

COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE August 16, 2016	AGENDA ITEM NUMBER
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TO: Chair Jennifer Groth and Board Members

FROM: Rodger Craddock, City Manager

ISSUE: SCDC Proposal – Rural Entrepreneurship Ecosystem Framework (REEF)

BACKGROUND:

As the Agency is well aware, the intent of Urban Renewal is to improve specific areas of the City that are poorly developed or underdeveloped and to eliminate blighting conditions so as to encourage economic development. The Agency has undertaken a number of projects and/or utilized programs in an effort to reduce blight, blighting conditions, and to encourage economic development. Some of the more successful projects have been realized through public private partnerships such as the Coos History Museum, the Egyptian Theatre, and the Dolphin Theater.

For a number of years, there has been considerable discussions regarding the American building which is located in downtown Coos Bay given its blighted appearance and due to the fact that the upper floors of the building have been underutilized for more than four decades. The cost to rehabilitate this building is significant and probably cannot be done through private investment alone.

Connie Stoper, SCDC Executive Director, will provide the Agency an economic development proposal based upon a public-private partnership to obtain, remodel, and reoccupy the American building which would meet the intended purpose of the Urban Renewal Agency.

SCDC will be proposing to utilize the American building as centrally location one-stop business development services center which will be called REEF (see attached). SCDC has been working with state and federal granting agencies on a number of significant grants to financially support the project. The center will utilize the upper two floors, retail space at the street level, and space for an incubator. This development creates an opportunity for the Agency to assist in the revitalization of this downtown core building which to reduce blight and redevelop this underutilized building.

The project is intended to be a public/private partnership, and SCDC is requesting the Agency's support of the project and your help in acquiring (purchasing) the American building. At this point in the process, staff is seeking direction from the Agency on whether to proceed with preliminary discussions with the American building owner on a possible purchase, and discussions with SCDC on a proposed property transfer agreement. The discussions would set the ground work, conditions, and parameters that would be brought back to the Agency for final consideration.

ADVANTAGES:

The REEF project would revitalize a building in the downtown core area and reduce blight.

DISADVANTAGES:

None.

BUDGET:

Staff time would be involved to assist in development of the project as well as funding depending upon the final negotiations for the possible purchase of the building.

RECOMMENDATION:

Staff requests the Agency to consider support of the project, permission to proceed with preliminary discussions with the American building owner on a possible purchase, and discussions with SCDC on a proposed property transfer agreement.

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FOR IMMEDIATE RELEASE

August 8, 2016

Oregon Launches Initiative to Spur Rural Entrepreneurship

This week while participating in the Coastal Caucus Summit in North Bend, Business Oregon announced the launch of its new Rural Entrepreneurship Development Initiative (REDI), a public-private partnership to increase entrepreneurship in rural areas of the state.

"Oregon small businesses are the backbone of a thriving Oregon economy," said Oregon Governor Kate Brown. "The Rural Entrepreneurship Development Initiative is an exciting new opportunity to leverage the skills and resources of innovative, local entrepreneurs and grow rural Oregon economies."

REDI is designed to invest in local communities and work with existing entrepreneurship and small business service providers to improve access to local and statewide resources for entrepreneurs. REDI will also work to facilitate the sharing of best practices and bridge entrepreneurial networks across the state to ensure that an entrepreneur in rural Oregon has the same support as an entrepreneur in Oregon's urban centers.

"Rural Oregonians seeking to launch, grow, and scale viable companies have had inconsistent access to networking, capital and mentoring resources," said Chris Harder, director of Business Oregon. "Great resources exist, and we're using this initiative to invest in unique local opportunities and partnerships to improve access."

The initiative will strengthen local capacity based on local needs, not incorporate a one-size-fits-all system. To begin, REDI will work with organizations in Baker City, Klamath Falls, La Grande, and Coos Bay.

In Coos Bay, the initiative is being led locally by the South Coast Development Council (SCDC) in collaboration with ten local partners, all of whom intend to co-locate in a historic building in downtown Coos Bay, which will be called The REEF: Rural Entrepreneurship Ecosystem Framework. In addition to co-located partners, The REEF will house incubation space, a commercial kitchen, co-working space, and have resources dedicated to tourism business development.

The new collaboration will be managed collaboratively by the local organizations that currently engage in entrepreneurship development. Individuals will be able to walk in,

learn more about local resources, and get help with everything from developing a business plan, to going after angel funding.

Exactly what each program looks like in participating communities will vary, but the idea is to create places where entrepreneurs can access services and programs from around the state, work, host meetings, host events and collaborate with other entrepreneurs.

In addition to the entrepreneurial organizations engaged in service delivery for the project, there are foundation and finance partners helping to pull together the funds to make the whole thing happen. One of those partners is Craft3.

"Craft3 has been making business loans to rural Oregonians for twenty-two years," said Adam Zimmerman, CEO of Craft3. "We are encouraged by this effort to grow rural economic opportunity through entrepreneurship, and are pleased to be in the position to offer financial support to accelerate local and state leadership."

The project is underway, and expected to be able to start providing initial services for entrepreneurs as early as Fall 2016.

For more information on the program and how to access its services, please visit www.oregon4biz.com/Innovate-&-Create/REDI/, or contact Janet Soto Rodriguez, Entrepreneurship Strategist with Business Oregon at janet.c.soto@oregon.gov.

Media contact: [Nathan Buehler](#), 503-689-3559

Business Oregon, the state's economic development agency, works to create, retain, expand and attract businesses that provide sustainable, living-wage jobs for Oregonians through public-private partnerships, leveraged funding, and support of economic opportunities for Oregon companies and entrepreneurs. Learn more at www.oregon4biz.com

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The South Coast Development Council's mission is to promote and support businesses that provide quality jobs through responsible development on Oregon's South Coast.



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Creating an Ecosystem for Entrepreneurs

Wouldn't it be great if aspiring entrepreneurs could access the full breadth of resources available to them in just one location? Wouldn't it be great if not only they could access those resources in one location, but also develop and launch their businesses there as well?

The South Coast Development Council, in partnership with Business Oregon, Oregon State University, and the Small Business Development Center are working on making that a reality. We call it, The REEF.

The Rural Entrepreneurship Ecosystem Framework

To be a successful entrepreneur and to develop a strong local economy, you need a lot of different players working together to make it happen. We'll be developing an ecosystem that will bring life to the dreams of entrepreneurs throughout the South Coast region.

To do this, we will be co-locating and partnering with many local agencies that offer a variety of business development services. So far, the following agencies have expressed interest in teaming up to do just that:

- Small Business Development Center
- Oregon State University
- CEDCO
- The Confederated Tribes
- CCD
- Southwestern Oregon Workforce Investment Board
- GCAP
- Business Oregon
- Coos Bay Downtown Association
- Southwestern Oregon Community College
- Oregon Department of Consumer & Business Services: Building Codes Division

In addition to co-locating our services, we will also be developing a range of incubator spaces and a commercial kitchen that will be able to accommodate a variety of new business start-ups, from food product development, maker's spaces, retail, service, and technology based businesses.

The facility will also have training spaces that will allow for on-site and virtual learning, so that we can provide training to entrepreneurs throughout our region.

This project is part of a larger pilot project of 4 locations across the state. We have the opportunity to make ours the most innovative, dynamic, and responsive facility in the state to meet the needs of our local businesses and aspiring entrepreneurs.

This facility will create a collaborative environment, not only for entrepreneurs, but for the many agencies who work to achieve economic prosperity for our region.

For more information about this project or to get involved, please contact the South Coast Development Council

Connie Stopher, Executive Director; 541-266-9753, connie@scdcinc.org#



Sponsor Investors:

Bandon Dunes Golf Resort ❖ Bay Area Hospital ❖ City of Coos Bay ❖ City of North Bend ❖ Southwest Oregon Regional Airport ❖ Coquille Economic Development Corporation ❖ Jordan Cove Energy ❖ Oregon International Port of Coos Bay ❖ Coos County

Agenda Item #4