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EUGENE CITY COUNCIL NEWSLETTER
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Clean Water Team Video Makes a Splash on Local Airwaves

A newly produced 30-second video, focused on clean water messages to residents, began airing on local TV this week. With the help of a little humor, and a football-themed analogy, several outdoor activities are demonstrated by “clean water team members” to remind residents about ways they can help keep the local waterways clean and healthy.

Public storm drains in Eugene empty into the Amazon Creek and Willamette River without getting treated at the regional wastewater collection and treatment facility.

Information about pollution prevention tips and other resources are available at www.eugene-or.gov/happyrivers or by contacting Public Information Specialist for the Stormwater Management Program Kathy Eva at 541-682-2739 or Kathy.a.eva@ci.eugene.or.us.



“Walkable City” Author to Speak at The Studio on June 17

Join acclaimed urban designer, city planner, and author Jeff Speck for his presentation, *Toward a More Walkable Eugene*, on June 17, at 6 p.m., in The Studio at the Hult Center. The talk will be preceded by a reception at 5:30 p.m. Seating is limited, so please RSVP to dxoregon@gmail.com.



Speck is the author of [“Walkable City: How Downtown Can Save America, One Step at a Time”](#), and one of the most engaging writers on community design today. He will address how to transform downtown into a walkable environment that is useful, safe, comfortable, and interesting. Learn about best practices from around the nation, and ideas for Eugene.

Speck is a city planner and urban designer who advocates internationally for more walkable cities. As director of design at the National Endowment for the Arts, from 2003 through 2007, he presided over the Mayors’ Institute on City Design and created the Governors’ Institute on Community Design. Prior to this, Speck spent 10 years as Director of Town Planning at DPZ & Co., the principal firm behind the New Urbanism movement. Since 2007, he has led Speck & Associates, a boutique planning firm that specializes in making American downtowns thrive. For more about Speck, visit www.Jeffspeck.com.

The State of Oregon’s Transportation and Growth Management program is sponsoring the visit, with support from the City of Eugene, Lane Transit District, and local chapters of the American Planning Association and American Institute of Architects. For more information, contact Zach Galloway at 541.682.5485 or zach.galloway@ci.eugene.or.us.

New Loan Fund for Eugene Artists Now Available

With support from an anonymous donor, the City of Eugene and the Arts and Business Alliance of Eugene (ABAE) have teamed up to create the Arts & Business Loan Fund. The fund offers short-term, low-interest loans to aid arts-related organizations, businesses, and artists, who often cannot access traditional bank financing.

The goal of the loan program is to invest in artists and arts-related businesses within the city of Eugene. Loan amounts will range between \$5,000 and \$50,000, dependent upon fund availability and other factors. The loans encourage creative community collaborations, economic development, and dynamic partnership between arts and business.

The loan fund is supported by a \$100,000 donation from a private donor through ABAE and \$100,000 from the City of Eugene's Business Loan Fund pool. There are four types of loans available:

- **Bridge loans** for special projects secured by contract, grant, foundation funding or other guaranteed loan income
- **Opportunity loans** for new revenue stream investments, expansions, or cost-saving opportunities
- **Infrastructure loans** to fund historical renovations, storefront improvements, and creative place-making projects or events
- **Creative capital loans** for fundraising events or performance production expenses, and artists fees that are secured by event revenue or box office receipts



Businesses or individual artists are eligible for the loan if they are located and reside within the city of Eugene, are a start-up or existing business, or are a not-for-profit entity or fiscally sponsored by one. Eligible individuals or businesses may apply for project funding by submitting a project proposal. If approved by the ABAE loan fund committee, the applicant will then be prompted to submit the final phase requirements of the loan decision process, including a \$50 application fee.

For complete details, and to access application materials, please visit <http://www.eugene-or.gov/artsbusinessloan>.

Eugene's Entrepreneur and Tech Sectors Spring into Action

It has been a busy and exciting spring for all things entrepreneurial and tech in Eugene. In May, startups from Eugene swept the awards at the Willamette Angel Conference (WAC). The WAC brings together investors and entrepreneurs seeking funding for startup companies. Locally owned Moonshadow Mobile, Red Duck Foods, and Cricket Flours all received investment awards at the conference.



Shortly thereafter, Alaska Airlines announced it will be offering non-stop flights between Eugene and San Jose, California – establishing an important link between the Silicon Valley and what has become known as the [Silicon Shire](#), Eugene's own quickly growing tech sector.

At the same time, [RAIN Eugene](#), the Regional Accelerator & Innovation Network, graduated its second class of startup companies which included biotech, business services, and marketing firms. In addition, the University of Oregon began planning its renovation of 942 Olive, a building provided by the City to create an entrepreneurial hub in the heart of downtown and house the RAIN Eugene accelerator.

Last week, high-speed fiber internet service went "live" in two downtown buildings – offering exponentially faster internet connections to local businesses. The City of Eugene, Lane Council of Governments (LCOG) and the Eugene Water & Electric Board (EWEB) partnered on the pilot project that supports internet speeds reaching up to one GB per second, with the hope of expanding to more of downtown in the future.

While exciting in its own right, this flurry of spring activity also underscores the impact of the City's strategic investments and partnerships that have helped promote downtown revitalization, support targeted business sectors, and create the conditions for economic prosperity to flourish. For more information, contact Anne Fifield at Anne.E.Fifield@ci.eugene.or.us, or 541-682-5451.