

Building OUR NEXT ECONOMY



A REGIONAL PROSPERITY SUMMIT

Goal

“By 2020, create 20,000 net new jobs in the chosen economic opportunity areas; reduce the local unemployment rate to, or below, the state average; and increase the average wage to, or above, the state average.”



Principles

Healthy Living – Champion businesses and entrepreneurs that promote a healthy, safe, and clean community while enhancing, protecting, and making wise use of our natural resources.

Smart Growth – Encourage a culture of entrepreneurship and re-investment into our local community.

Be Prepared – Develop the region’s physical, social, educational, and workforce infrastructure to meet the needs of tomorrow.

Local Independence – Promote local businesses and entrepreneurs that lead our area to a higher level of economic independence and resilience.

Regional Identity – Create a stronger economic personality that celebrates our region’s attributes and values.



Economic Development Strategies

1) GROWING LOCAL OPPORTUNITIES

Take initiatives that support the growth and development of local businesses that generate quality jobs.

2) CREATIVE ECONOMY

Work towards providing easier and faster access to resources for start-ups and new ventures.

3) TALENT FOR TOMORROW

Attract, train, and maintain a competitive workforce.



Economic Development Strategies

4) BASIC NEEDS OF BUSINESS

Prepare the infrastructure, land, and workspace to provide for future growth.

5) LIVE THE GOOD LIFE

Promote the region's quality of life that attracts people to the area and builds on our dynamic community.

6) KEY INDUSTRIES

Continue to support the development of sectors that have built a strong economic foundation for our community and focus on emerging opportunities within our local economy.



Prosperity Summit Strategies

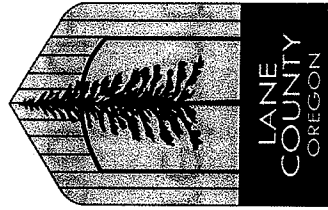
- Create a *Birth to Three* network.
- Create a business assistance center.
- Improve the basic and applied skills of young people.
- Create a regional economic identity.



Prosperity Summit Strategies

- Develop and sustain a business expansion, attraction and retention program with emphasis on traded-sector companies.
- Continue and enhance efforts to promote downtown vitality.
- Inventory and assess adequacy of industrial land availability.
- Create a Regional Prosperity Council.





Eugene Area
Chamber of
Commerce

