- Develop partnerships with state agencies like Business Oregon.
- Promote Eagle Point, including use of incentives such as the Enterprise Zone.
- Recruit new commercial, traded sector and e-commerce businesses.
- Focus on high priority development zones.

Retention

- Maintain ongoing communication and outreach with existing businesses, partner with Chamber.
- Provide information and resources to existing businesses to assist in their success.
- Research programs to assist Eagle Point small businesses with other agency partners.
- Develop a Business Eagle Point Summit.

Strategic Initiative #3: Marketing

- Establish a business-oriented tagline for the City.
- Dispense Eagle Point brochures.
- Develop and maintain “Business Eagle Point” web page with needed materials.
- Develop City business fact sheet.
- Partner with regional marketing campaigns, like Southern Oregon Visitors Association.

Strategic Initiative #4: Regional Participation

- Collaborate with SOREDI & business groups.
- Improve Eagle Point’s competitive edge through collaboration with government agencies.
- Maintain Eagle Point’s presence at the “regional table” through involvement in economic development committees.

Strategic Initiative #5: Community Livability

- Identify what businesses are looking for in the way of livability, and seek to provide it.
- Market Eagle Point as a desirable and livable community.
- Work on improving neighborhood appearance, to include neighborhood group involvement.
- Work on visually and functionally improving, and activating, downtown.
- Work on improving the Hwy 62 commercial corridor appearance.
- Support improvement of pedestrian and recreation facilities.