

Myrtle Creek

Economic Vitality Roadmap Part 1 of 3

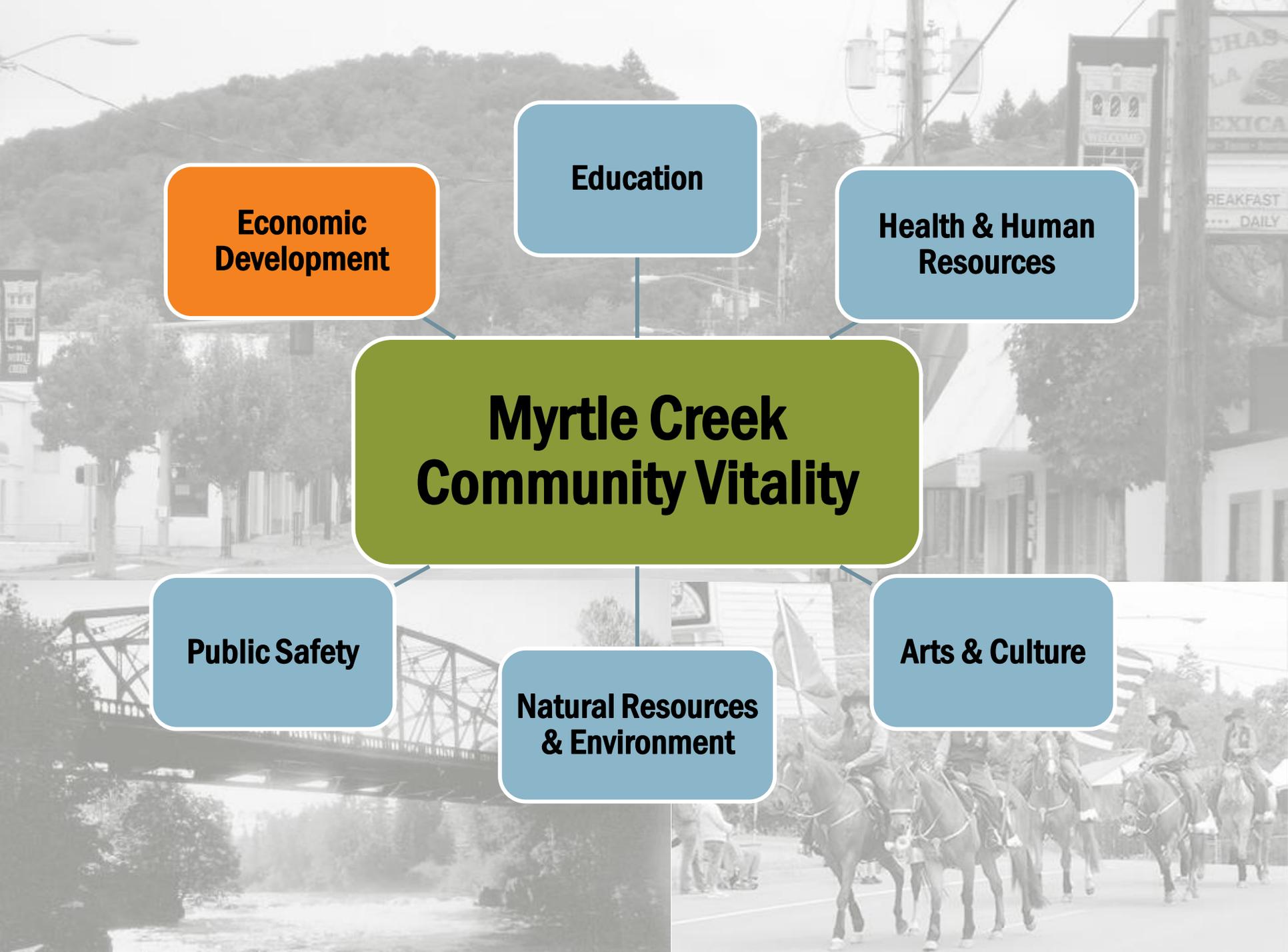
April 21, 2016

Your Team



Local Steering Committee:

- Paulette Jones, Myrtle Creek-Tri City Chamber of Commerce
- Ted Romas, Myrtle Creek-Tri City Area Chamber of Commerce
- Sean Negherbon, City of Myrtle Creek
- Sony Murray, Myrtle Creek Main Street
- Mayor Ken Brouillard, City of Myrtle Creek
- Henry Stevens, City of Myrtle Creek
- Carolyn Shields, City of Myrtle Creek
- Gail Black, City of Myrtle Creek



**Economic
Development**

Education

**Health & Human
Resources**

**Myrtle Creek
Community Vitality**

Public Safety

**Natural Resources
& Environment**

Arts & Culture

The Way We Were



“You can’t know where you’re going until you know where you’ve been...”

Plans and Strategies to build on



2016: Partnership for Economic Development Douglas County Strategic Plan

2014: Business Oregon Regional Competitive Analysis for Douglas County

2013: Coos, Curry, Douglas Counties Comprehensive Economic Development Strategy

2010: Economic Opportunities Analysis for Downtown Revitalization

2009: Oregon Main Street Myrtle Creek Community and Downtown Assessment

2008: Myrtle Creek Economic Development Plan

1990-2010: City of Myrtle Creek Comprehensive Plan

Myrtle Creek Economic Development Strategy (2008)

Mission: *Myrtle Creek will strive to grow as a family community with quality teachers, family-wage jobs and abundant recreational opportunities. We will show pride with clean streets, a historic downtown and numerous volunteers.*

Goals:

1. Strengthen and use our city's resources (workforce, land)
2. Diversify our economic base
3. Improve our quality of life with a strong sense of place, enhanced services, receptive local government
4. Increase workforce marketability and respond to business needs
5. Improve our infrastructure to meet future growth needs

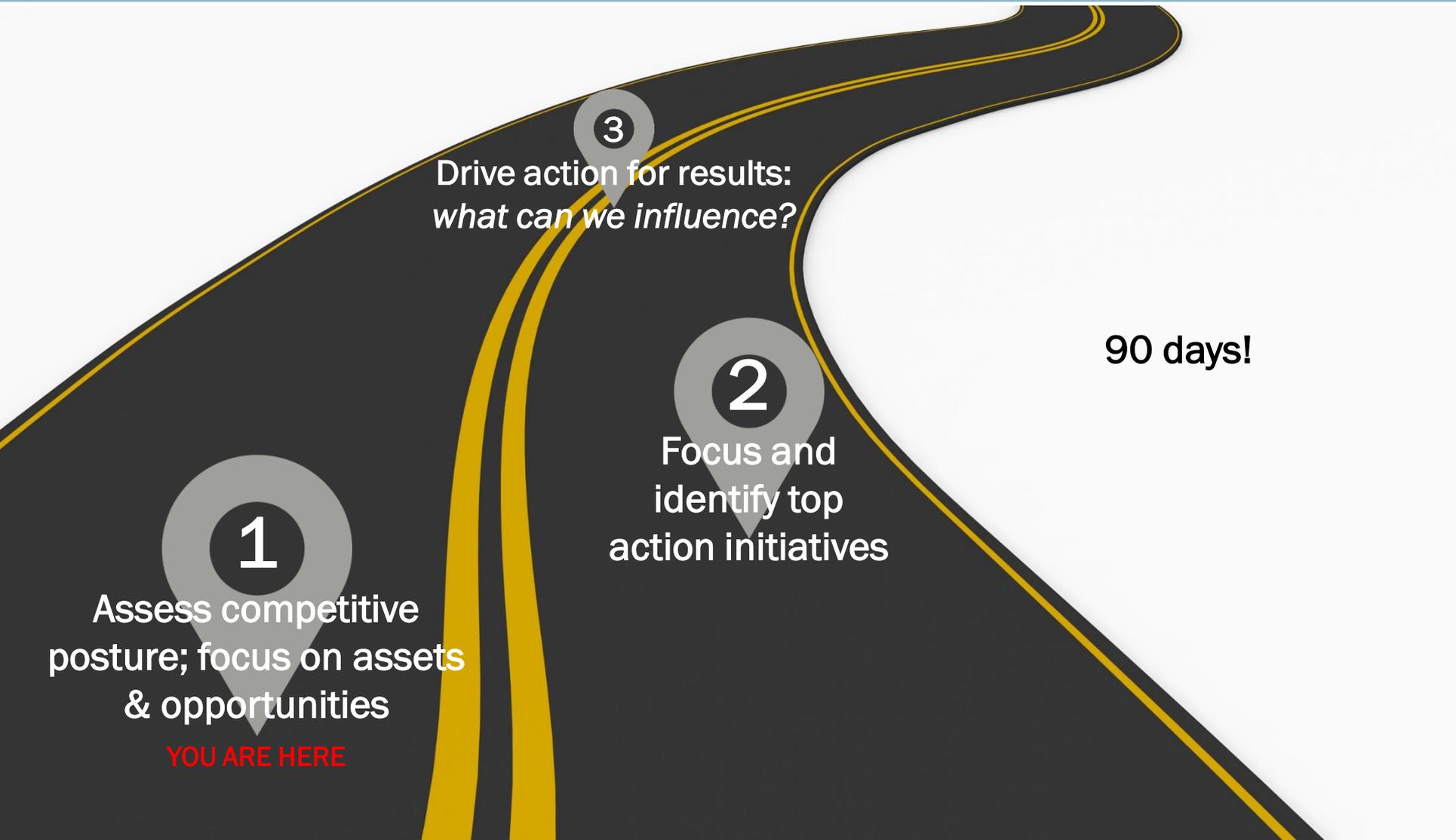
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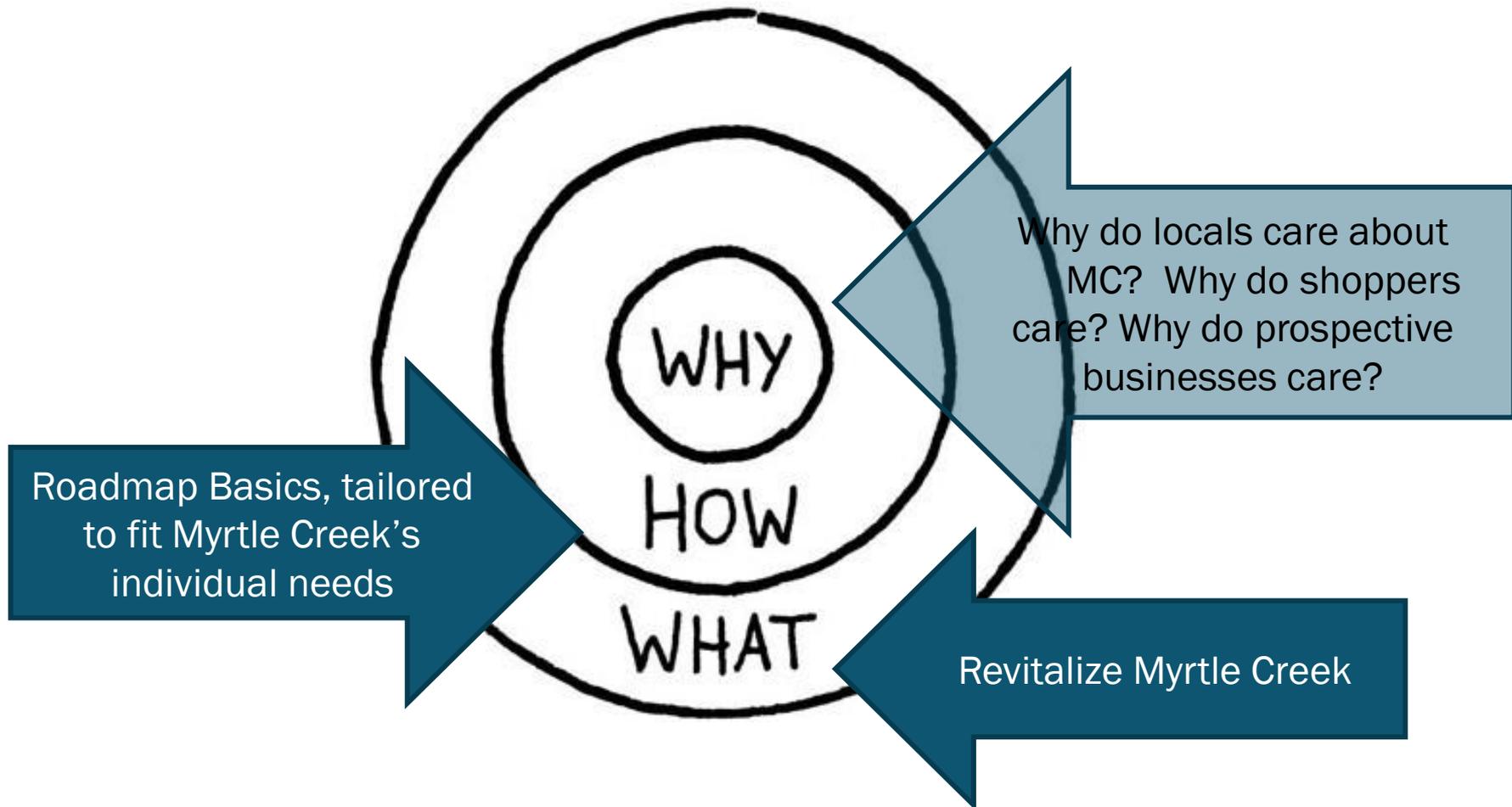
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Assess competitive posture;
focus on assets &
opportunities

Where you're headed



Have you given stakeholders a “why”?



Thank you for sharing...

27

Focus group participants

35

Interview/survey participants

10

Business, community, economic development professionals

24

High school youth participants

WHY you care

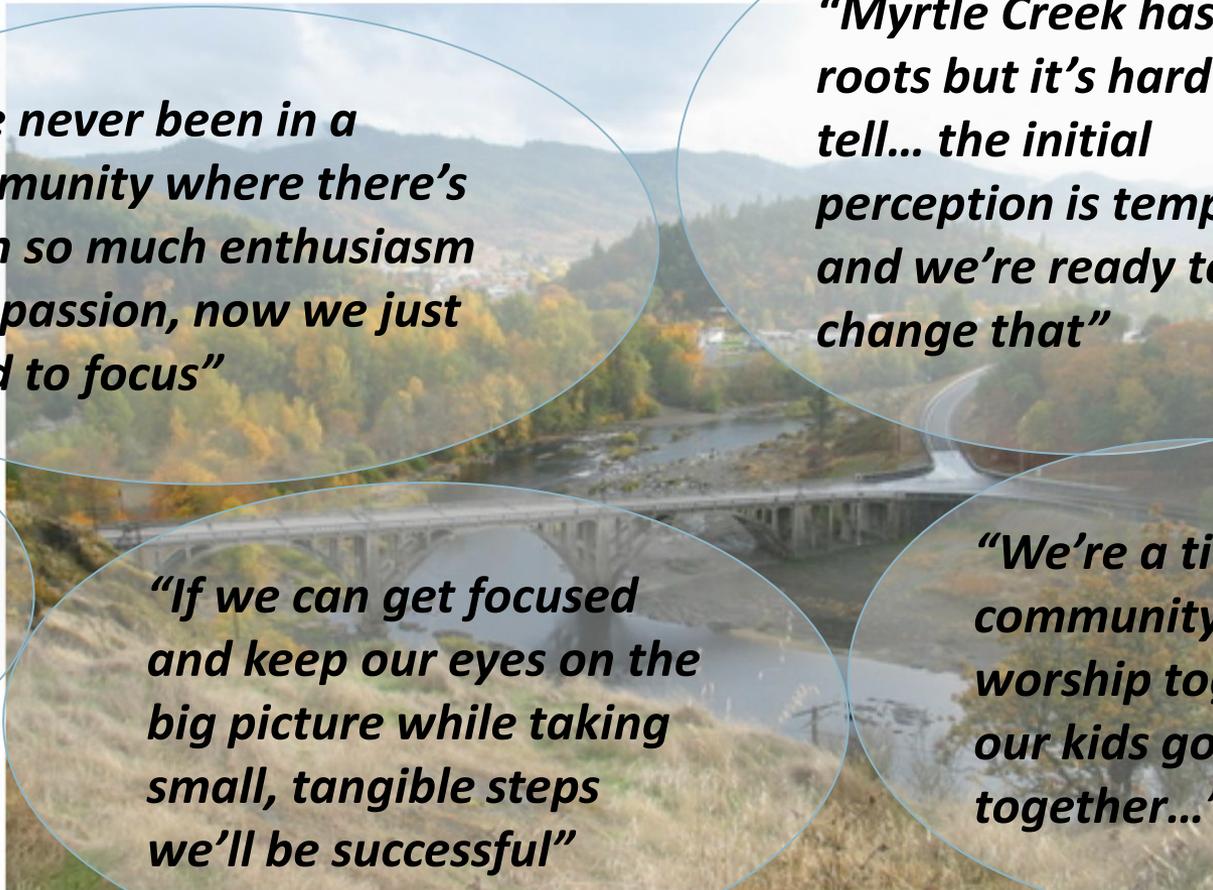
"I've never been in a community where there's been so much enthusiasm and passion, now we just need to focus"

"Myrtle Creek has deep roots but it's hard to tell... the initial perception is temporary and we're ready to change that"

"So much natural beauty"

"If we can get focused and keep our eyes on the big picture while taking small, tangible steps we'll be successful"

"We're a tight-knit community. We worship together, our kids go to school together..."



WHY: Locals

What motivates you?

- ❑ Family wage jobs
- ❑ Support local business
- ❑ Build next generation of business
- ❑ Bring focus and hope to businesses
- ❑ Downtown revitalization and housing
- ❑ Realistic plans for property
- ❑ Safe, caring, friendly



“Jobs and profitable businesses that pay well and keep young people in rural towns.”

WHY: Visitors

What interests visitors?

- ❑ Natural beauty & the river
- ❑ History
- ❑ Eating & Shopping local & Supporting community
- ❑ Many recreational opportunities in Myrtle Creek, not a one-attraction destination



WHY: Business Prospects

What are their interests?

- ❑ Business Costs
- ❑ Living Environment
- ❑ Government/Regulatory
- ❑ Workforce – Talent, Pipeline, Education
- ❑ Infrastructure – Transportation & Utilities
- ❑ Real Estate
- ❑ Incentives
- ❑ Financing, Capital



Taking all of those “why’s” – how will we assess Myrtle Creek?

*Business
Climate &
Vitality*

*Workforce
&
Education*

Real Estate

*Economic
Development*

*Quality of
Life*

Other Factors

Let's start assessing...

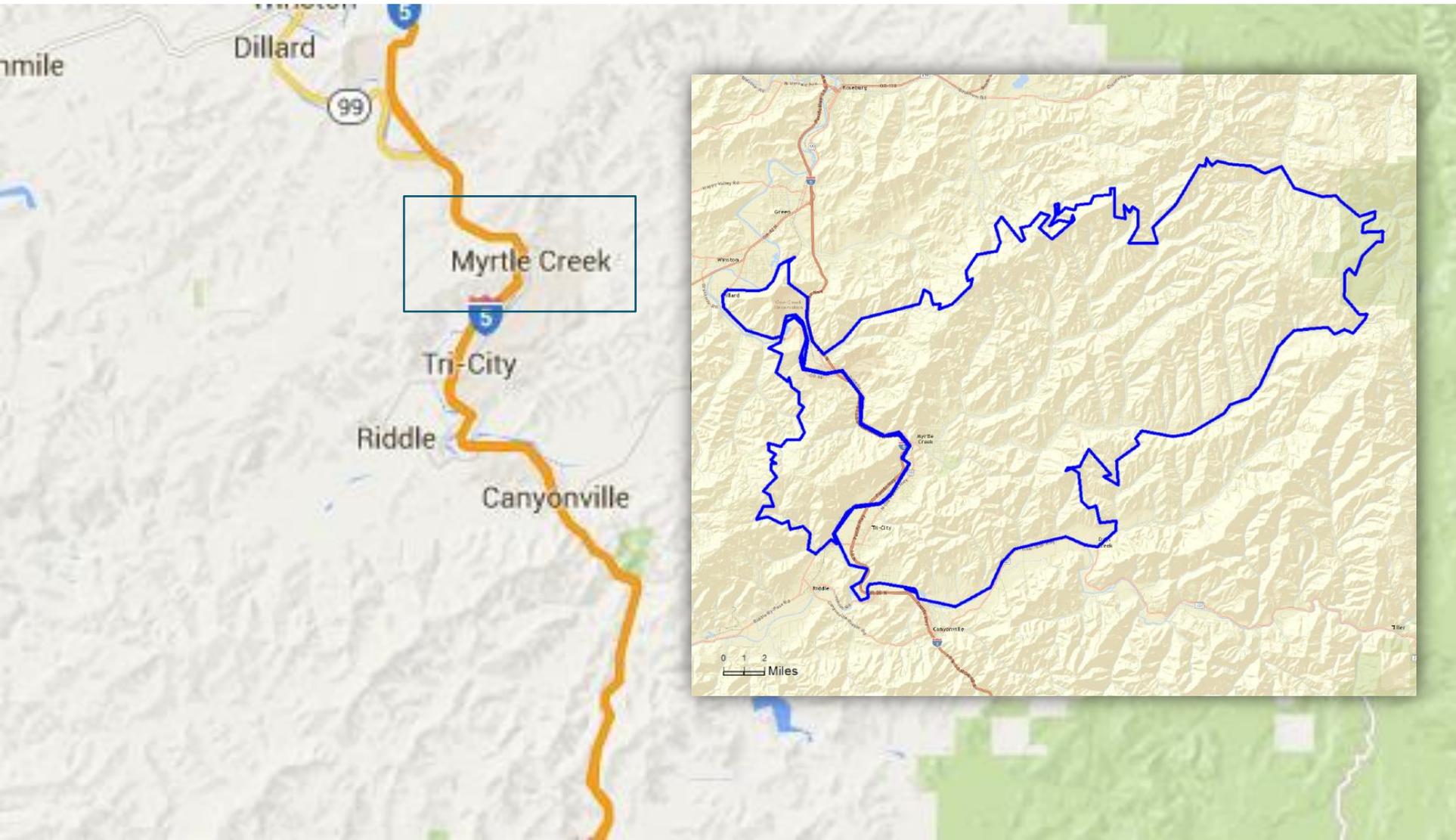
Myrtle Creek Deep Dive

Part 1: Business Climate & Vitality



- Existing business and employment trends
- Employment centers and business anchors
- Retail sales
- Future business projections

Myrtle Creek Study Area: 97457



Myrtle Creek zip: By the Numbers



9,867
population



20 mins
average commute
time



-2.5%
pop. growth
since 2010
*population is declining



83%
with HS
diploma or
higher



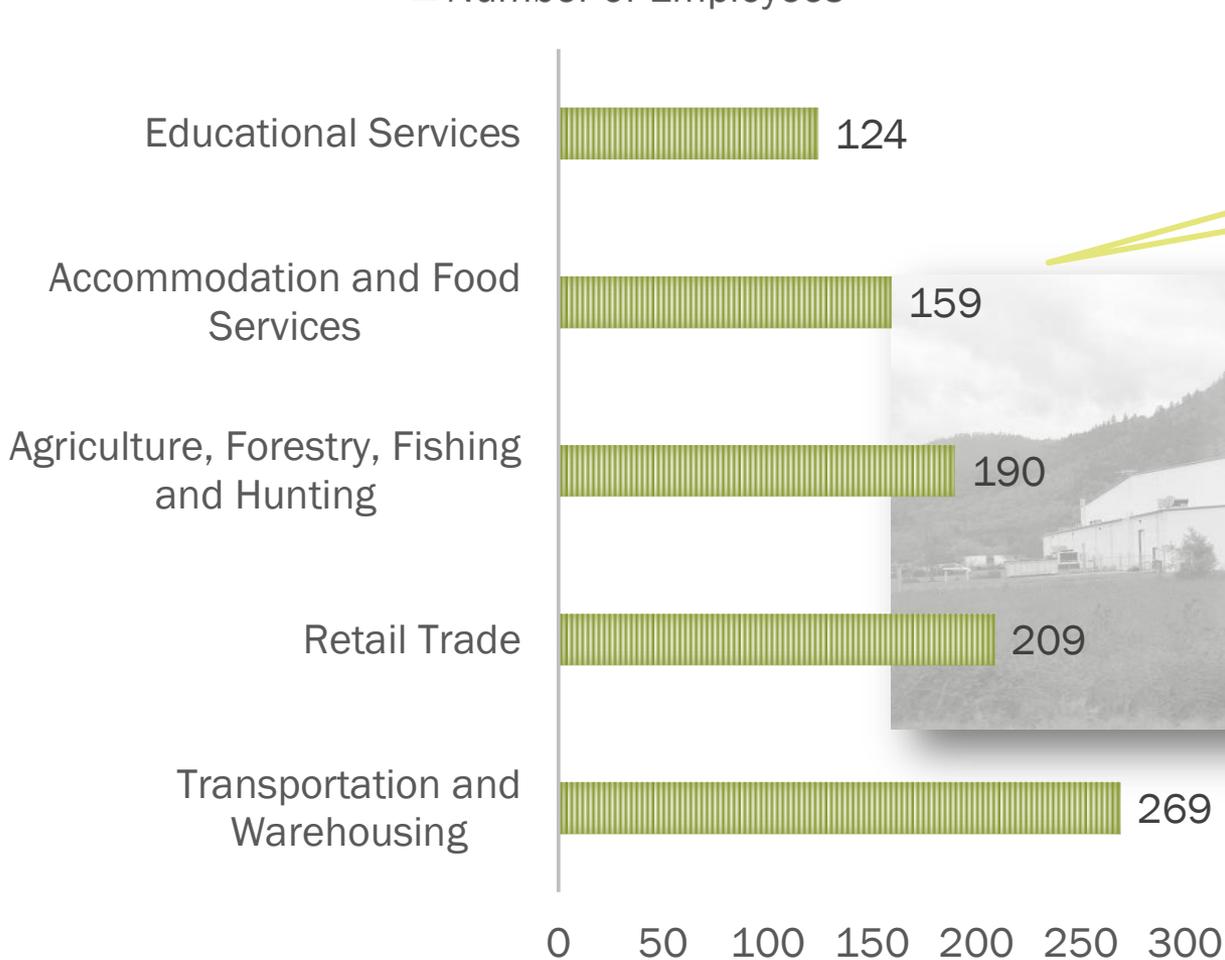
19.3%
children (19 and
under)
21.8%
seniors (65+)



\$37,486
median income

Employment by sector: Myrtle Creek zip

■ Number of Employees



Visitor & local serving



Room for growth in industrial properties

Douglas County Top Employers

*Your Economy is bigger
than 97457!*

A&M Transport,
Inc.

Umpqua Dairy

Orenco Systems

Umpqua Bank

TMS Call Center

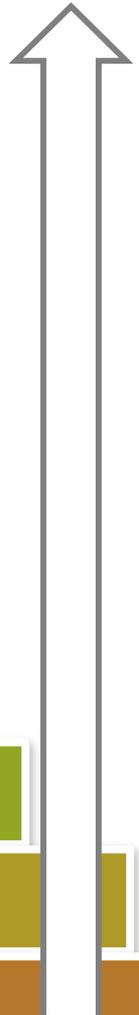
Swanson Group, Inc.

First Call Resolution

Seven Feathers Hotel, Gaming Center & UIDC Business Units

Mercy Healthcare, Inc.

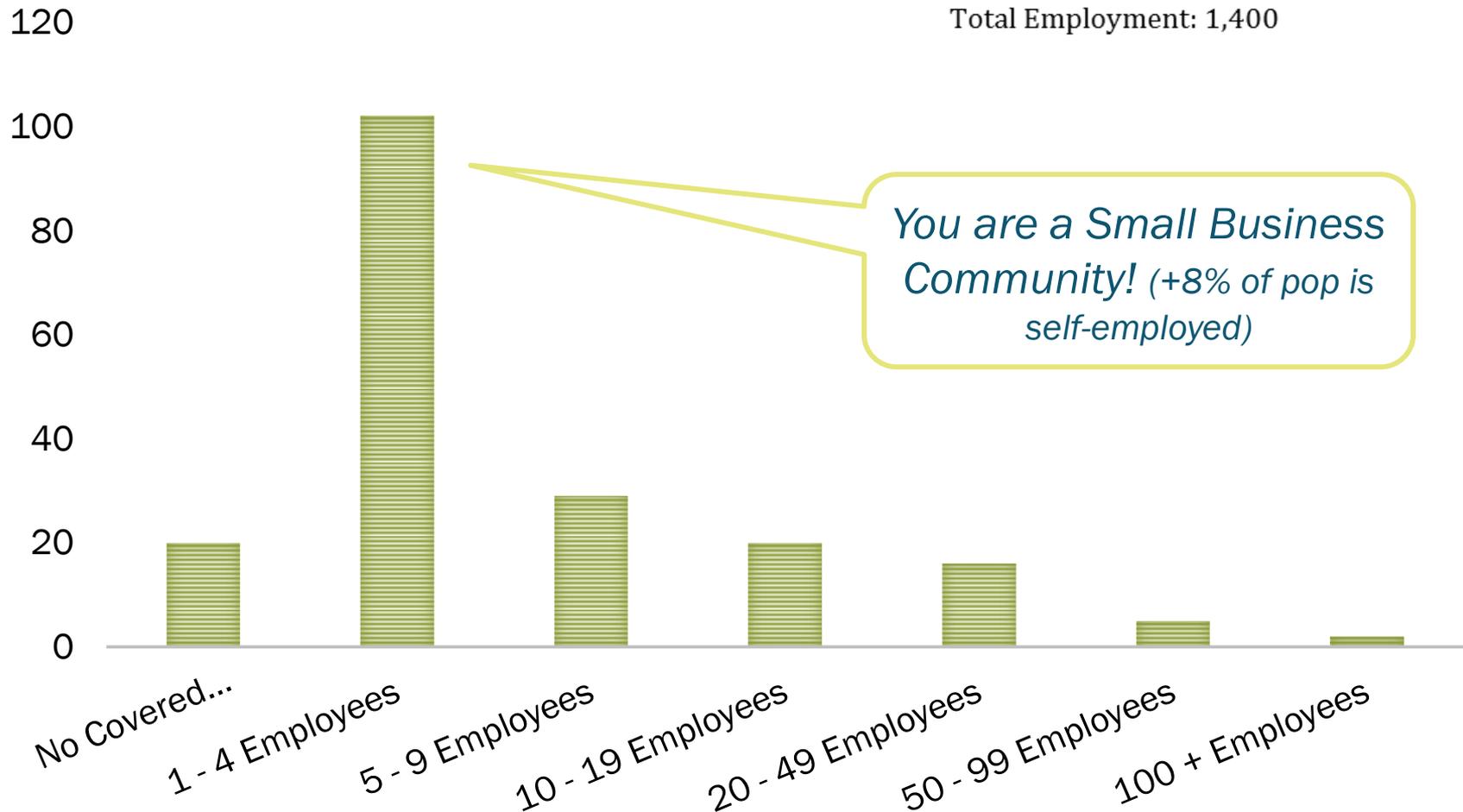
Roseburg Forest Products Co.



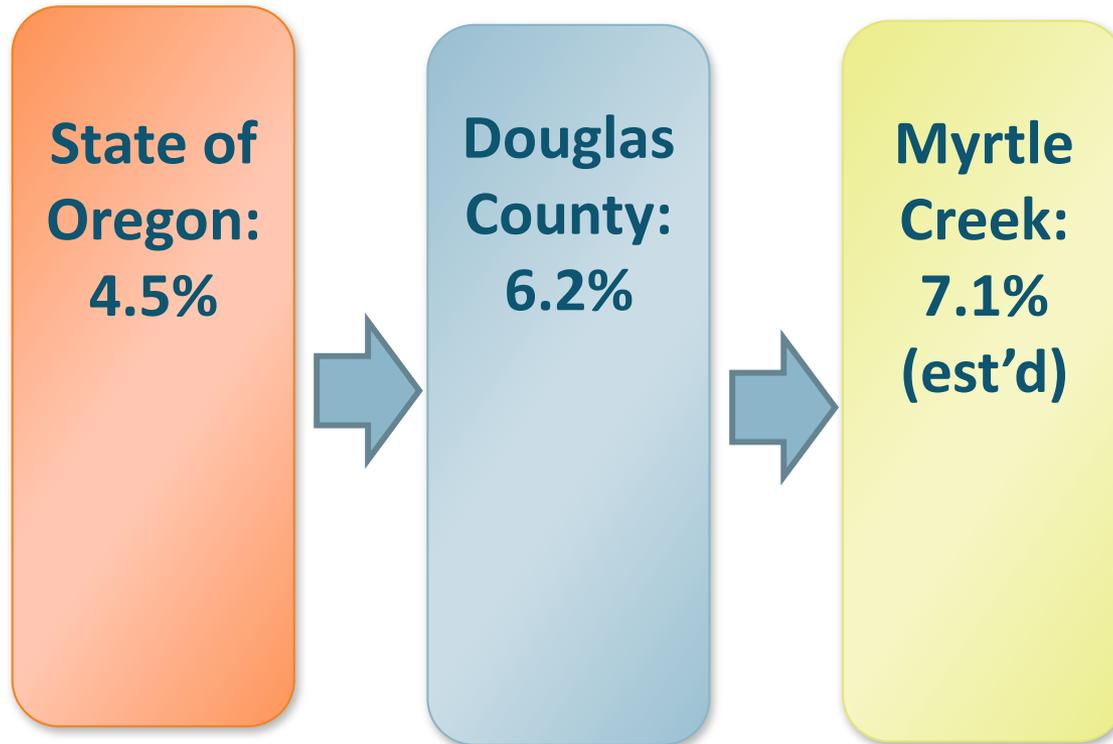
Businesses by Size: Myrtle Creek

■ Establishments

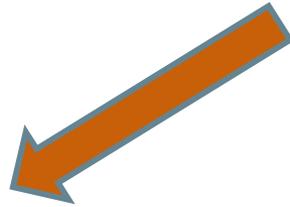
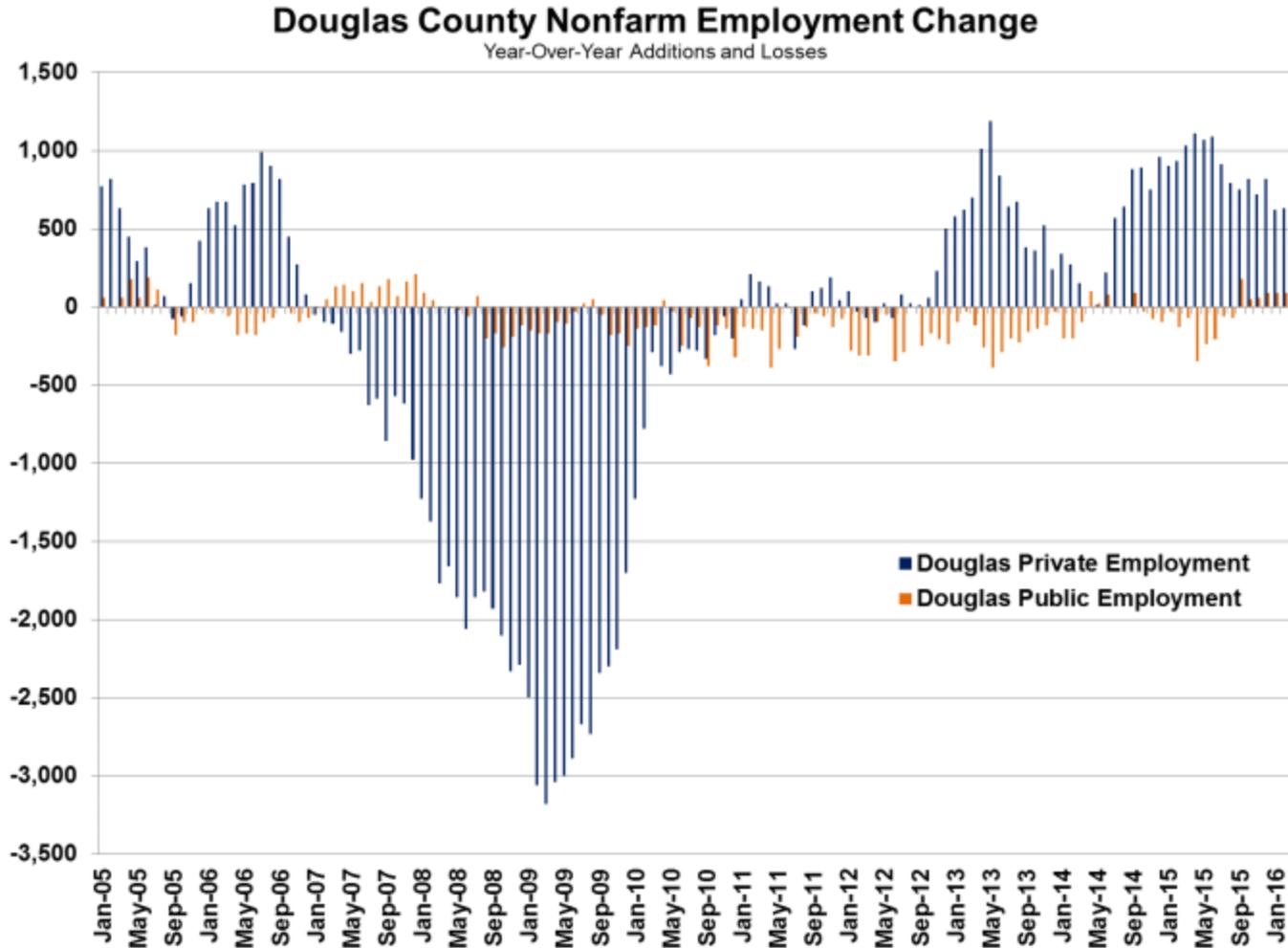
Total Business Establishments: 191
Total Employment: 1,400



Unprecedented Low Unemployment, March 2016



The tide has turned



Employment Forecast

- Employment in region is projected to grow by 14% between 2012-2022
- Douglas County's economy is **dependent on the forestry and wood product manufacturing**
- **Manufacturing** is projected to grow by 21%, well above the statewide average of 11%.



Future Job Growth – Douglas County 2012-2022 Projections

14%

Employment
growth rate

4.8k +

New jobs

8k +

Replacement
openings

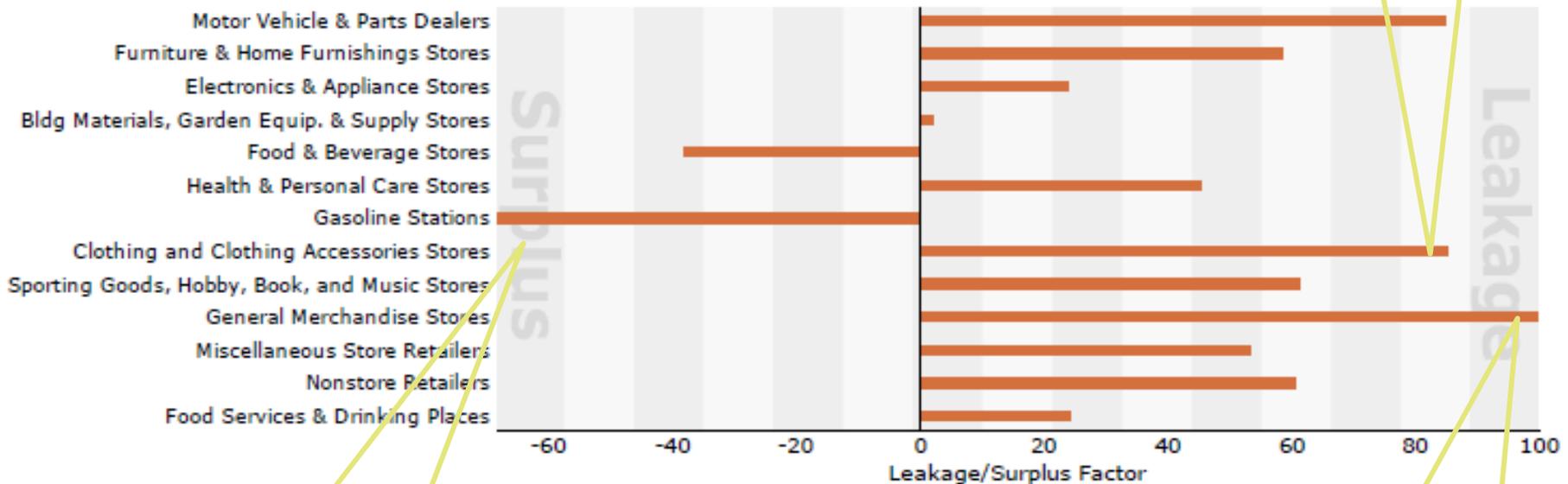
- Industries Expected to Add Jobs
 - Manufacturing
 - Private educational and health services
 - Professional and business services
 - Trade, transportation, and utilities (mostly retail trade)
 - Local government
- Occupations with the Most Job Openings
 - Food prep. and serving workers
 - Retail salespersons
 - Cashiers
 - Laborers, freight, stock, materials movers
 - Truck drivers, heavy and tractor-trailer

So What's Missing ? Shopping!

\$79.6 Million in Retail Sales Leaking Out

Probably going to Roseburg for clothing options

Leakage/Surplus Factor by Industry Subsector



Myrtle Creek has an excess of gasoline sales

Big need for general merchandise

In your words...

*Restaurants-
Dutch Bros*

Health care services

Bed & breakfast

*Small movie
theatre*

*Quality clothing
consignment*

Brewpub

*Services – handyman to
respite care*

Food carts



Private Investment is happening!

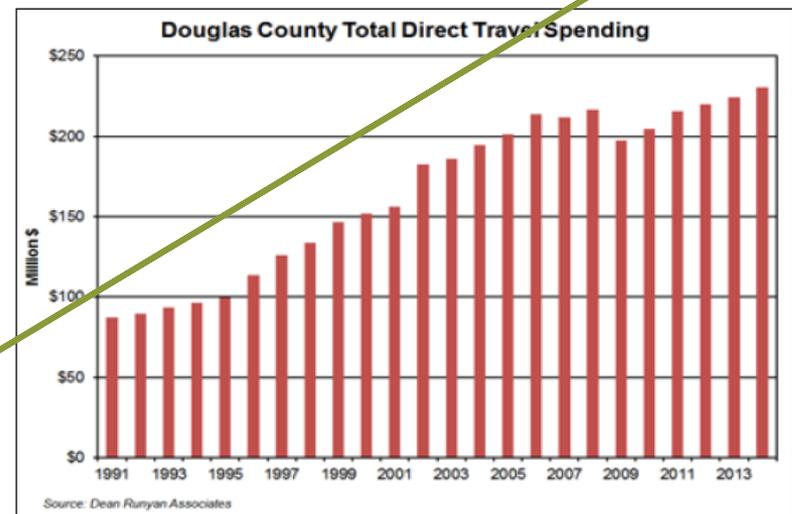
- \$882K valuation



- Significant *private* investment
 - Over **23 building permits** issued by MC city from March 2011- March 2016 valuing over \$7.5M in total

Tourism is growing!

- Daily Traffic on I-5 @ MC over 25,000 vehicles
- 2014 – \$213M in visitor spending in Douglas County:
 - Food service (28.5%)
 - Arts, entertainment, recreation (18.3%)
- Opportunities to continue growing MC tourism
 - Vineyards, river, history
 - “Gateway to Crater Lake”

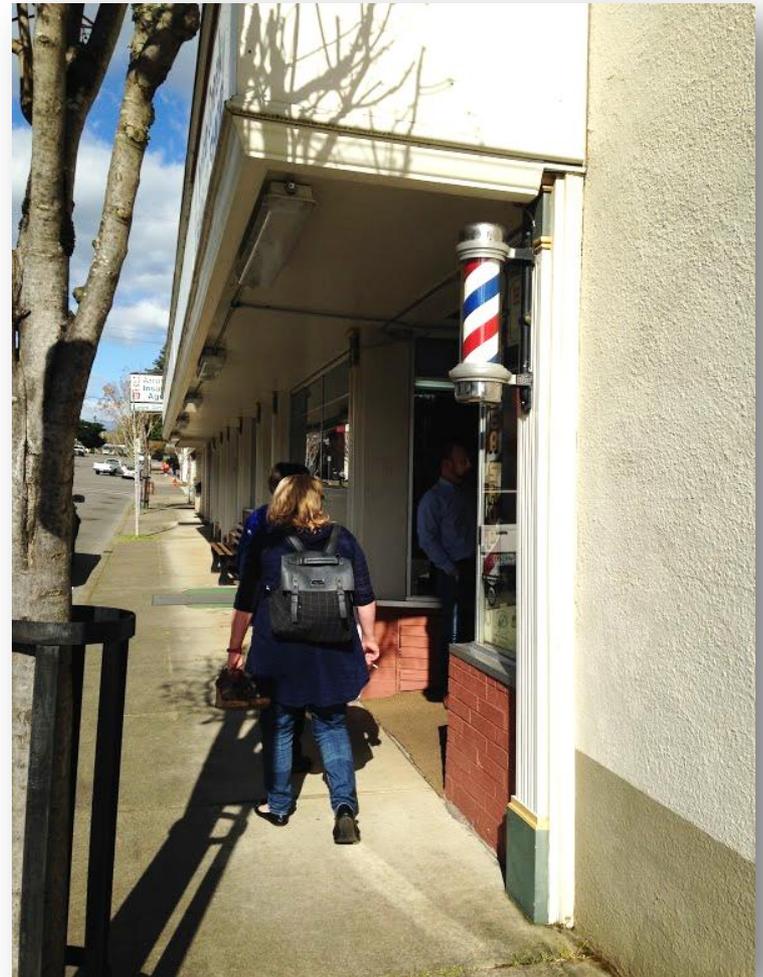


Business Climate Summary

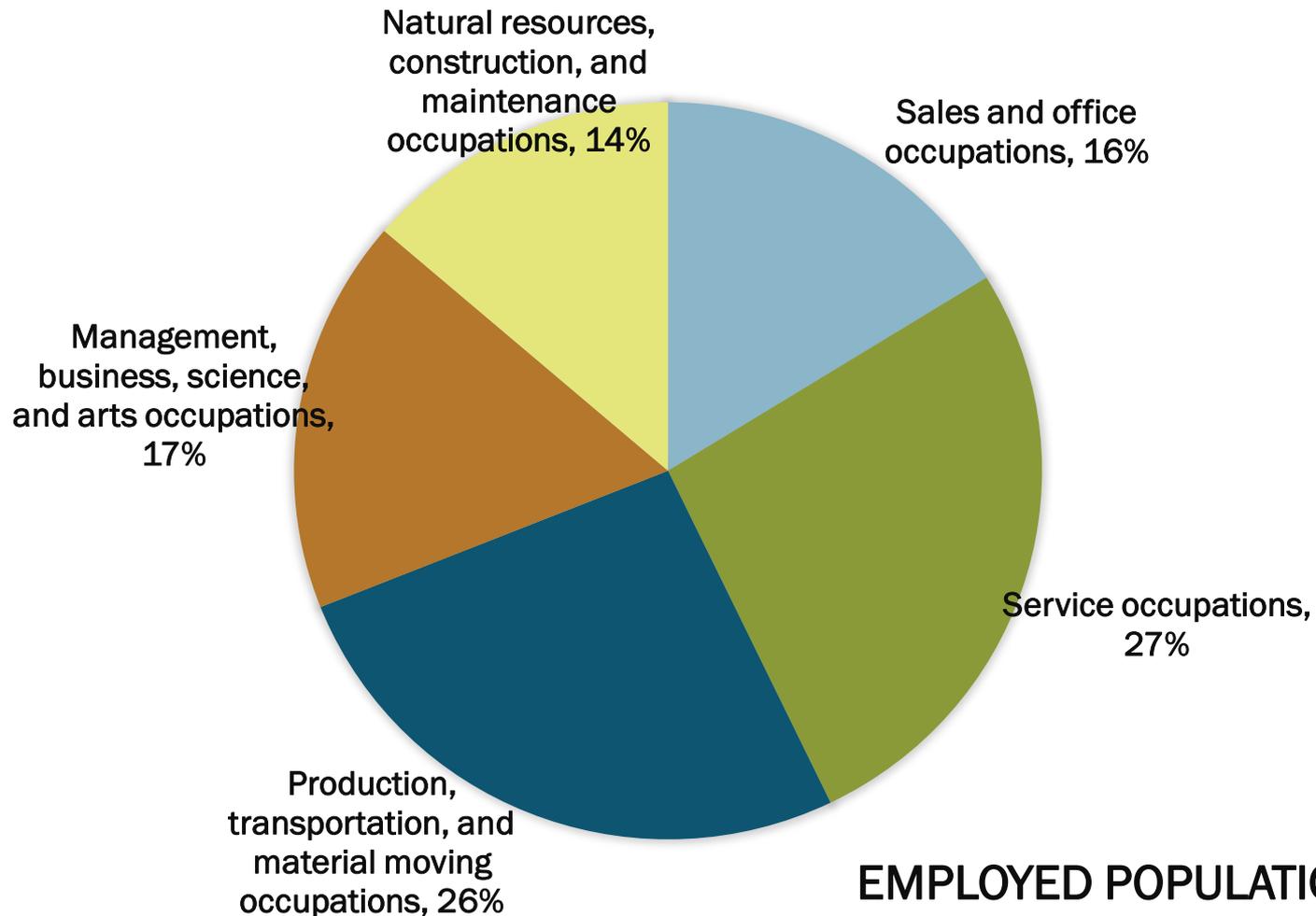
+	-
<ul style="list-style-type: none">• Charming, unique town	<ul style="list-style-type: none">• Relatively small market area, low incomes
<ul style="list-style-type: none">• Easy access from I-5 w/ high traffic	<ul style="list-style-type: none">• Limited retail/service base
<ul style="list-style-type: none">• Part of large 'labor shed'	<ul style="list-style-type: none">• Limited industry in immediate area
<ul style="list-style-type: none">• Business investment occurring	<ul style="list-style-type: none">• Not enough real estate for sale, mostly rent/lease
<ul style="list-style-type: none">• Close knit, '<i>small town lifestyle</i>' community	<ul style="list-style-type: none">• Old school mentality perception
<ul style="list-style-type: none">• Positive local government & business community	<ul style="list-style-type: none">• Existing downtown buildings deteriorating or need repairs
<ul style="list-style-type: none">• Outdoor recreation opportunities and beautiful scenery	<ul style="list-style-type: none">• Business 'case' unclear: Why MC?

Part 2: Workforce & Education

- Labor force
- Employees
- Job seekers



What industries employ residents?



EMPLOYED POPULATION (16+)

What do people earn?

Average Annual Wage, 2014

Myrtle Creek Area

\$30,524

Douglas County

\$36,749

Oregon

\$46,515



“People here don’t have much \$”

Seeking work

- **2,914** unemployed in Douglas County (March 2016)
- **<720** in Myrtle Creek zip (2014)



Workforce and Education Summary

+

- Large labor shed area
- Easy commute to attract new employees in Douglas County
- Douglas County benefits from improving economy on West Coast
- 7th Day Adventist Concentration – medical training and services?
- Pride and care of youth as ‘next generation’ workforce

-

- Small number of (qualified) employees
- Perceptions of not enough quality (able to pass drug test)
- High competition with Roseburg employers
- Low wages
- Largely older population, and many retired military members (DC has VA hospital)

Part 3: Real Estate



- **Available land & property**
- **Construction activity**
- **Catalytic projects**

Availability of Land & Property

- I-5 transportation advantage
- Infrastructure ready-to-go

South Umpqua Industrial Park – 50 acres

- 1 of 5 industrial parks developed for manufacturing and distribution uses in DC
- \$40k per acre
- \$5k purchase credit incentives per job created
- Project-ready
- Next to business center



What's Else is Available?

In your words

Many eyesores

*Some art
deco*

*We need to
connect with local
property owners*

*We want to send the
message that Myrtle Creek is
cared for...*

So much potential

*Clean up and paint
are needed*

Real Estate Summary

+	-
• Low cost real estate	• No inventory
• City easy to work with	• Widespread lack of curb appeal
• Rural, small town appeal	• Not well marketed
• Industrial property available, with incentives	• Absentee owners

Part 4: Quality of Life

- **Appearance**
- **Home prices**
- **Schools**
- **Community facilities, activities & identity**



Myrtle Creek– A Lifestyle Choice (location, destination)



*Charming
town*



We have clean air, clean water, and live closer to real living than most places. You aren't just a number, you're a name here.

*A true
outdoor
paradise*



Known for excellent parks



Our motto is "Where Nature is Your Neighbor" – that's a great place to start!

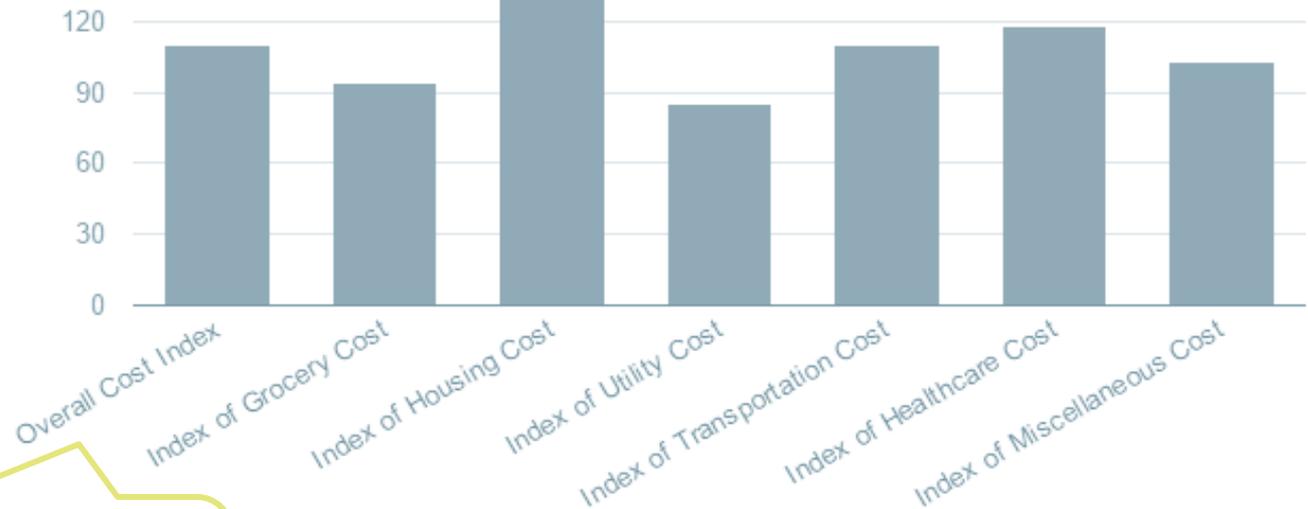
Infrastructure investment

- Significant *public* investment!
 - 2010-present: over 6 major projects valuing over \$8.7M in total
- High Speed Internet is available through Douglas Fastnet fiber optic, available to businesses, soon to residential

Cost of living generally low

Housing is more expensive than US average

Figure 11: Myrtle Creek, OR Cost of Living (100 = U.S. Average)



But items like utilities, groceries, and other expenses bring down total cost of living

Regional Median Home Prices

Home Value	Myrtle Creek	Douglas County
2015	\$159,340	\$193,562
2020	\$174,697	\$215,069
% Projected Value Growth	9.6%	11%

Homes are more affordable in Myrtle Creek than Douglas County!



Good Schools in Myrtle Creek

South Umpqua High School

Total Students: 417

Classroom Teachers (FTE): 18

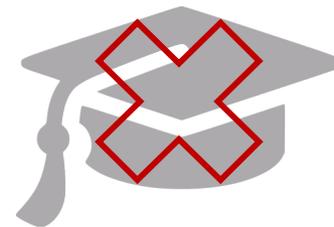
Student/Teacher Ratio: 23.2

Free/Reduced Lunch 213



72%

+2.3% higher
than Oregon
avg

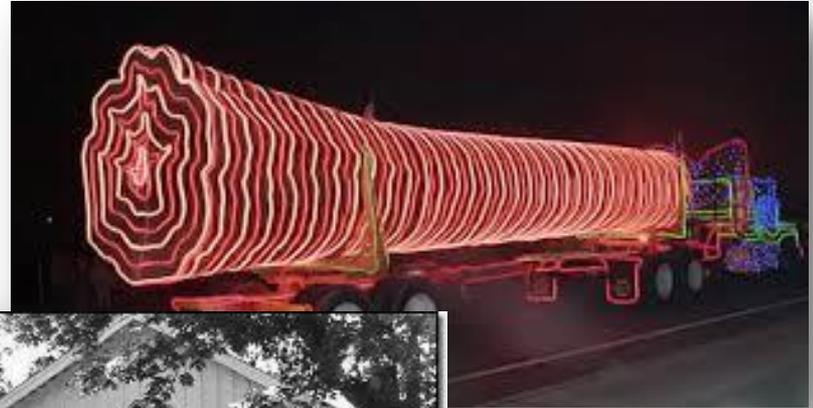


2.4%

1.8% better
than Oregon
avg

Community Facilities, Orgs & Identity

- Band shell
- Community Center
- Covered Bridges (6 in Douglas County!)
- Chamber of Commerce
- Parks & Recreation
- 2 Golf Courses
- South Umpqua River
- Casino
- Wildlife Safari- nearby



Quality of Life Summary

+	-
• Full service community: “Rural Living and Urban Services”	• Low incomes, inability to pay rent
• Schools on a whole better than Oregon average	• Too many second hand stores
• Close to freeway – a world apart	• Proximity to regional retailers in Roseburg is hard to overcome
• Access to river and recreation	• Small population base
• Generous community spirit and giving	• Older population
• Perception of quiet and safe	• Limited activities, events, fun (kids)

What the youth say....

- Get a water park!
- More food places
- Paint the buildings so they are more appealing to people
- Small cheap businesses so people can afford it
- More activities and entertainment!
- Dutch Bros. (X10), Pony, More food, theatre
- We need to have more days where the community gets together and has fun—***food in the park, summer water fight,***
- Advertise! Advertise MC way better. More fun places

Part 5: Economic Development Resources

- **Business organizations**
- **Economic development partners**
- **Financial incentives**
- **Business technical assistance**



Economic Development & Workforce Resources

Resources in Myrtle Creek

- Myrtle Creek – Tri City Area Chamber of Commerce
- Myrtle Creek Economic Development
- Main Street Myrtle Creek

Business Resources (More!)

- Community Lending Works
- Oregon Main Street
- Umpqua Basin Economic Alliance

Business Resources

- Business Oregon
- CCD Business Development Corporation
- The Partnership for Economic Development in Douglas County
- Young Entrepreneur Society of Umpqua
- Roseburg Angel Investment Network (R.A.I.N.)
- NeighborWorks Umpqua

What Makes an Economic Base?



"It's not one thing!"

Economic Determinism



The Motivation

“If we can get focused and keep our eyes on the big picture while taking small, tangible steps we’ll be successful”

Ideas for Action

- *Run in the same direction!*
- Fix up downtown historic properties
- Tear down old hospital
- Recruit young entrepreneurs
- Get 1% of cars off I-5 into town
- Package and promote our visitor assets
- PR, marketing and visibility!!
- More plants, color, good vibes



Thank you, Myrtle Creek!

What's on your mind?