

# Economic Development

**It's about the market.**



# Business Models

- The fundamentals of business models have changed little over the years.
- Markets change, but the measure of success remains the bottom line.
- No economic developer can make a business profitable.
- A developer can only react to, estimate and project market conditions.

# Port as Economic Developer

- The Port focuses on marine and transportation sectors, and the North Spit.
- The South Coast Development Council's primary focus is countywide recruitment.
- The Port's secondary mission focuses on how to make the most of the opportunities presented to us.

# What factors make a community desirable to a business?

- A business seeks the ability to make money by lower costs or unique attributes that the market agrees cannot be duplicated elsewhere.
- That is basically it.
- In my observations, the most successful rural communities are successful because they are pragmatic.

# Much To Do About Coal

- There are many reports in the media regarding the export of U.S. coal.
- The Port has received a Sierra Club open records request.
- The Port strives for transparency.
- Coal has been identified as a favorable cargo in the Section 203 process, among other cargos.
- The process of designing a Port to handle bulk commodities does not differ much from commodity to commodity.

# Much To Do About Coal

- Coos Bay Rail Link has a finite capacity.
- The high number of ship calls precludes the use of the general purpose cargo terminal.
- At present the Port has not entered into any contracts other than non-disclosure agreements with such companies. However, I do know that at some point the opportunity to consider a contract is likely.
- Staff recommendation will be based on the best business model, factoring in employment, investment and versatility for diversity.