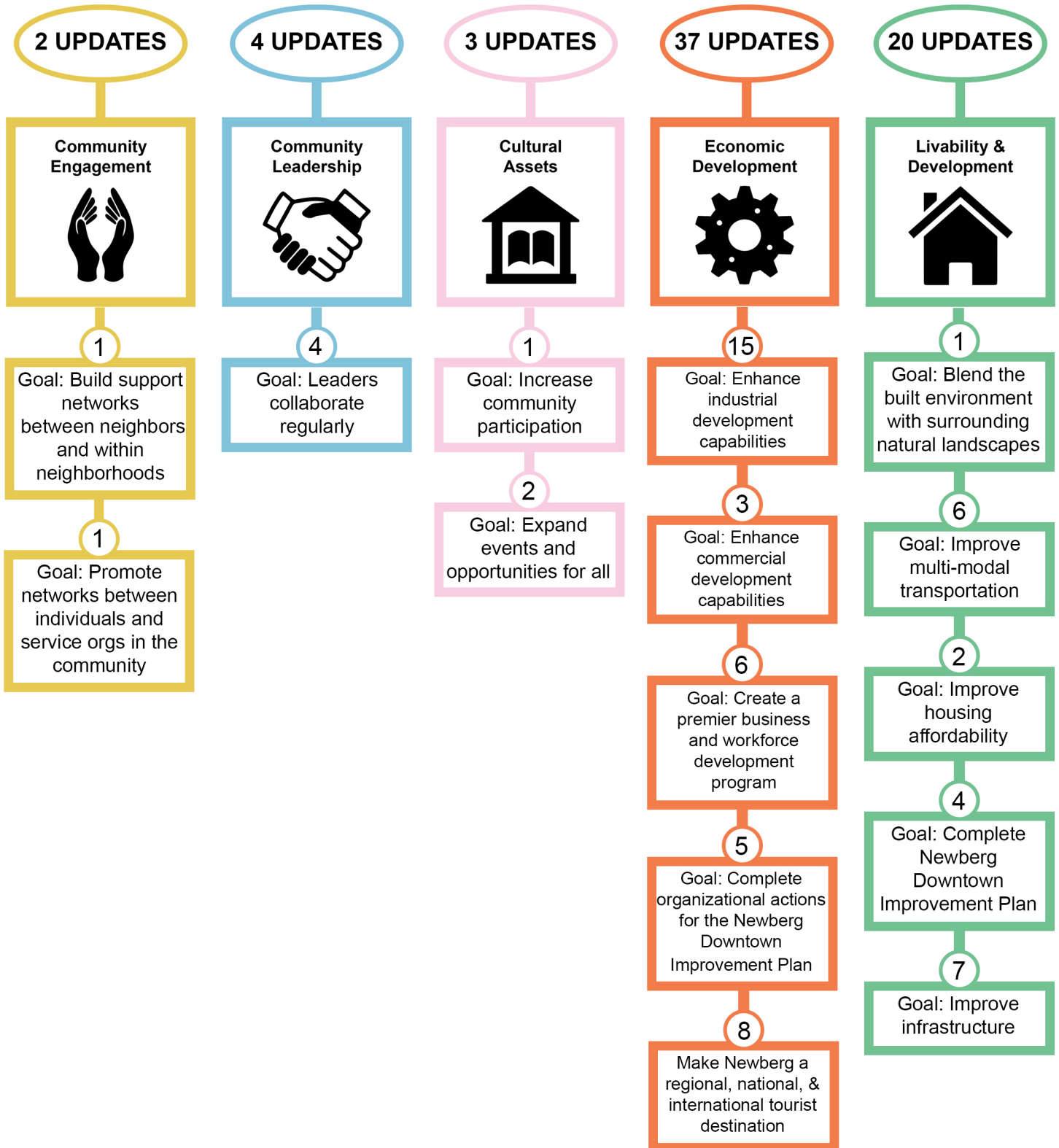




PROUD PAST, FLOURISHING FUTURE

COMMUNITY VISION FOR 2040 2 YEAR PROJECT UPDATE (AUG 2020 - AUG 2021)





Community Engagement

Goal: Build support networks between neighbors and within neighborhoods

Action: Conduct a tool, book, and other materials donation campaign

UPDATE: The Newberg Library has a small number of tools in its library of things and they are cataloged in the library database.



Community Engagement

Goal: Promote strong relationships and networks between and among individuals and social service organizations in the wider community

Action: Recruit service provider organizations

UPDATE: The Newberg Library ran a night of culture for the Latinx community that included many vendors and service providers in July 2021.



Community Leadership

Goal: Leaders collaborate regularly

Action: Televisе public meetings and create a way to remotely participate in meetings

UPDATE: City Council, Board, Commission, and Committee meetings are taking place on Zoom due to COVID-19. All meetings are recorded and posted on YouTube.

Action: Divide meeting recordings (i.e. video, audio) into sections according to topic

UPDATE: Audio recordings and videos of all meetings are available on the City's web site for public meetings. Recordings are sorted by meeting type and topic.

Action: Update all public agency websites to improve user experience and access to staff contact information and common community inquiries

UPDATE: The city website by Department is updated on a regular basis for content. The Newberg Library finished updating all of its pages.



Cultural Assets

Goal: Increase community participation

Action: Present previously accomplished work on this to Historic Preservation Commission and Newberg Area Historical Society

UPDATE: The Newberg Historic Preservation Commission is working on developing a 5-Year Work Program that includes establishing a historic district in the downtown area.



Cultural Assets

Goal: Expand events and opportunities for all

Action: Form an ad hoc committee to develop a public art policy that results in more public art

UPDATE: The City Council adopted Resolution No. 2020-3679 endorsing a public art program that includes a coalition of the Newberg Downtown Coalition, Chehalem Cultural Center, Newberg Area Historical Society, and George Fox University.

Action: Explore using an urban renewal district for public art

UPDATE: A proposed urban renewal plan was created but funding limitations eliminated the possibility of public art as recommended by the Ad Hoc Urban Renewal Citizens Advisory Committee.



Economic Development

Goal: Enhance industrial development capabilities and opportunities

Action: Identify needs of companies through a gap analysis

UPDATE: Strategic Economic Development Corporation (SEDCOR) is meeting with businesses and surveying businesses on their needs and identifying gaps through a Business Retention & Expansion survey process.

Action: Engage the Oregon Employment Department (OED) in an analysis of the traded sector industries and targeted industries in Newberg

UPDATE: SEDCOR and the City have been coordinating supply chain issues. The activities were supported by data from the Oregon Employment Department. The OED annual presentation for Newberg was canceled due to COVID-19.



Economic Development

Goal: Enhance industrial development capabilities and opportunities

Action: Conduct an industry cluster analysis to identify opportunities to encourage vertical integration of industries

UPDATE: SEDCOR is conducting a Business Retention & Expansion survey to gather information.

Action: Conduct a supply chain analysis of the existing traded sector industries and targeted industries

UPDATE: SEDCOR is conducting a Business Retention & Expansion survey to gather information.

Action: Leverage the Chehalem Valley Innovation Accelerator (ChehalemVIA) to increase the number of new businesses or entrepreneurial businesses here in Newberg

UPDATE: The ChehalemVIA is full of tenants. Assistance has been provided to a variety of business start-ups through mentoring activities.

Action: Retention visits conducted by City in coordination with partner organizations

UPDATE: A variety of retention visits conducted by SEDCOR, Business Oregon and the City with local businesses.

Action: The City coordinates recruitment activities with Business Oregon, SEDCOR, and Greater Portland Inc.

UPDATE: Coordination has occurred with Business Oregon and SEDCOR on recruitment efforts. Newberg's challenge is a lack of industrial land and buildings that meet business needs.

Action: Identify and establish sources of funding (e.g. grants) to assist in attracting family wage businesses

UPDATE: The City has kept in contact with businesses and promoted multiple grant opportunities including the Yamhill County Relief Grant and others. Staff is currently gathering input on possible programs that City can create with American Rescue Plan Act (ARPA) funds.



Economic Development

Goal: Enhance industrial development capabilities and opportunities

Action: Develop relationships and frequent communications with industrial brokerage community in the greater Portland area

UPDATE: The City has been communicating with local brokers and brokerage firms out of Portland. Many of the discussions over the year have been focused on the mill site.

Action: Recruitment of food processing (wine) companies and suppliers as part of vertical integration of wine industry

UPDATE: Responded to recruitment leads on opportunities to locate a facility at the mill site.

Action: Conduct an urban renewal feasibility study and develop a plan

UPDATE: A feasibility study was completed. A Newberg Urban Renewal Plan and Report were prepared, and City Council held the first hearing on the proposal. The Yamhill County Board of Commissioners approved the Plan with a requirement that it go to a public vote.

Action: Participate in roundtable forums

UPDATE: A personal protective equipment (PPE) Manufacturer group was created in the Mid-Valley region. SEDCOR continues to host the food industry & PPE manufacturer roundtables. SEDCOR hosted an industrial sewists roundtable in June.

Action: Define and identify target audiences for marketing

UPDATE: Recruiting downsizing/relocation opportunities from Portland market, especially for smaller businesses and office relocations. Emphasizing quality of life, especially with metro/urban retreat due to COVID-19.

Action: Research and identify Newberg's competitive advantages

UPDATE: Economic Health Manager attended Oregon Prospector training to facilitate Requests for Interest data. The City is expanding the Requests for Interest data library.



Economic Development

Goal: Enhance industrial development capabilities and opportunities

Action: Promote the Newberg Enterprise Zone program through marketing material and face-to-face discussions

UPDATE: Information has been shared with local companies on the Enterprise program as well as brokers inquiring about the mill site.



Economic Development

Goal: Enhance commercial development capabilities and opportunities

Action: The Chehalem Valley Chamber of Commerce (CVCC) and the Newberg Downtown Coalition (NDC) interview existing businesses to establish business needs and develop appropriate programs

UPDATE: Both CVCC and NDC met with businesses throughout the year to interview and discover needs including multiple surveys.

Action: Meet with property owners on development and redevelopment opportunities

UPDATE: Meetings have been held with owners of property in the downtown area for redevelopment opportunities.

Action: Enhance existing or create new incentive packages

UPDATE: City Council began discussions on System Development Charges.



Economic Development

Goal: Create a premier business and workforce development program

Action: Establish the Chehalem Valley Entrepreneurs Network

UPDATE: In coordination with Launch Mid-Valley, the ChehalemVIA and the Oregon Entrepreneurs Network, angel funding activities took place within the Mid-Valley region.

Action: Coordinate with Launch Mid-Valley

UPDATE: Activities were coordinated with Launch Mid-Valley through the Oregon Entrepreneurs Network. Angel funding activities that occurred in the Mid-valley region.

Action: Recruit, vet, and select tenants for the Chehalem Valley Innovation Accelerator (ChehalemVIA)

UPDATE: ChehalemVIA tenant space is full.

Action: Achieve projects-to-products-to-market successes

UPDATE: A variety of activities occurred with businesses on mentoring, product development, and business plan development.

Action: Interview local companies' management teams and conduct interviews to determine current and future workforce needs

UPDATE: Childcare was identified as a significant issue for workforce needs. SEDCOR worked with Chemeketa Community College and Willamette Workforce Partnership on two workforce training programs - one for hospitality & childcare and one for industrial sewists.

Action: Promote Yamhill County small and large grant programs to local businesses

UPDATE: Chehalem Valley Chamber of Commerce promoted Yamhill County grant program opportunities to Newberg businesses.



Economic Development

Goal: Complete funding, administrative, and organizational actions for the Newberg Downtown Improvement Plan.

Action: Create an Urban Renewal District Plan and Report

UPDATE: A feasibility study was completed. A Newberg Urban Renewal Plan and Report were prepared, and City Council held the first hearing on the proposal. The Yamhill County Board of Commissioners approved the Plan with a requirement that it go to a public vote.

Action: Create a Vertical Housing Program

UPDATE: The Vertical Housing Development Zone program was adopted by City Council on May 17, 2021, for the downtown area.

Action: Establish a Construction Excise Tax

UPDATE: The Construction Excise Tax program was adopted by City Council on November 16, 2020, and went into effect on January 2, 2021.

Action: Prepare M-5 (craft industrial) design guidelines

UPDATE: The M-5 zone, and guidelines are under development with a partnership between the City of Newberg and the Newberg Downtown Coalition.

Action: Establish a parking working group

UPDATE: The Newberg Downtown Coalition has been meeting with businesses in the downtown area to discuss parking. The program is on hold until funding can be allocated to conduct a parking utilization study.



Economic Development

Goal: Make Newberg/Chehalem Valley a regional, national & international tourist destination

Action: Create and expand a regional, national, and international marketing campaign that promotes Newberg and the valley as a tourist destination

UPDATE: Taste Newberg created ongoing organic marketing campaigns during COVID “stay close to home” timeframes, marketing to Oregonians to safely travel to Newberg in support of the local tourism-facing business and lodging community. Activated paid ad brand-building campaigns in May/June 2021. Taste Newberg also created quarterly promotional campaigns to drive local and regional visitor traffic to Newberg.

Action: Continue providing Visitor Center functions; continue quarterly and annual reporting per contract with the City

UPDATE: The Chehalem Valley Chamber of Commerce provided visitor center functions over the past year. A one-year contract was entered into for FY 21/22, and quarterly reports were provided to the City Council.

Action: Increase advertising and public relations dollars

UPDATE: Taste Newberg works collaboratively with a public relations agency and through a partnership with the Willamette Valley Visitors Association.

Action: Work with major businesses, GFU, Sportsman Airpark, AIS, local major wineries, and other national/international sources of potential visitors to increase out-of-region destination traffic

UPDATE: Taste Newberg has partnered with local businesses, conferences, and more to host media visits to Newberg throughout the year and has generated blogs and social posts.

Action: Recruit a mid-tier hotel to the valley

UPDATE: Discussions continue on a hotel development.



Economic Development

Goal: Make Newberg/Chehalem Valley a regional, national & international tourist destination

Action: Establish annual reporting on tourism activities.

UPDATE: Taste Newberg reported quarterly with a year-end recap on 8/16/21. The Chehalem Valley Chamber of Commerce also provides quarterly reports on the Visitor Center.

Action: Develop and put on community education programs about Transient Lodging Taxes and their use

UPDATE: Taste Newberg presented to various service organizations and membership groups.

Action: Coordinate with Visit Newberg on tourism marketing and promotion activities

UPDATE: The City coordinates with Taste Newberg (Visit Newberg) monthly on tourism marketing and promotion



Livability & Development

Goal: Blend the built environment with surrounding natural landscape

Action: Identify a task force

UPDATE: Newberg Downtown Coalition Beautification Committee is working with the Aleichem Park and Recreation District (CPRD) and Bryan Stewart to refresh and refurbish the Barrel Project to have seasonal plantings in addition to the Camellias.



Livability & Development

Goal: Improve multi-modal transportation

Action: Prioritize projects in the ADA Spot Improvement Program

UPDATE: City capital improvement projects include ADA improvements. Sidewalks were added at Memorial Park and along E Crestview Drive east of N Springbrook Road. The City is working with ODOT on sidewalk extensions along the west side of N College Street.

Action: Create a city/citizen program to fix/develop sidewalks

UPDATE: The City conducted and promoted the Project Sidewalk program.

Action: Explore setting appropriate speed limits that reflect car and pedestrian volumes

UPDATE: The Transportation Safety Commission began discussions on reducing speed limits on Newberg streets.

Action: Build planned trails as funding becomes available

UPDATE: Chehalem Park and Recreation District was awarded a grant from the Oregon Department of Transportation to design and construct the Newberg-Dundee Bypass Trail between Highway 219 and E Fourteenth Street.

Action: Ensure that all new development has sidewalks, bike lanes where appropriate, drainage, planting strips, and public transportation marking where appropriate

UPDATE: The Newberg Development Code has requirements for all new development to ensure they have sidewalks, bike lanes where appropriate, drainage, and planting strips. Transportation System Plan and Development Code was amended in 2021 to include the Riverfront Master Plan area to ensure the above elements were included.

Action: Create a Safe Routes to School program

UPDATE: The Engineering Department prepared a safe route to school plan in June of 2020 for Edwards Elementary School. Actions are underway to implement improvements.



Livability & Development

Goal: Improve housing affordability

Action: Evaluate expanded cluster development standards including cottage housing ordinance

UPDATE: The City was awarded a grant from the Department of Land Conservation and Development to establish standards for cottage cluster housing development. Draft development standards were prepared and shared with the City Council and Planning Commission. Public hearings will be held in November and December of 2021.

Action: Evaluate Reduced/Waived Building Permit fees, planning fees, or System Development Charges

UPDATE: The City Council began discussing System Development Charges (SDCs) and the possibility of adjusting SDCs. Those discussions will continue over the next year.



Livability & Development

Goal: Complete Newberg Downtown Improvement Plan

Action: Engage property owners

UPDATE: The M-5 zone, and guidelines continue to be developed in a partnership between the City of Newberg and the Newberg Downtown Coalition. Outreach activities have occurred, a Transportation Planning Rule analysis was completed, and Development Code regulations are being prepared.

Action: Create district vision and strategy

UPDATE: The M-5 zone, and guidelines are under development with a partnership between the City of Newberg and the Newberg Downtown Coalition.

Action: Conduct Butler property development

UPDATE: The developer the City had been negotiating with under an Exclusive Negotiating Agreement has withdrawn from the project. A new Request for Expression of Interest will be circulated.

Action: Recruit hotel developer

UPDATE: Recruitment of a hotel(s) is underway even with the issue of the COVID-19 pandemic.



Livability & Development

Goal: Improve infrastructure

Action: Apply for grant(s) to evaluate expanding the Urban Growth Boundary

UPDATE: Efforts are underway for a potential Urban Growth Boundary expansion. Three foundation studies were completed.



Livability & Development

Goal: Improve infrastructure

Action: Complete Buildable Lands Inventory

UPDATE: The Housing Needs Analysis, Economic Opportunities Analysis, and Public/Semi-Public Land analysis were completed, and the reports accepted by the City Council. Each document identifies the land need over the next 20 years.

Action: Coordinate with Portland General Electric, Northwest Natural, Frontier and Comcast on utility infrastructure capacities and locations to identify inventory gaps or weaknesses in systems

UPDATE: On-going efforts with utility infrastructure providers is occurring. This includes industrial development projects and future activities for redevelopment of the mill site with the Riverfront Master Plan area.

Action: Update necessary master plans every 10 years

UPDATE: The Transportation System Plan, Water Master Plan, Wastewater Master Plan, and Stormwater Master Plan were updated to incorporate the Riverfront Master Plan area.

Action: Update the Transportation System Plan to include focus on needed improvements to existing/future industrial area access/freight routes

UPDATE: The Transportation System Plan was updated to incorporate the Riverfront Master Plan area for future industrial development.

Action: Support Parkway Committee to complete the Bypass

UPDATE: The City actively participates in Parkway Committee meetings for Phase 2 and 3 of the Bypass.

Action: Coordinate with Oregon Department of Transportation and the Oregon congressional delegation on transportation funding sources

UPDATE: The Parkway Committee has coordinated the Oregon Department of transportation and our congressional delegation regarding funding for Phase 2 of the Newberg-Dundee Bypass.