EDALC

FY2024-25 Q1/Q2 Biannual Report

Economic Development Alliance of Lincoln County

Who is the Economic Development Alliance of Lincoln County?

The **Economic Development Alliance of Lincoln County** (EDALC) is an independent Oregon 501(c)(6) nonprofit economic development organization (EDO). EDALC staff members 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. EDALC has served Lincoln County for over 30 years as its only EDO and is governed by a local board of directors. We receive our funding from local governmental units, our local business community and grant dollars.

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

OUR VISION – The Economic Development Alliance of Lincoln County leverages information and relationships to enhance an environment for investment in Lincoln County.

OUR VALUES – We are a group of trustworthy, scrappy, collaborative, understanding, altruistic, and buoyant professionals.

EDALC's FY2024-25 Strategic Priorities

Each year EDALC's staff and Board of Directors review, revise and set forth a list of **Strategic Priorities**. These priorities inform our work for the year and help us evaluate new projects and opportunities for collaboration. We always seek to work within our current bandwidth capabilities and not to duplicate the efforts of others. Below are our **Strategic Priorities** for FY2024-25:

- Keeping Lincoln County Active in our Regional Economic Ecosystem
- Supporting Lincoln County's Entrepreneurial Ecosystem
- Supporting Our Local Creative Economy Entrepreneurs
- Supporting Increased Broadband Deployment in Lincoln County
- Helping the Oregon Coast Grow its Blue Economy Sector
- Providing Meaningful Data and Information to Lincoln County Decision Makers
- Managing Impactful Local Economic Development Tools
- Fostering Connections and Collaboration on the Oregon Coast
- Encouraging Our Team to Get Involved Locally and Regionally
- Innovating in Economic Development

Keeping Lincoln County Active in our Regional Economic Ecosystem

While **EDALC** primarily serves Lincoln County, we understand that we are part of several overlapping economic ecosystems, which, in turn, are all part of the economic fabric of the State of Oregon. Lincoln County is one of the four counties (the others being Benton, Lane and Linn counties) within the federally-designated **Cascades West Economic Development District**. Lincoln County is also a coastal county, sharing a rural coastal economy along Oregon's entire 362 mile long coastline.

- **Cascades West Economic Development District** (Executive Director serves as Chair of the EDD)
- **Comprehensive Economic Development Strategy** 5-year update (strategy committee member)
- 2023 **Oregon Economic Development Association** annual conference (keynote panelist)
- 2024 **Coastal Caucus Economic Summit** (keynote speaker)
- 2024 **OCVA's People's Coast Summit** (kickoff keynote speaker)

Supporting Lincoln County's Entrepreneurial Ecosystem

Small businesses are the backbone of Lincoln County's economy. As well as our numerous startups and the local innovators who are planning their next business venture, most of our local business owners are true entrepreneurs. Through our work as a member of **Business Oregon's Rural Opportunity Initiative** program, **EDALC** works to help create and support the scaffolding that supports our entrepreneurs - our **Entrepreneurial Ecosystem**.

- **Youth Entrepreneurship Program** - Pitch Event (in partnership with the SBDC, May 2024 and coming to Lincoln City in 2025)
- **Entrepreneurial Founder Videos** - Creating compelling video stories of local entrepreneurs
- Business **PitchFest** - creating a new event in 2025 to celebrate innovative startup ideas
- **FailFest** - entrepreneurs sharing their stories of business failure (as fertilizer for future success) in a supportive event - 2023, 2024 and coming in 2025
- **Cascades West Innovation Hub** - designing the operating framework for a regional innovation hub
- **Food Innovation** - Supporting product innovation at the Central Coast Food Web and beyond

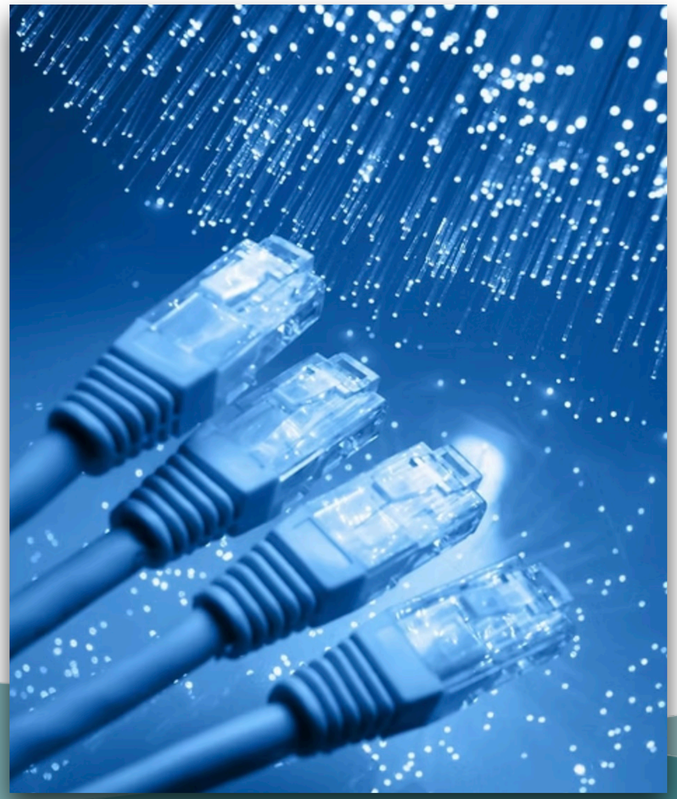
Supporting Our Local Creative Economy Entrepreneurs

The **Creative Economy** is where business meets art - all kinds of art, from performance art to the solopreneur crafting jewelry locally and selling through one of our galleries. More often than not, these Creative Solopreneurs are single-person businesses that operate all aspects of their art-based businesses themselves, from product creation to marketing and pricing. Since they are doing so much themselves, they often need additional technical support to gain the skills they need to flourish.

- Developing a Lincoln County **Creative Economy Playbook** for Rural Communities and Solopreneurs
- **ART Toledo** - Fostering grassroots efforts to revitalize downtown Toledo via the Creative Economy
- **Art, Oysters & Brews** - Helping to run an annual festival to support musicians and artists in Toledo
- **Championing Lincoln County Arts & Culture Districts** - Supporting efforts in Toledo, Nye Beach and Newport's Bayfront
- **Newport Zoning Changes** - Advocating for change to allow *Custom Creative Work*
- **Arts & Economic Prosperity 6** - Supporting the AEP6 study, which provided hard data on the economic impact of the Arts

Supporting Increased Broadband Deployment and Access in Lincoln County

The **American Rescue Plan Act** (ARPA), signed into law in March 2021, includes over $18 billion in funding for broadband and fiber projects, administered through the **National Telecommunications and Information Administration** (NTIA). Oregon's share is $688 million, which will be distributed by the **Oregon Broadband Office** (OBO) through multiple broadband infrastructure and digital equity programs. So far, over $10 million dollars has been awarded for infrastructure work directly in Lincoln County through USDA's **reConnect** program as well as the OBO's **Broadband Deployment Program** (BDP).



- Regional **Broadband Action Team (BAT)** - EDALC represents Lincoln County at the four-county BAT table for the last three years and counting. Our local BAT includes OBO representation, key broadband leaders, governmental entities and Internet Service Providers (ISPs).
- EDALC provided Lincoln County leadership and direction during the development of an EDA-funded three county **Broadband Strategic Planning** grant.
- EDALC has supported all key infrastructure grant applications to NTIA, BDP, BTAP and USDA reConnect - with awardees including the **Confederated Tribes of Siletz Indians** (CTSI) and **Pioneer Telephone Cooperative**.

Helping the Oregon Coast Grow its Blue Economy Sector

Powered by a $1 million, three-year **Congressionally Directed Spending Grant**, EDALC has been leaning into **Oregon's Blue Economy**. Recognizing a need (during EDALC's pandemic work) to coordinate and collaborate along our rural coast, we are working to "asset quilt" our innovative ocean-dependent businesses to create new opportunities to grow this emerging sector statewide.

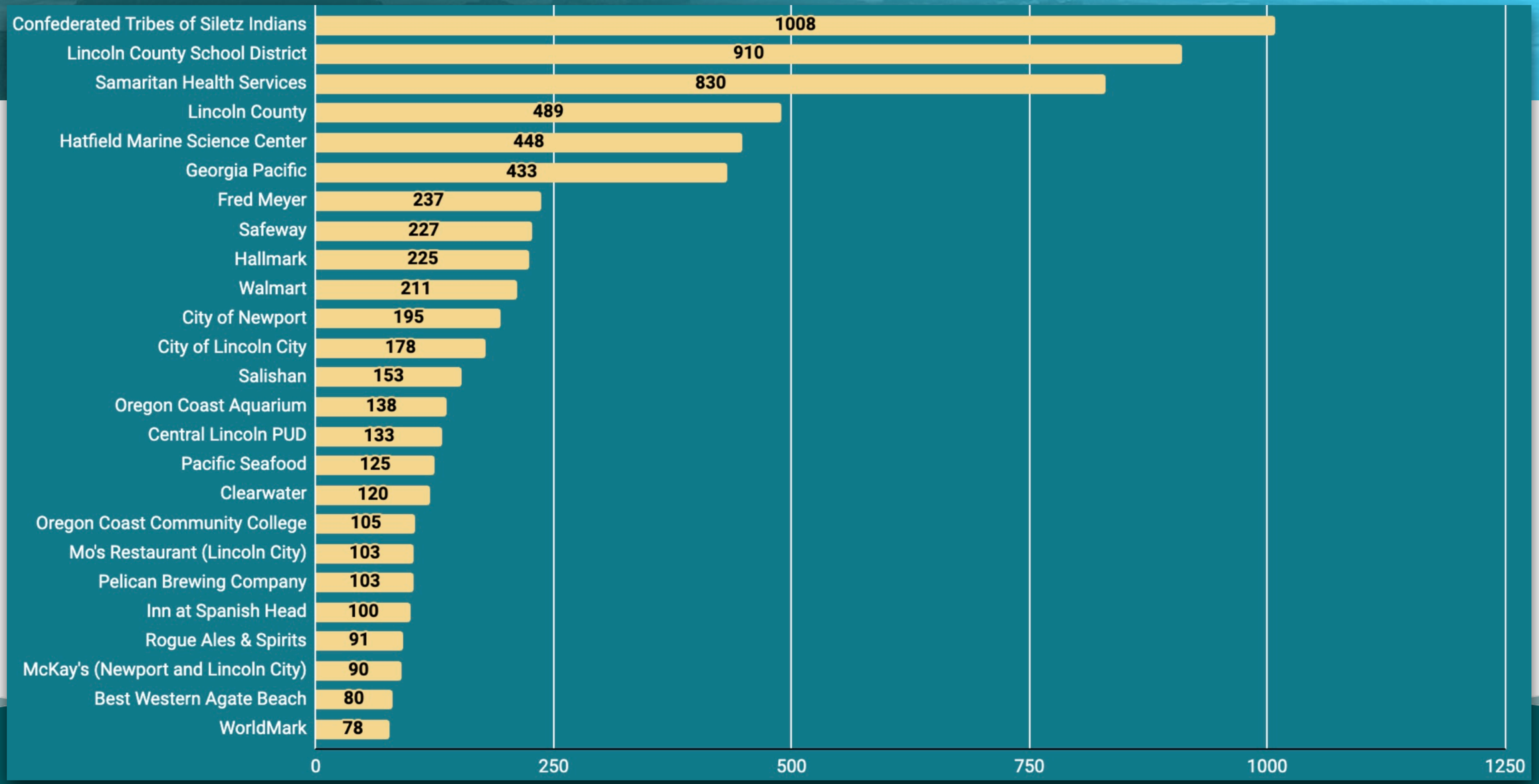
- **Expanding Markets Study: Blue Economy** - served on the coordinating team of this Business Oregon funded study
- Supporting five coastal blue incubators - granting out **over $375K** to date
- North coast data modeling - working with the Columbia Pacific EDD to create a model for coast-wide **Blue Economy data analysis**
- Supporting green methanol research to help **decarbonize maritime/fishing emissions** - submitted for a phase-one Department of Energy STTR grant
- Funding two OCCC Developing a Curriculum (DACUM) processes: **Aquaculture** and **Maritime Tech**
- Developing F/V business plan with financials to help in **decision making**

Providing Meaningful Data and Information to Lincoln County Decision Makers

One of EDALC's most important tasks is to continually provide **vital local economic data and information** to help businesses, communities, organizations and policy-makers plan for a brighter future. Our annual Economic Summit brings this information to our larger community, as well as providing fresh insights to challenge old ways of thinking.

- 2023 & 2024 **Economic Summit** (2025 Summit will be March 13th)
- **Major Employers Report** - providing needed research for the Oregon Employment Department
- **Lincoln County Economic Vitality Report Card** - new tools to assess the health of our local economy
- Update to the **2014 Lincoln County Economic Report** (in partnership with The Research Group)
- **NOAA MOC-P Economic Impact Report** (in partnership with The Eastern Research Group)
- **Newport Airport Business Usage Survey** (in partnership with the City of Newport)

Lincoln County Major Employers Report, 2024

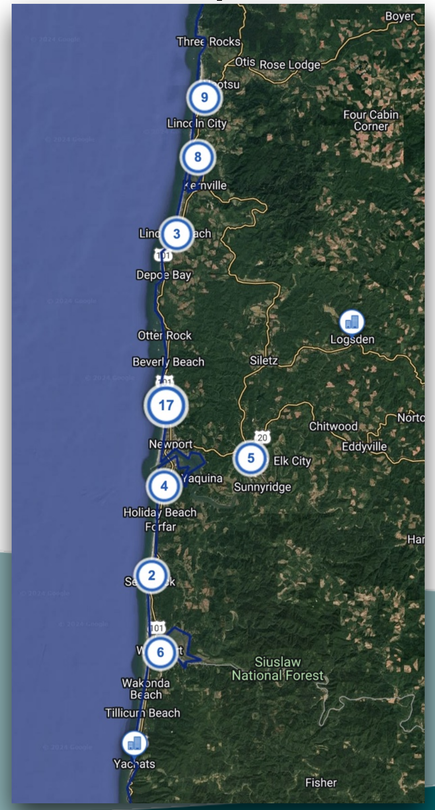


Managing Impactful Local Economic Development Tools

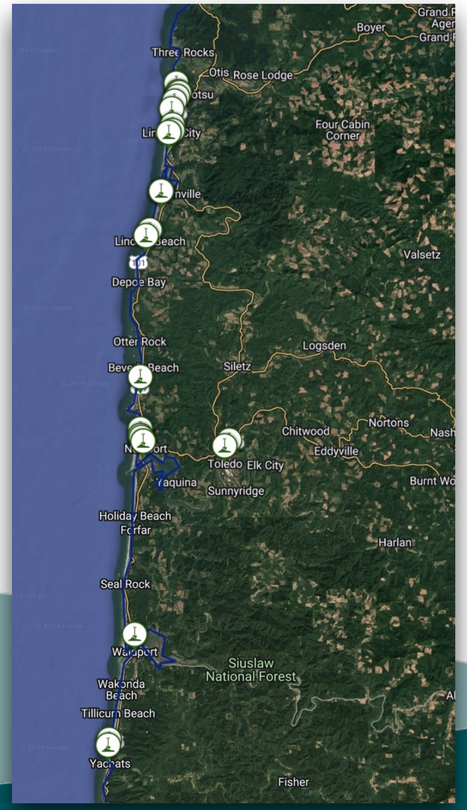
EDALC provides and supports impactful economic development tools. Our organization manages the **Lincoln County Enterprise Zone**, providing tax relief for business investments that lead directly to job creation. **Oregon Prospector** works with local realtors to expand the coverage of available local commercial real estate. EDALC has managed Lincoln County's **Community and Economic Development Grant Program** for over a dozen years.

- **Lincoln County Enterprise Zone** - over $5M in private investment over past five years, leading to the creation of 25 new FTE jobs
- **Oregon Prospector** - over 70 current active listings - second highest listing count in the State of Oregon
- **Community and Economic Development Grant Program** - $130,000 granted out each year over the past five years for innovative economic development projects

Commercial Spaces



Buildable Lands



Fostering Connections and Collaboration on the Oregon Coast

The **Community Connector** (CC) role, though relatively new to EDALC, is rooted in over seven years of built relationships and understanding of Lincoln County and the Pacific Northwest Coast's strengths, challenges and systems. Moving away from the "way things have always been done," the CC utilizes the **Rural Community Building Approach** to work alongside collaborators to support system-improving solutions that range from aligning existing efforts to catalyzing dynamic, community-centric shifts. Successful outcomes look like mutually beneficial recommendations that become self-sustaining and spread organically while also inspiring participation from those previously uninvolved.

- **Café Resource** events (seven held in 2024)
- **Take Action Lincoln County** (supporting the CTSI's Nesika Illahee Pow-Wow)
- **Drinking Water Protection** Workshops - coast-wide in partnership with DEQ
- **Rural Community Builders Collective** - statewide learning and support cohort funded by The Ford Family Foundation

Encouraging Our Team to Get Involved Locally and Regionally

EDALC encourages its staff to engage, participate and lead within impactful community and regional organizations. The partial list below covers some of our staff engagement. Add to these organizations the many others that EDALC's Board of Directors support, and you'll clearly see a ripple effect of positive, lasting community impact.

Affordable Housing Partners; ART Toledo; Cape Perpetua Collaborative; Cascades West Economic Development District; Central Coast Food Web; Coastal Drinking Water Protection Workshop Series Design Team; CW-COG Loan Review Subcommittee; Juntos en Colaboración Core Team; Lincoln City Brownfields Advisory Committee; Mary's Peak to Coast Scenic Byway Committee; Greater Newport Chamber of Commerce; OCCC Board of Education; OCCC Business Curriculum Advisory Committee; Oregon Central Coast Estuary Collaborative; Oregon Coast Community Forest Association; Oregon Ocean Cluster Initiative; Planning, Infrastructure, and Economic Revitalization Program – Steering Committee; SBDC Advisory Committee; Strengthening Rural Families; The Ford Family Foundation's Rural Community Building Collective; Toledo Budget Committee; Yaquina Art Association; Yaquina Bay Economic Foundation

Innovating in Economic Development's Adjacent Possible Space

EDALC pursues time-tested economic development strategies, while at the same time striving to develop **new and innovative approaches to rural economic development**. Our Deck of Lenses tool allows our communities to ask vital questions from new and unexpected vantage points. Our strategic planning "gamification" helps communities understand multiple forms of community capital and work to make decisions with limited resources in an engaging way. Our research has underscored the need for an innovative, flexible and sustainable business incubator for Lincoln County.

- A **Deck of Lenses** - an economic development thinking tool
- **Community Building through an Expedition Lens** - reframing vital lessons from the field
- Gamifying the **Strategic Planning Process**
- Preliminary research on a **Lincoln County Business Incubator**

Our Partners, Members and Investors

business oregon

Lincoln City

Lincoln County

LINCOLN COUNTY SCHOOL DISTRICT

NEWPORT OREGON

NORTHWEST OREGON WORKS

Port of Newport

OREGON COAST COMMUNITY COLLEGE

TOLEDO WELCOMES YOU

Samaritan North Lincoln Hospital

OREGON COAST COUNCIL FOR THE ARTS

OREGON COAST AQUARIUM

Samaritan Pacific Communities Hospital

Find Yourself in Waldport

Douglas Holbrook

Gypsea Weaver

Bryan Fitzsimmons, CPA

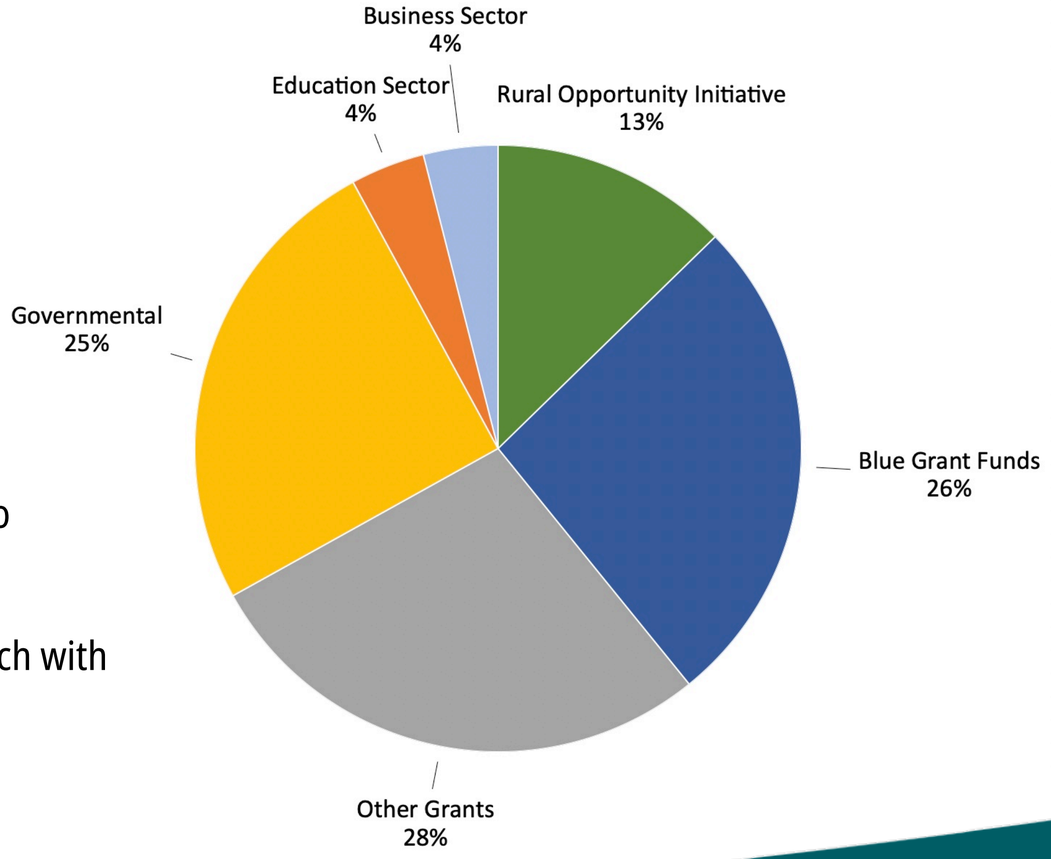
Oregon State UNIVERSITY OSU Hatfield Marine Science Center

LCR Lincoln City Realty, LLC

Seeking Equitable, Diverse Funding for Financial Sustainability

In 2020, **EDALC's Board of Directors** moved to diversify organizational funding, with an eye towards sustaining impactful and innovative economic development work for years to come. EDALC's first task was to develop a solid value proposition and a clear strategic focus. Armed with **proven results** and a set of strategic priorities, EDALC's staff worked to craft a funding model unique to Lincoln County (since traditional EDO funding by traded sector companies isn't a viable option here) and spread out between public sector funding, private sector funding and grant funding.

- Pre-2019, EDALC was funded by a single source, with only occasional grant funds
- Since 2020, EDALC's funding has diversified, and its budget has grown three-fold, to approximately $360,000 annually
- EDALC has grown from 1.5 FTE to **four full-time, professional staff members**, each with years of experience and complementary areas of expertise



Economic Development Alliance OF LINCOLN COUNTY

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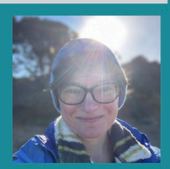

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EDALC BOARD OF DIRECTORS

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