

Newberg Community Profile

Introduction

The City of Newberg created this document to offer a snapshot of the community as a whole. It was written with information from the most recent data and relevant plans available. Portland State University, College of Urban & Public Affairs' Population Research Center; the U.S. Census Bureau; the Ford Family Foundation; the State of Oregon Employment Department are just some of the data sources.

Tucked into 5.93 square miles¹ of Yamhill County's northeastern corner, Newberg is the county's second largest city. Over the past 50 years, its population has greatly grown because of a high standard of living; a clean, green environment; and a strong economy. Large agricultural and manufacturing sectors; education, health care and social services; and tourism lead to a household median income of over \$53,000. To prepare for the growth expected to continue, the City has created plans to meet the housing and business needs. This will help Newberg keep the small-town feel that makes it such a great place to call home while keeping a strong, local economy.

Arts, Culture, and Heritage

With farmers markets, First Friday Art walks, and festivals, Newberg is an active community.

[Newberg Public Library](#)

The Newberg Public Library loaned over 300,000 books in 2017 alone. But the 500-1,000 daily visitors (170,000+ yearly) know that books are far from the only things offered. The Library is a hub of activity. Twenty thousand people attended its 400+ events, such as Science, Technology, Engineering and Mathematics (STEM) programs; book releases; and Hispanic Heritage Month. It delivers books to those unable to leave their homes regularly and organizes a summer food program to make sure that everyone can participate. Most of the employees are Newberg residents and it has a strong group of volunteers and community partners like the Rotary Club and Newberg Public Schools. This helps keep the Library current and helpful to local residents.²

[Chehalem Cultural Center](#)

The Chehalem Cultural Center was created to “inspire and enrich lives” through the celebration of the arts, community, education and heritage.³ The building used to be a school. It is now home to an art gallery and exhibition hall, 3 art classrooms, a clay studio, a music recording studio, and a 5,200 square foot ballroom. The Center also plans to build a 250-seat theater, a conference center and a movement studio.

¹ City of Newberg. As of 11/07/2018

² Newberg Public Library, Know Your Local Government. Leah Griffith. 10/04/2018

³ [Chehalem Cultural Center](#), Chehalem Park & Recreation District. Accessed 10/02/2018

[Newberg Cultural District](#)

The Newberg Cultural District sits between the Cultural Center and the Newberg Public Library. It was created with the help of the City of Newberg, Chehalem Park and Recreation District, the Cultural Center and the Library, providing a space for relaxing activities. It is also great for events like Tunes on Tuesdays.

[Hoover-Minthorn House Museum](#)

The Hoover-Minthorn House Museum shows the role Newberg played in the nation. After his parents died, a young Herbert Hoover moved to Newberg to live with his uncle and aunt, Dr. Henry John and Laura Minthorn. Of course, this is before he became the 31st president of the United States! The Minthorns came earlier so Henry John could work as the first superintendent of Friends Pacific Academy, which is now George Fox University, a nationally-known Christian university. So the Minthorns left a legacy in Newberg and the nation as well.⁴ Museum curators have put items in the house that used to belong to the Minthorn family as well as Hoover's actual bedroom furniture set, pieces from George Fox University and local residents.

[Chehalem Valley Chamber of Commerce](#)

The Chehalem Valley Chamber of Commerce supports almost 400 area businesses from Newberg, Dundee, St. Paul and Dayton. It assists local businesses, helps those who want to start a business through the Chehalem Valley Innovation Accelerator and does business recruitment. As an active community partner, it sponsors the Newberg Fresh Truffle Marketplace, the Newberg Camellia Festival & Run/Walk, Taste Dundee and other local events.⁵ The Chamber also founded the Newberg Downtown Coalition, which continues to make life great for area residents.

[Newberg Downtown Coalition](#)

The Newberg Downtown Coalition is a volunteer organization that uses the [Main Street Approach](#) to foster community-based revitalization through physical upgrades, events and promotions.⁶ It manages the Newberg Farmers Market and supports the Holiday Tree Lighting, Art Walk and many other events. The Coalition also does business recruitment, specifically in the downtown core.⁷

⁴ [Hoover-Minthorn House Museum](#). Accessed 10/09/2018

⁵ [Chehalem Valley Chamber of Commerce](#). Accessed 10/10/2018

⁶ [About the Newberg Downtown Coalition](#), Newberg Downtown Coalition. Accessed 10/10/2018

⁷ Accomplishments. <http://www.newbergdowntown.org/accomplishments/>. Accessed 10/10/2018

Social Service Organizations

[Love INC](#)

Like the town’s founders, many of Newberg’s residents participate in religious services. The city is home to over 40 churches, such as Presbyterian, Seventh-day Adventist, Latter-day Saints, Catholic, and independent congregations. Twenty-four churches located in Newberg and neighboring communities work with Love in the Name of Christ (Love INC). Founded in 2004, it organizes church volunteers to use their resources and skills to uplift the community and has assisted over 3,500 families. It connects local residents to specific congregations that offer the specific services they need and helps the churches meet these needs, such as home heating, food, and medication. Love INC also offers classes for financial management, nutrition, job skills and more. Lastly, it runs the Newberg Community Shelter to offer women a safe home and help to get back on their feet.⁸

[Newberg Area Habitat for Humanity](#)

Newberg Area Habitat for Humanity is the local chapter of the global Habitat for Humanity that “brings people together to build homes, communities and hope.” In addition to fixing and building homes, it supports fair housing policies and teaches home maintenance skills. To qualify for the home ownership program, you must have a need for a better house, be a low-income resident with the ability to pay a mortgage, and have the desire to partner with Habitat. The nonprofit also runs the Restore, which keeps good building and housing materials out of landfills by reselling them to the community at a low cost.

[Yamhill Community Action Partnership](#)

The Yamhill Community Action Partnership is a nonprofit that meets housing, energy, food and youth service needs in the county. Every year, it gives around 1,500 residents funds to pay for utilities during emergencies and makes 30 homes more energy efficient. It collects and gives away 1.5 million pounds of food to over 35 sites, including elementary schools and public housing complexes. It also helps youth between 11 and 21 years old by offering job training and placement, leadership and life skills coaching, and even housing.

Recreation

[Chehalem Park and Recreation District](#)

Phase I of the Chehalem Aquatic and Fitness Center redevelopment – which includes a new aquatic wing with dressing rooms, showers, a kiddie area, saunas, and lap lanes – shows how the Chehalem Park and Recreation District (CPRD) has grown during its 50-year history. In 1967, the District owned 14 acres of citizen-donated land and operated the City of Newberg’s outdoor pool and parks. Since then, it has grown to over 200 acres, with recreational sites in Newberg, Dundee

⁸ [Loving Our Neighbors](#), LOVE, INC. Accessed 10/02/2018

and Yamhill County. It maintains an 18-hole golf course, walking and equestrian trails, a BMX park, a dog park and so much more. It also offers park shelters, halls, meeting rooms and event spaces for rent. The District organizes educational activities for all ages, such as summer camps and classes at the Senior Center.⁹

The District continues to expand the recreational options for residents. The Chehalem Heritage Trail Plan guides the creation of a 70-mile network to connect parks, regional trails, and historical and cultural sites. Phase II of the Aquatic Center's redevelopment includes renovating the original building to create a gymnasium and elevated track. In September 2018, the Oregon Parks and Recreation Department chose to give CPRD \$287,000 to build Friends Park, a 9-acre neighborhood park in south Newberg. A private contractor will donate nearly \$300,000 in labor, which shows the community support for the CPRD.¹⁰

[Champoeg State Heritage Area](#)

Champoeg State Heritage Area shows Newberg's role in Oregon history, as it is the site of the state's first provisional government. Located on the Willamette River five miles outside of Newberg, the 622-acre area includes the Historic Butteville Store, perhaps the oldest continuously operating store in Oregon. Also, visitors can use its campground with full-hookup sites, tent sites, yurts and cabins. Each site type has at least one site accessible to those with disabilities. The grounds also include flush toilets, hot showers and a meeting hall.¹¹

Education Attainment

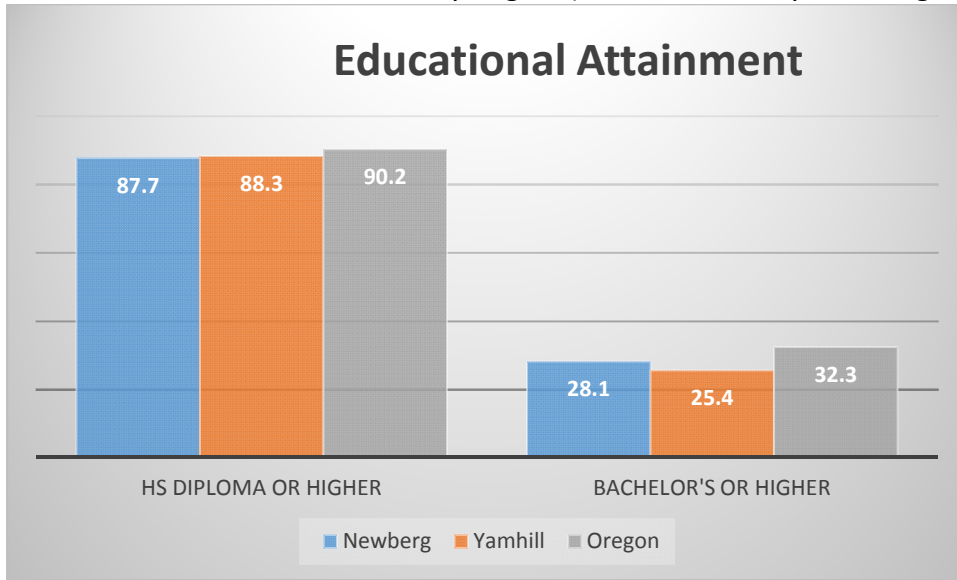
Newberg residents go to college at a slightly lower rate than state residents overall. However, the median household income is higher than that of the state as a whole. More of Newberg's residents participate in all levels of education than the county overall (see Chart 1). The Latin-American community, the city's largest community of color, obtains at least a high school diploma and at least a bachelor's degree at much lower rates than the White, non-Latin American community (rates of 43.3% and 24.4% less respectively). Chart 2 shows that women get at least a high school diploma or a bachelor's degree more often than men.

⁹ [Chehalem Park & Recreation District](#). Accessed 10/09/2018

¹⁰ [The Story of Friends Park](#), Chehalem Park and Recreation District. Accessed 10/11/2018

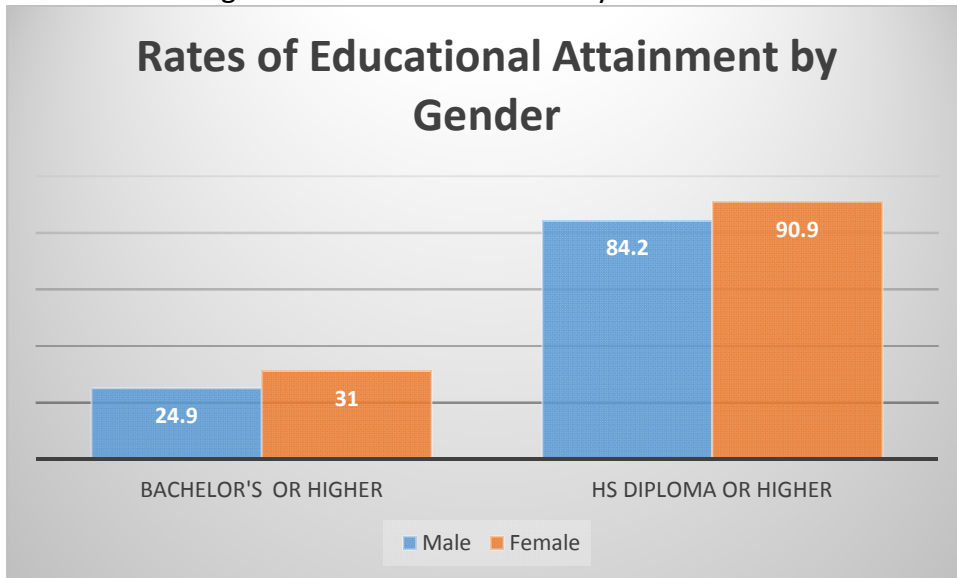
¹¹ [Champoeg State Heritage Area](#), Oregon State Parks. Accessed 10/09/2018

Chart 1: Educational Attainment by Region (for residents 25 years of age or older)



Source: Educational Attainment, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Chart 2: Newberg's Educational Attainment by Sex



Source: Educational Attainment, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Education Opportunities

From elementary school to advanced degree programs, Newberg has many educational opportunities.

[Newberg Public Schools \(SD 29J\)](#)

Newberg Public Schools (NPS) runs ten schools that serve a total of 5,000 students from Yamhill, Washington, and Clackamas Counties.¹² Chehalem Online Learning Alliance, a Grade K-8 school, gives online as well as in-person classes and offers each student a tailored learning plan.¹³ While 20% of all students are Hispanic/Latino, 91% of staff are White.¹⁴ Ever English Learners and students with special needs each make up 14% of the student population¹⁵ and 46% are economically disadvantaged.¹⁶

Beginning with its migrant preschool program, NPS strives to meet all of its students' academic needs. It offers interventions, tutoring programs and English Language Development support starting in elementary school.¹⁷ Middle and high schools host Advancement via Individual Determination (AVID), an academic success program, and offer online and mobile student classes. This has led to students achieving Standardized Achievement Test (SAT) scores higher than both state and national averages.¹⁸ In addition to support services, NPS provides various enrichment programs such as a dual language immersion program at the elementary level and a middle school (STEM) program. The high school offers an alternative learning program called Catalyst, study abroad opportunities, and classes at Portland Community College. From music to sports to academic competitions, NPS has many activities in and outside of the classroom.¹⁹

[Performance Standards](#)

English Language Arts (2017-18)

- Elementary schools scored the same as last year but middle and high schools scored below last year
- Middle schools did not meet the scores for achievement or academic growth goals last year or for their 3-year average
- High school students met the score for their 3-year average

¹² [Quick Facts about Newberg Public Schools](#), Newberg Public Schools. Accessed 11/08/2018

¹³ [Chehalem Online Learning Alliance](#), Newberg Public Schools. Accessed 10/3/2018

¹⁴ Oregon At-A-Glance District Profile: Newberg SD 29J, 2017-2018, Oregon Dept. of Ed.

¹⁵ Ibid.

¹⁶ [Quick Facts about Newberg Public Schools](#), Newberg Public Schools. Accessed 11/08/2018

¹⁷ [Migrant Program](#), Newberg Public Schools. Accessed 11/08/2018.

¹⁸ [Quick Facts about Newberg Public Schools](#), Newberg Public Schools. Accessed 11/08/2018

¹⁹ 2017-18 ESSA District Accountability Details Report, Oct. 24, 2018, Newberg SD 29J. Oregon Dept. of Ed.

Mathematics (2017-18)

- Only elementary schools met the math standard either last year or for their 3-year average
- Non-Asian students of Color scored at least 25 points less than Asian and White students in elementary and middle school and 15 points less in high school
- Middle schools did not meet the scores for achievement or academic growth goals last year or for their 3-year average

[Veritas School](#)

Newberg offers its families private school options as well. Veritas School, a Christian grade PK-8 school, uses the Harkness Method for its 230-member student body in every class. This conversation-based teaching style focuses on creating skills in deep thinking and communication. Ranked #6 on Oregon Live's 2018 list of the state's best private schools,²⁰ the student-teacher ratio is 13-1 and commonly all of the graduates to college.²¹

[C.S. Lewis Academy](#)

C. S. Lewis Academy is another private, Christian school in Newberg. It has an enrollment of 101 students and student-teacher ratios that range from 9:1 in elementary school to 7:1 in high school. Most students play on a sports team and participate in clubs and service projects such as food, toy and clothing drives, yard work for elderly residents, and community performances.²² It ranked 16th on Oregon Live's list of the state's best private schools.²³

[Portland Community College, Newberg Center](#)

Portland Community College, Newberg Center, offers lower-level college courses. Students may enroll in the Oregon Transfer Module, which lets them transfer to a State of Oregon community college or university. The center is located on a 16-acre site, which has an 11,000 square foot Learning Garden. It is in a LEED Platinum certified building, which is the first college building in the state that produces just as much energy as it uses because of its utilization of solar panels and energy-saving systems.²⁴ The Center provides advising, counseling, disability services and a discount of up to 100% for elderly students.

[George Fox University](#)

George Fox University is a private, Christian institution offering undergraduate, accelerated undergraduate and post-graduate degree programs.²⁵ The most popular of the more than 40

²⁰ [The 20 best private schools in Oregon and how much it costs to attend them](#), Oregon Live. Accessed 09/24/2018

²¹ [Veritas School](#), Niche. Accessed 10/02/2018

²² C.S. Lewis Academy 2018-2019 Profile.

²³ [The 20 best private schools in Oregon and how much it costs to attend them](#), Oregon Live. Accessed 09/24/2018

²⁴ [Newberg Center](#), Portland Community College. Accessed 09/24/2018

²⁵ [Academics at George Fox](#), George Fox University. Accessed 09/24/2018

study areas are business, engineering and nursing. GFU also has nearly 50 minors, 11 masters and 5 doctoral degrees. Most of its 4,140 students attend the 106-acre campus in Newberg. The Portland Center and Salem Site focus on programming for working adults. Students get the benefit of a small university with a student-teacher ratio of 14:1. The Bruins take sports seriously, as the women's track & field team won the 2018 National Championships. Last year, GFU ranked 1st in Oregon in *Money* magazine's list of "Best College's for Your Money," and 5th best overall in the nation for Christian colleges.²⁶ The student body is committed to community involvement, volunteering 250,000 hours yearly around the region, state and world.²⁷

Population

With a population of 23,795,²⁸ the City of Newberg has grown by 7% since 2010. Newberg is growing faster than the county, the Portland Metro Area and the state. It is estimated to grow to 36,709 by 2040.²⁹ Partially because of the university, the median age is 32.7. This is six years younger than Oregon's median age.

Nearly 80% of the total population identify as "White alone, not Hispanic or Latino," which is 3% more than the state as a whole. Latin-Americans make up the next largest ethnic group at 14.5%. Almost all (90%) of these residents are of Mexican ancestry. People of "2 or More Races" make up 3.6%, while Asians make up 1.9% and Native Americans make up 1.2%. Blacks and Pacific Islanders each add under 0.2%.³⁰ Over 12% of residents older than 5 years old speak a language other than English, which is 3% higher than the state overall. There are also fewer residents born outside of the U.S. by percentage than statewide. The Latin-American population will probably increase in the next few years based on the fact that 20% of students in Newberg Public Schools identified as "Hispanic" for the last five years.^{31,32}

Households and families

There are 8,126 households in Newberg. Most people (67.1%) who live with someone else live with family members, including children or spouses. The rest either live alone or with non-family members. Over 13% of heads of family households are single women, 5% more than in 2010, while only 3.7% are single men. Nearly a third (32.1%) of "householders" currently raise their own children. The average household size for home owners is 2.59, which is basically the same as in 2010. The average size for renters is 2.66.³³ The overall average size is 2.62.³⁴

²⁶ ["George Fox University ranked first in Oregon in 'Money' magazine's 'Best Colleges for Your Money' list"](#), George Fox University News Releases, July 17th 2017. Accessed 10/03/2018

²⁷ [Community Contributions](#), George Fox University. Accessed 10/10/2018

²⁸ Certified 2017 Population Estimates, Portland State University, College of Urban & Public Affairs: Population Research Center
²⁹ Yamhill County Final Forecast Tables, 2018, Portland State University, College of Urban & Public Affairs: Population Research Center

³⁰ Demographic and Housing Estimates, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

³¹ Oregon Dept. of Ed. Oregon Report Card: Newberg SD 29J, 2013-14 – 2016

³² Oregon At-A-Glance District Profile: Newberg SD 29J, 2017-2018, Oregon Dept. of Ed.

³³ Selected Housing Characteristics, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

³⁴ [QuickFacts: Newberg city, Oregon](#), US Census Bureau. Accessed 12/07/2018

Income and Poverty

Newberg’s median household income, \$56,119, is over \$3000 more than last year but \$791 less than the state’s. Last year it was only \$195 less than the state’s. It is \$2,273 less than the county’s, and grew less over the past year.³⁵ However, while the average annual wage (2017) in Newberg, at \$42,000 is approximately \$1,000 higher than the in Yamhill County, it is over \$8,000 less than in the state and \$27,000 less than in neighboring Washington County.³⁶ The median housing cost is \$251,800, which is almost 10% more than in 2010.³⁷

Men who work full-time make \$47,161 yearly while women earn \$42,796. While the difference in pay is nearly \$1,000 less than it was last year, it is still quite large at \$4,365. This difference in pay is less than that of the state (\$9,819) and county (\$7,257). The jobs men and women have may be part of the reason. Men fill over 81% of computer, engineering and science occupations, while women work in over 70% of education, legal, community service, arts and media jobs.³⁸ However, in Polk and Yamhill Counties, when men and women do the same types of jobs, men still earn more – as high as 29% in managerial positions.³⁹

In Newberg, 17% of residents live in poverty, over 3% higher than the county rate. The percentage of single mothers with 1-2 children who live in poverty has dropped 10% since 2016. Still they are at a major risk, especially when compared with single mothers in the county and state.⁴⁰ Yamhill County has a child poverty rate of 22.5%, 17th highest in the state.

Table 1: Poverty Rates

	Over all	Single Mothers*
Newberg	17.0	60.6
County	13.7	47.0
State	14.9	36.1

Source: Poverty Status in the Past 12 Months, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

* Families with female householder, no husband present, with 1-2 children under 18 years of age

Those who identify as Some Other Race and Black are at the highest risk of poverty by far (see Chart 3). Because Spanish is the second-most widely spoken language, the Latin American population probably makes up most of this group. While the percentage of Whites (not Hispanic) living in poverty is less than other groups. However, because they make up most of the

³⁵ [Data USA: Newberg, OR](#). Accessed 09/21/2018

³⁶ Newberg Overview, Abisha Stone. 01/28/2019

³⁷ Selected Housing Characteristics, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

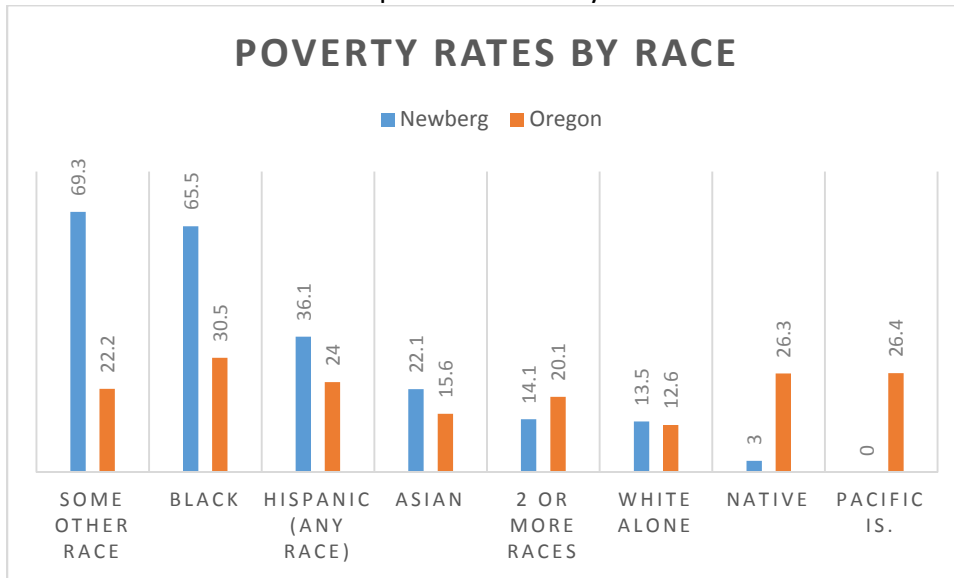
³⁸ Occupation by Sex for the Civilian Employed Population 16 Years and Over, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

³⁹ [Data USA: Newberg, OR](#). Accessed 09/25/2018

⁴⁰ Poverty Status in the Last 12 Months of Families, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

population, they account for most of the residents living in poverty (63.7%), followed by Latin Americans of any race (32%). Also women are 60% more likely to live in poverty than men.⁴¹

Chart 3: Rates of Racial Groups below Poverty Level*



Source: Poverty Status in the Past 12 Months, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

*NOTE: Black, Native American, Pacific Islander data is subject to potential error due to small population sizes

The chance of child abuse and neglect may increase with higher rates of poverty. However, this is not the case in Yamhill County, which is the 6th safest county for children under 18 (7.5 survivors/victims per 1,000 residents). Also, while the poverty rate is higher than the state's,⁴² the violent crime rate of Newberg-Dundee is half the state's (1.26 incidents per 1,000 residents in Newberg⁴³ to 2.64 in Oregon⁴⁴). This makes the 2-city area the 8th safest in the state.⁴⁵ Similarly, it is the 7th most food secure, with 87.5% of residents not having to worry about where their next meal will come from.⁴⁶ To help with those residents who do worry about food, the Newberg Farmers Market accepts SNAP benefits.⁴⁷

Industries

Manufacturing contributes nearly a fourth of all private employment in Newberg, which is 10% more than the state's manufacturing base.⁴⁸ This is due in large part to A-dec, the largest single employer in the county and the largest dental equipment and furniture manufacturer in the

⁴¹ Ibid.

⁴² Poverty Status in the Past 12 Months, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

⁴³ [Offenses Known to Law Enforcement by City, 2016: Oregon](#). Uniform Crime Reporting, Federal Bureau of Investigation

⁴⁴ [Crime in the United States by State, 2016](#). Uniform Crime Reporting, Federal Bureau of Investigation

⁴⁵ [Oregon's 20 Safest Cities of 2018](#). Safewise. Kemsley, Tamarra. Accessed 11/29/2018.

⁴⁶ [Oregon by the Numbers](#), 2018 Ed., pages 109-111. The Ford Family Foundation.

⁴⁷ [Newberg Farmers Market](#). Accessed 11/14/18

⁴⁸ Newberg Overview, Abisha Stone. 01/28/2019

world.⁴⁹ However, metals and machining also play a role in the local manufacturing base. This diversity causes the sector to grow more slowly but also in a more stable manner, leading to lower market highs but also higher market lows.⁵⁰ George Fox University's presence boosts education and health services to comprising another fourth of Newberg's total jobs, which is also 10% more than in the state. Leisure and hospitality, the third largest contributor, has grown significantly because of the county's wine industry. With an annual wage of \$20,500, these positions, while many, pay the less than half of Newberg's overall private sector wage average.⁵¹

Between 2006 and 2017, Newberg added 1,400 jobs, an 18% increase, outpacing the state and county by 8%.⁵² In 2019, Newberg's economy will keep growing but at a slower speed. By 2027, the Mid-Willamette Valley region, is expected to see an increase in job growth of 12%, which will mean 10,400 new jobs in Newberg.⁵³ Manufacturing will account for 2,100 of them. It will grow throughout the region as well, which is both good and bad for Newberg. On one hand, there will be more jobs offered in Newberg. On the other, because Newberg's job growth is happening at the same time as it is in other places, the city will have to compete to hire and keep the same pool of workers.⁵⁵ Health care, which grew 32% from 2006 to 2017, will grow another 20% from 2017-2027. Leisure and hospitality, which grew 71% (550 jobs) over the last decade, will grow another 13% (1,520 jobs) during the next decade.⁵⁶

⁴⁹ Interview: Bret Baker, 12/21/2018

⁵⁰ Employment in Yamhill County: A Summary Through August 2018. O'Connor, Pat. State of Oregon Employment Dept.

⁵¹ Newberg Overview, Abisha Stone. 01/28/2019

⁵² Newberg Employment, Abisha Stone. 01/28/2019

⁵³ Employment in Yamhill County: A Summary Through August 2018. O'Connor, Pat. State of Oregon Employment Dept.

⁵⁴ Newberg Employment, Abisha Stone. 01/28/2019

⁵⁵ Employment in Yamhill County: A Summary Through August 2018. O'Connor, Pat. State of Oregon Employment Dept.

⁵⁶ Newberg Employment, Abisha Stone. 01/28/2019

Table 2: Top 10 Employers in Newberg*

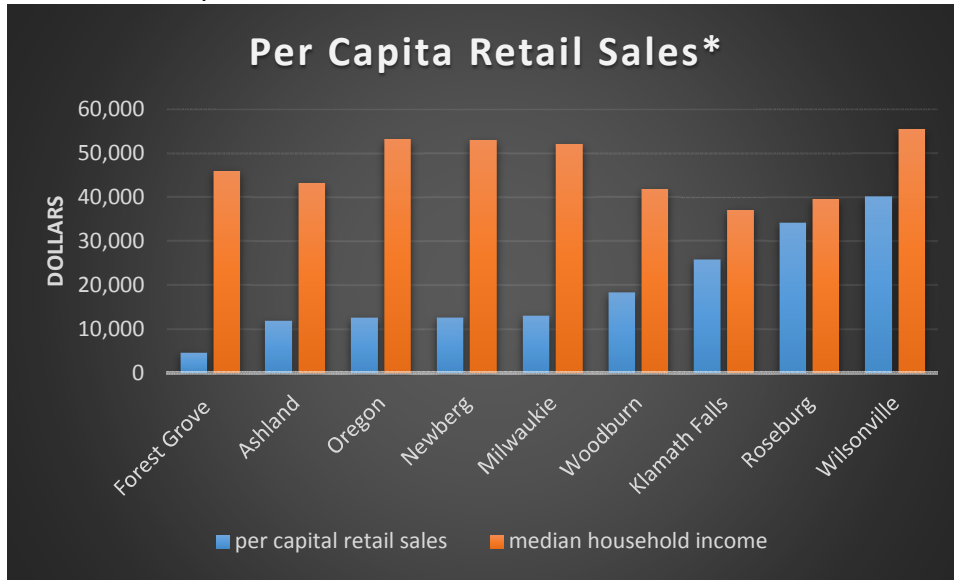
Employer	Employees	Product Description
A-dec & A-dec Global Inc	1,240	Dental equipment and furniture manufacturer
Newberg Public Schools	577	Local Public Education institution
George Fox University	569	Higher Education institution
Fred Meyer #220	280	Retail goods store
The Allison Inn & Spa	200	Luxury inn
City of Newberg	145	Local government
Friendsview Manor Inc	115	Retirement community
DCI International	111	Dental equipment and furniture manufacturer
Climax Portable Machine Tools Inc	100	Machining manufacturer
Providence Newberg Medical Center	99	Medical center

Source: Business License Information, City of Newberg

*Business License Information not up to date for Newberg businesses.

While Newberg’s annual retail trade per capita – how much money is spent per person – was just above the state’s, it did worse than most cities with a population around the same size as Newberg (see Chart 4). The three cities with the highest retail trade values more than doubled Newberg’s. Two of those places (Klamath Falls and Roseburg) are at least 70 miles from the nearest large city. The other (Wilsonville) is closer to a big city than Newberg is. Newberg probably does better than Forest Grove and Ashland because it is farther than both of these small cities from large regional areas. When looking at income, it is clear that proximity to large cities, not income, is the deciding factor. Because Newberg is close to the largest metro area in the state, if it wants to keep more of its money in the local economy, it might think about investment in the local retail sector. However, because it is so close to Portland, it would be difficult to compete with the high number of options nearby. Newberg should also think about how the internet is changing how people shop.

Chart 4: Per Capita Retail Sales for Cities within 2000 residents of Newberg’s Population[^]



Source: Economy-Wide Key Statistics: 2012, 2012 Economic Census of the United States

* All information is retrieved from 2012

[^] Retail sales include sales shipments, receipts revenue, or business done

Occupations and Employment

Both Yamhill County and Oregon reached their lowest unemployment rates ever in August 2018 – 3.5% for the county and 3.8% for the state. Both are better than the nation’s rate of 3.9%. Statewide employment has been growing faster than the county since the recession. But over the last year, the county, at 3.1%, has grown more quickly than both the state (2.2%) and the nation (1.6%).⁵⁷ With a larger private sector than the state overall, Newberg has nearly 5% fewer public employees than the state as a whole.

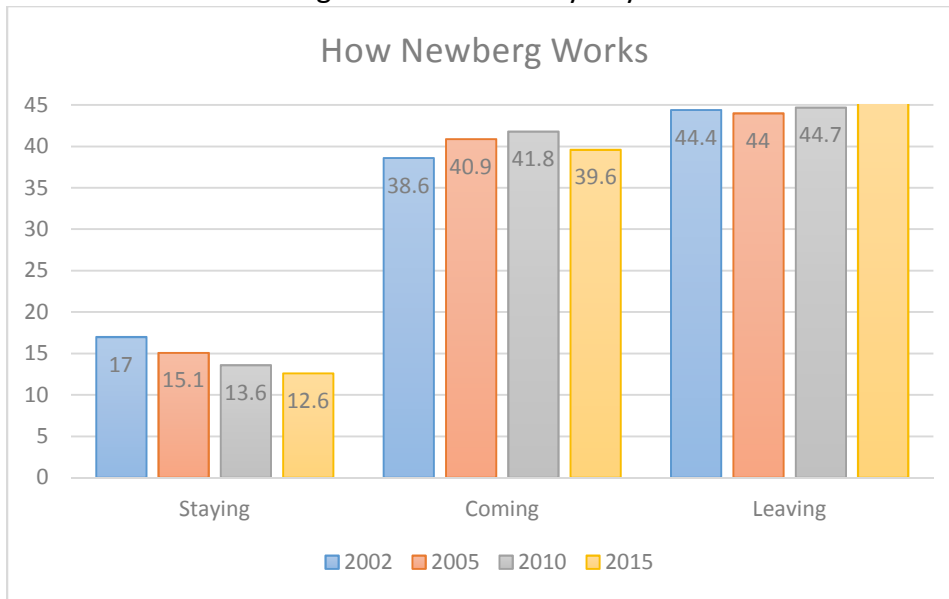
As more people and businesses come to the region, the number of Newberg residents who work in the community has also increased.⁵⁸ However, the percentage of this group has decreased overall during the last 10 years (see Chart 5). The Portland Metro Area attracts 51% of Newberg workers, a 3% increase from a decade ago. Additionally, other counties have also drawn more workers, causing the percentage of Newberg residents that work in Yamhill County to drop nearly 5% (see Chart 6).⁵⁹

⁵⁷ Employment in Yamhill County: A Summary Through August 2018. O’Connor, Pat. State of Oregon Employment Dept., page 2

⁵⁸ OnTheMap, US Census Bureau, Center for Economic Studies, 2015. Accessed 10/30/2018

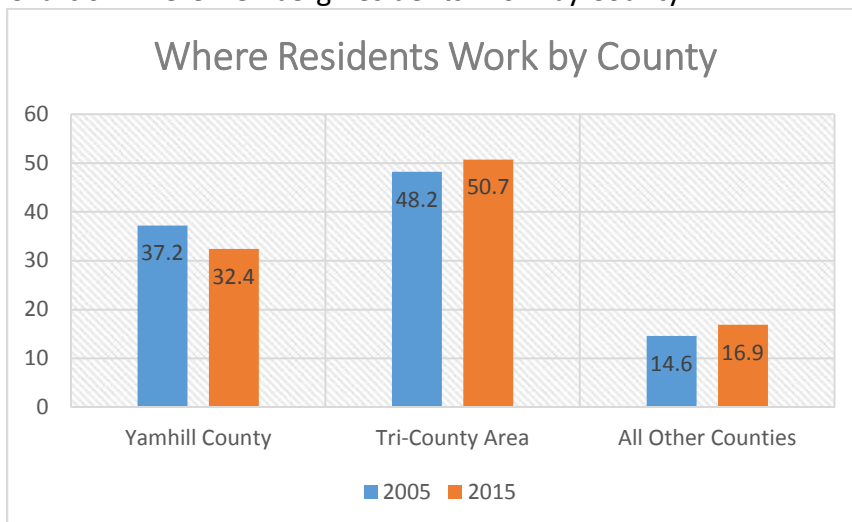
⁵⁹ Employment in Yamhill County: A Summary Through August 2018. O’Connor, Pat. State of Oregon Employment Department. 10/11/2018

Chart 5: Where Newberg Residents Work by City



Source: OnTheMap, US Census Bureau, Center for Economic Studies, 2015. Accessed 10/30/2018

Chart 6: Where Newberg Residents Work by County



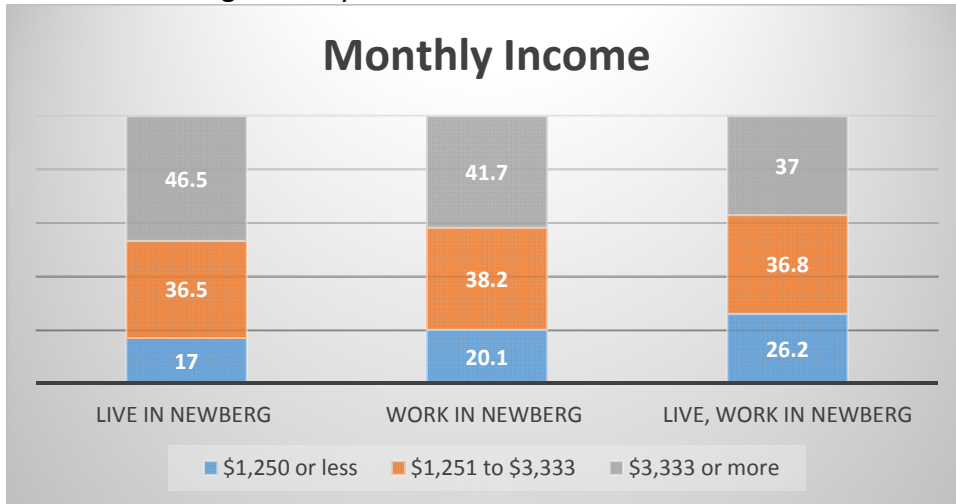
Source: Employment in Yamhill County: A Summary Through August 2018. O'Connor, Pat. State of Oregon Employment Department. 10/11/2018

Right now, Portland (8.3%), Tualatin (6%), Tigard (6%) and Beaverton (5.7%) have the largest draw on Newberg's workforce.⁶⁰ While Portland always attracts the most, the order of the rest of the cities changes often, possibly meaning there is increased economic competition throughout the metro area. This might be because of an increase in higher paying positions. Residents who leave Newberg for work typically get paid more than those who work in Newberg (see Chart 7). The fact that they commute to other communities might suggest that Newberg's high-paying employers are being outperformed by their counterparts in neighboring cities. As it

⁶⁰ OnTheMap, 2015, US Census Bureau, Center for Economic Studies. Accessed 10/30/2018

is the second largest city in the county, its ability to attract workers has a large impact on the county’s ability overall. While Newberg’s ability to keep its residents has decreased over time, it still has much more success than its neighbors, except for McMinnville, which employs (38%) of its residents. This may be because it is larger and 15 miles farther from Portland and only 4 miles closer to Salem than Newberg.

Chart 7: Newberg Monthly Income



Source: OnTheMap, US Census Bureau, Center for Economic Studies, 2015. Accessed 10/30/2018

It should not be surprising that residents who leave Newberg for work tend to make more money because of our close proximity to Portland. To continue to compete with neighboring cities for our local workforce, Newberg must continue to become a place where businesses can grow. This also means that we must better train our youth for the in-demand positions local businesses look to fill. We are starting to do this in manufacturing through Newberg High School’s School to Work Program. In the program, the district will partner with local businesses to improve the career technical education curriculum.⁶¹ This will help local students and local businesses connect to each other.

Business Development

From a home-based soap company to an international dental tool manufacturer, Newberg is home to over 1,712 businesses – the second most in Yamhill County.⁶² Public, private and non-profit organizations work hard to make sure this number only goes in one direction: up.

[Newberg Economic Development Strategy \(2016\)](#)

In 2015, the Chehalem Valley Chamber of Commerce entered Newberg into America’s Best Communities, a national community grant competition, earning \$50,000 as a quarterfinalist.

⁶¹ [“Peterson will lead school-to-work program,”](#) Newberg Public Schools. Accessed 09/26/18

⁶² Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places: 2012 Survey of Business Owners

Newberg used these and other funds to create an economic development plan. The Plan outlines ways to use the city's location and assets to create more local opportunities in the manufacturing, healthcare, wine, hospitality and high tech industries.⁶³ This, in turn, led to the Newberg Economic Development Strategy.⁶⁴ The Strategy has four sections – industry; commerce; business development and workforce; tourism and hospitality. The Task Force chose local organizations to lead teams to complete each of the pillars' goals. Some of the goals have already been met, as you can see in the Economic Development Annual Reports for [2017](#) and [2018](#). For example, the Chamber of Commerce led a team that created the Chehalem Valley Innovation Accelerator to help businesses get on their feet.⁶⁵

[Chehalem Valley Innovation Accelerator](#)

Established in 2016, The Chehalem Valley Innovation Accelerator, connects people who want to start a business to organizations that can help them, like local governments, regional economic development organizations, universities, and other businesses. Chehalem VIA provides, start-up money, networking, workspace, mentoring and business development. It focuses on manufacturing, high-value agriculture and medical-dental but also connects people with organizations in other fields. In exchange for using local resources, businesses that finish the program commit to working in the Chehalem Valley for at least 2 years.⁶⁶

Housing

Newberg has a total of 8,580 housing units, and only 5.3% of them are vacant. Single-unit detached homes make up the majority of housing at 63.7%, followed by buildings with 20 or more units (6.6%) single-unit attached (e.g. triplex, rowhouse) at (6.5%). The percentage of 1-unit detached homes increased slightly over the last year while the other two housing types decreased. Forty percent of the housing stock was built after 1990, 5% more than the stock of the state, which shows that Newberg is growing faster than the state as a whole. Newberg's median house value of \$251,800 is nearly \$15,000 less than Oregon's. However, it grew nearly \$23,800 since last year, which is \$5,000 more than the state increase. It is closing the gap with Yamhill County, whose median property value is \$254,000.

Housing costs largely mirror the trends of the state (see Table 3). However, the income share used for rented and mortgaged housing exceeds that of the state overall, although Newberg's median household income is more than the state's.⁶⁷ As 28% of Newberg's renters face a severe rent burden (pay at least half of their income on housing), the city has major housing challenges.⁶⁸ This has caused a great demand for housing-related services. Direct housing assistance (28.4%)

⁶³ [Newberg: one of America's Best Communities](#), Chehalem Valley Chamber of Commerce. Accessed 10/01/2018

⁶⁴ Newberg Economic Development Strategy, 2016, page 4

⁶⁵ Ibid. page 37

⁶⁶ [Chehalem Valley Innovation Accelerator](#). Accessed 10/10/2018

⁶⁷ Selected Housing Characteristics, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

⁶⁸ Understanding HB 4006 (2018) New Statutory Requirements, DLCD and OHCS Webinar for Larger Cities, Sept. 21, 2018, Oregon Housing and Community Services

and utilities (28.2%) are the most widely used services.⁶⁹ The City expects to complete a housing needs assessment by fall 2019, which will give direction for future development. Currently, there seems to be a great need for multi-family housing.

Table 3: Housing Costs of City and State

Housing Type	Newberg		Oregon	
	30%+*	Median cost	30%+*	Median cost
Rental	56.3	1027	52.9	988
Owned, mortgage	37.5	1657	32.3	1594
Owned, no mortgage	16.2	522	15.4	497

Source: Selected Housing Characteristics, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

* 30%+ means cost is at least 30% of income

Land Need and Supply

In 2004, the Newberg Planning Division did a Buildable Land Inventory of both vacant and redevelopable land within the urban growth boundary (UGB) (see Table 6). The city had a total of 778 acres of buildable land with clear designations for how the land could be used. Its urban reserve area has 467 more acres without any designations. Based on how the population was expected to grow, the city needed 13,124 housing units between 2005 and 2040. To meet this need, Newberg decreased residential lot sizes and created programs to encourage building projects that have smaller housing units.⁷⁰ As the population grows, more land will be needed for other purposes, like schools, religious practices and recreation.

The need for land for businesses is rising as well. To keep its small-town feel, Newberg will have smaller neighborhood and community shopping centers instead of larger ones. This means that it can use the smaller plots already in the UGB. Still this will not be enough to meet its needs. Newberg will also have to make and attract more family-wage jobs in areas like manufacturing.

⁶⁹ [211Info Client Contacts by Category](#), Communities Reporter, Oregon Community Foundation and the OSU Rural Studies Program. Accessed 10/05/18

⁷⁰ City of Newberg Comprehensive Plan, 2018, pages 60-61

Table 4: Summary of Buildable Lands Needed, 2004

	Future Buildable Acres Needed	
	2005 – 2025	2026 – 2040
Residential	360	1009
Commercial	6	109
Industrial	40	157
Parking	85	115
Institutions	164	233
TOTAL	655	1,623
Buildable reserve	X	467
GRANT TOTAL	655	1,156

Source: City of Newberg Comprehensive Plan, 2018, page 65

Development Plans

Here are some plans that have been created to meet some of our land needs:

[Newberg Downtown Improvement Plan \(2016\)](#)

Phase I of the Newberg Dundee Bypass in 2018 greatly reduced traffic downtown. This means that the area can now be a better place for walking and biking, which will attract new businesses and help existing ones to thrive. The Newberg Downtown Improvement Plan was made to improve the good things the area already has and create a place in which people can live, shop, work and play, all mixed into the same spot. The plan was also made so that downtown would be easier to get to from the areas around it.⁷¹

[Springbrook Master Plan \(2008\)](#)

Springbrook Master Plan outlines a plan to make a District based on the historic Springbrook community.⁷² The District covers 450 acres of mostly agricultural land in the northern portion of the city limits. The Plan includes 1,200 housing units, from condos to houses. Walkways and trails will go through the entire area and lead to a village center that will have shops, restaurants and a gathering space. The site already includes the Allison Inn and Spa, a luxury hotel with a spa, conference rooms and a farm-to-table restaurant. Land is also set aside for a mix of housing, retail and other businesses. There is also a place for a proposed church close to where a church used to be. Fifty acres of park and open space will be spread throughout the area. Lastly, the Plan is designed for more eco-friendly living.⁷³

⁷¹ City of Newberg Downtown Improvement Plan, 2016, pages 1-2

⁷² Springbrook Master Plan, 2008

⁷³ Ibid.

[Riverfront Master Plan \(in development process\)](#)

The Willamette River has held importance to local residents since before the city was founded.⁷⁴ The community is in the process of creating the Newberg Riverfront Master Plan to enhance the 450-acre area. Right now there is housing, open spaces and neighborhood parks as well as the WestRock Mill site (paper mill) and the Rogers Landing boat ramp and park. The Plan will recommend the right mix of business and housing with outlines for walking and biking paths that connect to other parts of the community.⁷⁵ The city expects to reveal the Plan in the summer of 2019.

[Newberg 2030 \(in development process\)](#)

The City is trying to expand its urban growth boundary to meet housing and business needs. Finished in 2017, Phase I included a community survey, a draft buildable lands inventory, a draft list of expansion study areas, and an action plan. During Phase II, the City will finish the inventory and choose study areas.

[Crestview Crossing Planned Unit Development](#)

The property owner turned in plans to build 299 housing units and one commercial lot on a 33-acre area in northeast Newberg. The project will take place over the next 10 to 15 years. There will be 18 single-family homes on large lots, 230 cottage homes and 51 multi-family homes. Twelve single-family detached houses will be sold below market rate to families earning below Newberg's median income in order to add more affordable housing to the area. Nearly 4.5 acres is designated for business use. Pathways will connect open spaces, recreation areas and wetlands.⁷⁶

Infrastructure

The City of Newberg has adopted and is implementing the following infrastructure plans:

- [ADA/Pedestrian/Bike Route Improvement Plan \(2007\)](#)
- [Stormwater Master Plan \(2014\)](#)
- [Sanitary Sewer Infiltration & Inflow Study \(2015\)](#)
- [Transportation System Plan \(2016\)](#)
- [Water Master Plan \(2017\)](#)
- [Wastewater Master Plan \(2018\)](#)
- [Comprehensive Plan \(2018\)](#)

⁷⁴ [Back in time: Yamhill Valley – 1859](#), News Register. Accessed 09/26/2018

⁷⁵ [City of Newberg Riverfront Master Plan, 2018](#), City of Newberg. Accessed 10/04/2018

⁷⁶ [Crestview Crossing PUD, received August 23, 2018, page 3](#), 3J Consulting, Inc.