

CLACKAMAS COUNTY BUSINESS PRIORITIES - ACTION PLAN

GOAL: Foster an environment in Clackamas County that is welcoming to business and promotes economic growth.

PRIORITY 1	
INCREASE POSITIVE RELATIONSHIPS IN CLACKAMAS COUNTY AMONG ELECTED OFFICIALS AND BUSINESSES	
BUSINESS COMMUNITY ACTION STEP	
DESIRED OUTCOMES	
a GREATER TRUST	<ul style="list-style-type: none"> • Encourage cities and county to include the business community when setting goals • Offer specific, targeted invitations to businesses and elected officials to engage together • Business organizations proactively engage members and promote frequent communication • Specific outreach occurs to engage county commissioners
b IMPROVED COUNTY IMAGE	<ul style="list-style-type: none"> • Use media to advantage, social media • Highlight successes
c INCREASED COORDINATION AND COMMUNICATION	<ul style="list-style-type: none"> • Broader communication exists from CCBA/others to business community, not just members and county elected officials • Broader outreach and information sharing among organizations • A comprehensive communication and outreach plan for business organizations is developed
d COMMON VOICE EXISTS	<ul style="list-style-type: none"> • Continued joint coordination; CCBA convene regular workgroup meetings • Written agreed upon principles "Business Priorities 2013" • Press releases published to promote business priorities • Business organizations come to agreement on the top 1-2 priorities • Messages from business community is always positive • Have a workshop or session w CCBA and County to ensure we are all on same page • CCBA formally presents and advocates for Business Priorities to BCC and county leadership
e IMPROVED GOVERNMENT ACCOUNTABILITY	<ul style="list-style-type: none"> • Familiarize businesses with Oregon City's efforts and County's efforts • CCBA follow up on priorities
f BIPARTISANSHIP AMONG ELECTED OFFICIALS	<ul style="list-style-type: none"> • Host a workshop with the CCBA and County officials to ensure we are on the same page
g HEALTHY PUBLIC POLICY DISCUSSIONS	<ul style="list-style-type: none"> • CCBA formally presents and advocates for business with the county and ensures all needs presented

PRIORITY 2	
ENHANCE TRANSPORTATION	BUSINESS COMMUNITY ACTION STEP
DESIRED OUTCOMES	
a TRANSPORTATION RECOGNIZED AS ECONOMIC DRIVER	<ul style="list-style-type: none"> • CCBA actively involved with the C4 efforts • Transportation resources regularly identified • Industry / business experts provide support on I-5 bridge placement and statewide significance • Common business voice • Common business message • Common voice on priorities
b IMPROVED TRANSPORTATION FUNDED	<ul style="list-style-type: none"> • C-4 involvement in transportation project operations • Complete projects (Sunrise Corridor) • Establish voice with community businesses
c TRANSIT IMPROVES	<ul style="list-style-type: none"> • Portland Milwaukie light rail completed • Regular analysis occurs of all possibilities
d FREIGHT MOBILITY IMPROVES	

PRIORITY 3	
CREATE A MORE WELCOME ENVIRONMENT FOR BUSINESSES TO GROW AND THRIVE	BUSINESS COMMUNITY ACTION STEP
DESIRED OUTCOMES	
a INCREASED ACCESS TO CAPITAL	<ul style="list-style-type: none"> • Increase knowledge of funds available (Clackamas County Revolving Fund) • Identify and communicate available resources (email, forums, meetings, business associations, chamber newsletters)
b REGULATION AND PERMITTING STREAMLINED AND SIMPLIFIED	<ul style="list-style-type: none"> • Use Oregon City audit as model
c REGULATIONS REDUCED	
d BUSINESS INCENTIVES ENHANCED	
e PUBLIC AND PRIVATE ENTITIES WORK TOGETHER TO REDUCE DUPLICATION	<ul style="list-style-type: none"> • Any time permits are required

