

# Regional Prosperity Update

July 20, 2015

# Council Work Sessions

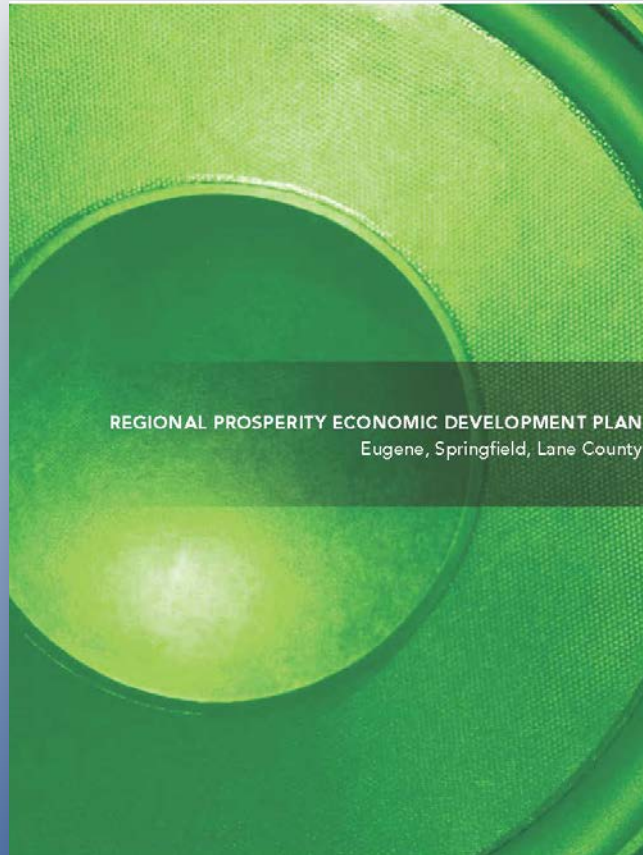
## **July 20-Regional Prosperity Update**

Accomplishments since 2010 Regional Prosperity  
Economic Development Plan

## **July 29-Follow-up: Economic Prosperity**

Focus on the future

# Economic Development Plan

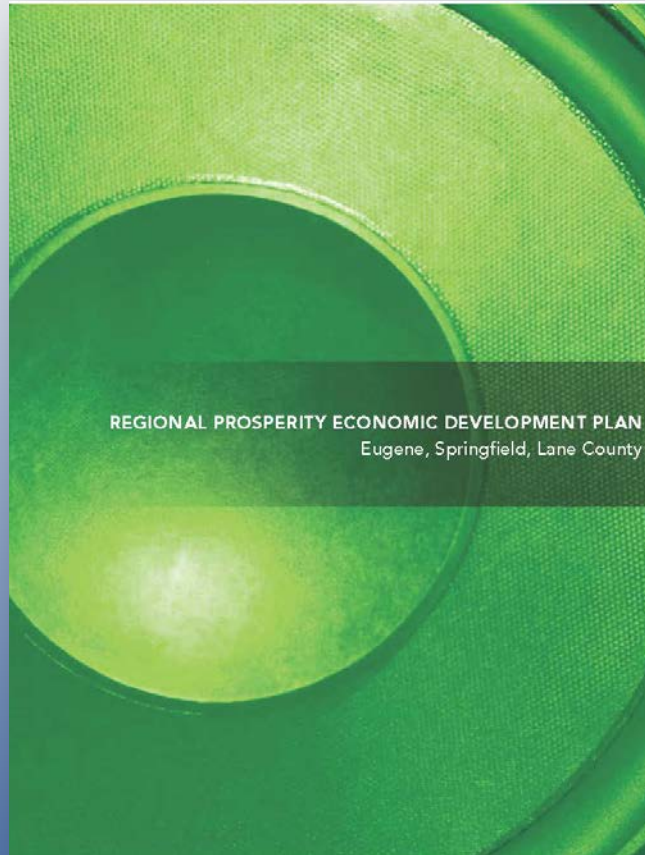


## Plan's goals, by 2020:

- Create **20,000** net new jobs
- Reduce the local **unemployment rate** to, or below, the state average
- Increase the **average wage** to, or above, the state average



# Economic Development Plan



## Strategies:

1. Grow Local Opportunities
2. Energize a Creative Economy
3. Invest in Tomorrow's Talent
4. Provide Basic Business Needs
5. Identify as a Place to Thrive
6. Strengthen Key Industries





# What is Economic Development?

**Policies and efforts that aim to enhance the economic well-being and quality of life for a community.**

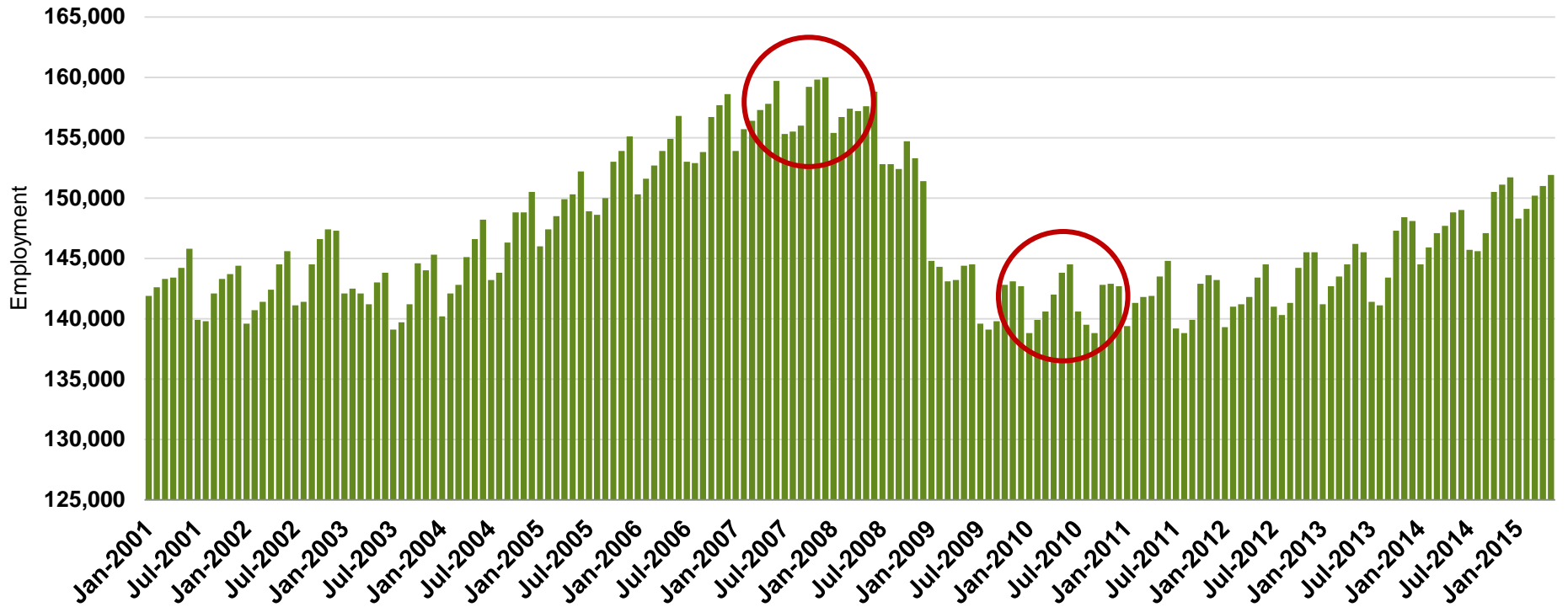




We are **halfway** to 2020

How do we measure up?

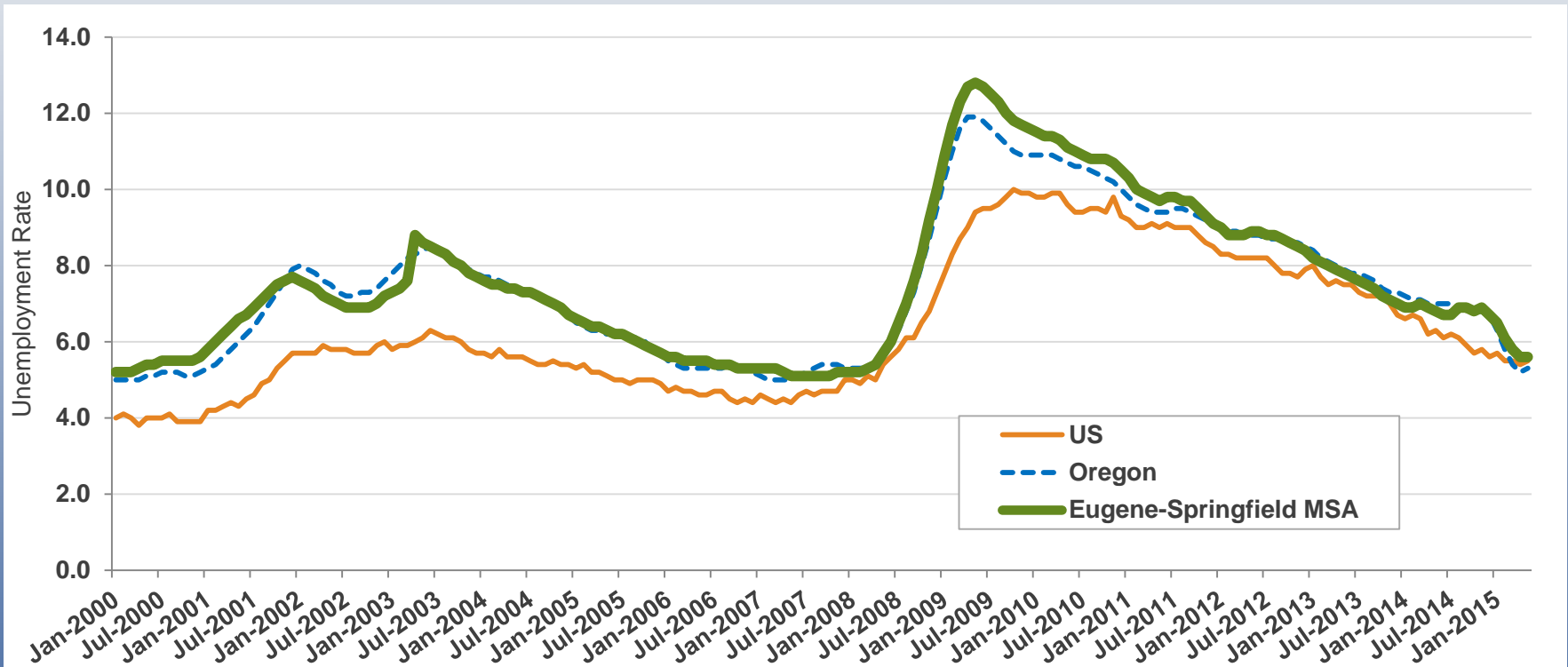
# Total Employment



Source: Oregon Employment Department

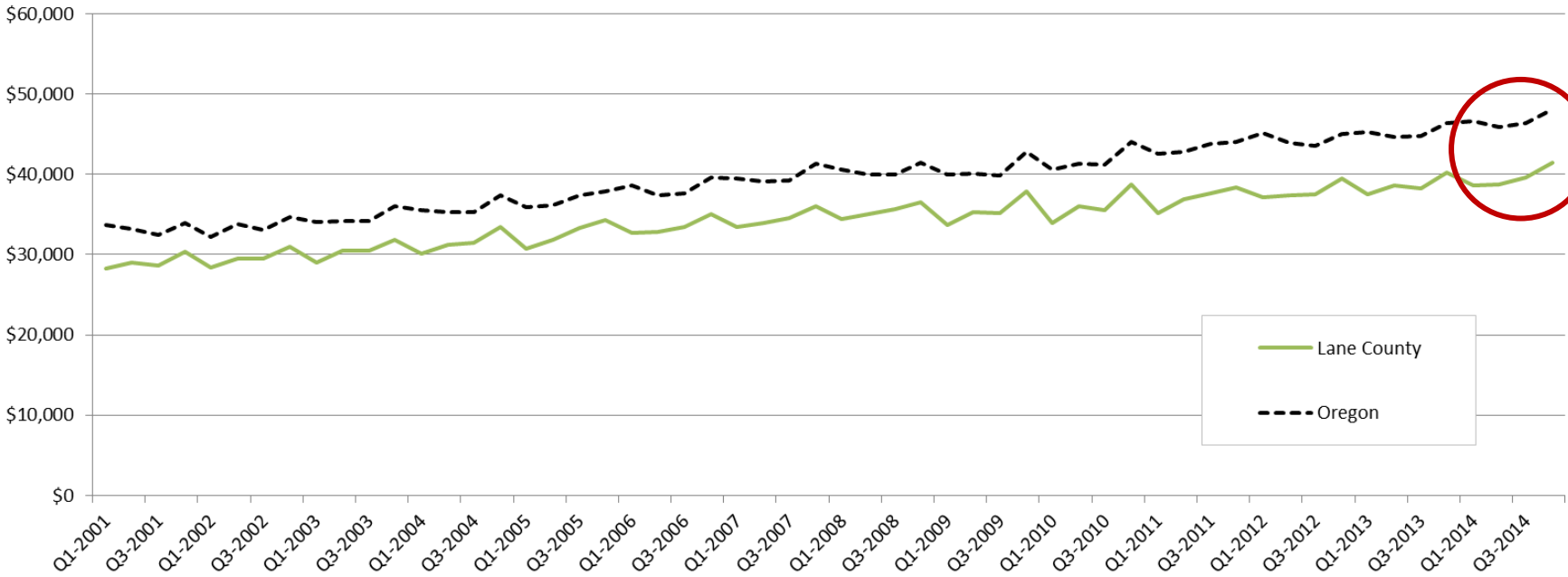


# Unemployment Rate



Source: Oregon Employment Department

# Average Annual Wage




Source: Oregon Employment Department

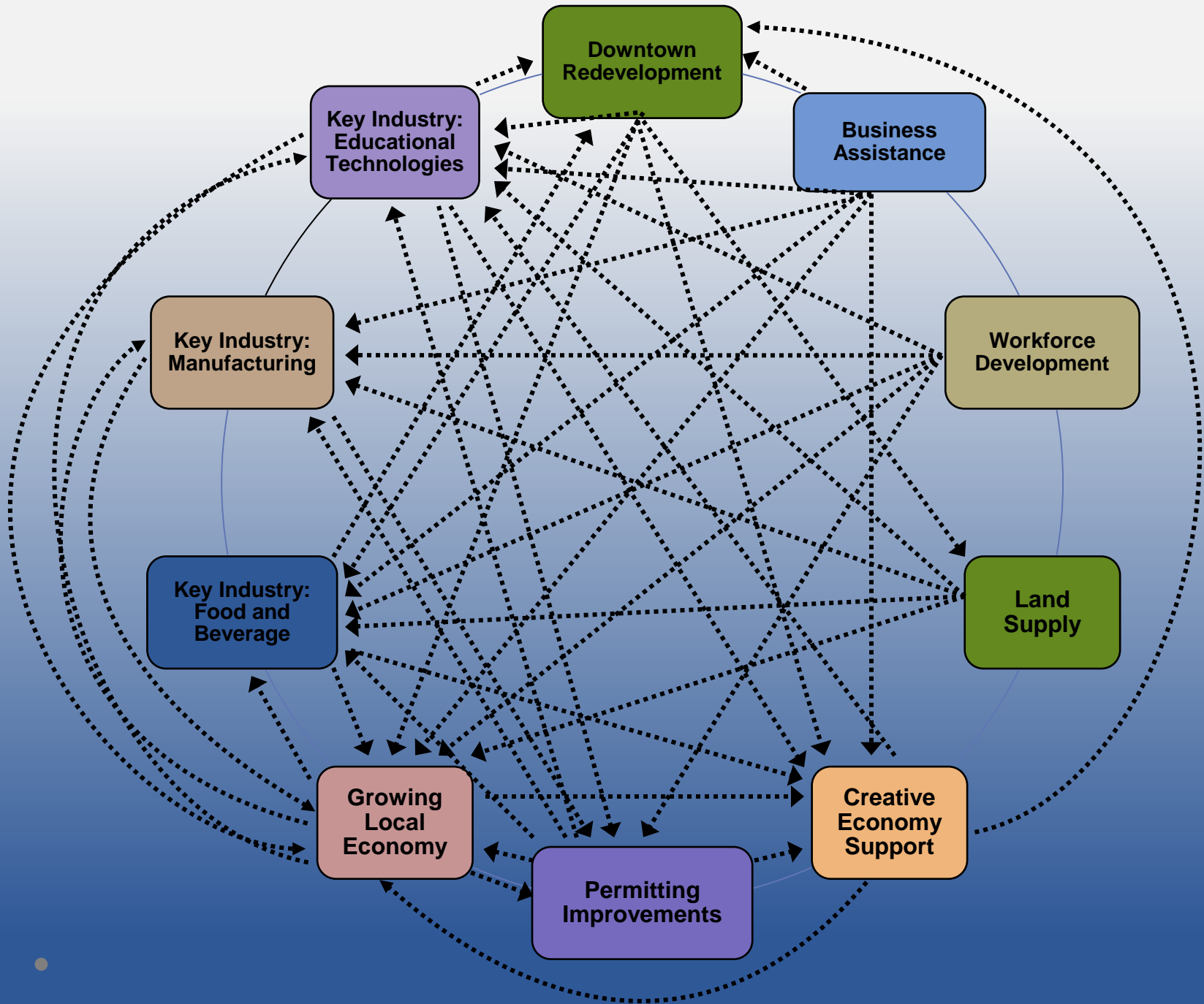


We are **halfway** to 2020

What have we done?



	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<b>Key Industry- Food and Beverage</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Food and Beverage Manufacturing- Cluster Report</b>	Analysis of existing food and beverage industries and how to expand them.	Completed in 2012.	Lane County
		<b>Public Market and Food Hub Market Analysis</b>	Assessment of demand for year-round public market and/or food hub.	Market Analysis completed in 2014. Study found demand for expanded public market.	Lane County; UO
		<b>Public Market Facility</b>	Work with Lane County to identify size and scope of potential market.	In progress.	Lane County; Farmers Market
		<b>Regional Food Brand</b>	Coordinate regional brand for local food industries.	Selected marketing consultant, developed logo, securing funding for brand development.	Lane County, Travel Lane County, Willamette Farm and Food Coalition, Willamette Valley Sustainable Food Alliance
		<b>Business Assistance</b>	Provide financing, technical assistance, or networking (see Business Assistance below).	Examples of assisted businesses include WildtimeFoods, Oregon Wine Lab, Red Wagon Creamery, SnoTemp, and Organically Grown Co.	
<b>Key Industry- Manufacturing</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Manufacturing-Cluster Report</b>	Analysis of existing manufacturing industries and how to expand them.	Completed in 2012.	
		<b>Pacific Northwest Manufacturing Partnership</b>	An alliance with SW Washington, Willamette Valley, and Columbia River Corridors, working to support the regional manufacturing sector.	Partnership applied for and received federal <i>Investing in Manufacturing Communities Partnership</i> designation.	Business Oregon, multiple cities, counties, colleges, universities, research institutes, and economic development organizations.
		<b>Business Assistance</b>	Provide financing or technical assistance (see Business Assistance below).	Examples of assisted businesses include Rolf Prima, HeliTech, Peterson Pacific, PacRecycling, Quality Metal Finishing, Strapworks.	
<b>Key Industry- Educational Technologies</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Educational Technologies-Cluster Report</b>	Analysis of existing educational technology industries and how to expand them.	Completed in 2012.	
		<b>Lane County Sector Strategies Team-Tech Collaborative</b>	A collaborative public and private-sector team established to identify gaps limiting the sectors' growth and to form local strategies to address them.	Implementing Tech Collaborative recommendations (e.g., UO Computer Science department working with Tech sector to meet workforce needs).	Lane Workforce Partnership; Springfield; Chamber; Travel Lane County; Lane ESD, UO; LCC; TAO; private sector
		<b>Technology Association of Oregon (TAO)</b>	The TAO helps to raise the visibility of the region's tech and tech-enabled companies in Oregon and other markets through events, marketing, reports, and PR.	TAO has established presence in Eugene, City partnering on broadband, regional identity, and workforce.	
		<b>Strategic Air Service Connections</b>	Working to establish new daily service that to key markets, in response to an issue identified at 2013 Summit.	Alaska Airlines beginning daily service to San Jose, CA November 5, 2015.	Chamber; private sector
		<b>ETIC Needs Statement</b>	City-led effort with Engineering and Technology Industry Council (ETIC) to conduct needs statement for software industry, to address shortage of qualified graduates.	Implementing Computer Science curriculum changes at UO.	Private sector, UO, LCC
		<b>Business Assistance</b>	Provide financing or technical assistance (see Business Assistance below).	Examples of assisted businesses include Palo Alto Software and Avant Assessment.	



# Key Industry: Food and Beverage



# Key Industry: Food and Beverage



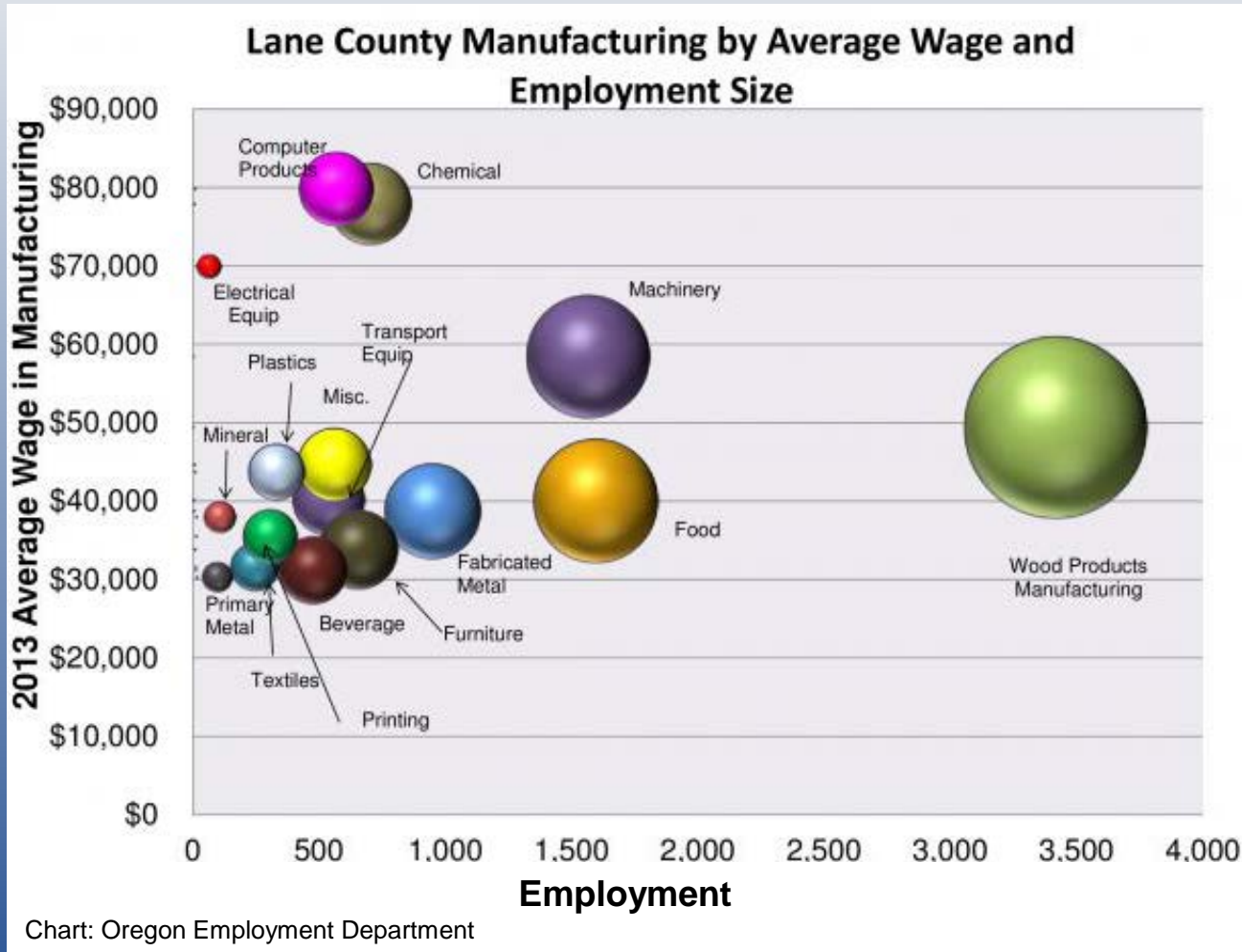
# Key Industry: Food and Beverage

*Regional Food Brand*





# Key Industry: Manufacturing



# Key Industry: Manufacturing



Pacific  
Northwest  
Manufacturing  
Partnership  
(PNMP)

# Key Industry: Manufacturing

## *Investing in Manufacturing Communities Partnership (IMCP)*



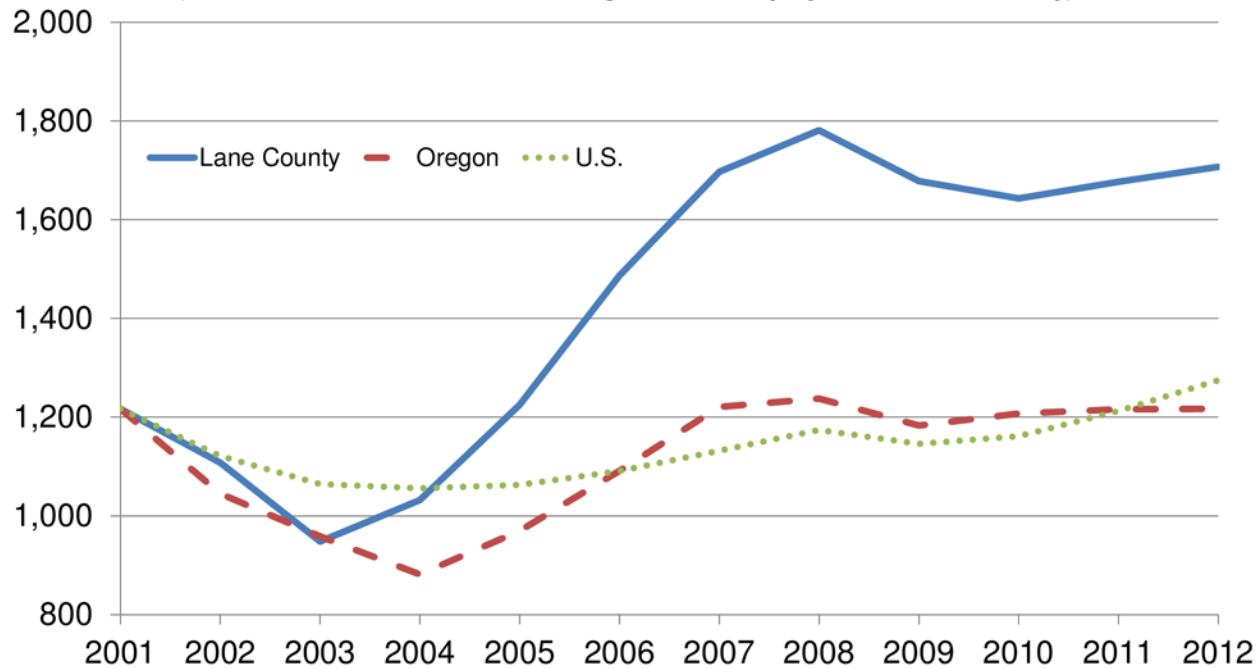
*“This designation will boost Oregon’s productivity, attracting more investment and creating even greater opportunities for local manufacturers to compete on a national and international scale.”*

**—Senator Ron Wyden**

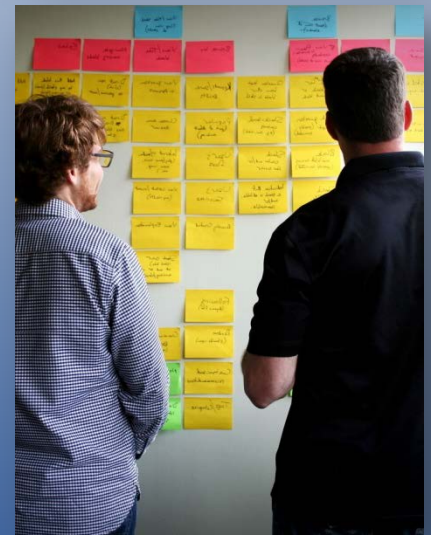
# Key Industry: Educational Technologies

## Software Publishing Growing Faster in Lane County Than in Oregon and the U.S.

(Indexed to 2001 Software Publishing Covered Employment in Lane County)



Source Oregon Employment Department

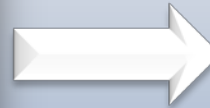


# Key Industry: Educational Technologies

## New Nonstop Air Service



**Eugene**



**San Jose**

On



Starting November 5<sup>th</sup>!

fly **EUG**<sup>✈</sup>.com



**EUGENE AIRPORT**

# Key Industry: Educational Technologies



## THE NEXT TOP 10 CITIES FOR TECH JOBS

SURE, NEW YORK AND SILICON VALLEY WILL ALWAYS BE TECH HUBS, BUT THESE OTHER U.S. CITIES COULD BE HOME TO THE NEXT BIG THING.

### 10. EUGENE, OR

Known as the Silicon Forest, Eugene is home to the natural beauty and culture of Oregon as well as a young and fast growing technology industry.

**Total Tech Jobs Open:** 3,000

**Top Five Tech Jobs:** Programmer analyst, senior QA analyst, network and systems engineer, IT services manager, and application software developer

**Major College:** University of Oregon

**Median Rent:** \$950

**Recreation and Culture:** Counter-cultural spirit, thriving indie rock scene, hiking, mountain biking, and access to skiing

# Growing Local Economy

**Grow** existing businesses at home.

**Nurture innovation** and startups.



# Growing Local Economy



Broadband Pilot recently connected fiber to 2 downtown buildings.



# Growing Local Economy

STRATEGY

The Big Look



August 2014

South Willamette EDC Strategic Plan

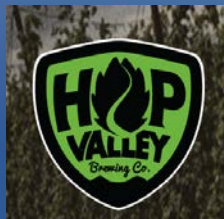
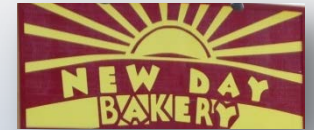
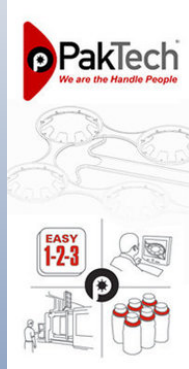
South  
Willamette  
Economic  
Development  
Corporation

# Business Assistance



- Business Development Fund
- Downtown Revitalization Loan Program
- West Eugene Enterprise Zone
- eCommerce Zone
- Micro-enterprise training
- Riverfront Loan Program

# Business Assistance



# Workforce Development



Invest in education:

- Build skills and exposure to computer sciences.

Invest in the workforce:

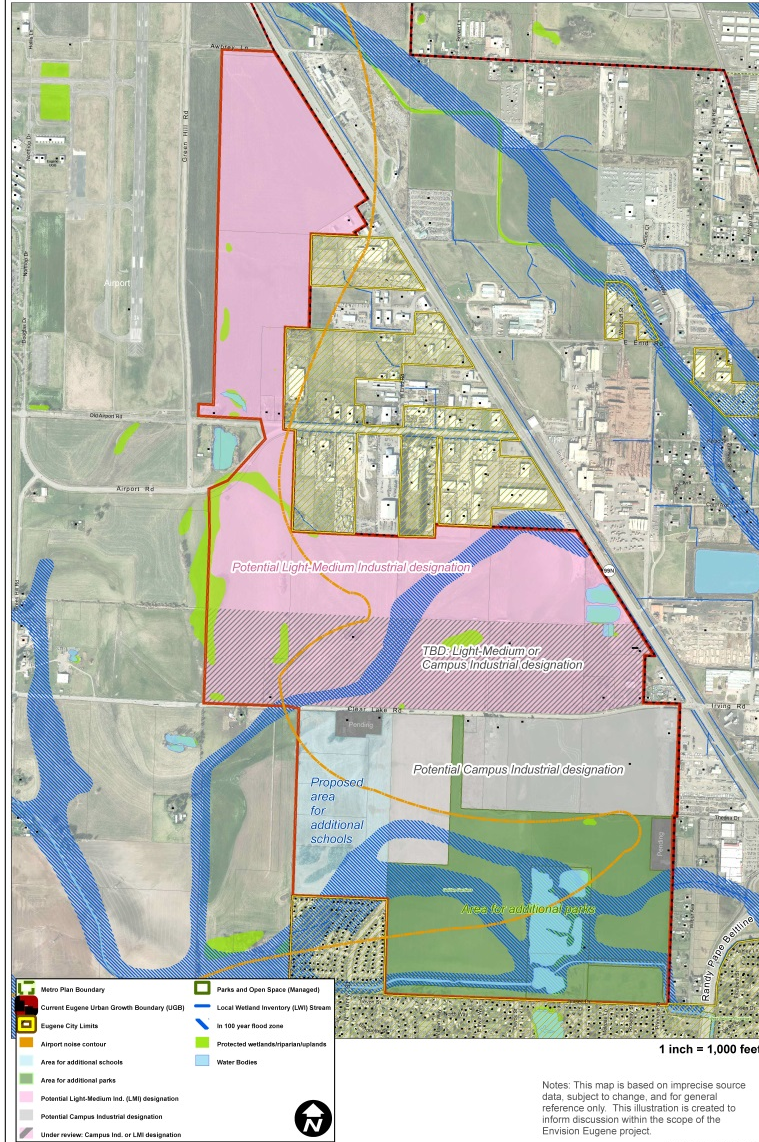
- Strengthen the creative and technical skills.

Invest in economic development

- Retain and grow high tech businesses in our region

# Land Supply

## Clear Lake Area: Potential UGB Expansion



# Creative Economy Support



# Permitting Improvements

## eBuild Permit System

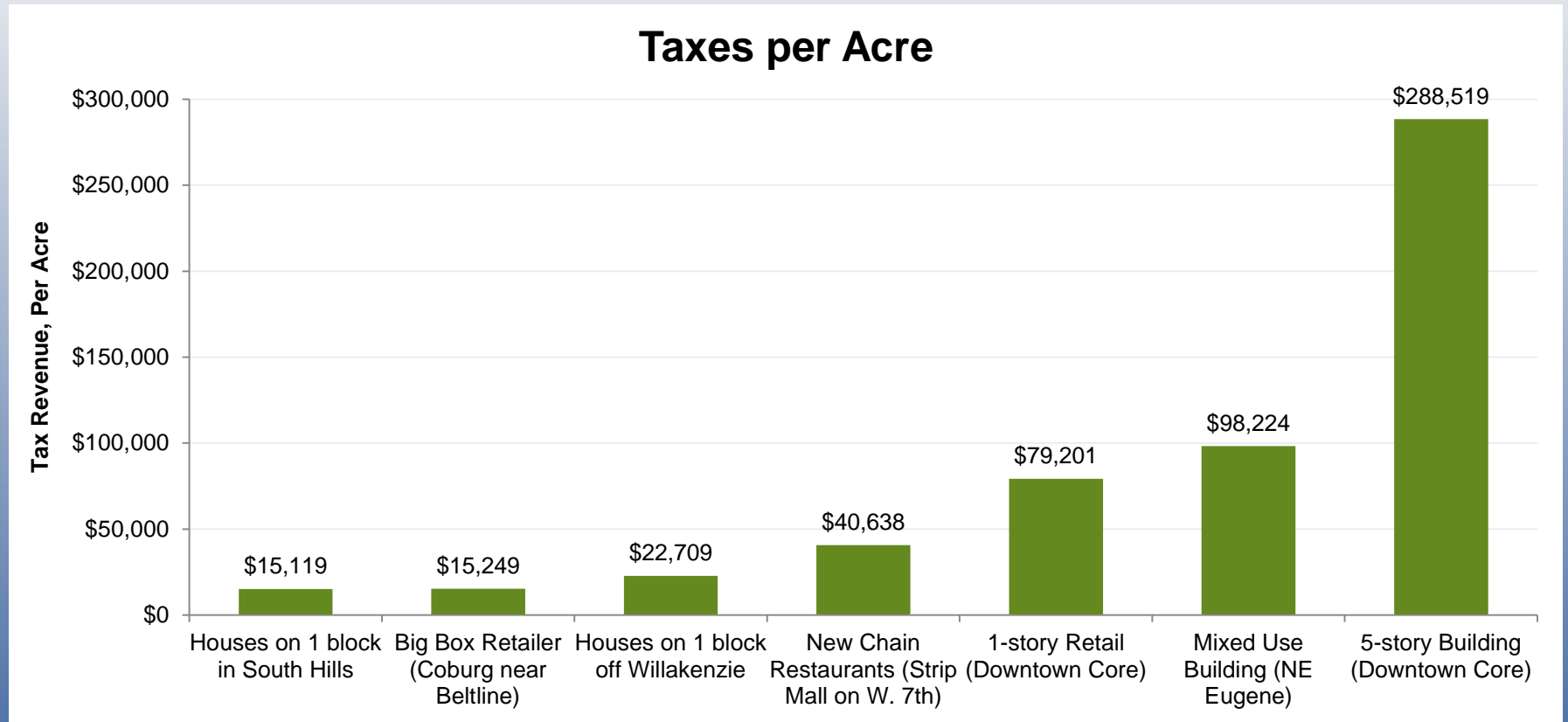


# Downtown Redevelopment





# Downtown Redevelopment



**A dense urban core greatly enhances the tax base of a community.**

# Downtown Redevelopment

2015

DOWNTOWN EUGENE



Hult Center



Broadway Place



LCC Downtown Campus & Housing



Public Library



Broadway & Willamette



Farmer's Market



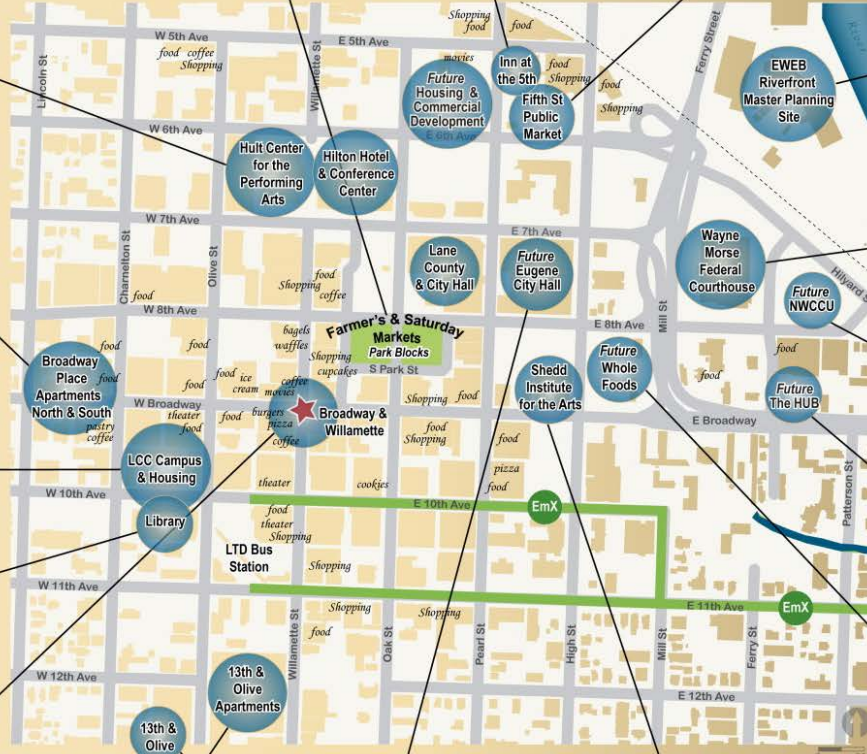
Inn at the 5th Hotel



Fifth Street Public Market



EWEB Riverfront (future)



13th & Olive



Eugene City Hall (future)



The Shedd Institute



Wayne Morse Federal Courthouse



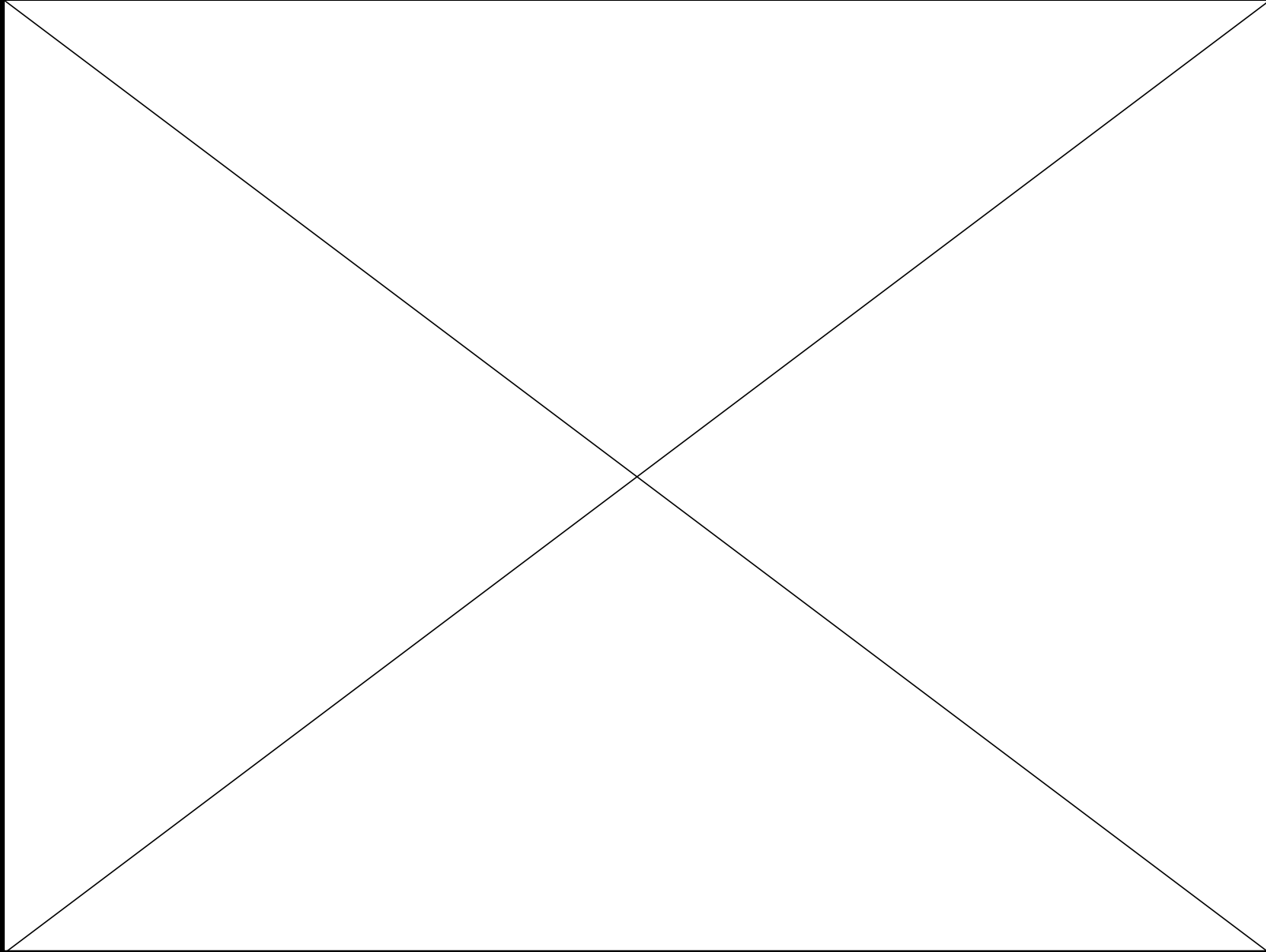
Northwestto Juo Community Credit Union (NWCCU) (under construction)



The HUB (under construction)



Whole Foods 2016



IDX

