

Select Estacada: Industrial Campus Outreach Plan

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Acknowledgments

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a yearlong partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches

to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

Community partnerships are possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending.

About the City of Estacada

The City of Estacada is located in Clackamas County, Oregon, along the Clackamas River and at the gateway to the Mt. Hood National Forest. With a population of just over 6,000 residents, Estacada combines the qualities of a small community with access to natural, cultural, and economic resources.

Founded in the early 1900s as a timber town and home to workers building the region's first hydroelectric dams, Estacada has continually adapted while preserving its identity as a river-centered community.

Today, Estacada blends small-town character with a vibrant arts culture and abundant recreation. Murals, galleries, and local events highlight a thriving creative community, while nearby forests, rivers, and parks offer year-round opportunities for hiking, rafting, camping, and family activities.

As Estacada continues to grow, city leadership is focused on advancing strategic priorities that support long-term sustainability, economic vitality, and quality of life.

This includes planning for housing, infrastructure, and community amenities that meet the needs of current and future residents while maintaining the city's unique character and connection to the surrounding landscape. With a growing population and a tradition of civic pride, Estacada continues to honor its past while looking toward a sustainable, community-focused future.



Course Participants

UNDERGRADUATE PUBLIC RELATIONS STUDENTS



Aliana Katouzian
PR Student



Amanda Murray
PR Student



Mia Mickelsen
PR Student



Mari Pangelinan
PR Student



Zoë Walkenhorst
PR Student

Course Description



JCOM 472/572: PUBLIC RELATIONS CAMPAIGNS

Public Relations Campaigns (JCOM 472/572) is a capstone course for public relations majors to include professional portfolio presentations and review. Course objectives include applying theory, skills, and a team-based approach to researching, planning, presenting, and implementing a campaign for a client.

Memorandum

To: Jon Legarza and City of Estacada

From: Select Estacada Team

Date: December 10, 2025

Subject: Estacada Final Project Memo

It has been a pleasure working with you over these past ten weeks. This project is a part of our Public Relations Capstone course at the University of Oregon. Our team created a plan to increase awareness of Estacada's 50-acre shovel-ready lot that aims to attract Original Equipment Manufacturers (OEMs). Below you will find a summary of our work and key recommendations to position Estacada as a business-ready city.

Estacada is often overshadowed by more well-known neighboring cities such as Oregon City, Canby, and Wilsonville, despite Estacada's prime business offerings. The 50-acre lot is a prime opportunity for OEMs because of its affordability, location, streamlined development process, and the city's focus on growth. Our team created a targeted outreach strategy to help Estacada stand out in this market.

Campaign Deliverables

- Situation analysis and market assessment
- Target audiences and communication strategy
- A "Shovel Ready" promotional package
- Media outreach strategies with emails and convention recommendations
- Website mockup and recommendations
- Budget and timeline implementation

Thank you for working with us and hosting us in Estacada. We enjoyed learning more about Estacada and how to attract OEMs to the 50-acre lot.

We believe our recommendations will help Estacada stand out and attract OEMs to expand the industrial sector.

Best,

Aliana Katouzian, Mia Mickelsen, Mari Pangelinan, Amanda Murray, Zoë Walkenhorst

Briefing Overview

GOAL

Position Estacada as a business-ready and strategically located destination for OEMs. Progress towards this goal can be measured by website analytics, inquiries, and engagement.

OBJECTIVES

- Increase awareness of Estacada's 50-acre shovel-ready site among regional and national site selections and OEM decision makers.
 - The increased visibility is expected to result in a 25% increase in website engagement over the next 12 months.
- Develop digital campaigns on LinkedIn and website videos highlighting cost efficiency, workforce access, renewable energy, and lifestyle.
 - This is expected to generate 15 OEM inquiries by December 2026 through the implementation of this targeted outreach.

KEY MESSAGES

- Estacada's 50-acre site is purpose-built for OEMs that need room to scale, reliable logistics, and a supportive, business-ready environment.
- Oregon's industrial sector is built for growth, even with tax and regulatory pressures, creating strong opportunities for OEM expansion.
- Estacada differentiates itself by offering a smoother, more cost-effective path to investment, including potential tax deferrals and faster, streamlined permitting.

Estacada Industrial Campus Lot 20



Situational Analysis

BACKGROUND

History

The city of Estacada was founded in 1903 and incorporated in 1905. What started as a small town built to house workers of the Cazadero Dam, eventually transitioned into a logging dominated town. After the decline of the logging community, Estacada has been trying to find its next niche.

Purpose

The purpose of this project is to find OEMs that would be a good fit for a 50-acre plot of land in the city of Estacada. This plant will provide jobs and stability to the greater area, which will allow individuals the ability to work where they live.

Business Model

The city of Estacada generates revenue through taxes, government funding, and local business activity. Additionally, projects such as the 50-acre land development generate income from both land sales and job opportunities. This would allow the city to make improvements that benefit residents and potential visitors.

Business Problem

Estacada is located just 30 miles outside of Portland, making it a desirable setting for those looking to live outside the city but still in proximity. There has been an increase in housing development, but not a similar increase in job opportunities. The 50-acre site holds potential to create more job opportunities, which in turn will help the city expand and generate revenue.

Size and Nature of the Product

The manufacturing industry in Oregon is currently strong and diverse. Small towns surrounding Portland are desirable for these companies because of location and land prices. Manufacturing jobs make up 11% of total jobs in Oregon (Oregon Business & Industry, 2024). Estacada is a prime place for an OEMs as it offers land neighbored by established industrial companies. Furthermore, Estacada is close to beautiful outdoor attractions such as the Bagby Hot Springs, Milo McIver State Park, and Mount Hood, all promoting employee well-being and making it an attractive place to live.

Competition and Market

Neighboring cities such as Oregon City, Canby, and Wilsonville have a similar location appeal to Estacada. The demand for small town living is increasing with the rise in cost of living, making each of these places more appealing than living in the city of Portland. Additionally, they are more developed small towns offering additional grocery stores, lodging for visitors, and fewer resource limitations.

However, the land in Estacada is ready to build in an area with similar manufacturing businesses. There are several incentives available to companies encouraging sustainability and development, making the overall site cheaper to operate. The land is in a Light Industrial Zone, making for a smooth transition for OEMs. Additionally, the city of Estacada is focused on expansion and community well-being as the city begins to make improvements to roads and explores more opportunities for lodging and businesses.

Operational Context

OEM RESEARCH

An OEM is a business model where companies produce products that are purchased by other companies and sold under the purchasing company's name. The OEM is focused on the technical side of the product manufacturing, while the contracting company focuses on the marketing side. Typically, an OEM produces a few niche products.

OEMs focus on building products from a client's pre-existing design and specifications, allowing the client full control over design and intellectual property. There are also ODMs (Original Design Manufacturers). These companies design the product themselves and then manufacture it for a client, often selling it under the client's brand, also known as a white-label product.

SITE SELECTION PROCESS

The most common and formal term refers to the structured evaluation and decision-making process to choose a new location based on cost, logistics, talent availability, tax incentives, supply chain, etc. Decisions are made by internal decision makers, internal influencers, and external stakeholders.

SITE SELECTION EVALUATIONS

- Cost efficiency
- Speed to market (shovel-ready)
- Connected to highways, utilities, and renewable energy
- Holds events throughout the year to network.

Market/Competitive Position

POSITION IN OREGON

Located along Highway 224, Estacada is the midpoint between Portland's metro economy and Oregon's manufacturing corridors.

Its 50-acre shovel-ready industrial site distinguishes it from competitors like Woodburn, Redmond, and McMinnville, where most available sites range from 10-20 acres or require costly infrastructure improvements.

Between 2012 and 2022, Estacada's population grew by more than 40%.

COMPARATIVE ADVANTAGE

Site Readiness:

50 acres, shovel-ready for construction.

Cost Efficiency:

Utility and permitting costs are lower than competitors like Wilsonville, Canby, and Oregon City.

Workforce Access:

Commuting distance.

Infrastructure:

Connected to PGE renewable energy and close to major highways.

Community Partnership:

Direct support with Business Oregon and Clackamas County.

COMPETITIVE CONTEXT

Oregon is competing with Idaho, Utah, and Arizona. Arizona acquired Intel's new semiconductor site by emphasizing its ready-to-build site, renewable energy, and community partnership.

TRENDS

- Estacada is focused on community wealth-building. Site selection trends focus less on corporate incorporation and more on projects that will build the community.
- Utilizing unused land for economic growth. Estacada wants to focus on infrastructure and redevelopment.
- Estacada needs to meet some environmental standards: land use, water usage, not having access to natural gas, and overall environmental impact.
- Making decisions: City Council, economic development organizations, community stakeholders.
- Small towns near tech hubs (Olympia, WA, e.g.) have relatively affordable housing, attracting STEM industries.
- After the pandemic, there is more concern about safety and well-being. Towns can use this to their advantage by offering smaller, local experiences and offering wellness attractions.

SWOT Analysis

STRENGTHS	WEAKNESSES
▪ 50 acres is a large plot, ensuring that the manufacturers will have enough space for manufacturing, parking, equipment, offices, etc. ▪ The plot is less expensive than similar-sized plots of land in the Portland metro area, but it is still easily accessible. ▪ Since this is one of the city's main priorities, permitting, legal certifications, and other bureaucratic processes will be streamlined compared to larger cities. ▪ The plot is shovel ready. ▪ Water is available for use.	▪ The land does not have access to natural gas, so the manufacturer must rely on propane. ▪ There could be environmental laws that impact what can and cannot be produced. ▪ The town is smaller, so attracting workers may be more difficult.
OPPORTUNITIES	THREATS
▪ This could start a wave of other companies putting Estacada on their list of possible expansion sites. ▪ Since Estacada is smaller, it can offer incentives and tax packages to the developers to attract them to the site. ▪ This could be an economic boost for the city and draw skilled workers to the area.	▪ Competition from surrounding areas offering OEM or Original Design Manufacturing (ODM) sites. ▪ Environmental threats to the surrounding areas.

Publics, Stakeholders, and Target Audience

PUBLICS

- Residents who are affected by development, new jobs, and incoming residents.
- Local businesses could increase with new jobs and new residents.
- City officials and the government are interested in logistics and making sure the OEM is a good fit for Estacada.

STAKEHOLDERS

- City of Estacada officials, including council and planning teams.
- Clackamas County Office of Economic Development, working with opportunity zones and general business assistance.
- OEM site selectors and consultants, offering guidance on location and logistics.
- Oregon State Agencies, such as Business Oregon, that offer incentives to new businesses.

TARGET AUDIENCES

Primary Audience: Site Selectors, OEM Decision Makers, Consultants

- **Age:** 30-60
- **Demographic:** Industry professionals involved in industrial development, business analysts.
- **Location:** PNW/ West Coast
- **Interests:** Business expansion, affordable land, shovel ready properties, long term growth.
- **Values:** Shovel ready, cost effectiveness, location, permitting, community partnership.
- **Pain Points:** Regulatory delays, community push back, infrastructure constraints.

Secondary Audience: Current & Prospective Residents of Estacada

- **Age:** 25-55
- **Demographic:** Young families, Commuters, Long Term Residents.
- **Location:** Estacada and individuals looking to relocate to the area .
- **Interests:** Jobs close to home, community events, small town lifestyle, outdoor recreation.
- **Values:** Work-life balance, affordability, community pride, local growth.
- **Pain Points:** Limited job opportunities, local amenities, concerns about growth.

Secondary Audience: Site Selection and Business Media

- **Age:** 28-60
- **Demographic:** Business journalists, economic development reporters, industry analysts .
- **Location:** Portland Area, PNW.
- **Interests:** Emerging development hubs, economic growth stories, land deals, job creation, manufacturing trends.
- **Values:** Credible data, community stories, regional competitiveness.
- **Pain Points:** Limited access to cities, Stand out from competition for economic development news.

Communication Goals and Objectives

CAMPAIGN OUTCOME

Position Estacada as Oregon's most business-ready small city for OEM and advanced manufacturing investment.

SHORT-TERM GOAL

Identify the city of Estacada's value and marketability. Leverage these research-supported findings to develop a communication plan for the city of Estacada.

LONG-TERM GOAL

Generate awareness about the city of Estacada as a known and profitable location for businesses among OEMs, housing/real estate, and commercial publics.

SHORT-TERM OBJECTIVES:

- Conduct research to understand the history of Estacada and areas for potential growth.
- Identify and define the principal value of Estacada's physical and commercial landscape.
- Create initial awareness about the potential of Estacada among businesses and connect the city with committed investors.
- Develop marketing strategies for continued, increased awareness while Estacada integrates new businesses.

LONG-TERM OBJECTIVE

Use research findings about the city's infrastructure and history to develop a clear vision for the future of Estacada.

KEY PERFORMANCE INDICATORS

- Build visibility and credibility among site selectors resulting in a 25% increase in website engagement over the next 12 months.
- Generate 15 OEM inquiries through the implementation of targeted outreach and site selector conventions by December of 2026.

Key Messages

- Estacada's 50-acre site is purpose-built for OEMs that need room to scale, reliable logistics, and a supportive, business-ready environment.
- Oregon's industrial sector is built for growth, even with tax and regulatory pressures, creating strong opportunity for OEM expansion.
- Estacada differentiates itself by offering a smoother, more cost-effective path to investment, including potential tax deferrals and faster, streamlined permitting.

Tactics

TACTIC 1: “SHOVEL READY” PACKAGE

Personalized packages sent to site selectors, media outlets, and possible investors featuring:

1. A miniature shovel inscribed with campaign name, “Select Estacada.”
2. A seed packet with the logo featuring the slogan “Root Yourself in Estacada.”



FIG. 1

Mockup of shovel inscribed with “Select Estacada.”

Image credit: Select Estacada Team



FIG. 2

Mockup of seed packet inscribed with “Root Yourself in Estacada.”

Image credit: Select Estacada Team

TACTIC 2: MEDIA OUTREACH

Utilize a press kit, emails, and press releases to pitch Estacada to site selector conferences and media outlets.

Conferences:

- Site Selector Guild Conference
- Area Development PNW Conference
- Portland Business Journal Events
- Oregon Economic Development Association

Media Outlets:

- Portland Business Journal
- Oregon Business
- Area Development Magazine

Convention and Consultancy

Group Contacts:

Site Selectors Guild (<https://siteselectorsguild.com/>)

- A large company that helps connect companies to local site selectors.
- Hosts a Site Selector Guild Spring Conference.

Oregon Manufacturing Extension Partnership (<https://omep.org/>)

- Helps OEMs strategize.
- Has partner organizations that help with site selection.
- Offers consulting for many different aspects of business.

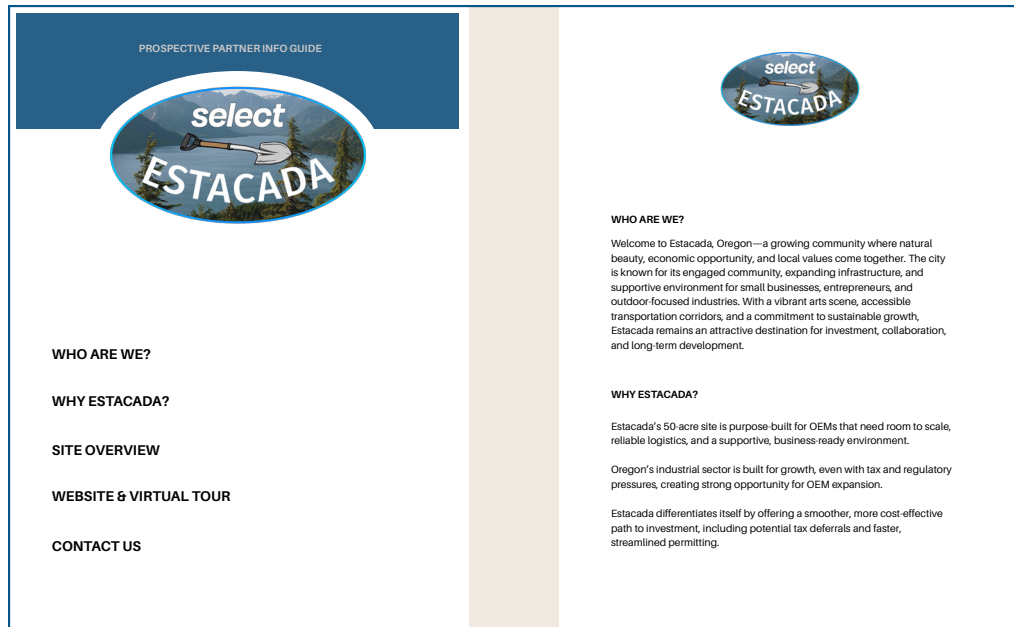
Northwest Engineering (<https://northwestengineering.com/>)

- Headquarters in Portland.
- The website states they “excel at solving challenges in existing sites.”

FIG. 3

Press Packet Mockup.

Image credit: Select Estacada Team



Conference Pitch Email Template:

Dear [Conference Coordinator/Name],

I hope you are well. My name is [Name], and I am reaching out on behalf of the city of Estacada's Economic Development Department. We are writing to express our strong interest in attending the upcoming [Conference Name] and to inquire about participation opportunities for communities showcasing industrial development sites.

Estacada is a fast-growing, business-friendly community located just 35 minutes from Portland. We are currently preparing to market a 50-acre, shovel-ready industrial site within our developing industrial park, one of the region's most promising opportunities for OEM, advanced manufacturing, and distribution investment.

Attendance at your conference would allow us to connect directly with site selectors and industry partners who are actively evaluating West Coast expansion locations. Estacada offers a compelling combination of affordability, readiness, and strategic positioning, and we would value the opportunity to showcase these advantages to your attendees.

Please share details regarding exhibitor opportunities, sponsorship packages, or community presentation slots. We would be eager to learn how we can participate and contribute to this year's event.

Thank you for your time and consideration. We look forward to the possibility of joining you and representing Estacada's growing industrial landscape.

Warm regards,

[Name, title, email, and phone number]

Conference Contacts

Kate Porter

Site Selector Guild Operations Manager

kate@siteselectorguild.com

Matthew Shea

Events & Business Development Director

mshea@areadevelopment.com

Samantha Lewis

Event Manager for the Portland Business Journal

slewis@bizjournals.com

Lisa Itel

Co-Chair for Oregon Economic Development Association

lisai@traveloregon.com

Reporter Pitch Email Template:

Dear [Reporter/Editor Name],

I hope you're doing well. My name is [Name], and I'm reaching out on behalf of the city of Estacada's Economic Development Department with a story opportunity I believe would be of strong interest to your readers.

Estacada, one of Oregon's fastest-growing, business-friendly communities, is preparing to market a 50-acre, shovel-ready industrial site within our expanding industrial park. As the region sees rising demand for OEM, advanced manufacturing, and distribution space, Estacada stands out for its affordability, strategic location just 35 minutes from Portland, and streamlined development process.

We're currently launching a new initiative to spotlight this site and the city's broader economic growth, and we would love to share the story behind how a small rural community is positioning itself as a major contender for West Coast industrial investment.

If you're interested, we would be happy to provide:

- Interviews with city leadership or economic development officials
- Data on regional industrial demand and community growth
- Visuals, site plans, and renderings of the 50-acre shovel-ready campus

Please let me know if this aligns with your coverage areas or if you'd like additional background. We would greatly appreciate the chance to collaborate on a feature or news piece.

Thank you for your time, and I look forward to connecting.

Warm regards,

[Name, title, email, and phone number]

Media Outlet Contacts

Sara Edwards
*Commercial Real Estate Reporter for
Portland Business Journal*
sedwards@bizjournals.com

Craig Peebles
Publisher, Oregon Business
craigp@oregonbusiness.com

Press Release

Key Messages

Information for business journalists , PR professionals and site selectors guild to access.

Direct traffic to website and name contact points.



New Era of Economic Growth in the City of Estacada

FOR IMMEDIATE RELEASE
13 November , 2025

City of Estacada Announces 50-Acre Shovel-Ready Industrial Site

ESTACADA, OREGON — The City of Estacada today announced the availability of a 50-acre shovel-ready industrial site, positioning the community as one of Oregon's most business-ready destinations for OEMs and advanced manufacturing. With residential growth accelerating and more individuals choosing to live just outside Portland, the site represents a strategic opportunity to align new housing development with local employment and long-term economic momentum.

The newly spotlighted industrial property offers key competitive advantages, including lower land costs compared to the Portland metro area, streamlined permitting, existing electrical infrastructure, and convenient access to the Portland International Airport.

While the site presents challenges—such as limited water rights, the absence of natural gas access, and distance from major highways and rail lines—the City's economic development strategy is designed to mitigate these constraints. Estacada is prepared to offer competitive incentives, explore tax packages, and attract complementary companies with the goal of forming a cohesive industrial cluster that supports shared growth.

This initiative directly supports the City's objective to elevate Estacada as a recognized and credible hub for OEM investment. Efforts include targeted outreach to site selectors and consultants, digital campaigns highlighting cost efficiency and workforce access, and "Made in Estacada" storytelling featuring local businesses and workers.

By strengthening alignment between economic development, workforce needs, and community expectations, the project aims to support sustainable, family-friendly growth and reinforce Estacada's emerging identity as a high-value location for business expansion.

For more information or inquiries regarding the shovel-ready site, please contact the City of Estacada's Economic Development team.

ABOUT SELECT ESTACADA

Select Estacada is an up-and-coming student-run campaign leading the charge for the city of Estacada and acting as liaison between site selectors and potential investors during this time of economic development.

PRESS CONTACT

Name: Jon Legarza
Mobile: (541)-000-000
Email: legarzaj@gmail.com

FIG. 4

Press Release

Image credit: Select Estacada Team

TACTIC 3: WEBSITE UPDATE**Site Selection Challenge Goal**

Boost awareness and position Estacada as being shovel-ready.

Description

An interactive digital experience and site selection challenge that invites OEM decision-makers to “test drive” Estacada — virtually.

- Combines virtual site tour, LinkedIn campaign, and competition element.
- Site selectors “build” their ideal OEM facility using Estacada’s real specs (renewable energy, shovel-ready land, highway access).
- The winner gets a VIP on-site experience + feature in Business Oregon spotlight.

Execution

Partner with Oregon Manufacturing Extension Partnership (OMEP) and Site Selectors Guild to co-promote the challenge.

- Launch through LinkedIn + targeted online ads driving traffic to the Estacada “Built Ready” microsite.
- Include a 3D/AR walkthrough of the 50-acre site and local highlights (renewable power, workforce access, community lifestyle).

- Feature short testimonial clips from current OEMs in Estacada like Locke Buildings and Northwest Technologies.

Outcomes and Impact

Awareness: Estacada becomes visible to national site selectors and OEMs.

Engagement: Interactive experience drives measurable digital traffic and qualified leads.

Reputation: Positions Estacada as innovative, sustainable, and business-ready. On par with larger Oregon cities (Bend, Portland, etc.)

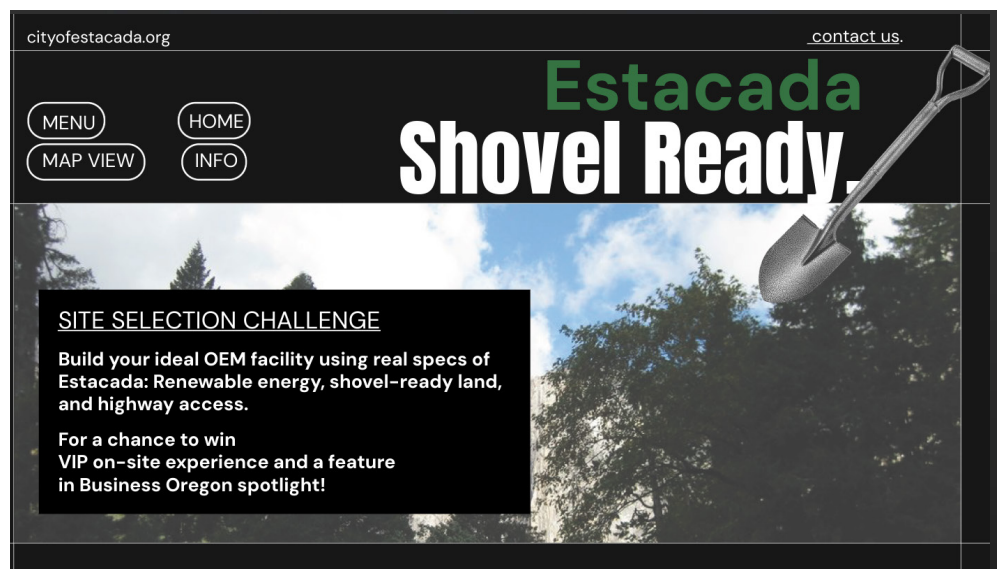
Why This Works

- Turns a low-visibility location into a high-engagement experience.
- Bridges digital storytelling + business recruitment.
- Reinforces the brand message: “Estacada: Built Ready for What’s Next.”

FIG. 5

Mockup of Website Redesign

Image credit: Select Estacada Team



TACTIC 4: PROMOTIONAL VIDEOS**FIG. 6**

Business Video Scene Mockups.

*Image credit: Select Estacada Team***1. Business Video Outline**

Showcase Estacada as a business-ready community.

Setting the scene

- Drone shots of the river, mountains, and forest that transition into shots of the downtown.
- Close-up videos of people working in the coffee shops, factories, and other small businesses.

Industrial Campus

- Drone pans across the industrial campus.

- Close-up videos of Northwest technologies, Locke industries, and Supra.
- Show how close it is to main highways and the airport (use a map).

Community and Work-Life Balance

- Show the new housing developments, river activities, city festivals, and hiking/other outdoor activities.

Call to Action

- Circle back to the 50-acre lot with the tagline “Root Yourself in Estacada.”
- Pan to a slide with the website and city logo.

FIG. 7**Lifestyle and History Video Scene Mockups.**

Image credit: Select
Estacada Team

**2. Lifestyle and History Video Outline**

Showcase Estacada's strong history and community along with activities and small-town lifestyle. This will capture the attention of potential residents while also sharing the history and pride of current residents.

Setting the scene

- Drone shots of the river, mountain ranges and forests that surround Estacada.
- Then transition into the main street of Estacada opening with small businesses getting ready.
- Introducing Estacada as a town that is "rooted in history, adventure, and community".

Historical Roots

- Older photos of Estacada fading into the town now.
- Transitioning to images of today such as local art, community events, and long-standing businesses.

Outdoor and Lifestyle

- Skiing access
 - Footage of a map and then video shots of skiing and snowboarding to show how close it is to major resorts like Mt. Hood.

- White water rafting
 - Show Clackamas River Outfitters (if permitted).
 - Shots of rafters with water splashing and scenic river shots.
 - If city plans for river access are approved, share visual renderings.
- Hiking and nature
 - Views of local trails, waterfalls, and walking paths.
 - Including all seasons, summer river days, fall hiking, and snowy mountains.

Town Life

- Transition to seasonal festivals and local events within the community.
- Showcase murals and spaces for community members to hang out. This could be the food truck area, parks, etc.

Call to Action

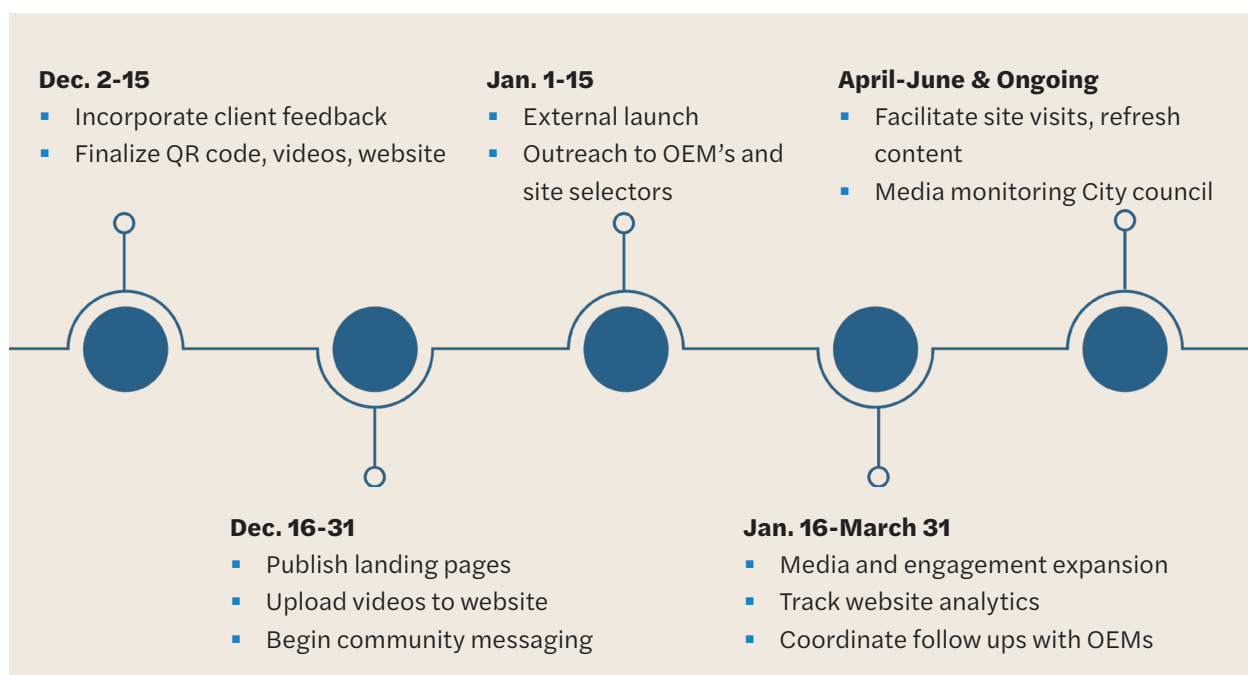
- Show the new neighborhoods, families, and housing developments.
- Highlight the proximity to Portland with another map.

Budget and Timeline

BUDGET

SHOVELS	\$398.50 for 150 units
QR CODE STICKERS FOR SHOVELS	\$79 for 150 units
CUSTOMIZED SEED PACKETS	\$187.50 for 150 units
VIDEO	Prices will vary. Ideally the photographer for the city could work on making these.
WEBSITE	\$276/ year (Squarespace)
OVERALL TOTAL	\$941

TIMELINE



Measurement and Evaluation

CAMPAIGN MEASUREMENT

FRAMEWORK (KPIs):

To evaluate the effectiveness of the Estacada OEM Attraction Campaign, success will be measured through a mix of digital analytics, engagement metrics, and community sentiment indicators.

WEBSITE AND LANDING PAGE PERFORMANCE

- Increase landing page views by 10% within the campaign period (June 2026).
- Increase average time spent on page, indicating deeper content engagement and relevance.
- Growth in inquiry form submissions, showing qualified interest from OEMs and site selectors.

SOCIAL AND ENGAGEMENT METRICS

- Engagement rate improvements across campaign content (clicks, shares, comments, saves).
- Increase in social actions, such as link clicks to the site, post interactions, and message inquiries.

COMMUNITY AND STAKEHOLDER PERCEPTION

- Positive qualitative sentiment among residents and local stakeholders, tracked through comments, survey feedback, and public meeting input.

Appendix A

Tactics Supporting Material

TACTIC 1: "SHOVEL READY PACKAGE"

"Shovel Ready" Package



Personalized packages sent to site selectors, media outlets, and possible investors featuring:

→ **Miniature shovel inscribed with campaign name, "Select Estacada"**

"Shovel Ready" Package



Personalized packages sent to site selectors, media outlets, and possible investors featuring:

→ **Seed packet with the logo featuring the slogan "Root Yourself in Estacada"**

TACTIC 2: MEDIA OUTREACH

Press Release



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City of Estacada Announces 50-Acre Shovel-Ready Industrial Site

ESTACADA, OREGON — The City of Estacada today announced the availability of a 50-acre shovel-ready industrial site, positioning the community as one of Oregon’s most business-ready destinations for OEMs and advanced manufacturing. With residential growth accelerating and more individuals choosing to live just outside Portland, the site represents a strategic opportunity to align new housing development with local employment and long-term economic momentum.

The newly spotlighted industrial property offers key competitive advantages, including lower land costs compared to the Portland metro area, streamlined permitting, existing electrical infrastructure, and convenient access to the Portland International Airport.

While the site presents challenges—such as limited water rights, the absence of natural gas access, and distance from major highways and rail lines—the City’s economic development strategy is designed to mitigate these constraints. Estacada is prepared to offer competitive incentives, explore tax packages, and attract complementary companies with the goal of forming a cohesive industrial cluster that supports shared growth.

This initiative directly supports the City’s objective to elevate Estacada as a recognized and credible hub for OEM investment. Efforts include targeted outreach to site selectors and consultants, digital campaigns highlighting cost efficiency and workforce access, and “Made in Estacada” storytelling featuring local businesses and workers.

By strengthening alignment between economic development, workforce needs, and community expectations, the project aims to support sustainable, family-friendly growth and reinforce Estacada’s emerging identity as a high-value location for business expansion.

For more information or inquiries regarding the shovel-ready site, please contact the City of Estacada’s Economic Development team.

ABOUT SELECT ESTACADA

Select Estacada is an up-and-coming student-run campaign leading the charge for the city of Estacada and acting as liaison between site selectors and potential investors during this time of economic development.

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Press Packet

PROSPECTIVE PARTNER INFO GUIDE



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CONTACT US



WHO ARE WE?

Welcome to Estacada, Oregon—a growing community where natural beauty, economic opportunity, and local values come together. The city is known for its engaged community, expanding infrastructure, and supportive environment for small businesses, entrepreneurs, and outdoor-focused industries. With a vibrant arts scene, accessible transportation corridors, and a commitment to sustainable growth, Estacada remains an attractive destination for investment, collaboration, and long-term development.

WHY ESTACADA?

Estacada's 50-acre site is purpose-built for OEMs that need room to scale, reliable logistics, and a supportive, business-ready environment.

Oregon's industrial sector is built for growth, even with tax and regulatory pressures, creating strong opportunity for OEM expansion.

Estacada differentiates itself by offering a smoother, more cost-effective path to investment, including potential tax deferrals and faster, streamlined permitting.

SITE OVERVIEW

- 50-acre shovel-ready site.
- Lower cost than Portland metro area.
- Easy access to PDX airport.
- Streamlined permitting.
- Ability to offer incentives/tax packages.
- Potential to attract more companies.
- Economic and workforce growth.



Learn more. Take the tour.

CONTACT US

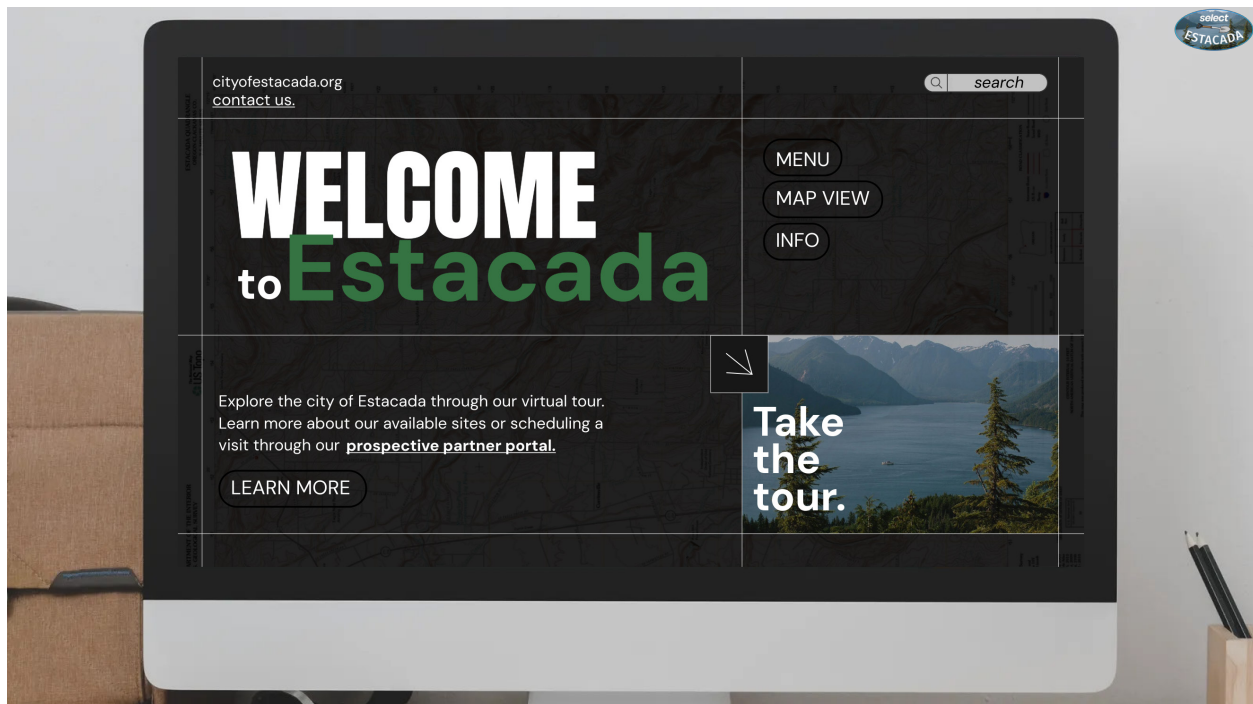
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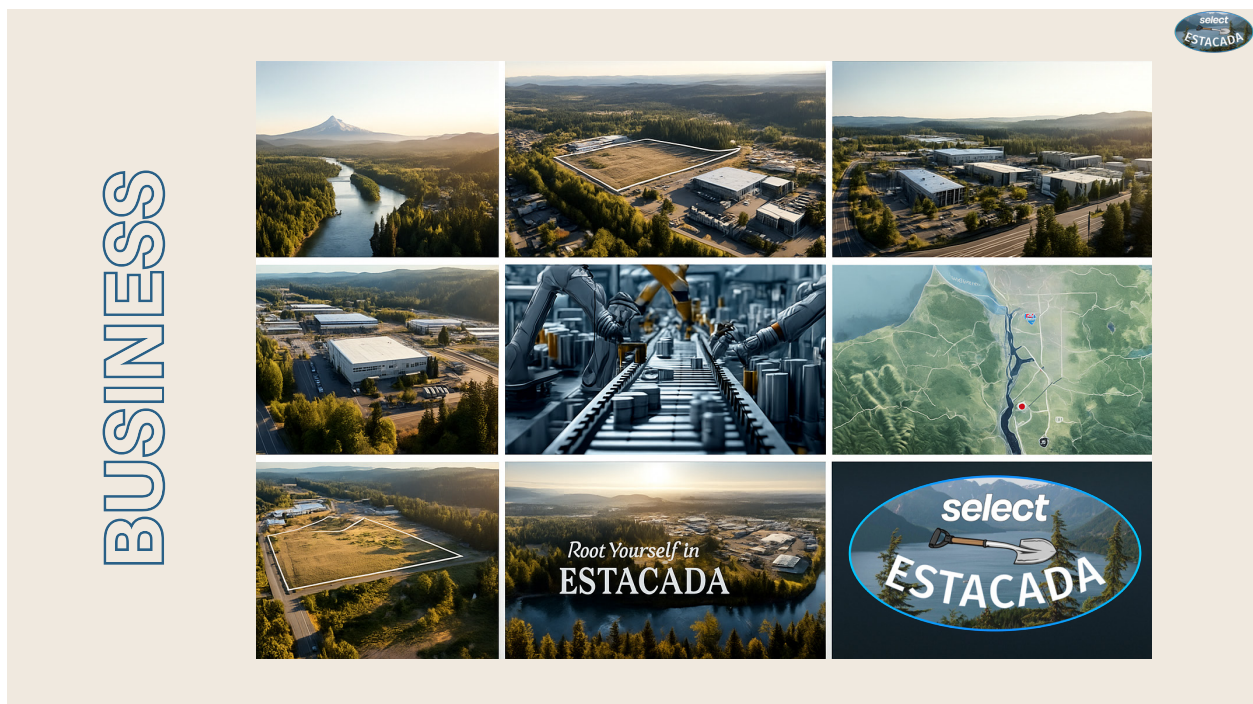
Reach our team directly at selectestacada@gmail.com

TACTIC 3: WEBSITE REDESIGN





TACTIC 4: WEBSITE REDESIGN



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