

AGENDA
VENETA ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, June 10, 2020 – 2:00 P.M.
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

PURSUANT TO GOVERNOR BROWN’S EXECUTIVE ORDER NO. 20-07, ALL CITY OF VENETA PUBLIC MEETINGS WILL BE LIMITED TO NO MORE THAN 10 PEOPLE ATTENDING, INCLUDING STAFF AND ELECTED/APPOINTED OFFICIALS.

PURSUANT TO GOVERNOR BROWN’S EXECUTIVE ORDER NO. 20-16, CITY OF VENETA PUBLIC MEETINGS CAN BE ACCESSED VIA TELECONFERENCE. TO LISTEN TO THIS MEETING, CALL 1- 978-990-5248, ENTER ACCESS CODE 8848223

2:00 **I. CALL TO ORDER**

2:05 **II. PUBLIC COMMENT**

a. Speakers will be limited to 3 minutes each.

2:10 **III. ADMINISTRATIVE**

- a. Approval of Minutes for March 11, 2020
- b. 5-Year Strategic Plan Action Priorities Update

2:15 **IV. RDI / EWING MARION KAUFFMAN RURAL OPPORTUNITY INITIATIVE GRANT**

- a. Update and Grantor Expectations
- b. VenetaWorks
 - i. Oregon RAIN – Mentor Meet-ups online
 - ii. Online Marketplace with Oregon RAIN & Foundry Collective
 - iii. Summer Retail Pop-Up planning

2:35 **V. PROGRAM UPDATES**

- a. Fermentation Incentive Package Response
- b. Middle Mile Fiber

2:55 **VI. R.A.R.E. PARTICIPANT PROJECT REVIEW**

- a. Discuss tentative workplan for September 2020 through June 2021

3:05 **VII. EDC NEWSLETTER**

- a. Topics
 - i. Letter from Chair
 - ii. Spotlight – New Management Analyst
 - iii. VenetaWorks activities
 - iv. COVID-19 Business Assistance Programs

3:15 **VIII. OTHER**

- a. New Management Analyst – Jana Weaver (start June 18th)
- b. Options for Strategic Planning Process

3:25 **IX. NEXT MEETING**

- a. August 12, 2020 at 2:00 p.m. (Second Wednesday of Every EVEN Month)
- b. Topics:
 - i. Online Marketplace operation
 - ii. Pop-Up Retail operation

3:30 **X. ADJOURN**

Times are approximate. This meeting will be digitally recorded. Location is wheelchair accessible (WCA). Individuals needing special accommodations, such as sign language or foreign language interpreters, should make such requests by contacting the City Recorder at 541-935-2191 (voice) or by e-mail at: dhenneman@ci.veneta.or.us. Requests made after 10:00 a.m. two working days prior to a meeting may not be accommodated.

Los tiempos son aproximados. Esta reunión se grabará digitalmente. La ubicación es accesible para sillas de ruedas (WCA). Las personas que necesiten un alojamiento especial, tales como lenguaje de señas o intérpretes de idiomas extranjeros, deben hacer tales peticiones poniéndose en contacto con el registrador de la ciudad en 541-935-2191 (voz) o por correo electrónico a: dhenneman@ci.veneta.or.us. Las solicitudes hechas después de las 10:00 a.m. dos días hábiles antes de una reunión no pueden ser acomodadas.

To access Veneta Economic Development Committee meeting materials please go to <http://www.venetaoregon.gov/meetings>

MINUTES
VENETA ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, March 11, 2020 – 2:00 P.M.
Veneta Administrative Center, 88184 8th Street, Veneta,
Oregon

Committee Members Present:

Herb Vloedman (Chair, Fern Ridge Self- Storage), Thomas Cotter (Council Appointee, Council President), Jason Alansky (Veneta – Fern Ridge Chamber President), Dalen Corbett (KEZI), Gina Haley-Morrell (Veneta – Fern Ridge Chamber), John Tribolet (Grateful Graffix), Ryan Frome (Veneta Vet. Hosp.)

Matt Michel, City Administrator and non-voting member

Absent: Len Goodwin (Vice Chair)

Staff: None

Visitors: Jim Haddock (Yurtel-Veneta), Tracy Robinson (Veneta Family Dental), Jenna Cusimano (Lane County Economic & Community Development Management Analyst)

2:00 I. **CALL TO ORDER**

Chair Herb Vloedman called the March 11th Economic Development Committee [EDC] meeting to order at 2:00 p.m.

2:00 II. **PUBLIC COMMENT**

A. Jim Haddock, co-owner of Yurtel-Veneta, offered his recent observations about successful local reusable grocery bag marketing and suggested that Veneta and Veneta businesses consider using similar marketing. Discussion occurred. The Fern Ridge Chamber of Commerce will take the lead on exploring the opportunity and offering it to area businesses for marketing space.

2:11 III. **ADMINISTRATIVE**

- A. Approval of February 19, 2020 Minutes.
- Gina Haley-Morrell made a motion to accept the February minutes; seconded by Jason Alansky; passed unanimously.

2:12 IV. **5-YEAR STRATEGIC PLAN AN ACTION PRIORITIES UPDATE**

- A. Revisions and update process
- City Administrator Matt Michel presented a two-page table of past and current EDC work plan priorities and associated priority rankings. He noted progress on each action item as: Active, Semi-Active, Ongoing, No Action, and Completed, then asked for guidance on Semi-active action items. Discussion occurred.
 - Michel reviewed Action Item 2.1.2 “Develop an outreach program to better understand and meet the needs of local businesses (launching of subcommittees).” Business Retention & Expansion (BRE) program interviews conducted in 2016-17 and the actions resulting from that activity formed the basis of this action item. Discussion about conducting another BRE interview

process was discussed as was the need for funding and third-party facilitation of that process. Lane County is currently offering to facilitate an Asset Mapping exercise to develop tailored marketing material that emphasizes unique community assets. Discussion occurred. Committee consensus was to have this action item's progress labeled "Completed."

- Michel then reviewed Action Item 4.1.2 regarding bringing more broadband fiber into Veneta and expanding availability within the city. The Middle Mile Fiber Project is the key element and is ongoing. Once that goal is accomplished, bringing Fiber-To-The-Premises (FTTP) is the next goal. Discussion occurred. Committee consensus was to have this action item's progress labeled "Ongoing" for the Middle Mile Fiber effort and retain the FTTP element for consideration in the next 5-Year plan.
- Michel reviewed several Ongoing action items and Active action items that staff is currently engaged in. Discussion occurred. Michel suggested that Action Item 4.2.4 regarding a local art streetscape could be re-focused on a public art ordinance similar to what other Oregon cities have enacted. Discussion occurred including the alignment of the Oregon Country Fair's (OCF's) artistic scene, a recent Veneta By Design workshop that addressed public art, and the potential for secondary performance art venues to supplement the economic impact of OCF's perennial presence.
- Michel then reviewed an EDC member's proposed action item of engaging in a Sister City program. Michel reviewed the programmatic requirements and process recommended for a successful program. Discussion occurred. The Committee held the action item for consideration in the next 5-Year Plan.
- The Committee discussed Action Items 3.1.1 & 4.2.2 regarding wayfinding and regional attractions of wineries. Past experiences of the Chamber of Commerce's efforts to partner revealed that wineries were pursuing other avenues of marketing.
- Michel will update the priorities table to reflect the Committee's guidance and discussion.
- Michel proposed that the Committee use this year to engage the County on its Asset Mapping exercise, pursue a facilitated community asset discussion through the RDI/Kauffman Foundation grant, and seek grant funding to develop a new 5-year Strategic Plan. Discussion occurred. Committee consensus was to accept the proposed course of action.

3:20 V. OTHER

A. VenetaWorks Update

- Michel updated the Committee on event planning being done in partnership with the Chamber of Commerce and OregonRAIN for the May 2nd Business and Entrepreneur Showcase. Dalen Corbett offered to provide guidance on promoting the event.

B. Business Oregon ROI grant update

- Michel reported that the City's grant application was not approved. He will ask for feedback from Business Oregon on how to improve the proposal.

C. Middle Mile Fiber Update

- Michel reported on the latest verbal proposal from Zayo on a fiber lease. A written draft agreement is expected in the coming week. Discussion occurred.

D. Fermentation Incentive Update

- Michel reported that one team had expressed interest in applying at the Tier 1 level for the incentive.

E. Development

- Michel reported on recent planning department activity for Dollar General

store. Tracy Robinson, Veneta Family Dental, discussed his activities with developing the Red Barn property. Discussion occurred.

3:29 **VII. NEXT MEETING**

A. April 8, 2020 at 2:00 p.m. and the Second Wednesday of Every Other Month

3:30 **IX. ADJOURN**

Chair Vloedman adjourned the meeting at 3:30 p.m.

Economic Development Committee Action Prioritization Update

Color Key:

Green – Staff workplans

As of June 10, 2020

Mar '20 Rank	Mar '19 Rank	Oct '17 Rank	Oct '16 Rank	Apr '16 Rank	Action	Description	Current Status	Notes
A	A	1	1	5	2.1.2	Develop an outreach program to better understand and meet the needs of local businesses (launching of subcommittees).		COMPLETED Veneta Business Connect (BRE), VenetaWorks (RAIN workshops), Chamber events, Asset Mapping with County. Consider for 2021-2025 EDC plan
A	A	2	5	1	4.1.2	Pursue the expansion and installation of a fiber optics line to, and throughout , Veneta to bring the City more fully into the communication age. (May include recommending code changes to require CAT 5 wiring). Fiber-to-the-Home (FTTH) plans?	Active	City Administrator with Telecomm Subcommittee pursuing build options overhead and underground. 6-10 Update: Build packaged with LCOG-Zayo negotiation. In process. Consider FTTH for 2021-2025 EDC plan.
A	A	7	9	2	1.2.1 2.3.1	Collaborate with regional economic development agencies/groups and other communities to recruit industry and businesses to the area.	Active	Fermentation Incentive; City Administrator and Management Analyst focus area. OEDA training. 6-10 Update: Brewpub at Tier 2 stage in Fermentation Incentive program
A	A	8	7	-	4.3.1	The City should continue making beautification improvements at key locations or along corridors that are not only appealing to residents and visitors, but signals to prospective businesses that the community invests in public aesthetics.	No action	PW re-designed area at Luther Lane & Territorial
A	A	15	4	3	4.1.3 4.2.1	Continue to advocate for ODOT to fund and construct the preferred alternative consistent with the adopted HWY 126 Fern Ridge Corridor Plan. Continue to make improvements along Highway 126.	Ongoing	Lane ACT (Council, Comm. Dev. Director) & City Admin. local advocacy 6-10 Update: NEPA work started, public engagement coming soon
A	C	4	12	9	2.1.3	Work with regional tourism associations and wine industry to increase tourism activity in the area	No Action	Chamber Visitor Center lead
A	C	18	18	18	4.2.4	Incorporate local art into downtown streetscape improvements.	No Action	Public Art Ordinance
A	C	19	19	19	1.1.1	Allocate economic development funds to support the hiring of a RARE placement or Economic Development Intern.		COMPLETED 6-10 Update: RARE placement awarded May 27 th ! Interviews week of July 13 th ; RARE starts September

A	-	-	-	-		Sister City program to enhance cultural activities	No action	Consider for 2021-2025 EDC plan
C	A	3	3	-	3.2.1	Conduct and implement a market analysis to evaluate and address the inadequacy of retail services within the downtown area.	COMPLETED Downtown Veneta Retail Market and Development Strategy, 2017-2019: (1) Site info and marketing, (2) code enf. & URA amend. for re-dev grants, (3) Marketing & networking & events, (4) Veneta Business Connect & VenetaWorks	
C	A	5	8	7	3.1.1 4.2.2	Collaborate with Oregon Department of Transportation (ODOT) to increase consistent and attractive wayfinding signage and direct traffic off of Highway 126 into downtown Veneta and to Veneta businesses.	No Action	ODOT is limiting factor.
C	A	6	13	10	4.2.3	Continue to monitor commercial “problem properties” through code enforcement and nuisance ordinances	Ongoing	Vacant Property Registration program. Code enforcement maintains relationships with property owners.
C	A	11	17	16	2.1.1	Create a business registry database that inventories all current businesses located in Veneta.	COMPLETED	
C	A	12	6	-	2.2.1	Develop a quarterly newsletter highlighting City of Veneta’s economic development initiatives. Newsletter, EDC website, & VenetaWorks website	Active	Spring 2020 Edition needed
C	A	14	11	8	3.1.2	Continue to upgrade existing downtown infrastructure.	Ongoing	URA projects
C	A	17	15	14	4.1.1	Focus improvements on pedestrian and streetscape infrastructure as needed.	Ongoing	URA and Public Works projects, including Safe Schools grant
C	A	20	20	20	1.1.2	Amend Veneta Comprehensive Land Use Plan and Zoning Code.	COMPLETED	
C	C	9	16	15	1.2.2	Provide regular updates to real estate agencies on availability of developable sites.	No Action	
C	C	10	10	4	1.1.4	Develop criteria used to determine how the City of Veneta prioritizes projects and allocates funding and other support for incentivizing economic development.	COMPLETED Redevelopment Toolkit, Business Assistance Program, Economic Incentives Guide, Fermentation Incentive	
C	C	13	2	6	1.1.5	Collaborate with Lane Workforce Partnership to demonstrate the City’s commitment to supporting workforce development in the community.	Ongoing	VenetaWorks monitoring Food & Beverage Sector program, Eugene’s Table
C	C	16	14	11	2.2.2	Develop a program to identify and document sites that are “shovel-ready” and can accommodate development.	Active	GIS-based inventory map in progress for website
C	C	21	21	21	1.1.3	City leadership and staff support and assistance with implementation of the strategic plan.	COMPLETED	
		22	22		1.1.6	Establish an Economic Development Committee	COMPLETED	

June 2, 2020

CONTACT: Matt Michel, City Administrator
mmichel@ci.veneta.or.us
541-935-2018

RE: PROPOSED PANDEMIC-RELATED PROGRAMMING REVISIONS FOR RURAL DEVELOPMENT INITIATIVES' EWING MARION KAUFFMAN FOUNDATION ROI GRANT TO CITY OF VENETA

Using Clicks & Bricks to Access¹ Retail Markets for Veneta-Fern Ridge Area Entrepreneurs

Entrepreneurs in the Veneta / Fern Ridge area are uniquely challenged by a lack of retail space and, thereby, a lack of market access. The City of Veneta embarked last year on an innovative pop-up retail market concept to create a seasonal downtown temporary marketplace that gathered consumers and community. This event was a success and it was agreed to continue it as an annual offering. However, the COVID-19 pandemic derailed the key "gathering" element of the marketplace for our entrepreneurs, necessitating a new plan responsive to this new limitation but also to the growing needs of our local new and existing small businesses, many of which are suffering from COVID's economic impact.

In response, the City of Veneta, local entrepreneurs, Oregon RAIN, the Foundry Collective, and the Veneta Fern Ridge Chamber of Commerce got to work getting our nascent retail market back on track within this new landscape, and with the support of RDI / E.M. Kauffman Foundation.

There are three elements to our new retail market track that combine new and existing programming.

First, we will launch a new, online MainStreet marketplace for Veneta / Fern Ridge area entrepreneurs.

Second, we will launch a 10-week online business accelerator focused on helping entrepreneurs develop their sales and marketing skills and plans. Our local Oregon RAIN Venture Catalyst would be available for follow-up one-on-one meetings with participating local entrepreneurs, and would also make them aware of the online MainStreet marketplace.

¹ Credit to Brad Attig, Foundry Collective, for using "Clicks & Bricks" to describe a COVID-19 retail business diversified market presence strategy.

Third, this year's summer downtown retail Pop-Up Market would begin its second year with a fresh look and safety protocols in place similar to those used by Oregon's farmers' markets. This element would also connect to the online MainStreet marketplace and business accelerator training by offering those participants the opportunity to set-up shop at the downtown retail Pop-Up Market.

Additional information about these three elements is presented below:

- Online MainStreet Marketplace (The "Click" Market)

Partners: Foundry Collective (lead), Oregon RAIN, VenetaWorks inaugural entrepreneur cohort, City of Veneta

Outcome: Collaborative, locally-managed retail online Shopify marketplace for area entrepreneurs

Budget: \$3,000 set-up; \$1,500/month, subject to change with hand-off to local collaborative/cooperative (6 to 9 months post-launch)

Timeline:

June 2020 – Oregon RAIN organizes Entrepreneur cohort to participate and deliver content. Foundry Collective designs and populates online marketplace content with the Entrepreneurs' product. City, Foundry Collective, Oregon RAIN, Entrepreneur cohort collaborate on website MainStreet brand. Branding to include Downtown Veneta events including the Pop-up Retail District, news, and promotions to provide sense of geographic place.

July 2020 – Foundry Collective launches Veneta Fern Ridge MainStreet online marketplace. City promotes online MainStreet as local economic development initiative across media channels (newsletter, press release, website, social media).

July through December 2020 – Foundry Collective continues operating online MainStreet. Recruit participants in businesses accelerator to also participate in online MainStreet. Facilitate discussion among participants about forming collaborative or cooperative local operation/ownership of online MainStreet to sustain local retail virtual space long-term.

January 2021 and beyond – Begin formal steps towards establishing self-sustaining online MainStreet collaborative or cooperative model for local businesses.

- Online Business Accelerator Training on Sustainable Retail Practices (More “Click” Market)

Partners: Oregon RAIN (lead), VenetaWorks inaugural Entrepreneur cohort, City of Veneta

Outcome: Provide training, guidance, and support to Oregon entrepreneurs interested in growing and sustaining an online retail market presence.

Budget: Funded by Oregon RAIN

Timeline:

July through September 2020: 10-weeks of weekly online events

90-minute hands-on workshops that cover both sales & marketing topics, including:

- Customer Discovery & Market Sizing
- Digital Marketing
- Sales, Sales Pipelines and Budgets

Weekly accessibility to our local Oregon RAIN Venture Catalyst for additional one-on-one meetings

- Retail Pop-Ups (The “Bricks” Market)

Partners: VenetaWorks (lead), Veneta Fern Ridge Chamber of Commerce, VenetaWorks inaugural Entrepreneur cohort, Oregon RAIN, Veneta Downtown Farmers Market

Outcome: Within COVID-19 guidelines for Oregon, create attractive, temporary, physical retail space for area entrepreneurs to gain marketing experience and grow their business.

Budget: \$13,975

Timeline:

June 2020 – Revise prior logistics and communications plan to allow for COVID-19 limits

August through September 2020 – Operate retail Pop-Ups

- Wednesday evenings (6 PM to 9 PM)
- Saturdays (10 AM to 3 PM)

October 2020 – de-brief with partners and businesses, analyze market metrics

Evaluation Criteria

The City will review the submittals by applying the following selection criteria:

Criteria		Weight
Tier 1	Project Concept – Preference will be given to distinctive designs that speak to Veneta’s rural charm and enhance the character of the area using timeless, durable, and high quality materials.	60%
	Team – The qualifications and experience of the developer team, including key investors, project managers of similar projects, the builders and design teams involved. Demonstrated experience of the development team and its members in the successful development, operation, and economic performance of a similar type of project of comparable size and scale.	40%
	Total	100%
Tier 2	Request for Assistance – The amount of incentives or assistance to be requested for the proposed project.	40%
	Financial Capacity – The strength of evidence showing the ability to secure the funds required to meet the financial commitments to construct and/or renovate the proposed site.	30%
	Business Plan – The thoroughness and feasibility of the proposal based on the estimated development costs and an outline of the financing strategy.	30%
	Total	100%
Tier 3	Specific Concerns – The clear and specific identification of any potential obstacles or concerns to the success of the project with examples wherever possible as to how these may be resolved.	40%
	Marketing Plan – An outline for how the project will be marketed that details strategies for attracting both tourists and locals.	30%
	Community Involvement – Preference will be given to proposals that indicate knowledge and understanding of the local community and how the project will tap into local resources for success.	30%
	Total	100%

Team Composition

The developer may submit as an individual, a corporation, or a partnership. Team members may include:

- Development entity (lead team member);
- Architect;
- Civil engineers;
- General contractor;
- Marketing/sales support;
- Financial partner;
- Any other partner deemed appropriate.

Timeline

The schedule is tentative and provided as an outline, which is subject to change at the City’s sole discretion. The City reserves the right to change the timeline, insert additional milestones, or terminate the solicitation at any point in the proposal process for any reason. Any changes made to the dates stated below shall be updated on the project’s web page at www.venetaoregon.gov/urbanrenewal/page/rfp-fermentation-incentives.

Upon receipt of proposal responses, the City may convene an evaluation committee to review the submittals. At a minimum, the selection committee will include the city administrator, management analyst, and other key staff, but may be expanded to include other key representatives from the City. If time and distance allows, the City may also make site visits to projects referenced by the submitting teams.

City issues Request for Proposals	January 15, 2020
Intent to submit due	February 15, 2020
Tier 1 materials due	March 16, 2020 by 3pm PST
Notifications to teams proceeding to Tier 2	March 30, 2020
Presentation to the Urban Renewal Agency	April 27, 2020, time TBD
Tier 2 materials due	May 15, 2020 by 3pm PST
Notifications to teams proceeding to Tier 3	May 29, 2020
Tier 3 materials due	June 17, 2020 by 3pm PST
Preferred developer selected	By mid-July 2020
Completed MOU agreement	By mid-August 2020

Veneta

SW Corner of Territorial Hwy & Highway 126

SW Corner of Territorial Hwy & Waldo Lane

BPA West Lane Substation

Neilsen Rd.

Ken

Perkins Rd.

Central Rd.

Cantrell Rd.

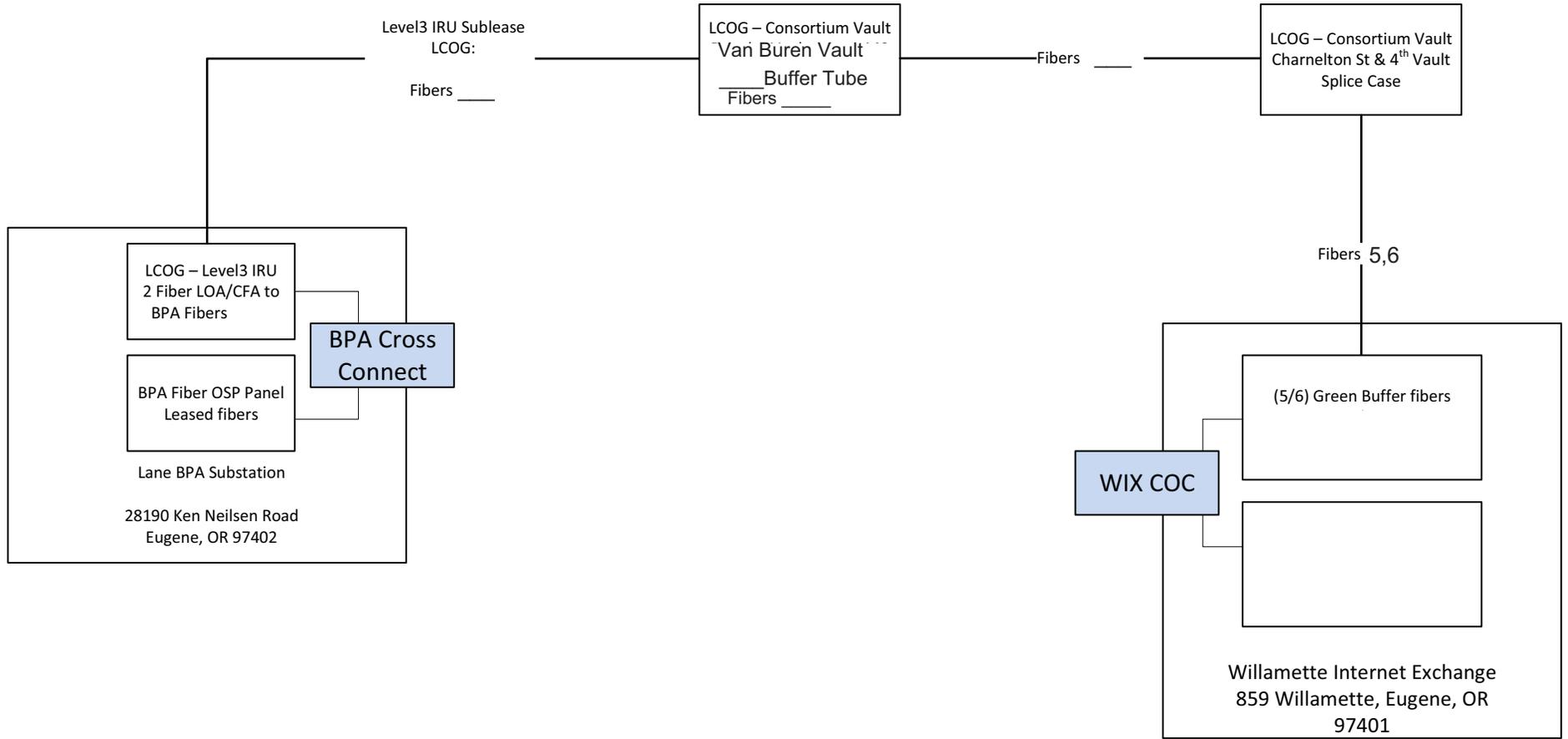
NE Corner of Cantrell Rd. & Ken Neilsen Rd.

Near the Intersection of Territorial Hwy & Perkins Rd.

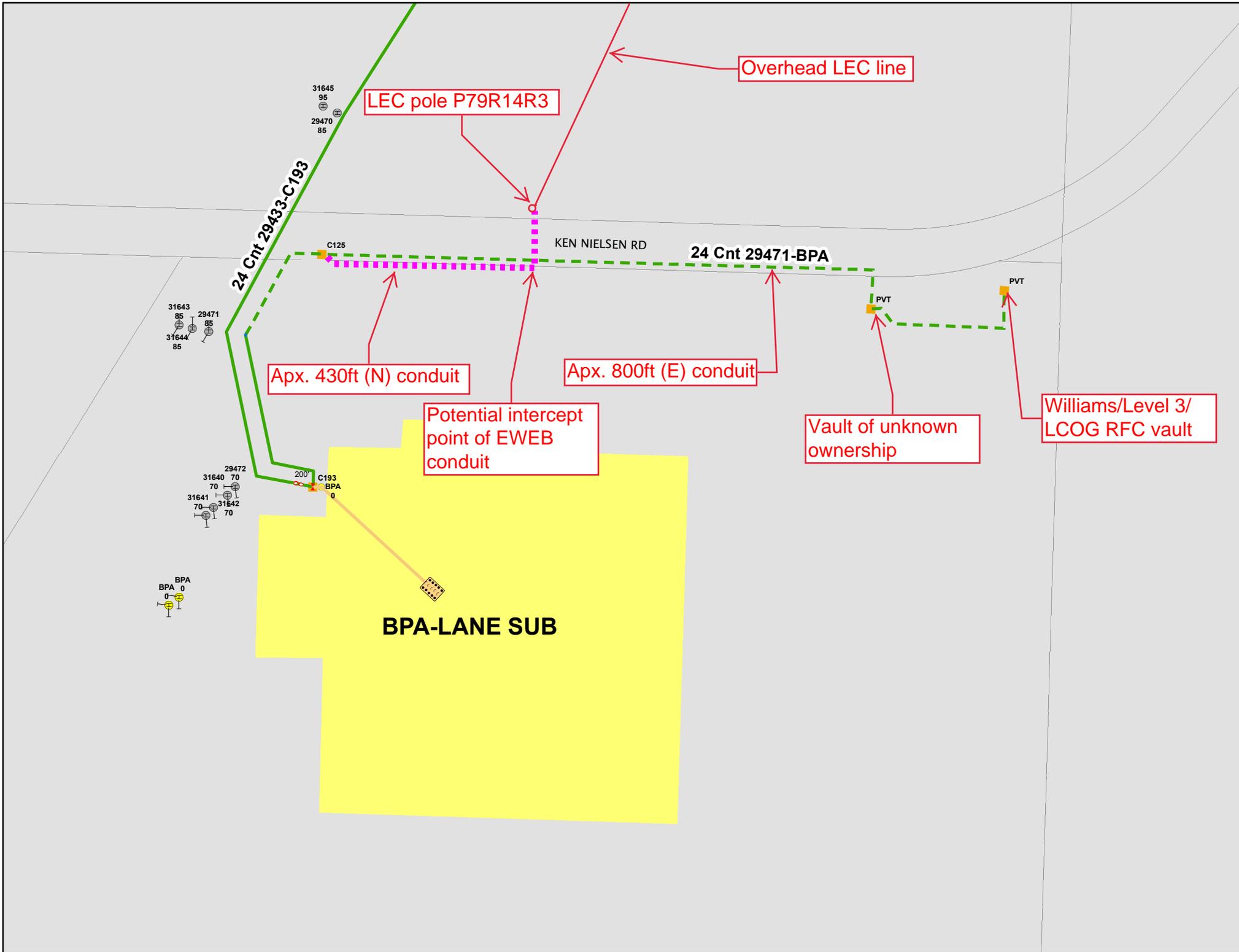
-  City of Veneta Fibers (TBD)
-  ZAYO Fibers (10 to City)
-  Segment Vaults and Handholes

Exhibit C

Dark Fiber lease – LCOG Eugene WIX to BPA Lane Substation: Approximately 12 km Fiber Lease



Date	Drawn By	Order #	Description	Circuit ID / Location/ SPAN Reference
	CF		LCOG Fiber Lease Lane BPA Substation to WIX Eugene	



Overhead LEC line

LEC pole P79R14R3

24 Cnt 29433-C193

KEN NIELSEN RD

24 Cnt 29471-BPA

Apex. 430ft (N) conduit

Apex. 800ft (E) conduit

Potential intercept point of EWEB conduit

Vault of unknown ownership

Williams/Level 3/LCOG RFC vault

BPA-LANE SUB

31645 95
29470 85

31643 85
29471
31644 85

29472
31640 70
31641 70
31642 70

BPA 0
BPA 0

C125

200

C193

BPA 0

PVT

PVT

PVT

Member Projects

RARE participants are assigned to work on specific projects during their service in a community. Please describe the projects the member will work on, their role, and their approximate time commitment to the project (in percentages).

Project 1 — Support VenetaWorks Innovation and Maker-Space Creation

Project Description: Veneta has both local business and retail space needs. Last year was VenetaWorks' inaugural year as a programmatic hub for regional entrepreneurs to gain access to training, mentorship, and retail opportunities. With grant funding from Business Oregon and in partnership with an Oregon RAIN venture catalyst, VenetaWorks hosted three seasonal events and continues to host monthly mentoring and trainings. The RARE member will work with the Oregon RAIN venture catalyst and build on prior RARE member work to supports and innovate VenetaWorks event programming through Veneta's RDI/Kauffman grant. The participant will also work in partnership with Veneta's Kauffman grant partners, including the Foundry Collective, to research and apply for funding to specify, identify, and develop a downtown retail maker-space. Time Input (%): 20

Participant's Role: Economic Development Specialist

Key Community Partners: OregonRAIN, Veneta Fern Ridge Chamber of Commerce, RDI

Project 2 — Develop and present Last Mile Fiber Deployment Plan

Project Description: Veneta lacks affordable high-speed internet throughout the city. The City is in the process of securing an open access Tier 2 (middle-mile) fiber connection via the Eugene WIX (connected to Tier 1). The RARE member will build on prior RARE member work to evaluate a public utility or franchise business model for Tier 3 FTTX (Fiber to The X, where X=home, premise, node, etc.) deployment and recommend a plan on how to connect individual properties in the City over the next 5, 10, 15 years or even longer. Time Input (%): 20

Participant's Role: Project Manager/Analyst

Key Community Partners: City of Veneta Economic Development Committee, Lane Council of Governments, ISPs, Oregon municipal internet providers (MINET, Sandy, Ashland, etc.)

Project 3 — Enhance the Veneta Homeless Advocacy Board (VHAB) Program

Project Description: Veneta's homeless advocacy network needs vision and funding. Formed in 2016 as a grassroots organization convened by the City, VHAB's purpose is to recognize, respect, and improve the quality of life for people experiencing homelessness in and around the Veneta area with solutions that fit Veneta's particular homeless community and its needs. In 2018, the City adopted an ordinance allowing homeless camping and transitional housing on church grounds. The RARE member would help plan bi-monthly meetings and research innovative solutions to fit identified needs. Time Input (%): 20

Participant's Role: Project Manager/Analyst

Key Community Partners: Veneta Homeless Advocacy Board (VHAB), Valley United Methodist, Mid-Lane Cares

Project 4 — Expand Neighborhood Night Out

Project Description: Veneta’s needs sustainable social capital building activities to put small-town culture into action. As a growing community and a newer community, Veneta has a proud small-town culture, a huge compassionate community, and active Facebook groups. Last year, the City coordinated Veneta’s first National Night Out in August. The RARE member would research best practices in “neighboring” or “placemaking” to foster civic pride and engagement for a 21st Century small town. The RARE member would produce recommendations for routine neighborhood programming that keys on the annual National Night Out event.

Time Input (%): **20**

Participant’s Role: Community Development Specialist

Key Community Partners: Lane County Sheriff’s Office, Neighborhood Patrol

Project 5 — Support Economic Development Committee Strategic Planning

Project Description: The Mayor-appointed citizen advisory Economic Development Committee (EDC) needs a new 5-Year Strategic Plan. In 2014 the University of Oregon’s Community Planning Workshop helped develop an Economic Opportunity Analysis and Economic Development Strategic Plan. Veneta’s new Management Analyst will coordinate a new strategic planning process and the RARE member would help facilitate and research the planning process over several months. The RARE member would have an opportunity to implement new EDC priorities in 2021.

Time Input (%): **20**

Participant’s Role: Economic Development Specialist

Key Community Partners: OregonRAIN, Veneta Fern Ridge Chamber of Commerce, Economic Development Committee

Partners/Support

Please share with us the names, e-mail addresses and phone numbers of three of your local or regional partners on the projects listed above. As part of the application review process, we will be contacting them to get their insights on the projects (do not list you or your organization or statewide organizations).

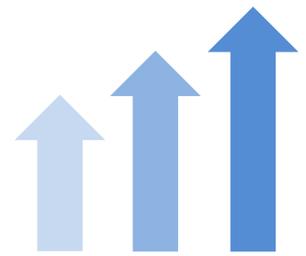
- | | |
|---|----------------------------|
| 1. Raj Vable, OregonRAIN Venture Catalyst | Phone Number: 906-281-6970 |
| 2. Herb Vloedman, Chair of Economic Development Committee | Phone Number: 541-935-3900 |
| 3. Pat Coy, President, Mid-Lane Cares | Phone Number: 541-513-1087 |

Professional Development for the Participant

A goal of the RARE AmeriCorps Program is to provide graduate-level participants with professional development while they help rural communities. Please describe three growth opportunities for the participant.

1. Substantive interaction sharing research and recommendations with city council and city-appointed committees.
2. Community engagement planning and facilitation.
3. Comprehensive exposure to rural small-town local government operations and encouragement to participate in training and ELGL activities.

Veneta Economic Development NEWS



A Publication of the Veneta Economic Development Committee

January 2020

A MESSAGE FROM THE CHAIR *Coming Together in 2020*

Veneta is a wonderful place to call home, especially during the holidays. Our community really comes together, beginning with the Fern Ridge Holiday Bazaar through the Holiday Light Parade and into the New Year. As we enter 2020, I would like to share how our strength in coming together has helped develop our local economy.

Last year, Veneta adopted a new urban renewal area to drive business development to the downtown area while freeing up land for housing. Thirty entrepreneurs joined the VenetaWorks program to help their businesses thrive. The first Downtown Veneta Retail Popup District brought excitement and energy to our downtown during the summer. And the City continues its effort to bring more broadband options to Veneta, a step that will help businesses innovate right here.

Kicking off economic development in 2020, we will seek bids for a craft brewery, cidery or brewpub to set up shop downtown. Grocery Outlet and others will continue to develop land. And on January 14th, the City and Oregon RAIN will host the “2020 VenetaWorks Celebration,” a free event at the Fern Ridge Services Center that will highlight our local entrepreneurs. See the ad for RSVP information. We hope to see you there to celebrate!

— Herb Vloedman

FINDING YOUR TEAM WITH VENETAWORKS

Back in 2015, Annie Molnar, founder of Bella’s LuvBar Butter, took a soap-making class and was instantly hooked. A year later, she began selling at local markets and festivals, but there was something missing.

“I found that I needed some direction and assistance in areas not within my skill set,” Annie

said. That is when she sought out assistance from VenetaWorks.

By attending workshops, pub talks, and mentor meetings, Annie found the tools and resources she had been missing as an entrepreneur. She then took the step to test her business in a stand-alone store as one of the inaugural vendors at Downtown Veneta’s Popup Retail District this past summer.

Since the close of the summer popup district, her business has grown, yet Annie is still a VenetaWorks regular. What keeps her coming back? “The easy answer is continuing education and growth. But what I have found is a support group of core individuals that share common goals and challenges... I consider this core group ‘my team.’”



Annie Molnar of Bella’s LuvBar Butter was an inaugural vendor in Veneta’s Popup Retail District in 2019.

Our Purpose and Mission

The purpose of Veneta’s Economic Development Committee is to support existing businesses and attract new businesses. The mission is to pursue the economic interest of Veneta by constructing and implementing policy development and programs.

CRAFT BREWERS, VENETA WANTS YOU!

The City is investing in making the downtown a vibrant destination for travelers and residents – a place to have fun with friends and family.

As part of that investment, on January 15th, the City will begin accepting proposals from makers of craft beer, liquor, cider, wine, and other fermented beverages to set



The beer garden at Downtown Veneta's Popup Retail District 2019

up shop downtown. There is a generous package of incentives to help get started.

Well-qualified entrepreneurs and established business owners are invited to submit a letter of interest by Feb. 15th to Jenna Boyd, Management Analyst, (jboyd@ci.veneta.or.us).

PUBLIC EVENTS & BUSINESS OPPORTUNITIES

1/14: "2020 VenetaWorks Celebration", 6 p.m., Free
Fern Ridge Service Center (25035 W. Broadway)

Please RSVP by Jan. 10th by visiting
<https://tinyurl.com/2020VenetaWorks>

1/21: "Accessing Capital as a Start-up" Pub Talk, 6 p.m.
Broadway Grill (24992 W. Broadway)

Gain insights from Banner Bank & Community LendingWorks to help your business grow!

1/22: EDC Regular Monthly Meeting*, 2 p.m. – 3 p.m.
Veneta City Administrative Center (88184 8th St.)

** Meetings are typically on the 2nd Wednesday.*

1/28: Monthly Mentor Meet-up, 4 p.m. – 6 p.m.

Robbie's Windowbox Caffè (88267 Territorial HWY)
Business mentorship, development and networking

2/4: Food and Farm Workshop, 6p.m. – 8 p.m.

Fern Ridge Service Center (25035 W. Broadway)
Learn about the Farmer Direct Producer Exemption.



2020 VenetaWorks Celebration

Growing a thriving entrepreneurial ecosystem

January 14, 2020 | 6:00 p.m.
Fern Ridge Service Center
(25035 W Broadway Ave, Veneta)

In its first year of programming, 30 entrepreneurs took advantage of VenetaWorks services to help launch their businesses.

Meet them, taste their food and drink - even get samples of their products - all free at the 2020 VenetaWorks Celebration!

Join us as we grow a thriving entrepreneurial ecosystem in Veneta!

RSVP by Jan. 10th

<https://tinyurl.com/2020VenetaWorks>

Sponsored by



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Beginning Jan. 13, 2020

Veneta Economic Development Strategy:

Five-Year Action Plan, 2015-2019

April 2015

Final Report

Prepared for:
City of Veneta

Prepared by:
Community Planning Workshop
A Program of the Community Service Center
csc.uoregon.edu/cpw



Special Thanks & Acknowledgements

Community Planning Workshop wishes to thank Ric Ingham, (City Administrator) and Kay Bork (Community Development Director), and Lisa Garbett (Associate Planner) for their assistance with this project.

City of Veneta Economic Development Strategic Planning Committee

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I: INTRODUCTION

The City of Veneta is reviewing its economic development strategy and the land use documents and policies that support that strategy. This update included two related parts: (1) developing an Economic Opportunities Analysis (EOA) complaint with Goal 9 and OAR 660-009; and (2) developing a strategy and five-year action plan to guide economic development policy and actions in Veneta. This report presents the Veneta Economic Opportunities Analysis (EOA). The economic development strategy was developed as a separate document.

Background

The City of Veneta hired the Community Planning Workshop (CPW) to prepare a Goal 9 compliant Economic Opportunities Analysis and implementation strategy. Specifically, the City of Veneta wants a study to identify an economic development vision and strategy, supported by a fact base about local and regional economic trends and data and an inventory of buildable employment lands. Therefore, this project focuses on a process to develop a cohesive economic development vision and supporting strategies (including, but not limited to, land use strategies) that considers the needs of the various stakeholder interests.

Developing an economic development *vision* involves identifying the City's economic development goals for the next 20 years. This process did not start from scratch: over the past 12 years, the City of Veneta has engaged in multiple visioning and goal-setting processes to facilitate economic development in the community.

CPW used the existing economic development plans, data on local and regional economic trends gathered through the EOA update, and interviews with local professionals to create (1) a working list of core economic development goals and strategies for Veneta's Economic Development Strategic Plan, and (2) a draft economic development vision for Veneta. The preliminary set of goals and strategies was then reviewed by the Veneta Economic Development Committee over the course of several meetings. CPW reviewed Veneta's economic development goals and target industries as articulated in the following studies:¹

- City of Veneta Comprehensive Plan (2004)
- Veneta Economic Development Strategic Plan (2003)
- Veneta Economic Development Implementation Plan (2004)
- Market Readiness Analysis and Report (2006)
- Next Step Strategies: Redevelopment Action Plan (2008)
- Downtown Master Plan (2006)
- Fern Ridge Visitor Readiness Report (2009)
- Urban Renewal Plan (2013)

¹ These reports can be downloaded from the City's website: <http://www.ci.veneta.or.us>

These plans focused on strategic recommendations with goals and objectives and Veneta's target industries. None of the plans, however, articulated an economic development vision. In total, Veneta identified 101 Strategies and 156 Actions in the seven economic development plans. These goals and strategies broadly covered eight categories:

- Economic Development Commitment
- Business Attraction, Retention, and Expansion
- Marketing
- Downtown Development
- Community Enhancements
- Retail and Commercial Development
- Tourism Opportunities
- Business Readiness

CPW's assessment was that the plans presented too many strategies and actions. Moreover, many of the activities identified in previous plans have already been implemented. Key successes include a water intertie to Eugene Water and Electric Board (EWEB), substantial improvements to the roads and streetscape in the downtown core, a market and feasibility assessment for overnight lodging facilities, and implementation of the urban renewal district in 1984 and the 2006 Downtown Master Plan.

Thus, a big part of the Committee's effort for this study was to focus on key priorities over the next five years. To support this focus, the Veneta Economic Development Strategy includes a five-year action plan.

City of Veneta's Role in Economic Development

A core objective of this project was to better define the City's role in helping to achieve community economic development aspirations through specific policies and implementation measures. Towards that end, articulating the city's role in economic development is important.

A number of organizations are working on economic, business, and workforce development in the region. These organizations include:

- City of Veneta
- Lane County
- Southern Willamette Economic Development Corporation (SWEDCO)
- Fern Ridge Chamber of Commerce
- Lane Community College Small Business Development Center
- Lane Workforce
- Business Oregon

The focus of this project was primarily on the City of Veneta's role; what resources can the City commit to economic development and what roles are most appropriate for the City. Following are foundational assumptions about the City's role in economic development:

- The City plays a support role in business development;
- The City is one of several organizations that provide and maintain infrastructure;
- The City has limited staff and financial resources that can be invested in economic development activities;
- The City has an obligation to adopt an economic development strategy, policies to manage employment lands, and maintain a 20-year supply of commercial and industrial sites under Goal 9 and OAR 660-009;
- The City is not the appropriate organization to coordinate and deliver workforce programs; and
- The City is not the appropriate organization to coordinate business recruitment and retention activities or house staff that are coordinating business recruitment and retention activities.

The economic development vision, strategies, and actions that follow primarily focus on those activities for which the city would be the lead organization, or relate directly to a defined city function. This approach is consistent with the intent of this project: to articulate the city's role in economic development. It does not, however, provide details on the activities of partner organizations, nor does it commit partner organizations to any specific activity.

Organization of this Plan

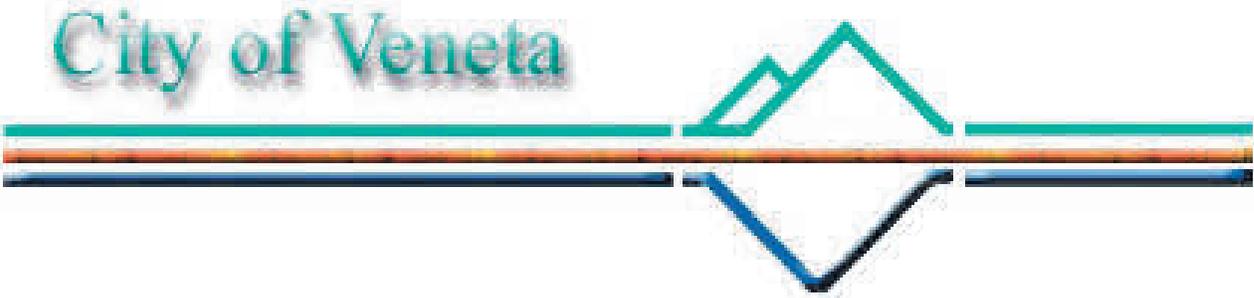
The remainder of this report is organized as follows:

- **II: Environmental Scan** presents an assessment of the strengths, weaknesses, opportunities and threats (SWOT) of economic development in Veneta.
- **III: Veneta Economic Development Vision And Five-Year Action Plan** presents a summary of the cities economic vision and goals and strategies to achieve the vision over a five-year period.

This report includes one appendix:

- **Appendix A: Visioning Exercise Notes** provides the notes that were created during the visioning exercise that were used to develop the vision presented in Chapter 3.

Economic Development Strategic Plan:



City of Veneta

Prepared by
Lane Council of Governments
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Executive Summary

This economic development plan was developed in 2002-2003 as part of a grant to Lane Council of Governments using Lane Video Lottery Funds. The Plan provides information and direction relating to economic development in the Veneta area. The Veneta Targeted Industries Study Steering Committee met several times to develop this plan and included the following committed community members.

Jim Bruvold, Planning Commission Chair
DeAnn Cherbas, The Fern Ridge Area Chamber of Commerce
Jan Wellman, Veneta City Administrator

Project Staff: Denise Walters, Lane Council of Governments

The first part of the Plan includes background information about the Veneta community, economy, and workforce. This information paints a picture of a small town with a distinct heritage, a strong sense of community, and a growing economic presence in the Lane County area. Veneta is striving to expand economic opportunities to help support its residents and provide future employment opportunities for its youth. Its advantageous position in close proximity to regional employment, economic, and educational centers located in the Eugene/Springfield metropolitan area, its close proximity to the Eugene airport and Highway 126 contribute to Veneta's unique economic situation and appeal.

The second portion of the Plan focuses on describing the area's economic assets and limitations. This information should be particularly useful to potential employers who are trying to gain a sense of what the area has to offer. Proximity to markets, resources, and training opportunities are described in detail. Detailed information on the major developable sites is also provided.

Next the Plan considers the types of industries that the community views as a particularly good fit with the local economy and provides information on what factors were considered in this selection process. The targeted industry information is useful to the city and other economic development agents because it provides direction on how best to allocate limited marketing resources for recruiting new employers.

Finally, the Plan summarizes assets and issues pertaining to Veneta's economic development, including opportunities for regional collaboration. The Plan concludes with recommended implementation strategies that are designed to promote a healthy, vibrant local economy.

may be able to take advantages of some strategic economies of scale that would help make the city more attractive to potential employers. Collaboration can range from sharing information to joint promotional efforts to pooling economic development resources. The collaboration has the best chance of success if it emphasizes the common industries and clusters in the area, to inform potential employers that the region recognized this aspect of the decision to locate or expand in the area and that the region can offer advantages in these matters.

Next Steps

A. Implementation Strategies

Based on the above information, the following strategies correspond to the enhancements needed to more effectively recruit and retain business and industry in Veneta and to promote a healthy local economy offering a variety of employment opportunities. The strategies described below are not listed in order of importance.

Workforce Readiness

1. Support efforts to acquire state funds for the LCC Learning Center in to identify and tailor training programs to develop needed skills.
2. Provide a full array of convenient and well-advertised technical and other educational/training programs for the community's youth.
3. Encourage the schools to emphasize work-readiness and college and vocational preparation.
4. Encourage the Fern Ridge Area Chamber of Commerce to find ways in which businesses can collaborate with schools to help youth and community members develop marketable skills.
5. Offer continuing skill enhancement opportunities to area business owners, their employees, and the community as a whole.

Land Use, Transportation, and Infrastructure Strategies

6. Work closely with ODOT and Lane County to streamline the permitting process for sites adjacent to Highway 126, or to plan alternate access routes.
7. Complete water upgrades including new water tank and new well.
8. Pursue funding opportunities that will enable the city to develop infrastructure for professional/technical lands.
9. Investigate opportunities to develop an incubator facility.

10. Develop an integrated stormwater management plan to help relieve flooding and provide a comprehensive analysis of infrastructure.
11. Provide regular updates to the Lane Metro Partnership on potential developable sites. The first step is to update the site information for the 2003 Lane County Industrial and Commercial Lands Assessment in Rural Lane County. This information will be incorporated into a web-based site management tool that Veneta should then update on a regular basis.
12. Advertise developable sites on the City's website.
13. Stay actively involved in protecting existing transportation resources (i.e., airport).
14. Support the development and implementation of strategies to enhance Veneta's downtown area.
15. Review the city's policies regarding medium- and high-density residential development standards to encourage an adequate balance of housing types.

Marketing and Outreach Strategies

16. Market the professional/technical lands through the City as well as through Lane Metro Partnership and other organizations. Use the State of Oregon marketing templates to develop useful marketing materials (including print and web) to promote Veneta and attract targeted industries. Seek assistance from Lane Metro Partnership in developing and disseminating these materials.
17. Identify a process for the community to respond to questions or opportunities for economic development and to help organize the area's economic development resources.
18. Capitalize on the potential to jointly promote Veneta and Junction City as an area with a solid, existing industry presence for the following industries: secondary wood products, transportation related manufacturing, and agriculture and related specialty products.
19. Encourage the hiring of a city planner to assist with economic development efforts and work with Lane Metro Partnership in Veneta's marketing efforts. Consider hiring a joint planner with Junction City.
20. Find out what local businesses need to grow and expand, and seek support for these needs. Work with Lane Council of Governments and other entities to support these research and funding efforts.

21. Coordinate with surrounding cities (i.e., Junction City) to develop a streamlined permitting/inspection process that would be identical for the cities.
22. Enhance the Veneta area's existing and planned amenities – including social and environmental resources and services (i.e., community center, LCC Learning Center, park system) and other quality-of-life improvements.
23. In collaboration with other small cities, urge state legislators to dedicate funding to an efficiency study and to reorganize regulatory state agencies so that Oregon will be viewed as a business-friendly state.
24. Participate in the League of Oregon Cities' (LOC) small cities group and encourage the LOC to dedicate staff to check in with small cities and represent them at the state level.
25. At the Lane County regional managers meetings, and through phone calls and emails among the city administrators and planning staff, share information with other small cities regarding industries that might be an appropriate fit.

Endnotes

- ¹ Region 2050 Community Profile, November 2000.
- ² Center for Population and Research, Portland State University
- ³ Oregon Economic and Community Development Department
- ⁴ Region 2050 Community Profile, November 2000.
- ⁵ Region 2050 Community Profile, November 2000.
- ⁶ Region 2050 Community Profile, November 2000.
- ⁷ Region 2050 Community Profile, November 2000.
- ⁸ Region 2050 Community Profile, November 2000.
- ⁹ Oregon Economic and Community Development Department
- ¹⁰ Lane Community College
- ¹¹ Region 2050 Community Profile, November 2000.
- ¹² Region 2050 Community Profile, November 2000.
- ¹³ Eugene Airport (<http://www.ci.eugene.or.us/Airport/index.html>)
- ¹⁴ Lane Council of Governments