



# Council Study Session

Date: October 16, 2023

<b>Agenda Item</b>	Revenue Study	
<b>From</b>	Mariane Berry; Sabrina Cotta	Finance Director; Deputy City Manager
<b>Contact</b>	<a href="mailto:mariane.berry@ashland.or.us">mariane.berry@ashland.or.us</a> , #541.552.2015; <a href="mailto:scotta@ashland.or.us">scotta@ashland.or.us</a> , #541.552.2106	
<b>Item Type</b>	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input checked="" type="checkbox"/> Presentation <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Public Hearing <input type="checkbox"/> New Business <input type="checkbox"/> Old Business <input type="checkbox"/>	

## **SUMMARY**

Discuss and receive Council guidance on areas of focus that Staff and Consultant will work together on in terms of the City’s revenue options for bolstering, supporting, and sustaining our long-term economic well-being.

## **POLICIES, PLANS & GOALS SUPPORTED**

Council Vision: Ashland is a resilient, sustainable community.

Council Priority: Economic Development including ensuring City processes such as planning are supportive of attracting new business and supporting those already here; Affordability.

Council Values: Community affordability; Quality of life that underpins the City’s economic vibrancy; Excellence in governance and city services; Sustainability through creativity, affordability and rightsized service delivery.

## **BACKGROUND AND ADDITIONAL INFORMATION**

EcoNorthwest (EcoNW) was the consultant for the Ashland Chamber of Commerce’s Economic Diversification Study (September 2022) and the City of Ashland Housing Production Strategy (May 2023). Their extensive work in these areas translated into strategies and actions that both the Chamber and the Planning Department have implemented and are continuing to implement, both good launch points for the Revenue Study.

While reviewing the City’s needs in terms of its current revenue streams, Staff believes an integrative approach with other City initiatives is necessary to ensure cohesive and effective outcomes. Using recent and available data and resources, we will discuss various paths on which to focus in order to arrive at actionable steps. Working with a consultant, potentially EcoNW, the goal of this work is to develop a course of action that will not only strengthen the City’s revenue streams but also secure its long-term financial viability through a number of City initiatives, including efforts by Planning in their Economic Opportunities Analysis and Facilities with their Facilities Optimization Plan. For this reason, the Revenue Study is necessary as it speaks to other income sources not addressed by Planning and Facilities.

This study session assists in defining the focus – we will look at cost recovery options, establishing a district, business/industry advancement, among others.





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## **FISCAL IMPACTS**

The approved budget for consulting services for this work is \$58,200 for the BN23-25.

## **SUGGESTED NEXT STEPS**

Council will confirm Staff and Consultant focus for the Revenue Study.

## **REFERENCES & ATTACHMENTS**

N/A