



Brookings

...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. Projected population for 2020: 6,540

Per Capita Age: 46.9

The Brookings Urban Growth Boundary population is 11,553 (2016). Projected population for 2020 is 12,015. The population of Curry County is @22,925. Projected population for 2025 is 23,854.

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

Climate

Elevation: 129 feet

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 area throughout the year, allowing daffodils and lilies to bloom year round. Due to the arched 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 four members elected at large and the Mayor, who is separately-elected and 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, airport, 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

There is a 3% tax on the sale of marijuana

Transient Occupancy Tax is 6%

Community Facilities

City Hall - 898 Elk Drive, Brookings, OR 97415 (541-469-2163)
Azalea Park - 640 Old Country Road
Brookings Airport (Private flights only) – 17368 Parkview Drive
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
Salmon Run Golf Course - 99040 South Bank Chetco River Road
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, community theaters, art galleries, museum, concerts in the park, movie theater, disc golf courses, fishing, kayaking, stand up paddling, surfing, wind surfing, camping, youth sports organizations.

Health

Curry Medical Center - 500 5th Street (541-412-2000)
Primary, Specialty and Urgent Care, 24/7 Emergency Department
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 - 840 Railroad Street (541-412-1152)
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 (SWOCC) - 96082 Lone Ranch Parkway (541-813-1667)

Transportation

Airports - Brookings Regional Airport - city-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 (541-661-1111)
Accurate Taxi (541-254-4537)

Public Safety

The City provides 9-1-1, police and fire services. In 2017, 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 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 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.

Trash Hauling and Recycling

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

Coos Curry Electric Cooperative (541-469-2103)

Ferrellgas (800-399-4522)

Blue Star Gas (541-469-7827)

Colvin Oil (541-469-2434)

Telephone

Charter Communications (888-438-2427)

Ziplay Fiber (541-708-7652)

Community Newspaper

Curry Coastal Pilot, 15957 Highway 101 S, Ste 1
(541-813-1717) Published Fridays

Cable Television

Charter Communications (888-438-2427)

Communication Facilities

KURY AM Radio 95.3 (541-469-2111)

KCIW Community Radio <https://kciw.org/>



Housing Availability, Prices and Rentals

Housing for sale on the real estate market tends to follow the national trends. Median listing price is \$380,000. The availability of rental units is limited.

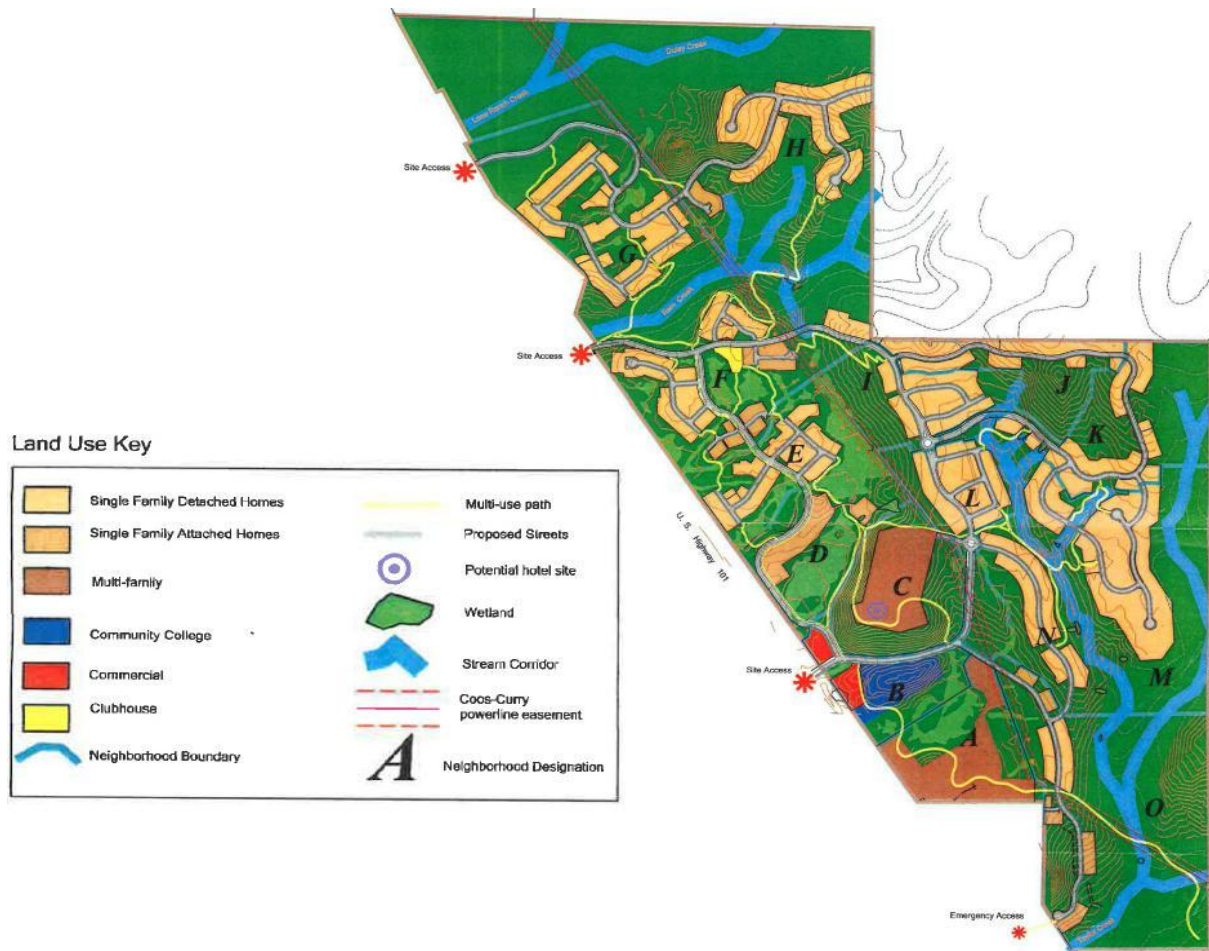
Average monthly rent for a two-bedroom apartment is \$1,200-1,500

Average monthly rent for a three-bedroom apartment is \$1,500-1,800

Brookings has six 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 www.loneranch.com.



Economic Trends

Tourism

The Brookings economy is trending toward increased tourism. Transient Occupancy Tax receipts increased by 8% in 2019 over 2018. 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 few years, several new eating and dining establishments have emerged in Brookings. This has contributed to a building reputation of Brookings being a “foodie town.”



Brookings Eatery's & Breweries

Beachcombers Deli & Seafood
Back Street Bar
Black Trumpet Bistro
Burger King
Chetco Brewery
Compass Rose Café
Dairy Queen
Dragon Palace
First Rise Bakery
Kaya Sushi & Noodle House
Kentucky Fried Chicken
Khun Thai Restaurant
La Flor de Mexico
McDonalds
Misty Mountain Brewing
O'Holleran's Restaurant & Lounge
Oxenfre Public House
Pacific Sushi & Grill
Pancho's Restaurante y Cantina
Railroad Street Market
Rancho Viejo
Subway
Superfly Martini Bar & Grill
Taco Bell
Tropicalia



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.

Lodging Sales Receipts

Lodging receipts average over \$3,000,000

Doing Business in Brookings

City Manager, Janelle Howard - 541-469-1102

Building Services - 541-469-1135

Planning & Zoning - Anthony Baron - 541-469-1159

Business Licenses - Kim Kennedy - 541-469-1125

Labor - Economics & Jobs

As of June 2021 the unemployment rate in Brookings is 8.5%. Per capita income is \$28,686 and household income is \$42,794.

Curry County Labor Market

Curry County encompasses 1,648 square miles.

Curry County population of 22,925 (2019)

90% of the population had high school diploma or GED.

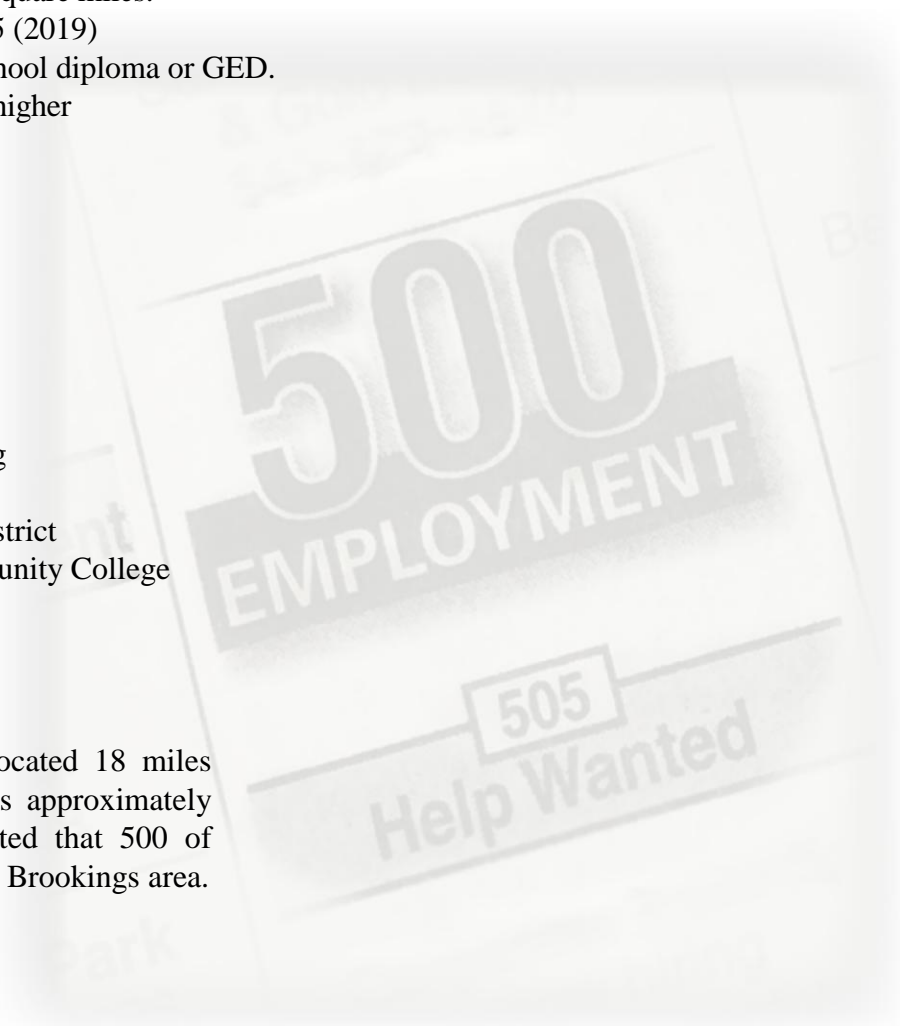
24.6% held Bachelor's Degrees or higher

Largest Employers

- South Coast Lumber
- Fred Meyer
- Curry Medical Center
- Goodwill Industries
- Curry Transfer and Recycling
- City of Brookings
- Brookings Harbor School District
- Southwestern Oregon Community College
- Tidewater Contractors
- Pacific Seafood
- BC Fisheries
- Freeman Marine/Advantec
- 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.

Newer Businesses

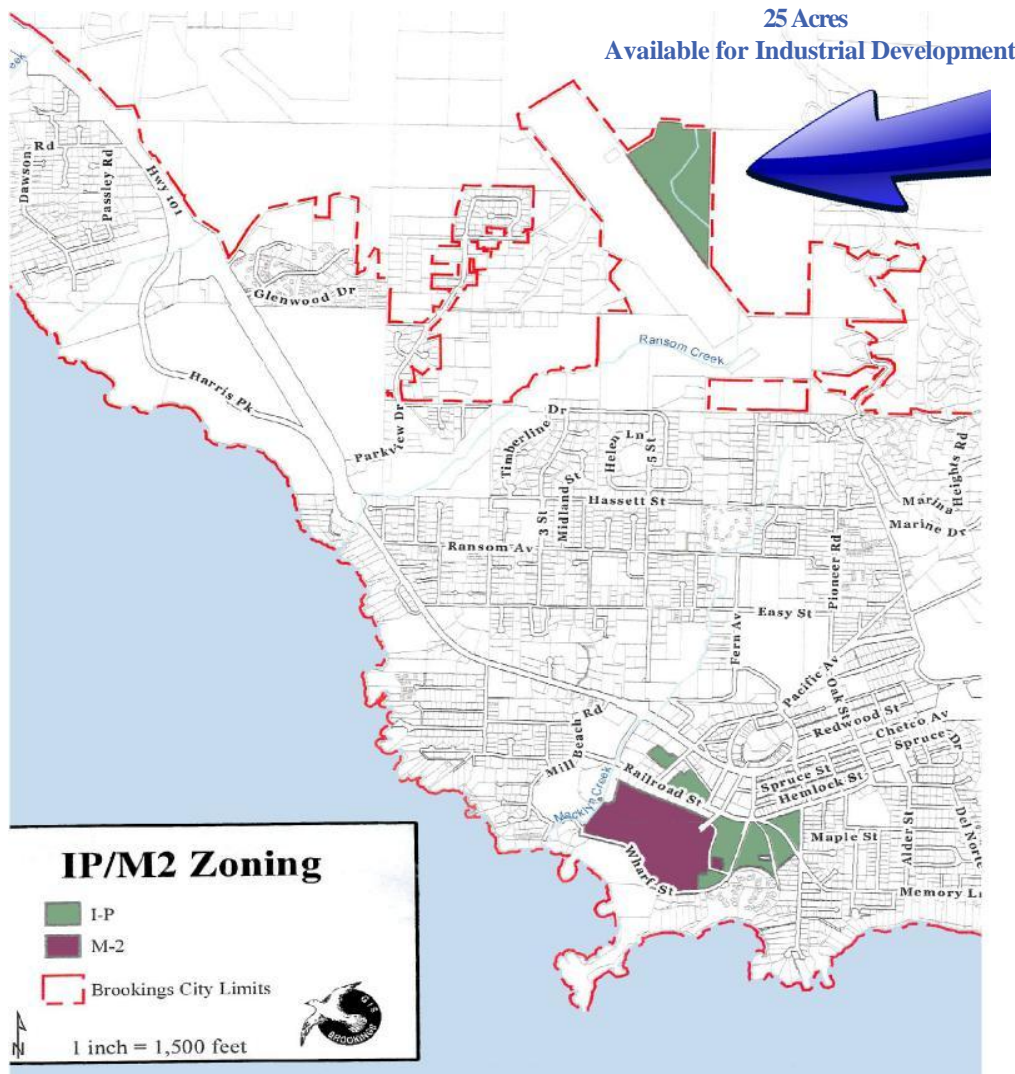
- Barron's Home Furnishings
- Cascade Home Center
- Mini Pet Mart
- Dollar General



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 541-469-1159 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
- Complete approved capital projects in a timely and cost efficient manner
- Attract tourists to stop in downtown Brookings
- Provide additional recreational opportunities and facilities to include neighborhood parks, beach and river access points, and a possible downtown park
- Implement policies and implementation items included under economic section of Comprehensive Plan
- More affordable housing pursuant to Brookings Housing Needs Assessment