

Agenda Item #6

Lane Council of Governments
Lane Economic Committee
Economic Development Strategies

The Lane Economic Committee is the implementation body for Lane County regional economic development activities. The Lane Economic Committee has developed a set of strategies to promote the economic development of the Lane County economic region. These strategies are not presented in any order of priority. Each will be implemented simultaneously to the extent possible, with attention and emphasis shifting as opportunities present themselves. The subtext of the strategies list is designed to illustrate the intent of the strategy by providing more detailed actions to further the strategy, or examples of the focus of the strategy.

Strategy – Target and prioritize critical economic development projects.

Actions to support the strategy or examples of the focus of the strategy:

- Coordinate State of Oregon Needs & Issues process
- Provide review and comment to Lane County and the Lane Council of Governments regarding grant requests for economic development projects
- Collect feedback from the state and other agencies on the results of previous efforts and the projected agency needs or preferences

Strategy – Encourage economic development efforts that lead to direct and measurable job creation

Actions to support the strategy or examples of the focus of the strategy:

- Utilize a portion of Regional Investment Board (RIB) funding
- Facilitate the growth of government loan programs for small businesses

Strategy – Coordinate efforts with other local, regional, state and federal economic development organizations in order to maximize efficient delivery of service

Actions to support the strategy or examples of the focus of the strategy:

- Benton Lane Lincoln Linn (BL3) Comprehensive Economic Development Strategy (CEDS)
- Utilize State of Oregon business loan programs
- Work through the BL3 RIB to identify and facilitate development projects

Strategy – Encourage the growth of new and existing industry clusters.

Actions to support the strategy or examples of the focus of the strategy:

- Wood Products
- RV Cluster
- Bicycle cluster
- Life and Bio Sciences / Micro Biology
- Natural Resources / Agriculture
- Specialty Agriculture
- Green Technology (Recycling, Biofuels, Renewable Energy Technology)

Strategy – Provide a forum for exchange of information regarding economic development opportunities and programs.

Actions to support the strategy or examples of the focus of the strategy:

- Lane Economic Committee
- Increase business and education leadership involvement

Strategy – Assist local communities and particularly rural communities to define, coordinate and implement their economic development strategies

Actions to support the strategy or examples of the focus of the strategy:

- Targeted implementation programs
- Shovel ready site preparation
- Brownfields recovery projects

Strategy – Coordinate among county, cities and state on infrastructure development projects that can facilitate economic growth

Strategy – Facilitate economic development across a broad spectrum of industries in order to achieve job creation at various wage levels and promote wage progression

Strategy – Identify and work to address major challenges to regional economic development

Actions to support the strategy or examples of the focus of the strategy:

- Growth in intermodal transportation demands
- Increased exports through extra-regional ports
- Decline in rural healthcare and the consequent centralization of populations
- Uncertainty about available land for employment development, including development ready sites greater than 50 acres

Strategy – Sustain and enhance important existing regional economic activities

Actions to support the strategy or examples of the focus of the strategy:

- Higher Education as an employment sector
- Higher Education as a part of the economic development infrastructure
- Technology transfer from the University and private businesses
- Tourism
- Wood products
- Advanced technology (Software, Computer components, etc.)
- Agriculture
- Health Care
- Professional services / Back Offices
- General Manufacturing

Strategy – Promote collaborative efforts that broaden the base for economic development

Actions to support the strategy or examples of the focus of the strategy:

- Collaboration between workforce development and economic development activities