

Clackamas County Board of County Commissioners
Staff Presentation Worksheet

Presentation Date: April 6th, 2010

Time: 10:00 a.m.

Length: 60 minutes

Presentation Title: The Agricultural Investment Action Plan

Department: Business and Community Services-Business and Economic Development

Presenter: Dustin Kohls , Gary Barth; Powerpoint and Discussion

Attendees: Mike Bondi-OSU Extension, Anita Yap-City of Damascus, Lita Colligan-Oregon Institute of Technology, Clark Seavert-OSU NWREC

POLICY QUESTION:

Does the Board of County Commissioners support the continued efforts of the Agricultural Investment Action Plan? In what capacity should Business and Economic Development move forward?

ISSUE & BACKGROUND:

The Agricultural Investment Plan focuses on creating new emergent markets for the county's agricultural base by exploring interconnections among activities and optimization of various land use within the agricultural sector. Expanding upon the concepts of cluster development, regional cooperation, and a synergistic approach to development and land use, the plan works to foster rural economic sustainability by employing many of the identified action items of the Sustainability Plan for Clackamas County. Working off of the recommendations of the Economic Development Commission (EDC) and Green Ribbon Committee, the investment plan will also serve as a rural revitalizer by focusing on the social, economic, and environmental tenets of a durable economy by:

- Creating new employment opportunities
- Identifying new multiple land uses and value-added strategies for our agricultural industry
- Creating new opportunities that highlight the importance of our rural lands as critical to ecosystem health, environmental quality, and a carbon-neutral future and
- Provide higher returns for landowners in the long-term preservation of the rich natural resource character of our region.

Based on a synthesis of our "legacy" cluster in Agriculture and using ideas and proposals outlined by County Commissioners, the Green Ribbon Committee, and internal County staff from numerous departments, the Agricultural Investment Plan will focus on three major identified areas of potential growth:

1. Agri-tourism
2. Waste utilization for renewable energy production
3. Regional foods strategy.

The plan looks to expand existing opportunities for rural and county-wide economic growth in the agricultural sector and capture of emergent new business opportunities in this traditional economic base including ; the creation of additional markets for our agricultural producers, buyers, and visitors and a capture of emergent energy technologies into one strategically integrated plan.

Success will depend upon an ability to develop and align public policies and resources with private sector capital in capturing market demands. Clackamas County possesses the right ingredients to take advantage of these scenarios and will benefit from a comprehensive strategy and overall implementation plan to capitalize on these market opportunities. The plan's objective is to grow Clackamas County into a regional leader in all three identified areas.

If approved, the Implementation Plan would proceed as follows:

- Collect the necessary metrics and data in support of program goals
- Research available funding opportunities for each of the areas
- Align funding with a strategic plan that is broken out into three distinct short-medium-and long-term action items
- Create a comprehensive marketing and outreach campaign for our numerous strategic partners and funders
- Implement the phases of each of the areas
- Provide ongoing operation support and evaluation of the three programs.

Strategies for growth in each of the three identified areas will begin with the expansion of the primary application or use of the product followed by increasing the value-added opportunities in each sector and applying cluster based development strategies in support of new emergent markets.

Staffs looks forward to providing a comprehensive overview of the plan and facilitating discussions with the Board of County Commissioners and community partners.

See attachments for the Ag Investment Plan, including a six month action plan and flowcharts.

QUESTIONS PRESENTED FOR CONSIDERATION:

1. Does the Board of County Commissioners support a long-term commitment to the efforts outlined in the Agricultural Investment Plan?
2. If so, what role does the Board of County Commissioners envision for the county to play in the implementation of the plan?

3. What are the Board of County Commissioner's recommendations for staff and financial commitments?

OPTIONS AVAILABLE:

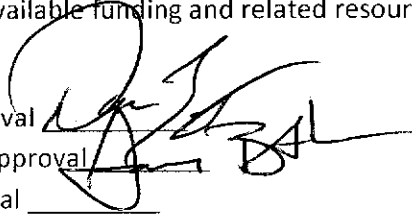
Staff respectfully recommends that the Board of County Commissioners support the continued efforts of the Agricultural Investment Plan as outlined with committed county staff taking a lead role in its implementation, subject to available funding and related resource requirements.

SUBMITTED BY:

Division Director/Head Approval

Department Director/Head Approval

County Administrator Approval

Handwritten signatures for the three approval levels. The first signature is for the Division Director/Head Approval, the second is for the Department Director/Head Approval, and the third is for the County Administrator Approval.

For information on this issue or copies of attachments, please contact Dustin Kohls @ 503-742-4303