



**YAMHILL COUNTY
ECONOMIC DEVELOPMENT
VISION, MISSION, VALUES AND
STRATEGIES
JUNE 2017**

Mission

The Yamhill County Economic Development Plan will direct and prioritize the actions and resource allocations necessary to realize business growth, job retention and creation, and enhanced well-being for all individuals and communities.

Vision

The Yamhill County Economic Development Plan will contribute to the development of thriving, vibrant communities where people live, learn, work, shop and play; and will foster sustainability of a dynamic environment in which business and industry prosper.

Values

Collaboration and Inclusiveness: We believe that we cannot resolve economic development challenges by ourselves. We value sharing, inclusiveness, and equity. We are accessible, and will reinforce this through active engagement of those we serve and support. We promote diversity, open communication, ongoing collaboration and the free exchange of ideas.

Entrepreneurship and Innovation: We believe a resilient and pioneering spirit is essential to positive economic change. We value proactivity and creativity—we will try new ideas to achieve better outcomes. We must be visionary, progressive, and flexible in the setting of goals and implementation of our plans. We are committed to entrepreneurship and encourage innovative thinking to achieve and sustain our desired outcomes.

Ethics and Integrity: We will foster a civil and ethical environment by encouraging trust, cooperation and respect. We value hard work, passion, and a strong work ethic. We will be positive in our approach to issue resolution and committed to developing effective economic development solutions with integrity and excellence.

Accountability and Stewardship: We believe that fiscal responsibility and prudent stewardship of funds and resources are essential. We will foster long-term prosperity and sustainability. We value social responsibility and hold ourselves accountable for the efficient use and conservation of our financial resources, environmental assets, and human potential.

Commitment to our Communities: We value the differences and commonalities of our unique communities, urban and rural alike. We are committed to cultivating what is already working to ensure our communities remain authentic, welcoming, engaging, and intimate. We will represent the essence of our communities by being open, humble, fair, friendly, outgoing, warm and generous. We believe successful economic development requires matching the unique qualities of each community with growth opportunities to ensure a good fit. We will foster the growth of social capital, and the interconnectivity that make this county remarkable.

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Strategy 1:

Retain, Expand and Recruit Business

Strategy 2:

Identify and Commit Resources that Will Invest in Yamhill County Economic Development

From here, goals are identified for the strategies. Goals are defined as subsets of strategies that should be specific, measurable, achievable, realistic, and time-based. Goals support the strategies, and state *what* is to be accomplished.

Underneath each goal are statements of how the work of each goal could be accomplished at a high level. These components of the action plan are titled Objectives.

Last are outcomes for each strategy. The end results identified for each strategy—what specifically will be accomplished. The outcomes will identify strategic success.

All of these elements are reflected in the strategies below.

Strategy 1: Retain, Expand and Recruit Business

Outcomes:

1. Small businesses and entrepreneurs know where to go for assistance and programs are in place to help them.
2. The business community is nurtured, mentored and recognized.
3. Available space is occupied and existing businesses are retained or expanded.
4. Business start-ups in traded sector companies are on the rise.

Goals (The "What")	Objectives (The "How")
1.1 Educate and support growth in target business sectors.	1.1.1 Communicate business sector information to communities. 1.1.2 Provide research, intel, education and mentoring to communities to assist and support growth in sectors.
1.2 Grow, maintain and recruit business in target sectors.	1.2.1 Establish relationships with businesses in targeted sectors. 1.2.2 Connect businesses to resources. 1.2.3 Nurture existing businesses. 1.2.4 Partner to attract/pursue business recruitment.
1.3 Market strengths and assets of businesses and the County.	1.3.1 Participate and monitor community groups and networks. 1.3.2 Build portfolio of assets. 1.3.3 Push portfolio of assets through stakeholder groups, website and social media.
1.4 Support entrepreneurship.	1.4.1 Support mentored activities for entrepreneurs. 1.4.2 Assist entrepreneurs in connecting to available resources. 1.4.3 Convene stakeholders to develop incubator models.

Strategy 2: Identify and Commit Resources that Will Invest in Yamhill County Economic Development

Outcomes:

1. There is a detailed, up-to-date inventory of resources readily accessible.
2. Yamhill County's community assets and resources are packaged and marketed in a way that is business friendly.
3. There is collaborative problem solving and leveraging of economic development resources.
4. One hundred percent of communities invest in economic development.
5. Communities are supported, mentored and know how to access resource information.
6. Strong partner relationships are developed and sustained.

Goals (The "What")	Objectives (The "How")
2.1 Identify and build a Toolbox of available business and community resources.	2.1.1 Coordinate with resource partners (local, regional, state partners; workforce development, economic development, community action groups) 2.1.2 Identify potential financial assistance (grants, foundations, loans, community growth programs, government assistance, partner agencies, private funding) 2.1.3 Identify potential resources for human development (low-cost/no-cost training, development opportunities, education and skills development, high performance) 2.1.4 Discuss options for investing Video Lottery Funds
2.2 Assist and support businesses and communities in seeking resources.	2.2.1 Create easy access to the toolkit. 2.2.2 Push toolkit to users including training on how to use it. 2.2.3 Connect businesses to the resources.
2.3 Inform communities about solutions and resources to overcome infrastructure and other economic development obstacles.	2.3.1 Identify resources to address economic development obstacles. 2.3.2 Support communities in making improvements that will better attract business.
2.4 Support the development of trusted relationships among partners.	2.4.1 Identify new opportunities to create collaborative, diverse groups in support of economic development efforts. 2.4.2 Support development of partnership projects among business, education, and communities (internships, work study). 2.4.3 Identify resources that can be provided by peers and facilitate the development of relationships to share those resources.

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<p>2.5 Support sustainable community collaboration</p>	<p>2.5.1 Develop trusted relationships among community leaders.</p> <p>2.5.2 Support ongoing collaboration among community leaders and communities within the county.</p> <p>2.5.3 Develop community business sharing (consortia, education, etc.).</p>
<p>2.6 Support valuable community development</p>	<p>2.6.1 Educate communities about how to identify and address development opportunities (seminars, best practices research, etc.).</p> <p>2.6.3 Provide communities with knowledge and tools to develop their own strategies and goals around economic development.</p>

ADOPTED BY THE YAMHILL COUNTY BOARD OF COMMISSIONERS

JUNE 22, 2017; B.O. 17-239



YAMHILL COUNTY BOARD OF COMMISSIONERS

[Handwritten signature of Stan Primozich]

 Chair Stan Primozich

[Handwritten signature of Mary Starrett]

 Commissioner Mary Starrett

[Handwritten signature of Richard L. Olson]

 Commissioner Richard L. "Rick" Olson

Accepted by Yamhill County Board of Commissioners on 6/22/17 by Board Order # 17-239