

Council Study Session

February 28, 2022

Agenda Item	ECONorthwest Economic Diversification Study	
From	Joseph Lessard	City Manager
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Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input checked="" type="checkbox"/>	

SUMMARY

ECONorthwest has requested an opportunity to meet with the City Council to solicit its input for a grant funded project developing an Economic Diversification Strategy for the Ashland. The project will build on the firm’s recent economic development work to develop a strategy for the city that includes implementable actions focused on economic resiliency. This strategy will build on the context set in the City’s previous work, including the 2007 Economic Opportunities Analysis, 2010 Economic Development Strategy, the Business Retention and Expansion survey completed by the Chamber of Commerce, and the recent Travel Ashland visitor analysis (2020).

ECONorthwest is conducting outreach in the form of key person interviews, a stakeholder survey, and focus groups for the project. For this meeting, they will brief the City Council on the project and engage in a discussion to gather Council perspectives. The discussion will include several broad questions related to the local economy.

NEXT STEPS

The final Economic Diversification Strategy is expected to be completed in late May or early June. Staff will follow-up with the ECONorthwest consultants to request a second session with the City Council for a presentation on the final Diversification Strategy report and its recommended actions.

FISCAL IMPACTS

No fiscal impacts.