

ROYCE POLLARD

Jobs for Vancouver's Future

Vancouver has created over 14,000 new jobs over the last 14 years. In addition, as Mayor, I have visited over a 1000 existing businesses to retain and expand their job growth.

While we have been creating new jobs and helping to retain existing businesses – WE CAN DO BETTER! I pledge to be your JOBS Mayor for the next four years.

Vancouver needs to continue its efforts to create quality jobs to ensure the long-term economic viability of our city and to support the basic needs of our community. Today, an estimated 60,000 Clark County residents commute to Oregon and pay income taxes to the state of Oregon. Our youth move to other communities because there aren't enough good jobs to bring them back to Vancouver after completing their education. I want to make sure Vancouver has the jobs we need to provide our community with a strong economic foundation. That will be the focus of the next four years.



How we are going to do it

- **Continue to build and maintain** complementary relationships and visions with all economic development agencies including Greater Vancouver Chamber of Commerce, Columbia River Economic Development Council, Vancouver Downtown Association, East Vancouver Business Association, Port of Vancouver, the Columbia River Crossing Coalition, and citizen stakeholder organizations.
- **Continue to target outreach** for existing business through business roundtable brown bags, a business cabinet to hear, first hand from local businesses, what works, what doesn't, and what we can do to create additional jobs.
- **Actively recruit** "green" businesses (and green jobs) as a key component of our economic development strategy.
- **Build upon our existing** signature industries and resources by attracting complementary businesses and industries to expand and strengthen the local economy.
- **Leverage private investment** with public partnerships that results in tax base expansion and living wage job creation.
- **Continue revitalization** across the city, with a focus on new development and redevelopment opportunities that foster and promote unique and vibrant neighborhood and business districts.
- **Continue redevelopment** of the downtown area, including the waterfront, into a vibrant, pedestrian-friendly, mixed-use jobs center.
- **Build on the community's history,** heritage, natural resources and livability to promote Vancouver as a national destination for tourism.
- **Reach out to the community** to raise awareness of the benefits of economic development.
- **Expand the Main Street Tax Credit Incentive Program** (business and occupation tax credit tool) by raising the population limitation lid for eligible cities or towns and increasing funds available statewide through the Main Street Trust Fund.
- **Continue to support and strengthen** the current Local Infrastructure Financing Tool (LIFT) legislation targeted toward revitalization and economic development.

ROYCE'S JOBS PLAN

■ PORT OF VANCOUVER

Continue to provide city services and support the Port's economic development plans:

Build ongoing partnership that built the Mill Plain Extension and the 26th Street entrance to the Port so that trucks did not get stopped by trains, preventing them from loading or delivering goods.

The port and businesses located on the port create about 2,300 direct jobs, earning nearly \$99 million in annual payroll. The port plans to add between 4,000-5,000 more jobs within the next 15 years with the redevelopment of the former aluminum production properties, development of light industrial property north of Lower River Road and, in the longer-term, at the Columbia Gateway property.

In addition to providing jobs, the port generates revenue for our schools, police and fire services, roads, and other essential public services. This revenue comes from taxes, payroll and disposable income generated by port tenants, customers and their employees. The port currently provides about \$82 million in tax revenue each year, and expects to double this revenue in the next 15 years.

■ SECTION 30 EMPLOYMENT CENTER

The **Section 30 Employment Center Plan** presents the vision and policies related to the future development of 600 acres on the east side. The City of Vancouver adopted a Plan to guide the redevelopment of the Section, but since then the area has undergone significant changes that include annexation to the City, extensive new development to the south of the plan area, newly annexed areas by the City of Camas to the east, and the termination of a proposed land fill.

The Plan's employment target is approximately 9400 jobs with 8,346 jobs of office and industrial type and the remaining 1,054 jobs in the retail/commercial type. This employment target compares to the existing 7,000 jobs of located in the adjacent Columbia Tech Center.

How do we pay for all of this? There are a range of public financing options we should explore.

The city will continue to advocate use of:

Tax increment financing (TIF) or community re-development financing: A method of distributing property tax collections within designated areas to finance infrastructure improvements within these designated areas. Under the TIF method, infrastructure is financed by the incremental increase in tax revenue that is made possible by infrastructure improvement within the designated area.

- **Local Improvement District (LID):** The City, working with owners/developers, establishes a local improvement district which includes an agreed-upon repayment schedule based

on agreed-upon equitable criteria; the city sells bonds to cover the costs of infrastructure to be built within the district, and the owners/developers pay off the bonds through regular payments usually over a 10 to 20 year period.

- **Impact Fee Overlay District:** The costs of infrastructure are estimated and a fee is established that represents the degree to which a development is anticipated to have an impact, i.e. place a demand on services; and as developments are permitted, impact fees are paid. This fee would be in addition to any system-wide impact fee requirements but these overlay funds would be designated for use in the Section 30 only; and the City could sell bonds to pay for the infrastructure improvements in anticipation of receiving these overlay fees.

- **Public Development Authority (PDA):** The PDA, established by City Council, would have a board of directors appointed by the City. PDA staff would be charged with developing and carrying out the plan's implementation and would have the powers of a public corporation and could seek federal or state grants to pay for improvements, own and sell real property, etc. The City Council is responsible for PDA oversight. This would require that all parties agree to a specific shared master development plan and infrastructure development plan.

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■ COLUMBIA TECH CENTER

The city will continue to work with PAC Trust to ensure that development and job creation continues on Vancouver's East Side.

Columbia Tech Center has over 2.8 million square feet of high quality office, flex/industrial, medical and retail space already constructed with significant additional development and leasing opportunities available.

Columbia Tech Center is beautifully landscaped with a 12-acre park, amphitheater and water features plus pedestrian and bike pathways and a basketball court. As part of a community recognized for affordable housing, excellent schools and an educated work force, Columbia Tech Center is a premier business location that affords an ideal live/work environment.

Columbia Tech Center is located close to Washington SR-14 and Interstate-205. Drive time to Portland International Airport is approximately 12 minutes and drive time to downtown Portland is approximately 25 minutes.

- 400 acres
- Currently 6000 employees
- Clark College Tech Center

- **Community Renewal District:** A community renewal district could be formed which in this instance is based on a finding of blight that Section 30 lacks infrastructure and that this is a deterrent to private development. A renewal agency, i.e. the City Council, is responsible for developing a community renewal plan which addresses provision of infrastructure in accord with a plan that encourages economic growth through job creation. The agency can issue bonds to pay for the planning, infrastructure and other investments to be repaid by the jurisdiction in accord with RCW 35.81.100.

- **A Land Trust** could be formed to pay property owners for dedications for public open space (trail corridors, parks, plazas, etc.), with reimbursement coming from incremental increases in property taxes as development occurs. This concept has not been done before in Vancouver, but the feasibility is worth exploring, as it addresses the need to establish open space before development occurs.

Look for grant opportunities:

Over a 30 year period of development, grant opportunities will likely emerge. Some development includes aspects that should make it attractive for grants that promote economic development, especially in these current times of economic recession. Here are two areas that should be carefully and continuously monitored for opportunities to inject capital.

- Large tracts of land with access challenges are good candidates for transportation grant funding that target's economic development opportunities. Grants could assist in financing arterial street upgrades and even the collector system.
- Vancouver is well positioned to obtain grants promoting new industrial sectors, especially the solar and wind energy areas. A number of clusters of activity in this area are emerging in the Vancouver/Portland metropolitan area. These types of grants usually subsidize site development costs.



■ FOURTH PLAIN

In spring 2007 the City of Vancouver adopted a subarea plan for the revitalization of the Fourth Plain Boulevard corridor and surrounding neighborhoods between St. John's Boulevard on the west side and Burton Road on the east, and between SR 500 to the north and Burnt Bridge Creek Greenway/20th Street to the south. The subarea plan contains policy goals and implementing measures addressing future land use, housing, transportation, public safety and economic development issues, and includes maps of potential future development of key intersections in the corridor.

Fourth Plain Corridor needs new private development and a more stable residential population. We need to encourage jobs that would increase incomes and encourage home ownership in the residential areas adjacent to Fourth Plain Boulevard. Building on the proximity of Clark College and the underutilized portions of the Kyocera site, this strategy encourages economic improvements in the surrounding community. The specific actions are those that promote home ownership, educational achievement and better jobs.

The corridor supports small businesses and continues to function as a business incubator.

- The corridor attracts business that will assist in raising the income levels of residents and create parity with the rest of the city.
- The corridor supports a diverse range of employment including light industrial, office, education, and retail.
- Business owners create an organization to advocate for their interests and to focus attention on the needs of the corridor.
- Underutilized land is redeveloped and a mix of uses is sought.
- A mix of uses are encouraged at key intersections causing retail to cluster around these nodes.

■ DOWNTOWN

- Development of the Vancouver Waterfront means over 12,000 construction jobs, most of them union jobs, to our community. It also means 7,450 permanent jobs for our citizens, on the waterfront and directly related to the jobs created there.
- Leverage the \$220 million in downtown redevelopment that has occurred over the last 10 years to ensure complete build out of Vancouver Center, Riverwest, Main Street Improvements, and connection to the Historic Reserve.
- Make sure that Downtown Vancouver is economically viable by implementing the City Center Vision and make sure that our downtown doesn't become a Leavenworth. We want a downtown where people can live, work and play with a quality of life that attracts new business and keeps our young people in town for future growth.

■ I-205 CORRIDOR

- Ensure that we do everything we can to remove obstacles so that an important international company can expand and provide high paying jobs - SEH will spend \$1 billion dollars at their current site and create 700 new jobs; they will spend many billions at the HP site and create thousands of more jobs.

The Committee to Re-Elect Royce Pollard

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