

# E.C.I.I

## Estacada's Center for Industrial Innovation

*Community created, nationally distributed*

# Meet the Team



Sydney  
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# SWOT

## Strengths

- Growing Population
- Location
- Community Focused
- Tax Incentives
- Infrastructure

## Weaknesses

- Media Outreach
- Social Media

## Opportunities

- Training Programs/Internships
- Campus Branding
- Communication Plans
- Sustainable Leadership

## Threats

- Lack of Trust
- Regulation Changes

# Publics

## **Primary Public**

Timber Business Owners  
Ages 50-55

## **Secondary Public**

Construction Business  
Owners

Ages 50-55

# Timber Owners

Oregon is the #1 state for timber manufacturing

E.C.I.I is home to Sauter Timber

Foundation set for future timber industry

52% of Clackamas County is federal forest land

Timber is forecasted to make 6k jobs in Oregon

# Construction Owners

11.6% of construction workers in Oregon either work or live in Estacada

Clackamas County is home to 560 Industrial Firms

Construction is a leader for Estacada's work opportunities

# Goal #1

**Goal:** Increase the number of businesses in the Industrial Campus

**Objective:** Grow the number of businesses in the Industrial Campus by 10% between January 2026–2028

**Target Public:** Timber business owners looking to move their business

**Tactic:** Send physical mail flyers to every timber business owner/union in the greater NW + coalitions

# Goal #1 Implementation

**Type of Objective:** Action

## **Measurement of Success:**

- Physical development of businesses
- Check that there has been at least 5% increase within a year

**Timing:** Check in every six months for development updates and every year for the number of lots filled

# Budget & Timeline

## Goal #1

**Total Cost: \$883**

**Timeline**

**Number of Units:**

**500**

**Cost Per Unit:**

**\$1.76**

Send out flyers on Feb. 1, 2026 to each business, unit and coalition list.

Mail flyers 10x throughout the year to 50 businesses at a time.

# Messaging: Business Mailer

## GROW YOUR BUSINESS IN ESTACADA'S INDUSTRIAL CAMPUS

Estacada's Industrial Campus sits at the center of the Northwest timber corridor, offering modern infrastructure and room to expand. Estacada is ready to help your business grow.

**Strategic location. Supportive community. 3-year property tax exemption for eligible businesses.**



### E-Commerce Overlay: Built for Modern Industry



The Industrial Campus includes an E-Commerce Overlay, supporting businesses that:

- Ship products regionally and nationally
- Integrate online orders with on-site production or warehousing
- Need reliable transportation connections and digital infrastructure

### 3-Year Property Tax Exemption for Eligible Investment

Through the City of Estacada's Enterprise Zone, eligible businesses can receive a full, three-year property tax exemption on new improvements.

You may qualify if your business:

- Moves to or expands within the Estacada Industrial Campus
- Invests in new buildings, equipment, or facility upgrades
- Creates or keeps qualifying jobs in the community

### Ready to Explore Your Options? Contact Us!

City of Estacada – Community Development (Zoning & Planning)

**Phone:** (503) 630-8286

**Email:** [planning@cityofestacada.org](mailto:planning@cityofestacada.org)

**Web:** [cityofestacada.org](http://cityofestacada.org)

CITY OF  
**ESTACADA**  
unexpected / untamed / unforgettable

# Goal #2

**Goal:** Increase awareness of growth opportunities on the Industrial Campus

**Objective:** To host six open-house events for businesses between January 2026– December 2028

**Target Public:** Construction business owners looking to expand their business

**Tactic:** Post via City of Estacada's Facebook and Instagram, modify post graphic/caption based on analytics of platform.

# Goal #2 Implementation

**Type of Objective:** Awareness

## **Measurement of Success:**

- 10% engagement on posts from small, local/regional construction businesses, measured by likes, shares and comments
- 20 construction business members in attendance per event

**Timing:** Host an open-house event every four months and look at sign-on rate within a year of hosting events

# Budget & Timeline

## Goal #2

**Total Cost: \$119.99**

**Timeline**

**Number of Units:**  
**360 posts**

**Cost Per Unit:**  
**~0.33 per post**

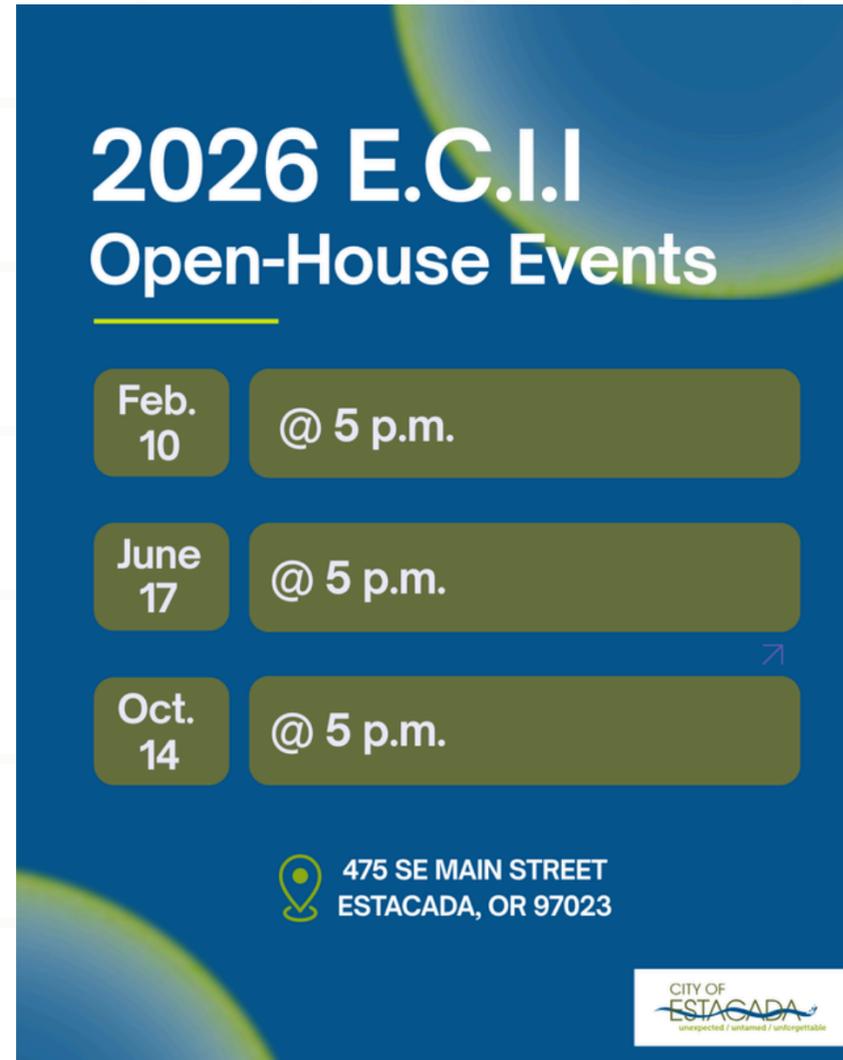
**Approx. 360 posts across two years**

**3 posts per week on Tues, Wed, and Thurs.  
+ 1 post per day for 3 days leading up to event**

# Messaging



Announcement Post



Save the Date



Event Recap Carousel

# Messaging



## E.C.II

### Where Your Business Takes Off



**Business Spotlight**



*“Relocating my company here has been one of the best decisions I have ever made. The sense of community has helped our business thrive.”*

*-Joe Smith, Business Owner*

**Business Spotlight**



*Joining the Industrial Campus has completely transformed our business. The infrastructure, support, and proximity has been a game-changer.*

*-Bob Williams, Business Owner*

# Sources

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