


	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<b>Key Industry-Educational Technologies</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Lane County Sector Strategies Team-Tech Collaborative</b>	A collaborative public and private-sector team established to identify gaps limiting the sector's growth and to form local strategies to address them.	Implementing Tech Collaborative recommendations (e.g., UO Computer Science department working with Tech sector to meet workforce needs).	Lane Workforce Partnership; Lane County; Springfield; Chamber; Travel Lane County; Lane ESD, UO; LCC; TAO; private sector
		<b>Technology Association of Oregon (TAO)</b>	The TAO helps to raise the visibility of the region's tech and tech-enabled companies in Oregon and other markets through events, marketing, reports, and PR.	TAO has established presence in Eugene, City partnering on broadband, regional identity, and workforce.	Lane Workforce Partnership; UO; RAIN; private sector
		<b>Strategic Air Service Connections</b>	Established new daily service to key markets, in response to an issue identified at 2013 Prosperity Summit.	Alaska Airlines began daily service to San Jose, CA November 5, 2015.	Chamber; private sector; UO; Lane Workforce Partnership
		<b>Business Assistance</b>	Provide financing or technical assistance (see Business Assistance below).	Examples of assisted businesses include Palo Alto Software, Avant Assessment, Pipeworks, NemaMetrix.	
<b>Key Industry-Food and Beverage</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Public Market Feasibility Analysis</b>	Work with Lane County to identify feasibility, size and scope of potential market.	Feasibility study in progress.	Lane County; Farmers Market; Saturday Market
		<b>Lane County Sector Strategies Team-Food &amp; Beverage Collaborative</b>	A collaborative public and private-sector team established to identify gaps limiting the sector's growth and to form local strategies to address them.	Public agencies working to identify strategies to address needs identified by the sector. Chamber began process in early 2016.	Lane Workforce Partnership; Lane County; Springfield; Chamber; Travel Lane County; Lane ESD, UO; LCC; EWEB; Willamette Valley Farm & Food Coalition; private sector
		<b>Regional Food Brand</b>	Coordinate regional brand for local food industries.	Selected marketing consultant, developed logo, secured funding for brand development.	Lane County; Travel Lane County; Willamette Farm & Food Coalition; Willamette Valley Sustainable Food Alliance
		<b>Downtown Food Cart</b>	Permitting program to enable food carts on downtown public property.	On-going, managed by Saturday Market.	Saturday Market
		<b>Business Assistance</b>	Provide financing, technical assistance, or networking (see Business Assistance below).	Examples of assisted businesses include WildtimeFoods, Oregon Wine Lab, Red Wagon Creamery, SnoTemp, Heritage Distilling, Glory Bee Foods, Yogi Tea, High Mountain Tea, Bo's Wine, WildCraft, Hop Valley.	


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<b>Key Industry- Manufacturing</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Pacific Northwest Manufacturing Partnership (PNMP)</b>	An alliance with SW Washington, Willamette Valley, and Columbia River Corridors, working to support the regional manufacturing sector.	Partnership applied for and received federal <i>Investing in Manufacturing Communities Partnership</i> designation. Held roundtable session on cross-laminated timber (CLT) in Fall 2015, and participating in CLT feasibility study.	Business Oregon; multiple cities; counties; colleges; universities; research institutes; and economic development organizations.
		<b>Business Assistance</b>	Provide financing or technical assistance (see Business Assistance below).	Examples of assisted businesses include Rolf Prima, Avago Technologies, Pak Tech, Bike Friday.	
<b>Business Assistance</b>	1-Grow Local Opportunities 2-Energize a Creative Economy 4-Provide Basic Business Needs 6-Strengthen Key Industries	<b>Business Development Fund</b>	Provides assistance to new and existing businesses via the federal Community Development Block Grant (CDBG) program.	Since FY 2012, funded 29 loans totaling \$4,371,575, creating 199 new jobs. Borrowers included Imagination International, Hop Valley, Arcimoto, and FertiLab Thinkubator, Old Nick's Pub, Bo's Wine, Wildcraft, Blackstone.	
		<b>Downtown Revitalization Loan Program</b>	A flexible financing program that encourages investments within the Downtown Urban Renewal District.	Since FY 2012, funded 14 loans totaling \$1,277,117. Borrowers included the Barnlight, Off the Waffle, First National Tap House, Red Wagon Creamery, and First on Broadway, and B&A.	
		<b>West Eugene Enterprise Zone</b>	Purpose is to stimulate new investments that create jobs, using tax exemptions within the Zone for a 3-year period.	Established in 2005, City received 12 applications representing \$120 million in new investment over past 3 years. Expires in 2016. Investments of 160 million within zone; additional 400 million pending.	<b>Lane County</b>
		<b>eCommerce Zone</b>	New overlay within Enterprise Zone, provides an income tax credit for new businesses engaging predominantly in transactions via the internet or an internet-based computer platform.	Designated by State in July 2014. Expires 2016.	Lane County
		<b>Lane Business Link</b>	Website provides data, business planning, financial assistance resources.	Launched in 2011.	Springfield; Lane County; Chambers of Commerce; LCC
		<b>Micro-enterprise training</b>	Training program to help low-income entrepreneurs establish and grow their businesses.	Underway; First cohort almost completed	NEDCO
		<b>Riverfront Loan Program</b>	Creation of a financing program that encourages investments within the Riverfront Urban Renewal District.	Council approved May 2015.	


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<p style="text-align: center;"><b>Growing Local Economy</b></p>	1-Grow Local Opportunities 2-Energize a Creative Economy 3-Invest in Tomorrow's Talent 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries	<b>Big Look Strategy</b>	A process to evaluate new approaches to economic development that better serve regional goals and rejuvenate the regional economic development structure and strategy.	Study Completed in August 2014. Currently implementing plan.	<b>Springfield; Lane County; Chambers; and others</b>
		<b>South Willamette EDC</b>	A new organization to replace the Lane Metro Partnership to market the region, support existing industry, and coordinate regional economic development.	Board established in 2014. Hired interim Executive Director in 2015, in process to hire permanent Executive Director.	<b>Springfield; Lane County; Chambers</b>
		<b>Building a Better Bethel</b>	Economic development planning project to create a strategy that supports increased activity in the Bethel area.	Initial phase completed; deliverables included policy report; map; and webpage.	<b>Active Bethel Citizens; Bethel School District; and others</b>
		<b>Hynix Site Re-use</b>	Re-purpose for Avago Technologies	Property purchased. Facility design underway.	<b>Lane County; State of Oregon</b>
		<b>Economic Development Consortium</b>	Forum for regional economic development practitioners to share informations on regional economic development projects and initiatives.	Established 2014, meets bi-monthly.	<b>Springfield; Lane County; LCC; Lane Workforce Partnership; LCOG; Chambers; South Willamette EDC; and others</b>
		<b>Library Reference Resources</b>	Library provides classes and reference materials for start-up businesses and job seekers.	On-going.	
		<b>Eugene Community Broadband Strategic Plan</b>	Plan to improve telecommunications infrastructure.	Completed Plan in 2013.	
		<b>Broadband Pilot</b>	A demonstration project to develop high-capacity fiber optic connections to the	Fiber installed in electrical conduit owned by FWER; connected to 3 buildings and 1 gigabit	<b>EWEB; LCOG; TAO</b>
		<b>Downtown Fiber</b>	Build high-capacity fiber optic connections to all of the downtown.	Developing funding plan to bring fiber to downtown. Applied for state grant. A discussion for partial funding of this project is part of the proposed Urban Renewal Plan amendment.	<b>EWEB; LCOG; TAO</b>
		<b>Eugene-specific Metrics</b>	Initiative aimed at collecting and reporting various economic and fiscal metrics to better inform policy decisions.	Creating workplan for implementation. Initial work underway.	




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<p style="text-align: center;"><b>Downtown Redevelopment</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<p><b>EWEB Site-Master Plan</b></p>	<p>Community vision for redevelopment of EWEB riverfront.</p>	<p>Approved by City Council 2014.</p>	<p>EWEB</p>
		<p><b>EWEB Site-Riverfront Redevelopment</b></p>	<p>Partner with EWEB to redevelop riverfront property.</p>	<p>Working on agreement for City to take more active role in the development process. Drafted exclusive negotiation agreement with potential developer.</p>	<p>EWEB</p>
		<p><b>Downtown Urban Renewal Plan Amendment</b></p>	<p>City Council started discussing downtown improvements and urban renewal in December 2015. An amendment to the Downtown Urban Renewal Plan is needed, if Downtown Urban Renewal is to remain a funding option.</p>	<p>In March 2016, City Council (acting as the Agency Board) started a process for a proposed amendment to the Downtown Urban Renewal Plan for four projects: high-speed fiber, Farmers' Market, Park Blocks/open space, and LCC's former Downtown Center. Council public hearing scheduled for 5/23 and work session to review comments 5/25. Plan amendment to be considered for action in June.</p>	<p>EWEB; LCOG; Lane County; LCC; 4J</p>
		<p><b>Conference Center Study</b></p>	<p>Feasibility analysis for expansion of conference center space.</p>	<p>Hired consultant. Study underway</p>	<p>Travel Lane County; Springfield; Lane County</p>
		<p><b>RiverDistricts</b></p>	<p>Coordinated Implementation of vision to connect key districts along Franklin Blvd to the River.</p>	<p>Multi-agency team established. Currently coordinating on key projects including W2W, EWEB redevelopment, Walnut Station, Glenwood Master Plan</p>	<p>Springfield; Lane County; LTD; UO</p>
		<p><b>Redevelopment site-11th and Olive</b></p>	<p>New Home 2 Suites hotel development.</p>	<p>Under construction, completion expected in September 2016.</p>	
		<p><b>Redevelopment site-11th and Charnelton</b></p>	<p>Vacant former Doc's Pad to be redeveloped for restaurant use.</p>	<p>Contamination remediation underway. Pending construction.</p>	
		<p><b>Redevelopment site-6th between Pearl and Oak</b></p>	<p>Redevelop a County-owned property into \$13 million affordable housing (64 units) project and a \$54 million project with market-rate housing (106 units) and commercial/retail space.</p>	<p>In planning stages.</p>	<p>Lane County</p>
		<p><b>Whole Foods</b></p>	<p>New grocery store at Broadway and Mill Street.</p>	<p>Construction underway, completion expected in Fall 2016.</p>	
		<p><b>The Hub</b></p>	<p>\$50 million student-housing project on Franklin.</p>	<p>Construction complete and occupied.</p>	

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<p style="text-align: center;"><b>Downtown Redevelopment (cont.)</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<b>13th and Olive</b>	Student housing project on 13th and Olive.	Construction complete and occupied.		
		<b>Broadway Commerce Center</b>	\$11 million redevelopment of vacant commercial building at Broadway and Willamette.	Completed and at full occupancy. City financing being serviced.		
		<b>Woolworth Building</b>	\$11 million new development of commercial space on Willamette.	Completed and at full occupancy.		
		<b>IDX</b>	IDX, a local software company, purchased building at Broadway and Oak.	Renovation of existing commercial building complete.		
		<b>First on Broadway</b>		\$4.2 million redevelopment of vacant commercial building at Broadway and Willamette into 16 market-rate housing units and ground-floor retail.	Completed and at full occupancy.	
		<b>NW Community Credit Union</b>		\$25 million headquarters building at 8th and Ferry Street.	Completed and occupied in 2015.	
		<b>LCC Downtown Campus</b>		\$55 million new LEED-platinum structure that includes a 90,000-SF education building and 256 beds of student housing.	Completed and occupied in 2013.	LCC
		<b>Inn at the 5th</b>		Construction of new 70-room hotel at 5th Street Public Market.	Hotel opened in 2012. Loans paid off.	
		<b>City Hall</b>		First phase includes construction of 30,000 SF City Hall.	Demolition complete, finalizing design.	
		<b>Shedd Institute for the Arts</b>		Purchase of City-owned property to establish music school facility.	Property sold to Shedd in 2014. Redesign of existing building underway.	
		<b>Downtown Services District</b>		Occupancy fee that supports Downtown Eugene Inc., including Red Caps.	On-going.	
		<b>MUPTE</b>		Revisions to Multi-Unit Property Tax Exemption program.	Council approved revised ordinance July 2015. Received first application under new program in Spring 2016.	
		<b>Park Place Apartments</b>		Redevelopment of City-owned office building on Pearl Street into 24 apartments.	Completed in 2012, at full occupancy. Loans paid off.	
		<b>Downtown Retail</b>		Over 20 new retail businesses established in downtown commercial core. Most received assistance from Downtown Loan Program.	On-going.	
<b>Downtown Lighting Initiative</b>		Decorative lighting to 2 Great Streets (Broadway and Willamette) to reinforce positive economic activity and pedestrian environment.	First phase installed 2014, final component to be installed summer 2016.			

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<p align="center"><b>Downtown Redevelopment (cont.)</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<p><b>Wayfinding</b></p>	<p>Project to identify and highlight cultural sites and activities for residents and visitors, to reinforce our identity as a creative City.</p>	<p>Strategy developed. Design work, implementation, to follow based on funding availability.</p>	<p>Arts and Business Alliance of Eugene (ABAE)</p>
		<p><b>Willamette to Willamette (W2W)</b></p>	<p>Analysis, design, and planning to transform 8th Avenue, connecting Willamette Street to the Willamette River.</p>	<p>Project underway July 2015. Consultant began work on redesign of Mill and East Broadway May 2016.</p>	
		<p><b>Rowell Brokaw Architects New Office Building</b></p>	<p>New office building on existing surface parking lot at 33 E. Broadway.</p>	<p>Design and construction documents are in process. Developers seeking gap financing for the project from the Downtown Revitalization Loan Program.</p>	
		<p><b>PipeWorks</b></p>	<p>Pipeworks Software recently purchased property at 133 West Broadway, where the game-design software company operates.</p>	<p>Working with Pipeworks on new building design including façade improvements. Pipeworks considering gap financing for the project from the Downtown Revitalization Loan Program.</p>	
		<p><b>Downtown Open Space Plan</b></p>	<p>A plan to define the community's vision for the primary open spaces downtown and the links between them.</p>	<p>An RFP for broad community engagement is in process; proposals are due May 20. A discussion of funds to implement this project is under consideration as part of the proposed Urban Renewal Plan amendment.</p>	<p>Farmers Market; Saturday Market</p>
		<p><b>2021 Downtown Action Plan</b></p>	<p>A work plan for downtown with the goal of preparing for the 2021 World Track and Field Championship.</p>	<p>Staff are collaborating to implement the work plan.</p>	
		<p><b>Granite Properties</b></p>	<p>Renovation of ground-floor commercial space at 844 Olive Street and construction of approximately 35 new housing units on new upper floors.</p>	<p>An application for a Multi-Unit Property Tax Exemption has been submitted. Pending the results, a purchase agreement will be drawn up for small City-owned parcel on rear of lot. The developer will seek a loan from the Downtown Revitalization Loan Program.</p>	
<p align="center"><b>Permitting Improvements</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs</p>	<p><b>Eliminate fee for pre-development conferences</b></p>	<p>Makes pre-development conference process more user friendly, as recommended by Big Look process.</p>	<p>Implemented in December 2014.</p>	
		<p><b>PIC Imperative</b></p>	<p>Re-engineering of permit-review process to reduce wait time.</p>	<p>Changes are in progress.</p>	
		<p><b>eBuild</b></p>	<p>Paperless system which enables building-permit applicant to submit plans digitally, saving applicants and City time and money.</p>	<p>Implemented</p>	

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<p align="center"><b>Creative Economy Support</b></p>	<p>1-Grow Local Opportunities 2-Energize a Creative Economy 3-Invest in Tomorrow's Talent</p>	<p><b>Regional Accelerator and Innovation Network (RAIN Eugene)</b></p>	<p>Established by State legislature with \$3.75 million to support Eugene and Corvallis RAIN hubs. Established to accelerate the formation and expansion of tech businesses.</p>	<p>RAIN Eugene Accelerator has moved to new home (942 Olive) and has graduated 25 companies. State legislature approved \$2 million to support operations in FY15 and FY16.</p>	<p>UO; Chamber; OSU; Corvallis; and others</p>
		<p><b>RAIN Eugene Entrepreneurial Hub</b></p>	<p>Creation of a permanent home for RAIN Eugene, co-located with UO's Product Design and Tyler Invention Greenhouse. Facility links students, professionals, emerging entrepreneurs, and businesses.</p>	<p>City contributed 942 Olive, UO funded extensive remodel. Construction completed in Spring of 2016. RAIN and 2 UO programs began operating in the building in May 2016.</p>	<p>UO; RAIN; Chamber</p>
		<p><b>Library Maker Space</b></p>	<p>Eugene Public Library provides free maker space for all ages. Space includes access to state-of-the-art technology and training to develop skills, use tools, explore, and innovate.</p>	<p>Facility opened May 2016.</p>	
		<p><b>Smartups</b></p>	<p>Local chapter of Oregon Entrepreneurs Network, an entrepreneurial support group.</p>	<p>On-going.</p>	<p>Chamber; RAIN</p>
		<p><b>Southern Willamette Angel Network (SWAN)</b></p>	<p>An network of accredited investors.</p>	<p>On-going.</p>	<p>Chamber of Commerce</p>
		<p><b>Willamette Angel Conference</b></p>	<p>Conference that brings together entrepreneurs and investors.</p>	<p>2016 conference held in Eugene.</p>	<p>Chamber of Commerce, RAIN</p>
		<p><b>Startup Weekend</b></p>	<p>An accelerated entrepreneurial event that brings business concepts together to incubate business ideas.</p>	<p>On-going.</p>	
		<p><b>Arts Loan Program</b></p>	<p>New loan program for artists, arts businesses, and arts organizations; includes private donation and City funds.</p>	<p>Established Spring 2015. Processing potential loan for Shadow Fox Design.</p>	<p>Arts and Business Alliance of Eugene (ABAE)</p>
		<p><b>Former LCC Downtown Center</b></p>	<p>The building is proposed for renovation into an innovation hub, including startup space, wet labs, co-working, arts incubation.</p>	<p>Redevelopment concept is currently being developed. A discussion for partial funding of this project is under consideration as part of the proposed Urban Renewal Plan amendment.</p>	<p>LCC</p>
<p><b>Fertilab</b></p>	<p>Part of the RAIN innovation network, established as a non-profit, start-up business incubator and co-working space.</p>	<p>Over 12 companies established in the incubator with high concentration of biotech. ID8 pre-accelerator program recently prepared companies to enter into RAIN accelerator. City is leasing 5,500 SF at below-market rates.</p>	<p>RAIN, Lane Workforce Partnership, Springfield</p>		

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<p style="text-align: center;"><b>Workforce Development</b></p>	<p style="text-align: center;">3-Invest in Tomorrow's Talent</p>	<p><b>Digital Dojo-CoderDojo</b></p>	<p>A local arm of a global "coding club" that establishes an environment where students can create technology, with a focus on the creative nature of computing. Local employers work with the Dojo, so they can directly engage with future workforce.</p>	<p>Initiated in December 2014. Supported with City telecom grant funds, located in LCC Downtown campus.</p>	<p><b>Eugene School Districts; LCC; UO</b></p>
		<p><b>Career Readiness Certificates</b></p>	<p>Certification tool which allows local businesses that participate in program to ensure new hires have the basic skills they need to be successful on the job.</p>	<p>On-going. Over 2,000 people have been certified as "work ready" through LWP's investment and outreach efforts.</p>	<p><b>Lane Workforce Partnership; LCC; School Districts; Businesses</b></p>
		<p><b>Business-driven Curriculum</b></p>	<p>Align businesses' workforce needs with secondary education curriculum.</p>	<p>Computer Science Department working to establish new minor that includes skills needed within local tech industry.</p>	<p><b>UO; Lane Workforce Partnership; TAO</b></p>
<p style="text-align: center;"><b>Land Supply</b></p>	<p style="text-align: center;">4-Provide Basic Business Needs</p>	<p><b>Envision Eugene</b></p>	<p>Analysis of UGB expansion, includes expanding supply of large sites.</p>	<p>11 employment sites ranging from 10 to over 75 acres in size are included in the Clear Lake UGB expansion area, headed into the formal adoption process later this year.</p>	
		<p><b>Brownfields Coalition-I</b></p>	<p>A \$680,000 community-wide inventory and assessment EPA grant to identify and assess properties with actual or perceived contamination issues throughout metro area.</p>	<p>Phase I and Phase II assessments completed on 13 sites, assessments underway on 2 sites. Grant will be fully expended in 2016.</p>	<p>Springfield; Lane County</p>
		<p><b>Brownfields Coalition-II</b></p>	<p>\$600,000 community wide assessment grant</p>	<p>Grant application submitted to EPA.</p>	
		<p><b>Employment and Industrial Code Amendments (Envision Eugene efficiency measure)</b></p>	<p>Revamped the E-1 Campus Employment zone to remove regulatory barriers to development and created the E-2 Mixed Use Employment zone to broaden the permitted commercial and light industrial uses. Both actions provide flexibility to respond to a changing economy and accommodate known local market demands.</p>	<p>Council adopted in May 2014.</p>	