

BUILDING

A BETTER

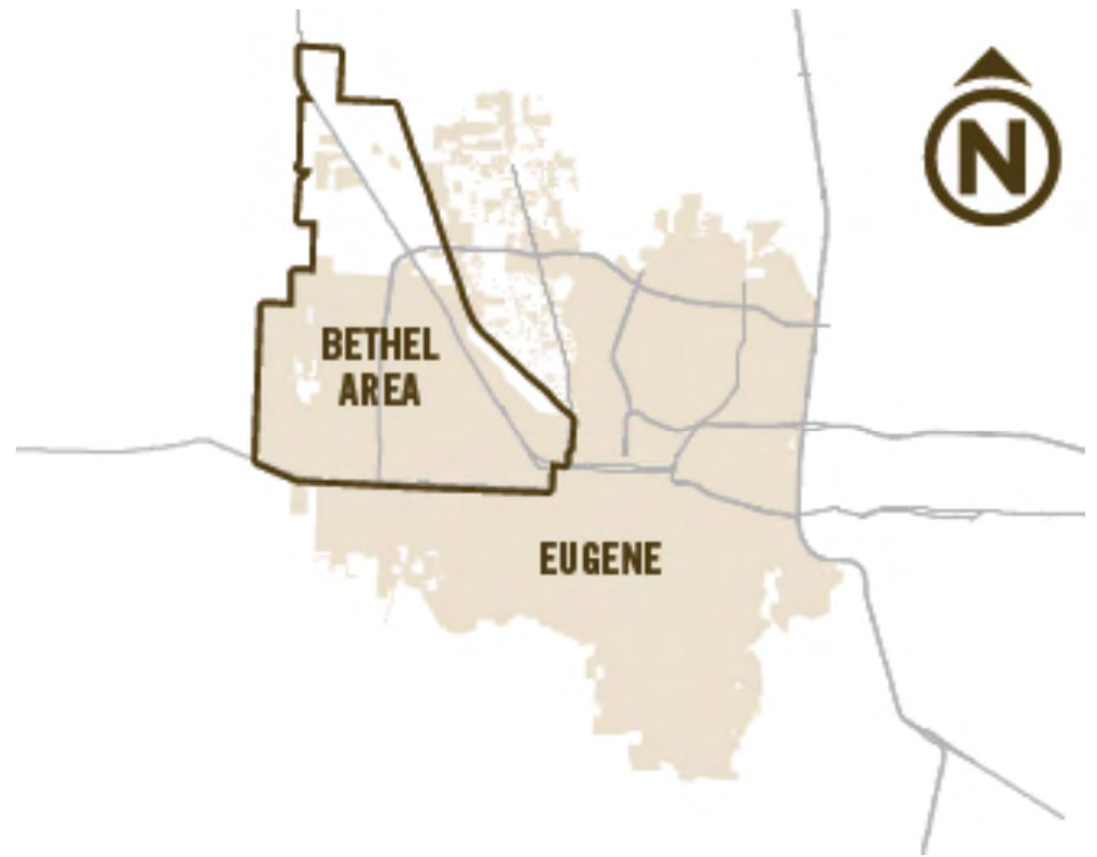
BETHEL



Bethel Area Economic Development Task Team

Objective:

Create an economic development strategy that supports increased activity within the Bethel Area, includes short and long term actions, and emphasizes redevelopment opportunities and support of the food industry.



BETHEL TASK TEAM

Greg Evans

Claire Syrett

Chris Pryor

Larry Newby

Joanne Gross

Colt Gill

Sarah Case

Keith Miller

Scott Bales

Debi Farr

Pat Farr

Corey Dingman, MAI

Dennis Boeger, PE

Clayton Walker, CCIM

Alan Turanski

Leigh Anne Hogue

Resident and City Councilor-Ward 6

Resident and City Councilor-Ward 7

Resident and City Councilor-Ward 8

Resident and Retired Real Estate Professional

Resident and Co-chair Active Bethel Citizens

Superintendent, Bethel School District

Development Officer, Lane County

Resident

Resident Business Owner: Royal Refuse and McKenzie Recycling

Resident and Member, Bethel School Board

Resident and Lane County Board of Commissioner-District 4

Partner, Duncan and Brown Real Estate Analysts

Resident and Owner, Boeger & Associates, LLC

Principle Broker, C.W. Walker and Associates

Resident Business Owner: President, Glory Bee Foods

Director, Economic Development, Eugene Chamber of Commerce



Process

- **Task Team Approach** – Targeted Representatives from public agencies, private business and education.
- **PDD Project Approach** – Downtown Development strategy: **Plan, Team, Resources**.
- **Four Meetings** – from October to December 2014.
- **Existing Plans as Foundation** – Utilized the Regional Prosperity Plan and Envision Eugene as vision.
- **Provided context** – The first meetings laid foundation on goals, current conditions, focus.
- **Created Action Plan** – Identified a set of strategic actions by **public** and **private** partners to advance the community's vision in Bethel.

VISIONING

Team members were asked for three words for their vision for Bethel

Fine Dining **Transportation** Flowers **Vibrant** Convenient
Partnerships Expanding Activity **Opportunities** **Exciting** Clean
Everything Right Here Dynamic **Comfortable** Manufacturing Real Small Steps
Healthy Food Accessible **Connected** Incorporated **Places to Gather**
Celebrate Diversity Community **Community Pride** **Kids on Bikes** Equity
Infrastructure Refinement **Welcoming** Strong Employment



Strategies

A set of near term initiatives that were identified by the Task Team for actions by public agencies, private business and community groups. The City of Eugene lead items have been vetted and are included as part of a division's work plan/evaluations during the associated time frame.

The following thematic slides for Place, People, and Prosperity will showcase the particular strategy (e.g. #4) as well as the topical area for project communications (e.g. Schools and Workforce).

Task Number	Task											Lead Party
		City of Eugene	Eugene City Council	Lane County Government	Bethel School District	Eugene Planning Commission	Eugene Chamber of Commerce	Regional Eco Dev Org	Private Businesses	Bethel Community	ECC Sports Commission	
Short Term (up to 3 years)												
1	Develop criteria and process for fast track permitting	X						X				Planning and Development Department
2	Enact Zone Changes and Code Amendments	X	X			X			X	X		Planning Division, Planning Commission
3	Create Bethel Business Alliance				X		X	X	X	X		Clayton Walker, Colt Gill, Chamber of Commerce.
4	Review Enterprise Zone Criteria and Expand to match UGB	X	X	X			X	X				Community Development Division
5	Expand UGB - Clear Lake Road	X	X	X		X	X			X		Planning Division, Planning Commission
6	Create and implement a Targeted Business Assistance Strategy including 'Gold Zone'	X		X	X			X				Community Development Division; Include LCOG and LCC
7	Engage in rebranding of Bethel area to align with positive trajectory					X			X	X		Councilor Evans, Bethel Business Alliance, Bethel Community
Medium Term (up to 5 years)												
8	Create support position to aid in permitting process	X						X				Planning and Development Department
9	Complete site predevelopment to attract business expansion, prioritizing key industries	X		X					X			Community Development Division
10	Expand workforce development partnerships		X			X				X		Colt Gill, Brian Kelly (LCC), and coordinate with Bethel Business Alliance
11	Expand recreation facilities to increase sports based activities and tourism.		X						X		X	Councilor Evans, Sports Commission, Art Farley (Eugene Parks Foundation)
12	Help retain and grow the food sector industry in West Eugene	X		X				X	X	X		Lane County Economic Development Program




Place

Identifying high value public and private investments in infrastructure, parks and recreation amenities, and schools.


Strategies:

Short Term (up to 3 years)	
1	Develop criteria and process for fast track permitting
2	Enact Zone Changes and Code Amendments
5	Expand UGB - Clear Lake Road
7	Engage in rebranding of Bethel area to align with positive trajectory
Medium Term (up to 5 years)	
9	Complete site predevelopment to attract business expansion, prioritizing key industries



Property Redevelopment

- New financial resources and tools to support identified redevelopment sites



Transportation Upgrades

New transportation initiatives:

- Bike & Pedestrian paths
- Street pavement preservation and traffic calming projects
- Plan for increased bus service and EmX extension



Urban Growth Boundary (UGB)

- Proposed UGB expansion will increase employment opportunities and available land for business retention and growth.
- City of Eugene is committed to integrating this area in a comprehensive, healthy and smart manner.



Ease of Entry

The City of Eugene will ease the entry for projects that meet the vision laid out in Envision Eugene, including:

- Reduce the barriers for permit review
- Create a project support position
- Work with regional partners to create 'shovel ready' sites



People

Engaging the community through existing connections within the Bethel School District, Neighborhood Associations, civic groups, and City of Eugene Recreation programming. Highlighting the impact of workforce development advancements within the Bethel School District and strengthening the connection with private businesses and higher education institutions.

Strategies:

	Short Term (up to 3 years)
7	Engage in rebranding of Bethel area to align with positive trajectory
	Medium Term (up to 5 years)
10	Expand workforce development partnerships
11	Expand recreation facilities to increase sports based activities and tourism.



Schools and Workforce

2012 Bond measure to:

- Construct new Fairfield and Malabon Elementary Schools
- New science wing at Willamette High School, housing the area's only Science, Technology, Engineering, and Math (STEM) program



Parks and Recreation

Building on a great base, the City of Eugene is updating the Parks and Recreation System Plan for further development:

- Bethel Community Park upgrades
- New YMCA
- Golden Gardens Park improvements
- New paths to increase connectivity
- Expanded plan adoption targeted for November, 2016. Share your thoughts at BetterBethel.com



Prosperity

Creating a Bethel Business Alliance and targeting City of Eugene economic development incentive programs toward the Bethel Area.

Strategies:

	Short Term (up to 3 years)
3	Create Bethel Business Alliance
4	Review Enterprise Zone Criteria and Expand to match UGB
6	Create and implement a Targeted Business Assistance Strategy including 'Gold Zone'
	Medium Term (up to 5 years)
8	Create support position to aid in permitting process
12	Help retain and grow the food sector industry in West Eugene



Bethel Business Alliance

A new business group focused on:

- Support expansion of Bethel businesses
- Attract new businesses
- Advocate for those looking to start something new
- Collaborate with public agencies



Targeted Business Assistance

- City of Eugene & Chamber of Commerce will work to align existing incentives
- Create more opportunities to support business growth
- Focus incentives on retail and food industry development



Communications

EUGENE, OREGON

BUILDING A BETTER BETHEL



EUGENE, OREGON

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Communications

BUILDING A BETTER BETHEL



The Bethel Area is Eugene's largest neighborhood with over 12,000 households. Bethel already contains many of the vital elements that contribute to a vibrant, strong, and livable neighborhood:

Housing
Bethel neighborhoods host quality housing, affordable to all income levels.

Education
The Bethel School District leads the area in graduation rates and testing scores. Willamette H.S. was named a 2014 Green Ribbon School, one of only 52 in the US!

Parks and Recreation
Rich in existing parks and recreation opportunities, Bethel is proud of its current open spaces, bike paths, ball fields, and community centers.

Diversity
The Bethel Area has the highest level of racial and ethnic diversity within Eugene and includes people of every age.

Community Pride
Bethel neighbors demonstrate genuine care and respect for the community in which they live, highlighted at the Annual "We Are Bethel" celebration.

And now, we would like to help build an even better Bethel.

A group of elected officials, neighborhood groups, local businesses leaders, city staff, and the school district identified ways to create new opportunities for increased vitality within the Bethel community.

Read more about what is happening in your neighborhood and how you can be involved, visit:
www.BetterBethel.com

TARGETED PUBLIC INVESTMENTS

With a number of great schools and parks already in place, we want to build upon this strength with additional investment in public infrastructure.

T Transportation Upgrades

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PR Property Redevelopment

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SUPPORTING PRIVATE INVESTMENTS

Private investment is drawn to areas with exceptional public infrastructure. The following actions support new private investment to contribute to the area's economy.

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Eugene
eugene-oregon.gov
BetterBethel.com

Take a look inside for information on new projects happening in the Bethel area. The best is yet to come!

Working together, we can all build an even better Bethel.



EUGENE, OREGON

BUILDING A BETTER BETHEL

