<table>
<thead>
<tr>
<th>Key Industry - Educational Technologies</th>
<th>Key Industry - Food and Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Grow Local Opportunities</td>
<td>1. Grow Local Opportunities</td>
</tr>
<tr>
<td>5. Identify as a Place to Thrive</td>
<td>5. Identify as a Place to Thrive</td>
</tr>
<tr>
<td>6. Strengthen Key Industries</td>
<td>6. Strengthen Key Industries</td>
</tr>
</tbody>
</table>

### Key Strategies from Prosperity Plan

#### Projects

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Status of Project</th>
<th>Partnering Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lane County Sector Strategies Team-Tech Collaborative</td>
<td>A collaborative public and private-sector team established to identify gaps limiting the sector’s growth and to form local strategies to address them.</td>
<td>Implementing Tech Collaborative recommendations (e.g., UO Computer Science department working with Tech sector to meet workforce needs).</td>
</tr>
<tr>
<td>Technology Association of Oregon (TAO)</td>
<td>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.</td>
<td>TAO has established presence in Eugene, City partnering on broadband, regional identity, and workforce.</td>
</tr>
<tr>
<td>Strategic Air Service Connections</td>
<td>Established new daily service to key markets, in response to an issue identified at 2013 Prosperity Summit.</td>
<td>Alaska Airlines began daily service to San Jose, CA November 5, 2015.</td>
</tr>
<tr>
<td>Business Assistance</td>
<td>Provide financing or technical assistance (see Business Assistance below).</td>
<td>Examples of assisted businesses include Palo Alto Software, Avant Assessment, Pipeworks, NemaMetrix.</td>
</tr>
</tbody>
</table>

### Key Industry - Food and Beverage

#### 1. Grow Local Opportunities

1. Grow Local Opportunities
2. Provide Basic Business Needs
3. Identify as a Place to Thrive
4. Strengthen Key Industries

#### 4. Provide Basic Business Needs

- **Project Description**: Work with Lane County to identify feasibility, size and scope of potential market.
- **Status of Project**: Feasibility study in progress.
- **Partnering Agencies**: Lane County; Farmers Market; Saturday Market

#### 5. Identify as a Place to Thrive

- **Project Description**: A collaborative public and private-sector team established to identify gaps limiting the sector’s growth and to form local strategies to address them.
- **Status of Project**: Public agencies working to identify strategies to address needs identified by the sector. Chamber began process in early 2016.
- **Partnering Agencies**: Lane Workforce Partnership; Lane County; Springfield; Chamber; Travel Lane County; Lane ESD, UO; LCC; EWEB; Willamette Valley Farm & Food Coalition; private sector

#### 6. Strengthen Key Industries

- **Project Description**: Coordinate regional brand for local food industries.
- **Status of Project**: Selected marketing consultant, developed logo, secured funding for brand development.
- **Partnering Agencies**: Lane County; Travel Lane County; Willamette Farm & Food Coalition; Willamette Valley Sustainable Food Alliance

#### Downtown Food Cart

- **Project Description**: Permitting program to enable food carts on downtown public property.
- **Status of Project**: On-going, managed by Saturday Market.
- **Partnering Agencies**: Saturday Market

#### Business Assistance

- **Project Description**: Provide financing, technical assistance, or networking (see Business Assistance below).
- **Status of Project**: 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.
### Key Industry - Manufacturing

<table>
<thead>
<tr>
<th>Projects</th>
<th>Project Description</th>
<th>Status of Project</th>
<th>Partnering Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Northwest Manufacturing Partnership (PNMP)</td>
<td>An alliance with SW Washington, Willamette Valley, and Columbia River Corridors, working to support the regional manufacturing sector.</td>
<td>Partnership applied for and received federal Investing in Manufacturing Communities Partnership designation. Held roundtable session on cross-laminated timber (CLT) in Fall 2015, and participating in CLT feasibility study.</td>
<td>Business Oregon; multiple cities; counties; colleges; universities; research institutes; and economic development organizations.</td>
</tr>
</tbody>
</table>

### Business Assistance

<table>
<thead>
<tr>
<th>Projects</th>
<th>Project Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Business Development Fund</td>
<td>Provides assistance to new and existing businesses via the federal Community Development Block Grant (CDBG) program.</td>
<td>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.</td>
<td>Lane County</td>
</tr>
<tr>
<td>Downtown Revitalization Loan Program</td>
<td>A flexible financing program that encourages investments within the Downtown Urban Renewal District.</td>
<td>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&amp;A.</td>
<td>Lane County</td>
</tr>
<tr>
<td>West Eugene Enterprise Zone</td>
<td>Purpose is to stimulate new investments that create jobs, using tax exemptions within the Zone for a 3-year period.</td>
<td>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.</td>
<td>Lane County</td>
</tr>
<tr>
<td>eCommerce Zone</td>
<td>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.</td>
<td>Designated by State in July 2014. Expires 2016.</td>
<td>Lane County</td>
</tr>
<tr>
<td>Lane Business Link</td>
<td>Website provides data, business planning, financial assistance resources.</td>
<td>Launched in 2011.</td>
<td>Springfield; Lane County; Chambers of Commerce; LCC</td>
</tr>
<tr>
<td>Micro-enterprise training</td>
<td>Training program to help low-income entrepreneurs establish and grow their businesses.</td>
<td>Underway; First cohort almost completed</td>
<td>NEDCO</td>
</tr>
<tr>
<td>Riverfront Loan Program</td>
<td>Creation of a financing program that encourages investments within the Riverfront Urban Renewal District.</td>
<td>Council approved May 2015.</td>
<td>Lane County</td>
</tr>
<tr>
<td>Growing Local Economy</td>
<td>Key Strategies from Prosperity Plan</td>
<td>Projects</td>
<td>Project Description</td>
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</tr>
<tr>
<td>1-Grow Local Opportunities</td>
<td>2-Energize a Creative Economy</td>
<td>Big Look Strategy</td>
<td>A process to evaluate new approaches to economic development that better serve regional goals and rejuvenate the regional economic development structure and strategy.</td>
</tr>
<tr>
<td>3-Invest in Tomorrow’s Talent</td>
<td>4-Provide Basic Business Needs</td>
<td>South Willamette EDC</td>
<td>A new organization to replace the Lane Metro Partnership to market the region, support existing industry, and coordinate regional economic development.</td>
</tr>
<tr>
<td>5-Identify as a Place to Thrive</td>
<td>6-Strengthen Key Industries</td>
<td>Building a Better Bethel</td>
<td>Economic development planning project to create a strategy that supports increased activity in the Bethel area.</td>
</tr>
<tr>
<td>Library Reference Resources</td>
<td></td>
<td></td>
<td>Library provides classes and reference materials for start-up businesses and job seekers.</td>
</tr>
<tr>
<td>Broadband Pilot</td>
<td></td>
<td></td>
<td>A demonstration project to develop high-capacity fiber optic connections to the campus.</td>
</tr>
<tr>
<td>Downtown Fiber</td>
<td></td>
<td></td>
<td>Build high-capacity fiber optic connections to all of the downtown.</td>
</tr>
<tr>
<td>Eugene-specific Metrics</td>
<td></td>
<td></td>
<td>Initiative aimed at collecting and reporting various economic and fiscal metrics to better inform policy decisions.</td>
</tr>
<tr>
<td>Key Strategies from Prosperity Plan</td>
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</tr>
<tr>
<td>1-Grow Local Opportunities</td>
<td>EWEB Site-Master Plan</td>
<td>Community vision for redevelopment of EWEB riverfront.</td>
<td>Approved by City Council 2014.</td>
</tr>
<tr>
<td>4-Provide Basic Business Needs</td>
<td>EWEB Site-Riverfront Redevelopment</td>
<td>Partner with EWEB to redevelop riverfront property.</td>
<td>Working on agreement for City to take more active role in the development process. Drafted exclusive negotiation agreement with potential developer.</td>
</tr>
<tr>
<td>5-Identify as a Place to Thrive</td>
<td>Downtown Urban Renewal Plan Amendment</td>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td>6-Strengthen Key Industries</td>
<td>Conference Center Study</td>
<td>Feasibility analysis for expansion of conference center space.</td>
<td>Hired consultant. Study underway</td>
</tr>
<tr>
<td>6-Strengthen Key Industries</td>
<td>RiverDistricts</td>
<td>Coordinated implementation of vision to connect key districts along Fanklin Blvd to the River.</td>
<td>Multi-agency team established. Currently coordinating on key projects including W2W, EWEB redevelopment, Walnut Station, Glenwood Master Plan</td>
</tr>
<tr>
<td>5-Identify as a Place to Thrive</td>
<td>Redevelopment site-11th and Olive</td>
<td>New Home 2 Suites hotel development.</td>
<td>Under construction, completion expected in September 2016.</td>
</tr>
<tr>
<td>6-Strengthen Key Industries</td>
<td>Redevelopment site-11th and Charnelton</td>
<td>Vacant former Doc’s Pad to be redeveloped for restaurant use.</td>
<td>Contamination remediation underway. Pending construction.</td>
</tr>
<tr>
<td>6-Strengthen Key Industries</td>
<td>Redevelopment site-6th between Pearl and Oak</td>
<td>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.</td>
<td>In planning stages.</td>
</tr>
<tr>
<td>5-Identify as a Place to Thrive</td>
<td>Whole Foods</td>
<td>New grocery store at Broadway and Mill Street.</td>
<td>Construction underway, completion expected in Fall 2016.</td>
</tr>
<tr>
<td>6-Strengthen Key Industries</td>
<td>The Hub</td>
<td>$50 million student-housing project on Franklin.</td>
<td>Construction complete and occupied.</td>
</tr>
<tr>
<td>Key Strategies from Prosperity Plan</td>
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</tr>
<tr>
<td><strong>Downtown Redevelopment (cont.)</strong></td>
<td>13th and Olive</td>
<td>Student housing project on 13th and Olive.</td>
<td>Construction complete and occupied.</td>
</tr>
<tr>
<td></td>
<td>Broadway Commerce Center</td>
<td>$11 million redevelopment of vacant commercial building at Broadway and Willamette.</td>
<td>Completed and at full occupancy. City financing being serviced.</td>
</tr>
<tr>
<td></td>
<td>Woolworth Building</td>
<td>$11 million new development of commercial space on Willamette.</td>
<td>Completed and at full occupancy.</td>
</tr>
<tr>
<td></td>
<td>IDX</td>
<td>IDX, a local software company, purchased building at Broadway and Oak.</td>
<td>Renovation of existing commercial building complete.</td>
</tr>
<tr>
<td></td>
<td>First on Broadway</td>
<td>$4.2 million redevelopment of vacant commercial building at Broadway and Willamette, and ground-floor retail.</td>
<td>Completed and at full occupancy.</td>
</tr>
<tr>
<td></td>
<td>NW Community Credit Union</td>
<td>$25 million headquarters building at 8th and Ferry Street.</td>
<td>Completed and occupied in 2015.</td>
</tr>
<tr>
<td></td>
<td>LCC Downtown Campus</td>
<td>$55 million new LEED-platinum structure that includes a 90,000-SF education building and 256 beds of student housing.</td>
<td>Completed and occupied in 2013. LCC</td>
</tr>
<tr>
<td></td>
<td>City Hall</td>
<td>First phase includes construction of 30,000 SF City Hall.</td>
<td>Demolition complete, finalizing design.</td>
</tr>
<tr>
<td></td>
<td>Shedd Institute for the Arts</td>
<td>Purchase of City-owned property to establish music school facility.</td>
<td>Property sold to Shedd in 2014. Redesign of existing building underway.</td>
</tr>
<tr>
<td></td>
<td>Downtown Services District</td>
<td>Occupancy fee that supports Downtown Eugene Inc., including Red Caps.</td>
<td>On-going.</td>
</tr>
<tr>
<td></td>
<td>Park Place Apartments</td>
<td>Redevelopment of City-owned office building on Pearl Street into 24 apartments.</td>
<td>Completed in 2012, at full occupancy. Loans paid off.</td>
</tr>
<tr>
<td></td>
<td>Downtown Retail</td>
<td>Over 20 new retail businesses established in downtown commercial core. Most received assistance from Downtown Loan Program.</td>
<td>On-going.</td>
</tr>
<tr>
<td></td>
<td>Downtown Lighting Initiative</td>
<td>Decorative lighting to 2 Great Streets (Broadway and Willamette) to reinforce positive economic activity and pedestrian environment.</td>
<td>First phase installed 2014, final component to be installed summer 2016.</td>
</tr>
<tr>
<td>Key Strategies from Prosperity Plan</td>
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<tr>
<td><strong>Wayfinding</strong></td>
<td>Project to identify and highlight cultural sites and activities for residents and visitors, to reinforce our identity as a creative City.</td>
<td>Strategy developed. Design work, implementation, to follow based on funding availability.</td>
<td>Arts and Business Alliance of Eugene (ABAE)</td>
</tr>
<tr>
<td><strong>Willamette to Willamette (W2W)</strong></td>
<td>Analysis, design, and planning to transform 8th Avenue, connecting Willamette Street to the Willamette River.</td>
<td>Project underway July 2015. Consultant began work on redesign of Mill and East Broadway May 2016.</td>
<td></td>
</tr>
<tr>
<td><strong>Rowell Brokaw Architects New Office Building</strong></td>
<td>New office building on existing surface parking lot at 33 E. Broadway.</td>
<td>Design and construction documents are in process. Developers seeking gap financing for the project from the Downtown Revitalization Loan Program.</td>
<td></td>
</tr>
<tr>
<td><strong>PipeWorks</strong></td>
<td>Pipeworks Software recently purchased property at 133 West Broadway, where the game-design software company operates.</td>
<td>Working with Pipeworks on new building design including façade improvements. Pipeworks considering gap financing for the project from the Downtown Revitalization Loan Program.</td>
<td></td>
</tr>
<tr>
<td><strong>Downtown Open Space Plan</strong></td>
<td>A plan to define the community’s vision for the primary open spaces downtown and the links between them.</td>
<td>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.</td>
<td>Farmers Market; Saturday Market</td>
</tr>
<tr>
<td><strong>2021 Downtown Action Plan</strong></td>
<td>A work plan for downtown with the goal of preparing for the 2021 World Track and Field Championship.</td>
<td>Staff are collaborating to implement the work plan.</td>
<td></td>
</tr>
<tr>
<td><strong>Granite Properties</strong></td>
<td>Renovation of ground-floor commercial space at 844 Olive Street and construction of approximately 35 new housing units on new upper floors.</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Permitting Improvements</strong></td>
<td>Makes pre-development conference process more user friendly, as recommended by Big Look process.</td>
<td>Implemented in December 2014.</td>
<td></td>
</tr>
<tr>
<td><strong>PIC Imperative</strong></td>
<td>Re-engineering of permit-review process to reduce wait time.</td>
<td>Changes are in progress.</td>
<td></td>
</tr>
<tr>
<td><strong>eBuild</strong></td>
<td>Paperless system which enables building-permit applicant to submit plans digitally, saving applicants and City time and money.</td>
<td>Implemented</td>
<td></td>
</tr>
<tr>
<td>Creative Economy Support</td>
<td>Key Strategies from Prosperity Plan</td>
<td>Projects</td>
<td>Project Description</td>
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<tr>
<td>Regional Accelerator and Innovation Network (RAIN Eugene)</td>
<td>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.</td>
<td>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.</td>
<td>UO; Chamber; OSU; Corvallis; and others</td>
</tr>
<tr>
<td>RAIN Eugene Entrepreneurial Hub</td>
<td>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.</td>
<td>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.</td>
<td>UO; RAIN; Chamber</td>
</tr>
<tr>
<td>Library Maker Space</td>
<td>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.</td>
<td>Facility opened May 2016.</td>
<td></td>
</tr>
<tr>
<td>Smartups</td>
<td>Local chapter of Oregon Entrepreneurs Network, an entrepreneurial support group.</td>
<td>On-going.</td>
<td>Chamber; RAIN</td>
</tr>
<tr>
<td>Southern Willamette Angel Network (SWAN)</td>
<td>An network of accredited investors.</td>
<td>On-going.</td>
<td>Chamber of Commerce</td>
</tr>
<tr>
<td>Willamette Angel Conference</td>
<td>Conference that brings together entrepreuners and investors.</td>
<td>2016 conference held in Eugene.</td>
<td>Chamber of Commerce, RAIN</td>
</tr>
<tr>
<td>Startup Weekend</td>
<td>An accelerated entrepreneurial event that brings business concepts together to incubate business ideas.</td>
<td>On-going.</td>
<td></td>
</tr>
<tr>
<td>Arts Loan Program</td>
<td>New loan program for artists, arts businesses, and arts organizations; includes private donation and City funds.</td>
<td>Established Spring 2015. Processing potential loan for Shadow Fox Design.</td>
<td>Arts and Business Alliance of Eugene (ABAE)</td>
</tr>
<tr>
<td>Former LCC Downtown Center</td>
<td>The building is proposed for renovation into an innovation hub, including startup space, wet labs, co-working, arts incubation.</td>
<td>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.</td>
<td>LCC</td>
</tr>
<tr>
<td>Fertilab</td>
<td>Part of the RAIN innovation network, established as a non-profit, start-up business incubator and co-working space.</td>
<td>Over 12 companies established in the incubator with high concentration of biotech. IDR pre-accelerator program recently prepared companies to enter into RAIN accelerator. City is leasing 5,500 SF at below-market rates.</td>
<td>RAIN, Lane Workforce Partnership, Springfield</td>
</tr>
<tr>
<td>Workforce Development</td>
<td>Projects</td>
<td>Project Description</td>
<td>Status of Project</td>
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<td>Digital Dojo-CoderDojo</td>
<td>A local arm of a global &quot;coding club&quot; 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.</td>
<td>Initiated in December 2014. Supported with City telecom grant funds, located in LCC Downtown campus.</td>
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<tr>
<td></td>
<td>Career Readiness Certificates</td>
<td>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.</td>
<td>On-going. Over 2,000 people have been certified as &quot;work ready&quot; through LWP's investment and outreach efforts.</td>
</tr>
<tr>
<td></td>
<td>Business-driven Curriculum</td>
<td>Align businesses' workforce needs with secondary education curriculum.</td>
<td>Computer Science Department working to establish new minor that includes skills needed within local tech industry.</td>
</tr>
<tr>
<td>Land Supply</td>
<td>Envision Eugene</td>
<td>Analysis of UGB expansion, includes expanding supply of large sites.</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Brownfields Coalition-I</td>
<td>A $680,000 community-wide inventory and assessment EPA grant to identify and assess properties with actual or perceived contamination issues throughout metro area.</td>
<td>Phase I and Phase II assessments completed on 13 sites, assessments underway on 2 sites. Grant will be fully expended in 2016.</td>
</tr>
<tr>
<td></td>
<td>Brownfields Coalition-II</td>
<td>$600,000 community wide assessment grant</td>
<td>Grant application submitted to EPA.</td>
</tr>
<tr>
<td></td>
<td>Employment and Industrial Code Amendments (Envision Eugene efficiency measure)</td>
<td>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.</td>
<td>Council adopted in May 2014.</td>
</tr>
</tbody>
</table>