

*Pacific County Economic Development Council  
Fit to Print*

eNews

September 2010



**We're In This Together**

Some local businesses are doing well, but most are really struggling to stay afloat. Now, more than ever, we need to support one another by shopping locally. We need to recommend local businesses, when asked. We need to make our customers aware of upcoming events in PacificCounty and encourage them to stay over or come back for them. Every dollar spent locally helps us all. Friendly customer service is more important in tough times than good, but is always important. Spend those marketing dollars wisely. Encourage visitors to check out other communities in the area. We still have a lot of variety to offer. A little sunshine would sure help, but we cannot control the weather, so let's not whine about it. If they're not buying T-shirts, sell them sweatshirts. If they're not buying ice cream, sell them hot chocolate. You get the idea. The main thing is, make sure that what visitors we do have, enjoy their stay. Oysterville is a lot different than Ocean Park, which is a lot different than Long Beach, which is a lot different than Ilwaco, which is a lot different than Raymond/South Bend, which is a lot different than Tokeland/Grayland. We want our guests to take them all in, so they realize that Pacific County has a lot of diversity in a small area.

Jim Neva, 2010 President

## PCEDC Networking Opportunities

### Meeting Schedule

Save the date and join us! RSVP to [edcpcog@pacifiedc.org](mailto:edcpcog@pacifiedc.org)

The PCEDC monthly board meetings are a great opportunity to participate in conversation and network with other business leaders PLUS, hear from one of your local businesses or agencies!

**North Board meets the 1st Monday of every month at 8:00 am. Call us for the location 360-875-9330.**

**South Board meets the 3rd Wednesday of every month at noon. Call us for the location 360-642-9330.**

**We would like to schedule a date with YOU! Share your business story with the PCEDC. Call today!**

## What has the EDC been up to?

### Industrial Needs Analysis

In 2008, the PCEDC contracted with E.D. Hovee & Company to analyze industrial trends within Pacific County through 2028 to anticipate the land required to sustain economic development and accommodate future job growth.

The analysis identified 55 acres as being the most marketable parcels out of the County's reported 333 vacant and industrially zoned acres within private ownership. These 55 acres met the primary attributes of: five acres or larger, distributed among several communities, half of the properties available for sale, served by infrastructure, and easily accessed via major arterials. To meet the projected 748 net new jobs by 2028 would require an estimated 187 acres that would meet these primary attributes.

### Economic Opportunity Study

In August 2009, the PCEDC contracted with J Robertson & Company to provide a study that would prioritize industries suitable for our lands and industrial economic base and develop target recruitment strategies.

This study will be concluded in the next few months. It will lead to a marketing strategy for the PCEDC and assist with industries in which to market.

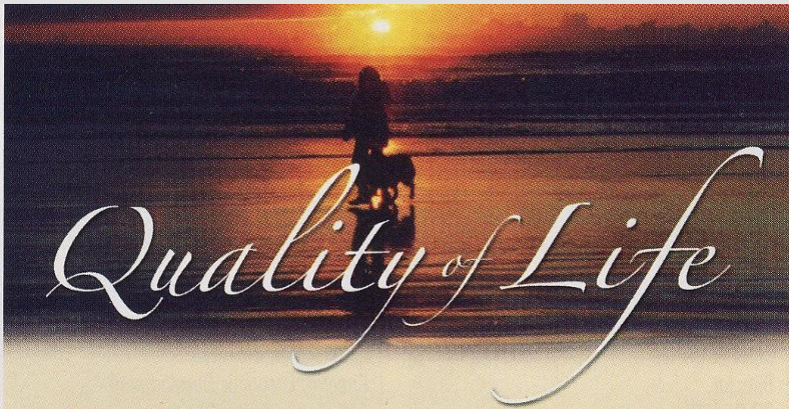
### Commercial/Service Economic Opportunity Study

In June 2010, the PCEDC submitted an application to the Pacific Council of Governments as a project for the 0.09% Local Sales Tax Fund Allocations. The PCEDC received notice of an award to conduct this study. This study will be getting underway shortly and conclude next year.

This Study will engage the four incorporated cities into conversation to determine commercial/service gaps they see in their communities, leakage that is occurring, and identify potential growth of commercial/services for Pacific County.

All of these projects are to assist with potential growth opportunities and utilized to further market the competitive advantages of Pacific County as a place to live, work and do business.

## Marketing



- **Primed.** With progressive cities, ports and a county who will help jump-start your business regarding its relocation.
- **Innovative.** By providing infrastructure for enterprising companies to prosper.
- **Lifestyle.** The distinctive Northwest lifestyle makes this County an attractive place to live, work and play.
- Proud of our partnerships, we are able to bring to any conversation: workforce development, port, city, state and federal officials to assist with the success of your project proposal. Let us be your alliance for success!
- Within 2.5 hours to Seattle or Portland
- Affordable Industrial Land
- Highspeed Internet

Call or email for your relocation packet today!  
Visit our website and tour - Live, Work, Play in Pacific County!

**Pacific County**  
Economic Development Council  
[www.pacifiedc.org](http://www.pacifiedc.org)

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In 2009, as a deliverable for the PCEDC's Department of Commerce Grant, the PCEDC developed and implemented a marketing plan for Pacific County. The first step was to conduct a study and identify target industries which will fit our current available industrial land. The second step was to develop a data base of targeted industries and third, develop tools.

The first ad has been placed in the Trade & Industry Development Magazine May/June issue and in the on-line Economic Development Directory. Through these ad placements we have seen a steady increase in website traffic with hits from as far as France and Belgium!

Another tool being developed is a post card campaign. The PCEDC is under contract with Spence Photo & Design for the development of 3 postcards which will be used for our mail-out campaign! It is a fabulous campaign - ***Ahh..dreaming of another way of doing business.***

The PCEDC putting Pacific County on the map!

## You Spoke and We Heard

### Business Vitality Program

You can now find the answers to your questions at [You Spoke and We Heard](#) which is located in the Library section of the PCEDC website.

The September 2010 summary focuses on the following:

#### Spotlight on Preparedness

**Business Continuity** - Questions every business needs to ask itself!

**Q&A** - How can I boost Christmas sales?

Look for past You Spoke and We Heard summaries in the [Library section](#) and much more.

## PCEDC 2010 Summer Tour



This year's Summer Tour was a great success! Annually the PCEDC hosts a tour which brings together Pacific County's ports, cities, and county with our State and Federal Legislative staff, State department heads and key industries to learn about Willapa Bay and our water dependent industries. This event brought together over 45 representatives from various agencies to talk one-on-one about past and future projects for Pacific County's economic stability.

During this year's tour we heard from: our ports regarding their dredging issues; PUD regarding alternative energy; WSU gave a great update on the oyster and cranberry industries; Pacific County talked about Spartina, and with the eradication efforts, the return of our tidelands as a economic generator; Taylor Shellfish and Dick Sheldon talked about oyster farming's history and new technology; and the US Coast Guard talked about oil spill prevention for our pristine bay.

In addition this year joining us as well were the Office of Regulatory Agency, US Department of Agriculture, Department of Commerce, National Resource Conservation District, a representative from the WA House of Representatives and the Ocean Beach School District Superintendent.

The day started with a slight mist but ended with clear skies!

A special thanks to Taylor Shellfish for providing their flagship oyster workboat, the JET for this tour.

## Industry Studies

### Western Washington University

*Our partner Western Washington University is completing research on a specific industry each month to assist the EDC's better. This general overview hopefully will provide you, our existing businesses and our potential businesses insight to the trends regarding specific industries. To date they have completed the following Industry Snapshots which can be found on the [PCEDC Library](#) website page:*

**Auto Repair Shops**  
**Breweries**  
**Exporting 101**  
**New -Google Analytics**  
Software Development  
Wind Power Industry

**Boat Building**  
**Convenience Stores**  
**Fitness Centers**  
**New - Organic Foods**  
Veterinary Practices

**Convenience Stores**  
**Chiropractors**  
**Full-Service Restaurants**  
**Social Media for Business**  
WA Tourism

Check them out, or if you know someone looking to start such a business, the Snapshots will provide some great general knowledge. If you need more specific information, or you are interested in starting or expanding a business, give us a call and we will gladly assist you in your needs.

Cathy Russ, Executive Director  
Karen Tully, Business Liaison  
**Pacific County EDC**  
360-875-9330 or 360-642-9330  
[www.pacifiedc.org](http://www.pacifiedc.org)

