



WHERE are we NOW?

KEY FINDINGS FROM WARRENTON'S ECONOMIC OPPORTUNITIES ANALYSIS (EOA)

The **City of Warrenton is the fastest growing city on the Oregon Coast.** The City is increasingly focused on successfully managing growth and reinvesting in Downtown. As part of this focus, the City Commission is now prioritizing the creation of an economic development strategy intended to diversify the City's tax base, create family wage jobs, and support the growth of traded sector industries.



Above: a building renovation in downtown Warrenton, funded in part by funds from the WURA. Source: City of Warrenton

Total Employment, City of Warrenton, 2002-2017



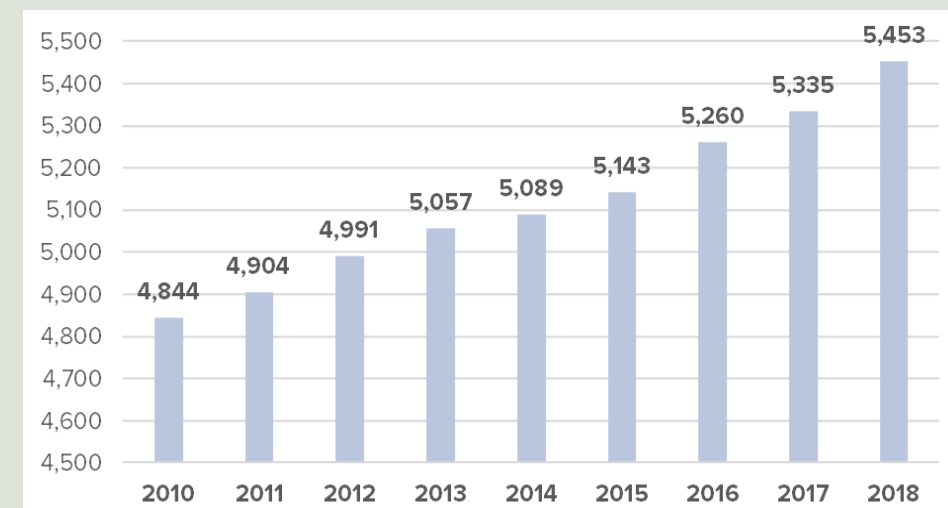
Source: US Census On-the-Map LEHD, 2017

Retail is the largest industry sector in Warrenton and is expected to grow faster than most industry sectors based on projected population growth (which drives consumer spending and retail demand). **Warrenton's Urban Renewable District** covers its downtown area and its Urban Renewal Agency is active in business and economic development.

Warrenton is a small, growing community,

The City has grown, and is expected to continue growing, at a faster rate than Clatsop County and Northwest Oregon.

Population, City of Warrenton, 2010-2018

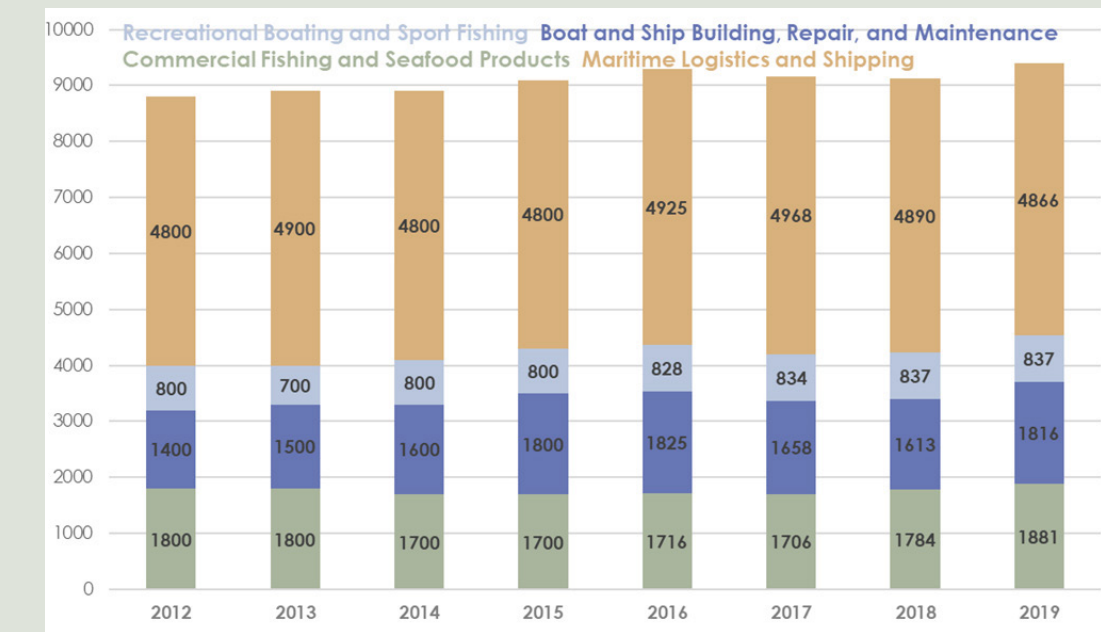


Source: US Census Bureau, 2019

Economic Opportunities Analysis

In synthesizing economic trends and reconciling the supply and demand of employment land, the EOA helps to prepare Warrenton to seize critical economic development opportunities as they arise in the future.

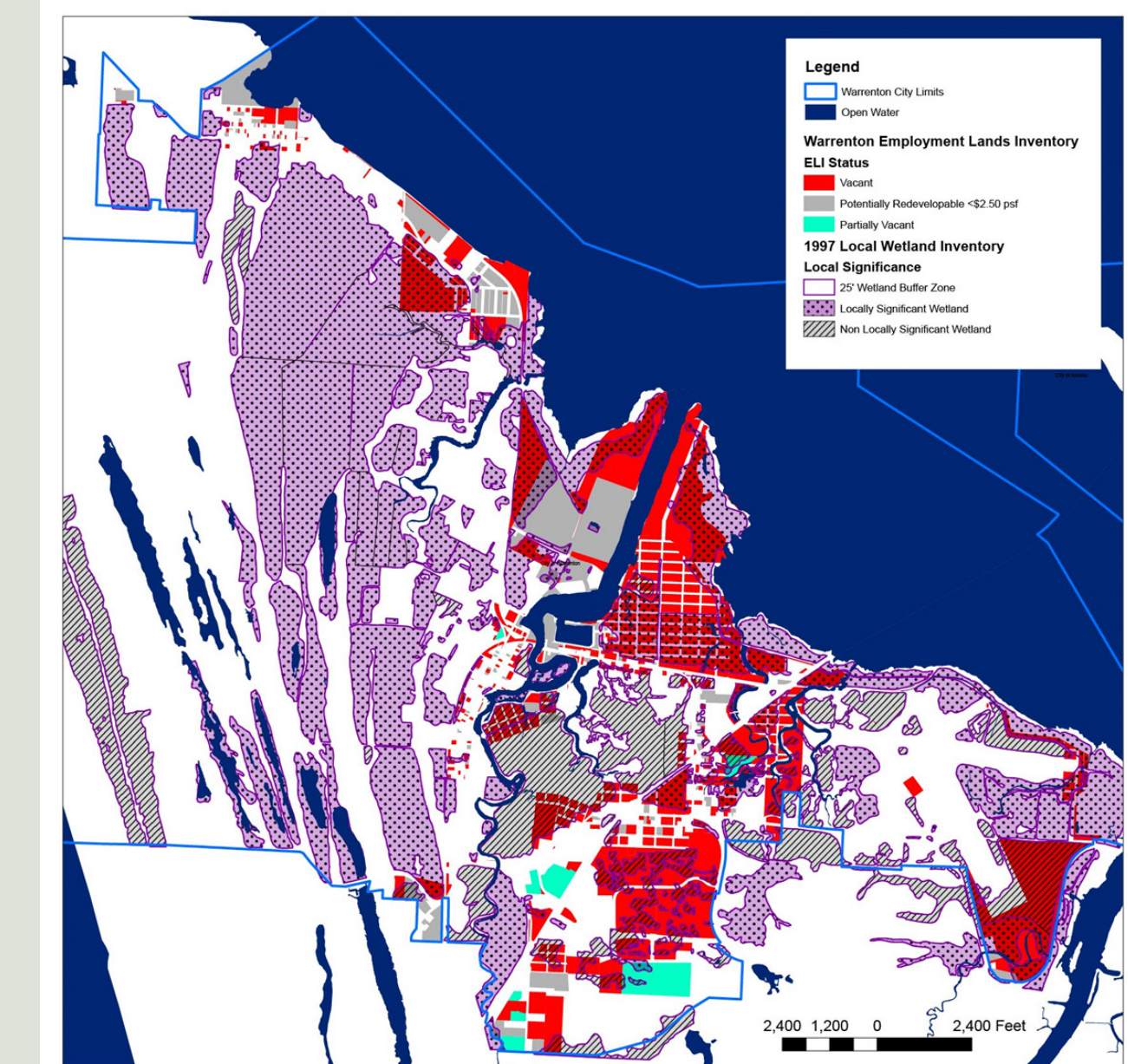
Maritime Employment by Sector, State of Oregon, 2012-2019



Source: Bureau of Labor Statistics, 2020

Extractive and resource-related industries, including **forestry, commercial fishing, seafood processing and boat building**, are legacy industries that, while not expected to grow rapidly, are culturally significant for Warrenton and the region and may offer opportunities for innovation.

Warrenton Employment Lands Inventory, 2020



Warrenton's supply of land is heavily impacted by wetlands, making development challenging in certain locations. Nonetheless, the **available land to meet the needs of growing employment is sufficient**; the City has significantly more industrial, commercial and mixed-use land than is likely to be needed based on forecasted employment growth.

Source: Clatsop County, 2020; CAI, 2020



WHERE do we want to be in the FUTURE?

WHAT WE HEARD & STRATEGIC THEMES

What We Heard...

Initial stakeholder engagement – including advisory committee meetings, stakeholder interviews, and four industry focus group meetings – conducted in the first months of 2021 generated a broad array of insights and ideas around the direction and types of economic growth that may be possible for the City of Warrenton



Infrastructure is both a challenge and an opportunity.

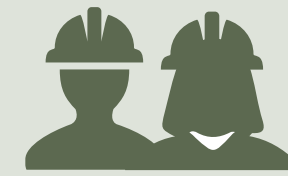
Creative solutions to revenue can drive unique growth.

Development should provide for visitors while remaining focused on residents.

Local workforce development and retention is key.

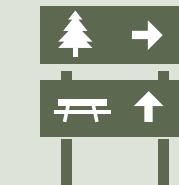
Local natural resources provide quality of life and economic sustenance.

Strategic Themes



Workforce Development

Investing in Warrenton's current and future workers is critical both to support existing businesses and to creating economic opportunity for residents. This involves education and programming at several levels, from Career and Technical Education (CTE) to internships and apprenticeships and stronger pipelines to colleges and universities. Engaging local employers, the school district, Clatsop and Tillamook Bay Community Colleges and other partners will be vital to success.



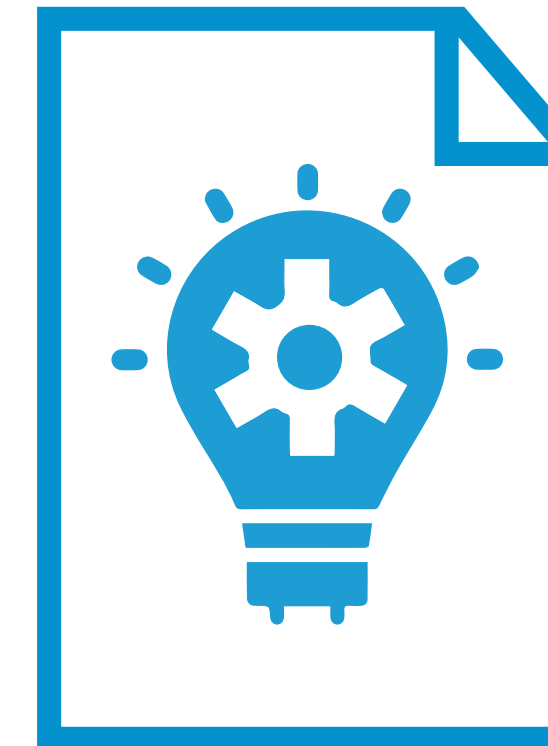
Marketing & Promotion

Warrenton's assets and offerings are unique, but visitors to the area often don't know about them. The trails, docks, piers, jetties, beaches, historic landmarks and unique local businesses are all valuable attractions that can generate economic activity in Warrenton. This will require a concerted effort to communicate Warrenton's brand and increased efforts to draw traffic out of Astoria or off of Highway 101 to see everything Warrenton has to offer.

Infrastructure



Warrenton's growth is constrained by a lack of infrastructure, and significant investment will be needed to ensure that the City can capitalize on future economic opportunities. Specific needs include levy certification, increased water and wastewater treatment capacity, expanded broadband access, and improved maritime infrastructure. As these projects are both complex and expensive, the City should also encourage growth and development in places where infrastructure is already in place, while planning proactively for future projects.



Development & Placemaking



Warrenton has been starting to reinvest in its downtown, and now has an opportunity to continue working toward becoming the best version of itself. Warrenton should work with partners, such as the Oregon Main Street program, Spruce Up Warrenton or the newly formed Marina Committee, to envision and plan for the future of downtown, the marina, the Hammond Basin, and other parts of the city. This also means planning for other needs, such as affordable housing, and working with landowners and developers to make these types of projects happen.



Partnership & Advocacy

So many of the challenges that Warrenton faces are complex, regional, or inter-jurisdictional. As such, they require that Warrenton works with other government entities at local, regional, state and even federal levels, as well as non-profit organizations and local businesses. This collaboration will allow Warrenton to get more done and in a shorter period of time, and will make sure that the people who live and work in Warrenton will have their voices heard on issues that matter.



Fiscal Sustainability

Sustainable growth requires the City to be in a strong financial position. Currently, the City's revenues aren't keeping up with expenses, and as a result, some of the infrastructure insufficiencies have gotten worse or remain unaddressed. The City should look at ways to generate more revenue and spend its money efficiently to ensure that it can provide residents with the facilities and services that they need.

What Did We Miss?