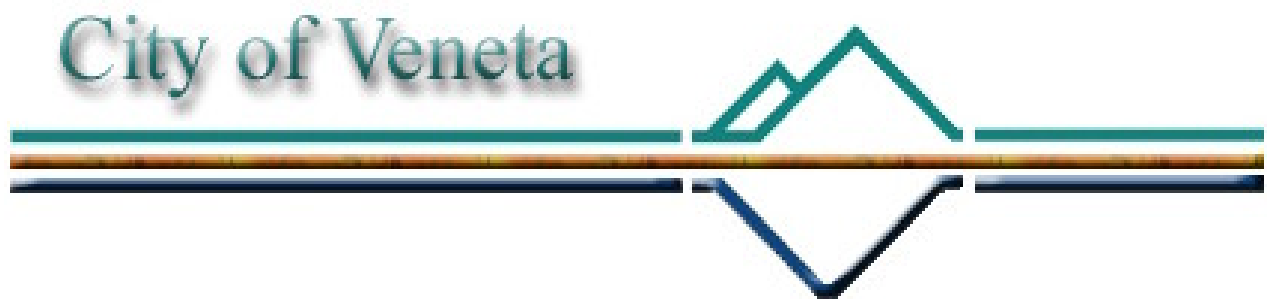


# Economic Development Strategic Plan:



## City of Veneta

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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.

## Purpose

This Plan is intended to assist the Veneta community in its economic development efforts and improve opportunities for long-term, family-wage jobs in the Veneta area by:

- providing relevant demographic and economic data to describe the community, its economic status, and workforce;
- describing the city's assets that are useful in attracting and retaining businesses;
- assessing issues that the community faces in developing its economy;
- developing strategies to address those issues;
- identifying types of employers that would be compatible with the existing economy and workforce and that are most likely to be interested in locating in the Veneta area;
- helping Veneta prepare for the addition of such employers; and
- assisting the community to successfully market itself to potential employers and to retain existing businesses in the area.

The Plan's intended audience includes:

- The City Council of Veneta
- The Fern Ridge Area Chamber of Commerce
- Lane Metro Partnership
- Lane County
- Lane Council of Governments
- Existing businesses and industries in the area
- Potential new employers
- Surrounding communities

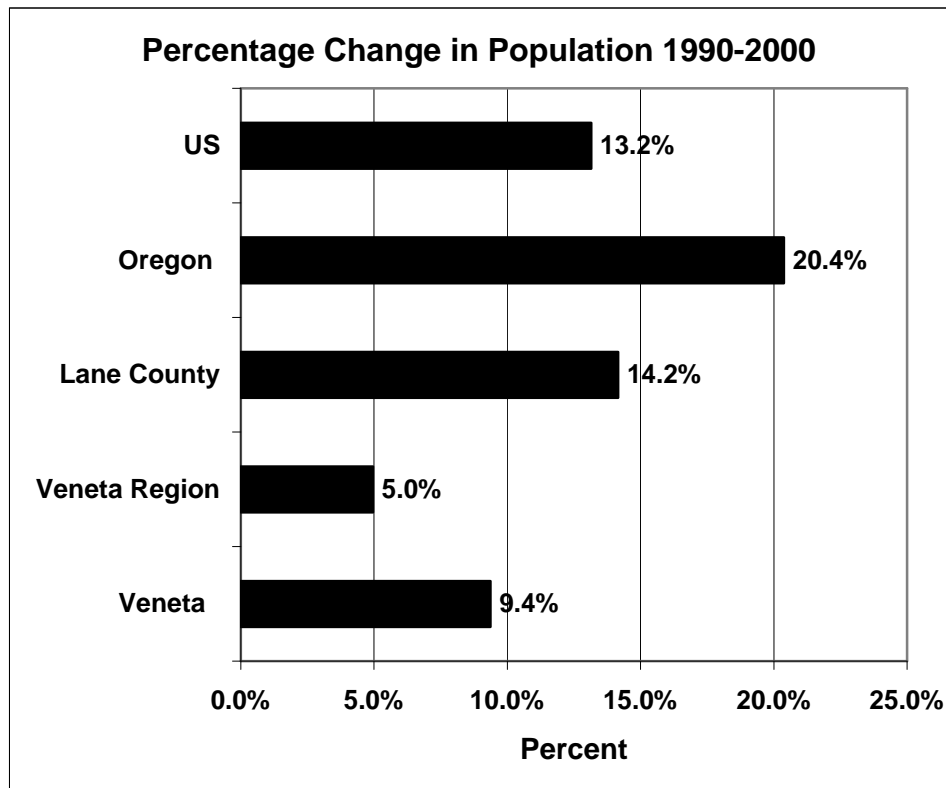
## Community Profile

### A. Geographic Setting

Veneta is at the heart of the greater Fern Ridge area, located fourteen miles west of Eugene adjacent to the east slope foothills of the Coast Range. The Fern Ridge area encompasses the communities of Veneta, Elmira and Alvadore to the north, Noti to the west, and Crow and Lorane to the south. To the east is Fern Ridge Reservoir, a 9,000 acre lake adjacent to the City of Veneta, which provides for a wide variety of water related sports and is considered by many to be Oregon's finest sailing lake. The land around Fern Ridge Reservoir supports four regional parks and is a wildlife refuge. The area also consists of productive timber and agriculture lands which provide a strong base to the local economy. Its proximity to both the Eugene/Springfield metropolitan area and the Oregon coast combined with its scenic qualities makes Veneta an attractive place to live and to visit.<sup>1</sup>

## B. Demographics

The City of Veneta had a population of 2,762 residents in 2001.<sup>2</sup> Veneta was among the slower growing cities in Lane County from 1990 to 2000, with a 9.4% increase in population. However, a new wastewater treatment facility in Veneta has enabled additional development and has spawned a number of residential subdivisions in the past few years. Veneta's population grew by over 3% from 2000 to 2001 alone, making it the fastest growing city in Lane County over that time period.



Source: 2000 U.S. Census

The Veneta workforce region population includes residents from within the Veneta city limits and surrounding unincorporated areas. The workforce region population is roughly four times larger than the population inside the city limits. The size of the workforce population increased by 5% from 1990-2000.

### Veneta Workforce Region Population 1990 and 2000

Census Tract	1990 Population	2000 Population	1990 - 2000 Numerical Change	1990 - 2000 Percent Change
902	4,719	4,542	-177	-3.8%
903*		3,989	NA	NA
904	5,754	2,461	-3,293	-57.2%
<b>TOTAL REGION</b>	<b>10,473</b>	<b>10,992</b>	<b>519</b>	<b>5.0%</b>

Source: 2000 U.S. Census

\*In the 2000 Census, tracts 903 and 904 were created from tract 901.

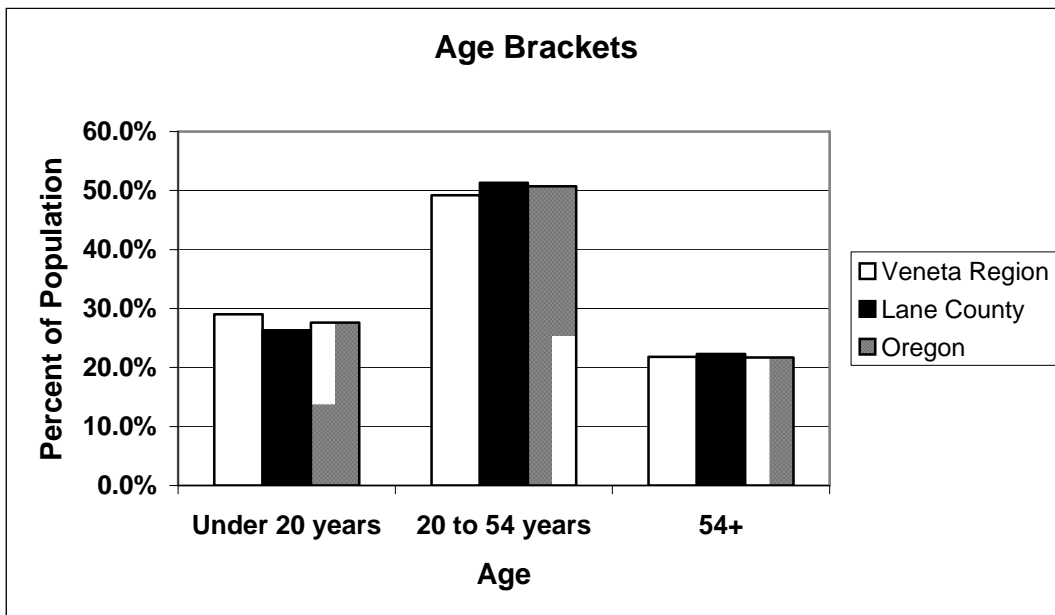
Veneta has a median age of 32.7 years that is nearly four years younger than that of all Lane County.

### Median Age

Area	Median Age
Lane County	36.6
<b>Veneta</b>	<b>32.7</b>

Source: 2000 U.S. Census

Veneta's workforce population closely mirrors that of Lane County and Oregon with respect to age distribution. On a percentage basis, Veneta has slightly more persons under 20 and slightly fewer persons aged 20 to 54.



Source: 2000 U.S. Census

Median Household Income in Veneta is slightly higher than in Lane County, but more than \$3,000 less than in Oregon. Per Capita Income in Veneta is more than \$3,000 lower than in Lane County and more than \$4,000 lower than in Oregon.

### Income in 1999

Area	Median Household Income	Per Capita Income
US	\$ 41,994	\$ 21,587
Oregon	40,916	20,940
Lane County	36,942	19,681
<b>Veneta</b>	<b>37,326</b>	<b>16,239</b>

Source: 2000 U.S. Census

A lower percentage of City of Veneta and Veneta region residents live below poverty level than residents of Lane County and Oregon as a whole.

### Percent of Persons Below Poverty Level

Area	Percent of Persons Below Poverty
US	12.4%
Oregon	11.6%
Lane County	14.4%
<b>Veneta Region</b>	<b>10.0%</b>
<b>Veneta</b>	<b>9.7%</b>

Source: 2000 U.S. Census

## C. Quality of Life

### i. Cost Of Living (Except Housing)

The cost of living (excluding housing costs) includes the cost of utilities and fuels. To estimate these costs, the difference between Gross Rent<sup>i</sup> and Contract Rent<sup>ii</sup> has been calculated and reported below as “Average Monthly Utility Costs.”

The average monthly utility cost in Veneta is significantly higher than the Lane County and Oregon averages.

<sup>i</sup> Gross rent is the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid by the renter (or paid for the renter by someone else).

<sup>ii</sup> Contract rent is the monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be included. For vacant units, it is the monthly rent asked for the rental unit at the time of enumeration.

## 2000 Average Monthly Utility Costs

Area	Average Cost
US	\$ 83
Oregon	\$ 71
Lane	\$ 62
<b>Veneta</b>	<b>\$ 95</b>

Source: 2000 U.S. Census

### ii. Housing Costs

The housing vacancy rate in the Veneta region significantly is lower than in Lane County and Oregon.

## 2000 Housing Vacancy Rate

Area	Vacancy Rate
Oregon	8.2%
Lane County	6.1%
<b>Veneta Region</b>	<b>4.3%</b>

Source: 2000 U.S. Census

## 2000 Occupancy Status for Veneta Region

Area	Total Housing Units	Occupied Housing Units	Vacant Housing Units	Vacancy Rate
Lane County	138,946	130,453	8,493	6.1%
<b>Veneta Region</b>	<b>4,178</b>	<b>4,000</b>	<b>178</b>	<b>4.6%</b>

Source: 2000 U.S. Census

The Veneta region has a higher percentage of home owners (and lower percentage of renters) than Lane County and the State of Oregon.

## Percent Owner versus Renter

Area	Owner	Renter
US	66.2%	33.8%
Oregon	64.3%	35.7%
Lane County	62.3%	37.7%
<b>Veneta Region</b>	<b>81.5%</b>	<b>18.5%</b>

Source: 2000 U.S. Census

Compared to Lane County, Veneta has higher percentages of single family, multi-family, and manufactured dwellings, and a lower percentage of duplex dwellings. Nearly one-fifth of the housing units inside Veneta's Urban Growth Boundary (UGB) are manufactured dwellings.

**Veneta UGB**  
**Number of Housing Units by Type as of January, 2003**

Housing Type	Veneta UGB		Lane County
	Number of Units	Percentage	Percentage
Single Family	811	63.2%	59.4%
Duplex	99	7.7%	19.9%
Multi-Family	121	9.4%	7.0%
Manufactured Dwelling on Lot	87	6.8%	8.5%
Manufactured Dwelling in Park	166	12.9%	5.3%
<b>TOTAL</b>	<b>1,284</b>	<b>100%</b>	<b>100%</b>

Source: 2000 U.S. Census

The median value of owner-occupied homes within Veneta is \$13,000 lower than that of Lane County, and over \$23,000 lower than that of Oregon. This may be due in part to the relatively high percentage of manufactured dwellings in Veneta, which tend to have lower value than “stick-built” single family dwellings.

**2000 Median Value for Owner-Occupied Units**

Area	Median House Value
US	\$ 119,600
Oregon	\$ 152,100
Lane	\$ 141,000
<b>Veneta</b>	<b>\$ 128,200</b>

Source: 2000 U.S. Census

Median contract rent in Veneta is roughly \$40 lower per month than in Lane County and Oregon.

**2000 Median Contract Rent**

Area	Median Contract Rent
US	\$ 519
Oregon	\$ 549
Lane	\$ 542
<b>Veneta</b>	<b>\$ 502</b>

Source: 2000 U.S. Census

**iii. Personal/Property Security**

In 2001, Veneta experienced significantly more Person and Property Crimes per 100,000 inhabitants than Oregon. The rate of Person Crimes in Veneta was more than 200% higher than that of Oregon; the rate of Property Crimes was nearly 92% higher.

## 2001 Crime Data

	Population	Crime Index Total	Modified Crime Index total <sup>iii</sup>	Person Crimes	Property Crimes	Person Crimes per 100,000 inhabitants	Property Crimes per 100,000 inhabitants
Oregon	3,472,867	175,174		10,650	164,524	306.7	4,737.4
<b>Veneta</b>	<b>2,796</b>	<b>279</b>	<b>280</b>	<b>26</b>	<b>254</b>	<b>929.9</b>	<b>9,084.4</b>

Source: Federal Bureau of Investigation

### iv. Climate/Physical Environment

Veneta is located in close proximity to Fern Ridge Reservoir and nearby natural areas. The Veneta area has a mild climate. Veneta is 490 feet above sea level. The average monthly high and low temperatures are 82 and 33 degrees Fahrenheit, respectively. The average annual precipitation is 41.63 inches.<sup>3</sup>

### v. Recreational/Cultural Opportunities

In 1969, the first Oregon Country Fair was held near Veneta, beginning an annual July tradition that has lasted more than 30 years. Located in a wooded setting, the Fair offers arts, crafts, environmental and educational booths, and good food, with musical entertainment, main stage, and vaudeville acts. Many people wear costumes and carry puppets or other elaborate decorations. The City of Veneta and Fair organizers have worked to manage logistical challenges and reduce negative impacts of the influx of more than 40,000 people to the Veneta area each July.<sup>4</sup> The Fern Ridge Library District's facilities located in Veneta provide access to books, periodicals, book-tapes, videos, CDs, computers, Internet, meeting rooms, and programs for all ages and interests.

### vi. Area Image

Veneta serves as a sub-regional center for the unincorporated communities in the Fern Ridge area: Elmira, Crow, Noti, Vaughn, Lorane Valley, and Walton. Veneta's quiet, small town community feel, close proximity to an abundance of natural and scenic amenities, and location near the metro area are among the more compelling features attracting residential growth to the city. A comfortable commute from the metropolitan area, Veneta is in relatively close proximity to shopping, services, and jobs in West Eugene. Today, Veneta is experiencing a shift to a more diversified economy including a number of small businesses that range from retail to professional services to agriculture. The traditional timber economy retains a presence in the three mills located in the Veneta area: Weyerhaeuser, Swanson Brothers, and Swanson Group.<sup>5</sup>

<sup>iii</sup> The Modified Crime Index total is the sum of the Crime Index offenses including arson. Arson is shown only if 12 months of arson data were received. If 12 months of arson data were not received, there is no Modified Crime Index total shown.

## **D. Regional Context**

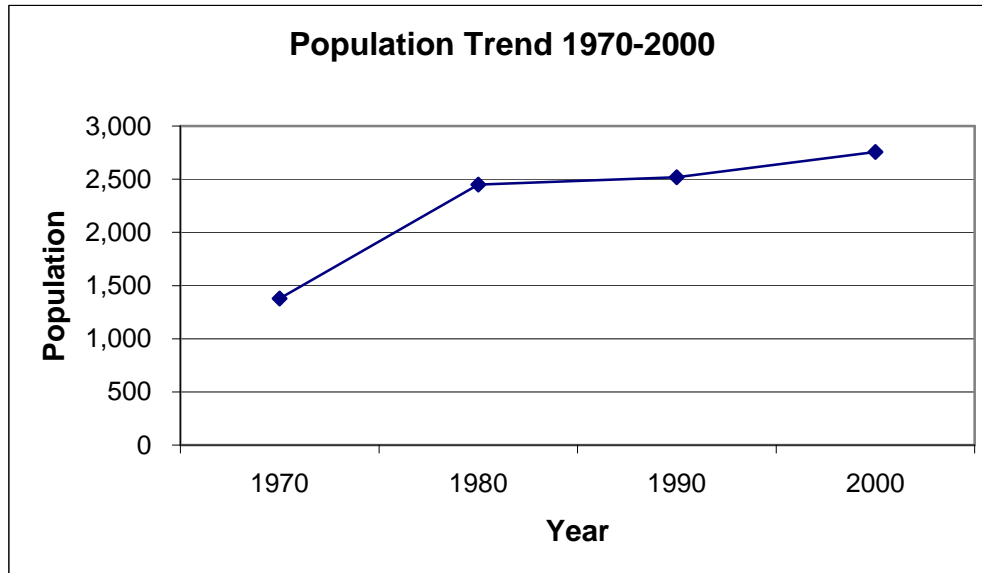
Veneta is one of ten cities in the Southern Willamette Valley, a narrow, fertile trough between the Coast and Cascade Ranges in the middle of the state. From the pure, clear waters of Waldo Lake, streams that form the Willamette River tumble down the Cascades and flow through the Southern Willamette Valley northward to join the Columbia River. Originating further north in the Cascades, the McKenzie River joins the Willamette near the center of the Valley where the earliest and largest settlement clusters formed in the Southern Willamette Valley region. The region's boundaries are defined by these early settlements, which occurred in the developable flatlands of the Valley and extended into the Cascade Range to the south. Over time, the region developed around a convenient travel distance from the Eugene-Springfield metropolitan area where its inhabitants share a common watershed, air shed, commute shed, and growth shed.<sup>6</sup>

The western edge of the Willamette Valley also offers mountains and flowing rivers. The Coast range bounds the Willamette Valley and separates the Valley from the Oregon Coast. The Long Tom River and tributary streams flow down from the Coast range, create the Fern Ridge Reservoir and then flow north to join the Willamette River. Veneta and its neighboring communities grew up to serve this area, providing a convenient point located a short distance from the Eugene-Springfield metropolitan area, and a gateway to the Oregon coast and a gateway to the Willamette Valley for coastal residents.

## Economic Profile (State, Regional, Local)

### A. Historical Trends

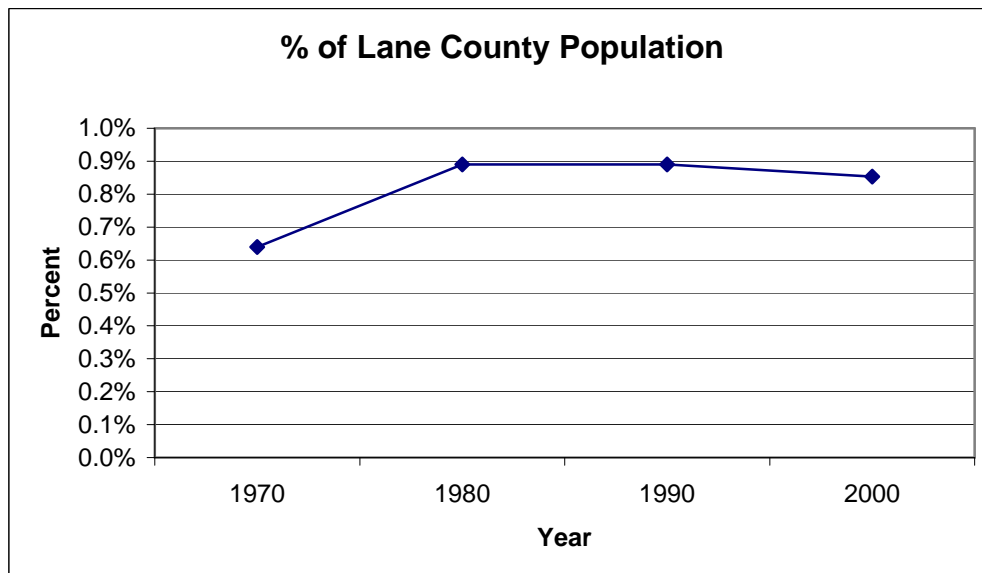
Veneta's population increased during the decades of the 1970s and 1990s, remaining fairly constant throughout the 1980s.<sup>iv</sup>



Source: U.S. Census

The percentage of Lane County's population living in Veneta increased in the 1970s, and has remained fairly constant since then.

Source: U.S. Census



<sup>iv</sup> Veneta incorporated in 1962.

The Veneta community was settled by E.E. Hunter in 1912, and the City was incorporated in 1962. Since the City's incorporation, population and land development patterns have changed significantly, due in large part to its proximity to the Eugene-Springfield metropolitan area. Land use trends have changed a great deal as well. Veneta's economy is changing as the area, which originally flourished with an economy based on forest products, shifts from reliance on the timber industry. The Veneta Post Office was established November 3, 1914, to serve Veneta and the surrounding area. In response to an outbreak of hepatitis, voters chose to incorporate, to allow the formation of public utility districts for a safe water supply and wastewater treatment. The first attempt at incorporation failed, ending with a tie vote. The city limits were drawn to include a very large area of undeveloped land that is now part of the City's urban growth boundary (UGB).<sup>7</sup>

Whereas farming had attracted the first settlers, lands were largely claimed by the 1870s. The principal employment for the settlers who came later was logging, sawmill work, and subsistence living. Much of the lumber was transported on the Mohawk and McKenzie Rivers to mills and cities with access to ready markets. By 1900, the lumber industry had supplanted local service industries as the major enterprise. All of the cities in the region were lumber towns in their early years and the lumber industry continues to play an important part in the economies of some.<sup>8</sup>

In the latter part of the 20<sup>th</sup> century, major public works projects had dramatic effects on the landscape and on the quality of life of the region's residents. In the 1940s, the Army Corps of Engineers commenced building a series of 13 dams in the Willamette Basin, mostly for the purposes of flood control. Benefits cited by the Corps at the time were irrigation waters, cheap electricity, improved navigation, and cleaner streams, as the release of reservoir waters would flush sewage and industrial wastes from the river systems.

The damming of streams and rivers that created Dorena, Cottage Grove, Fall Creek, Leaburg, Lookout, and Fern Ridge Lakes had a major influence on development patterns because they ended the annual flooding of the Willamette Valley's rivers and streams, and opened new areas to development. However, these benefits came at a cost: the loss of wildlife and fish habitat and the reduction of wild, free-flowing waterways.

Significant transportation improvements strongly influenced development patterns. Most notable of these was the completion of Interstate 5 (I-5) in the 1960s, linking the west coast from Seattle to San Diego and points east. The state highway system built in conjunction with I-5 in the metropolitan area increased accessibility within the region, allowing a greater separation of residents from employment and services, and encouraging commuting to and from cities in the region.

Since the 1980s there has been a structural shift in the national economy toward increasing employment in services and, more recently, toward an information economy. These trends have been reflected in the local economy. Lumber and

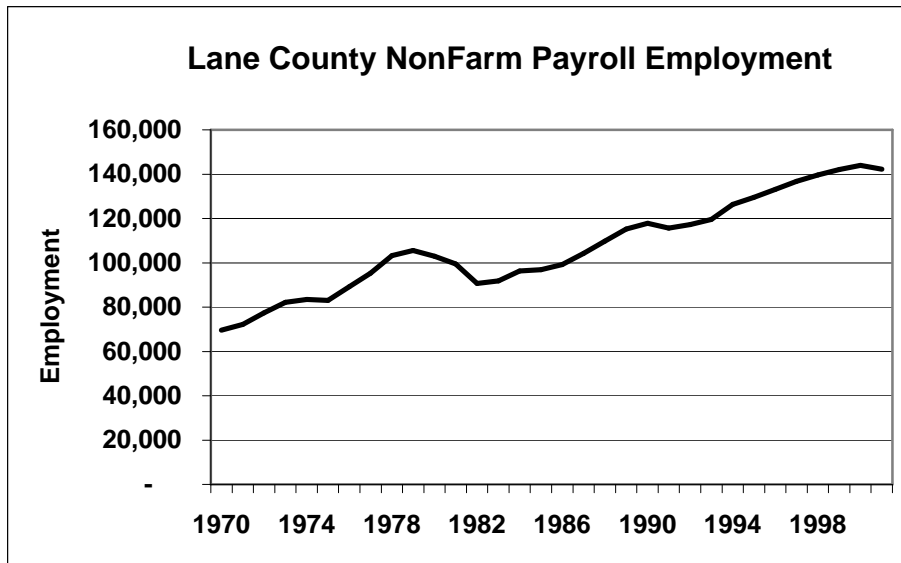
wood products have declined, the economy has diversified, new high-tech companies have located in the Eugene-Springfield area and provide an opportunity for the small surrounding communities to also enter this industry.

Tourism is another industry becoming more and more significant to local economies. Tourists are attracted to the many recreational assets including nearby forests and reservoirs for hiking, camping, boating, fishing, mountain biking and a variety of other outdoor activities. The tourism industry has contributed to job growth in retail, services, and recreational equipment manufacturing.

## B. Existing Economy

### i. Lane County Employment Trends

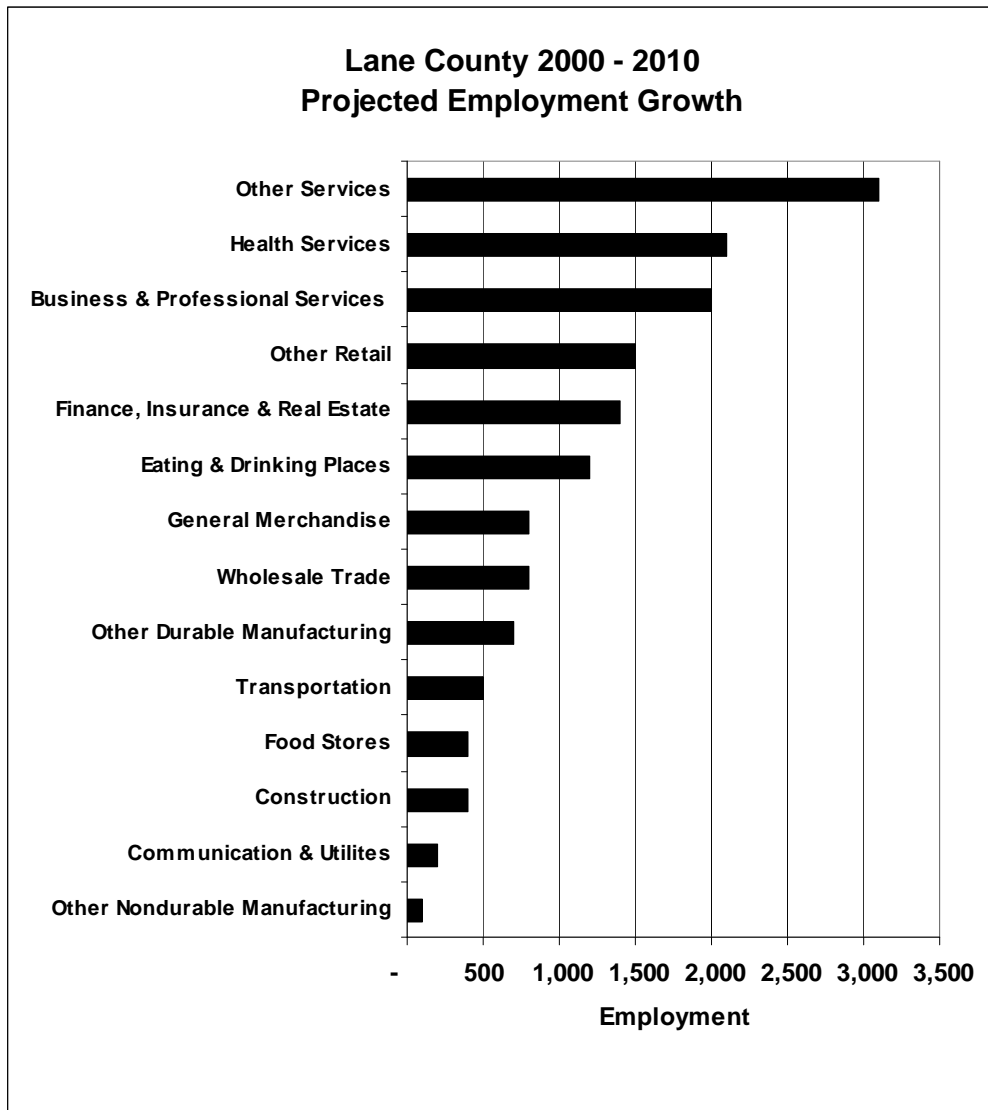
Total wage and salary employment in Lane County increased from 115,700 in 1991 to 142,300 in 2001, a 2 percent annual increase. During this ten-year period, manufacturing employment increased 17 percent while non-manufacturing employment increased 24 percent. Manufacturing employment decreased slightly as a proportion of total wage and salary employment from 16.4 percent to 15.6 percent while non-manufacturing employment increased from 83.6 percent to 84.4 percent.



During the 1990s, industrial diversification accelerated in Lane County. By 1998, the broad industrial mix in Lane County closely mirrored that of the State of Oregon as a whole even though Lane County is of moderate size, representing about 10 percent of the state's economy. This diversification stems from a number of factors. Lane County is home to the University of Oregon and is a regional provider of medical services. Other durable manufacturing including high tech firms such as Sony, Hynix Semiconductors and transportation equipment, especially RV manufacturing, contributed to diversifying the industrial

mix. The application of technology also increased productivity in the traditional commodity products side of the lumber and wood products industry and allowed the creation and expansion of value-added secondary wood products firms which stabilized the overall employment in the broad lumber and wood products sector. Population growth and a rise in per capita income fostered employment growth in construction, services and the finance, real estate and insurance sector.

Lane County employment continued to grow into 2000. In 2001, however, the worldwide downturn in the high-tech industry had an effect on the economy of both Oregon and Lane County. Several high-tech firms in Lane County announced layoffs or closings. Between 2000 and 2001, total employment dropped 2.7 percent. Recent employment trends have improved since the 2001 downturn. Projections by the Oregon Employment Division project that by 2010 Lane County total non-farm employment will increase by 17,900 jobs reaching 160,200.

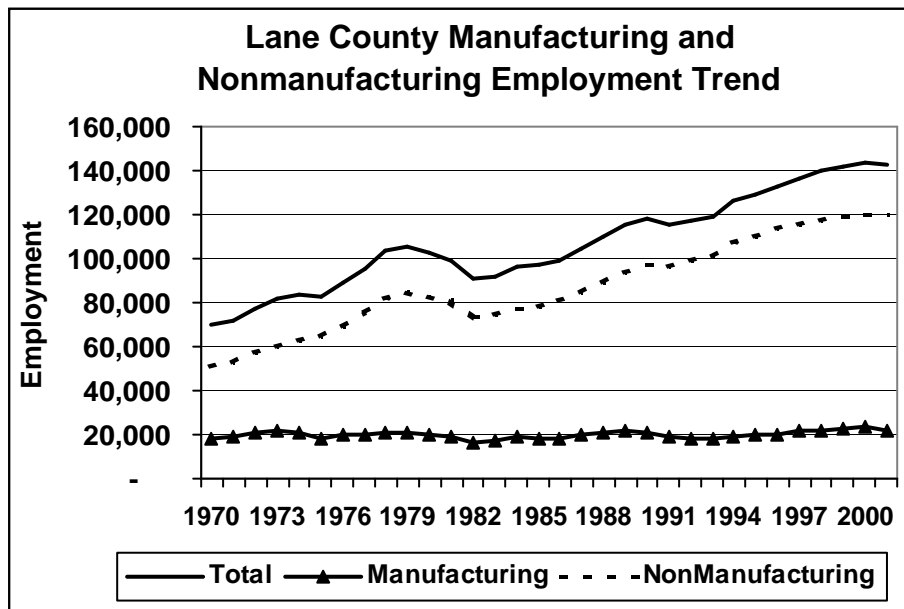


As noted in the graph, the services sector is projected to experience the greatest employment growth between 2000 and 2010. Services occupations include a wide range of occupations including police, firefighters, personal health care workers, waitresses, food preparation, etc. Lumber and wood products manufacturing and food products manufacturing are projected to lose employment in this time period, 300 and 200 employees respectively.

**Manufacturing**

**Non-Lumber Manufacturing:** Between 1991 and 2001, non-lumber manufacturing employment increased as a percent of all manufacturing employment from approximately 54 percent in 1991 to 68 percent in 2001. Non-lumber manufacturing experienced an annual average increase of almost 4 percent. This growth is particularly due to increases in other durable goods manufacturing employment that almost doubled in this ten-year time period. Recent employment projections anticipate growth will continue in the non-lumber durable manufacturing.

**Lumber and Wood Products Manufacturing:** This sector decreased both in its share of employment and in number of jobs. Between 1991 and 2001, the lumber and wood products share of manufacturing jobs decreased from 46 percent in 1991 to 32 percent in 2001. There was a decrease of 1,600 jobs. Lumber and wood products employment is expected to continue to decline, although at a slower rate, reaching 29 percent of all manufacturing employment in 2010.



### **Non-Manufacturing**

Non-manufacturing employment increased 24 percent between 1991 and 2001, accounting for 84 percent of all employment in the MSA. Construction was the fastest growing non-manufacturing sector followed by services. The growth in construction was due to a number of factors: (1) the resurgence of residential construction due to population growth, (2) commercial/retail expansion in the local market area, especially by national chain operations, and (3) new industrial location sitings of the high tech industry to the area. Projections by the Oregon Employment Division anticipate growth in construction to slow in the coming 10 years.

The services sector grew 46 percent between 1991 and 2001. Although traditionally considered to be a non-basic industrial sector, the services sector is increasingly becoming a basic sector with the growth and expansion of business and professional services that have worldwide markets. Continued growth is projected for the services sector. By 2010, it is projected to increase by 6,700 jobs.

### **ii. Veneta Region**

On a percentage basis, there are more Veneta region workers involved in "Service," "Farming, fishing, and forestry," "Construction, extraction, and maintenance," and "Production, transportation, and material moving" occupations than in Oregon as a whole. The opposite is true for "Management, professional, and related occupations," and "Sales and office" occupations. It is not clear what percentage of these jobs are located in the Veneta region. Many are likely to be located in the Eugene-Springfield metro area.

### **Occupations of Veneta Region and Oregon Resident Workers**

<b>Occupations</b>	<b>Veneta Region</b>		<b>Oregon</b>
	<b>Number of Persons</b>	<b>Percent of Employed Persons 16+</b>	<b>Percent of Employed Persons 16+</b>
Management, professional, and related occupations	1,323	25.5%	33.1%
Service	820	15.8%	15.3%
Sales and office	1,226	23.6%	26.1%
Farming, fishing, and forestry	148	2.9%	1.7%
Construction, extraction, and maintenance	676	13.0%	9.1%
Production, transportation, and material moving	995	19.2%	14.7%
<b>TOTAL</b>	<b>5,188</b>	<b>100%</b>	<b>100%</b>

Source: 2000 U.S. Census

For the most part, the percentages of Veneta region workers involved in the given industries are comparable to the percentages of Oregon workers. The greatest discrepancy is in the “Other services, except public administration” industry, where the percentage of Veneta’s workers is 2.8% higher than Oregon workers overall. The percentage of Oregon workers involved in the “Educational, health, and social services” industry is 2.6% higher than the percentage of Veneta workers. It is not clear, however, what percentage of these jobs are located in the Veneta region, as many are likely located in the Eugene-Springfield metro area.

### **Employment Industry of Veneta Region and Oregon Resident Workers**

Industry	Veneta Region		Oregon
	Number of Persons	Percent of Employed Persons 16+	Percent of Employed Persons 16+
Agriculture, forestry, fishing and hunting, and mining	177	3.4%	3.2%
Construction	460	8.9%	6.9%
Manufacturing	834	16.1%	14.4%
Wholesale trade	271	5.2%	4.1%
Retail trade	664	12.8%	12.5%
Transportation and warehousing, and utilities	292	5.6%	4.7%
Information	46	0.9%	2.4%
Finance, insurance, real estate and rental and leasing	214	4.1%	6.1%
Professional, scientific, management, administrative, and waste management services	374	7.2%	8.9%
Educational, health and social services	867	16.7%	19.3%
Arts, entertainment, recreation, accommodation and food services	339	6.5%	8.2%
Other services (except public administration)	400	7.7%	4.9%
Public administration	250	4.8%	4%
<b>TOTAL</b>	<b>6,912</b>	<b>100%</b>	<b>100%</b>

Source: 2000 U.S. Census

### **C. Economic and Employment Projections**

Overall, the outlook for occupational employment in Lane County follows expected growth in its industries. For instance, due to expected strong growth in the business and technical services sector, largely from computer related work, occupations in the professional and technical group are expected to lead the way in employment growth. Revived growth in manufacturing and growth in construction over the five year period is expected to support many of the production and construction occupations. Growth is expected to some extent in all of the broad occupational groupings, but on a strictly numeric basis, the majority of new jobs are expected in the lower paying service and retail occupations. The following table shows projections for occupational growth in Lane County and corresponding wages.

### Hourly Wages for Lane County Top 25 Growth Occupations

Occupational Title	2000 Employment	2005 Employment	2000-2005 Growth	Average Hourly Wages
Salespersons : Retail	6,029	6,595	566	\$10.19
Computer Support Specialists	722	962	240	\$16.40
General Office Clerks	3,938	4,178	240	\$11.69
Cashiers	2,490	2,702	212	\$8.75
Waiters & Waitresses	2,840	3,051	211	\$7.68
1st Line Supv : Sales & Related	2,079	2,287	208	\$19.72
Registered Nurses	2,367	2,555	188	\$23.30
Food Preparation Workers	1,872	2,051	179	\$7.77
Truck Drivers - Light Delivery	1,342	1,511	169	\$9.88
Other Service Workers	2,682	2,839	157	n/a
Truck Drivers - Heavy/Trac Trlr	1,945	2,101	156	\$15.11
Cooks : Restaurant	1,269	1,417	148	\$8.73
Other Professional & Tech Wkrs	1,154	1,301	147	n/a
Other Helpers, Laborers, Movers	2,072	2,186	114	\$9.27
Receptionists/ Information Clerks	1,768	1,880	112	\$10.56
Gardeners & Groundskeepers	751	861	110	\$10.26
1st Line Supv : Clerical & Admin	1,549	1,657	108	\$18.04
Other Postsecondary Teachers	2,047	2,152	105	n/a
Personal & Home Care Aides	405	503	98	\$7.91
Social Service Technicians	351	447	96	\$11.66
Computer Systems Analysts	343	433	90	\$27.72
Sales Agents - Real Estate	958	1,041	83	\$21.24
Shipping & Receiving Clerks	1,081	1,161	80	\$10.77
Graduate Teaching Assistants	1,308	1,387	79	n/a
Teacher Aides, Paraprofessional	995	1,068	73	\$10.16

Source: Lane Workforce Partnership

The weighted average hourly wage of an employee in the top 5 growth occupations projected for Lane County between 2000 and 2005 is \$10.17.

## D. Economic Development Goals

The Veneta Comprehensive Plan, adopted by the City in 2000, contains a three-pronged goal that expresses the City's desire for local economic development. The goal reads:

Pursue the economic interest of the City of Veneta by constructing and implementing policies and programs, including but not limited to the following functions:

- a. Guide the responsible expansion and growth of business and industry in Veneta and the Fern Ridge area.
- b. Develop a working relationship with economic development-related public and private agencies, community groups, and business organizations.
- c. Engage in dialogue with interested parties about the development of Veneta's industrially and commercially zoned properties, and other development and interests related to Comprehensive Plan Goals.

## Work Force

### A. Labor Supply

Healthy local economies depend in large part upon the education and skill-levels of the local work force. Overall, the City of Veneta and the Veneta region's residents are relatively less educated than those of Lane County and the State of Oregon. The population of the region and the City of Veneta are each well below the County and State with respect to the percentage of population holding Bachelors Degrees or higher.

#### Educational Attainment for Persons 25 Years and Over

Education	US	Oregon	Lane County	Veneta Region	Veneta
Percent High School Graduate or Higher	80.4%	85.1%	87.5%	<b>85.8%</b>	<b>83.0%</b>
Percent Bachelors Degree or Higher	24.4%	25.1%	25.5%	<b>19.2%</b>	<b>12.0%</b>

Source: 2000 U.S. Census

### B. Labor Force Statistics

Unemployment rates are significantly higher in Veneta and in the Veneta workforce region than in Lane County and Oregon.

## Employment Status in 2000 for Persons 16 Years and Over

Area	Civilian Labor Force	Total Employed	Total Unemployed	Unemployment Rate
Oregon	1,740,298	1,627,769	112,529	6.5%
Lane County	166,053	155,460	10,593	6.4%
<b>Veneta Region</b>	<b>5,631</b>	<b>5,188</b>	<b>443</b>	<b>7.9%</b>
<b>Veneta</b>	<b>1,196</b>	<b>1,065</b>	<b>131</b>	<b>11%</b>

*Source: 2000 U.S. Census*

Between July of 2000 and June of 2001, Oregon Employment Department Services kept a log of the respective occupations of job applicants in Lane County seeking assistance from their department. Over one-third of those seeking assistance were in production and construction related occupations.

### Occupations of Lane County Job Seekers

Occupation	Number	Percent
Production/Construction Related and Laborers	12,504	34.8%
Clerical and Administrative Support	5,835	16.2%
Service Occupations	5,627	15.7%
Sales Occupations	4,524	12.6%
Professional/Technical Occupations	4,221	11.7%
Managers and Officials	1,941	5.4%
Farming, Forestry, Fishing Related	1,299	3.6%
<b>TOTAL</b>	<b>35,956</b>	<b>100%</b>

*Source: Lane Workforce Partnership*

The Oregon Employment Department reports that between July 2001 and June 2002, 1,360 persons in the Veneta area sought employment assistance through their agency.

## C. Taxes and Unemployment Insurance<sup>9</sup>

### i. Sales Tax

Oregon has no general sales tax.

### ii. Property Tax

Property taxes are paid by owners of real and business personal property, according to the assessed value of taxable residential, commercial, farm, industrial, utility and timber property.

County assessors use permanent rates set for all taxing districts in fiscal year 1997–98, when taxes were significantly reduced with a statewide average 17 percent cut in tax levies. Certain types of levies are outside this reduction. The tax rates cannot exceed \$15 per \$1,000 of real market value. For 1997–98, all

property was valued by county assessors at 90 percent of the July 1, 1995, levels. For subsequent years, assessed values are limited to a 3 percent annual growth rate. Construction since July 1, 1995, is valued at the average rate of similar properties in the area. Business personal property requires annual filing. One-third payment is due by November 15. If fully paid by November 15, a 3 percent discount is allowed. Special exemptions, tax relief programs and deferrals are available.

Tax rates are representative of the largest tax code in the city. The rates are expressed as tax liability per \$1,000 of assessed property value.

#### Lane County

Average Compressed Tax Rate 1997-98: \$14.44

Average Compressed Tax Rate 1998-99: \$14.11

Ave Res Property Tax Paid on Ave House 1997-98: \$1,379.52

Average School rate 1998-99: \$7.09

Average Non-School Rate 1998-99: \$5.82

Average City Rate 1998-99: \$2.52

### **iii. Business Taxes**

Corporations doing or authorized to do business in Oregon pay excise tax. Corporations not doing or authorized to do business, but having income from an Oregon source, pay income tax.

### **iv. Unemployment Insurance**

For 1999, new employers are assigned a fixed rate of 3 percent. Tax rates for existing employers are based on employers' experience ranged from 1 percent to 5.4 percent. Taxes are paid quarterly and are due by the end of the month following the quarter. In 1999, the tax is paid on the first \$23,000 of wages paid to each employee. The rate schedule in effect depends on the balance in the Trust Fund as of August 31 each year and the balance at a level adequate to pay benefits.

## **Education and Training**

### **A. Higher Education**

Veneta's location near the Eugene-Springfield metro area provides convenient access to institutions of higher learning, including the University of Oregon, Northwest Christian College, and Lane Community College.

The University of Oregon (UO) is an important regional educational facility that draws students from throughout Oregon and from out of state. Lane Community

College (LCC) allows students to obtain associate level degrees and works with local businesses to provide specialized job training.

## **B. Training Programs & Resources**

There is an LCC Learning Center in Elmira, which is located within Veneta's workforce region. The Learning Center offers courses in computers, shop and technical skills, adult basic education, and continuing education online courses.

The Elmira Community Learning Center offers the following services:

- Open four evenings a week, closed Friday's and Saturday's
- Admissions for credit and noncredit students
- Registration assistance for credit and noncredit students
- Kiosks for transcripts, schedules, etc.
- Payment services
- Financial aid and Lane program information
- Drop-in computer lab (Fees to be Announced)
- Telecourse viewing
- Placement testing (by appointment only)

The main LCC campus in Eugene offers the following Professional/Technical programs:<sup>10</sup>

### **Credit Programs**

- Apprenticeship Program
- Auto Body and Fender Technology
  - Auto Collision Option
  - Auto Paint Option
- Automotive Technology
- Aviation Maintenance Technology
- Broadcasting
  - Broadcasting/Visual Design and Production
  - Radio Broadcasting
- Business Management
- Chemical Dependency Counselor Training
- Computer Applications Specialist
- Computer Network Operations
- Computer Programming
- Computer User Support
- Construction Technology
- Criminal Justice
- Culinary, Food Service and Hospitality
  - Culinary Option
- Dental Assisting
- Dental Hygiene
- Diesel Technology
- Drafting
- Early Childhood Education
- Electronics Technician
- Electronic Technology
- Emergency Medical/Paramedic Technology
- Employment Skills Training
- Energy Management Technician
- Fabrication/Welding Technology
- Fitness Training Program
- Flight Technology
- Graphic Design
- Health Records Technology
- Hospitality Management

- Human Services
    - Chemical Dependency Counselor Training
    - Criminal Justice
    - Human Services: General
    - Juvenile Corrections
  - Industrial Maintenance
  - Juvenile Corrections
  - Law Enforcement Training: Reserve Academy
  - Manufacturing Technology
    - Computer Numerical Control (CNC) Technology
  - Medical Office Assistant
  - Multimedia Design and Production
  - Nursing-Associate Degree and Practical Nursing
  - Occupational Skills Certificate Program
  - Office Administration
    - Business Support -- Accounting
    - Business Support -- Administrative
    - Business Support -- E-Business
    - Business Support -- Office Assistant
  - Real Estate
  - Recreational Vehicle Service Technician
  - Respiratory Care
- Non-credit Programs**
- Business Management
  - Farm Business Management
  - Small Business Management
  - Cabinet/Furniture making
  - Massage Therapist
  - Nursing Assistant
  - Supervisory Management Series
  - Tax Preparation
  - Travel Agent Training

The following “Approved Professional Technical Education Programs” are offered at the Veneta High School:

- Accounting
- Manufacturing
- Mechanics
- Graphic Design

## Access to Markets

### A. Geographic Proximity

Veneta is located on State Highway 126, roughly eight miles west of Eugene-Springfield and Interstate 5. Veneta is 14 miles from the Eugene-Springfield metro area, while other Lane County cities are an average of 29.8 miles away.

Veneta is 125 miles from the Portland metro area, while other Lane County cities are an average of 129 miles away.

## **B. Transportation Services Availability**

### **i. Highway**

Veneta is intersected by two state highways: Highway 126 and Territorial Highway. Veneta's downtown is on West Broadway, an east-west street parallel to Highway 126. With practically no exceptions, Veneta's streets have a good level of service and low congestion. The intersection of Highway 126 and Territorial Highway is the least safe intersection in the city, and efforts are underway to improve it. The City has just completed the extension of Eighth Street with a bridge over the railroad tracks to create a loop connection of the old town to Highway 126. Currently, Veneta has grant funding to improve West Broadway with enhanced sidewalks, and a frontage road on the south side of Highway 126 is also planned to accommodate new commercial development.<sup>11</sup>

Veneta has a few options for public transportation. Lane Transit District provides a metro commuter-oriented service for Veneta. In addition to bus stops, there is an informal Park-and-Ride at Harold's Center on Territorial. Porter Stage Lines provides east-west, inter-city passenger bus service between Eugene and Florence, available twice daily in each direction. A railroad passes through the center of the city along an east-west route.<sup>12</sup>

### **ii. Air**

The Eugene Airport, located in north Eugene, is within a maximum 45-minute drive of all parts of the region, but is only a 20-minute drive from Veneta. The Mahlon Sweet Airfield is a 1,500-acre facility that serves an average of 64,268 passengers each month. It is the fifth-largest airport in the Pacific Northwest, providing commercial air service to a six-county region in mid-Oregon. The airport also has an expanded air cargo facility to serve the growing air cargo demands of the region, and one Fixed Base Operator (FBO) to handle general aviation needs. The terminal offers three scheduled air carriers that provide daily service to and from Portland, Phoenix, Seattle, Los Angeles, San Francisco, Denver, and Las Vegas.<sup>13</sup> Smaller airfields in Creswell, Cottage Grove, and Oakridge serve small non-commercial aircraft.

### **iii. Rail**

Railroad service continues to move freight and passengers throughout the region. Union Pacific and Burlington Northern Santa Fe provide freight service to industrial sites throughout Lane County. The Central Oregon and Pacific Railroad moves freight between Eugene and Coos Bay. Amtrak provides passenger rail service from Eugene to Portland, Seattle, and major cities in California.

The Central Oregon and Pacific Railroad operates the Coos Bay Branch Line with service between Eugene and the Port of Coquille. Passenger rail service is not available along this line.

### **C. Telecommunication Services**

Most of the region's urban areas are served by Qwest for local telecommunications. However, Springfield is also served by Advanced Telecom Group. Creswell is served by Centurytel Communications. All of the cities in the region are a local phone call from the Metro area.

Advanced telecommunications capacity is a primary concern for many communities in the region. There are two consortia that facilitate access to broadband fiber optic facilities: Fiber South Consortium and the Lane Klamath Regional Fiber Optic Consortium. Fiber optic lines have been installed in Coburg, Cottage Grove, Creswell, Springfield, Oakridge, Westfir, and Lowell. Additional fiber lines are anticipated for Eugene and Veneta. Junction City is not currently connected to nearby optic fiber cable.

#### **i. Voice Communication Services**

The following Voice Communication services are available in Veneta through Qwest:

- Anonymous Call Rejection
- Billed Number Screening
- Call Forwarding Variable
- Call Rejection
- Call Trace Blocking
- Call Transfer
- Call Waiting
- Call Waiting ID
- Called ID Blocking-Line
- Called ID Name And Number
- Called ID Number Only
- Continuous Redial
- Continuous Redial Blocking
- Custom Ringing
- CustomChoice - Business
- Custom Net
- Hot Line
- International Blocking
- IntraCall
- Last Call Return
- Last Call Return Blocking
- Market Expansion Line
- PC Caller ID
- Pay Per Call Restriction
- Priority Call
- Qwest Bus Line Plus
- Qwest Utility Line
- Selective Call Forwarding
- Speed Calling
- Three Way Calling
- Toll Restriction

The Eugene/Springfield metropolitan area and surrounding communities are the hub of the local service area. A long distance call is required to reach any other major population center, including Corvallis.

## ii. Data Communication Services

The following Data Communication services are available in Veneta through Qwest:

- Analog dial up
- Frame Relay service
- Digital Private Lines
- SONET Services (possibly available under special contract)

## iii. Video Communication Services

None are available at this time.

## iv. Telecommunications Infrastructure

The City houses one cellular tower providing service for both Sprint PCS Cellular Communications and AT&T Cellular Communications customers. The City of Veneta is also a member of a fiberoptic consortium, Fiber South, a group of local government units that cooperate in order to own and operate a public access broad-band fiber optic network.

## v. Planned Telecommunications Improvements

Fiberoptic services are planned to be available to the City of Veneta within one year.

# Access to Resources

## A. Energy

The Lane Electric Cooperative and EPUD provide electricity services to Veneta. The following rate structure is currently in place:

Single-phase: \$8.00/mo + \$.0471/kwh, all kw above 50=\$5.05/kw  
3-phase: \$8.00/mo + energy charge 0-10,000 kwh \$.0495/kwh; 10,001-50,000kwh \$.0323/kwh; 60,000kwh+ \$.0222/kwh;  
Demand charge: first 50kw no charge; all kw over 50kw \$5.05/kw

## B. Water/Wastewater Availability/Cost

Veneta's water system plans include an additional well, a new and expanded treatment plant, and a new storage tank. Construction of a new and expanded treatment plant will begin in the summer of 2003. Construction of the new storage tank, connector piping, and new well development began in the summer of 2003.

A sewer related moratorium on building was recently lifted in Veneta. Veneta's wastewater system had collection deficiencies that included infiltration and inflow problems in wet months. The City's recent \$7.5 million re-build of the wastewater treatment plant will not provide service to the eastern one-third of the UGB because of gravity flow limitations, however the City continues to develop a plan for wastewater service to this area.

**System Design Capacity (MGD): 0-0.93 MGD System Utilization (MGD): 0.52 MGD**

**Collection System Fees: \$42.00/mo Hook-up or Connection Fee: \$200.00**

**Access Fee or System Development Fee: \$3,250.00**

### **C. Raw Materials**

Veneta is surrounded by a number of timber resources providing lumber for business needs.

### **D. Intermediate Mfg Products**

- Wood products for furniture manufacture, sound panels

### **E. Business/Prof/Tech Svcs**

- Private mailing service
- Printing
- Answering service
- Wireless telecommunications
- Computer software and hardware company
- Physicians
- Eye, dental, and orthodontic care
- Real estate
- Banking

## **Space**

### **A. Land Availability**

There is approximately 140 acres of available commercial and/or industrial vacant, buildable land in the City of Veneta. The Veneta area offers several sites appropriate for major professional/technical, industrial, or commercial development. Subdivision of large sites is possible. The main location of industrial sites is the Northeast Employment Center.

Outside Veneta, the immediate area, including Noti, Elmira and other locations, includes some available land, although less developed and "project ready." A recently passed bill, HB 2691, allows the development of abandoned or underused

mill sites in unincorporated areas without requiring the more extensive land use review that might have previously applied. These sites may not be any more immediately develop than sites listed below. In the longer run, however, the area may be able to attract additional employers interested in particular sites because of special characteristics that they may have.

**Site Code: Site 1 (in the Northeast Employment Center)**

Location: Along Highway 126 at the Jeans Road intersection

Map and Tax Lot Numbers: 17053110-1300, 1301, 1400 and 17053120-102

In City Limits: Yes

In UGB: Yes

Total Acreage: 21.15 acres

Comprehensive Plan Designation:

- 17053110 Tax Lot 1300-Industrial/Commercial
- Tax Lot 1301-Industrial-occupied by Lane County Public Works
- Tax Lot 1400-Industrial/Commercial
- 17053120-102-Industrial/Commercial

Zoning:

- 17053110 Tax Lot 1300-Industrial/Commercial
- Tax Lot 1301-Medium Industrial
- Tax Lot 1400-Highway Commercial
- 17053120-102-Medium Industrial

Current Usage: Vacant

Existing Structures: Tax Lot 1301 is occupied by Lane County Public Works.

Site Access: The site is adjacent to Highway 126 and can obtain access via the highway per ODOT approval or via Jeans Road through adjacent property.

Infrastructure (water/wastewater):

- 17053110 Tax Lot 1300-There is no water line currently serving the site. The closest water line is within approximately 500 feet of the site and has a capacity to provide 1.50 million gallons per day (mgd). There is no wastewater line on site. The closest wastewater line is within approximately 1,200 feet of the site and has a maximum monthly dryweather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd.
- Tax Lot 1301 is now occupied by Lane County Public Works.
- Tax Lot 1400- No water or wastewater line is at the site, but a water line exists within 1,300 feet of the site and a wastewater line exists within 1,600 feet of the site and has a capacity to provide 1.50 million gallons per day (mgd). Wastewater capacity maximum monthly dryweather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd.
- 17053120-102-Served by a 10-inch water line in the Jeans Road right-of-way and a 12 inch waterline in the Hope Lane right-of-way providing capacity for 1.50 million gallons per day (mgd). Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. The nearest wastewater line is within approximately 500 feet of the site.
- Development Considerations: There are no steep slopes or delineated wetlands on the site.

- Comprehensive Plan Designation for Adjacent Properties: Adjacent properties are designated Industrial/Commercial and General Residential.

**Site Code: Site 2 (in Northeast Employment Center)**

Location: north of Todd Way and Highway 126

Map and Tax Lot Numbers: 17053000-900 (portion), 907, 909, 910, 911, 912, 913, 915 and 17053120-1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500.

In City Limits: Yes

In UGB: Yes

Total Acreage: 51.41 acres

Comprehensive Plan Designation: Industrial

Zoning: Industrial/Commercial

Current Usage: Vacant

Existing Structures: None

Site Access: The site obtains access via Todd Way and Jeans Road

Infrastructure (water/wastewater):

17053000 Tax Lot 900- Comprehensive Plan Designation: Split zoning-West side is Commercial East side is General Residential. Zoning: West side is Community Commercial and the East Side is General Residential. A 10-inch water line is located in the Jeans Road right-of-way providing a capacity of approximately 1.5 mgd. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. The wastewater line is approximately 600 feet from the site.

- Tax Lot 907- Comprehensive Plan Designation: Industrial Zoning: Light Industrial A portion of this tax lot is occupied by Oregon Domes. A 10-inch water line is located in the Jeans Road right-of-way providing a capacity of approximately 1.5 mgd. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. The wastewater line is approximately 300 feet from the site.
- Tax Lot 909- Comprehensive Plan Designation: General Residential Zoning: General Residential with Greenway subzone. A 10-inch water line is located in the Jeans Road right-of-way approximately 300 feet from the site and providing a capacity of approximately 1.5 mgd. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. The wastewater line is approximately 300 feet from the site. No sewer service is currently available.
- Tax Lot 910- The site is approximately 2.02 acres with Comprehensive Plan Designation: Industrial Zoning: Light Industrial. A 10-inch water line is located in the Jeans Road right-of-way approximately 300 feet from the site and providing a capacity of approximately 1.5 mgd. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. The wastewater line is approximately 300 feet from the site. No sewer service is currently available.
- Tax Lots 911 (2.0 acres), 912 (2.0 acres), 913 (10.9 acres), 915 (20.8 acres) Comprehensive Plan Designation: Industrial Zoning: Light Industrial. A 10-inch

water line is located in the Jeans Road right-of-way approximately 300 feet from the site and providing a capacity of approximately 1.5 mgd. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. The wastewater line is approximately 300 feet from the site. No sewer service is currently available.

- 17053120 Tax Lots 1400(.23 acre), 1500 (.22 acre), 1600 (.24), 1700 (.22 acre), 1800 (.22 acre) acre Comprehensive Plan Designation: East of Hope Lane-Industrial, West of Hope Lane Industrial/Commercial Zoning: Light Industrial Sites served by a water line located approximately 200 feet from the site and has a 1.5 mgd capacity. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. All lots have access to an 8 inch wastewater line located on Jeans Road.
- 17053120 Tax Lots 1900 (.29 acre GR), 2000 (.25 acre GR), 2100 (.26 acre I/C), 2200 (.24 acre I/C), 2300 (.25 acre I/C) Comprehensive Plan Designation: Tax Lots 1900 and 2000-General Residential, Tax Lots 2100-2300-Industrial/Commercial. Zoning: Tax Lots 1900 and 2000- General Residential with Greenway subzone, Tax Lots 2100-2300, Industrial/Commercial, Sites served by a water line located approximately 200 feet from the site and has a 1.5 mgd capacity. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. All lots have access to an 8 inch wastewater line located on Jeans Road.
- 17053120 Tax Lots 2400 (.22 acre), 2500 (.23 acre), 2600 (.22 acre), 2700 (.23 acre), 2800 (.22 acre), 2900 (.24 acre) Comprehensive Plan Designation: Industrial Zoning: Light Industrial Sites served by a water line located approximately 200 feet from the site and has a 1.5 mgd capacity. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. All lots have access to an 8 inch wastewater line located on Jeans Road.
- 17053120 Tax Lots 3000-3500 All lots are approximately .24 acre Comprehensive Plan Designation: Industrial/Commercial Zoning: Light Industrial Sites served by a water line located approximately 200 feet from the site and has a 1.5 mgd capacity. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. All lots have access to an 8 inch wastewater line located on Jeans Road.

Development Considerations: None

Comprehensive Plan Designation for Adjacent Properties: Adjacent properties are zoned Industrial/Commercial and Industrial.

Site Code: **Site 3 (in Northeast Employment Center)**

Location: north of Jeans Road

Map and Tax Lot Numbers: 17053000-900 and 17053120-1201, 1300

In City Limits: Yes

In UGB: Yes

Total Acreage: 51.41 acres

Comprehensive Plan Designation: Industrial

Zoning: Industrial/Commercial

Current Usage: Vacant

Existing Structures: None

Site Access: The site obtains access via Todd Way and Jeans Road

Infrastructure (water/wastewater):

- 17053000 Tax Lot 900 (9.42 acres) Comprehensive Plan Designation: Commercial (west portion of tax lot), General Residential (east portion of tax lot) Zoning: Community Commercial (west portion of tax lot), General Residential (east portion of tax lot). Water service providing 1.5 mgd is available through a 12 inch line in the Jeans Road right-of-way approximately 300 feet south of the site. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. Wastewater service is available via an 8 inch line in the Jeans Road right-of-way approximately 300 feet from the site.
- 17053000 Tax Lot 1201(.25 acre) Comprehensive Plan Designation: Commercial Zoning: Community Commercial Water service providing 1.5 mgd is available through a 12 inch line in the Jeans Road right-of-way approximately 300 feet south of the site. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. Wastewater service is available via an 8 inch line in the Jeans Road right-of-way approximately 300 feet from the site.
- 17053120 Tax Lot 1300 (1.36 acres) Comprehensive Plan Designation: Commercial Zoning: Community Commercial Water service providing 1.5 mgd is available through a 12 inch line in the Jeans Road right-of-way approximately 300 feet south of the site. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. Wastewater service is available via an 8 inch line in the Jeans Road right-of-way approximately 300 feet from the site.

Development Considerations: 17053120 Tax Lot 1201 has access complications that would require an easement from adjacent property owners.

Comprehensive Plan Designation for Adjacent Properties: Adjacent properties are zoned Commercial and General Residential

Site Code: **Site 4**

Location: 25310 Jeans Road

Map and Tax Lot Numbers: 17053120-101 In process of being replatted.

In City Limits: Yes

In UGB: Yes

Total Acreage: 11.48 acres

Comprehensive Plan Designation: Commercial

Zoning: Highway Commercial

Current Usage: Bi-Mart located on parcel 2 and a commercial retail building on the western portion of lot, east portion of lot is vacant.

Existing Structures: Two commercial retail buildings.

Site Access: The site obtains access via Jeans Road to the north and Hope Lane to the east.

Infrastructure (water/wastewater): A 10- and a 12-inch water line are available in the Jeans Road right-of-way north of the site, in the Hope Lane right-of-way respectively providing 1.5 mgd. Wastewater capacity maximum monthly dry weather flow of .36 mgd and maximum monthly wet weather flow of .72 mgd. An 8-inch wastewater main is available in the Jeans Road right-of-way north of the site.

Development Considerations: None

Comprehensive Plan Designation for Adjacent Properties: Property to the north is Commercial; Industrial/Commercial to the east and south; and Commercial to the west.

Site Code: **Site 5**

Location: West side of Highway 126

Map and Tax Lot Numbers: 17063600-400, 600 and 17063611-800

In City Limits: Yes

In UGB: Yes

Total Acreage: 23.99 acres

Comprehensive Plan Designation: Commercial

Zoning: Highway Commercial

Current Usage: None

Existing Structures: None

Site Access: Access can be achieved via Highway 126 per ODOT approval, or access road planned through TL 500 to connect with 8<sup>th</sup> Street or frontage road that is planned for the back of the lot. TL 800 may also be accessed via Territorial Road.

Infrastructure (water/wastewater): A 12 inch water line is available in the Frontage Road right-of-way and provides 1.5 mgd.

Development Considerations:

- Tax Lot 400-Wetlands and floodplain cover much of TL 400.
- Tax Lot 600-Contains 1.153 acres of wetlands on the north end of the site. Wetlands and floodplain cover much of the site.
- Tax Lot 800-Wetlands cover approximately half of the lot.

Comprehensive Plan Designation for Adjacent Properties: Adjacent properties are zoned Commercial.

Site Code: **Site 6**

Location: 88280 Territorial Road

Map and Tax Lot Numbers: 17063611-700

In City Limits: Yes

In UGB: Yes

Total Acreage: 1.01 acres

Comprehensive Plan Designation: Commercial

Zoning: Highway Commercial

Current Usage: None

Existing Structures: None

Site Access: Access is achieved via Frontage Road.

Infrastructure (water/wastewater): A 16-inch water line with a 1.5 mgd capacity currently serves the site. Wastewater capacity maximum monthly dry weather flow of

.36 mgd and maximum monthly wet weather flow of .72 mgd. A 4-inch lateral and 6-inch wastewater line (both private) serve the site and connect to the City's Jeans Road lift station.

Development Considerations: None.

Comprehensive Plan Designation for Adjacent Properties: The adjacent properties to the north, east, south, and west are Commercial.

Site Code: **Site 7**

Location: Highway 126

Map and Tax Lot Numbers: 17053120-104, 105

In City Limits: Yes

In UGB: Yes

Total Acreage: 3.67 acres

Comprehensive Plan Designation:

- Tax Lot 104-Industrial/Commercial
- Tax Lot 105-Industrial

Zoning:

- Tax Lot 104-Commercial
- Tax Lot 105-Industrial

Current Usage: None

Existing Structures:

- Tax Lot 104-Professional Office Building
- Tax Lot 105-None

Site Access: The site is accessed via Luther Lane.

Infrastructure (water/wastewater): An 8-inch water line on Territorial Road is approximately 50 feet from the site and provides 1.5 mgd. The wastewater treatment plant is undergoing expansion to provide additional capacity to serve this site.

Development Considerations: None

Comprehensive Plan Designation for Adjacent Properties:

- Tax Lot 104-Properties to the north and east are Industrial. Properties to the south and west are Commercial.
- Tax Lot 105-Property to the north is zoned Industrial. Properties to the south, west, and east are Commercial.

## **B. Land Cost**

Land costs will be determined ultimately by the seller. Information regarding the assessed property value and the real market value (as determined by the Lane County Assessor) is estimated annually and is available as public record through the Lane County Assessor's office.

### **C. Built Space Availability**

Several sites have industrial buildings with potential reuse or redevelopment opportunities. This information is listed under the Existing Structures information for each site in Section A, Land Availability (above).

### **D. Built Space Cost**

Costs of existing structures will be determined ultimately by the seller. Information regarding assessed improvement values is estimated annually and is available as public record through the Lane County Assessor's office.

### **E. Construction Costs**

Development of any of these sites will require new construction. Many types of construction contractors are located in the Veneta workforce region and in the nearby Eugene/Springfield area. Permit application fees are generally less expensive and processed more quickly than those for the immediate Eugene/Springfield area.

## **Financing**

### **A. State and Local Financing Programs and Incentives**

Lane Council of Governments (LCOG) in Eugene operates a Small Business Finance Program that is designed to package, administer, and service commercial lending activities in Lane County. The program provides assistance to Lane County businesses to borrow from one of many loan resources. The primary programs are the U.S. Small Business Administration 504 loan program and LCOG's Rural Business Development Fund. The following chart describes the financing development programs available to business development.<sup>14</sup>

## Business Finance Programs

PROGRAM	AGENCY	TARGET MARKETS	KEY FEATURES	AMOUNT	RATE	FEES	LOAN STRUCTURE
<b>504 Loan</b>	SBA	Real property acquisition	Low fixed rate of interest	\$100,000 to \$1,300,000	Fixed	2.875% on SBA portion, \$2,500 documentation fee	Subordinate to bank debt
<b>7A Loan</b>	SBA	Most new or existing small businesses	Flexibility, secondary market	Up to \$1,000,000	Typically variable, bank sets rate	2.0% - 3.5% on SBA portion, \$1,000 - \$2,500 packaging fee	75% - 85% guaranty
<b>Pre-Qual</b>	SBA	Applicant that does not have a bank yet	Loan is approved by SBA prior to bank involvement	\$50,000 to \$250,000	Typically variable, bank sets rate	Same as SBA 7A	75% - 85% guaranty
<b>MicroLoan</b>	SBA	Microbusiness	Small loan size	Up to \$35,000	Fixed, prime plus		
<b>Rural Business Development</b>	USDA	Rural areas only	Easy to use, good rate	\$50,000 to \$150,000	Prime rate (7.0% Floor)	1.50% on RBDF portion	Subordinate to bank debt
<b>Business and Industry</b>	USDA	Rural areas only	Large projects can qualify	Up to \$25 million	Bank sets rate	2.0% on USDA portion, .50% packaging fee	60% - 80% guaranty
<b>Oregon Business Development</b>	State of Oregon	Manufacturing, distribution, or tourism	Low fixed rate, no prepayment penalty	\$50,000 to \$500,000	Fixed	1.50% on OBDF portion	Subordinate to bank debt
<b>Targeted OBDF</b>	State of Oregon	Distressed areas, manufacturing, distribution, or tourism	Low fixed rate, no prepayment penalty	\$50,000 to \$500,000	Fixed, prime minus 4.0% (4.0% floor)	1.50%	Co-equal 1 <sup>st</sup> lien position with bank
<b>Credit Enhancement</b>	State of Oregon	Manufacturing, distribution, or rural areas	High guarantee percentage, easy to use	Up to \$500,000	Bank sets rate	1.25% - 3.0% on State portion, \$1,000 packaging fee	90% guaranty
<b>Revolving Loan Fund</b>	Cascades West	Most new or existing small businesses	Subject to availability	\$50,000 to \$150,000	Fixed, prime rate	1.50%	Subordinate to bank debt

Other special incentive and financing programs designed to assist the development of new and existing businesses in Lane County include:<sup>15</sup>

- **Oregon Capital Access Program**

Who is Eligible: Small businesses in Oregon.

Funding is For: All business costs except: construction or purchase of residential housing; real property not used for borrower's business operations; refinancing principal balance of an existing loan.

Specifics: State matching funds create pooled loan loss reserve fund. Provides additional capital to businesses, encourages banks to make higher risk loans. Reserve may be tapped in the event of default.

- **Oregon Community Development Block Grant Program**

Who is Eligible: Businesses that will create or retain permanent jobs. A majority of jobs are made available to low and moderate-income workers.

Funding is For: Loan from city or county to business or to pay for construction of public infrastructure to support a business.

Specifics: Businesses projects must create or retain a minimum of one job for every \$12,000 in grant funds. Public infrastructure projects must create or retain a minimum of one job per \$20,000. The maximum grant per project is \$500,000.

- **Oregon Industrial Development Revenue Bond Program**

Who is Eligible: Manufacturing, processing and tourism facilities in Oregon.

Funding is For: To create jobs. Funds may be used for fixed assets, some costs of issuance.

Specifics: Interest paid is exempt from federal personal income tax and in some cases, state personal income tax. Tax-exempt rates are about 75 percent-80 percent of conventional rates. Bonds are not direct obligation of State of Oregon. Borrowing limits range from \$500,000 to \$10 million. A maximum of 25 percent can be used to buy land.

- **Oregon Entrepreneurial Loan Fund**

Who is Eligible: Applicants enrolled in a Business Development Center Business Management Program and with a completed business plan. Must employ dislocated timber workers, severely disabled workers, or be located in a severely affected community.

Funding is For: Small, start-up companies operating fewer than 15 months.

Specifics: Funded by the Oregon Lottery. Applicants must provide a minimum of 20 percent equity and provide collateral. Maximum loan term is five years.

- **Oregon Business Retention Service**

Who is Eligible: Trade sector industries, priority to manufacturers, or processors. Change of closure or layoff must be significant.

Funding is For: Technical assistance by professional consultants.

Specifics: Consultants analyze company and make specific recommendations to improve company's competitive position. Fees are paid by OECD, but company must repay within two years. Funded by the Oregon Lottery.

- **Oregon Special Public Works Fund Program (SPWF)**

Who is Eligible: Oregon cities and counties.

Funding is For: Infrastructure facilities needed for economic development and permanent job creation or retention.

Specifics: Project must support businesses wishing to locate, expand or remain in Oregon. Every \$20,000 of funds must create or retain one permanent, full-time job. Grants and loans up to \$1 million. Loan rate minimum of six percent, terms to 25 years. Technical assistance grants to \$10,000 available for municipalities under 5,000 population, for preliminary planning. Funded by the Oregon lottery.

- **Oregon Resource and Technology Development Fund**  
Who is Eligible: Oregon businesses in areas of biological and biomedical services, high technology and natural resource industries.  
Funding is For: Seed capital, applied research and technical information.  
Specifics: Equity-based capital available.
- **Oregon Small Scale Energy Loan Program**  
Who is Eligible: Oregonians and Oregon organizations; projects that conserve conventional energy or produce renewable energy.  
Funding is For: Energy conservation and renewable energy products in Oregon.  
Specifics: Loans have 15 to 20 year terms. Loan rates set when bonds are sold; interest rates are usually less than market.

## Targeted Industries & Locational Advantages

### A. Selection Criteria

The following criteria (not listed in priority order) were developed to select industries that are most compatible with Veneta's future economic development. It is important to understand that many industries that do not meet all the criteria may also be compatible, and that these criteria should not be used to exclude other viable types of economic development. Industries that meet all of the selection criteria should be given the highest priority in regards to industry outreach and recruitment because they are considered to be the most likely candidates for a good fit with Veneta and the surrounding areas.

1. Offers family wage jobs
2. Minimal environmental impact
3. Most activities occur in a closed building
4. No predatory businesses (for example, minimum wage, no benefits, and ask for tax breaks)
5. Meet the social needs of the community

### B. Selected Targeted Industry Profiles

**(wage rates, growth and employment trends; industry occupations and wages; industry inputs, preferences, outputs, and opportunities)**

Target Industry Profiles are described in detail in Appendix A, which includes information on industry outlooks and wages, siting requirements, and other industry characteristics. The selected targeted industries include:

- Food Processing – focus on specialty items
- Professional, Scientific, and Technical Services – focus on high-tech
- Transportation Equipment Manufacturing
- Secondary Wood Products-focus on niche markets

These industries, not listed in priority order, were chosen using the selection criteria listed in Section A, above. The purpose of targeting select industries is to identify

those industries that are (a) a good fit for the area and (b) may consider Veneta to be a reasonable fit for their interests. Focusing on targeted industries enables the City to strategically market itself to its best prospects.

It is important to note that exclusion from this list does not mean that the City does not want other types of development than listed below. For instance, Greenhouse, Nursery, and Floriculture Products and the wine industry are viable for the area but do not require targeted marketing to draw the industry to the area.

The selection process identified a few industry sectors that are unlikely to be successful fits for Veneta. These industries include:

- Miscellaneous plastic fabrication
- Administrative and Support Services – focus on telecommunications and back office/call centers

There are additional opportunities for Veneta to target industries jointly with Junction City. These opportunities are greatest in industries that already have a significant presence in both the Veneta/Elmira and the Junction City areas. These industries are: secondary wood products, transportation related manufacturing, and agriculture and related specialty products. The communities are close enough to each other that they can offer employers in these industries the advantages of a regional cluster of similar employers, a factor of increasing importance in many economic sectors. These three sectors are similar to, or form a subsector of industries identified in Veneta’s targeted industries list. These three sectors can provide a unified direction for the Veneta and Junction City areas if they choose to pool economic development resources to jointly target industries with a shared presence in both communities.

### **C. Locational Advantages**

- Rural, small town atmosphere and close proximity to a larger metropolitan area with good access to health care, specialized goods and services, and other amenities. Approximately one hour from Salem, the state capital and two hours from the Portland metropolitan area and its international airport.
- Located strategically near Eugene/Springfield; University of Oregon; and Lane Community College.
- Close proximity to sporting and recreation services, including the Fern Ridge Reservoir (with boating, sailing, and swimming), the wildlife viewing area, a number of unique landscaped and natural parks and trails, and riding centers located on Prairie Road. The area is less than a 1 hour drive from the beautiful Oregon Coast and less than a 2 hour drive to the Cascade mountains.
- Good transportation system access: located on Highway 126, near I-5 and the airport, and on the major rail lines. Good street system.
- Large tracts of vacant and/or underdeveloped industrial-designated land located in the Northeast Employment Center. Refer to section on *Land Availability*, under

Subsection A of *SPACE*, for more detailed information on specific industrial, commercial, and professional/technical sites.

#### **D. Local/Regional Resources**

- School system with dedicated and innovative staff.
- Close-knit, generous community with a strong tradition of volunteerism and many active service organizations.
- The Fern Ridge Area Chamber of Commerce is a non-profit organization serving businesses, government, and civic organizations in Veneta.
- Attention to customer service.
- Opportunities for collaboration with nearby communities and other small cities in Lane County.
- Temperate weather
- Assisted living facility allows families to stay close and not have to move to a larger metropolitan area for care.
- Recently opened Bi-Mart serves as a regional draw and provides area residents with another opportunity to shop and support local businesses.
- Commitment to maintaining a rural "feel" while pursuing economic and social opportunities.

### **Enhancements Needed to Attract Targeted Industries**

#### **A. Workforce Readiness**

The Oregon Employment Department has identified skills that will be needed to meet employer demands for the growth occupations of the future in the Lane County Area. The following shows the most frequently listed skills workers will need to meet the minimum qualifications of occupations expected to grow in the next decade that pay more than \$28,000 per year (slightly more than the county average for 2000).

- Use computer keyboard
- Use correct grammar, punctuation and spelling
- Use computer
- Keep & maintain records
- Apply interpersonal communication skills
- Use word processing software
- Use spreadsheet software
- Read/understand operating manuals
- Speak in public
- Manage personnel/human resources
- Read technical drawings & specifications
- Follow/give instructions

## B. Land, Transportation, and Infrastructure

- *“Certified shovel-ready” or “project-ready” development sites.* Industry trends indicate that industries are seeking development sites that are serviced and permitted by the city to the greatest extent possible. The most appealing sites are those that need only the building permit to start construction. Veneta is unlikely to be able to finance this type of advance development. Nonetheless, the city has already taken a step in the right direction by developing the Northeast Employment Center, a designed mixed use area, which provides primarily for industrial and commercial activities, but also includes residentially zoned land to accommodate employees.

While Veneta’s sites are not completely “project ready,” they are very close to being immediately developable. These sites are zoned for development, and the key public facilities are adjacent to the sites and can accommodate connections.

- *Access management.* The city is encouraged to work closely with ODOT and Lane County to streamline the permitting process for sites adjacent to Highway 126, or to plan alternate access routes.
- *Adequate water and sewer infrastructure.* The City of Veneta has been working hard to build new and upgrade existing infrastructure. The most important developable industrial and commercial sites have service. However, some areas of the City still cannot receive City water and sewer service and rely on individual services. Increased City water and sewer service remains a priority.

## C. Marketing & Outreach

- *Marketing materials, including a one-page flyer using the state’s template.* The State of Oregon’s Economic and Community Development Department has developed a template of marketing materials for Oregon communities. The State can use these marketing materials to present a unified campaign to attract various types of industries. The Lane Metro Partnership can also utilize these materials in their outreach efforts, and may be willing to work with the city to develop these or other marketing materials. The materials developed by Lane Metro Partnership will augment those already published by the City of Veneta and the Fern Ridge Area Chamber of Commerce. Within the limits of the template set by the State, the materials should emphasize Veneta's readiness to accommodate new employers and the advantages that Veneta can offer.
- *Planning Application Assistance.* The City of Veneta already provides excellent customer service for planning applications. Staff will continue this service and sharpen their skills and familiarity with the needs of different businesses.
- *Regional collaboration to attract potential economic development.* By working with other small cities in Lane County, such as Junction City and Noti, Veneta

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

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

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