

# EDALC

2020-21 Annual Report

## Economic Development Alliance of Lincoln County



### 2020-21 - A Year of Challenge and Change

Our last year has brought about unprecedented challenges, changes and disruptions, but it has also created so many opportunities for our Lincoln County communities to unite and to work together. With the support of our dedicated Board of Directors, I am excited to drive forward a re-energized and re-imagined **Economic Development Alliance of Lincoln County**. EDALC has served Lincoln County for over twenty-five years, and we again stand at the ready to lead and collaborate on the vital economic recovery work needed in the years to come.

*Paul Schuytema*  
Executive Director



### Our Mission

To deliver economic development services that facilitate the creation, growth and retention of Lincoln County businesses.





# Moving the Needle

## Recent Progress

- Brought on new professional, experienced staff (Executive Director and Project Associate)
- Updated our website, branding, logo, newsletter and social media presence
- Re-designation (in process) and management of our local enterprise zone
- Worked with the Cascades West Economic Development District to draft a new five-year Comprehensive Economic Development Strategy (CEDS)
- Partner in the Oregon Ocean Innovation Hub
- Active Project Work including business attraction work with Lincoln City and the ART Toledo project in Toledo
- Active work on business and remote worker recruitment
- Helped facilitate county-wide economic development listening sessions
- Review and evaluation of Community and Economic Development Grant applications

## On the Horizon in 2021-22

- Keep our focus on **long-term economic recovery**
- Continue to forge a county-wide economic development **strategic plan of work**
- Implement a strong **Business Retention and Expansion (BRE)** program
- Support local and regional **Blue Economy** and **entrepreneurial** efforts
- Maintain and promote commercial property inventory via **OregonProspector**
- Gather and share **meaningful economic data** and develop an **economic vitality report card**
- Continue to collaborate with other organizations on **impactful projects**

EDALC's new Executive Director's professional experience and outside perspective have created a stronger connection between City and County Economic Development efforts. EDALC is a vital partner in my work to brainstorm, leverage capacity and further shared objectives for our community as a whole.

- Alison Roberson, Director, Economic Development, Lincoln City



## EDALC Financial Overview

	Budget 2020-21	Actual YTD	Proposed 2021-22
<b>Income</b>			
4001 Room Tax	56,000.00	72,660.12	60,000.00
4002 Lottery	22,500.00		15,000.00
4003 Other Public Sector			10,000.00
4004 Other Private Sector			10,000.00
4005 Interest & Dividend Income	100.00	45.94	65.00
4010 Grants	500.00	500.00	6,500.00
4100 Membership Dues	5,000.00	1,050.00	6,000.00
49900 Alternative Income (PPP)		31,101.00	
<b>Total Income</b>	<b>\$ 84,100.00</b>	<b>\$ 105,357.06</b>	<b>\$ 107,565.00</b>
<b>Expenses</b>			
<b>6009 Office Expense</b>			
6010 Office Maint/Repairs/Exterior	300.00	550.01	300.00
6011 Office Equipment	200.00	168.98	200.00
6013 Bank Fees	200.00	145.70	200.00
6024 Office Internet & Phone	2,856.00	1,457.69	1,750.00
6025 Software & Subscriptions	2,750.00	941.25	2,000.00
6030 Staff Cell Phones	600.00	363.32	600.00
6070 Office Supplies/Postage	2,000.00	1,001.39	1,000.00
6135 Rent	6,115.00	5,095.30	6,677.00
6136 Utilities	500.00	468.87	600.00
<b>Total 6009 Office Expense</b>	<b>\$ 15,521.00</b>	<b>\$ 10,192.51</b>	<b>\$ 13,327.00</b>
<b>6014 Online Marketing</b>			
6016 Web Services		153.90	250.00
<b>Total 6014 Marketing</b>	<b>\$ 0.00</b>	<b>\$ 153.90</b>	<b>\$ 250.00</b>
<b>6015 Organizational Affiliations</b>			
6020 Program - Marketing/Recruitment	2,000.00	835.00	1,200.00
<b>6020 Program - Marketing/Recruitment</b>			
6021 Display advertising	500.00	697.51	750.00
6023 Meeting travel	2,000.00	21.85	1,000.00
<b>Total 6020 Program - Marketing/Recruitment</b>	<b>\$ 2,500.00</b>	<b>\$ 750.70</b>	<b>\$ 1,750.00</b>
<b>6050 Mileage/Parking</b>			
6060 Meals	2,000.00	52.67	1,000.00
6060 Meals	1,000.00		400.00
<b>6080 Professional Services</b>			
6081 Accounting		311.25	
6081 Accounting	2,400.00	2,871.50	2,500.00
6083 Other Professional Services	3,000.00	122.00	1,500.00
<b>Total 6080 Professional Services</b>	<b>\$ 5,400.00</b>	<b>\$ 3,304.75</b>	<b>\$ 4,000.00</b>
<b>6140 Program - Conferences</b>			
6410 Liability/D&O/Insurance	3,000.00		2,000.00
6410 Liability/D&O/Insurance	2,000.00	1,034.80	1,400.00
<b>6560 Personnel Expense</b>			
6100 Prof. Devel./Seminars	1,500.00	200.00	1,000.00
6400 Workers' Comp Insurance	500.00	8.35	500.00
6570 Employee Health Insurance	17,400.00	15,950.00	17,400.00
6575 Executive Director Salary	80,000.00	59,477.96	80,000.00
6576 Staff Salary	20,780.00	16,598.46	20,800.00
<b>6580 Payroll Taxes</b>			
6500 SUI Oregon	817.00	898.75	830.00
6585 Social Security Expense	7,290.00	6,127.02	7,388.00
6590 FUTA	100.00	95.43	100.00
6595 Medicare Expense	1,692.00	1,432.94	1,714.00
6600 Worker Benefit Fund	60.00		60.00
<b>Total 6580 Payroll Taxes</b>	<b>\$ 9,959.00</b>	<b>\$ 8,554.14</b>	<b>\$ 10,092.00</b>
<b>6610 Staff Recruitment</b>			
6610 Staff Recruitment		92.00	
<b>Total 6560 Personnel Expense</b>	<b>\$ 130,139.00</b>	<b>\$ 100,880.91</b>	<b>\$ 129,792.00</b>
<b>6800 Membership Services</b>			
6800 Membership Services	3,000.00	65.00	1,500.00
<b>Total Expenses</b>	<b>\$ 166,560.00</b>	<b>\$ 117,270.24</b>	<b>\$ 156,619.00</b>
<b>Net Operating Income</b>	<b>-\$ 82,460.00</b>	<b>-\$ 11,913.18</b>	<b>49,054.00</b>
<b>Net Income</b>	<b>-\$ 82,460.00</b>	<b>-\$ 11,913.18</b>	<b>49,054.00</b>

EDALC has created stronger relationships between business and local government and plays an important role in marketing Lincoln County to potential business recruitments. With the addition of Paul as Director, Lincoln County is taking an active role in regional economic development and collaborating with other partners in surrounding counties.

- Melissa Murphy, Regional Development Officer, Business Oregon



## EDALC BOARD OF DIRECTORS

**Tracy Bailey**, *Chair*, Senior Planner, Confederated Tribes of Siletz Indians

**Kerry Kemp**, *Vice Chair*, Retired

**Lesley Ogden**, M.D., *Secretary*, CEO, Samaritan Lincoln County Hospitals

**Michael Smith**, *Treasurer*, Vice President and District Manager, US Bank

**Curt Abbott**, *At Large*, Founder and Owner, Oregon Coast Technology

**Robert Cowen**, Ph.D., Director, Hatfield Marine Science Center

**Zack Dahl**, Co-Owner, Dahl Disposal

**Bryan Fitzsimmons**, Owner, Fitzsimmons CPA

**Doug Holbrook**, Owing Partner, Holbrook & Associates

**Carrie Lewis**, CEO, Oregon Coast Aquarium

**Linda Roy**, Owner and Broker, Lincoln City Realty

**Birgitte Ryslinge**, Ph.D., President, Oregon Coast Community College

**Doug Hunt**, *Ex Officio*, Lincoln County Commissioner

## EDALC STAFF

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"We are working with EDALC on our Downtown Revitalization and Executive Director Paul has been a joy and an invaluable asset in developing our ARTS Toledo endeavor!"

- Rod Cross, Mayor, City of Toledo

[www.BusinessLincolnCounty.com](http://www.BusinessLincolnCounty.com)