

# EDALC

OPERATIONAL OVERVIEW 2021

## 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.



# Who is EDALC?

We are the **Economic Development Alliance of Lincoln County**, a 501 (c)(6) non-profit economic development organization. We work every day to attract, support and grow businesses in Lincoln County to ensure community-wide economic well-being and an improved quality of life.

Day-to-day, we work to problem solve and connect businesses with the information and the resources they need to succeed. We research data and work within our extensive network to identify opportunities and mitigate challenges for our local business community. We collaborate with other organizations on projects that enhance our local and regional economic vitality and diversity.

Our organization has served Lincoln County for over 25 years, and is governed by a local board of directors. We receive our funding from local governmental units, our local business community and grant dollars.

## Moving the Needle - Recent Progress



- Completed re-designation (and management) of our local **Lincoln County Enterprise Zone**
- Worked with the Cascades West Economic Development District to draft a new five-year **Comprehensive Economic Development Strategy (CEDS)** for the region
- Created a new **economic development website** for local business information and attraction
- Inaugural partner in the **Oregon Ocean Innovation Hub (O2IH)**, authored four project briefs, and assisted with numerous funding efforts to grow the local and regional Blue Economy
- Collaborated on **impactful local projects**, including business attraction work with Lincoln City and the ART Toledo project in Toledo
- Continuous **business and remote worker recruitment**, via digital marketing channels
- Completed research and developed report of top **25 Lincoln County employers** for OED (the first update since 2017)
- Helped facilitate county-wide economic development **listening sessions** in November, 2020
- Annual review and evaluation of **Community and Economic Development Grant** applications

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



# 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**
- Develop a **multi-organizational strategic plan website** to better inform and engage
- Gather and share **meaningful economic data** and develop an **economic vitality report card**
- Continue to collaborate with other organizations on **impactful projects**

## Local and Regional Leadership

EDALC has been the sole Lincoln County Economic Development Organization for the last 27 years with well over \$160 million in growth in Lincoln County from Board-lead projects in the last five years.

EDALC's Executive Director is an award-winning technology entrepreneur and economic developer, practicing full-time economic development (with a rural focus) for over twelve years.

EDALC serves locally and regionally on results-driven efforts:

- The Governor's South Valley and Mid-Coast Economic Recovery Team
- The Oregon Cascades West Economic Development District Board of Directors
- The Oregon Cascades West Council of Governments Loan Program Review Subcommittee (access to business capital)
- Regional Broadband Action Team (four counties) - currently managing an EDA-funded project feasibility study
- Mid-Coast Water Planning Partnership (as Industry/Economic Development Chair)
- Newport Chamber of Commerce (Board of Directors)
- Lincoln County SBDC Advisory Committee
- Yaquina Bay Economic Foundation (Board of Directors)

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 Waldport City Manager

**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

**Dr. Karen Gray**, Superintendent, Lincoln County School District

**Doug Holbrook**, Owning Partner, Holbrook & Associates

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

**Paula Miranda**, Manager, Port of Newport

**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)