

Myrtle Creek

Economic Vitality Roadmap

Part 3



May 26, 2016

Presented by Mary Bosch
& Dan Varcoe

Thank you, 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
- Nicky Ripley, Walk About Hooves

Agenda



1 Introductions & Recap

2 Priorities for Action

3 Moving Priorities to Action

4 Next Steps

Recap - Project Goals

1. Assess competitive posture; focus on *assets/opportunities*
2. Focus Myrtle Creeks's community and economic development leaders
3. Engage community and Identify initiatives
4. Spur action for sustainable implementation



Living Wage Jobs

Key theme

With every message we share as individuals, with every rule or decision we make as a city, we must support the community we want to see - not hinder it. First what do we want to be? If we want our community to change: the city, Chamber, Main Street, owners of buildings and the businesses must aggressively work toward those goals. It hasn't always been that way. We must all be driving in the same direction.

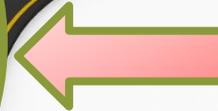


What's happening?

1
Assess competitive posture; focus on assets & opportunities

2
Focus and identify top action initiatives

3
Drive action for results: *what can we influence?*



YOU ARE HERE

90 days!

Community Success....



Ford Institute Leadership Program

Series of Trainings Delivered by RDI

Year 1

Year 2

Year 3

Year 4

Year 5

Leadership
Development
Training
Cohort 1

Effective
Organizations
Training

Leadership
Development
Training
Cohort 2

Leadership
Development
Training
Cohort 3

Economic
Vitality
Program

You
Are
Here

The Places You've Been!

1. South Umpqua Gateway C1 2012 – A River Runs Through us Mural Project – 34 graduates
2. Effective Organizations 2013 – 20 graduates
3. South Umpqua Gateway C2 2014 – Covered Wagon Shelter and Museum Display Upgrade – 28 graduates
4. South Umpqua Gateway C3 2016 – Community Event – 23 participants

Roadmap Process so far....

- Economic Vitality Assessment
- Interviews, Focus Groups, Intro Survey - > 75 participants
- Community Meetings (2) - > 70 participants
- Community Survey - 118 participants
- Case Studies of Community Success
- Key Initiatives (Top 3)
- A Taste of Action Planning

6 Assessment Categories

- 1 Business Climate & Vitality
- 2 Workforce & Education
- 3 Real Estate
- 4 Quality of Life
- 5 Infrastructure + Other Factors
- 6 Economic Development Resources



You said it!

The most important thing I believe to improve the potential for business expansion is to be open minded to change.

I remember my parents telling me to stay away from stagnate water because it can cause severe pain and even death.

This is how I see our town , if we can't live with the flow of opportunity we are going to become stagnate. Our community needs more business that our residents work to support their families.

Criteria for selection

Assumptions: *a. will make a positive contribution to Myrtle Creek area's economic vitality; b. organizational structure will be in place*

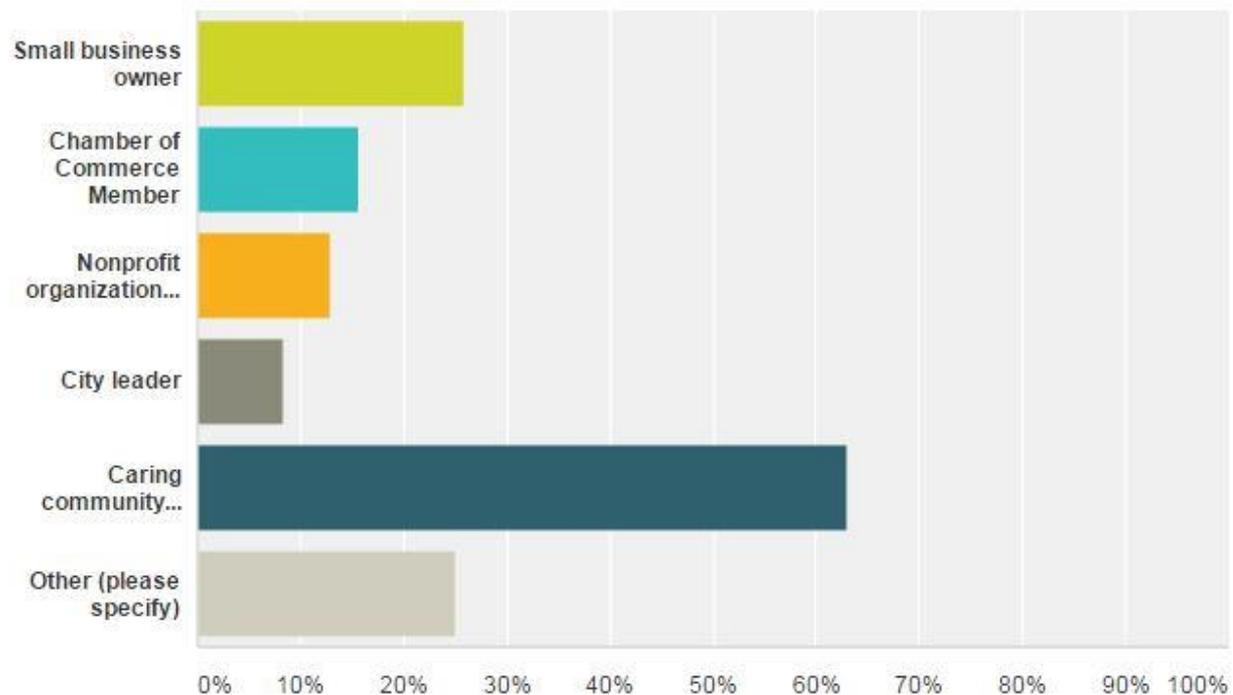
Criteria: The initiative...

1. Is a top priority as expressed by community
2. Harnesses the collective capacity and energy of community volunteers
3. Can achieve tangible and visible results in the next few months

Community Affiliation

Please tell us your community affiliations (Select up to two in each category)

Answered: 108 Skipped: 0



Top Vote Getters

1. Community Marketing & Identity Building, 17 Votes
2. Visitor Marketing/Expansion, 14 Votes
3. Property Redevelopment & Improvements, 12 Votes
4. Small Business Development, 9 Votes
5. Youth Mentoring, Entrepreneurship, 5 Votes

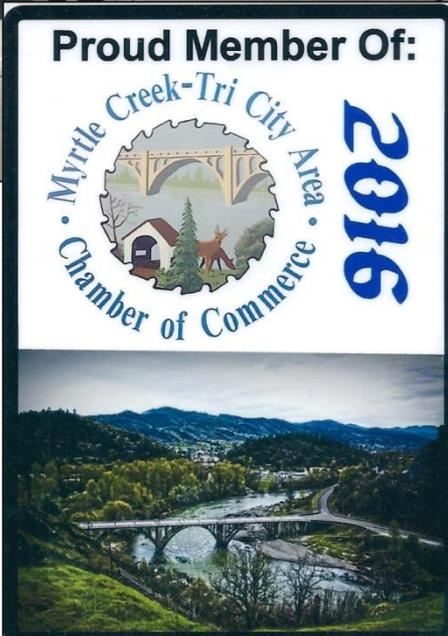
Top Initiatives

Visitor
Marketing



Rustic Rooster

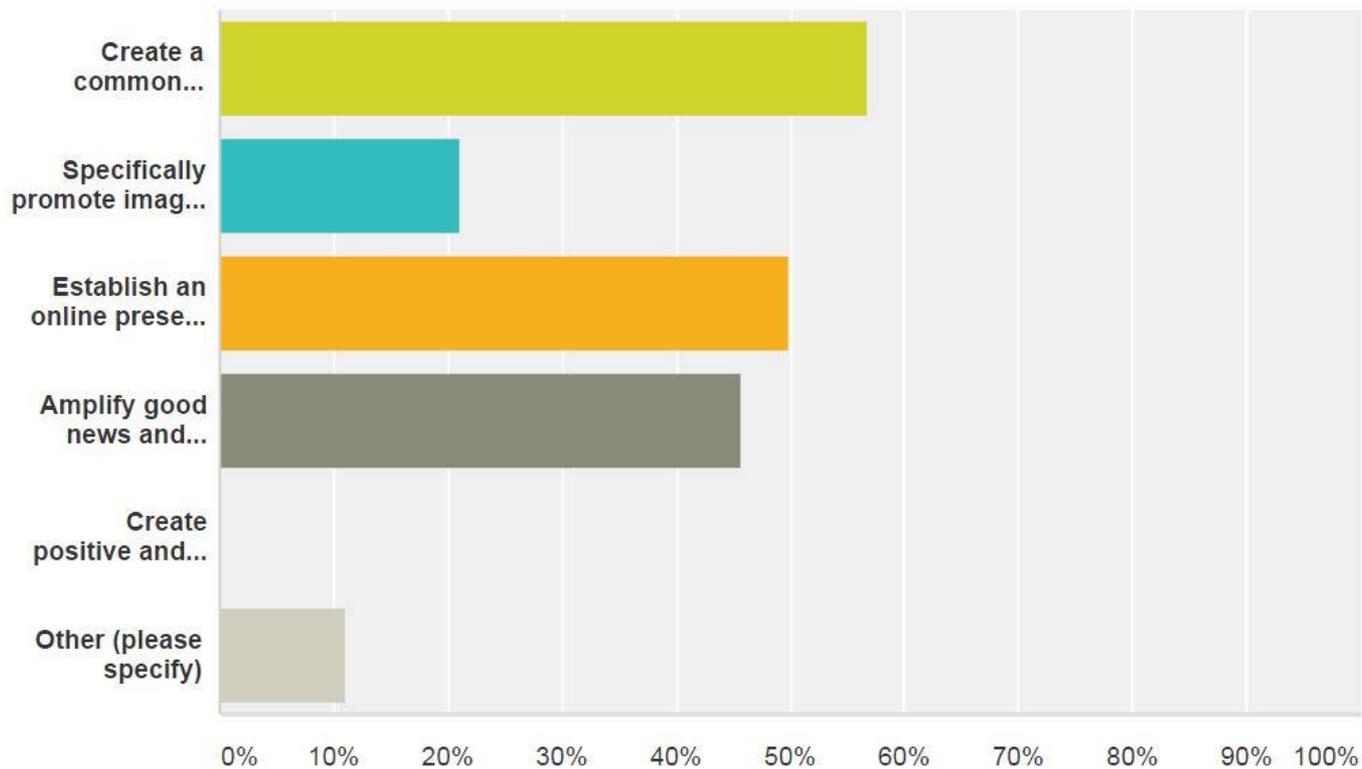
Community Image
& PR



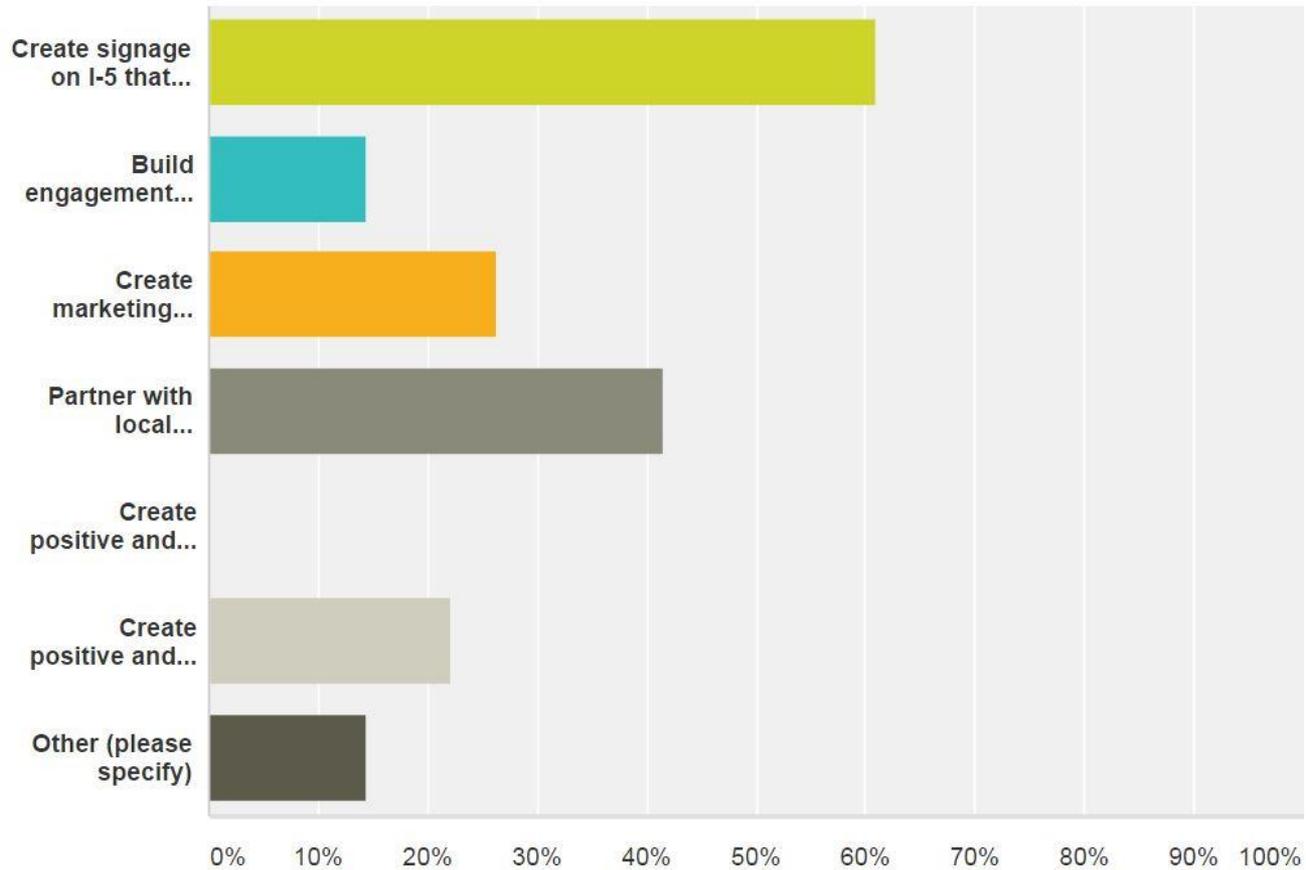
Property
Improvement



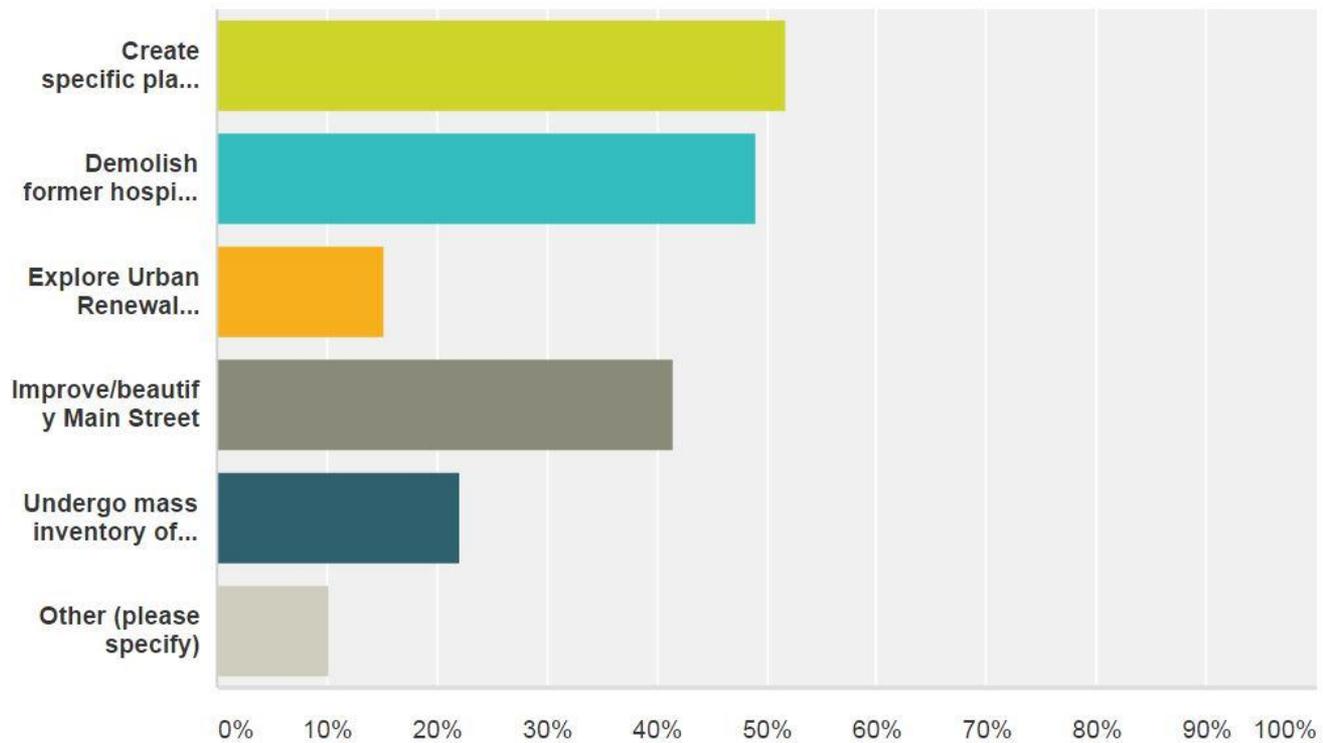
Community Marketing, PR & Image Development



Visitor Engagement



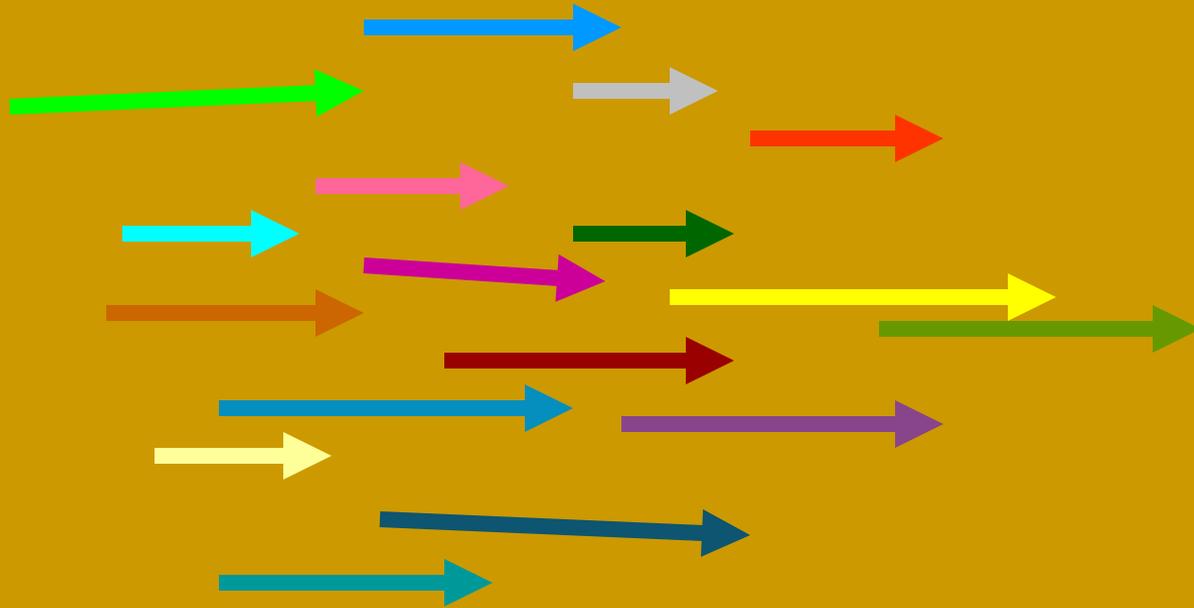
Property Development



Moving to Action: The Next 90 Days



Move in the same direction



Input and Comment

Step 1

- Break into Action Groups
- *'What one or two things are we trying to accomplish this year?'*

Name Your Group and write a one sentence project description to Flip Chart

Time allotted: 10 minutes

Step 2

- Individually, using post-it notes and markers or pens, write the KEY actions or steps that need to be taken during each month of the 90 period - Post to Flip Chart
- Feel free to group yours near other ones of a similar nature
- Create a Wall Time-line with Group Title - 90 Days/6 Months

Step 3

As a group,

- Move post-its to Timeline
- Look at the timing and flow of activities and check for 'reasonableness'
- Discuss, identify and record on wall chart:
 - WHO needs to be involved in this project for it to be a success? (organizations, people, etc.)
 - WHAT resources (people, materials, \$, etc.) are needed to accomplish this?

Time Allotted: 20 minutes

Step 4

Action Team Agreements:

1. Who are your leaders?
2. Convener, coach, communications
3. How will you communicate within your team and who will take that responsibility?
4. When and where will you meet again?
5. What will you do at that meeting?

Time allotted: 10 minutes

Next Steps

1. Action Teams meet on their own within 2 weeks
2. Define roles of each team member
3. Outline Action Plan

Action Teams: Key activities

1. Plan/organize the work
2. Make some decisions, get input on others from the Leadership
3. Complete tasks/get the work done!
4. Report on a regular basis—success, problems, changes
5. Keep everyone in your action team involved
6. Keep an eye on / help out other action teams

As an Action Team Volunteer, you will...

- Show up & Participate!
- Collaborate with others on the work
- Stay informed to share info and encourage others in Myrtle Creek – Tri-Cities to get involved
- Be a positive spokesperson

Put your leadership skills to work!

Thank you, Myrtle Creek!