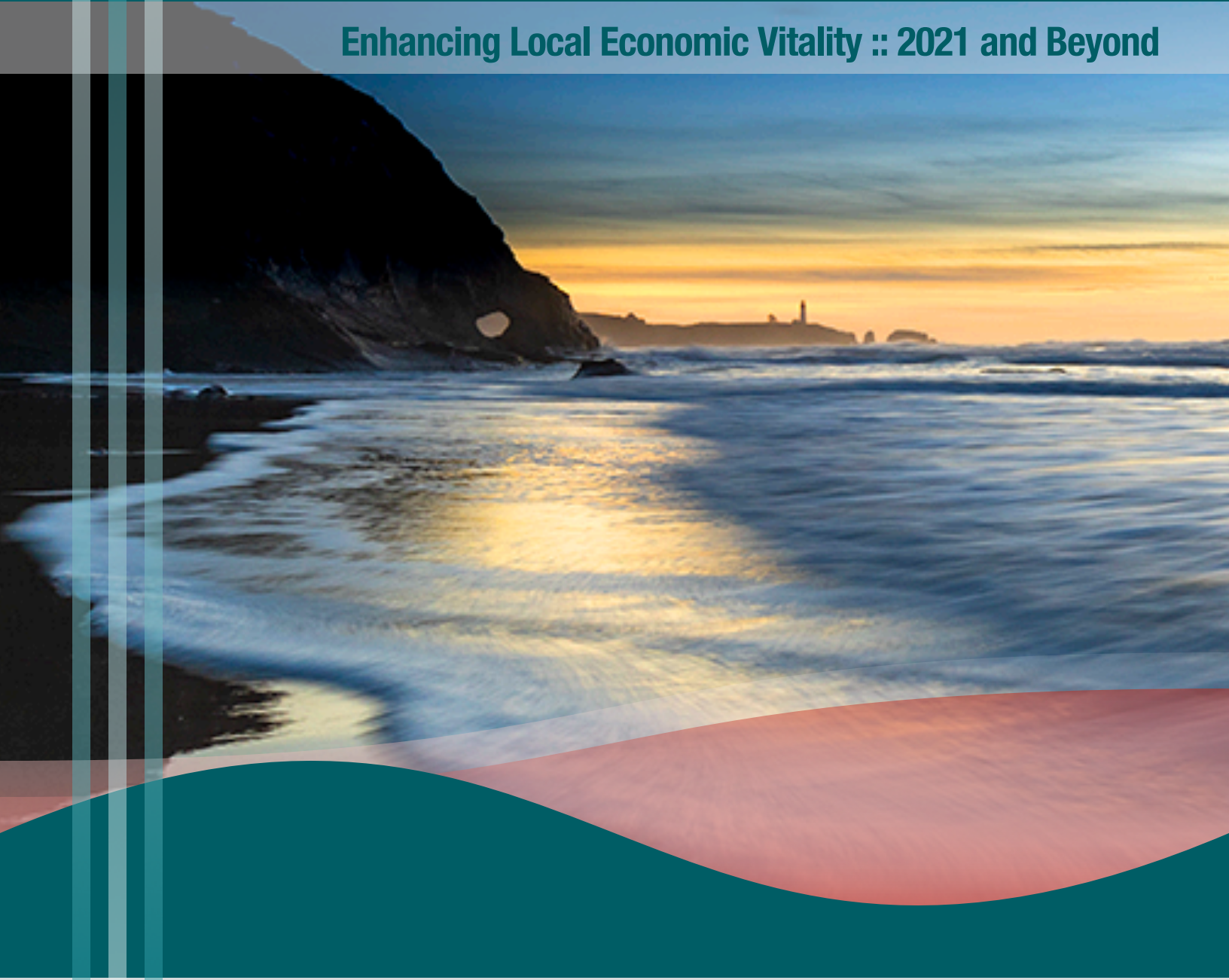


Strategic Summary

Economic Development Alliance of Lincoln County
Planning and Action

Enhancing Local Economic Vitality :: 2021 and Beyond



Economic
Development
Alliance
OF LINCOLN COUNTY

EDALC Plans to Deliver in 2021

Goal of this Summary

To provide a strategic framework for EDALC's work in 2021 and to lay the groundwork for future strategic planning and collaborative economic development work.

Our Organization's Mission

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



What Does EDALC Do?

- We deliver professional, meaningful and needed economic development services that do not duplicate efforts of other organizations.
- We enthusiastically collaborate with other organizations, groups and stakeholders to continuously improve the economic vitality and resiliency of Lincoln County.
- We relentlessly market Lincoln County as the premier location for business operations on Oregon's central coast.
- We communicate effectively and consistently with our stakeholders and the larger business community.
- We maintain an up-to-date, professional and informative digital media presence (web and social media).
- We align our work, whenever possible, with the Cascades West Economic Development District's 2021 Comprehensive Economic Development Strategy.
- The efforts of our board of directors and staff are continuously aligned with our mission and goals.

Our Goals ::



Pursue a more diverse, resilient and equitable local economy

- Research ways to include underserved communities in entrepreneurial ecosystem
- Evaluate the practice of economic development through a more equitable lens



Build robust capacity to meet aggressive goals

- Develop an effective, data-driven business retention and expansion program
- Continually seek resources (grants, etc.) to enhance the effectiveness of existing efforts and to create new, impactful projects
- Develop an impactful board of industry representative and economic development drivers



Support the continued growth of an active and supportive entrepreneurial ecosystem

- Begin planning to create an effective and sustainable Lincoln County business incubator
- Attract businesses, remote workers and lifestyle entrepreneurs to Lincoln County



Deliver concrete and relevant economic development services

- Continue to serve as Enterprise Zone administrator and increase awareness and utilization of this incentive
- Build and market an up-to-date inventory of commercial sites via Business Oregon's Oregon Prospector online portal
- Work, in either a lead or supporting role, on impactful projects that are aligned with our mission and these strategic goals
- Deliver valuable and informative events to our local business community



Establish EDALC as the premier entity advancing and coordinating economic development for Lincoln County

- Lead the creation of a county-wide strategic plan towards increased economic vitality
- Continuously gather and assess county-wide economic development priorities



Amplify the economic development impact of others

- Work to increase the availability of housing for Lincoln County's workforce
- Working with our regional BAT, seek to enhance the availability of high-speed synchronous business broadband
- Continue to support the efforts of other organizations via the County's Community and Economic Development Grant Program

County-Wide Economic Development Priorities

- Continued Business Development
 - Support existing businesses
 - Sector diversification
 - Entrepreneurial development
 - Business attraction
 - Workforce pipeline development
- More affordable workforce housing
- More access to affordable childcare
- Enhance accessibility and affordability of business broadband
- Develop local and regional Blue Economy
- Catalyze activity on existing commercial and industrial sites



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