

**WALDPORT URBAN RENEWAL AGENCY  
AUGUST 14, 2018  
MEETING NOTICE AND AGENDA**

THE WALDPORT URBAN RENEWAL AGENCY WILL MEET ON TUESDAY, AUGUST 14, 2018 AT 6:00 P.M. IN THE CITY COUNCIL MEETING ROOM, 125 ALSEA HIGHWAY TO TAKE UP THE FOLLOWING AGENDA:

1. ROLL CALL
2. CITIZEN COMMENTS AND CONCERNS
3. AGENCY MEMBER COMMENTS AND CONCERNS
4. DISCUSSION/ACTION ITEMS:
  - A. *OCCC Small Business Management Program*
  - B. *Other Issues*
6. ADJOURNMENT

*The City Council Meeting Room is accessible to all individuals. If you will need special accommodations to attend this meeting, please call City Hall, 264-7417, during regular business hours.*

Notice given this 10<sup>th</sup> day of August, 2018

Reda Q. Eckerman, City Recorder



## **URBAN RENEWAL MEETING AGENDA COVER SHEET FOR DISCUSSION / ACTION**

**TITLE OF ISSUE:** OCCC Small Business Management Program

**REQUESTED BY:** City Manager

**FOR MEETING DATE:** August 14, 2018

**SUMMARY OF ISSUE:**

Oregon Coast Community College's Small Business Management Program is offered to local businesses to assist them in staying open and viable, thereby avoiding the potential of empty buildings and blight. A number of the City's "brick and mortar" storefronts are in the former UR#1 area. The suggestion has been made to assist these businesses by making a scholarship of up to \$900 available to those within the UR#1 area, with the hope that there would be enough participation to hold the classes here in Waldport. A side benefit to the UR#1 scholarship program is that if there's enough participation, the college could also offer a limited number of scholarships or reductions in tuition to allow businesses outside the UR#1 area to participate as well.

Lincoln City's Urban Renewal Local Program Support Grants is currently in its 6<sup>th</sup> year of operation. Attached are materials related to that program, to facilitate the discussion.

**STAFF RECOMMENDATION or ACTION REQUESTED:**

Consider utilizing a portion of the remaining UR#1 funds for a scholarship program to benefit businesses in the UR#1 area.

# Don't just give your business a **tune-up...**

Join the Small Business Management Program, and spend some quality time **under the hood** of your business.

## **SBM 2018-19 Registration Open Now!**

- Monthly classroom sessions, Sept. - June
- Monthly one-on-one counseling sessions
- Events & activities through the year



2017/18 SBM participant Patrick White, Northwest All-Pro Auto Clinic

### **SEPTEMBER**

Introductions & Credit Management

### **OCTOBER**

Break-Even & Finance

### **NOVEMBER**

Taxes: The 2018 Tax Changes

### **DECEMBER**

Social Media Marketing Strategy

### **JANUARY**

Business Law Update

### **FEBRUARY**

Human Resources

### **MARCH**

Emotional Intell. (EQ) & Business Panel

### **APRIL**

Profit Mastery/Cash Flow

### **MAY**

Local Bankers/Lenders Panel

**Apply online, or call 541-994-4166.**

**[oregoncoastcc.org/small-business-management/](http://oregoncoastcc.org/small-business-management/)**



**OREGON COAST**  
COMMUNITY COLLEGE

**AMERICA'S**  
**SBDC**  
**OREGON**



June 11, 2018

Alison Nelson-Robertson  
Director, Lincoln City Urban Renewal Agency  
801 SW Hwy. 101  
Lincoln City, OR 97367

Dear Alison:

Over the past six years, your Agency has helped improve businesses throughout Lincoln City's Urban Renewal District. The Urban Renewal Agency's recognition that economic development by way of excellent business instruction and support is not only an appropriate piece of its economic development "tool kit," but a vital and indispensable one, has helped invigorate the city.

On behalf of the business owners who have taken advantage of this opportunity, and on behalf of Oregon Coast Community College's Small Business Development Center, I thank you and the Agency for making this possible. This year, thanks to the grant program, 15 District businesses completed the rigorous Small Business Management Program, which, recently celebrated its commencement celebration featuring a keynote address by Samaritan North Lincoln Hospital CEO Dr. Lesley Ogden.

Further, beyond just the SBM Program, District businesses sharpened other skill sets and improved operations in myriad ways through the 2017-18 academic year, with your support. With topics as varied as online bookkeeping with WaveApps, to interpersonal and sales skill-development through Emotional Intelligence (EQ), your support has opened doors that might otherwise have remain closed to local entrepreneurs.

Last year, in a letter similar to this one (June 2017), I told you about a particular Lincoln City client who had been involved in active counseling with the SBDC from December 2016 to that month, and I said she had built a business plan from the ground up for a long-established business she plans to purchase. "While the project hasn't yet come to completion," I wrote you a year ago, "it is close – and all the hours SBDC staff have devoted to this client, as well as almost 200 others this year alone, has been absolutely free of charge." This business was ultimately successful in securing just under \$400,000 in capital for a complex purchase of the business, land and structures. This particular business is not within the Urban Renewal District's boundaries, but it's indicative of the kind of work our clients can accomplish throughout the area that directly and indirectly benefit the Lincoln City business community. I believe our work with clients like this show the true value of the \$13,873 invested through this program in the 2017-18 academic year.

We greatly appreciate the support of the Lincoln City Urban Renewal Agency and its Economic Development Grant program. It continues to make a real, tangible and direct impact on businesses of all shapes and types throughout the Urban Renewal District. I personally believe that Lincoln City is a better place for it.

Warm regards,

A handwritten signature in black ink, appearing to read "DHP".

David H. Price  
Director, Small Business Development Center  
Director, OCCC North County Center & OCCC Community Education

**SOUTH COUNTY CENTER**  
3120 Crestline Drive  
Waldport, Oregon 97394  
541-563-4502

**CENTRAL COUNTY CAMPUS**  
400 SE College Way  
Newport, Oregon 97366  
541-265-2283

**NORTH COUNTY CENTER**  
3788 SE High School Drive  
Lincoln City, Oregon 97367  
541-994-4166



OREGON COAST  
COMMUNITY COLLEGE

Small Business Development Center

July 15, 2018

Alison Robertson  
Director, Lincoln City Urban Renewal & Economic Development  
City of Lincoln City  
801 SW Hwy. 101  
Lincoln City, OR 97367

Dear Ms. Robertson:

This is to apply for funding via the Urban Renewal Local Program Support Grants. If successful, this would be the sixth consecutive year the Oregon Coast Community College Small Business Development Center has been able to serve Lincoln City businesses through your program.

So far, 2018 has brought changes and challenges to Lincoln City's business community, along with vast opportunity. Among the challenges is the increase in minimum wage, the latest adjustment having been made just weeks ago, on July 1. Employers are also now withholding the transportation levy of .1 percent, or \$1 per \$1,000. Taken separately, none of the new taxes or programs introduced in the past couple of years are overly burdensome, but together they amount to some relatively substantial changes, and make even more important the buttressing of support to the local business community that programs like those of the SBDC provide.

For the 2018/2019 academic year, the OCCC SBDC will once again present a Small Business Management program here in Lincoln City, and will offer a powerful lineup of classes and events. In recent terms, we've also restructured and refreshed each one of our technology and social media courses. For the year ahead, we're adding some new content to provide more holistic support to all aspects of business management issues, including some emotional intelligence-related content to deliver early on in the SBM program.

Per program instructions, attached please find:

- Description of our organization
- A summary of the SBDC's 2018 budget, with historical comparisons
- Descriptions of Proposed Economic Development Projects, totalling \$20,000.

Thank you for your consideration, and please don't hesitate to contact me with any questions or concerns.

Best Regards,

Dave Price  
Director, Small Business Development & Community Education  
Director, OCCC North County Center



Oregon Coast Community College  
**Small Business Development Center**  
3788 SE High School Drive • Lincoln City, OR 97367  
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## OREGON COAST COMMUNITY COLLEGE

Small Business Development Center

### DESCRIPTION OF APPLICANT ORGANIZATION

The Small Business Development Center serves all of Lincoln County and is supported by its host institution, Oregon Coast Community College. The SBDC is headquartered in the Lincoln City (North County) Center of OCCC, on Southeast High School Drive. The SBDC is one of the 20 SBDCs in Oregon that make up the Oregon Small Business Development Network, based in Eugene.

### MISSION

The SBDC's mission is to build joy and wealth in Lincoln County by helping start, grow and retain profitable businesses here.

The SBDC achieves its mission by offering clients free one-on-one advising; by providing low-cost, high-quality training (via classroom sessions, workshops and our Small Business Management Program); and through information referral services.

### EXECUTION

Each year, the SBDC strives to serve as many clients as possible and to deliver them the highest-quality service. The following provides a snapshot of the Center's results in 2017\*:

- 164 Advising clients (Up from 157 in 2016)
- 833 Hours of service provided (Up from 776 in 2016)
- 65 of our clients received 5+ Hours (Up from 56 in 2016)
- Helped create 15 jobs in Lincoln County (Up from 9 in 2016)
- Helped retain 24 jobs (Helped retain 50 jobs in 2016)
- Helped create \$124,950 in total capital infusion (Up from \$56,500 in 2016)

\*Note that each of these numbers were reported specifically by individual clients of the SBDC. Each signed a particular document, an "Impact Validation Form," in essence stating, for example, the business would not have created this job *but for the support of the Small Business Development Center*. It's the highest standard for producing such performance metrics of any such service provider in the state, or so we believe.



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**OREGON COAST  
COMMUNITY COLLEGE**

Small Business Development Center

**SUMMARY OF ORGANIZATION BUDGET: 2018**

**REVENUE SOURCES**

	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>
OCCC	\$35,000	\$45,000	\$50,000	\$50,000	\$50,000
SBA General	\$36,117	\$36,117	\$36,117	\$36,117	\$36,117
OBDD	\$34,804	\$34,804	\$34,804	\$68,000	\$68,000
Local Funds					
Newport	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Lincoln City	\$5,000	\$0*	\$0*	\$0*	\$0*
Waldport	\$500	\$500	\$500	\$500	\$500
Lincoln County	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
SBM Alumni	\$3,000	\$3,000	\$9,000	\$3,000	\$3,000
Program Income	~\$35,000	~\$44,000	~\$48,000	~\$48,000	~\$55,000
<b>TOTAL</b>	<b>\$186,921</b>	<b>\$200,921</b>	<b>\$215,921</b>	<b>\$243,117</b>	<b>\$254,617</b>

\* Note that Urban Renewal grants of past years are reflected in "Program Income," as those funds appear as scholarships applied to registration/tuition.

**EXPENSES**

The SBDC remains a no-frills operation. As in recent years, salaries and benefits of the SBDC's FT staff account for about 93% of total expenses. Other categories include:

- Travel: .090%
- Equipment: .092%
- Consultants: 5.4%
- Communications: 1.1%
- Misc.: 1.3%



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## PROPOSED ECONOMIC DEVELOPMENT PROJECT #1

Project #1: Small Business Management Program (SBM) Scholarship  
15 Businesses Per Term • **TOTAL REQUESTED \$16,200**

\$300 per student/term • \$13,500 per year total

*(Excludes est. \$2,000+ annual overhead & admin. cost)*

\$2,700 Promotional Funds: Our goal is to use these funds to promote the city's involvement in this generous and unique scholarship program, combatting the "it's too good to be true" impression some have when they first learn of it.

Perhaps the best-known program of the OCCC SBDC is its "SBM," or Small Business Management Program. Through this program, the SBM will be available to Lincoln City businesses that might otherwise be unable to afford this top-caliber instruction and counseling package.

This program provides a powerful combination of in-depth business instruction and one-on-one counseling.

Project cost is based on standard SBM tuition of \$300/term. All courses would be offered at Lincoln City campus. Students may be asked to pay \$50 facilities fees per term.

At the conclusion of work with each client, a detailed impact validation form will be completed by each client. Summaries of performance at year-end or at any other time will be provided to Lincoln City Urban Renewal on request. Application instructions for the program will be advertised locally and SBDC staff will select participating businesses, subject to Urban Renewal staff approval. Businesses primary locations must be located within the UR District to be eligible.

The objectives of this project are first and foremost to help retain and grow participating businesses in the Urban Renewal District.



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**OREGON COAST  
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## PROPOSED ECONOMIC DEVELOPMENT PROJECT #2

Project #2: Small Business Training Classes  
Tuition Scholarships for U.R. District Businesses  
Serving between 25 and 125+ Separate Businesses  
**TOTAL REQUESTED \$3,800**

Too often, local businesses fail to participate in the high-caliber classroom instruction provided in Lincoln City, at the North Campus of Oregon Coast Community College. For some sole proprietors, the cost is prohibitive. For others, the need to compensate employees for paid time in addition to classroom tuition makes the valuable instruction just out of reach.

By offering scholarships to District businesses (for classes held conveniently right here in Lincoln City in either the Spring, Fall or Winter terms, as well as for classes held at our other locations), Lincoln City Urban Renewal can once again make it possible for business owners to sharpen their skills and improve the profitability and long-term viability of their businesses. Further, it will allow more key employees of larger Lincoln City businesses to take advantage of these training opportunities, improving the performance potential of these businesses throughout the District, and enhancing that of the larger Lincoln City community at the same time.

With classes starting at just \$30, more than 125 different businesses *could* be served over the course of the academic year with this project.

Each participating business will receive:

- Scholarships to SBDC classes, provided on a first-come, first-served basis as class size limitations allow.
- Instruction available in:
  - Accounting
  - Business Law
  - Accounting Software (QuickBooks, Quickbooks Online, WaveApps, and more)
  - Social Media
  - Google Drive word-processing and spreadsheet applications
  - Website Design, Search Engine Optimization and E-Commerce
  - Mobile Project Management & Performance Apps, new for '18-'19
  - Emotional Intelligence (EQ)

At the conclusion of each class session, every student will submit an evaluation of instructor and content. Copies of these will be provided to Lincoln City Urban Renewal on request.

The objectives of this project include:

- *Help retain and grow participating businesses in the Urban Renewal District*
- *Help improve efficiencies and grow sales at participating businesses, thereby contributing to the health and vitality of the greater Lincoln City community*
- *Providing individual business people with instruction that might not otherwise be available to them*



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