



AGENDA

Dallas Economic Development Commission

Thursday, March 28, 2024 12:00 pm – 12:45 p.m.

Dallas City Hall

Members: Rita Grady, Peter Cairns, Bob Tucker, Craig Pope, Erik Andersson, Brian Dalton, Jim Bauer

Staff Contact: Tyler Ferrari

1. Approval of January 25, 2024 Minutes
2. Staff Reports
 - a. Economic Development Strategy high-level activity updates
 - b. Q&A
3. Demographic Data Discussion
4. Commission Chair Discussion
5. Member comments - Round-table discussion
6. Other Business
7. Adjourn

Upcoming 2024 EDC Meetings

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May 23rd

July 25th

September 26th

November 21st



Economic Development Commission

Engineering Conference Room
187 SE Court Street, Dallas, OR
January 25, 2024 at 12:00 pm

1 **ROLL CALL**

2 Members Present: Chair, Rita Grady; Vice Chair, Peter Cairns; Bob Tucker; Craig Pope; Brian Dalton; Erik
3 Andersson; and Jim Bauer
4 Staff present: Economic and Community Development Director, Charlie Mitchell; Economic Development
5 Specialist, Tyler Ferrari; and Recording Secretary, Benjamin Curry
6

7 **ELECTION OF OFFICERS**

8 Mr. Pope made a motion to maintain the current slate of officers. Mr. Bauer seconded the motion. The motion
9 passed unanimously. Ms. Grady will continue as Chair and Mr. Cairns will continue as Vice Chair.
10

11 **MINUTES**

12 Ms. Grady, presiding, opened the meeting at 12:01 p.m. and presented the minutes dated July 25, 2023.
13 Mr. Dalton motioned to approve the minutes as written. Mr. Pope seconded the motion. The minutes were
14 approved unanimously as written.
15

16 **STAFF REPORTS**

17 Economic & Community Development High-level Updates:

18 Mr. Mitchell read from the staff report and provided high level updates on the following topics:

- 19
- 20 • Addressing the Commercial Lands deficit in Dallas
 - 21 • Transportation Growth Management (TGM) project for Mill-Site redevelopment
 - 22 • Downtown Urban Renewal Revitalization Efforts
 - 23 • 791 Main Street bank project update and walkthrough.
 - 24 ○ Mr. Dalton spoke on soliciting support from the National Guard and offered to be the liaison
 - 25 • Dallas Business Inventory (DBI)
 - 26 ○ Mr. Bauer asked about the structure of the information collected in the DBI and current
27 enrollment. Mr. Ferrari shared an update on current enrollment numbers, data integrity, and
28 an estimate of the share of commercial owners. He also shared how the database has been
29 utilized for projects regarding vendors, sponsorships, grants, and workshops.
 - 30 • Current initiatives and programs for attracting and supporting businesses
 - 31 • New short term rental guide

32 **SURVEY SUMMARY DISCUSSION**

- 33 a. Mr. Ferrari provided a presentation summarizing the National Community Survey that was conducted,
34 and discussed the context, themes present, and broader trends and facilitated a Q/A. Mr. Pope asked
35 about sample size of the survey and requested any additional information be sent along by staff to the
36 commission. Mr. Dalton spoke on his analysis of the survey results which he presented to the
37 commission in a prior meeting and recommended taking the results as a challenge while also framing
38 the answers in the broader context of institutional distrust. The commission discussed the strengths
39 and opportunities of Dallas as a city and how to facilitate the type of economic environment that

40 attracts and maintains new businesses. They discussed the political and demographic makeup of the
41 city and requested that staff provide a summary of a breakdown of the socioeconomic data of Dallas.
42 b. Mr. Ferrari provided a presentation on the 791 Main Street bank project survey results and opened the
43 discussion to Q/A. Mr. Bauer asked about the downtown code restrictions on building height in
44 commercial districts. Ms. Grady shared some of the challenges Polk Community Development
45 Corporation experienced in designing the current proposed project on Washington Street which
46 initially included 5 stories. The commission talked about example architecture from different cities and
47 the importance of maintaining Dallas' historic look & feel and discussed temporary uses for the site.
48 Mr. Bauer inquired about potential sources of funding.

49

50 **ADJOURNMENT**

51 Ms. Grady adjourned the meeting at 1:05 PM.

52 Next meeting March 28, 2024



**CITY OF DALLAS
ECONOMIC DEVELOPMENT COMMISSION
STAFF REPORT**

MEETING DATE: March 28, 2024
AGENDA ITEM NO.
TOPIC: Economic Development Strategy Activity Updates
PREPARED BY: Charlie Mitchell
APPROVED BY:
ATTACHMENTS: N/A

RECOMMENDED ACTION:

N/A – Information only. Staff appreciates any feedback and recommendations as they arise.

BACKGROUND:

This regular report will enhance accountability and allow the Strategy to be a living, active document that is kept at the forefront of the EDC’s work plan.

STRATEGY PROGRESS REPORT FOR MARCH 2024:

PRIORITY #1. Address the Commercial Lands deficit in Dallas.

- “Phase One” (Concept) of the La Creole Node master plan revision has been approved/adopted by the Planning Commission and the City Council. We are beginning “Phase Two” which will involve appropriate Comprehensive Plan amendments and Zoning Code revisions. We have received a Technical Assistance planning grant from DLCD to assist with this work. We will be using the same consulting team used in the previous phase.
- The Mill Site TGM project is underway; the initial site visit and tour with the consulting team and ODOT took place in December. The first PAC meeting took place on January 25. The second PAC meeting is scheduled for April 3, and the first Community Meeting is scheduled for May 1. A project website has been established. A community survey will launch in April. We have had meetings with ODOT Rail and a representative from G&W to discuss rail issues. TGM Consultant is working on a draft market study. Part of the project, in addition to possibly rezoning Industrial lands at the Mill Site to Commercial, will be studying the potential to create a transition zone of mixed uses (to include some Commercial) between downtown to the north and the Mill Site to the south.

PRIORITY #2. Prepare the Dallas Mill Site for development.

- The Mill Site TGM project, as noted above, is underway. This project will most directly relate to the potential to see near-term Mill Site redevelopment by providing a workable plan to entice redevelopment.
- There is a current active industrial client interested in 15-20 acres at the Mill Site.

- There was a commercial fire at the Mill in March; Peter Cairns may provide verbal updates.
- The property owner continues to work with Jacobs Engineering on the Business Oregon TA Grant to address the Ash Creek relocation engineering. Peter Cairns may provide verbal updates.
- The South Dallas Urban Renewal District Advisory Committee met for the first time officially in January and will meet again today.

PRIORITY #3. Continue Urban Renewal and downtown revitalization efforts.

- The Building Improvement Grant program continues to be dormant and all projects have been closed out. It looks very favorable to bring the program back in some form in the 2024-25 fiscal year, based on early draft budgets.
- The Minor Improvement Grant program has exhausted its \$10,000 budget for the current fiscal year. An attempt was recently made by the DDA to recommend allocating additional Urban Renewal Funds into the program, but the Downtown URDAC did not pass the recommendation along to the Agency.
- The Building Improvement Grant program in a modified fashion using ARPA funds has completed all of its 2022 projects and five of its 2023 projects.
- The 791 Main project is still in the salvage operations phase, set to end in May or June. We are preparing the site for public safety training and the demolition phase. We are actively seeking quotes for the demolition work. Staff is working on securing a consultant to lead the design and market feasibility components of the project. An RFQ was issued on March 1, and proposals are due by April 1.
- Through a partnership between the City, the Chamber & the DDA, RARE participant Mikayla is focused on bringing the Farmers Market back to downtown Dallas. The Farmers Market is set to open on May 4, 2024. We are in the process of accepting and reviewing vendor applications.
- Through initial enforcement actions and subsequent Planning Commission and City Council action, sidewalk and other site improvements are underway adjacent to Tim's Garage at NE Church & Washington.
- Two multi-story, mixed use projects have been proposed downtown; one by Polk CDC at the SE corner of Church & Washington; the other at 430 Main.
- Major renovations have recently been completed at 761 Main as the property owner works on securing long-term tenants.

Daily Primary Objective: Engage with the Dallas business community and regional partners to facilitate a healthy, growing and diverse local economy.

1. Provide assistance to existing businesses; nurture a pro-business environment.
 - The Dallas Business Inventory (DBI) project - We are utilizing the DBI to do a collaborative survey with the Chamber of Commerce and Downtown Association.
 - The City has developed a new guide for those looking to open short term rentals. This will make it easier for STR owners to be in compliance with permits and TLT.
 - We are in the process of coordinating an "Imagine Your Business Here" campaign in collaboration with DACC, MICC, City of Monmouth, MBA, IDA, and the City of Independence. This will be a county-wide campaign aimed at promoting entrepreneurship and filling vacant spaces in our communities.
2. Attract diverse new businesses, expansions and investment to Dallas (including tourism), with partner support.

- On the industrial site adjacent to MAK Metals, GPEC has submitted an updated Land-use Compatibility Statement (LUCS) for their 1200C application. Currently under review with Public Works and Planning. Once these are approved they can finalize their grading permits which are in process and begin work on the site.
 - An effort is underway to co-locate the Chamber/Visitors Center and the Dallas Downtown Association into a single office space downtown.
 - The City currently has an RFP out for tourism marketing services, focusing on digital marketing, website and social media, among other things.
3. Support and enhance small businesses, entrepreneurs and start-ups.
 - A second CoStarters Entrepreneur Boot Camp took place in Q1 2024.
 4. Help to build community organizational capacity.
 - The Chamber and Visitors Center has hired a new employee to begin staffing the future visitor center. The location is expected to open in summer 2024 (see #2 above).
 5. Assess future development capacity and identify and address constraints.
 - We will be updating our Transportation System Plan (TSP) this year. It was last updated in 2012.
 - The City is exploring hiring a second Planner. The size and growth and complexity of Dallas exceeds the capacity of a single Planner position.

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

N/A – information only.



**CITY OF DALLAS
ECONOMIC DEVELOPMENT COMMISSION
STAFF REPORT**

MEETING DATE: March 28, 2024
AGENDA ITEM NO.
TOPIC: Demographic Data Presentation
PREPARED BY: Tyler Ferrari
APPROVED BY:
ATTACHMENTS: Attachment A

RECOMMENDED ACTION:

N/A – information only.

BACKGROUND:

At the previous EDC Meeting, members requested demographic information on the community and how that might impact economic development. The attached presentation will be presented at the meeting by staff to address that topic.

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

N/A – information only.



CITY OF DALLAS

BRIEF COMMUNITY PROFILE

Aging Population

Exhibit 22. Median Age, Dallas, Polk County, and Oregon, 2000 to 2014-2018

Source: U.S. Census Bureau, 2000 Decennial Census, Table P013; American Community Survey 2014-2018 5-Year Estimates, Table B01002.

2000	36.3 Dallas	36.5 Polk County	36.3 Oregon
2014-18	42.0 Dallas	37.1 Polk County	39.2 Oregon

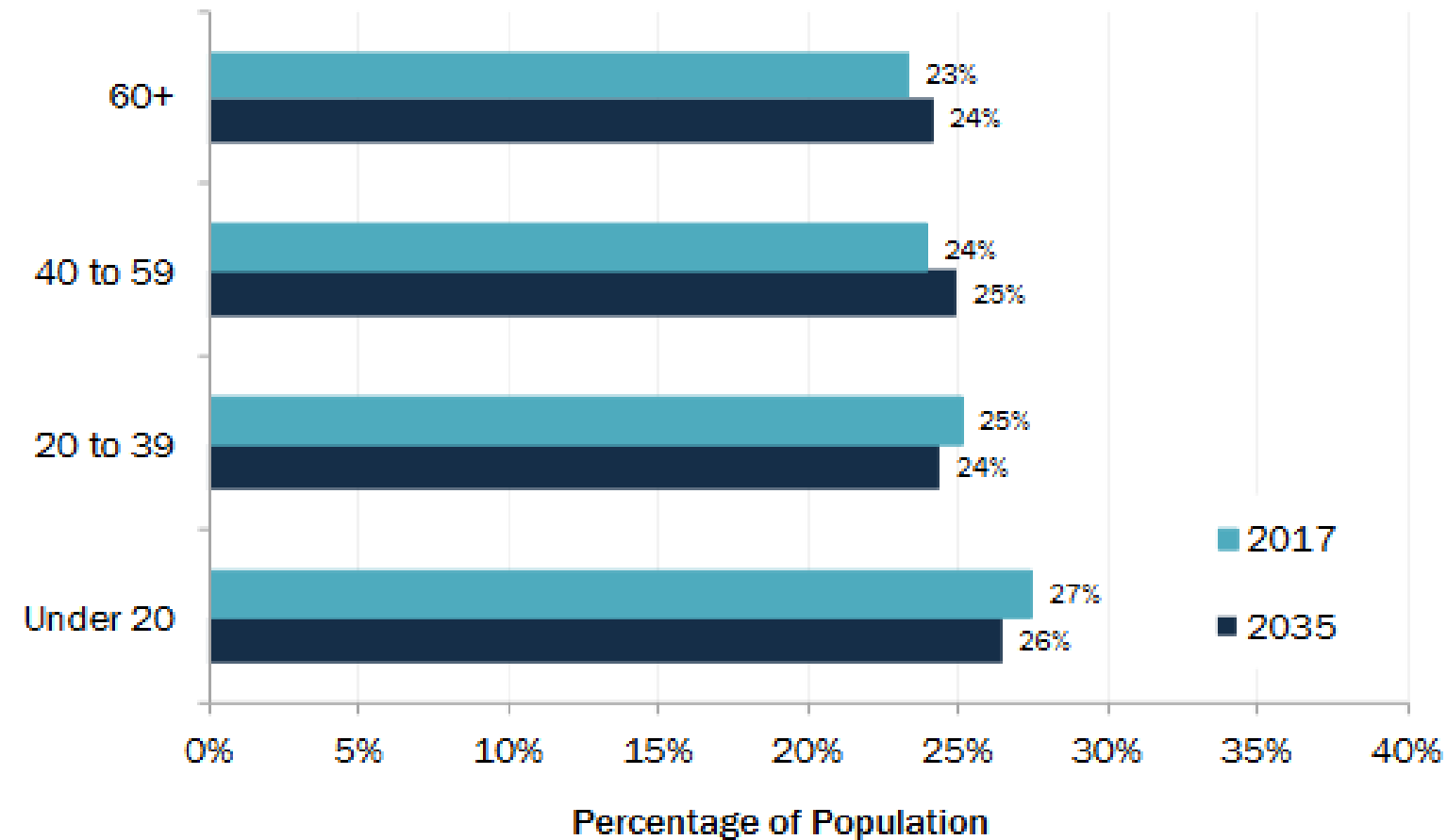
Population Growth

Since 2000, the median age in Dallas has dramatically increased, which reflects the growth in population Dallas has experienced, while also showing that this growth is in older populations.

Population Trends

Exhibit 25. Population Growth by Age Group, Polk County, 2017–2035

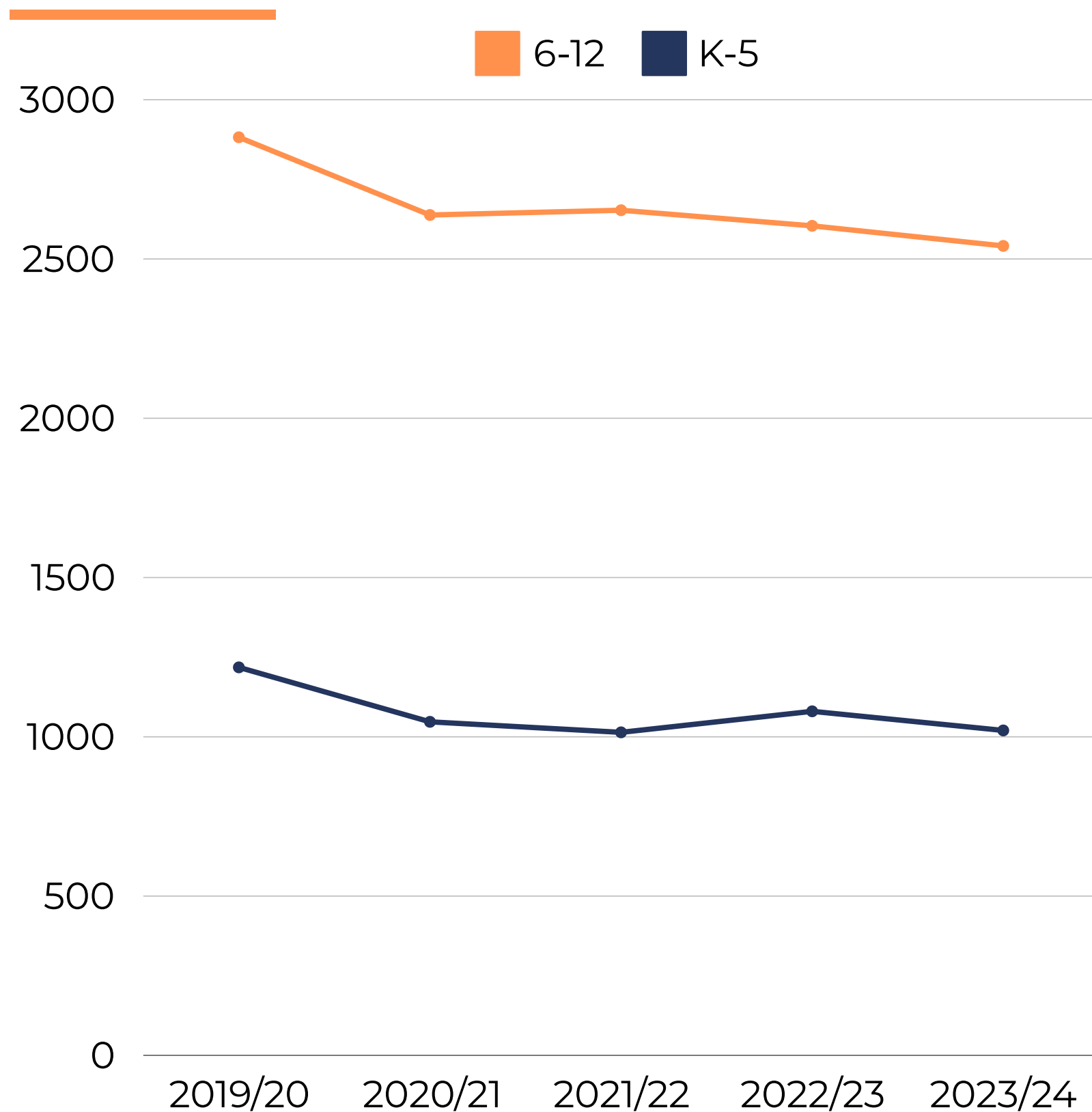
Source: Portland State University, College of Urban & Public Affairs: Population Research Center, Population Forecast, 2017.



Looking to the Future

Projected population growth by 2035 follows current trends in overall growth, but the concerning metric (for sustainable growth) is the projected growth in older populations compared to a population contraction among those under 40.

School Enrollment



Dropping Enrollment

Since the 2019/2020 School Year, enrollment across Dallas School District has steadily declined. While some of this can be attributed to COVID, this may also be attributed to the population trends seen earlier.

Why this matters:

- Less new members joining local workforce/attending local colleges
- Less funding for local district, which impacts existing educations and career training programs
- Less potential entrepreneurs in the community.

Income

Income and Spending

Households in Dallas earn a median yearly income of \$71,071. 34.97% of the households earn more than the national average each year. Household expenditures average \$73,572 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

\$71,071

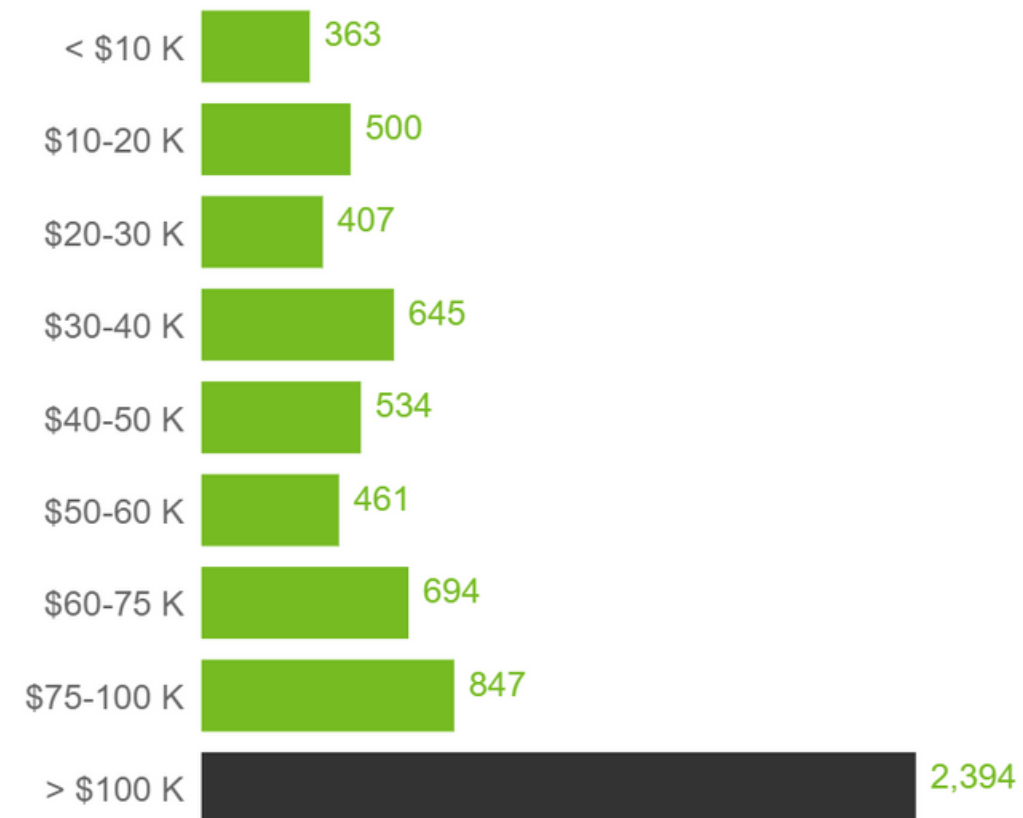
Median Household
Income

12% less than the county

12% less than the state

10% less than the nation

Income Distribution

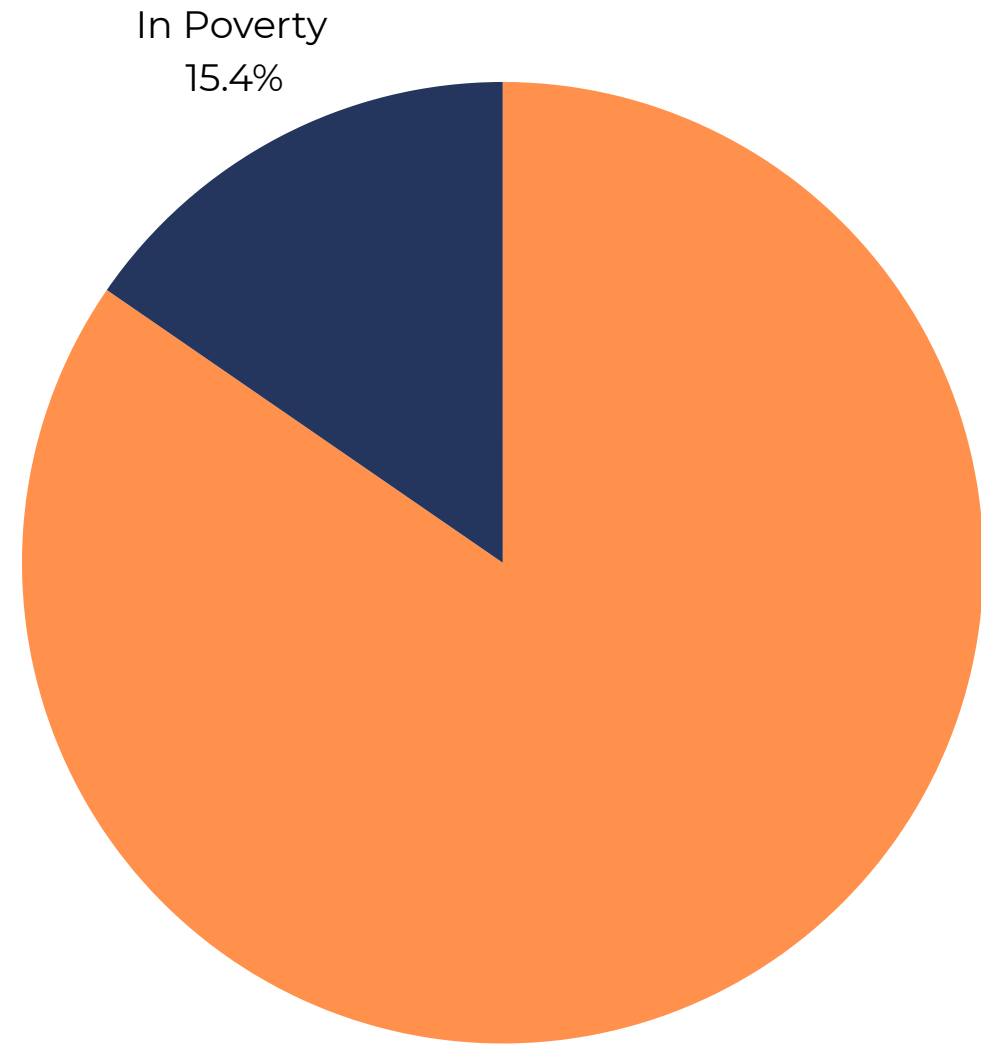


Median Versus Per Capita

Per Capital Income: \$36,897

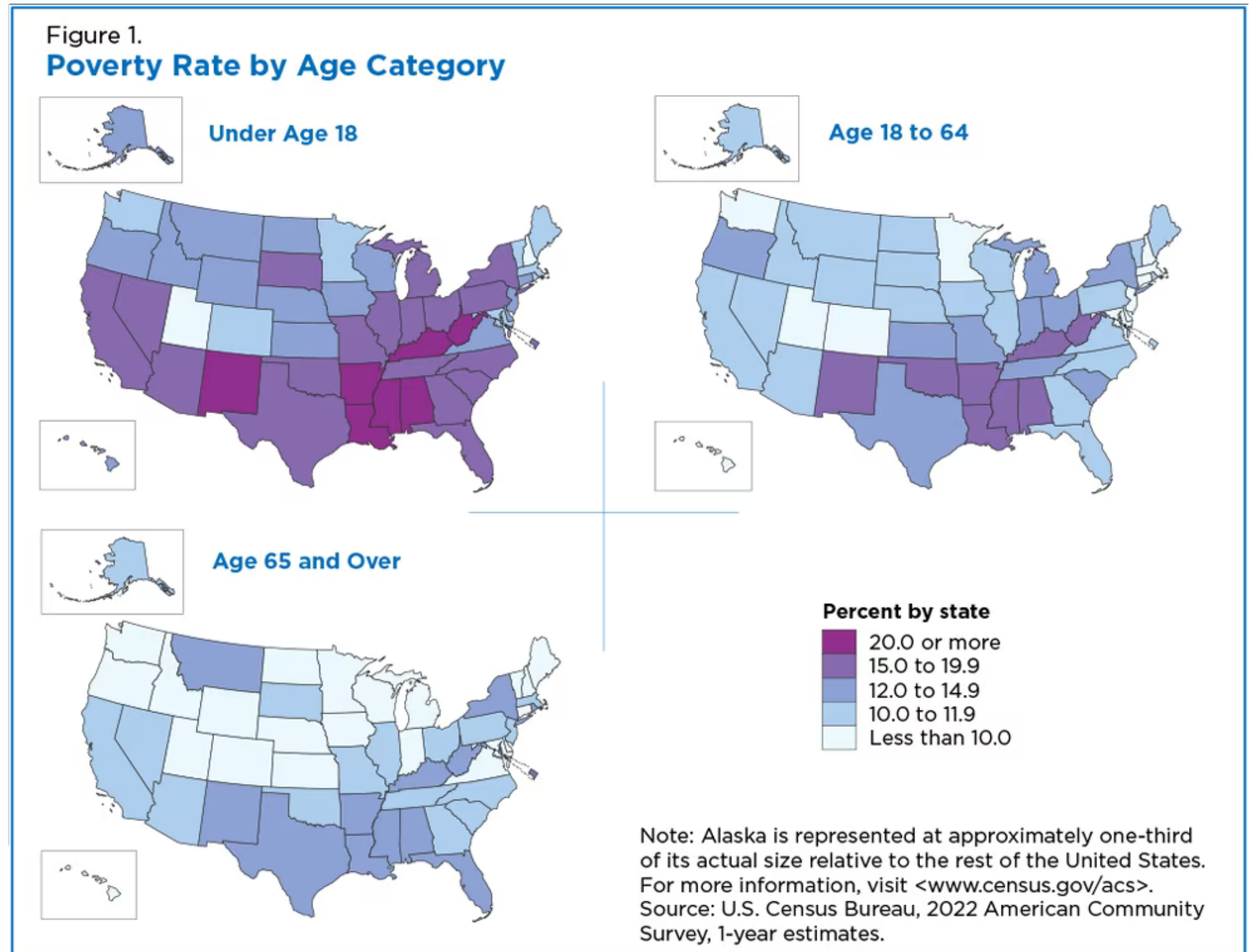
This illustrates that the median income is certainly driven higher by higher income earners - rather than it being a true illustration of income in the community.

Poverty Rate



How we compare nationally

“The U.S. official poverty rate as measured by the American Community Survey (ACS), was 12.6% in 2022.” - From the US Census



How Money is Spent

How do people spend most of their money?

PER HOUSEHOLD



\$73,572

Median Household Expenditure

This breakdown helps reinforce the following assumptions:

- Housing costs make up a large part of expenses
- Many people commute outside of Dallas regularly

How Money is Spent cont.

About 5,700 people live in Dallas and commute out of Dallas for work. Nearly a quarter of these workers commute to Salem. About 3,100 people commute into Dallas for work. These workers travel from Salem, Monmouth, and other parts of the region. About 1,200 people live and work in Dallas.

Exhibit 33. Commuting Flows, Dallas, 2020

Source: US Census Bureau, Census on the Map.

Note: This is an estimate of covered employment.



Exhibit 35. Top Places where Dallas Residents Were Employed, 2020

Source: US Census Bureau, Census On the Map. Note: This is an estimate of covered employment.

24%
Salem

18%
Dallas

6%
Portland

3%
Corvallis

Educational Attainment

Educational Attainment



38.96% of the population in Dallas have an associate's degree or higher. 66.22% have completed some college or higher.



< Grade 9

1.55%



Grade 9-12

5.15%



High School

27.06%



Some College

27.26%



Assoc Degree

12.12%



Bach Degree

18.6%



Grad Degree

8.24%

Housing Prices

Based on 161 homes listed on Realtor.com

Median Listing Home Price	\$483,500
Median Sold Home Price	\$417,500

Rental Prices

From rent.com

Studio	\$750
1 Bedroom	\$1,135
2 Bedroom	\$1,360

HOUSING

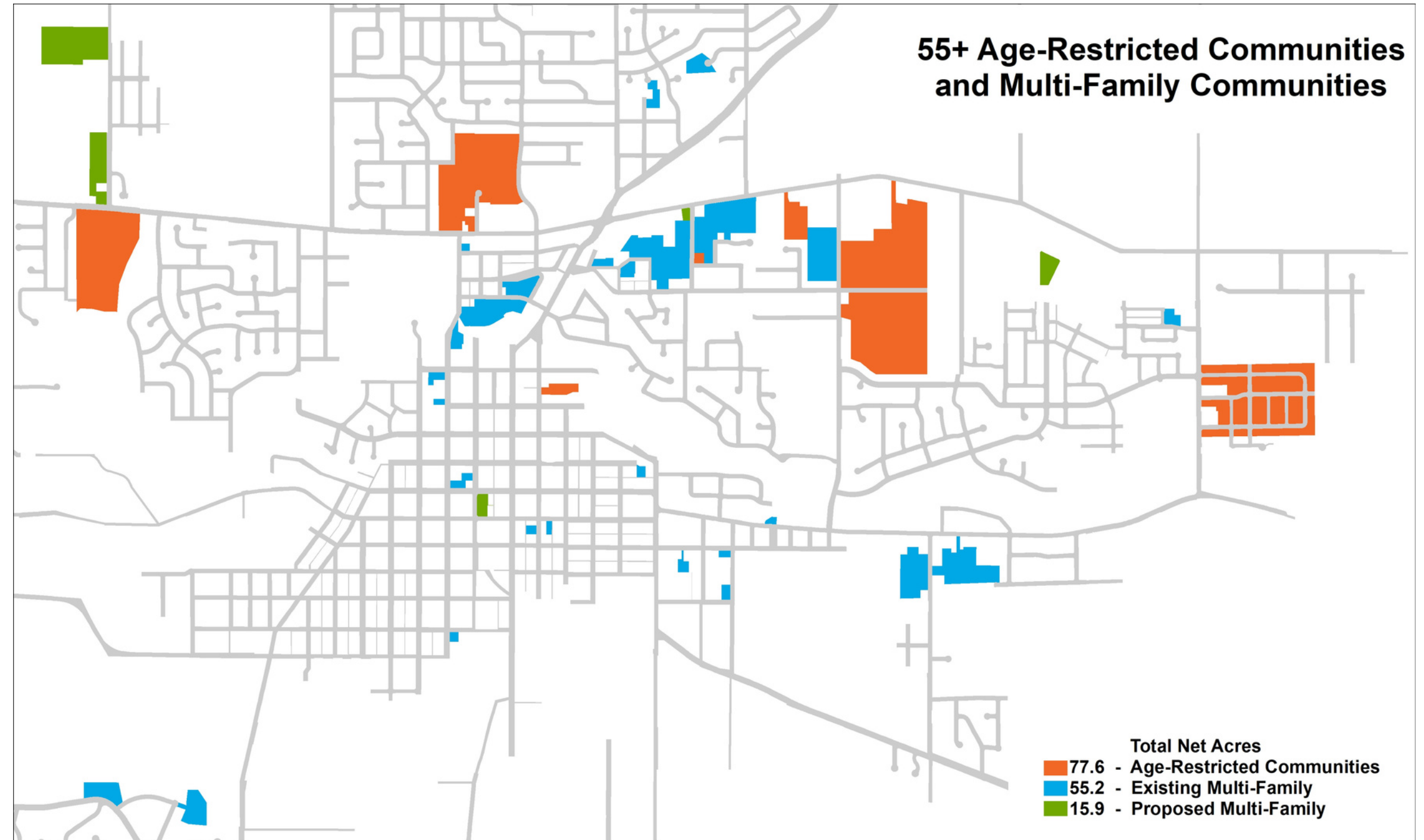
Since 2020, housing prices have steadily increased along with interest rates and rents. This has led to many Oregonians and Dallas residents paying substantial portions of their income towards housing. The charts to the left quantify some of these high costs.

Housing - 55+ Communities

HOUSING

Because of the growth in older populations here in Dallas, there is an adequate supply of housing for those aged 55+, however, there is a demonstrated shortage of multifamily housing, which is housing most often used by young families, young professionals, and college-aged residents.

While there is some progress being made, Dallas is behind on this necessary production.



QUESTIONS?