

# ECONOMIC PROSPERITY & TARGETED INDUSTRY CONVERSATIONS



Report to Council, November 2015

# THE BAKER'S DOZEN

- Investing in Manufacturing Communities Partnership
- 2021 World Championships – #INSPIRETHEWORLD
- Regional Accelerator and Innovation Network
- Prepare new industrial/employment lands
- Sustainable funding for Parks and Recreation
- Investment in Creative Industries
- Expand high speed broadband network
- Moving ahead – faster transit
-  Targeted industry conversations
- Workforce analysis
- EWEB Redevelopment
- Eugene–specific metrics
- Telling the story

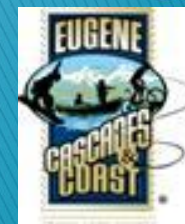


# BETTER TOGETHER!

Lane County Sector Strategy Team



Eugene Area  
Chamber of  
Commerce



# We have all heard...

“Businesses are tired of all the groups coming and talking to them...and then nothing ever happens”

“We can’t all talk to the same businesses”

“We really should be more coordinated”

“We are the leaders in this work...”

# It's About Inclusion and Collaboration!

- ▶ City Leaders
- ▶ Chamber Directors
- ▶ Workforce Boards
- ▶ Education Leaders
- ▶ Elected Officials
- ▶ Economic Development
- ▶ Business Champions
- ▶ Industry Groups

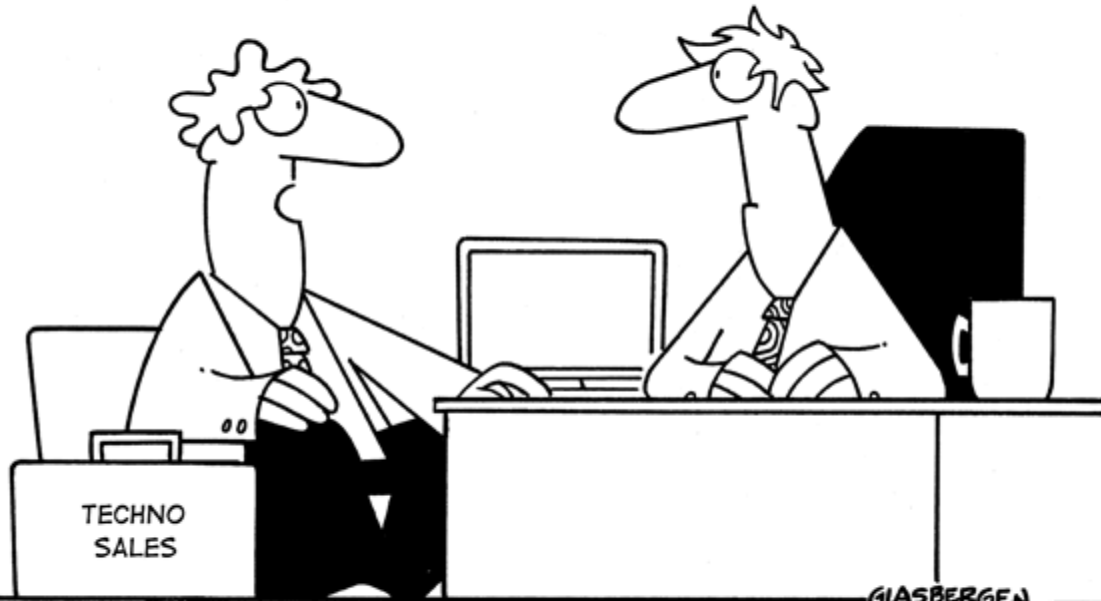
# How did we get started?

- ▶ Identified all of the stakeholders in our region
- ▶ Brought everyone together
- ▶ All received the same training
- ▶ Brought in a facilitator
- ▶ Studied the data
- ▶ Selected an industry – together
- ▶ Agreed to first steps
- ▶ The lead convener– committed to carrying the message forward and to be the keeper of the initiative.
- ▶ All participants became members of the newly created *Lane County Sector Strategy Team*.

# Creation of the Tech Collaborative

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**“How can I learn about your company’s needs if you keep interrupting me?”**

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# Why Tech?

- ▶ Lane County is home to over **400** tech companies
- ▶ Creating over **5,000** jobs with an average pay of \$ **67,000** annually
- ▶ Generating over **\$350** million dollars in wages
- ▶ Projected to grow by **1,105** jobs by 2020
- ▶ An additional **1,258** jobs projected to be replaced



# The game plan...

1. Creating Business Driven Curriculum in Local Colleges
2. Improving Quality of K-12 Education
3. Improving Air Travel Options in and out of the Region
4. Improving Livability of Downtown Eugene
5. Branding and Marketing of Lane County
6. Increased Internet Speed in Downtown Eugene

# Thank you!

- ▶ The Technology Association of Oregon (TAO) was brought here by the City of Eugene, Lane Workforce Partnership, and the University of Oregon
- ▶ We're a members-based 501(c)(6) non-profit

# Business-Driven Curriculum

- ▶ Tech sector has constant need for skilled workforce
- ▶ Now engaging directly with UO and LCC
- ▶ UO developing curriculum that aligns with industry's needs
- ▶ Tech sector and public sector actively supporting UO in grant opportunities

# K-12 Education

- ▶ Connected 3 agencies that had previously cancelled each others grants out
- ▶ Supporting Lane County's STEM Hub Reboot
- ▶ Launching STEM Education into Space

# Air Travel

- ▶ Non-stop service between Eugene and San Jose on Alaska Airlines started in November 2015

# Downtown Livability

- ▶ We see progress in our Downtown!
- ▶ Please keep going – next summer can't be like last summer
- ▶ The tech community would like to help

# Branding and Marketing

- ▶ Goal raise the visibility of Eugene as a great place to live and work in tech
- ▶ Travel Lane County supported development of a consistent positive message about the Tech sector in Lane County
- ▶ Tech sector developed an implementation plan to amplify promotional efforts that highlight the area's business and lifestyle qualities

# Municipal Broadband Network

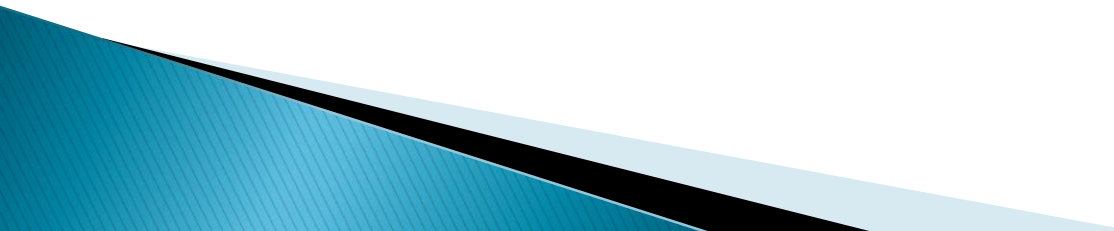
- ▶ We support of the City's effort to expand the municipal broadband network
- ▶ Please keep moving forward



# Letting the experts do what they do best...

- ▶ Leading efforts
- ▶ Following-through on commitments
- ▶ Convening business and community leaders
- ▶ Carrying the message forward

*Capturing, Reporting, and Celebrating our successes together!*



# Making headlines...together...

**TAD** Faster with fiber  
**TOP TEN** Down for Eugene  
**FOR** How Eugene's Tech Scene  
**Has Exploded in the Last 6 months!**  
**TECH** Portland Biz Journal, October 12, 2015  
**MAKES** Weekly Eugene, 2015  
**FAST** Downtown  
**July 30, 2015**

# All groups working from the same game plan...

- ▶ All of us are still meeting our organizational missions – but we are consistent with our message – and we are consistent in our understanding of what the industry wants
- ▶ We are all still meeting with, talking to, and working with businesses...just more intelligently and collectively