



Economic Development Committee



AGENDA VENETA ECONOMIC DEVELOPMENT COMMITTEE May 19, 2025 3:30 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#).

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1. CALL TO ORDER
 2. PUBLIC COMMENT
 - a. Speaker will be limited to 3 minutes each.
 3. MINUTES APPROVAL
 - a. Approval of the April 9, 2025 Minutes (pgs. 1-7)
 4. COMMITTEE MEMBER UPDATES
 - a. General Updates from EDC Members (verbal)
 5. STAFF REPORTS
 - a. City Management Intern Jillian Liebersbach
 - (1) Economic Brand Rollout (verbal)
 - b. Management Analyst Jacob Thode
 - (1) Eligibility for the Business Grant Program (pgs. 7-15)
 - (2) Eligibility for the Commercial Development Incentive Program (pgs.16-22)
 - (3) Economic Opportunity Analysis – Proposed Scope and Timeline (pgs. 23-25)
 - (4) Downtown Lot Development Progress (Verbal)
 6. OTHER
 7. NEXT MEETING
 - a. June 16, 2025 at 3:30 p.m.
 8. 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
LEWIS RUCKER

GINA HALEY-MORRELL
LEN GOODWIN
MAUREEN WRIGHT
(LIAISON)

MINUTES

Economic Development Committee Meeting
Wednesday, April 9, 2025, 2:00 PM
Veneta City Hall — J.W. "Bill" Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Vice Chair Brittany Lehman, Council Liaison Maureen Wright, Member Lewis Rucker, Member John Tribolet (phone), Member Len Goodwin,
Absent: Chair Herb Vloedman (excused), Member Gina Haley-Morrell (excused)
Staff: City Administrator (CA) Matt Michel, Management Analyst (MA) Jacob Thode, City Management Intern (CMI) Jillian Liebersbach
Other: Heather Blake, RAIN Catalysts

1. CALL TO ORDER/REVIEW AGENDA

Vice Chair Lehman called the meeting to order at 2:04 p.m. and reviewed the agenda.

2. PUBLIC COMMENT

Heather Blake 89378 Fields Road, Elmira, OR

Ms. Blake shared that attendance had dropped off for the Veneta workshops and activities hosted by RAIN Catalysts. She further stated RAIN Catalysts wanted to update the EDC about this development and share that they would be working on new ideas to try to engage entrepreneurs in the area.

3. MINUTES APPROVAL

a. Approval of the March 12, 2025, meeting minutes.

MOTION: Member Goodwin **made a motion to accept the March 12, 2025, minutes as edited.** Member Rucker seconded the motion. **The motion passed unanimously (5-0).**

4. NEW BUSINESS

A. Rescheduling EDC Meeting

Vice Chair Lehman updated the group they were considering a day and time change for the meeting.

MA Thode stated he sent two options to the committee which were the first or third Monday of each month at 2:00 p.m. or the second Wednesday with a start time later in the day.

Discussion ensued about these options.

Member Rucker stated he could adjust his schedule to attend on Monday but was worried about the number of holidays that fell on Mondays

MA Thode responded the committee would meet the following Monday if they had to cancel because of a holiday.

Liaison Wright agreed that a later time might allow new members to attend.

Member Goodwin stated he was concerned about late night meetings for staff.

MA Thode stated that this topic had come up previously and was not solely based on adding Councilor Voltz as the Liaison.

Ms. Blake shared Mondays may be a good day for business people because there were businesses closed on Mondays.

MA Thode stated it seemed as though the third Monday would work for everyone and he would survey the group about a time later this week.

b. New Business Registration – Sun Frog Products

MA Thode reported Sun Frog Products submitted their business registration to the City. He further stated the company distributed wood and would be located on Jeans Road.

MA Thode also shared that the company would be applying for one of the City's business grants.

MA Thode stated Sun Frog Products was an established business in Portland and were looking to grow their business.

5. COMMITTEE MEMBER UPDATES

Member Goodwin shared the Planning Commission met and discussed how to deal with development in the floodplain. He further stated that due to FEMA's litigation the issue was mired in complexity.

Member Goodwin stated the City Council approved the Planning Commission's recommendation to review floodplain development on a permit by permit which would require some developers to comply with additional requirements. He concluded there was a July deadline to add these changes to Veneta's land use code.

Member Tribolet stated his company was now a vetted Walmart agent which meant he could sell his products on Walmart.com which allowing him access a larger and established customer base.

Member Rucker announced his company planned shop renovations and would work on the inside of the facility located on HWY 126 just East of Huston Road.

Member Goodwin asked if the City was seeing any social media traffic about restricting wells in the Veneta area.

Member Rucker stated Senate Bill 1151 and House Bill 3419 were a big concern right now. He further stated HB 3419 would create a lot of well restrictions and it was unknown where the new regulations would be required.

Ms. Blake mentioned many agencies were following these two bills.

MA Thode he would look into these bills if they were relevant to the EDC.

Member Tribolet shared the Park Board was working to ensure a smooth process for all of their events. He further shared Member Craig Soderberg stepped down from the Chair position and the new chair was Tressa Miller.

6. STAFF REPORTS

a. City Management Intern

i. Economic Brand Rollout

CMI Liebersbach passed around new merchandise that promoted the new Veneta branding.

CMI Liebersbach stated these small items (pens, mugs) would be given to business owners in Veneta; clothing was also available for purchase at the Fern Ridge Chamber of Commerce.

CMI Liebersbach shared that the branding could be viewed on new banners placed on Broadway and another banner would be located on Territorial HWY to welcome people to the downtown area.

CMI Liebersbach shared that Dairy Queen was also interested in using the new branding and she was very excited about this new development.

CMI Liebersbach announced the Local Logo Launchers Committee discussed social media advertising for the branding and was working to develop posts.

Vice-Chair Lehman was excited that the branding was rolling out.

CMI Liebersbach announced the City was hosting an Open House tomorrow evening from 6:00 p.m. to 7:30 p.m.

CMI Liebersbach turned the floor back to Vice Chair Lehman.

b. Management Analyst

Vice Chair Lehman asked for the staff report.

i. Eligibility for the Business Grant Programs

MA Thode reported that staff was seeking direction from the EDC on proposed revisions to the Business Grant Program eligibility criteria.

MA Thode summarized the eligibility criteria for the Business Grant Program.

MA Thode also presented the tiered award structure to clarify potential award amounts.

MA Thode shared that the tiered award structure was based on the number of FTE the business maintained.

Discussion ensued about the eligibility of applicants based on the number of employees and possible awards.

Member Goodwin announced he supported the proposal as presented.

Discussion ensued about the inclusion language on the grant.

CA Michel believed the Committee should carry on with this required language until there was further information.

Member Tribolet shared he was not fond of that structure because many employers could not afford full-time employees.

MA Thode responded that the grant program allowed part-time positions to fulfil the program requirements as long as a project will create multiple positions that meet the hourly FTE expectation of 30 hours a week or 130 hours per month.

Vice Chair Lehman asked if members had any questions.

There were none.

Vice Chair Lehman asked for a motion on this agenda item.

MOTION: Member Goodwin **made a motion to direct staff to prepare a revised Business Grant Program with recommended changes to the program's job creation and retention eligibility criteria, as presented.** Member Tribolet seconded the motion. **The motion passed unanimously (5-0).**

ii. Eligibility for the Commercial Development Incentive Program

Vice Chair Lehman asked for the staff report.

MA Thode stated he was seeking direction from the EDC on proposed revisions to the Commercial Development Incentive Program's eligibility criteria and program name.

MA Thode shared that adding the subtext, "Transportation SDC Fee Reduction" to the program's title, it would help to clarify the purpose of the program and help set it apart from other city grant programs.

MA Thode summarized his agenda item summary which included the program's eligibility requirements new qualifying development criteria.

MA Thode turned the floor back to Chair Vloedman.

Vice Chair Lehman asked if any members had questions.

Member Goodwin turned to the qualifying development criteria #2, and wondered if the language should say "demonstrate consistency with or conforms to the plan" instead of alignment.

Discussion ensued about Member Goodwin's recommendation.

All members agreed that the word "alignment" should be removed and staff could make the final decision on updating this section.

CONSENSUS: The Committee reached consensus to have staff prepare a revised Commercial Development Incentive Program with the recommended changes, the language updates discussed and the name change.

iii. Downtown Lot Development – Next Steps

MA Thode shared that a webpage would be developed to promote the Institute for Policy Research and Engagement Report that was presented to the EDC back in March. He further stated the goal was to solicit community input and also remain as transparent as possible in the development of Veneta's downtown lots.

7. OTHER

MA Thode reported Member Davis resigned from the Committee and that left another vacancy on the Committee.

MA Thode stated one vacancy may be filled by City Council at their meeting on Monday, April 14th.

Liaison Wright asked for an update on The Attic space and wondered if they have asked for an extension.

MA Thode stated they have not requested an extension currently.

CA Michel believed that would be a good process for the BAC to review any extensions before going to the Council.

CA Michel suggested that the Smith family may ask for an extension this summer.

Chair Vloedman asked if members had any further questions.
There were none.

8. NEXT MEETING

- a. The next meeting is tentatively scheduled for May 19, 2025, at 2:00 p.m.

9. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee 3:07 p.m.

Chair Herb Vloedman

ATTEST:

Jennifer Mirabile, City Recorder

AGENDA ITEM SUMMARY



Economic Development Committee



TITLE/TOPIC: Eligibility for the Business Grants Program

Meeting Date: May 19, 2025
Department: Economic Development

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

ISSUE STATEMENT

Should the EDC recommend City Council to approve revisions to the Business Grants Program?

BACKGROUND

On February 24, 2025 The Economic Development Committee (EDC) came to consensus at a work session with Veneta City Council and the Business Assistance Committee (BAC) to revise the award criteria for the Business Grants Program. The proposed revisions aim to establish a tiered award structure based on a project's expected return on investment, community value and job creation/retention.

Staff recommends that the EDC update the job creation/retention criterion to provide clearer guidance to both applicants and the BAC, who makes recommendations to City Council regarding grant approvals, on the potential grant amounts for qualifying projects.

The goal of the Business Grants Program (BGP) is to *"encourage business expansions and startups which create or retain job opportunities in Veneta, and add to a vibrant business climate."*

To be considered for the grant program, applications must meet the following criteria:

- Project must be located within Veneta city limits;
- 25-50% match requirement (dependent on full-time employment);
- Demonstration of Need (the project is ineligible for traditional funding or would otherwise be cost-prohibitive);
- One full-time equivalent job will be created, retained, or supported for each \$25,000 of BGP grants.

Preference for projects is also considered for projects that:

- Create or retain permanent jobs involving skills related to manufacturing or industrial production;
- Absorb displaced or underemployed skilled workers;
- Indicate significant expansion/production; or
- Support development or expansion of a disadvantaged business.

On May 9th, 2025, the EDC directed staff to prepare a revised Business Grant Program for the purpose of clarifying award requirements for both applicants and the Business Assistance Committee, who oversees and recommends approval to City Council.

Staff has made the following addition to the program's criteria:

- Eligible Project Award: Successfully awarded grants will be eligible for funding based on the following project outcomes.
 - Projects that create, retain, or support up to one FTE job may be eligible for up to \$10,000 of BGP grants.
 - Projects that create, retain, or support two or more FTEs may be eligible for up to \$25,000 of BGP grants.
 - Projects supporting one FTE may also be eligible for up to \$25,000 if they meet two or more of the program's economic preference criteria.

RELATED CITY POLICY

Economic Development Five Year Plan – Goal 2.3.2

COMMITTEE CONSENSUS OPTIONS

1. Recommend City Council approve staff's revisions to the Business Grants Program.
2. Recommend City Council approve staff's revisions to the Business Grant Program, with suggested changes [STATE CHANGES].
3. Direct staff to prepare and bring forward a revised Business Grant Program to the EDC with additional changes to the program [STATE CHANGES].
4. Do not recommend City Council make any revisions to the Business Grant Program at this time.

STAFF RECOMMENDATION

1. Recommend City Council approve staff's revisions to the Business Grants Program.

SUGGESTED MOTION

"I make a motion to recommend City Council approve staff's revisions to the Business Grants Program."

ATTACHMENTS

1. Business Grant Program Application Packet

Business Grant Program



Introduction

The City of Veneta is proud to offer a Business Grants Program to businesses and nonprofits within Veneta's Urban Growth Boundary. The overall goals of the City's Business Grants Program are to encourage business expansions and startups which create or retain job opportunities in Veneta, and add to a vibrant business climate. Eligible businesses & nonprofits may apply to receive a matching grant from the City in an amount not to exceed \$25,000. The application process is intended to provide the Business Assistance Committee and Veneta City Council with the information necessary to determine which applicants are awarded grants.

How to Submit a Grant Application

- Applicants may begin the process to submit a grant by contacting staff at the City of Veneta for a preliminary interview. Contact staff in-person at Veneta City Hall, by phone at 541-935-2191, or by email at jthode@ci.veneta.or.us
- After a preliminary interview, interested persons may begin to complete the application packet which includes:
 - Grant Application Form
 - Business Plan.
 - Profit & Loss Statements for the Last Three Months.
 - Business Bank Statements.
 - Veneta Business License.
- Grant applications may be submitted in person at Veneta City Hall or **(preferably)** by email at jthode@ci.veneta.or.us
- Grant applicants must also pay an application fee in person at Veneta City Hall.
 - \$50 for applicants with 5 or less full-time equivalent employees
 - \$100 for applicants with more than 5 full-time equivalent employees
 - If an applicant is awarded a grant by the City of Veneta, then the application fee may be applied toward the cost of any required match.
- Upon successful staff review, applicants will be considered by the Business Assistance Committee (BAC). The BAC will review grant applications in detail and make recommendations to Veneta City Council. BAC grant meetings will be closed to the public and details will remain confidential to protect the personal and business information of applicants.
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- Positive BAC recommendations will be considered by City Council at the next possible Council Meeting. City Council will award grants at their discretion. Sensitive personal and business information from applicants will be kept confidential at this meeting.

After Being Awarded a Grant

- Successful grant applicants will be required to sign a contract with the City of Veneta that formalizes the terms of the grant award.
- Grant funds will be disbursed as reimbursements. Grant recipients will purchase eligible goods and services and provide proof of purchase to staff at the City of Veneta. Staff will then reimburse the grant recipient for up to 75% or 50% of the costs of goods or services (depending on the grant award and required match).
- Staff will only provide reimbursements for goods and services included in the application. Unexpected or additional costs will not be eligible for reimbursement.
- Successful grant applicants will be eligible for reimbursement within the fiscal year in which granted an award. Reimbursement is not guaranteed for projects that extend past the fiscal year, which runs from June to July. If a project extends past the fiscal year, applicants must be reapproved for funding by the BAC and City Council.

Eligibility & Criteria

Eligible applicants include private for-profit and nonprofit organizations located inside Veneta's Urban Growth Boundary (UGB). Ineligible applicants are entities and organizations other than those described above.

A. Eligible Projects and Activities

Generally, the Business Grants Program (BGP) will be available to support the start up or expansion of businesses within Veneta's (UGB). Activities that may be undertaken include, but are not limited to, the following:

- Acquisition of machinery, equipment, furniture, and fixtures.
- Acquisition and assembly of land for commercial, industrial, and related uses. Speculative activities, such as land banking and construction of speculative buildings, are not eligible. Acquisition of abandoned properties with redevelopment potential, though not for speculation.
- Development of real estate, including redevelopment and rehabilitation of historical buildings for industrial or commercial use.
- Other investments, which will accelerate repurposing of land and facilities for job creating activity, such as assistance to firms to locate or expand in such facilities.
- Improvements to commercial or industrial facilities and streets.
- Working capital needs (No more than 25% of the grant award may be used for working capital).

B. Eligible Costs

Total project costs must be included in the application. The BGP may not fund any additional, incidental, or unexpected project costs associated with a project that are not explicitly described in the application. Eligible costs include, but are not limited to, the following:

- Land costs, such as engineering, legal, grading, testing, site mapping, related costs associated with acquisition, and preparation of land.
- Building costs, such as real estate, engineering, architectural, legal, permit fees, System Development Charges, and related costs associated with acquisition, construction, and rehabilitation of buildings.
- Machinery and equipment costs, including delivery, installation, engineering, architectural, legal, insurance, and related costs associated with acquisition and installation of machinery and equipment.
- Other costs contributing directly to the value of the project fixed assets, such as sales and use taxes, and interest on interim construction financing.
- Adequate contingency reserves.
- Working and startup capital.

C. Ineligible Projects and Activities

These include:

- Projects involving the relocation of any firm from one area in the community to another, unless such move meets the job preservation or creation standards elsewhere described herein.
- Projects for which all funds are judged by the City Council to be otherwise available from private lenders or other public agencies at terms which will permit the accomplishment of the project at a non-prohibitive cost.

D. Ineligible Costs

These include:

- Acquisition of equity in private businesses.
- Subsidy of interest payments on existing loans.
- Refinancing or payoff of loans made by other lenders, except if the BAC's approval is given prior to such loan issuance.

E. Grant Eligibility Criteria

To be considered eligible for the BGP grant, applications must meet the following criteria.

- Location: Projects that have a physical location must be located within Veneta's UGB. The organization/applicant receiving funds must be located within, or relocating to, within Veneta's UGB.
- Employment Ratio: One full-time equivalent job will be created, retained, or supported for each \$25,000 of BGP grants.
 - A full-time equivalent job is defined as employment of at least 30 hours per week, or 130 hours per month.
 - Multiple positions may fulfill this criterion, subject to approval from the BAC and City Council.
- Ability to Match: Grant applicants must demonstrate the ability to meet any required match.
 - Businesses with 5 or fewer full-time equivalent employees are required to match grant funds to cover least 25% of the total cost of a grant funded project. Example: If a project costs \$1000, then grant award may not exceed 75% (\$750) and the applicant must demonstrate the ability to fund 25% (\$250) of the project.
 - Businesses with more than 5 full-time equivalent employees are required to match grant funds to cover at least 50% of the total cost of a grant funded project. Example: If a project costs \$1000, then grant award may not exceed 50% (\$500) and the applicant must demonstrate the ability to fund 50% (\$500) of the project.
- Demonstration of Need: Businesses must demonstrate that they are not able to fund a project through traditional means or that funding a project through traditional means would be cost prohibitive.
- Eligible Project Award: Successfully awarded grants will be eligible for funding based on the following project outcomes.
 - Projects that create, retain, or support up to one FTE job may be eligible for up to \$10,000 of BGP grants.
 - Projects that create, retain, or support two or more FTEs may be eligible for up to \$25,000 of BGP grants.
 - Projects supporting one FTE may also be eligible for up to \$25,000 if they meet two or more of the program's economic preference criteria.

Grants eligibility is determined by a projects ability to meet the purpose of the Business Grant Program. Preference will be given to projects that show the following economic benefit to the community:

- Creation or retention of permanent jobs involving skills related to manufacturing and industrial production.

- Linkages with the area's existing economy which would permit a business to absorb displaced or underemployed skilled workers in the area labor force, particularly for the low and moderate income.
- Companies whose markets appear to indicate the opportunity for significant expansion or production, and employment, over the short term.
- Significant opportunities for the development and/or expansion of disadvantaged business enterprises, minority-owned businesses, woman-owned businesses, veteran-owned businesses and emerging small businesses certified under ORS 200.055.

Administrative Elements

A. Business Assistance Committee

The Business Assistance Committee (BAC) reviews all applications in detail and makes recommendations to the City Council to award grants to applicants. The BAC consists of five members, one of which is a City Councilor, and two liaisons from the Economic Development Committee. BAC appointments are made by the Mayor and approved by the Council for terms of two years. Preference is given to the appointment of a commercial lending and/or accounting professionals.

The Business Assistance Committee reviews Business Grant Program applications on a quarterly basis, elects its own Chairperson, has its own by-laws, and receives legal services "as needed".

B. Staff Operation

The operation of the Business Grants Program (BGP), or parts thereof, may be performed by the staff of the City of Veneta or by any agent or entity with whom an agreement may be entered into for such purposes.

The primary activities of the staff with respect to the Program are as follows:

- Publicize BGP objectives and availability in the Veneta community.
- Screen all applicants, inviting promising candidates to submit detailed applications.
- Ensure the proper execution of documents for successful applicants.
- Monitor ongoing operations of grant recipients.
- Collect proof of purchase from grant recipients and disburse grants funds appropriately.
- Provide regular financial reports for the BGP, including individual account status.

AGENDA ITEM SUMMARY



TITLE/TOPIC: Eligibility for the Commercial Development Incentive Program

Meeting Date: May 19, 2025
Department: Economic Development

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

ISSUE STATEMENT

Should the EDC recommend City Council approve revisions to the Business Grants Program?

BACKGROUND

On February 24, 2025, the Economic Development Committee came to consensus at a work session with City Council and the Business Assistance Committee (BAC) to revise the name and eligibility criteria of the Commercial Development Incentive Program (CDIP), following the anticipated closure of the Urban Renewal Agency's Redevelopment Toolkit.

The Redevelopment Toolkit offered a number of grant incentives, including the System Development Charge (SDC) Fee Reduction program. While similar to the CDIP, this program offered up to \$25,000 in SDC fee reduction across the City's Water, Sewer, Parks, Transportation, and Drainage SDC fees towards new commercial development. This program will no longer be active after July 1, 2025, along with the rest of the Redevelopment Toolkit. The CDIP, by contrast, offers a 50% reduction in Transportation SDC fees, which are often higher than other SDC fees for new commercial development.

The CDIP's goal and eligibility currently mirror the City's Business Grant Program, both stating their goal as to *"encourage business expansions and startups which create or retain job opportunities in Veneta, and add to a vibrant business climate."*

To be considered for the grant program, applications must meet the following criteria:

- Project must be located within Veneta city limits;
- 25-50% match requirement (dependent on full-time employment);
- Demonstration of Need (the project is ineligible for traditional funding or would otherwise be cost-prohibitive);
- One full-time equivalent job will be created, retained, or supported for each \$25,000 of SDC Fee Reduction.

Preference for projects is also considered for projects that:

- Create or retain permanent jobs involving skills related to manufacturing or industrial production;
- Absorb displaced or underemployed skilled workers;
- Indicate significant expansion/production; or

- Support development or expansion of a disadvantaged business.

On May 9th, 2025, the EDC directed staff to prepare a revised Commercial Development Grant Program for the purpose of differentiating criteria from the Business Grant Program and better clarify eligibility for both applicants and the Business Assistance Committee, who oversees and recommends approval to City Council. The EDC also directed staff to revise the program's name to the Commercial Development Incentive Program: Transportation SDC Fee Reduction Program to clearly indicate the purpose of the program to potential applicants.

Staff has made the following addition to the program's criteria:

- Location: Projects that have a physical location must be located within Veneta's designated commercial zones, as specified in Veneta's Zoning and Development Code (Residential Commercial, Broadway Commercial, Highway Commercial, Industrial Commercial, Medium Industrial, Light Industrial).
 - The organization/applicant receiving funds must be located within, or relocating to, within one of Veneta's commercial zones.
- Commercial Development: Eligible projects must include new construction or substantial improvement of a commercially zoned site that will support economic activity within City limits
- Conformity w/ City Policy: Eligible projects must be consistent with or conform with the City's priorities for commercial development, as established in Veneta's Comprehensive Plan, land-use regulations, and strategic plans regarding commercial development.

RELATED CITY POLICY

Economic Development Five Year Plan – Goal 2.3.2

Economic Development Five Year Plan – 3.2

COMMITTEE CONSENSUS OPTIONS

1. Recommend City Council approve staff's revisions to the Commercial Development Grant Program.
2. Recommend City Council approve staff's revisions to the Commercial Development Grant Program, with suggested changes [STATE CHANGES].
3. Direct staff to prepare and bring forward a revised Commercial Development Grant Program to the EDC with additional changes to the program [STATE CHANGES].
4. Do not recommend City Council make any revisions to the Commercial Development Grant Program at this time.

SUGGESTED MOTION

1. *"I make a motion to recommend City Council approve staff's revisions to the Commercial Development Grant Program."*

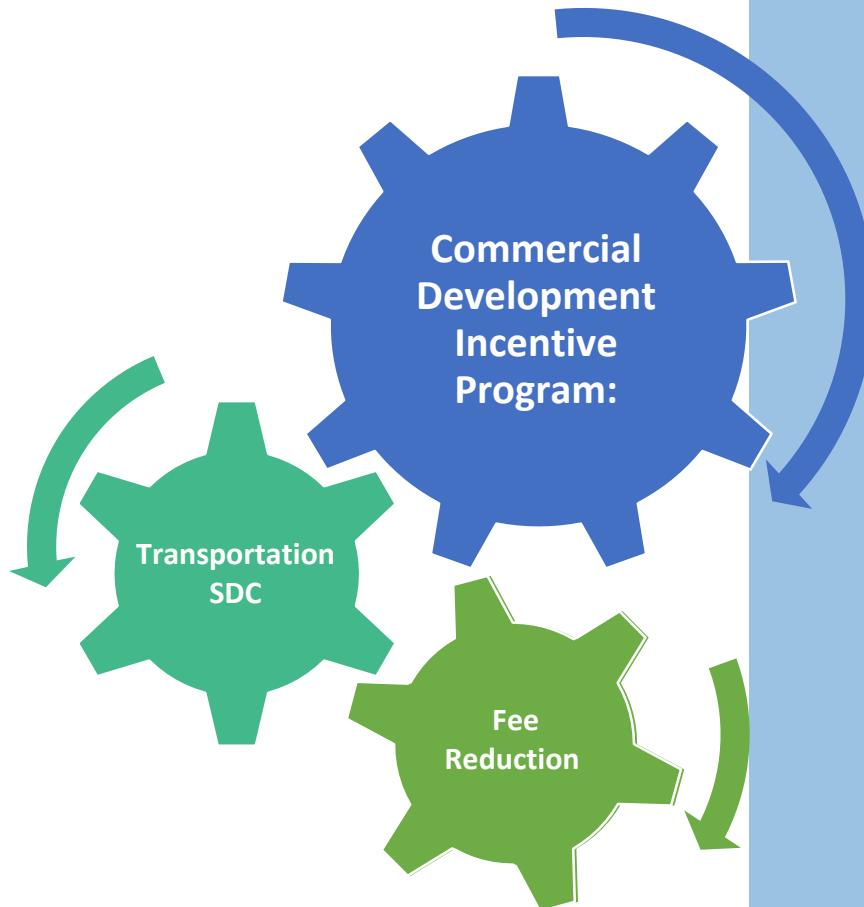
ATTACHMENTS

1. Commercial Development Incentive Program Application Packet

City of Veneta

Commercial Development Incentive Program:

Transportation SDC Fee Reduction



Introduction

The City of Veneta is proud to offer a Commercial Development Incentive Program to developers within Veneta's Urban Growth Boundary. The overall goals of the City's Commercial Development Incentive Program are to encourage business expansions and startups which create or retain job opportunities in Veneta, and add to a vibrant business climate. Eligible developers may apply to receive a transportation system development charge (SDC) reduction of up to 50%. The application process is intended to provide the Business Assistance Committee and Veneta City Council with the information necessary to determine which applicants are awarded transportation SDC reductions.

How to Submit a Grant Application

- Applicants may begin the process to submit a CDIP application after holding a pre-development conference with the City Planning Department, submitting a transportation impact report, and receiving an estimate of the transportation SDC fees associated with the proposed development. Contact the Planning Department in-person at Veneta City Hall or by phone at 541-935-2191.
- After a preliminary interview, interested persons may begin to complete the application packet which includes:
 - Site map
 - Transportation SDC Fee as Calculated by the City Engineer
 - Formal Request for Specified SDC Reduction Amount
 - Narrative Explaining Why the Developer Needs the Requested Discount
 - Estimated Number of Jobs Created by the Commercial Development Project
 - CDIP Application Form
- Applications may be submitted in person at Veneta City Hall or **(preferably)** by email at jthode@ci.veneta.or.us
- Applications will not be reviewed by staff, the Business Assistance Committee, or Veneta City Council until the required application fee has been submitted to Veneta City Hall. Fee details can be found in this document under the Eligibility, Criteria, & Fees section (Part F. Fees & Charges).
- Upon successful staff review, applicants will be considered by the Business Assistance Committee (BAC). The BAC will review applications in detail and make recommendations to Veneta City Council. Sensitive personal and business information from applicants will be kept confidential at this meeting to the extent requested by the applicant and possible under Oregon statute.

- Positive BAC recommendations will be considered by City Council at the next possible Council Meeting. City Council will award transportation SDC reductions at their discretion. Sensitive personal and business information from applicants will be kept confidential at this meeting to the extent requested by the applicant and possible under Oregon statute.

After Being Awarded a Reduction

- The business will receive a specified reduction in transportation SDC fees for a commercial development project.

Eligibility, Criteria, & Fees

The standards described below apply to the performance of the CDIP as a whole. The selection of a recipient of the CDIP will be based on its ability to meet the following standards. Individual CDIP awards may vary up to 50% of the transportation SDC fee. Less than the specified performance on one or all of the standards may be acceptable in such cases.

- Location: Projects that have a physical location must be located within Veneta's designated commercial zones, as specified in Veneta's Zoning and Development Code (Residential Commercial, Broadway Commercial, Highway Commercial, Industrial Commercial, Medium Industrial, Light Industrial) ~~UGB~~.
 - The organization/applicant receiving funds must be located within, or relocating to, within one of Veneta's commercial zones. ~~UGB~~.
- Employment Ratio: One full time equivalent job will be created, retained, or supported for each \$25,000 of transportation SDC fees reduced.
- Demonstration of Need: Businesses must demonstrate that they are not able to fund a project through traditional means or that funding a project through traditional means would be cost prohibitive.
- Construction/Development: Eligible projects must include new construction or substantial improvement of a commercially zoned site that will support economic activity within City limits
- Conformity w/ City Priorities: Businesses must demonstrate that a project is consistent with or conforms to the City's priorities for commercial development, as established in Veneta's Comprehensive Plan, land-use regulations, and strategic plans regarding commercial development.
- Other Economic Objectives/Benefits: Other elements which will receive consideration in the selection of applicants for the program are:
 - Linkages with the area's existing economy which would permit a business to absorb displaced or underemployed skilled workers in the area labor force, particularly for the low and moderate income.

- Companies whose markets appear to indicate the opportunity for significant expansion or production, and employment, over the short term.
- Significant opportunities for the development and/or expansion of minority or female-owned and operated small business concerns.

F. Fees and Charges

- There will be a \$1000 fee charged to applicants of the CDIP.
- Applications will not be reviewed by staff, the Business Assistance Committee, or Veneta City Council until the application fee has been delivered to the City of Veneta.
- Applicants must submit their application fee in person at Veneta City Hall or by mail to PO BOX 458 Veneta, OR 97487. All checks should include "CDIP Application Payment" in the memo.

Administrative Elements

A. Business Assistance Committee

The Business Assistance Committee (BAC) reviews all applications in detail and makes recommendations to the City Council to award incentives to applicants. The BAC consists of three members, one of which is a City Councilor, an alternate, and a non-voting member representing the Veneta Economic Development Committee. The alternate is a voting member during any temporary absences or conflict of interest disqualifications of regular members. BAC appointments are made by the Mayor and approved by the Council for terms of two years. Preference is given to the appointment of commercial lending and/or accounting professionals.

The Business Assistance Committee reviews Commercial Development Program applications on a monthly basis, elects its own Chairperson, has its own by-laws, and receives legal services "as needed".

B. Staff Operation

The operation of the Commercial Development Incentive Program (CDIP), or parts thereof, may be performed by the staff of the City of Veneta or by any agent or entity with whom an agreement may be entered into for such purposes.

The primary activities of the staff with respect to the Program are as follows:

- Publicize CDIP objectives and availability in the Veneta community.
- Invite promising candidates to submit detailed applications.
- Assist applicants throughout the submission process.
- Monitor ongoing operations of award recipients.

AGENDA ITEM SUMMARY



TITLE/TOPIC: Economic Opportunity Analysis – Anticipated Scope of Work and Timeline

Meeting Date: May 19, 2025
Department: Economic Development

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

ISSUE STATEMENT
Information Only.

BACKGROUND

At the March 12, 2025 Economic Development Committee (EDC), the EDC directed staff to begin the process of updating the City's current economic components of the Veneta Comprehensive Plan, including the plan's Economic Opportunity Analysis (2015), Residential Buildable Lands & Housing Needs Analysis (2014) and Retail Market Analysis (2006)

The EDC began discussions on February 12, 2025, to develop a new five-year plan, as the City's current Five-Year Economic Development Strategy spans from 2021-2025. The Five-Year plan was first created in 2015 by University of Oregon's Community Service Center (CSC), now the Institute of Research, Policy and Engagement (IPRE), as part of the scope of work to develop Veneta's Economic Opportunity Analysis (EOA) for purpose of recommending actionable steps for the City to take to achieve the goals and aspiration of the City's economic development vision. The plan was last updated by IPRE in 2020.

Oregon law requires larger cities and counties (population 10,000+) to periodically review their comprehensive plans. While Veneta is not required to follow this schedule, it is recommended that the City update documents within the Comprehensive Plan that are 10 years or older. During their march meeting, the EDC directed staff to begin the process of updating the outdated economic components of the City's Comprehensive Plan.

Scope of Work

The Oregon Department of Land Conservation and Development (DLCD) offers a competitive Technical Assistance (TA) Grant Program that's designed to assist cities in updating comprehensive plans on a biennial basis. Projects promoting economic development is typically a top priority for the program. Staff plans to apply for funding through DLCD to cover partial or the full expected costs to update the Comprehensive Plan, along with a prepared scope of work if funds are awarded. The scope of work is expected to cost \$40,000 - \$60,000 for the following compressive plan updates:

1. Economic Opportunity Analysis (EOA) (2016), with/ the following supplemental plans:
 - a. Updated Five-Year Strategic Plan (2020)
 - b. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) (2020)
2. Residential Buildable Lands & Housing Needs Analysis (2014)
3. Retail Market Analysis (2006)

Timeline

While the 2026–2028 grant cycle has not yet been announced, staff anticipates the program will open in late June and close by early October based on the timeline of the previous cycle.

Staff has developed the following preliminary timeline for applying to the TA grant and will begin updating the economic components of the comprehensive plan:

June–July: Prepare grant submission materials, including the full scope of work, budget, project timeline, and letters of support.

August–September: Participate in DLCD’s informational sessions.

October: Finalize and submit grant application.

November–December: DLCD expected to announce grant awards.

December–January: If awarded, issue a Request for Proposals (RFP) for consultant services.

February–March: Award contract and begin project.

Before June, staff will continue to develop a communication plan for the Downtown Commercial Development, revise current grant programming, and conduct land analysis, as directed by the EDC.

RELATED CITY POLICY

Veneta Comprehensive Plan Ordinance No. 523 – III.D.16

“Develop and periodically review policies concerning the economic development opportunities in the community every five to ten years.”

RELATED DOCUMENTS

Veneta Comprehensive Plan Ordinance No. 523

City of Veneta Economic Development Strategy 2021 - 2025 Buildable

Land Inventory and Housing Needs Analysis 2014

Economic Opportunity Analysis 2015