

THRIVING COMMUNITIES SUMMIT

EXPERT SUMMARY

Economic Prosperity – *We are prosperous*

ECONOMIC PROSPERITY SNAPSHOT

The Region's Joint elected Officials (The Councils of Eugene and Springfield and the Lane County Commissioners) have developed a regional plan to support positive progress in economic development and prosperity. The plan offers an important framework to align resource and policy efforts to support job creation and prosperity goals. This plan focuses public action as well as the efforts of a wide range of partners in the regional community.

Tools and programs to support business development and job creation are operating successfully. Vocational and job training programs to enhance the skills of workers are in place.

Both Eugene and Springfield are working on planning and land use issues that will impact long term commercial and industrial development and the creation of future jobs.

ECONOMIC PROSPERITY INFRASTRUCTURE

- Land: An essential ingredient to economic development is a readiness for investment to occur. Having a workable supply of readily available land for industrial and commercial uses is important. Factors that affect the readiness of land include supply location, appropriate zoning, availability of physical infrastructure (i.e. water, sewer, gas, electric, roads, telecommunications, etc.)
- A supportive state and local business climate: Often business investment flows to the areas where it is most welcomed. State and local government activities related to regulation, infrastructure investments, taxation and incentives help create an environment that supports business investment.
- Quality workforce: Building a strong link between regional economic development goals and human capital development efforts is a crucial component in achieving economic prosperity.
- A clear regional vision and strategy: It is important for local leadership to engage the community and focus the region's creativity and resources to bring forward a shared vision of our economic future. The Regional Prosperity Economic Development Plan adopted in 2010 does exactly that.

ECONOMIC PROSPERITY INITIATIVES RELEVANT TO THRIVING COMMUNITIES GOALS

Supporting the growth of area small businesses: New web based resources and tools, Micro-enterprise training, Financing programs to support investment and job creation.

Strengthening the Creative Economy: Training through the new Smart Ups Academy , Southern Willamette Angel Network providing access to capital, Small business incubator initiatives.

Workforce Development: Green Jobs Taskforce, WorkSource Lane (recruitment services, and job skill development), National Career Readiness Certificate program, New LCC downtown campus.

Supporting Basic Needs of Business: Eugene and Springfield planning efforts, Brownfields Development initiatives.

Economic Identity : Downtown development efforts, regional Food Initiative

Strengthen Key Industries: Industry Cluster Strategy , Regional Prosperity Initiative (Eugene Chamber)

Visit the Summit webpage at: <http://www.lanecounty.org/Departments/HHS/HSC/Pages/Summit.aspx>

ECONOMIC PROSPERITY INITIATIVES RELEVANT TO THRIVING COMMUNITIES GOALS

- County employment data
- County Average Wage compared to State and National
- Job data by Sector
- County Housing Cost Burden Data