

MINUTES

Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room
859 Willamette Street -- Eugene

May 20, 2019
11:30 a.m.

PRESENT: Rob Scoggin, Dan Betschart, Michelle Amberg, Kari Westlund, Karen Hyatt, Courtney Griesel, Mike Eyster, Greg Ervin, Barry Miller, Jacob Clifton, Paul Berger, Mark Brodie, Ellen Teninty, Gary Collins, Ric Ingham, Austin Ramirez

GUESTS: Howard Schussler, Vanessa Ringgold, Corey Deel, Kate Wilson, Steve Curley

1. Welcome/Introductions/Changes to the Agenda

Rob Scoggin, Chair, convened the Lane Economic Committee (LEC) at 11:34 a.m. Those present introduced themselves.

2. Public Comment

Ms. Teninty announced that the Eugene Park Blocks are in the planning process. This area will include a permanent place for the farmers' market, a new city hall, and other public spaces. An open house was being held at Whirled Pies on Wednesday, 5:00-9:00 pm, at which the public was invited to comment on plans for the Park Blocks.

Mr. Eyster announced that Better Eugene-Springfield Transportation (BEST) was holding its first annual awards dinner the following day at 5:30 pm at the DAC.

Mr. Miller announced that he has a change of responsibilities at U of O; he is now teaching finance and will be the program manager for one of the four sections of the Business School.

3. Comments from the Members, Chair & Staff

There were no further comments.

4. Review minutes from April 22, 2019

Action item: Approve minutes

Mr. Berger moved, seconded by Mr. Eyster, to approve the April 22, 2019 minutes. The motion carried unanimously.

5. SCALE Oregon / SCALE Express Programs

Mr. Miller and Mr. Curley presented an overview of and update on the SCALE Oregon and SCALE Express programs, which are operated by the Oregon SBDC (Small Business Development Centers), provide various opportunities for companies around the state. Mr. Miller

coordinates the SCALE program, and Mr. Curley is the Associate State Director for the program.

Mr. Miller shared that the SBDC Network has 20 small business development centers around the state, reporting to the Network Office at LCC and Mr. Curley. The SCALE program is offered in 9 of those locations, funded by Business Oregon, with the goal to help medium and small companies.

Mr. Miller explained that the main program, SCALE Oregon, is for companies with at least \$1 million in sales and 10 employees, doing some business outside the state (or be threatened by companies from outside the state), and it must show some growth. Companies that meet those criteria can receive free quality consulting. The program is funded on a biennium cycle. SCALE Express is a smaller program for smaller companies and has more flexibility. To qualify for this program, a company should have at least \$500,000 in sales and 5 employees, and they also get free consulting and access to resources around the state.

Austin Ramirez arrived at 11:42 am

Mr. Ervin wondered how the SCALE program could help with an organization that has interpersonal problems. Mr. Miller responded that they can counsel the employees on how to address issues, they can sit in on meetings as advisors, and they can use tools such as a job satisfaction matrix to evaluate the company. Mr. Curley added that they have access to a Market Research Institute based out of SOU, and they can request info from that resource about expanding into a new market, expanding in a current market, etc. There can be many different issues to address, and they help each company navigate its hurdles to further growth.

Mr. Ervin asked if SCALE comes in and extracts the elements needed to grow, such as the need for specific software, etc. Mr. Miller responded that they don't make specific recommendations for software or tools, but they help the company understand what areas need help. Mr. Curley elaborated that they do an assessment interview and then draw up a one-page scope of activities. A high percentage involves CEO mentoring and help with cash flow management. SCALE also helps identify customers, gather information on competitors, and help with a strategic planning process.

In response to a question from Ms. Westlund, Mr. Curley clarified that the SBDC Network gets funding from various sources, including the State of Oregon. The LCC is one of 19 centers throughout the state. The SCALE Oregon program is funded directly through appropriations of the Business Oregon budget, and 9 of the 19 locations have this program. Mr. Curley oversees all 19 centers in the state from the Network Office located at LCC. Mr. Miller is the program manager for SCALE Oregon. With his new work at U of O, he will do slightly less, but he will continue to work with clients in Lane County.

Mr. Miller reminded everyone that SCALE is completely free to the clients, and Mr. Curley added that there are classes that have fees that are very reasonable.

Replying to Ms. Westlund, Mr. Miller noted that he reports both to the new Director of Lane's SBDC and to Mr. Curley.

Mr. Ingham asked whose definition of “rural” is used by SCALE Express in its focus on rural businesses. Mr. Curley responded that they use Business Oregon’s definitions, but they are more flexible. The original program was \$1 million and 10 employees, but they recognized that there are many smaller companies that are traded-sector and can grow, and many of those are in rural areas. They have flexibility in determining what “rural” is.

Mr. Miller added that both programs have some flexibility. For SCALE Oregon, 25% of the clients can have as few as 7 employees. Scale Express has even more flexibility, in that it can go below \$500,00 and fewer than 5 employees.

In response to a question from Ms. Westlund, both Mr. Miller and Mr. Curley agreed that tourism is a traded-sector industry.

Mr. Curley noted that SBDC does much more than SCALE, including a wide range of no-cost business advising. Mr. Miller added that some highlights are a small business management program, which includes a class at LCC (and other locations) every two weeks aimed at people who are starting a business but have no formal business education.

6. Oregon 2021 / Tourism Update

Ms. Westlund of Travel Lane County gave a presentation about the Oregon21 projects and about current projects that she shared recently with the Oregon Tourism Commission.

Ms. Westlund began with Oregon21, sharing that there are a series of community roundtables regarding the project, geographically and by category. She explained that Eugene will first be hosting the Olympic trials for track and field in 2020 and then the IAAF (International Association of Athletics Federations) World Championships in 2021. This will be the largest sporting event worldwide held in 2021. She handed out a flyer with a basic description and key facts about Oregon21, the IAAF World Championships. She shared the following facts and figures:

Hayward Field will be built out to a capacity of 30,000, which is half the size of Autzen stadium, but this event will run for 9 days, which means the city will be hosting a “full house” of visitors for 9-12 days.

Up to 214 countries may send 1 or more athletes. There will be approximately 2,000 athletes and 14,000 official participants overall (athletes, staff, IAAF personnel, and 3,000 media).

There will be over 6,000 hours of broadcast television coverage.

While this is a sporting event, the media exposure will also be an opportunity to showcase tourism, products, and services in the state.

Travel Lane County is involved in the housing plan, which includes new hotels, an athletes’ village using U of O dorms, private high-rise student residences. There have been some roadblocks in these projects due to lease durations and student schedules, but they are working

through those obstacles. Some people will stay outside of Eugene, such as in Florence and even in Portland. Not everyone attends every day of the event. Ticketing for the Championships will be by session and by lottery. Track and field is very popular internationally, so we will see many international spectators traveling to the event.

Ms. Westlund continued by explaining that Oregon 21 is an LLC formed specifically for this event. It has a separate planning staff from Track Town USA. Track Town USA is working on the Olympic team trials for 2020. She shared the following information about the trials in June 2020:

The trials will be June 19-28, 2020 at Hayward Field. There will be approximately 1100 athletes, 2,000 volunteers, and 500 media. It will include youth engagement, community engagement, and probably an adjacent fan festival (which will not happen at the World Championships due to all the media trucks). There might be a celebration space in the new Riverfront Park. The trials present strong sponsorship opportunities, but Oregon21 will not have as many due to protocol.

Mr. Ramirez wondered where practice facilities would be located for the IAAF World Championships. Ms. Westlund responded that the Oregon21 website lists around 12 practice facility locations, and a hosting location can fill out forms about the type of facility they have. Oregon21 is trying to garner as much business as possible in Oregon for training purposes, but a practice facility can be anywhere. The largest delegations will need the biggest facilities, such as OSU.

Ms. Griesel asked if there is a public preliminary impact report for 2021. Ms. Westlund replied that some of that work was done by Eco Northwest, involving a direct visitor spending of \$52 million.

Kate Wilson arrived at 12:09 pm.

Ms. Westlund added that some of the events may be located in other communities around the state.

Ms. Griesel remarked that at the local level, they are trying to translate impact into something quantitative to justify the carrying costs. They can look back at past Olympic trials to help forecast things such as average overnight stays. She said that local businesses are asking questions about the true realization of the benefits and how to prepare.

Ms. Westlund noted that when the trials came back in 2008, benefits were overestimated. For this event, the estimates for economic impact are very conservative.

Ms. Griesel wondered if most people will be staying at the event or going out around the area. Ms. Westlund explained that the championships have a fairly compressed schedule, so there is time for people to go out and about and experience many different attractions in the area.

Mr. Berger wondered if LTD will be helping with transportation infrastructure for Oregon21.

Ms. Westlund responded that through previous track and field trials, the organizers have a great working relationship with LTD, plus there will be shuttle system for athletes and officials. There is also a large security protocol, involving agencies who have worked together many times, and this group is already formed for both events (the 2020 trials and Oregon21).

Mr. Berger wondered how the homeless situation is being considered, and Ms. Westlund responded that this is an all-around serious issue, and these events do add to the urgency of it.

Mr. Ervin asked which information databases are available for looking at past Olympic trials events. Ms. Westlund responded that they don't have that kind of data available. They could look at room tax as one element. In the last dozen years, we have hosted \$180 million in direct spending surrounding track and field events. Travel Lane County runs the Sports Commission for sports tourism, and Eugene is known to be a good at hosting those types of events, especially track and field.

Ms. Griesel suggested that going into Oregon21, perhaps we can proactively use it as an opportunity to go in with some metrics so we can have some good quantitative information related to economic impact coming out of it. Ms. Westlund mentioned that Bettina Cornwall at U of O has looked at economic impact and done some research, and they can also look at transient room tax.

Mr. Ervin wondered what the motivation was behind the numbers put together by Eco Northwest. Ms. Westlund explained that while Eco Northwest put together its estimate in a different way than TLC does, but they both landed on approximately \$52 million coming in directly from Oregon21. However, this is only one small portion of all the economic development relating to it (including the Riverfront development and the Knight Campus).

Mr. Ervin mentioned that surrounding communities can gear up for these events by putting together attractions, tours, etc. that will add value to those communities.

Ms. Westlund then presented about the statewide conference for the Oregon Tourism Commission, which was held recently in Eugene. She shared about the many current projects going on in our area, many of which are at least tangentially, if not directly, related to Oregon21.

Ms. Westlund's goal was to orient the Commission with the whole county, talking about legacy projects (long-term) coming out of Oregon21. These are things that should be in place by Oregon21 but will continue long-term afterwards.

Travel Lane County has the following goals by Oregon21:

- daily city tours
- 20 by 21 mural project - local and international artists creating murals around town
- raft tours
- 2,021 sequoia trees planted

Ms. Westlund shared with the Commission the following projects all around Lane County:

Florence development
Cottage Grove carousel project
Cottage Theatre - Act III renovation/expansion
McKenzie River Interpretive Center and Discovery Park at Leaburg Fish Hatchery - river hydrology, historic boats, river guiding, fish etc.
Ridgeline Trail expansion
Mill Race bike path in Springfield - connects with Middle Fork path
Bike/ped bridge across the McKenzie re-opened several weeks ago
Golden Gardens: The last Eugene Parks Bond included funding for multi-field sports complex, similar to Willamalane, built out in 2022.
Willamalane recently opened pedestrian path in Thurston Hills, plus a mountain bike only path on BLM land. This will be first urban competitive mountain biking system and will bring national competitive mountain biking events.
Civic Park - soccer field and 4 side-by-side basketball courts for KidSports, done in 2020
Hayward Field is on schedule and on budget. It will include year-round legacy museum, plus 12,500 permanent seats and build-out to 30,000 for IAAF Championships.
Knight Campus, which has a pedestrian bridge going up now, the first building opening in 2020, and convention efforts honing on areas of focus of the Knight Campus.

Mr. Berger mentioned that he has concerns about presentations in Portland of things happening at the Knight Campus, since there is not enough convention space here in Eugene. Ms. Westlund agreed that we should have more convention space here to facilitate events around scientific discoveries and projects coming out of the Knight Campus.

Romania development, which could be a hotel or additional residential and commercial space, but this might not happen soon.
Riverfront development - more fields, bike path, more for sports tourism, connectivity of bike path that leads to Riverfront Park, steam plant renovation, a celebration space for Oregon21
Riverfront build-out, which is mostly mixed-use residential, and probably a hotel
Obie development expansion, which includes commercial space, events, small residential apartments that could be sold as Airbnb, and Gordon Hotel.
City of Eugene's downtown wayfinding project, which involves kiosks downtown where you can download info onto a smart phone about where to go.
Town Square build-out, which includes park blocks, city hall and farmers' market, and new courthouse
City of Springfield - a new parking structure, indoor track
Cascade Raptor Center doubling in size and becoming ADA accessible
Quiet zone - 10 railroad crossings going silent
True by Hilton hotel is being constructed in Glenwood
Transfer of Territorial Highway from state to county, and beginning of safety improvements
Willamette Stationers becoming a UO faculty art hub
Midtown Arts Center at 16th and Pearl
YMCA facility
Franklin Boulevard Reconstruction
City of Eugene Bond Projects

7. STIF (Statewide Transportation Improvement Fund)

Kate Wilson of LCOG gave a presentation about STIF (the Statewide Transportation Improvement Fund). LCOG works with LTD to implement STIF.

Ms. Wilson explained that House Bill 2017 passed, which made effective as of July 1, 2018 1% employee tax that goes specifically toward transit in the state of Oregon. Funding is doled out into 3 pots. 90% are formula funds, which means that funds go to the county in which they were generated, and that county decides how to use them (the use of all funding is required to positively impact low-income households). Lane County will receive \$13.8 million over the first 3 years, and then by biennium going forward, which is about \$5 million per year. Ms. Wilson staffs the LTD Advisory Committee to decide which projects will get funded, and those are voted on by the LTD Board.

ODOT established that approximately \$713,000 was generated outside of the LTD district, so at least that amount of money will need to go to projects outside the LTD district. The rest was generated and can be spent within the LTD boundary.

ODOT has rules about what kinds of projects may be funded with these funds: They must already exist in local plans; they must be within a 4-year time horizon, and they must be well scoped-out, long-term local plans. ODOT also requires the establishment of a STIF Advisory Committee, comprised of representatives from around county, to collect submissions for projects and decide on which projects should be recommended for STIF funding.

The STIF Advisory Committee started meeting in September and then voted in March to move forward to approve the following projects (applications have been submitted and ODOT needs to approve them):

- increase in service of LTD
- student fare program for LTD and increase of low-income fare subsidy
- mobility on demand service
- LTD will purchase many new buses
- daily service from Florence to Eugene (at least twice a day)
- Florence/Yachats service will continue

All project applications can be found on the LCOG website.

Other than Formula Funds, the two other pots of funding are Discretionary Funds and Community Funds. Some projects funded from those pots are

- Florence/Yachats service and Florence/Eugene
- possible transit along 99W from Junction City almost all the way to Portland
- Coos Bay to Florence transit route

Mr. Ingham asked if the student fare includes non-metro riders, and Ms. Wilson responded that it will include any student who uses LTD buses. It might begin this coming school year.

Mr. Betschart stated that he would email an updated membership list to everyone.

Ms. Hyatt announced that Vanessa Ringgold will be the UO representative to the LEC going forward.

Ms. Griesel requested that LEC meetings be added on Outlook.

8. Set next meeting date: June 17, 2019

Mr. Scoggin announced that the next LEC meeting will be on June 17, 2019.

Mr. Scoggin adjourned the meeting at 12:55pm.

(Recorded by Rachel Burstein)