



# *...on the horizon*

*An Economic Profile*



# Community Economic Profile

## for City of Brookings (Curry County), Oregon

### Location

Brookings is situated on Highway 101 (a Pacific Coast Scenic Highway), six miles north of the California state border; 26 miles north of the next southern city, Crescent City, California; and 28 miles south of the next northern city, Gold Beach, Oregon. Brookings is the southernmost coastal city in the State of Oregon. It is 298 miles from the capital Salem, Oregon. Brookings is bordered by the vibrant blue Pacific Ocean to the west; the fir-covered Coastal Range mountains to the east; the meandering Chetco River to the south; and winding scenic vistas to the north. The city limits cover a mere 3.94 square miles; however, Brookings' commercial influence stretches over 500 square miles (considers boundaries that include areas as far north as Port Orford, OR and as far south as Gasquet, CA.\*) Brookings is the commercial and service hub of the Wild Rivers Coast.

### Population

In the 2010 census, Brookings' population was 6,336. The population increased significantly in the early 2000s. Portland State University estimated the population for 2015 at 6476. Projected for 2020 is 6540.

Per Capita Age: 46.9

The population of the Brookings Urban Growth Boundary is 11,553 (2015). Projected for 2020 is 12,015.

The population of Curry County is 22,364.

Approximate population of customers utilizing Brookings' commercial services is 50,000 (based on geographic area noted above.)

### Climate

Elevation: 129 ft.

Latitude: 42 degrees 3'27' N

Longitude: 124 degrees 17'11' W

It's the climate that draws people to Brookings. Moderate winters may include intense rainfall, but snow is rare. Although haze and/or fog are common in the winter months, it is often broken up by weeks of warm, sunny weather.

Summers are mild and dry with an average rainfall in July and August of less than one inch.

Temperatures do not reach extremes at either end of the spectrum.

Brookings is subject to the "Chetco Effect" which brings warmer air flowing into the city throughout the year, allowing daffodils and lilies to bloom year round.

Due to the arced shape of its coastline and its temperate climate, Brookings is affectionately referred to as the "Banana Belt."

### Governmental Organization & Tax Rates

Brookings is a Charter city with a Council/Manager form of government. The City Council is comprised of five members elected at large and the Mayor, who is separately-elected, serves a two-year term. Councilors serve four-year terms. The City Manager is appointed by the City Council.

The City Council also serves as the Urban Renewal Agency.

City departments include Administration, Public Safety (Police & Fire), Finance and Human Resources, Public Works and Development Services. The City provides a full range of municipal services including water, sewer, parks, planning, building inspection, golf course, urban renewal, municipal court and tourism promotion.

The City of Brookings does not have sales tax or municipal income tax.

There is a \$.04 per gallon gas tax.

Transient Occupancy Tax is 6%.

\* Source: Brookings-Harbor Chamber of Commerce

## Community Facilities

City Hall - 898 Elk Drive, (541) 469-2163  
Azalea Park - 640 Old Country Road  
Bud Cross Park - 1130 Ransom  
Capella By the Sea - 200 North Bank Chetco River Road  
Chetco Point Park - 905 Wharf Street  
Easy Manor Park - 1025 Easy Street  
Mill Beach Access - Macklyn Cove Road  
Municipal Swimming Pool - 1130 Ransom  
Stout Park - 300 Oak Street  
Stout Park Dog Park - 300 Oak Street

## Cultural/Recreational

Cultural and recreational amenities available in the community include beaches, river access points, public library, public golf course, biking and hiking paths, community swimming pool, fourteen churches, numerous social/service clubs, dining & shopping, two community theaters, one music hall (coming soon), art galleries, museum, concerts in the park, movie theater, disc golf courses, fishing, kayaking, stand up paddling, surfing, wind surfing, camping, youth sports organizations, KASPER summer day camp.

## Health

Curry Medical Center - 500 5th Street (541) 412-2000  
    Urgent Care  
    General Physicians' offices  
    Emergency Department (coming soon)  
Curry General Hospital - 94220 4th St., Gold Beach, OR (541) 247-6621  
Sutter Coast Hospital - 800 E Washington Blvd., Crescent City, CA (707) 464-8511  
Cal-Ore Life Flight, providing ground and air transportation in medical emergencies (541) 469-7911  
Sutter Coast Health Center - 555 5th St. (541) 469-9205  
Valley Immediate Care - 16261 Highway 101, Suite 1 (541) 412-1290  
VA Clinic - 555 5th St. #1 (541) 412-1152 (expanding and relocating to Railroad Street in 2017)  
A variety of other independent physicians, specialists, oral health care providers, and alternative and holistic health care providers.

## Education

Brookings Harbor School District - K-12  
    Kalmiopsis Elementary School - 650 Easy St. (541) 469-7417  
    Azalea Middle School - 505 Pacific Ave. (541) 469-7427  
    Brookings Harbor High School - 629 Easy St. (541) 469-7443  
Southwestern Oregon Community College - 96082 Lone Ranch Pkwy. (541) 813-1667 - provides a \$166 million positive economic impact on the community.\*

## Transportation

Airports - Brookings Regional Airport - county-owned general aviation airport in Brookings  
    Del Norte County Regional Airport (27.5 miles - Crescent City, CA)  
    Rogue Valley International Airport (123 miles - Medford, OR)  
Bus - Curry Public Transit Coastal Express - routes between Smith River, CA and North Bend, OR  
    (541) 412-8808  
    The POINT - intercity connectivity between Brookings and Klamath Falls (541) 883-2609  
Taxi - Brookings Taxi - (541) 661-8294  
    412 Taxi - (541) 412-8294

\* Source: Southwestern Oregon Community College - EMSI study 2010-11

## Public Safety

The City provides 9-1-1, police and fire services. In 2014, Brookings was named the “Safest City in Oregon” based upon FBI crime statistics. Brookings operates the only 24-hour, 7-day-per-week law enforcement agency in Curry County. The City also enjoys an Insurance Service Office (ISO) fire protection rating of Grade 3.

## Water Supply

The water source for the City of Brookings is the Chetco River. Brookings owns and operates its own water treatment plant. The water facility treats an average of 345 million gallons of water per year. Current peak day use approximates 41 percent of water available under the City’s water rights. Outside of the city limits, the primary water sources are wells.

## Sewer Service

Brookings owns and operates its own wastewater treatment plant. The wastewater treatment facility treats approximately 500 million gallons a year. The average flow is approximately five percent of capacity.

## Garbage Service

Commercial and residential trash and recycling service is provided by Curry Transfer and Recycling. To arrange service, call (541) 469-2425.

## Storm Drains & Flood Control

Brookings maintains full jurisdiction over all storm drainage systems within the corporate limits. All improvements to both public and private storm drainage facilities must comply with all applicable city ordinances, policies and standards.

## Street Improvements

Dedication and improvements must comply with City of Brookings Municipal Code and the City’s Master Plan.

## Electric Power, Propane & Kerosene

Electricity is provided by Coos Curry Electric Cooperative (541) 469-2103

Ferrellgas (800) 399-4522

Blue Star Gas (541) 469-7827

Colvin Oil Co. (541) 469-2434

## Telephone

Frontier Communications (888) 981-4173

AT&T (800) 288-2020

## Community Newspaper

Curry Coastal Pilot, 507 Chetco Ave., (541) 469-3123

Published Wednesdays and Saturdays

## Cable Television

Charter Communications (888) 438-2427

## Communication Facilities

KURY AM Radio 95.3

KCRW Public Radio



# Housing Availability, Prices and Rentals

Housing for sale on the real estate market is plentiful. Median listing price is \$220,000 with a median closing price of \$225,000.

The availability of rental units is more limited.

Average monthly rent for a two-bedroom apartment is \$800-900

Average monthly rent for a three-bedroom apartment is \$1000-1500

Brookings has five hotels and motels.

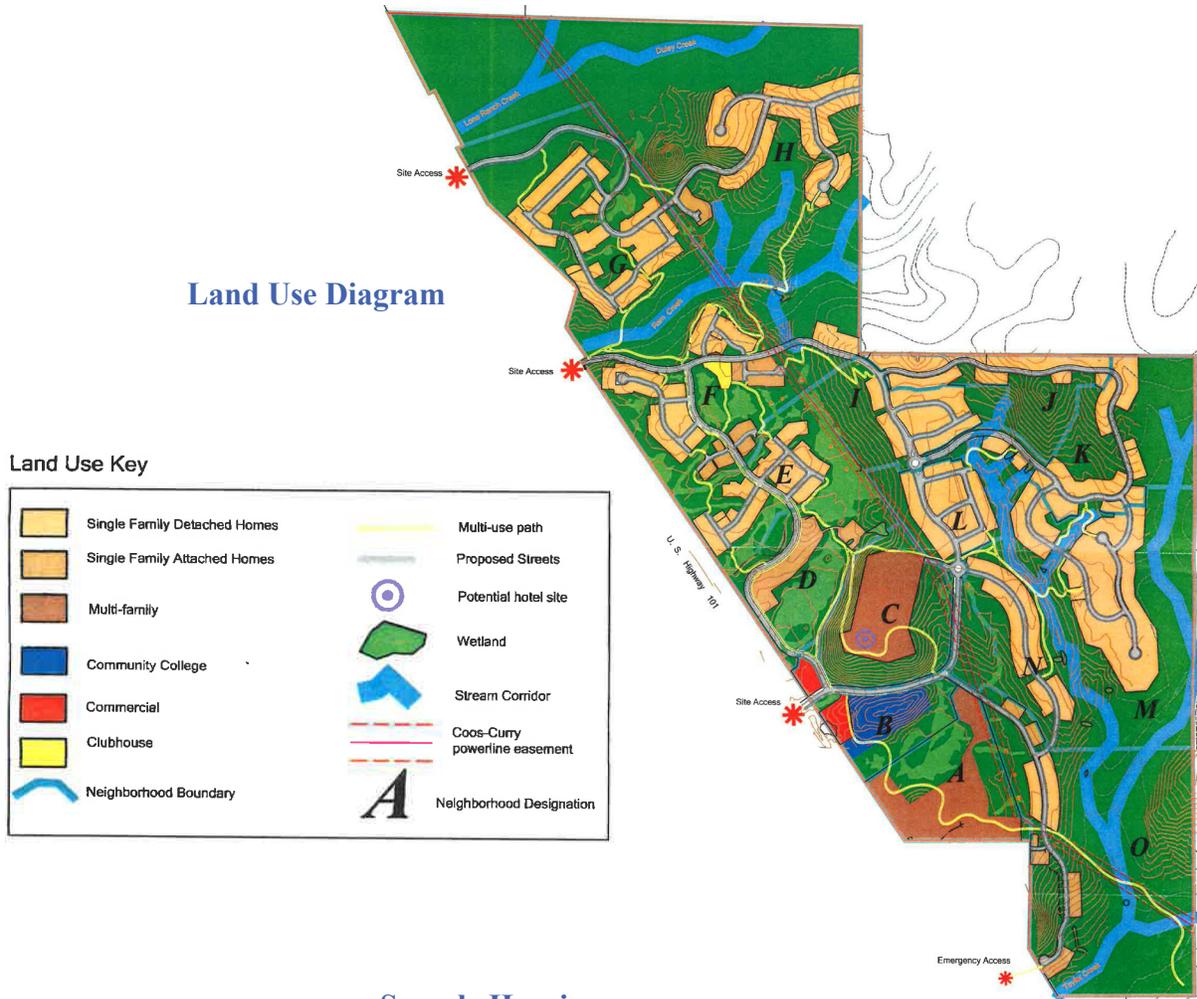
## Lone Ranch

Lone Ranch is a master plan community approved for development adjacent to Samuel Boardman State Park in Brookings. The approved plan calls for up to 1,000 housing units and neighborhood commercial on some 500 acres of land.

The project preserves 370 acres of open space and creates over four miles of trails that link neighborhood residents to amenities.

More information available at [www.loneranch.com](http://www.loneranch.com).

Land Use Diagram



Sample Housing



## Economic Trends

### Tourism

The Brookings economy is trending toward increased tourism. Transient Occupancy Tax receipts increased by 30% in 2015 over 2014. The City is a member of the Oregon Coast Visitors Association (OCVA) and serves as the Destination Marketing Organization (DMO) for the Brookings area.

Within the last three years, several new “upscale” eating and dining establishments have emerged in Brookings. This has contributed to a building reputation of Brookings being a “foodie town.”

### Brookings Restaurants

Art Alley Grille & Snug  
Bakery by the Sea  
Beachcombers Deli & Seafood  
Black Trumpet Bistro  
Kitanishi Cafe  
Khun Tahi Restaurant  
La Flor De Mexico  
O’Holleran’s Restaurant & Lounge  
Onion Grill Steak & Seafood  
Oxenfre Public House  
Pacific Sushi & Grill  
Pancho’s Restaurante Y Cantina  
Rancho Viejo  
Superfly Martini Bar & Grill  
Sushi Noodle House  
Tea Room  
The Vista Pub



### Health Care Industry

The health care industry has made significant investment in Brookings with the opening of a \$20 million clinic by Curry Health Network, expanded services at the Sutter Coast Hospital and Veterans Administration clinics and the opening of a clinic by Valley Immediate Care. The local campus of Southwestern Oregon Community College has responded to this trend by focusing their curriculum on health services education.

### Retail Sales Expectations

In 2015, retail potential demand for food and drink totaled \$13,177,034. Retail sales potential demand was \$135,573,383. The combined total was \$148,750,417.

### Lodging Sales Receipts

In 2015, lodging receipts equalled \$2,400,000

## Doing Business in Brookings

Urban Renewal - City Manager, Gary Milliman (541) 469-1101

Building Services - LauraLee Snook (541) 469-1131

Planning & Zoning - Donna Colby-Hanks (541) 469-1137

Business License - Kim Kennedy (541) 469-1125

## Labor - Economics & Jobs

As of June 2016, the unemployment rate in Brookings is 5.1 percent. Within Brookings' city limits, job availability has increased by nearly 6% since 2008. Job growth over the next ten years is expected to improve by 5 percent. Curry County reported in January of 2016 that in November of 2015, employment "shot upward by 9,600 jobs, the largest monthly gain since November 1996. The county has regained 12 percent of the jobs lost during the recession.

With development underway of a new hospital in Gold Beach and a VA clinic and emergency room in Brookings, the outlook for medical related jobs is high.

Per capita income is \$25,783

Household income is \$39,830

## Curry County Labor Market

Curry County encompasses 1,648 square miles.

In a 2014 report, Curry County had a population of 13,059 individuals of working age (about 58% of the total population).

63% of the population had some college and at least a high school diploma.

7% held Associate Degrees

13% held Bachelor's Degrees

7% held Graduate/professional Degrees

## Largest Employers

- South Coast Lumber
- Frontier Communications
- Fred Meyer
- Curry Medical Center
- Goodwill Industries
- Curry Transfer and Recycling
- City of Brookings
- Brookings Harbor School District
- Southwestern Oregon Community College
- Pelican Bay State Prison, located 18 miles south of Brookings, employs approximately 1,500 workers; it is estimated that 500 of these employees reside in the Brookings area.

## Newest Businesses

- Mini Pet Mart
- Dollar General
- O'Reilly's Auto Parts
- Bi-Mart
- Goodwill Industries Retail

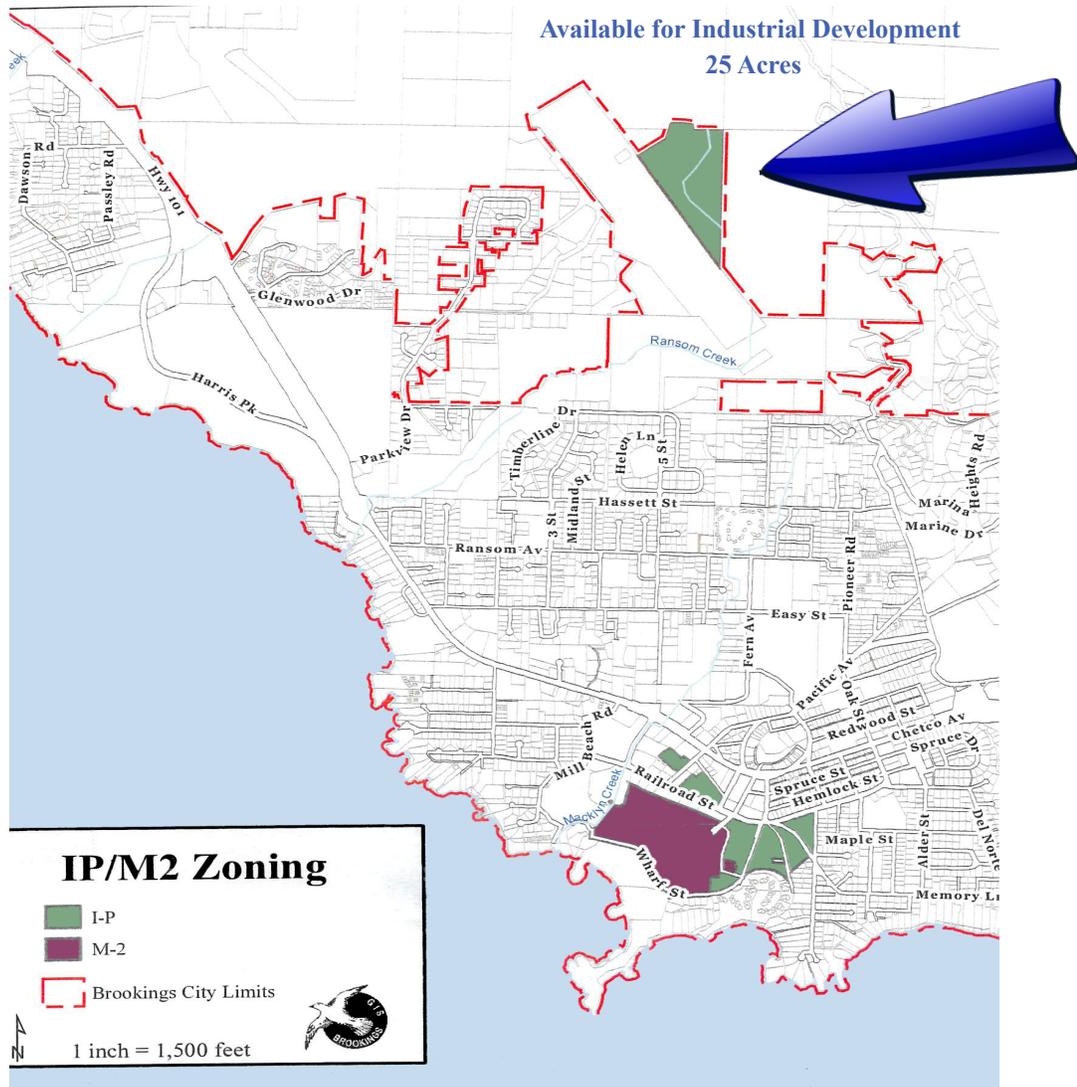


## Industrial Development

For the purpose of this category, manufacturing, wholesale trade, transportation and warehousing will be considered (employment that is based on global economies more so than on local commerce). In Brookings, 8.2% of the employers fall into this category.

Brookings has 25 acres of industrially-zoned land conveniently located next to the Brookings Municipal Airport (designated by the arrow in the graphic below) available for development.

Contact the Planning Department at (541) 469-1137 to discuss possible uses.



## Remarks

The City of Brookings has established the following Economic Growth objectives:

- Establish a Pro-Growth policy
- Establish developmental policies and public improvements/standards that recognize economic trends
- Provide infrastructure to support economic growth
- Maintain and enhance the quality of the coastal experience
- Attract tourists to stop in downtown
- Conserve open space and protect natural, scenic resources and cultural and historic areas while providing for orderly growth and development
- Provide additional recreational opportunities and facilities to include neighborhood parks, beach and river access points, and a possible downtown park