

## NOTICE OF PUBLIC MEETING

TLT AD HOC ADVISORY COMMITTEE  
City Hall, Santiam Room  
Wednesday, June 22, 2016  
5:00-7:00 p.m.

### AGENDA

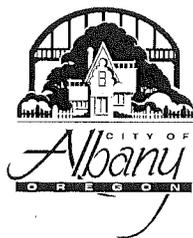
1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
  - May 25, 2016. [Pages 2-6]
  - Action: \_\_\_\_\_
4. SCHEDULED BUSINESS
  - a. Business from the Public
  - b. Presentation – TLT Recipient: Albany Millersburg Economic Development Corporation (AMEDC).  
[Pages 7-30] (John Pascone)  
Action: \_\_\_\_\_
  - c. Presentation – TLT Recipient: City of Albany Economic Development. [Pages 31-33] (Kate Porsche)  
Action: \_\_\_\_\_
  - d. Presentation – TLT Recipient. [Pages 34-43] (Chris Bailey)
    - City of Albany Public Works Operations Street Maintenance  
Action: \_\_\_\_\_
    - City of Albany Airport  
Action: \_\_\_\_\_
  - e. Staff updates and issues. [Verbal] (Porsche)  
Action: \_\_\_\_\_
5. BUSINESS FROM THE COMMITTEE
6. NEXT MEETING DATE: *July 13, 2016; 3:00-5:00 p.m., City Hall Santiam Room*
6. ADJOURNMENT

City of Albany Web site: [www.cityofalbany.net](http://www.cityofalbany.net)

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*The location of the meeting/hearing is accessible to the disabled. If you have a disability that requires accommodation, advance notice is requested by notifying the City Manager's Office at 541-917-7508, 541-704-2307, or 541-917-7519.*

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APPROVED: Draft

CITY OF ALBANY  
TLT AD HOC ADVISORY COMMITTEE  
City Hall, Santiam Room  
Wednesday, May 25, 2016  
5:00 p.m.

MINUTES

CALL TO ORDER

Chair Scott Pierson called the meeting to order at 5:00 p.m.

ROLL CALL

Committee Members present: Scott Pierson, Julie Jackson (left at 6:15 excused), Chuck Leland, Mike Martin, Steve Reynolds

Committee Members absent: Mitch Langjahr (excused), Betsy Penson (excused)

SCHEDULED BUSINESS

Business from the Public

There was no business from the public.

Pierson welcomed those present and said he was excited to see that so many people are interested in this important subject. He said there have been discussions with staff and the Budget Committee regarding funding challenges and the need to think in terms of bold discussions that lead to bold initiatives. He asked that each committee member think about what they would choose to do with TLT funds if they were the decision-maker which, he said, may lead to those bold ideas and contribute to the recommendation. He noted that it will also be important to consider and recommend what happens to each entity's allocation during times of reduced TLT revenue.

Presentation – TLT Recipient: Albany Visitors Association

Jimmie Lucht, Executive Director of the Albany Visitors Association (AVA), began a presentation about the AVA. The presentation was included in meeting packets. Highlights included the following:

- Based on a 2013 study conducted by Longwoods International, tourists visit the Willamette Valley for a number of reasons including shopping, history and culture, culinary experiences, outdoor activities, events, and sporting events.
- The Longwoods' study found that in 2013, there were 30.6 million overnight trips in Oregon, 5.2 million of which were in the Willamette Valley and 1.8 million in Linn County. It was found that the majority of visitors were over 45 years old, 65 percent were married with no minor children, 60 percent had a college degree, and 51 percent were retired.
- The Longwoods' study found that in 2013, overnight visitor spending in the Willamette Valley included lodging (\$183 million); restaurants, food, and beverages (\$166 million); retail (\$124 million); transportation (\$95 million); and recreation (\$53 million). Visitor spending in Linn County was \$117 million, which created more than 1,600 jobs with direct earnings of \$29.7 million and direct tax receipts of \$5.1 million.
- The AVA is located at 110 Third Avenue SE; they are on a ten-year lease that will be renewable in 2022.

- The AVA began as the Albany Convention and Visitors Commission and was incorporated as a non-profit organization in 1990. It is not a membership organization; 99 percent of funding comes from the TLT.
- The AVA has three full-time staff members, three part-time staff, and a contracted part-time tourism consultant. Volunteers provide over 1,300 volunteer hours, about \$31,000 in value for the community.
- The Visitor Center had more than 6,000 visitors and more than 4,200 phone inquiries in FY 2014-15. The AVA gives directions, recommends things to see and do, recommends restaurants and events, and helps people find lodging.
- An information kiosk has been set up seasonally at the Santiam rest stop for about 30 years. It is staffed by volunteers who provide brochures and maps and coffee and snacks. In 2014-15, the kiosk had more than 16,000 visitors, \$9,229 in donations, and \$5,450 in operating costs.

Rebecca Bond, Historic Resources Coordinator for AVA, presented information about cultural heritage tourism in Albany, including the following:

- Cultural heritage tourism is defined by the state as traveling to historic and cultural attractions and sites to learn about the past in an enjoyable way.
- According to the National Trust for Historic Preservation, trips including cultural heritage activities are one of the most popular segments of the travel industry, accounting for about 25 percent of all domestic trips. This group spends more, stays longer, and is more likely to use hotels, motels, and resorts.
- The five principles for successful and sustainable culture heritage tourism include collaboration, finding the fit, making sites and programs come alive, focusing on quality and authenticity, and preserving and protecting resources.
- Albany is a leader in Oregon's historic preservation, recognizing the importance of an authentic experience. The City is known throughout the state for its historic homes and buildings.
- Programs and events include historic home interior tours, a historic plaque program, the National Main Street Program, Oregon Heritage All-Star Community, Albany Historic Carousel and Museum, Monteith House, Albany Regional Museum, and the Annual Veterans' Day Parade.
- Historic Downtown Albany is known for local restaurants, antique and specialty shops, River Rhythms concerts at Monteith River Park, and the Farmers Market.
- Volunteers are an important part of what AVA does, and efforts are being made to find and retain volunteers.
- Joint efforts in the community related to the historic resources program are bringing in new dollars; helping local businesses succeed; helping make neighborhoods stronger and safer; and creating a community that is rich in history, culture, and pride.
- A number of photographs, articles, and publications featuring Albany were included in the presentation.

Lucht said the AVA has been referred to as the marketing arm of Albany. In 2014-15, the AVA website had more than 55,000 unique visitors and 167,000 page views, of which 5,700 went to lodging properties pages on the site and 3,700 exited the website to one of the local lodging booking sites. The AVA has 5,000 fans on Facebook, 390 followers on Twitter, and 400 followers on Instagram. Paid advertising include ads in publications such as *Northwest Travel* and *Sunset*, as well as publications with smaller runs. In 2014-15, earned media, defined as hosting a publisher, writer, or blogger with the hope they will write a story, led to 26 articles published with an advertising value of almost \$80,000. In 2014-15, the ADA provided direct support for 43 new and existing events. An annual publication called *See Albany, Discover Oregon* is funded through advertising and distributed through visitor and welcome centers across Oregon.

Melody Johnson, Tourism Consultant for AVA, provided additional information, including the following:

- Package travel is made up of attractions, festivals and events, food and beverage, lodging and retail. When any two of these are marketed together, they become a package. Packages can be done with tour operators, group leaders, individuals, and conferences.
- One way to reach the package travel market is through association memberships. The AVA is a member of a number of organizations that put on large marketing events or travel trade shows. Each year the AVA attends several trade shows at which they promote Albany and the region. They use a system to garner information about tour operators, request appointments, and work leads. They do this through personal relationships, homework, and follow-up. Tour operators do business with people they know and trust.
- Albany and the region have things that tour operators are looking for, including movie and agri-tourism themed itineraries, as well as Amtrak, bicycling, historic architecture, culinary experiences, and covered bridges.
- The AVA has designed itineraries on “Albany’s Seven Wondrous Journeys.” The itineraries have been provided to travel agents, and there are plans to further promote them through the website, brochure, social media campaign, and print advertising.
- At the end of 2014, AVA staff and the Board worked with the consultant to develop a prioritized marketing plan.
- Recent successes include the Oregon Heritage Conference, Oregon Tour Travel Alliance (OTTA) Board Retreat, Travel Oregon Commission, Spotlight on the Northwest, and Foodwork Post Conference Tours.
- In the works for 2018 is the Travel and Words Conference, Northwest Tandem Bike Rally, and the Oregon Governors Conference on Tourism.
- Next steps include working on bringing future events to the community, looking at new markets related to weddings and student groups, developing regional itineraries for tour operators and group leaders, and further developing marketing strategies for independent travelers.
- Albany has made great strides in tourism circles during the last few years. AVA staff has gained respect in the industry and has been appointed to offices and board positions. The City has gained recognition as a tourism destination and the region is fast becoming known as the Pacific Northwest culinary mecca.

Lucht said that Travel Oregon is a great partner and a valuable resource for the AVA. Other industry partners include the Willamette Valley Visitors Association, Visit Linn Coalition, Linn County Cultural Coalition, Oregon Tour and Travel Alliance, State Historic Preservation Office, and Oregon Destination Marketing Organizations.

Joel Pomerantz, Oregon Restaurant and Lodging Association (ORLA), said ORLA is a trade organization representing the interests of the hospitality industry. Part of their mission is to provide information and recommendations regarding the use of local lodging tax revenues. He distributed and reviewed information regarding Tourism Best Practices for Local Government (see agenda file). The recommendations included proactively reaching out to local lodging operators who have a vested interest in making sure lodging taxes drive increases in lodging tax revenue, supporting strong collaboration between lodging leaders and local destination marketing organizations, embracing recommendations from local lodging operators, and increasing lodging taxes only as a last resort. He said anything that drives overnights stays is a good use of TLT. He said that it is a time of tremendous opportunity and growth in the tourism industry in Oregon and that it is a great time for Albany to grab more of that market.

Todd Davidson, Travel Oregon, gave a presentation which he said was intended to provide context for some of the information presented by the AVA and recommendations the committee will be making regarding the use of TLT revenues (see agenda file). The presentation included graphs and information including the following:

- Oregon visitor expenditures grew from 1992 (\$4 billion) to 2015 (nearly \$11 billion). The growth was affected by changes in the economy, as well as 2004 legislation which put in place a one percent lodging tax committed entirely to the Oregon Tourism Commission.

- Oregon saw a substantial growth in both visitor spending and jobs between 2003 and 2015. This is solid time of momentum in the travel and tourism industry in Oregon and it's important that Albany is well positioned to receive its share.
- State and local travel generated taxes also saw significant growth, the bulk of that being lodging taxes.
- Linn County tax revenue mirrors the growth seen in visitor expenditures.
- Smith Travel Research (STR) data was presented comparing Linn County lodging statistics to the region, state, and U.S. on a monthly basis from March 2014 through April 2016. Linn County numbers were generally shown to be favorable.
- About 76 percent of revenue from overnight visitors comes from out of state/international visitors.
- In 2005, Oregon's share of national visitor spending was 0.97 percent. In 2014, that share had grown to 1.12 percent which represents an increase equal to \$1.4 billion.

Davidson said Travel Oregon is a partner with the AVA and is happy to support this committee's efforts.

Mike Martin asked if there is information on the value of international promotion versus domestic promotion. Davidson said that 12 percent of visitor spending comes from international visitors. Domestic trips average 4 to 5 days; international trips tend to be 7 to 20 days. In 2014, China became the number one international market. Travel Oregon is finding great value and return on investment related to international marketing efforts.

Pierson asked if some of the international attraction is due to the lack of state sales tax. Davidson said he does hear that, in addition to the natural beauty and the culinary scene, one of Oregon's attractors is the lack of state sales tax.

It was agreed that Lucht would present the AVA's wish list at the next meeting.

#### Staff updates and issues

Porsche said that she received a question from committee member Steve Reynolds regarding the potential for borrowing for a large project, with a portion of TLT revenues as the income stream that would repay the loan. Reynolds said he raised this question because Parks & Recreation Director Ed Hodney had indicated that upgraded sports complexes would be a revenue generator and the hoteliers had expressed support for attracting large sports tournaments. He wanted to explore whether some of the TLT revenue could be used as a leverage instrument for those upgrades.

Porsche explained that it would be possible for the committee to recommend using a portion of the TLT revenues as the income stream that would repay a General Obligation Bond for this purpose; however, the City Charter requires a vote of the people to approve a GO Bond. Based on a \$1.75 million bond, the rates might be 3 to 4 percent with a 10- to 15-year term. The cost to secure the bond would be \$50,000 to \$60,000 not including the cost of the ballot process. The repayment would be about \$150,000 to \$210,000 per year.

Pierson said that sports complexes have the potential to expand the demographic of visitors to the community by bringing in younger age groups and that this is the type of bold thinking he has been encouraging. He would like to see a proposal/business plan from Hodney that includes information about what improvements could be done, the costs involved, and what that might generate in terms of additional visitors to the community.

#### BUSINESS FROM THE COMMITTEE

No further business from the committee.

#### NEXT MEETING DATE

Wednesday, June 8, 2016, 3:00 p.m., City Hall Santiam Room

ADJOURNMENT

Hearing no further business, Chair Pierson adjourned the meeting at 7:20 p.m.

Submitted by,

Reviewed by,

Teresa Nix  
Recorder

Kate Porsche  
Economic Development & Urban Renewal Director

# **Albany-Millersburg Economic Development Corp.**

**Mission "To foster a healthy and viable  
economy in the Albany-Millersburg area."**

*Your Economic Development  
Organization*

# AMEDC History

- Prevailing Economic Conditions
  - Recession – late 70's early 80's
  - Oil embargo
  - Double digit Unemployment and Interest Rates
  - Mills closing
  - Communities and State react to start economic development efforts

# AMEDC History

- Communities were told to join together to form an organization for a single point of contact
- Local Response: AMEDC incorporated in 1982 as a 501-C4 – 25 Member Board of Directors
- Incorporators:

Mayor of Albany- Don Brudvig

Marv Saxton – City Council

Mayor of Millersburg- Clayton Wood

Roger Powell – City Council

LBCC President – Tom Gonzales

Gilly Lewis – Realtor

Larry Stevens, Jr. – Chamber of Commerce Chair

Ken Noteboom – Banker

Mission from by-laws “To foster a healthy and viable economy in the Albany-Millersburg area.”

# AMEDC History

- AMEDC started operations in 1983

First President: Frank Hemenway, Mel Joy second

John Pascone third since 1997

- Original Strategy = Job One – Job Creation
- Through Recruiting and Retention/Expansion
- 1986 strategy expanded to include Small Business

# AMEDC History

- Historical Ideas: Boosters “a town is better off with more and a variety of businesses”
- “The Business of America is Business”
- Increase jobs and wages; float everyone’s boat
- Jobs = Prosperity
- “Without jobs, citizens cannot live in nor will they support a community.”

# How We Serve

- Staff an office (only full-time ED in Linn County)  
“Keep the lights on and answer the phone”
- Work with existing local businesses  
“Expansion and Retention”
- Respond to inquiries for buildings and land  
“Recruiting and Siting”
- Help Start-Ups by meeting one-on-one, referrals
- Advocacy and Support – Represent the communities in meetings, forums and boards
- Enterprise Zone Management

# AMEDC Budget

- 2015-2016
- Revenue
- Beginning Balance 7,605
  - City of Albany 49,700
  - City of Millersburg 30,000
  - Linn County 20,000
  - Private Funding 17,500
  - Total Revenue 117,200
- Total Available 124,805

# AMEDC Budget

- 2015-2016

- Expenses

– Staff/PR costs	99,500
– Occupancy/Office	11,900
– Marketing	4,900
– Other	3,000
• Total	119,300
• Projected Ending Balance	5,505

# Strategic Plan & Projects

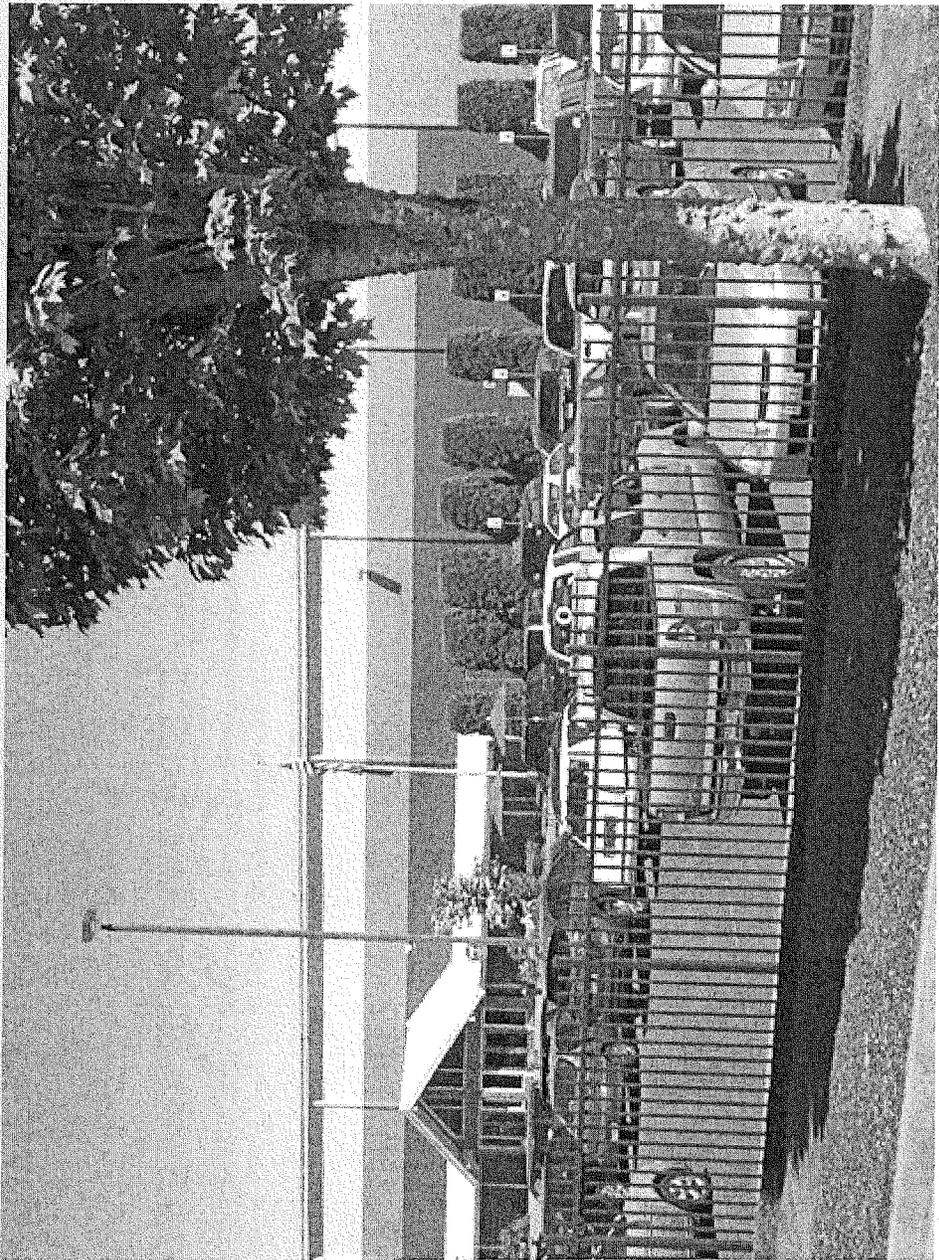
- Strategic Plan – adopted in 2015
  - Hand out
  
- Projects List
  - Hand out

# Impact

- Jobs for residents and our kids
- Payroll to support families and community
- Property Taxes to support schools and government

Separate Packet Handout

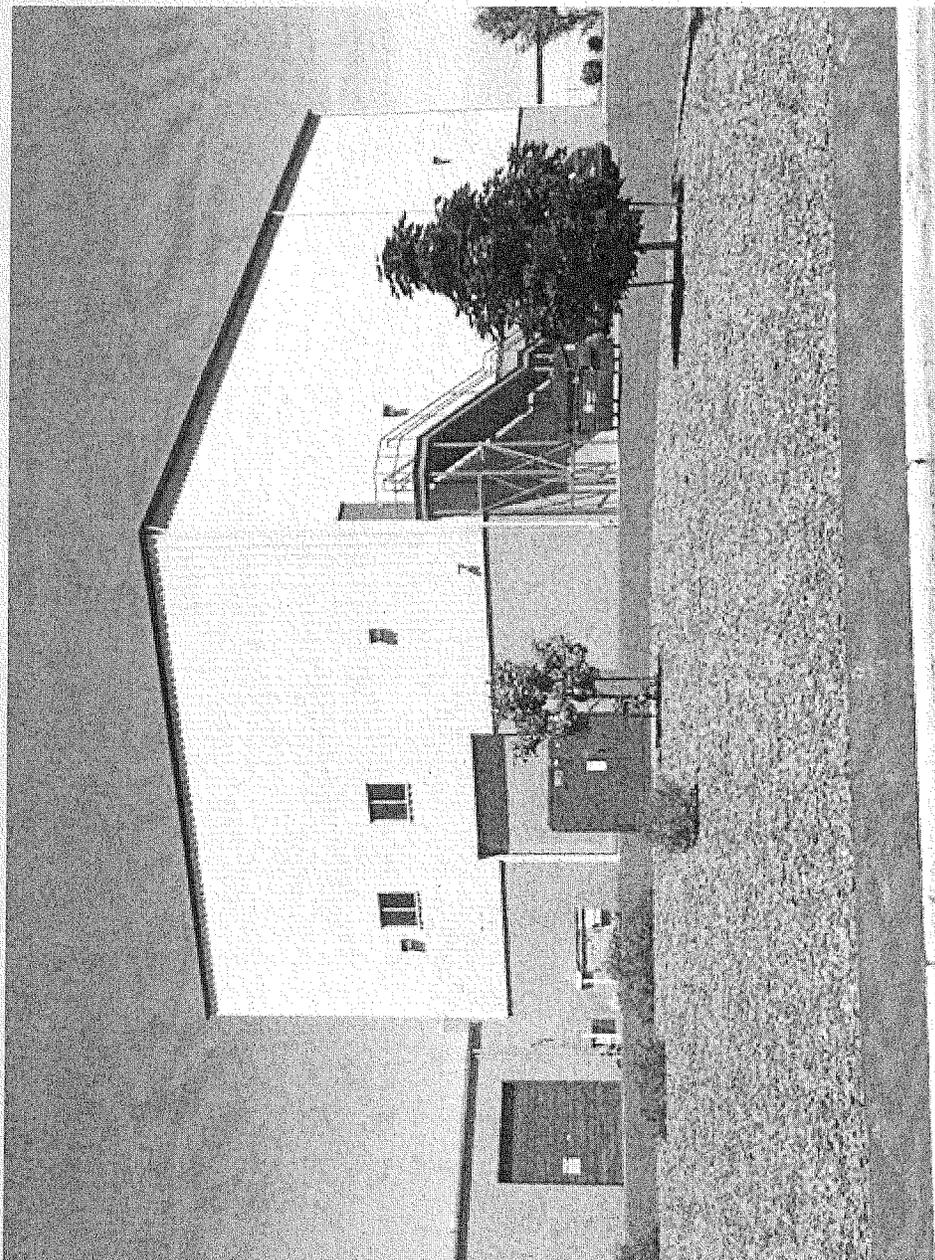
# Target DC



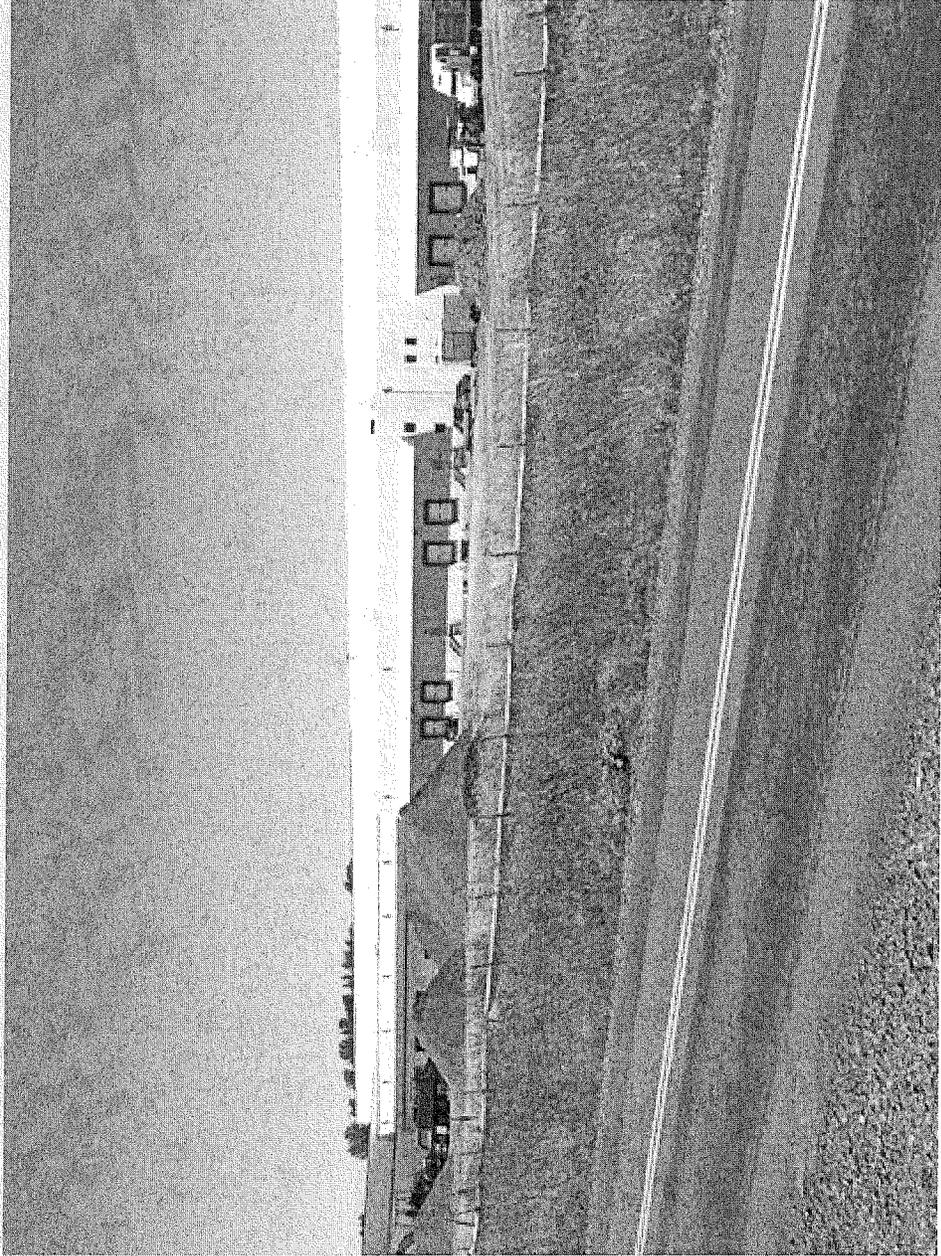
# Panolam



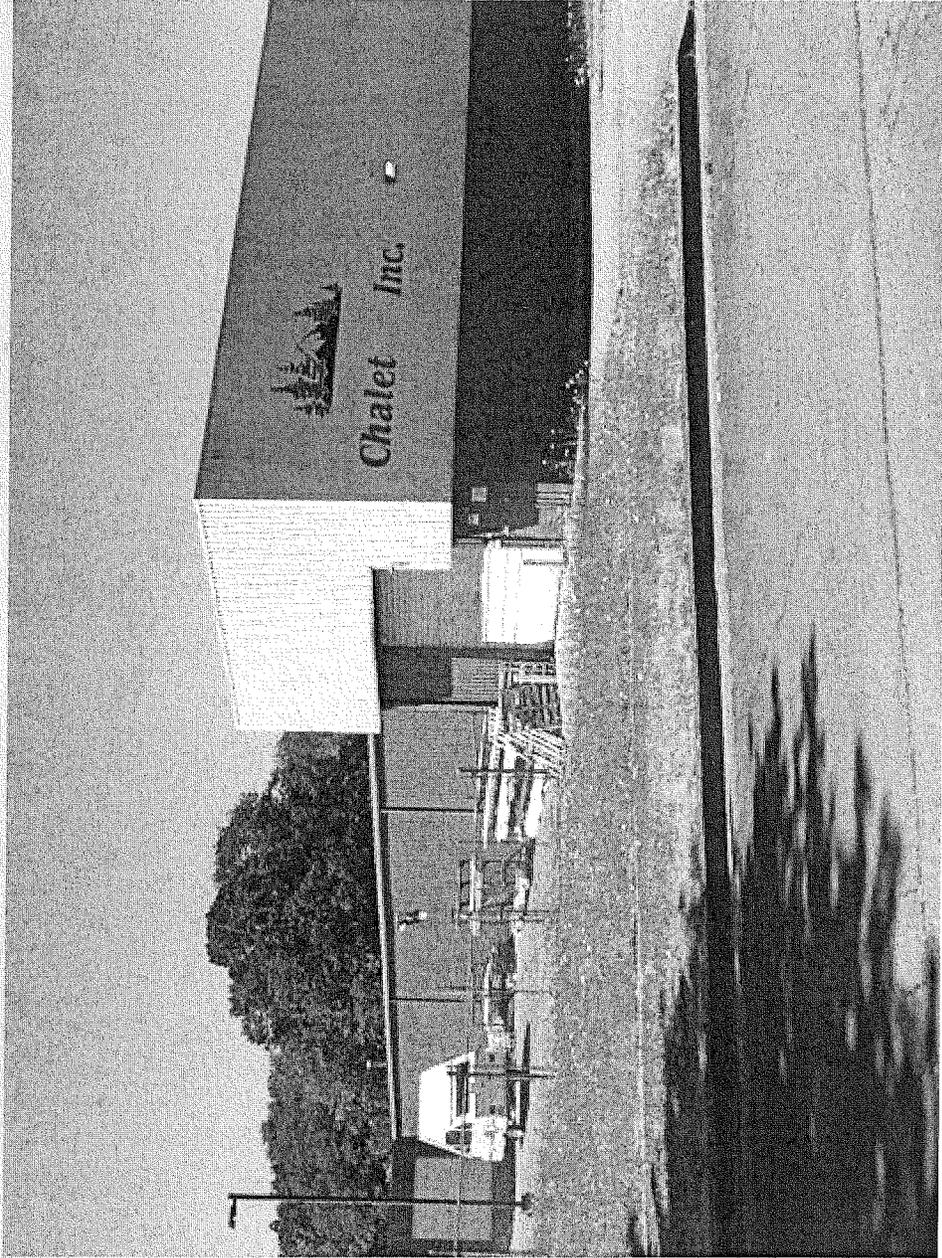
MTI



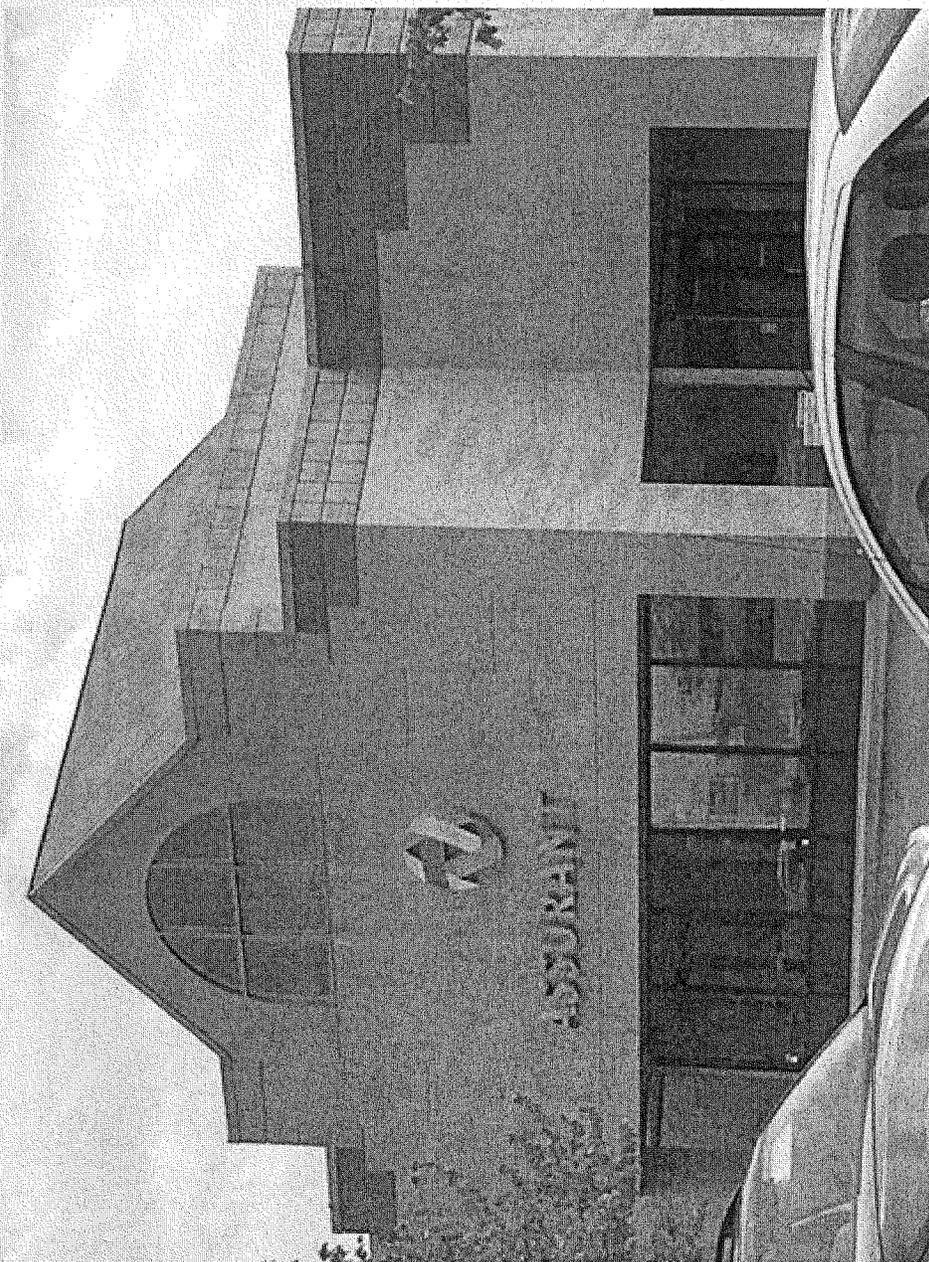
# SnoTemp



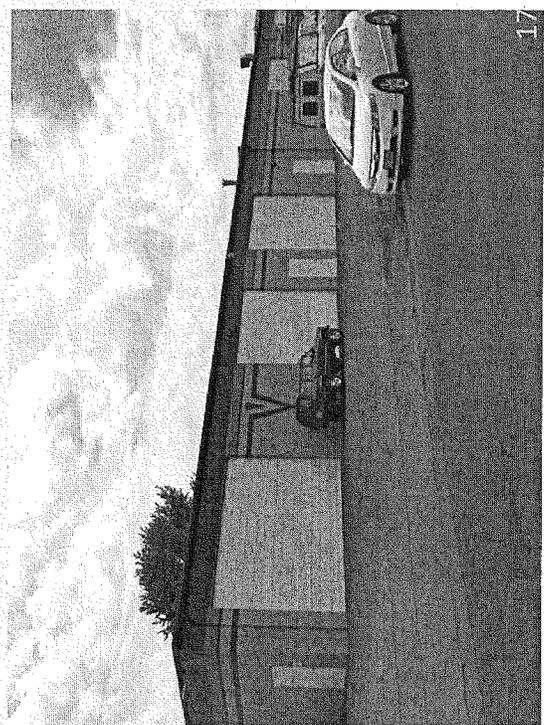
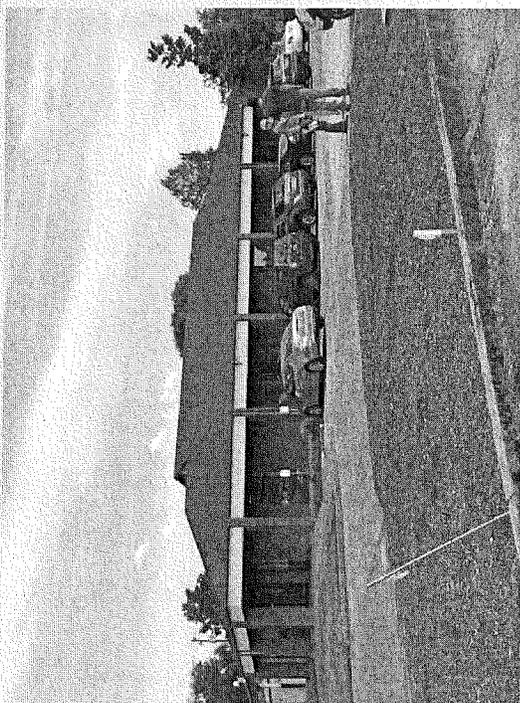
# Chalet RV



# Assurant



# Viper Northwest



# AMEDC Wish List

- Support Staff Person
    - full time \$45,000
  - Web Master help
    - 2,000 per month \$24,000
  - Marketing & Outreach
    - \$1,000 per month \$12,000
- Total Additional \$81,000

AMEDC Board of Directors – Seats and Terms – 2016

Summary of positions and count:

Seat	Term	Count	
Mayor of Albany	office		
Mayor of Millersburg	office		
Albany Chamber Chair	office	3	
Albany Appointment	annual		
Millersburg Appointment	annual		
Chamber Appointment	annual	3	6
Elected	three year	12	18
Appointed	annual	7	25

Current Board of Directors by Seat		Term Ends
Mayor of Albany	Sharon Konopa	with office
Mayor of Millersburg	Clayton Wood	with office
Albany Chamber Chair	Mike Cowgill	with office (7/1/16)
Albany Appointment	Rich Kellum	with office
Millersburg Appointment	TBD	with office
Chamber Appointment	Janet Steele	with office

Elected	#1	Max Frederick	12/31/18
	2	Mark Raum	12/31/18
	3	Dan Watson	12/31/18
	4	Greg Goracke	12/31/18
	5	Dave Reece	12/31/16
	6	Bill MacHugh	12/31/16
	7	Floyd Collins	12/31/16
	8	Gary Price	12/31/16
	9	Stacy Koos	12/31/17
	10	Jim Dunning	12/31/17
	11	James Ramseyer	12/31/17
	12	George Dooley	12/31/17

Appointed Annually by Position

#1	LBCC	Greg Hamann	Annually
2	Linn County	John Lindsey	Annually
3	PPL	Doris Johnston	Annually
4	NWN	Jon Kloor	Annually
5	Board	Cordell Post	Annually
6	Chair	Rick Kenyon	Annually
7	Chair	open	Annually

## AMEDC STRATEGIC PLAN - 2015

### Mission

*To foster a healthy and viable economy by improving the opportunity for business success and growth in the Albany-Millersburg and Linn County area.*

### Goals:

- to assist in the development, retention, expansion and successful growth of Albany-Millersburg and Linn County area businesses
- to attract and recruit new targeted industries to enhance the economic base
- to work in cooperative partnerships with local, regional and state organizations to maintain a positive business environment and promote a pro-business attitude and image.
- to nurture and support efforts to develop the local workforce necessary to meet local employers' current and future needs (e.g. Workforce Development Task Force)
- to be a collaborative one-stop shop for business development and expansion resources
- to provide professional mentoring and guidance to new and expanding businesses to help improve their opportunity for success

### Target Industries:

- Advanced Manufacturing
- Aviation/Aerospace
- Specialty Metals and Materials
- Forest and Wood Products
- Agriculture/Food Processing
- Bioscience/Health Care

\*adopted November 19, 2014

## Issues and Opportunities from June 2014 Planning Meeting

### Issues:

1. Wetlands and need for mitigation on industrial sites
2. Workforce availability and quality
3. Appearance of community entrances & focus on revitalization efforts county wide
4. Land use/permitting time frames – perceived to be longer process than in other areas
5. Agriculture – impacts from potential GMO issues and/or different crops

### Opportunities:

1. Workforce Development Task Force
2. Increased coordination between public and private sectors and neighboring regions
3. Linn Benton Community College a great resource
4. AMEDC hand-holding helps through wetland/permitting process
5. Business Retention Expansion (BRE) ombudsman – target large employers, report back to board/partners on trends, issues, opportunities
6. Targeting outreach to targeted industries – connect with site selection consultants
7. Oregon State University nearby
8. Health care industry growing in Linn County (e.g. Lebanon)
9. Define roles – how AMEDC advocates for business clients with city/state governments
10. AMEDC can bring public/private partners together in one place to address needs of new or existing business
11. Develop brochure and web page to promote advocacy/mentoring/hand-holding and support resources of AMEDC
12. Regular and routine networking and collaboration with local realtors and others who work with business owners and potential investors



Albany Projects

**AMEDC Sited \***

- |   |   |
|---|---|
| Absorbent Technology                            | Allann Brothers                         |
| AmeriTool                                       | Automotive Parts Exchange (Keeter Mfg.) |
| Assurant (Signal/First Consumers National Bank) | Bussard & Sons Canvas                   |
| Chalet RV                                       | Crystal Valley Decorating               |
| Deluxe Brewing/Sinister Distilling              | FSM (Fletcher Sheet Metal)              |
| Hopton Technologies                             | Hydration Technologies                  |
| Lemons Millwork                                 | Lao K (non-toxic resins)                |
| Northwest Industrial Sheet Metal                | Panolam                                 |
| PepsiCo/Gatorade                                | Supra                                   |
| TecLabs   | Target DC                               |

**AMEDC Assisted Expansion Projects**

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| Best Pots                             | Beta Seed                       |
| Calapooia Brewing                     | Cemwood                         |
| Crabtree Automotive                   | ENERG2                          |
| G&G Plating                           | Golden West Homes               |
| Grace (Synthetech)                    | Inland Quick Freeze             |
| Joshua Roth                           | Mike's Heating and A/C          |
| MTI (Metal Technology/BJ Enterprises) | No Dinks                        |
| National Frozen Foods                 | Novak's                         |
| OFD (Oregon Freeze Dry)               | Oremet (foundry & sponge plant) |
| Pacific Cast Technologies             | Rickard Engineering & Design    |
| Selmet                                | SmokeCraft                      |
| SnoTemp                               | Target DC Fulfillment Center    |
| Tom's Garden Center                   | Victorian Lace                  |
| Viper NW                              | Willamette Water (Culligan)     |

\*or played a major role in the project.

# AMEDC IMPACT

## JOBS & Payroll

		2014*			
	Jobs	Total Wages	Average Wage		
AMEDC Projects	1,919 9%	\$85,483,033 11%	\$44,546	Please Note that these wages and benefits can go on for decades!	
Albany Total	20,801	\$789,289,533	\$37,975		
MANUFACTURING (AMEDC Target Industry)			\$57,691		

\*Source: Will Summers, Oregon Employment Dept

## PROPERTY TAXES

TARGET DC 2015 \$1,213,101 Highest Property Tax payer in Albany, 3rd highest in Linn County  
Please Note that these payments can also go on for decades!

AMEDC has 7 of the top 20 tax payers as projects and clients!

2015 TOP 20 ALL ROLL TYPE TAXPAYERS FOR - LINN COUNTY

OWNER NAME	TAX AMOUNT	ASSESSED VALUE	REAL MARKET VALUE
LOWES HIW INC	1,573,209.76	87,579,910	88,653,550
PACIFICORP PP&L	1,386,284.59	98,066,000	98,066,000
TARGET CORPORATION	1,213,100.55	71,020,380	71,020,380
FORT JAMES OPERATING COMPANY	1,207,391.35	114,636,031	114,894,630
TELEDYNE WAH CHANG ALBANY	1,191,793.25	78,791,420	105,263,570
CENTURYLINK	1,172,483.33	73,031,000	73,031,000
COMCAST CORPORATION	1,096,941.58	56,518,400	89,090,224
WEYERHAEUSER NR CO	994,009.00	65,446,330	65,555,770
NORTHWEST NATURAL GAS CO	959,579.00	61,762,400	61,762,400
CASCADE PACIFIC PULP LLC	631,112.02	59,830,482	62,851,710
WEYERHAEUSER COMPANY	602,285.06	48,694,169	77,428,440
TIMBER SERVICE CO INC	582,352.23	46,686,795	77,633,800
ENTEK INTERNATIONAL LLC	574,650.35	32,120,060	78,463,540
OREGON FREEZE DRY INC	563,310.66	32,952,520	33,167,230
OREGON METALLURGICAL CORP	533,829.53	31,102,830	32,444,620
PACIFIC CAST TECHNOLOGIES INC	494,129.47	28,904,570	34,373,680
FLAKEBOARD AMERICA LIMITED	470,597.94	31,169,760	31,169,760
WAVERLY LAND MANAGEMENT	443,588.82	24,956,673	28,602,420
SAMARITAN HEALTH SERVICES INC	377,764.74	19,159,592	26,212,330
FRERES LUMBER CO INC	358,142.45	27,807,946	29,028,220

# III. A HEALTHY ECONOMY

## Goals:

- Goal 1: Business — Enhance the value and diversity of Albany’s economy by attracting, retaining, diversifying, and expanding local businesses.
- Goal 2: Partnerships — Strengthen the area’s role as a leading regional economic center through local and regional coordination and collaboration on economic development planning and projects.
- Goal 3: Prosperity — Maintain and grow the income levels with a focus on living-wage jobs, training, and education opportunities of Albany residents consistent with Oregon and national trends. Work to increase the community’s assessed value while working to achieve a healthy balance of housing and jobs.
- Goal 4: Central Albany — Create a readily identifiable downtown core that is unique and vibrant with a mixture of entertainment, housing, specialty shops, offices, and other commercial uses.

## Healthy Economy Objectives:

**Goal 1: Business:** Enhance the value and diversity of Albany’s economy by attracting, retaining, diversifying, and expanding local businesses.

**Objective HE-1 - Support Local Business:** Provide a supportive environment for the development and expansion of desired businesses, especially those that are locally owned or provide living-wage jobs.  
[Economic Development/Urban Renewal]

*Actions: Conduct regular visits to local businesses and industries as a business ambassador. Address the needs and opportunities for growth and work to eliminate barriers for future development. Connect growing businesses with available resources including the Chamber of Commerce, AMEDC, SBA, COG, and the Small Business Development Center (SBDC) at LBCC.*

**Objective HE-2 - Land:** Provide the supply of commercial and industrial land identified in the Economic Opportunities Analysis. Facilitate development consistent with community goals.  
[Economic Development/Urban Renewal, Community Development, Public Works]

*Actions: Complete research and documentation of available land, work to remove barriers for developable land, such as wetland permitting and mitigation.*

OBJECTIVE	MEASURE	TARGET	COMPLETED FY2015	FY2016	FY2017	FY2018	FY2019	FY2020
HE-1	Conduct regular visits to local businesses and industries.	≥12	21	12	12	12	12	12
HE-1	Projects assisted: financial assistance or removal of development barriers.	≥5	19	8	8	8	8	8
HE-2	Complete research and documentation of significant available sites.	≥4	41	4	5	5	5	5

# III. A HEALTHY ECONOMY (CONTINUED)

**Goal 2: Partnerships:** Strengthen the area’s role as a leading regional economic center through local and regional coordination and collaboration on economic development planning and projects.

**Objective HE-3 - Partnerships:** Collaborate with organizations focused on business retention, expansion, startup development, and entrepreneurship to establish new firms and strengthen existing businesses locally.  
[Economic Development, All Departments]

*Actions: Maintain key department contacts for immediate response to information requests. Strong intra-city collaboration among departments to further economic development priorities, eliminate barriers, and provide accurate and timely assistance within the requested time frames. Continue to foster relationships and cultivate partnerships with the Chamber of Commerce, AMEDC, SBA, COG, and SBDC. Continue work of LBCC/Industry/City partnership on \$2.9 million investment in equipment for workforce development and training.*

OBJECTIVE	MEASURE	TARGET	COMPLETED FY2015	FY2016	FY2017	FY2018	FY2019	FY2020
HE-3	Respond to information inquiries within the requested timelines.	100%	100%	100%	100%	100%	100%	100%

**Goal 3: Prosperity:** Maintain and grow the income levels with a focus on living-wage jobs, training, and education opportunities of Albany residents consistent with Oregon and national trends. Work to increase the community’s assessed value while working to achieve a healthy balance of housing and jobs.

**Objective HE-4 - Living-wage Jobs:** Focus on the creation and retention of living-wage jobs through policy, staff support, and funding of projects that support a healthy local economy and community. Continue to refine CARA and CDBG programs to support job-creation projects. Support the area’s educational resources as vital to the social and economic well-being of the community. Encourage opportunities for increasing skill levels of local workers and microenterprise development.

[Economic Development/Urban Renewal, Community Development]

*Actions: Complete draft, review, and implementation of CARA economic development programs. Track results and job creation of the program. Work to increase the community’s assessed value. Facilitate connections between residents/businesses and workforce training or education. Track unemployment rate and per capita income for the city of Albany.*



*A public-private partnership between CARA and Viper Northwest helped them expand yielding 43 family-wage jobs and a significant increase in assessed value.*

### III. A HEALTHY ECONOMY (CONTINUED)

OBJECTIVE	MEASURE	TARGET	COMPLETED FY2015	FY2016	FY2017	FY2018	FY2019	FY2020
HE-4	CARA/City-funded economic development projects.	≥3	0	4	4	4	4	4
HE-4	Jobs (FTE) created through CARA/City-funded economic development projects.	≥5	0	10	13	17	17	17
HE-4	Unemployment rate within the city of Albany.	≤7.5%	6.3%					
HE-4	Per capita income within the city of Albany.	≥\$24,250	\$22,128	\$24,250				
HE-4	Jobs (FTE) created through CDBG-funded programs.	≥5	8	5	5	5	5	5
HE-4	Technical assistance provided to microenterprises.	≥10	24	10	10	10	10	10

**Goal 4: Central Albany:** Create a readily identifiable downtown core that is unique and vibrant with a mixture of entertainment, housing, specialty shops, offices, and other commercial uses.

**Objective HE-5:** Leverage urban renewal dollars to maximize the total investment and development effort in Central Albany. Create an increase in assessed value with the majority of public-private partnerships or spur private investment through strategic public investment. [Central Albany Revitalization Area]

*Actions: Continue to focus CARA funding on public infrastructure projects that will drive or complement private investment and private projects that create a return on investment through an increase in assessed value.*

**Objective HE-6:** Recognize and support Albany’s unique historic character as a major cultural and tourist-oriented economic resource. Increase residential opportunities in the Central Albany area. [Central Albany Revitalization Area]

*Actions: Continue funding of rehabilitation and restoration of historic buildings, creation of new residential units, and various projects in the Main Street area and throughout the Central Albany Revitalization Area (CARA).*



**Woodward Apartments  
workforce housing project on  
Second Avenue SE.**

OBJECTIVE	MEASURE	TARGET	COMPLETED FY2015	FY2016	FY2017	FY2018	FY2019	FY2020
HE-5	Total annual value of CARA investments in public-private partnerships.	≥\$500K	\$379,500	\$500K	\$500K	\$500K	\$500K	\$500K
HE-5	Total annual value of private investment in CARA projects.	≥\$2.5M	\$636,500	\$2.5M	\$2.5M	\$2.5M	\$2.5M	\$2.5M
HE-5	Total cumulative value of CARA investments.	≥\$13.8M	\$11.8M	\$14.8M	\$15.3M	\$15.8M		
HE-5	Ratio of overall CARA contributions versus private money.	\$1:\$7	\$1:\$8.38	\$1:\$7	\$1:\$7	\$1:\$7	\$1:\$7	\$1:\$7
HE-6	Value of CARA improvements within the Main Street area. (Annual)	\$250K	\$120K	\$250K	\$250K	\$250K	\$250K	\$250K
HE-6	Cumulative value of CARA improvements within the Main Street area.	≥\$5.25M	\$6.8M	\$7M	\$7.25M	\$7.5M	\$7.75M	\$8M
HE-6	Number of CARA-funded new residential units.	≥10	0	12	12	14	14	14
HE-6	Cumulative number of CARA-funded new residential units.	≥303	287	292	297	302	307	312

# TLL Funds



STREET MAINTENANCE

ALBANY MUNICIPAL AIRPORT

Chris Bailey, Public Works Operations Director  
June 22, 2016

# Overview



- Use of TLT funds in the Street Maintenance program
- TLT and the Airport
  - History of the Airport
  - Previous TLT work group discussions
  - How the Airport program uses TLT funds
  - Economic impact
- Questions

# Street Maintenance



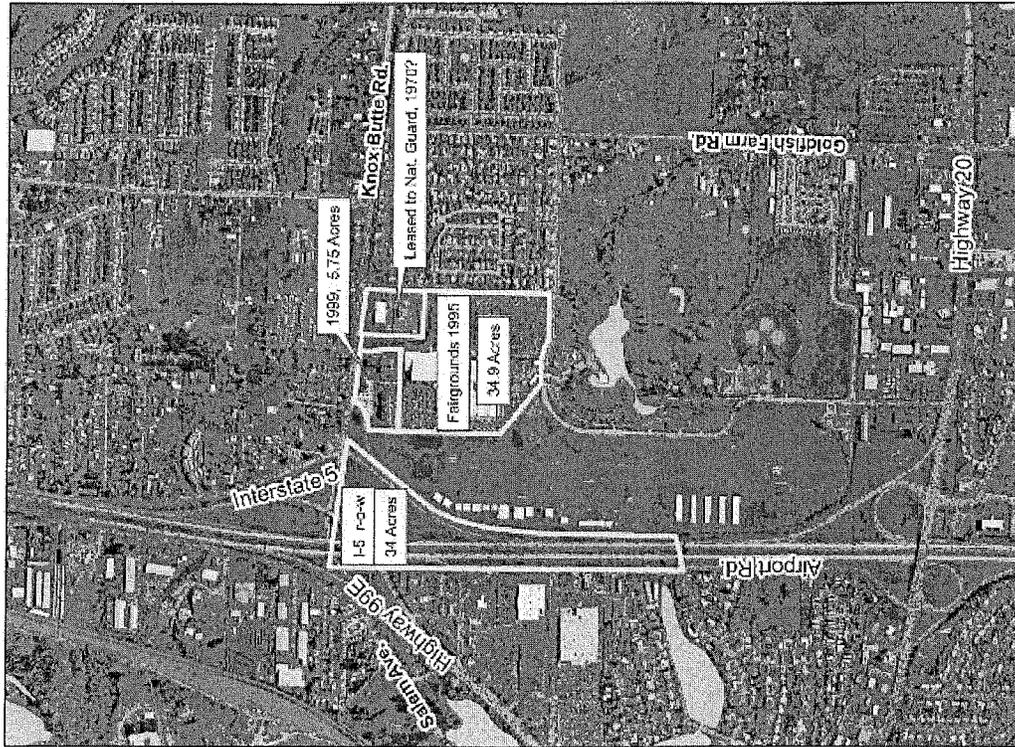
- This program receives less than \$3,000 per year in TLT revenue
  - FY 13-14: \$2,200
  - FY 14-15: \$2,600
  - FY 15-16: \$2,700
  - FY 16-17: \$2,700
- Reimburses the Street Maintenance program for costs related to the Veterans' Day Parade
  - Set up and take down of barricades
  - Personnel and equipment costs including overtime pay

# Albany Municipal Airport

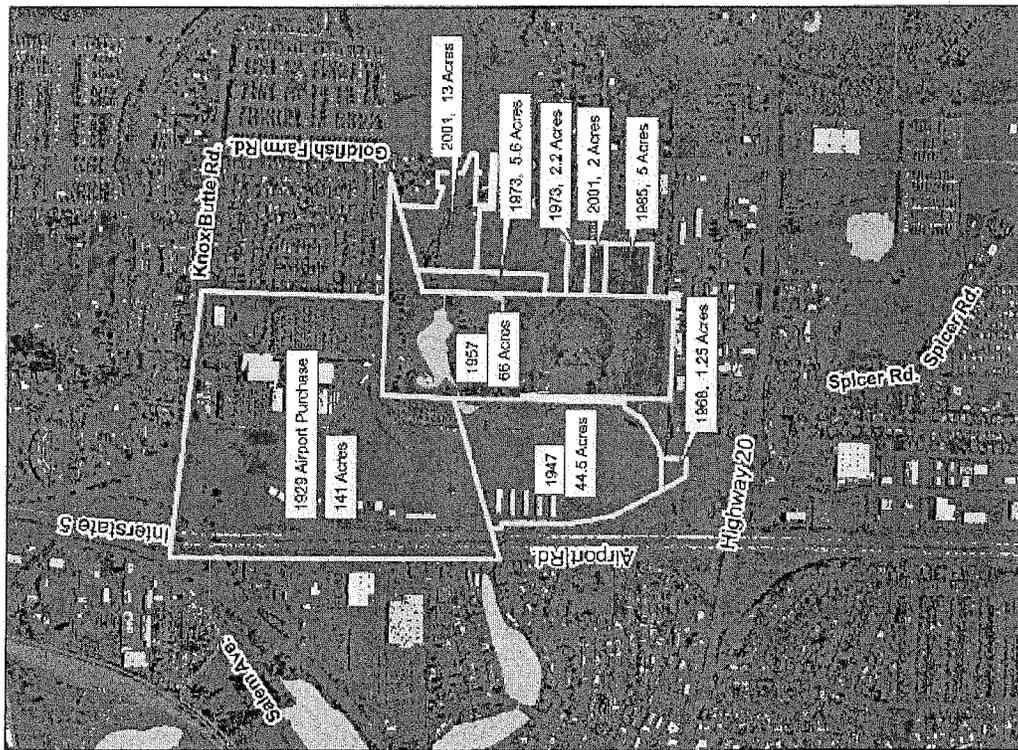


- How does the Airport relate to TLT?
- It is important to understand the history
  - The Airport was established in the 1920s and grew to over 186 acres through the 1960s
  - Over time, over 75 acres was sold or lost to I-5, the Linn County Fair and Expo, and the hotel and restaurant properties
  - This impacted the ability of the Airport to generate its own revenue and/or expand its airside operations

### Airport-Park Sold Property



### Airport/Park Purchases



## Current TLT Allocation



- The original TLT work group recommended that the Airport receive annual funds for capital projects
  - FY 13-14: \$65,600
  - FY 14-15: \$67,600
  - FY 15-16: \$69,600
  - FY 16-17: \$71,700
- These funds provide the local match for FAA grants
  - 90/10 grant match so \$71,700 can result in a \$717,000 project
  - The reserve balance of \$199,000 could fund a \$1.99 million project
  - These funds can also pay for non-FAA grant eligible projects

# Use of the TLT Funds



- **TLT funds have paid for building and facility repairs**
  - New roof on City T-hangars
  - Paving of the swept-wing aircraft parking area
  - Match for Airport fencing project
  - Match for Airport taxiway connector design project
  - Match for GIS obstruction survey
  - Match for taxiway construction project
- **Future Airport capital projects include:**
  - Displaced threshold marking (extends useable runway length)
  - Automated Weather Observing System (AWOS)
  - Water/sewer utility expansion to unserved areas
  - Parking apron paving and striping
  - Additional aircraft fuel tank and pump facility
  - Development of a GPS approach (allows flights on cloudy days)

# Economic Impact to Albany



- **2014 Oregon Department of Aviation Plan\***
  - 12,650 annual flight operations (take-off or landing) at Albany
  - Total impact on local businesses of \$5.48 million (direct and spin-off) per year
  - Averages to \$433 per flight operation
- **Continued capital investment will increase these numbers steadily over time**
  - Longer runway, weather reporting, and new approach = more flights
  - Improve utilities to unserved areas = more private hangars
  - Addition of Jet-A fuel = turboprop and small jet aircraft

\* Based on 2012 data

# Impact of Losing TLT Funding



- Council has directed staff to optimize the Airport's operations and revenue
- There is no other source of capital funding for the airport
  - The Airport does not receive any General Fund support for either operations or capital expenses
  - Loss of funding for capital revenue would stagnate the growth at the Airport

# Conclusion



- Street Maintenance uses TLT to cover costs associated with the Veterans' Day Parade
- The Airport has received TLT revenue as a dedicated funding source for capital projects
  - This funding will provide for continued expansion of Airport facilities and capabilities
  - Create possibilities for more flight operations and hangars
  - Continue the Council's direction of maximizing the Airport's potential
- Questions?