



IDENTITY CLARK COUNTY

HIGHLIGHTS of 2006

MISSION STATEMENT:

To assemble and focus corporate leadership and investment in a shared community agenda for economic expansion and vitality.

ICC BOARD OF DIRECTORS:

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RETURN ON DOWNTOWN INVESTMENT STUDY

Following on the heels of success of the City of Vancouver's Esther Short Redevelopment Plan, ICC partnered with the City to conduct a study of the **return on investment of development** that took place under that plan. While Consultant Paul Lewis did the research that produced quantifiable investment vs. return, it was not possible to place a dollar value on creation of community pride and sense of community that emanated from the initial investment that has taken place in downtown Vancouver. As one might guess, the tax revenue return to the City and State is significant. Additional tax revenue "winners" are the Vancouver School District, Clark County, C-TRAN, Fort Vancouver Regional Library and Port of Vancouver.

This report provides **extensive evidence as to the value of public investment** to attract private investment in our community. We will also use the study results to advance the concept of tax increment financing at the state level. (Results of the entire study are available on ICC's website, www.identityclarkcounty.org.)

VANCOUVER CITY CENTER VISION PROJECT

Identity Clark County is pleased to have been a partner with the City of Vancouver and the Port of Vancouver in the creation of the *Vancouver City Center Vision (VCCV) Project* - which sets the table for the next round of development. The VCCV **expands the initial redevelopment plan** from 30 blocks to 130 blocks. As with the Esther Short Plan, an Environmental Impact Statement (EIS) is being prepared for the VCCV which serves as further investment incentive for private development by having available properties "shovel ready". (The Vancouver City Center Vision Plan is available ICC's website, www.identityclarkcounty.org.)

ICC HOSTS REGIONAL TOLLING FORUM

Identity Clark County hosted a *Tolling Forum* in partnership with the Cascadia Project/Discovery Institute bringing tolling experts from Florida, Colorado, California, London, Chicago and Vancouver BC. Our audience consisted of **125 transportation and policy decision makers** from throughout the greater Vancouver/Portland metropolitan region for an educational/information session to learn of tolling and transportation funding trends throughout the rest of the US and other

TAMI NESBURG
Regents Bank

JERRY NUTTER
Nutter Corporation

ROGER QUALMAN
Norris Beggs & Simpson

PAT SHEAFFER
Riverview Community Bank

TOM VanSWERINGEN
The Vancouver Clinic, Inc.

KEITH WALLACE
Frumenti, Lander & Wallace, P.S.

ICC INVESTORS:

Andersen Construction
Arch & Nancy Miller
ARCHITECTS Barrentine.Bates.Lee AIA
Bank of America
Bank of Clark County
Battle Ground Chamber of Commerce
Biggs Insurance Services
Bill Marshall
Cadet Manufacturing
Camas-Washougal Chamber of Commerce
Chicago Title Insurance Company
Clark County Title Company
Coldwell Banker Commercial,
Jenkins-Bernhardt Associates
Columbia Credit Union
Columbia Machine, Inc.
CREDC
Controltek, Inc.
Corwin Beverage Co. /
Pepsi-Cola Bottling Co. of Clark County
David Evans & Associates, Inc.
Davidson Insurance
Don and Mary Jean Millar
DSP Architecture, PLLC
Duggan Schlotfeldt & Welch PLLC
Edward Lynch
Eric Fuller & Associates
Evergreen Memorial Gardens, Inc.
Frumenti, Lander & Wallace, P.S.
Gaither & Sons Construction Company
Garrett Electric Sign Company
Georgia-Pacific Corporation
Gramor Development
Greater Vancouver Chamber of Commerce
Hewlett Packard Company
Holt Homes, Inc.

parts of the globe. The full forum is accessible on our website and CVTV is re-broadcasting it regularly. With dramatically dwindling federal and state transportation funds, it's time to learn what is working to fund transportation in other parts of the world.

LEGISLATIVE AFFAIRS

ICC lobbyist Rick Wickman and Ginger Metcalf are in contact daily during the state legislative session. **Challenges and strategies change on a minute-to-minute basis** during the session and close communication keeps ICC on top of the issues. ICC's 2007 Legislative Agenda focuses on transportation, economic development and higher education funding. (The legislative agenda in its entirety is available on ICC's website www.identityclarkcounty.org.)

Clark County citizens voted NO on I-912 thus preserving \$244 million in state transportation projects identified for this region. The campaign was led and funded by ICC investors. We are convinced that prior citizen education through our Transportation Priorities Project (on how transportation is planned and funded) played a significant role in the defeat of I-912.

CLARK COUNTY GOVERNMENTAL AFFAIRS ROUNDTABLE (CCGAR)

It is through this arm of ICC that we work with the entire County on legislative issues. Fifty plus representatives sit on the roundtable – from the medical community to the world of education – to discuss those **legislative issues that affect “the whole.”** Recently we convened those members who have requests for funding at the federal level to brief the local staffs of Senator Murray, Senator Cantwell and Congressman Baird. The information gathered is meant to better enable our federal delegation as they deliberate the allocation of limited funds.

The **Transportation Alliance** “branch” of the Roundtable heads to Olympia next month to spend a day with our local delegation and Senate and House Transportation Committees and staff to lobby for additional transportation funding for Clark County. This is an annual group event. ICC staff provides testimony at many committee hearings and select meetings with individual legislators on a regular basis.

BUSINESS AND OCCUPATION TAX . . . OR NOT?

At Identity Clark County's 2006 fall strategic planning session, the board concluded that ICC should lend strength to the business community's opposition to the City of Vancouver's adoption of a B and O Tax. Along with the Greater Vancouver Chamber of Commerce, the Columbia River Economic Development Council and Vancouver's Downtown Association, we were able to convince the City that

iQ Credit Union
 J. Simpson McKibbin Co.
 JD White, a division of BERGER/ABAM
 JH Kelly LLC
 J.L. Storedahl & Sons
 Johnson Bixby & Associates, LLC
 Keith Koplan
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 Mason Nolan
 Miller Nash LLP
 Mitchell Bower, Jr., Consulting
 MVP Video Productions, Inc.
 Nanette M. Walker, CPA
 Nierenberg Investment Management Co., Inc.
 Nies Insurance Agency Inc.
 NAI - Norris Beggs & Simpson
 Nutrition Now, Inc.
 Nutter Corporation
 NW Natural
 Pacific Die Casting Corporation
 Pacific First Realty, Bernard F. Stea
 Pacific Lifestyle Homes, Inc.
 Pacific Power Products Company
 Patricia and Charles Bishop
 PGP Valuation, Inc.
 Prestige Development LLC
 Providence Health Plans
 Realvest Corporation
 Rebound / Northwest Surgical Specialists, P.C.
 Regence BlueCross BlueShield of Oregon
 Regents Bank
 Riverview Community Bank
 Robertson and Olson Construction, Inc.
 Ronald O. Keil
 RSV Construction Services
 Schnitzer Steel Industries, Inc.
 Schwabe, Williamson & Wyatt, P.C.
 Scott Milam
 Sharp Microelectronics of the Americas
 Skanska USA Building
 Southwest Washington Medical Center
 Stoel Rives LLP
 Team Construction, Inc.
 Tensolite / A Carlisle Company
 The Amphitheatre at Clark County
 Quincunx of Washington, LLC
 The Columbian
 The Holland, Inc.

implementation of a business license per employee fee would be more palatable to the business community. **We committed to working WITH the City** to lobby our legislature for additional funding mechanisms and worked through the fall with ICC Lobbyist Rick Wickman to devise a strategy to obtain legislative authority for local options. Senate and House bills for local transportation options have been written, presented and await committee approval before going before the full Legislature. ICC is taking an active lobbying role in this legislation.

SHARING OUR SUCCESSES

ICC Executive Director, Ginger Metcalf, and City of Vancouver Economic Development Director, Steve Burdick, were invited to be the featured speakers at the Mt. Hood Community College Foundation Business Summit presenting **“Investing in our Community by Strengthening Public Private Partnerships.”** ICC was also represented on the Metro Council’s *“Get Centered”* panel on urban development. Additionally, ICC is a regional contributor to *Oregon Business Magazine*. It is rewarding to share the efforts and successes of Clark County’s business community contributions to partnerships that are **“making a difference.”**

SO, HOW DO THESE PROJECTS – AND MORE! – END UP ON ICC’S TABLE?

Annually the Identity Clark County Board of Directors looks deep into the soul of ICC and asks itself, “Is there a need for an organization like ICC?” It is this board’s conclusion that **ICC provides unique strength and leadership to the community and its economic health** that no other entity provides – which is why two-thirds of ICC’s efforts are focused on transportation and legislative affairs – neither of which is very glamorous but certainly essential to the economic health of the region. **Legislative affairs and transportation** are often intertwined and are dependent on one another in many ways.

ICC’s **Emerging Issues** Committee has the responsibility of reviewing the many opportunities that are presented to the organization. If a program, project or issue fits the mission of ICC, it is then passed on to the board for further consideration. The results of the board’s adopted 2006 / 2007 projects – in addition to the basic transportation and legislative affairs projects – are:

- ICC will be a financial partner in the feasibility study for the proposed Center for the Arts; further participation is yet to be defined.
- The Main Street Project (Vancouver) is still a priority for Identity Clark County – which is further reason to focus energy on local transportation funding options at the state legislative level as the entire re-do of Main Street falls under the City of Vancouver’s Transportation Department.
- Access to Vancouver’s waterfront, including rail berm issues.
- Where does Pearson Air Park fit in the future of Clark County?

The Scott Horenstein Law Firm PLLC
The Vancouver Clinic, Inc.
Thompson Metal Fab, Inc.
Tom Burkholder
Uptown Village Association
U.S. Bank
Vancouver Business Journal
Vancouver Ford
Vancouver's Downtown Association
Ward and Lois Cook
Wells Fargo Bank

LOBBYIST:

RICK WICKMAN

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No year – or project – is without its challenges and perceived benefit to the greater good of Clark County. ICC's board of directors maintains a broad interest in the future of this region and its economic health, and a tight rein on how much we can do and how well we can do it.

FINANCIAL ACCOUNTABILITY

Identity Clark County's board of directors is pleased to report that 2006 highlights noted above - *and more* - were achieved on actual expenditures of \$217,500 with a staff of two full-time employees.

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What have you done for your village today?

