

Agenda Item Number 13.c.

Economic Development Summit Proposal

Presenter: George Kloeppe

Action Recommended: None, Information Only

Background:

The economy is obviously a top-of-mind issue these days. Eugene City Manager Jon Ruiz has proposed that a broadly participatory event be planned and conducted to provide structured input to the metro area decision makers on specific targets and actions that could be taken to:

- Create new jobs
- Increase average median income

The object of a Summit would be to focus energies and unite a broad base of stakeholders behind a single metro area economic development plan that will be directed toward enhancing this region's future economy. A subcommittee of the "Joint Elected Officials" (JEO) group, which includes the mayors, councilors and county commissioners from Eugene, Springfield and the County, has met to consider "priority opportunity areas." The full JEO is being asked to consider those opportunity areas and to identify 4-5 that hold the most promise when considered through "filters" such as:

- Effectiveness in creating jobs
- Effectiveness in increasing income
- Existing momentum
- Good fit with community values
- Synergy between opportunity areas
- Unique positioning

Then, within the next few months, a group of 250+/- "stakeholders" would be convened to work—through a facilitated process—to determine the two or three

most effective actions to develop “support structures” needed to capitalize on the identified opportunity areas. Examples of support structures would include:

- Education
- Entrepreneurial infrastructure
- Partnerships
- Physical infrastructure
- Place/Livability
- Regulatory environment
- Workforce development

It should be noted that Jon Ruiz has taken the leadership role for the initial design of an Economic Development Summit. He has sought direction from the JEO and has brought in the other jurisdictions of the metro area, including LCOG. But the Summit is not an LCOG project, nor one of the Lane Economic Committee. LCOG has offered to help in whatever way possible

This is offered for the information of the Board. No action is required.