

Agenda item #6

Review and Approve 2004 LEC strategies / workplan

Background

The LCOG Board had a strategy session in July, 2003 at which 6 goals were identified for economic development efforts (See column 1 in attachment). These 6 goals were then discussed and further clarified at a full meeting of the LCOG Board on 10/18/03 (See column 2 in attachment.) LCOG staff took these goals and clarifications and created strategies and a 2004 workplan for the LEC (See column 3 in attachment.)

Action Item

Approve LEC strategies / workplan

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Lane Economic Committee Strategy Development
Based on LCOG Board Goal Setting Session and Subsequent LCOG Board Discussion

LCOG Board Goal Setting Session July, 2003	LCOG Board Discussion 10/18/03	LEC Strategies / Workplan
1. Assist local governments in meeting infrastructure needs – grantsmanship, technical assistance.	Identify regional solutions to infrastructure needs.	<ul style="list-style-type: none"> • Invite various State and Federal agencies to LEC to address how their agencies can provide assistance. • Arrange and coordinate local training on various infrastructure finance tools.
	Focus on realistic industries.	<ul style="list-style-type: none"> • Assist local communities with Target Industries Studies and Economic Development Strategy reports. • Coordinate industry cluster analyses.
	Develop reliable transportation infrastructure, including rail.	<ul style="list-style-type: none"> • Arrange a presentation from LCOG’s Transportation Program to LEC. • Support other LCOG efforts in this direction.
2. Maintain and make available objective information related to development, e.g. buildable land surveys.	Improve awareness of industrial site options in rural areas.	<ul style="list-style-type: none"> • Improve capabilities of Regional Land Information Database (RLID). • Assist small communities to identify and prepare “shovel ready” sites. • Provide support to Lane Metro Partnership, when needed.
3. Support Needs & Issues process. Board should receive regular reports from Lane Economic Committee	Improve two-way communication between LCOG/LEC boards.	<ul style="list-style-type: none"> • Use these initial LCOG Board goals to set LEC strategies. • Provide monthly progress reports back to LCOG Board
4. Avoid conflicting with the economic development efforts of others, e.g. Lane Metro Partnership, Workforce Partnership,	Focus on efficient and non-redundant delivery of services.	<ul style="list-style-type: none"> • Research these issues on all LCOG economic development proposals. • Work with Lane County to help

and CVALCO.		incorporate relevant questions into County RFP's.
5. Facilitate area-wide long term growth management planning, e.g. Region 2050; nurture unified vision for growth and development.	Help coordinate various sources of economic development assistance.	<ul style="list-style-type: none"> • Provide staff support to 1) Benton Lane Lincoln Linn Regional Investment Board, 2) Cascades West Economic Development District, and 3) Southern Willamette Research Corridor. • Manage the Needs & Issues inventory process. • Participate on other economic advisory councils such as the Eugene Area Chamber of Commerce. • Keep current on various state and federal programs in order to use those programs effectively in Lane County.
6. Expand business assistance loan program.	Assist more small businesses through LCOG's business loan program.	<ul style="list-style-type: none"> • Increase marketing efforts to rural communities and business groups. • Pursue new loan programs such as current grant proposal to US Economic Development Administration. • Increase referrals to other lending groups such as City of Eugene program.
	Provide more technical assistance to small businesses.	<ul style="list-style-type: none"> • Deliver no-cost loan consulting services to small business loan applicants, where possible. • Refer small businesses to various existing providers of technical assistance.