



Economic Development Committee



AGENDA VENETA ECONOMIC DEVELOPMENT COMMITTEE January 8th, 2025 2:00 PM Veneta City Hall – J.W. “Bill” Smigley Room 88184 8th Street, Veneta, Oregon

City of Veneta Public Meetings can be accessed via teleconference. To listen to or participate in this meeting, call 541-935-2192 (Participant Code 793738#).

FÈ CALL TO ORDER

GÈ PUBLIC COMMENT

æÈ Speaker will be limited to 3 minutes each.

HÈ MINUTES APPROVAL

æÈ Approval of the December 11, 2024 Minutes (pgs. 1-6)

I È NEW BUSINESS

æÈ URA Signage Grant Approval – BAC Update

Jacob Thode

àÈ RAIN Catalyst Announcements

Brian Brown

&È John Stephen • Å Å • ã } æã } Å

Í È COMMITTEE MEMBER UPDATES

æÈ General Updates from EDC Members (verbal)

Î È STAFF REPORTS

æÈ City Management Intern

Jillian Liebersach

¶D Welcome!

àÈ Management Analyst

Jacob Thode

¶D Economic Development Report (pgs.7-10)

¶D Economic Identity Update- Final Deliverables (pgs.11-22)

¶D Real World Lane County Update

Ï È OTHER

a. City Council/BAC Work Session Scheduled for February 24 at 5:30 PM

àÈ CUÈVØÈVØÜÜ Sessions starting in Late January

Ì È NEXT MEETING

æÈ February 12, 2025 at 2:00 p.m.

JÈ ADJOURN

To access Veneta Economic Development Committee meeting materials please go to
<http://www.venetaoregon.gov/>

Times are approximate. This meeting will be digitally recorded. Location is wheelchair accessible (WCA). Individuals needing special accommodations, such as sign language or foreign language interpreters, should make such requests by contacting the City Recorder at 541-935-2191(voice) or by e-mail at: mmichel@ci.veneta.or.us. Requests made after 10:00 a.m. two working days prior to a meeting may not be accommodated.

Los tiempos son aproximados. Esta reunión se grabará digitalmente. La ubicación es accesible para sillas de ruedas (WCA). Las personas que necesiten un alojamiento especial, tales como lenguaje de señas o intérpretes de idiomas extranjeros, deben hacer tales peticiones poniéndose en contacto con el registrador de la ciudad en 541-935-2191 (voz) o por correo electrónico a mmichel@ci.veneta.or.us. Las solicitudes hechas después de las 10:00 a.m. dos días hábiles antes de una reunión no pueden ser acomodadas.

CITY OF VENETA ECONOMIC DEVELOPMENT COMMITTEE

MEMBERS:

HERB VLOEDMAN (CHAIR)
BRITTANY LEHMAN (VICE-CHAIR)
JOHN TRIBOLET
MARK DAVIS
LEWIS RUCKER

GINA HALEY-MORRELL
JOHN STEPHENS
LEN GOODWIN
MAUREEN WRIGHT (LIAISON)

MINUTES

Economic Development Committee Meeting
Wednesday, December 11, 2024, 2:00 PM
Veneta City Hall — J.W. "Bill" Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Chair Herb Vloedman, Vice Chair Brittany Lehman, Liaison Maureen Wright (phone), Member Gina Haley-Morrell, Member Lewis Rucker, Member Mark Davis (phone), Member John Tribolet (phone)
Absent: Member Len Goodwin, Member John Stephens,
Staff: Management Analyst (MA) Jacob Thode, City Recorder (CR) Jen Mirabile

Other:

1. CALL TO ORDER/REVIEW AGENDA

Chair Vloedman called the meeting to order at 2:03 p.m. and reviewed the agenda.

2. PUBLIC COMMENT
There were none.

Member Davis entered the meeting (phone) at 2:05 p.m.

3. MINUTES APPROVAL

a. Approval of the November 13, 2024, meeting minutes.

MOTION: Member Haley-Morrell **made a motion to accept the November 13, 2024, minutes as presented.** Member Rucker seconded the motion. **The motion passed unanimously. (6-0).**

4. New Business

a. Veneta Haunts Event Refund Policy

MA Thode reported that Ms. Benson's event, Veneta Haunts, had less than the number of people she insured. In an earlier meeting, the Committee asked if Ms. Benson could request a refund because of the smaller attendance number.

MA Thode stated Ms. Benson contacted the event insurer and learned she had to contact them before the event with the lower attendance number to reduce the insurance cost.

MA Thode stated it was hard to estimate attendance for a new event and agreed this was good information for future City event organizers.

MA Thode turned the floor over to Chair Vloedman.

5. COMMITTEE MEMBER UPDATES

Member Haley-Morrell reported that the Veneta Fern Ridge Chamber of Commerce was hosting a holiday social at Banner Bank. Members of RAIN Catalysts would be in attendance and the Veneta business community was invited.

Member Haley-Morrell shared that the Chamber kicked off their Tour of Lights Program and supported the Tree Lighting Ceremony on December 5th. She further stated that the Tree Lighting event was a great success with over five hundred attendees.

Member Haley-Morrell updated the Committee with information about the Chamber's luncheon with Altar Media, the vendor working on the City's Economic Identity branding.

Member Haley-Morrell announced that Santa and Mayor Weiss would be in attendance at the Light Parade on Thursday, December 12th; another event the Chamber supports in town.

Tribolet entered the meeting at 2:10 p.m.

There were no other member updates.

6. STAFF REPORTS

a. Update on the Economic Identity Study

MA Thode reported Altar Media presented their finalized Economic Identity Branding, at the Chamber luncheon, and discussed the final images, logo, and wordmark for the City. He further stated Altar Media was available that same morning and facilitated a discussion with City and Veneta Fern Ridge Chamber of Commerce staff.

MA Thode reported Altar Media would deliver their final social media plan, along with a tourism plan, photo gallery and video gallery. Staff would begin to implement these marketing materials next month.

b. City Management Intern Update

MA Thode shared six candidates were interviewed for that position and he hoped to extend an offer to a finalist by the end of this week or early next week to start in January.

Chair Vloedman asked for more information about the projects slated for the intern.

MA Thode responded that the intern would help roll out of the identity project and the development of the lots on Broadway; they would also be assisting with communication outreach to businesses and residents.

MA Thode shared that the projects the intern takes on will likely depend on their interests and will be focused on economic development and City communications.

c. Brief Economic Development Report

MA Thode stated this report was on page seven of the packet.

MA Thode reviewed the summary of Veneta's economic state and noted that an additional 570 housing developments were anticipated. He further stated the Portland State University's population estimate projected a very conservative 2.4% growth by the year 2030.

MA Thode reported that many cities believed they were growing faster than the PSU report and stated it would be interesting to see the final PSU report which would be published December 13, 2024.

MA Thode shared Veneta's employment numbers showed a 7.3% decrease based on the US Census Bureau's American Community Survey of 5-Year Estimates.

Chair Vloedman stated First Call Resolution (FCR) was a huge hit for the employment numbers in Veneta.

Chair Vloedman thanked MA Thode for the information he provided and asked him to bring other reports like this to the Committee's attention.

Chair Vloedman asked if staff could provide information on new building permits.

MA Thode stated he would research this information for the Committee.

Member Lehman gave an update on the homes for sale in Veneta.

Chair Vloedman stated there were 400 buildable lots.

MA Thode stated one of the lots was off of Jeans Road.

Member Lehman believed there were lots off of Hunter Road, as well.

Discussion ensued about available lots in Veneta.

Member Lehman noticed that because of the new developments there were road short-cuts being used to speed through these neighborhoods.

Member Lehman wondered why speed bumps were not allowed on these streets; she believed the City needed to do something about it.

Chair Vloedman believed this important conversation should be taken to the Planning Department and/or City Councilors.

Member Rucker believe the employment numbers seemed off and asked staff for more detail about the job numbers in Veneta.

MA Thode stated the numbers came from the ACS five-year estimate. He further stated he would have to research this number to gather that detail.

MA Thode believed that it could be accurate but he would need to research it further.

Chair Vloedman believed the trending information might be more helpful .

d. Funding Overview for Current Grant Programs

MA Thode stated this report was on page nine of the packet.

MA Thode shared that the Agenda Item Summary provided a quick overview of funding for the City's current grant programs which included the Commercial Development

Program, Vibrant Veneta, Community Building Grant Program and the Business Grant Program

MA Thode reported that all programs, except the Business Grant Program, were funded through the City's General Fund, which came from property taxes, franchise fees and intergovernmental agency fees.

MA Thode stated any other revenue sources were one-time resources and not renewable. He went on to say the Urban Renewal Agency fund transfer, to support the purchase of the St. Vincent De Paul block and The Attic property incentives, elevated the budget numbers.

MA Thode related that the City Council typically gives \$150,000 annually in economic incentives.

MA Thode shared the Business Assistance Program had its own dedicated funding and its current source of revenue comes from interest collection. During the budget season the EDC may award this program up to \$50,000.

MA Thode reported that the Urban Renewal Agency currently funds the Redevelopment Tool Kit which offers 9 different matching grant incentive programs.

MA Thode reminded members that the URA will use much of their funding for larger planned projects in the City and less money will be available in the coming years. He further stated the URA will close out in 2030 and the City could consider its renewal.

MA Thode asked Councilors if they had any questions.

Member Haley-Morrell thanked MA Thode for this information.

MA Thode stated in February the EDC will have a work session with the City Council to discuss program funding.

7. OTHER

MA Thode summarized the Economic Identity meeting presented by Altar Media for Member Davis and stated he would present Altar Media's deliverables at the next EDC meeting.

Liaison Wright encouraged Member Lehman to attend the City Council meeting to comment on the speeding problem in her neighborhood.

Member Tribolet wondered why Altar Media chose a night scene as the City's logo.

Member Haley-Morrell shared that Altar Media did a fabulous job speaking about the “night scene” logo and she would send Member Tribolet this information.

MA Thode provided some context around the “night scene” logo stating it was a distinctive look that gives the feel of the Veneta’s identity- calm and quiet while also showcasing a sense of adventure..

8. NEXT MEETING

- a. January 8, 2025 at 2:00 p.m.

9. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 2:54 p.m.

Chair Herb Vloedman

ATTEST:

Jennifer Mirabile, City Recorder

AGENDA ITEM SUMMARY



TITLE/TOPIC: January Economic Report

Meeting Date: January 8, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: jthode@ci.veneta.or.us
Telephone Number: 541-935-2191

ISSUE STATEMENT

Information Only.

BACKGROUND

Attached to this memo is a brief summary of Veneta's economic state as of January 8, 2024.

Housing and Population

As of this report, Veneta had 2,032 housing units, with an additional 570 housing developments anticipated. Recent updates include a certified population estimate from Portland State University (PSU), which still project a conservative 2.4% growth in Veneta's population by 2030. While PSU anticipates that Veneta is expected to grow at slower rate than Lane County and other comparable cities in the short term, it is expected that by 2040 and 2050 Veneta will outpace growth within Lane County as it had in the previous decade.

In 2024, the City had a total of 41 commercial and 144 residential permits pulled, totaling \$512,511 in fees to the city and an increase of over \$19 million in value to property value. Commercial permits showed no significant change from the prior year.

Employment

This month's economic employment numbers differ significantly from what was reported in December of 2024. This reflects a change in methodology from last month, utilizing data from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program, which provides a more detailed and accurate picture of employment trends and commuting patterns

The U.S Census Bureau uses various methods to collect economic and social characteristics throughout the U.S. Primarily, the Economic Census and the American Community Survey (ACS) are used to determine changes to economic status, including employment trends, however they come with some limitations. Both surveys are conducted every 5 years and rely on small sample size data, which can lead to discrepancies when attempting to measure local geographic characteristics such as employment and household information. For example, survey data may infer someone living within City limits works within the city as well, when that may be the case.

To address this, this month's report utilizes data from the Census Bureau's (LEHD) program, specifically the LEHD Origin-Destination Employment Statistics (LODES) program, which compares existing Census data with wage records reported by individual states, making it more fit to distinguish between an individual's residence versus their place of employment.

Despite a change in methodology, this month's economic employment data still indicated a shift from previous growth trends, with a 19% decrease in employment from 2020 to 2022. This is 12% higher than data provided based by the U.S. Census Bureau's ACS 5-Year Estimates. In 2022, the LEHD indicated there were 778 jobs within Veneta's city limits. Among these, only 132 individuals both lived and worked inside Veneta. The majority of workers, 646 employees, live outside Veneta and commute into the City for their jobs, while over 2,000 residents live in Veneta but work elsewhere. Over 2,000 individuals lived in Veneta but commuted outside of Veneta to work.

Veneta's top three industries were Accommodation and Food Services, Retail Trade, and Public Administration.

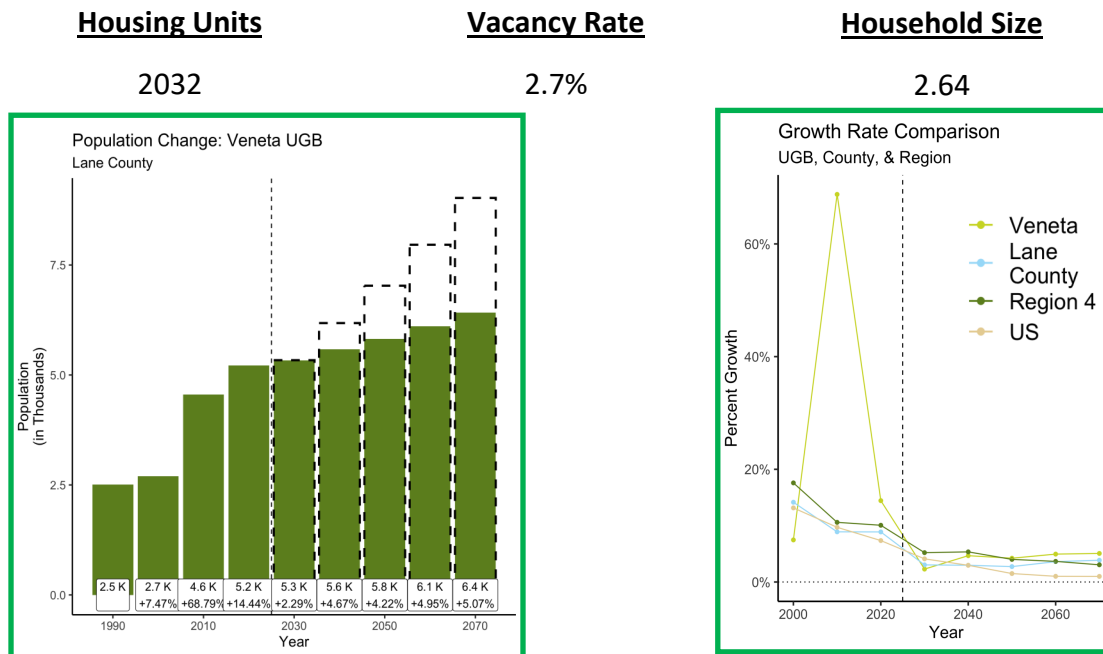
ATTACHMENTS

1. Veneta Economic Report- Jan. 8th, 2024

Veneta Economic Report—January 8, 2025

Population

As of the most recent Census, Veneta's total population was reported at 5,214, reflecting a 14.3% increase since the prior Census, along with a 8.1% increase in total housing units. However, the pace of growth appears to have slowed since then. According to certified estimates from Portland State University (PSU) as of December 2024, the City's population has grown by 0.9% since the release of the 2020 Census. Looking ahead, the University projects a conservative growth rate of 2.4% by 2030. PSU also projects Veneta's growth rate falling behind Lane County and similar sized cities by 2030, though Veneta is expected to surpassing other regions within the following decades



-Data provided by Portland State University, 2024
Certified Population Estimates

Building Permits and Current Developments within City Limits

Building Permits - 2024 Annual Activity Report				2023 Activity		
Permit Type	#	Fees	Value	#	Fees	Value
Structural - Commercial	18	299,571	14,268,104	16	\$120,901	\$7,588,393
Plumbing - Commercial	6	\$4,166	\$0.00	8	\$14,861	\$0.00
Mechanical - Commercial	3	\$696	\$37,487	3	\$1,912	\$130,493
Commercial Suppression	1	\$249	\$7,000	3	\$2,082	\$158,200
Electrical - Commercial	13	\$2,145	\$136,575	15	\$13,100	\$99,400
Total (Commercial)	41	\$306,829	\$14,449,166	45	\$152,859	\$7,976,486
Total (Residential)	144	\$205,682	\$1,408,492	134	\$256,477	\$5,530,395
TOTAL (Commercial + Residential)	185	\$512,511	\$19,266,983	179	\$409,337	\$13,335,881

Current Residential Developments	
Subdivision / Project Name	Number of Lots / Units
Oakley Estates	180 Lots
First Addition to Forest Grove	55 Lots
Blake's Mill	18 Lots
Applegate Landing Phases IV & V	98 Lots
Madrone Ridge Phases IV & V	58 Lots
Andrew Heights	33 Lots
Cheney Drive Apartments	128 Units
Total:	442 Lots, 128 Units

Employment

Data from the US. Census Bureau's 2022 LEHD Origin Destination Employment Statistics (LODES) indicate Veneta's employment grew by 22% from 2010 to 2020, aligning with the City's population growth during that period. However, the latest employment data from the Census Bureau, covering up to 2022, indicates a slowdown in job growth. Between 2020 and 2022, Veneta experienced a 19% decrease in employment. Earlier estimates, based on the 2022 ACS, suggested a smaller decrease of about 7%.

Median Salary

\$58,825

Jobs

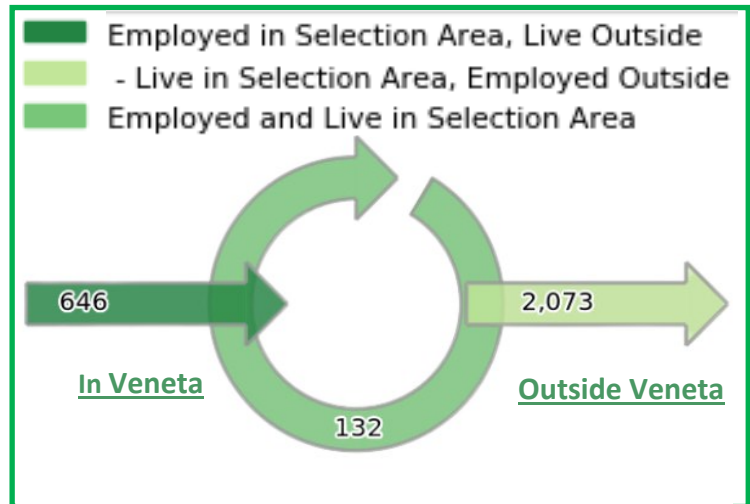
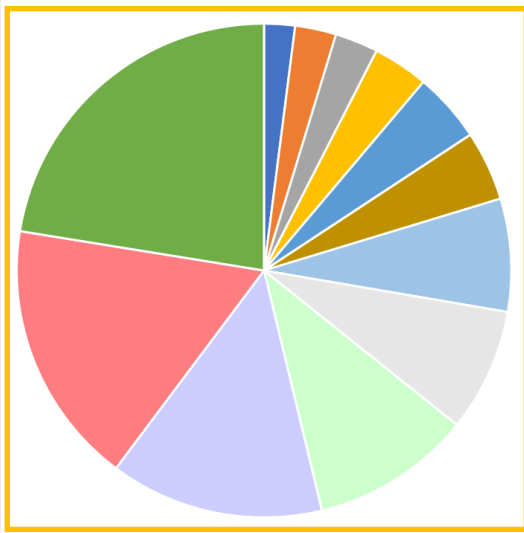
778

Total Establishments

141

Total Jobs Within City Limits– All			
	2022	2020	2010
Total	778	969	633
Percent Change		-19%	22%

In terms of total employment, LODES reports 778 jobs, a difference of 1,344 reported on the 2022 Economic Census. Of those total jobs, commuter data indicates that only 132 individuals live and work in Veneta. The majority of workers, 646 employees, live outside Veneta commute into the City for their jobs, while over 2,000 residents live in Veneta but work elsewhere.



-Data provided by the Census Bureau, Longitudinal Employer Household Dynamics (LODES), 2022

NAVIGATING YOUR BRAND LAUNCH

CITY OF VENETA

PRESENTED BY ALTAR MEDIA

WHAT IS A BRAND

BRAND BASICS



SEE

VISUAL ELEMENT OF THE BRAND
Logo, Fonts, Colors, Print and Digital Materials, etc.



HEAR

COMMUNICATION OF THE BRAND
Messaging, Tone, Brand Personality, Written/Auditory Content

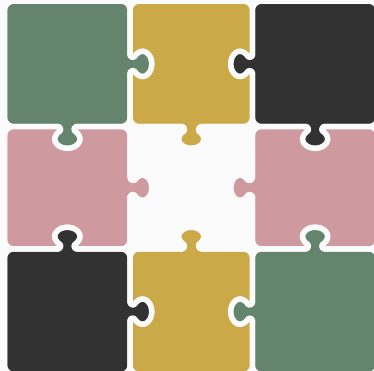


FEEL

PERCEPTION OF THE BRAND
Thoughts, feelings, emotions, ideas, and responses to the brand

BRAND GUIDE

BRAND BASICS



EDGE PIECES

Think of your brand guide like the edge pieces of the puzzle, helping to frame the complete image inside.

Your brand guide communicates how your brand should look, sound, and feel. When you follow the brand guide you create a consistent experience for everyone interacting with your brand.

YOUR ROLE

BRAND BASICS

BRAND ROLES



01. Stewards (Key Stakeholders) - Guide and direct the direction of the brand while maintaining brand standards

02. Users (Businesses & Partners) - Use and represent parts of the brand while aligning to brand standards

03. Bystanders (Community Members & Visitors) - Experiences the brand but doesn't have a direct impact on the brand itself.



BRAND OVERVIEW

THE ECONOMIC BRAND

PERSONALITY, VOICE, & TONE

A brand's tone and personality work together to reinforce the way the brand feels and sounds.

Veneta's Economic Brand is infused with purpose, excitement, and a sense of belonging. You speak in a way that is approachable and easy to understand.

BRAND RESOURCES

SHARING THE BRAND

FOR YOUR USE:

BRAND ASSETS

LOGO, WORDMARK, & TAGLINE FILES
BRAND GUIDE

MEDIA ASSETS

EXPLORE COMMERCIAL
ENJOY COMMERCIAL
ENGAGE VIDEO
PHOTO GALLERY

PRINT ASSETS

ENGAGE BROCHURE
EXPLORE & ENJOY RACK CARD
COMMUNITY MAP

MARKETING ASSETS

TOURISM CONSULTING PLAN
INFLUENCER CONSULTING PLAN
SOCIAL MEDIA LAUNCH POSTS

PURPOSE

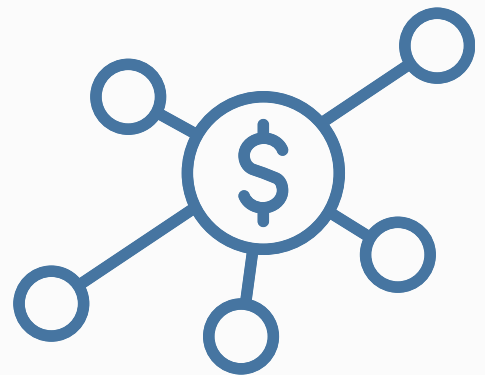
THE ECONOMIC BRAND

PURPOSE

The purpose of the Economic Brand is to strengthen Veneta's economy through a singular, unified effort.

When the efforts of this brand are successful it will benefit the community in three ways:

- 01. Forge collaborative efforts**
- 02. Strengthen relationships in the community**
- 03. Grow the local economy**



BRAND OVERVIEW

THE ECONOMIC BRAND



THE LOGO

01. THE SAILBOAT - Represents something that is uniquely Veneta, an invite to one-of-a-kind experiences

02. THE NIGHT SKY - Represents the quiet life and small-town charm found in Veneta

03. THE SHADES OF BLUE - Represent the unity found in Veneta's community made up of diverse businesses, ideas, and values.

BRAND OVERVIEW

THE ECONOMIC BRAND

THE TAGLINE

The three-pronged tagline is intended to draw visitors to Veneta who have either never been here or are only passing through, create spaces where people feel welcomed and experience belonging, and build a cyclical culture of togetherness and support between businesses and community members.

01. EXPLORE - Inspires us to experience adventures new and old

02. ENJOY - Invites us to slow down, find belonging, and return to familiar places

03. ENGAGE - Impacts our lives through intentional, symbiotic relationships between businesses and consumers

EXPLORE VENETA

GETTING INVOLVED

explore
Veneta

INSPIRE EXPLORATION

01. BE AMBASSADORS OF ADVENTURE - Encourage residents and visitors to explore the events and attractions that make Veneta unique

02. REMEMBER ADVENTURE LOOKS DIFFERENT FOR EVERYONE - What is normal for you might be exciting for someone else.

03. WELCOME ADVENTURERS - There are lots of places to explore, celebrate those who choose to venture to Veneta

ENJOY VENETA

GETTING INVOLVED

enjoy
Veneta

INVITE ENJOYMENT

01. CREATE A UNIQUE OFFER - A unique dish, one-of-a-kind atmosphere, or novel service draws people to your business

02. ELEVATE THE CUSTOMER EXPERIENCE - Fresh, local products and quality service provide a refreshing customer experience

03. GIVE CUSTOMERS A REASON TO COMEBACK - Perks, loyalty programs, or unique events give customers a reason to come back

ENJOY VENETA

GETTING INVOLVED

engage
Veneta

IMPACT THROUGH ENGAGEMENT

01. FOCUS OUTWARD - See your customers' success as your own.

02. LIVE LOCALLY - Shopping local, supporting local organizations, and being involved in local initiatives gives community members a reason to support your business

03. EMBRACE SMALL TOWN - Find unique ways to embrace a sense of togetherness and create a sense of belonging in the community