



Lane County Community & Economic Development

2014- 2017 Work Plan Overview

OUR ANCHORS

OUR VISION: Lane County is a prosperous community through wise stewardship of its human and natural resources.

OUR MISSION: To support Lane County development that is compatible with community values to promote vital and sustained economies that lead to job creation opportunities.

OUR SLOGAN

“DEVELOPING OUR ECONOMY, IMPROVING OUR COMMUNITY”

OUR STRATEGIC FOCUS



2014 - 2017 STRATEGIC AREAS OF FOCUS

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Community Development & Public Infrastructure

- I. Identify public infrastructure needs, issues, and funding opportunities **(Infrastructure)**
- II. Pursue rezoning and redevelopment of existing industrial land in Goshen **(Infrastructure / Vibrant Communities)**
- III. Work with Springfield Staff to understand needs and issues of implementation of the Glenwood Refinement Plan **(Infrastructure / Vibrant Communities)**
- IV. Work with regulatory agencies to assist Dexter Sanitary District **(Safe, Healthy County / Infrastructure)**
- V. Ensure networks of integrated and effective services through partnerships **(Vibrant Communities / Infrastructure)**
- VI. Identify a location for and support a year-round farmer’s market/public market/food hub **(Safe, Healthy County, Infrastructure, Vibrant Communities)**
- VII. Participate on the EPA Brownfields Coalition with City of Eugene and City of Springfield **(Infrastructure / Safe, Healthy County)**

BOOM BOX

Building a more prosperous future

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Traded Sector Economic Development

- I. Support South Willamette Economic Development Corporation (SWEDCo) **(Vibrant Communities)**
- II. Loan Lane County Staff to coordinate economic development efforts from SWEDCo **(Vibrant Communities)**
- III. Collaborate on Business Recruitment Expansion / Retention Efforts **(Vibrant Communities)**
- IV. Continue to lead TEAM Oregon Food Processing and Incorporate SWEDCo into the program **(Vibrant Communities)**
- V. Conduct exploratory research on the local materials and textiles industry **(Vibrant Communities)**
- VI. Partner with Workforce on Regional Innovation Training Program **(Vibrant Communities)**
- VII. Support Regional Accelerator Innovation Network in an advisory capacity **(Vibrant Communities)**

BOOM BOX

Making Lane County a great place to do business

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Rural Lane County

- I. Assist rural communities with decision ready and site certification designations **(Infrastructure, Vibrant Communities)**
- II. Partner with Cascades West Council of Governments & Lane Council of Governments to develop 2015-2020 Comprehensive Economic Development Strategy – CEDS. **(Infrastructure, Safe, Healthy County Vibrant Communities)**
- III. Assist rural communities with an economic development strategy and marketing **(Vibrant Communities, Infrastructure)**
- IV. Continue to facilitate Rural Tourism Marketing Program - RTMP **(Vibrant Communities)**
- V. Continue to facilitate Transient Room Tax Special Projects Sponsorship / Grant Program **(Vibrant Communities)**

BOOM BOX

Giving rural Lane County a voice

OUR MOTTO

“Lane County Proud”