

IMPLEMENTATION PLAN

TOPIC 4

Economic Development



GOAL: Oregon will have an economically diverse tax base that expands employment and commercial opportunities.

#	OBJECTIVE	STRATEGIES	RESOURCES
4.1	Initiate programs that encourage residents and visitors to shop locally. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Coordinate a Shop Local program and other local shopping events with the Oregon Area Chamber of Commerce. Investigate the potential for a business incubator or shared commercial kitchen, including surveying potential users. Conduct a counter survey in businesses. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] Heart On Main Street [LINK] Sample Counter Surveys (contact NIU Center for Governmental Studies for examples) [LINK]
4.2	Strengthen the downtown business district. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Ensure parking requirements are not overly burdensome to small businesses including surveying businesses on parking needs and monitoring usage of existing spaces. Work with the Chamber to learn the interests and needs of business owners, customers, and visitors. Connect with educational institutions and public agencies that offer technical assistance to businesses. Solicit input from businesses on what assistance is desired. Encourage residents and visitors to patronize downtown businesses. Work with building owners to improve facades through façade grants and other means. Pursue historic preservation programs to assist building owners. Establish and publicize an information source for building improvement programs. Investigate obstacles to investment or reuse. Evaluate underutilized buildings for residential potential, including mixed use options. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] Heart On Main Street [LINK] SBA District Office [LINK] Sauk Valley Community College Small Business Development Center (SBDC) [LINK] Batavia Boardwalk Shops [LINK] CMAP Guide: Parking Strategies to Support Livable Communities [LINK] Case Study: Fargo, ND Parking Strategy [LINK] Property Tax Abatement Program [LINK] USDA Rural Business Development Grants [LINK]
4.3	Grow the tourist industry. PRIORITY: HIGH ●	<ul style="list-style-type: none"> Investigate creating a Tourism Improvement District. Coordinate tourism efforts with Ogle County. Encourage participation in Illinois Made. Market overnight stay options. Encourage development of meeting/event space. Grow the event calendar and strengthen existing events. Continue existing successful communication efforts such as Facebook to promote Oregon to visitors. Encourage development of more overnight lodging. Investigate improvements and additions to local lodging through updates to existing lodging and conversion of other buildings to small scale inns. Continue to develop recreation opportunities and connected businesses. Market recreational opportunities. 	<ul style="list-style-type: none"> 2022 City of Oregon Hotel Study Illinois Made [LINK] Tourism Improvement Districts [LINK] Case Study: Virginia Tourism Improvement District [LINK] City of Oregon Tourism Promotion Micro-Grant [LINK] Recreation Economy for Rural Communities [LINK] Illinois Tourism Attraction Grants [LINK] Illinois Tourism Private Sector Grants [LINK]
4.4	Promote commercial development at major roadway intersections along IL Route 64, IL Route 2, and Pines Road. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Meet with local realtors and developers to discuss commercial opportunities along Oregon's corridors. Develop corridor subarea plans. Coordinate with Oregon Area Chamber of Commerce to promote available commercial sites. 	<ul style="list-style-type: none"> APA PAS QuickNotes: Corridor Planning [LINK] APA PAS Report: Commercial Corridor Redevelopment Strategies [LINK] ULI Commercial Corridor Resources [LINK] LISC Commercial Corridor Resources [LINK] Redeveloping Commercial Corridors [LINK] Oregon Area Chamber of Commerce [LINK]

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TOPIC 4

Economic Development [CONTINUED]



GOAL: Oregon will have an economically diverse tax base that expands employment and commercial opportunities.

#	OBJECTIVE	STRATEGIES	RESOURCES
4.5	Identify areas bordering the present city limits for potential annexation. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Identify potential annexation areas, particularly focusing on commercial and industrial opportunities. Get to know landowners and discuss their plans for their property, including potential annexation. 	<ul style="list-style-type: none"> APA Annexation Studies [LINK] Annexation Guide (Municipal Research and Services Center of Washington [LINK]) Municipal Annexation Principles and Methods in Illinois [LINK]
4.6	Attract new businesses and support existing businesses. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Identify opportunities for City officials to promote Oregon such as ICSC, Illinois Municipal League, etc. Post information for available sites in a readily accessed location. Provide a summary sheet or potential site plan for proposed developments. Maintain ties with county, regional, and state level planning agencies. Encourage agriculture-adjacent industries. Pursue multi-industry/multi-sector development. Work with site selectors to recruit new industry. Meet with property owners and realtors to discuss challenges to attracting desired development and remedies to overcome them. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] USDA Rural Business Development Grants [LINK] International Council of Shopping Centers (ICSC) [LINK] Illinois Municipal League [LINK] Blackhawk Hills Regional Council [LINK] IDOT Traffic Counts [LINK]
4.7	Encourage local entrepreneurship and small businesses. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Work with the Chamber to learn workforce needs. Talk to youth about what it would take to keep them in town after graduation or bring them back after college. Meet with business owners to discuss workforce issues. Recruit former residents to return to Oregon and open businesses. Connect existing and potential business owners with technical support. 	<ul style="list-style-type: none"> Oregon Area Chamber of Commerce [LINK] SBA District Office [LINK] Rethink Western Michigan [LINK] Illinois DCEO Workforce Development [LINK] Highland Community College Business Services [LINK] Illinois Small Business Development Center at Sauk Valley Community College [LINK] City of Oregon Façade Grant [LINK] City of Oregon Commercial Lease Subsidy Grant [LINK]
4.8	Ensure access to high speed internet throughout the city. PRIORITY: MEDIUM ●	<ul style="list-style-type: none"> Investigate additional internet providers who could serve Oregon. Coordinate with existing and prospective businesses to understand their broadband needs. 	<ul style="list-style-type: none"> Illinois Office of Broadband [LINK] BroadbandNow Illinois [LINK] Broadband Status in Ogle County [LINK] APA PAS Report: Planning and Broadband [LINK]
4.9	Investigate and support adaptive reuse of underutilized commercial and industrial buildings. PRIORITY: LOWER ●	<ul style="list-style-type: none"> Establish and publicize an information source for building improvement programs. Investigate obstacles to investment or reuse. Encourage creative ideas for reuse. 	<ul style="list-style-type: none"> City of Oregon Façade Grant [LINK] City of Oregon Commercial Lease Subsidy Grant [LINK] APA PAS QuickNotes: Adaptive Reuse [LINK] APA Research Knowledge Base: Grayfields Reuse and Redevelopment [LINK] Case Study: Wisconsin Main Street Program Adaptive Reuse Examples [LINK] Case Study: Why Adaptive Reuse of Industrial Buildings Is a Good Investment [LINK]