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Memorandum Date: December 31, 2008
Board Order Date: January 13, 2009

TO: Board of County Commissioners
DEPARTMENT: CAO/Community & Economic Development
PRESENTED BY: Mike McKenzie-Bahr, Community and Economic Development Coordinator

AGENDA ITEM TITLE: IN THE MATTER OF DISCUSSING LOCAL ECONOMIC AND COMMUNITY DEVELOPMENT EFFORTS FOR 2009

I. MOTION

This is a discussion item, no motion is needed.

II. AGENDA ITEM SUMMARY

Commissioner Sorenson has requested a work session for the BCC to discuss local community and economic development efforts for 2009.

Mike McKenzie-Bahr, Lane County Community & Economic Development Coordinator; Chuck Forster, Executive Director, Lane Workforce Partnership; and Shawn Winkler-Rios, Executive Director, Lane MicroBusiness will make brief presentations regarding the condition of the local economy and how the Board of Commissioners might address some of these challenges.

Chuck Forster will present major findings from the Lane Workforce Partnership's 2007-2008 State of the Workforce Report.

Mike McKenzie-Bahr will discuss the Lane County Community & Economic Development Goals for 2009.

Shawn Winkler-Rios will discuss the needs of small businesses in Lane County and will recommend potential ways the BCC might spur small business growth and job creation. Each of these presentations will include recommendations for action by the Board of County Commissioners.

III. **BACKGROUND/IMPLICATIONS OF ACTION**

A. **Board Action and Other History**

In 2008, the Board of County Commissioners adopted new goals, including: "Develop Lane County's economic engine."

The Board also identified the following implementation steps:

- Grow local businesses;
- Convert legacy practices to sustainable practices;
- Focus on what we do best and take advantage of our unique strengths and image;
- Promote events and tourism with a focus on enhancing high-wage job opportunities;
- Communicate Lane County government economic development accomplishments;
- Learn about the successes in other communities.

B. **Policy Issues**

The Board may wish to discuss specific actions for local community and economic development practitioners to take in support of Board goals.

C. **Board Goals**

This agenda item supports the Board goal to "Develop Lane County's economic engine."

D. **Financial and/or Resource Considerations**

This agenda item does not contain specific financial requests. It does include a discussion of priorities for staff time by the Lane County Community & Economic Development Coordinator.

E. **Analysis**

A discussion of local community and economic development efforts is a good way for the Board to ensure that steps are being taken to met Board goals.

F. **Alternatives/Options**

The Board may:

- 1) Give staff direction with regards to overall economic development efforts;
- 2) Give staff direction with regards to undertaking specific projects;
- 3) Give staff no direction at this time.

IV. TIMING/IMPLEMENTATION

The discussion will focus local community and economic development efforts for 2009. Some of the actions to be discussed have already started, some will be undertaken soon, others will be undertaken at a later time.

V. RECOMMENDATION

The Board partake in a discussion of community and economic development efforts for 2009.

VI. FOLLOW-UP

Staff will keep the Board updated on community and economic development efforts for 2009. Any issues needing Board attention will be brought to the Board in a timely manner.

VII. ATTACHMENTS

A: Summary of major findings from the Lane Workforce Partnership's 2007-2008 State of the Workforce Report

B: Lane County Community & Economic Development Goals for 2009

C: Summary of Lane Micro Business goals for 2009

LANE WORKFORCE PARTNERSHIP

January 13 Panel Presentation by Chuck Forster

The presentation will highlight major findings from the Lane Workforce Partnership's 2007-2008 State of the Workforce Report. The Report consolidates Lane County workforce and industry data, trends and analysis in one place. Existing and emerging industry clusters, as well as major challenges are highlighted. They include:

- The need to build a pipeline of skilled workers to replace aging boomers, e.g., over 60% of those employed in manufacturing are between the ages of 45 and 65. Unfortunately, a significant number of new entrants into the workforce lack both basic academic and technical skills.
- Global competition demands greater productivity gains and increased use of technology by businesses. But there is a shortage of workers with technical skills.
- There is a growing wage gap between the average wage in Lane County (\$34,000) and the statewide average of \$40,000. This will continue to grow as service jobs replace higher paying manufacturing employment. Over 55% of jobs pay less than \$30,000 per year. Nine (9) out of 10 fastest growing jobs pay less than the average wage.
- Higher paying middle skilled jobs are available but they require more than a high school diploma. In fact, over 50% of jobs require more than a high school diploma. And, many of these jobs cannot be outsourced.

Proposed solutions will be highlighted during the presentation.

Lane County Community & Economic Development Goals for 2009

Presented by Mike McKenzie-Bahr

Continue to implement the Board of County Commissioners main goal: “Develop Lane County’s economic engine” and its identified implementation steps:

- Grow local businesses;
- Convert legacy practices to sustainable practices;
- Focus on what we do best and take advantage of our unique strengths and image;
- Promote events and tourism with a focus on enhancing high-wage job opportunities;
- Communicate Lane County government economic development accomplishments;
- Learn about the successes in other communities.

A. Grow local businesses:

1. Work with other ED professionals to partner on specific projects that could have large impact.

- Identify, evaluate and choose projects.
- Focus on key businesses in key sectors
- Find opportunities in rural communities

2. Identify opportunities for leverage of Video Lottery funds

B. Convert legacy practices to sustainable practices:

1. Develop BioEnergy Business Park - where local and regional low-value agricultural and municipal organic wastes will be processed, through a variety of conversion technologies, to produce high-value, clean, renewable energy, biofuels and green bio-products.

2. Examine renewable energy project opportunities for municipal waste

C. Focus on what we do best and take advantage of our unique strengths and image:

1. Focus on strengthening existing business clusters: Health Care; Wood Products; Software; RV/Transportation Equipment Manufacturing; High Tech Manufacturing.

2. Develop new business cluster: CleanTech

D. Promote events and tourism with a focus on enhancing high-wage job opportunities:

1. Assist implementation of Visitor Readiness Reports

2. Work with CVALCO and communities to identify immediate opportunities

E. Communicate Lane County government economic development accomplishments:

1. Use web site and keep it updated
2. Disseminate info to Amber in timely manner
3. Identify Working for You opportunities.

F. Learn about the successes in other communities:

1. Continue to review hundreds of case studies from other communities each year.
2. Apply best practices to things we are doing now.

Supporting Local Small Business Growth and Job Creation

by Shawn Winkler-Rios, Executive Director, eDev

January 13th, 2009

1) What is the date you're sending in this form and what is your name, email address, mailing address, affiliation and other contact information?

Submission Date: December 31st, 2008

Submitter Name: Shawn Winkler-Rios

E-Mail Address: winkler-rios@clearwire.net

Mailing Address: 1445 Willamette Street, Eugene, OR 97401

Affiliation: Lane Micro Business

2) What do you want the Board to know about you, your program, your department or your activity?

Entrepreneurial Development Services (eDev) is an Oregon nonprofit corporation with a mission to assist Oregon's low-income population to start and grow microenterprises. We serve 300 to 500 low-income individuals per year.

3) What requests have you made to the Board and what is your understanding of the status of these requests?

We have no requests in front of the Board of County Commissioners at this time.

4) Do you want or anticipate Board action of the next three months? 12 months? If so, please let the Board know what you want the Board to do.

Entrepreneurial Development Services requests that the Board consider several possibilities to support local small businesses, spur job creation, and foster sustainable business practices during these difficult economic times.

5) Do you want to address the Board, on what topic and why?

I will discuss the needs of small businesses in Lane County and will recommend potential ways the BCC might spur small business growth, job creation and sustainable business practices. Small businesses are a vital economic force in Lane County and play a major role in the jobs created here. Specifically, I will propose the Board of County Commissioners consider an Economic Gardening approach to supporting local businesses. This program has created over 15,000 jobs in Littelton Colorado over a sixteen year history by supporting local small business growth. The program has evolved over a twenty year history to develop practices that foster business development and job creation with measurable results. We will also propose that the Board consider facilitating the creation of a local loan program to aid small business in Lane County to access credit in the current economic downturn and to stimulate future business growth.