

ECONOMIC VITALITY

VISION: Corvallis is home to a vibrant, diverse and sustainable economy anchored by a broad spectrum of local, environmentally-friendly businesses.

Goal 1: By 2040, 100% of residents and businesses will support the local economy through buying, investing, and/or producing locally.

Strategy 1: Educate residents, institutions, and businesses to think local first when buying products and services.

Action 1: *Continue to support* the “Buy Local First” campaign.

Action 2: *Assist* institutional buyers, such as the school district, college and university, government, and healthcare providers in adopting policies that favor purchase of local goods and services first.

Action 3: *Increase awareness and use of* locally focused economic transactions such as local currency and business-to-business trades.

Strategy 2: Promote investment in local businesses by residents and businesses.

Action 1: *Promote* non-traditional local and regional funding mechanisms that match businesses with non-accredited individual investors.

Action 2: *Facilitate* community investment in large, cooperative, renewable energy installations (e.g., cooperative ownership of a large photovoltaic array).

Action 3: *Educate* about opportunities for businesses, institutions, and residents to save at local credit unions, banks, and cooperatives that invest locally.

Strategy 3: Foster the production of local products and services.

Action 1: *Support* local cultivation and production of agricultural goods and products for which there is a regional market.

Action 2: *Support* the local development and production of renewable and reduced-carbon energy sources.

Action 3: *Support* green and appropriate technology in Corvallis.

Goal 2: By 2040, 100% of businesses will use sustainable practices.

Strategy 1: Assist businesses in adopting practices and policies that foster sustainability.

Action 1: *Adapt* existing sustainability “best practices” guidelines for local businesses.

Action 2: *Promote* the adoption and implementation of sustainability guidelines by local businesses.

Action 3: *Recognize and build* community support for businesses that implement sustainable practices.

Goal 2: (continued)

Strategy 2: Assist sustainable businesses to thrive in Corvallis.

Action 1: *Support* local government in making sustainability a priority when promoting economic development.

Action 2: Encourage the establishment of sustainable business clusters and local business-to-business transactions.

Action 3: Encourage businesses focused on import substitution (e.g., local renewable energy and local food).

Strategy 3: Promote just and cooperative relationships between employees and employers.

Action 1: *Encourage* businesses to provide living wage employment and provide recognition to those that do.

Action 2: *Research* models of cooperative ownership.

Action 3: *Provide* resources for businesses seeking to adopt cooperative ownership structures.

Goal 3: By 2040, 100% of residents will engage in community networks that meet their needs while minimizing resource consumption.

Strategy 1: Support a thriving local arts and entertainment economy.

Action 1: *Support* opportunities for local artisans, craftspeople, and musicians to promote and/or sell their products and services.

Action 2: *Attract* a variety of artists of all disciplines.

Action 3: *Utilize* regional media to promote local arts and entertainment.

Strategy 2: Promote resources within the community that do not require the exchange of US dollars to meet people's needs.

Action 1: *Develop* a directory of resources that will enable residents to engage in community networks, including libraries, extension services, and other resources promoting reuse, repair, bartering, and sharing of goods and knowledge.

Action 2: *Increase* the awareness and use of local currency and bartering options

Action 3: *Provide* opportunities for inter-generational sharing of knowledge and expertise.

Strategy 3: Promote the reuse, repair, and sharing of items.

Action 1: *Assist* in publicizing and distributing the Corvallis Area ReUse Directory.

Action 2: *Identify and publicize* local repair services.

Action 3: *Facilitate* the sharing of tools and skills within neighborhoods and among businesses and organizations in the community.