



AGENDA
VENETA ECONOMIC DEVELOPMENT COMMITTEE

August 18, 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#).

1. CALL TO ORDER
2. PUBLIC COMMENT
 - a. Speaker will be limited to 3 minutes each.
3. MINUTES APPROVAL
 - a. Review of the July 21, 2025 Meeting Notes (pgs. 1-2)
 - b. Approval of the June 16, 2025 Minutes (pgs. 3-7)
4. COMMITTEE MEMBER UPDATES
 - a. General Updates from EDC Members (verbal)
5. STAFF REPORTs
 - a. Management Analyst Jacob Thode
 - i. August Economic Report (pg. 8)
 - ii. Overview of Awarded Grant Programs (Handout)
 - iii. Evaluating Business Grant Applications for Startups (pgs.9-10)
 - iv. Signage Grant (pgs.11-16)
 - v. Façade Grant (pgs. 17-23)
 - vi. Streetscape Grant (pgs. 24- 30)
 - vii. Economic Opportunity Analysis Update (verbal)
6. OTHER
 - a. Harvest Festival
 - i. Tabling w/ City Committees
 - ii. Rural Opportunity Initiative Grant
 - iii. Bridge Lane – Career and Resource Fair

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.

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

7. NEXT MEETING

- a. September 15, 2025 at 3:30 p.m.

8. ADJOURN



CITY OF VENETA ECONOMIC DEVELOPMENT COMMITTEE

MEMBERS:

HERB VLOEDMAN (CHAIR)
BRITTANY LEHMAN (VICE-CHAIR)
JOHN TRIBOLET
RIC INGHAM
AARON GARCIA

GINA HALEY-MORRELL
LEN GOODWIN
ROBBIE MCCOY (LIAISON)
LEWIS RUCKER
AARON GARCIA

MEETING NOTES

Economic Development Committee Meeting
Wednesday, July 21, 2025, 3:30 PM
Veneta City Hall — J.W. "Bill" Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Vice Chair Brittany Lehman, Council Liaison Robbie McCoy, Member John Tribolet, Member Gina Haley-Morrell (phone)
Absent: Chair Herb Vloedman, Member Len Goodwin, Member Ric Ingham, Member Arron Garcia
Staff: Management Analyst (MA) Jacob Thode, City Recorder (CR) Jen Mirabile
Other: Heather Blake, RAIN Catalysts, Matt Sayre, Nicole Dech Matthews, Collaborative Economic Development Oregon

The official public meeting for the Economic Development Committee was cancelled due to a problem with the phone line and DFN conferencing system.

MA Thode shared that the City Management Intern position responsibilities were being changed to focus on communication needs for the City and possible project opportunities dependent on availability. He further stated the goal was to hire an applicant by September 2025.

MA Thode stated he was working on the Economic Analysis Project and hoped to apply for a grant to help with the \$40,000 cost of the work; he shared there was grant funding available for this type of project and he was waiting for the grant deadline to be announced.

MA Thode reported that City Council approved the resolutions to amend the Commercial Development Incentive Program and the Business Assistance Program with the EDC recommended changes at July meeting.

MA Thode shared that Vice-Chair Lehman asked him to update the Committee on the awards from FY 23/24 and 24/25 for discussion at the next meeting.

MA Thode thanked Matt Sayre, Executive Director, and Nicole Desch Matthews, VP of Business & Workforce Development, Collaborative Economic Development Oregon, for attending the meeting today. He further stated CEDO will be hosting a job fair in the parking lot of the West Side Gym during the Harvest Festival on Saturday, September 13, 2025.

The next meeting was scheduled for Monday, August 18, 2025.

CITY OF VENETA ECONOMIC DEVELOPMENT COMMITTEE

MEMBERS:

HERB VLOEDMAN (CHAIR)
BRITTANY LEHMAN (VICE-CHAIR)
JOHN TRIBOLET
RIC INGHAM
AARON GARCIA

GINA HALEY-MORRELL
LEN GOODWIN
ROBBIE MCCOY (LIAISON)
LEWIS RUCKER
AARON GARCIA

MINUTES

Economic Development Committee Meeting
Wednesday, June 16, 2025, 3:30 PM
Veneta City Hall — J.W. "Bill" Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Chair Herb Vloedman, Vice Chair Brittany Lehman, Council Liaison
Robbie McCoy, Member John Tribolet (phone), Member Len Goodwin,
Member Gina Haley-Morrell (phone), Member Ric Ingham, Member Arron
Garcia
Absent: -
Staff: City Administrator (CA) Matt Michel, Management Analyst (MA) Jacob
Thode
Other: Heather Blake, RAIN Catalysts (phone)

1. CALL TO ORDER/REVIEW AGENDA

Chair Vloedman called the meeting to order at 3:30 p.m. and reviewed the agenda.

2. PUBLIC COMMENT

There was no public comment.

3. MINUTES APPROVAL

a. Approval of the May 19, 2025, meeting minutes

Moved to approve the May 19, 2025, minutes as amended.

**Moved by Member Goodwin. Second by Member Rucker.
The motion passed unanimously (8-0).**

4. COMMITTEE MEMBER UPDATES

Member Haley-Morrell reported the Veneta Fern Ridge Chamber of Commerce would host a Pickleball Tournament at the end of July and registration was open. She also shared a number of vendors would attend the tournament and there would be food available at The Patio. Flower baskets were placed on Broadway and the Chamber was thankful for all of the sponsors who supported this project.

5. STAFF REPORTS

a. Management Analyst

i. Economic Report

MA Thode shared as of the May 14th Economic Report, there' was a lot of uncertainty because new policies were not quite known on the State and Federal Government level; overall the outlook of this report was neutral.

MA Thode reported that the population was compared to the State's overall population and identified that the unemployment rate, median age, veterans, and residents on SNAP were higher than the State; while Veneta remained below the state's number of residents below the poverty line. there was a projected decrease in population in Veneta and an increase in unemployment rates.

Member Ingham was surprised that Veneta's numbers for residents using snap assistance was above the State's numbers. Member Goodwin suggested the higher median age may have something to do with the increased SNAP numbers.

MA Thode discussed a report from Business Oregon on Oregon's business climate, indicating that 68% of businesses that were surveyed reported moving or expanding outside of the state.

Member Goodwin believed it may not be a bad thing that companies were expanding outside of the state.

Discussion ensued about reasons that businesses may be expanding or relocating outside of Oregon.

MA Thode concluded there were three new business licenses completed in the City of Veneta.

Vice Chair Britney Lehman entered the meeting at 3:43 p.m.

ii. Economic Brand Rollout Report

MA Thode reported the Logo Launchers Committee comprised of Veneta Fern Ridge Chamber of Commerce members and City representatives, including himself and City Management Intern Jillian Liebersbach, continue to work hard on the roll out of the new Veneta identity brand.

MA Thode shared the Logo Launchers Committee worked with businesses and purchased merchandise with the new branding.

Member Ingham suggested some of the merchandizing include contact information for entrepreneurs; something like "interested in starting a business? Contact the City of Veneta."

iii. Commercial Development Incentive Program Revisions

MA Thode reported detailed changes to the Incentive Program could be found in the agenda packet.

MA Thode recommended that the EDC approve the proposed revisions to the Commercial Development Incentive Program to allow reductions of up to \$25,000 across all City SDC's, clarify program eligibility, revise the program's name, and to reduce the program's application fee from \$1,000 to \$50.

MA Thode first recommended the committee reduce the application fee from \$1,000 to \$50 to be more in line with the City's Business Grant Program and other incentives.

The Committee reached consensus to recommend a \$50 application fee and to remove the program's language regarding receiving a rebate for successful applicants.

MA Thode moved forward to discussing the program's SDC Fee Reduction.

MA Thode provided a test case example between the current program, the EDC's proposed changes, and staff's latest recommendation to demonstrate how the City's approved reduction could vary in its impact to a commercial development project.

MA Thode recommended removing the Transportation focus of the program to instead provide a reduction of up to \$25,000 across all of the City's SDC fees.

Discussion ensued.

MA Thode confirmed the Business Assistance Committee can determine the size of an award based on a project's potential impact, up to \$25,000.

Member Goodwin was puzzled by the test case example and questioned why the Transportation SDC Fee would be so low for a commercial development.

CA Michel analyzed the test case SDC calculation, explaining that the City calculates Transportation SDC's based on trip generation. A small commercial business with only a few employees is expected to generate a small number of new trips to the area. This is why the transportation fee can vary so significantly across projects.

Chair Vloedman remarked that staff's recommendation to allow for a reduction across all SDC Fees was drastically different from the original purpose of the program, which was to help cover the often-high development cost associated with transportation SDC fees.

Discussion continued about different test cases before the committee and which reduction made the most sense for applicants.

Moved to recommend City Council approve the EDC's June revisions to the Commercial Development Grant Program's eligibility criteria, along with reducing the application fee to \$50, and removing of the program's rebate language.

**Moved by Member Goodwin. Second by Vice Chair Lehman.
The motion passed unanimously (8-0).**

iv. Fiscal Year Changes

MA Thode summarized those programs that were going away for this fiscal year and those that would be changing; he further stated website updates would be completed.

v. Update on awarded grants from the previous fiscal year (handout)

MA Thode provided a handout outlining all the grant programs awarded for the year.

Discussion ensued about the awards granted for the year and those programs that will be continued and funded from the General Fund.

6. OTHER

MA Thode shared that the Business Assistance Committee will table at the Harvest Festival and asked if the EDC was also interested in tabling at this event.

Chair Vloedman mentioned the BAC and the EDC were one in the same to many residents.

Economic Development Committee

Monday, June 16, 2025

MA Thode mentioned CMI Liebersbach's last day with the City was Friday, June 20 and there will be a gathering attending at 1:30 p.m. at City Hall. All are welcome to attend.

Member Tribolet shared he was talking with a gentleman who hosts roller skating events in Eugene; he shared this person was interested in bringing those events to Veneta.

Chair Vloedman suggested the Park Board was a good fit for this type of event.

Ms. Blake shared that RAIN Entrepreneurs was hosting a work session tomorrow night at the Chamber from 5:30 p.m. – 7:30 p.m.

Member Rucker shared the American flag was taken down at Banner Bank because it was in disrepair.

7. NEXT Meeting

- a. The next meeting was scheduled for July 21, 2025, at 3:30 p.m.

8. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 4:33 p.m.

Chair Herb Vloedman

ATTEST:

Jennifer Mirabile, City Recorder

Veneta Economic Report—August 18, 2025

Economy and Inflation

There is still considerable uncertainty regarding the U.S. economy as the effects of federal tariff policy and significant changes to the federal budget begin to take hold. On August 14th, 2025, the U.S Bureau of Labor Statistics reported that the Producer Price Index (PPI), a measure of the average change in prices that producers receive for their goods, rose 0.9% in July. This is the largest monthly increase to the PPI since June of 2022, far exceeding U.S. market predictions of a 0.2% increase.

In contrast to the PPI, the Consumer Price Index (CPI) rose 0.2% in July, as expected. Annually, the CIP rose 2.7% in July, continuing the trend from June which saw a 0.3% increase from May's annual rate of 2.4%. While inflation continues to rise for both consumers and producers, producers and businesses prices are significantly outpacing consumer costs.

This data indicates that inflation continues to grow and is currently well above the Federal reserves annual target of 2%. The discrepancy between the CPI and PPI suggests that producers are experiencing mounting costs pressures, and could signal that higher consumer inflation will occur in the months ahead. It is also less likely that we will see a decrease in interest rates in September, when the Federal Reserve is expected to release their next interest rate decision.

Construction and Housing Permits

The City is seeing a significant increase in housing starts, particularly for single-family homes, as construction picks up in developments off Jeans Road, Hunter, 7th Street, and elsewhere in the City. As of January 2025, the City has issued 52 permits for new single-family dwellings and expects housing construction to continue at the same rate throughout the rest of the summer.

Building Permits			
January-August Activity Report			
Permit Type	#	Fees	Value
Residential - 1 + 2	52	\$1,359,190.79	\$14,373,849.62
New Family Dwelling			
Residential - Structural	11	\$7,115.74	\$482,995.09
Structural - Commercial	10	\$8,4941.13	\$5,600,849.30
Plumbing - Commercial	6	\$2,441.60	\$142,022.42
Mechanical - Commercial	9	\$3,800.38	\$234,426.00
Electrical - Commercial	16	\$2,436.36	\$3,6810.00
Total (Commercial)	192	\$1,484,173.50	\$21,190,891.40
Total (Residential)	42	\$93,669.47	\$6,014,107.72
TOTAL Commercial + Residential)	234	\$1,577,842.97	\$27,204,999.08

#	Company	Construction Type	Approximate Location	# of Permits	Date of Permit Issued
1	Lennar Northwest LLC	Single Family	Todd Way	12	Feb-Mar
			Tanglewood Way	16	Jun-Jul
2	Bruce Wiechert Custom Homes Inc	Single Family	Christopher Lane	3	Jan-Apr
		Single Family	Jameson Way	2	May-July
		Single Family	Broadway Avenue	1	Mar-July
		Single Family	Wymore Lane	1	4-Apr
3	West Side Iron	Townhouse	7th Street	8	27-Jun
4	G2 Enterprises LLC	Townhouse	Perkins Road	4	24-Mar
5	3 A Construction	Manufactured Dwelling	8th Street	3	9-Jan
6	Monarch Pacific LLP	Single Family	Bourbon Street	2	26-Jun
7	3 A Construction	Manufactured Dwelling	8th Street		9-Jan
8	Scott Gene Nored	Single Family	Perkins Center	1	12-Feb
9	William B Harrison	Manufactured Dwelling	Territorial Road	1	12-Feb
10	Measure Twice Home Services LLC	Small Home	Sun Ridge Way	1	26-Mar
11	Lenity Architecture	Multi-Family	Cheney Drive	1	2-Apr

AGENDA ITEM SUMMARY



TITLE/TOPIC: Evaluating Business Grant Applications for Startups

Meeting Date: August 18, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: jthode@venetaoregon.gov

ISSUE STATEMENT

Should the Business Assistance Committee provide direction to the BAC on evaluating Business Grant Program applications for start-ups when the required financial material is not available?

BACKGROUND

On July 25, 2025, the Business Assistance Committee (BAC) reviewed two grant applications from a business preparing to begin operations in Veneta. The two programs, the Business Grant Program (BGP) and the Commercial Development Incentive Program (CDIP), are designed to support business expansion and startups that create or retain jobs.

The BGP requires applicants to provide three months of recent business banking records and a corresponding profit and loss statement. As a start-up, the applicant was unable to provide these documents. Instead, they submitted personal bank records along with a high-level estimate of costs and projected revenue and expenses for the first three months of operations.

The BAC seeks guidance from the EDC on how to evaluate start-up applications in situations where little to no financial history exists. Specifically, should the committee require supplemental documentation, or should it consider applications complete when a start-up demonstrates a strong project aligned with the City's economic goals despite missing standard financial records?

RELATED CITY DOCUMENTS

Business Grant Program

COMMITTEE CONSENSUS OPTIONS

1. Consider start-up applications complete even without financial documentation, as long as the proposal strongly aligns with the program's goals and priorities.
2. Request that start-ups without financial documentation submit supplemental information to complete their application [STATE REQUIRED SUPPLEMENTAL MATERIAL]
3. Direct staff to research alternative methods to complete an application and provide the committee with additional information before making a decision.
4. Take no action at this time.

SUGGESTED MOTION

"I make a motion to consider start-up applications complete even without financial documentation, as long as the proposal strongly aligns with the program's goals and priorities."

AGENDA ITEM SUMMARY



TITLE/TOPIC: Review of Signage Assistance Grant Program

Meeting Date: August 18, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: jthode@venetaoregon.gov

ISSUE STATEMENT

Should the Economic Development Committee recommend that the Veneta City Council adopt the former URA Redevelopment Toolkit's signage grant program, as prepared by staff?

BACKGROUND

In August of 2024, the Economic Development Committee (EDC) was informed that funding previously allocated to the Redevelopment Toolkit in Veneta's Urban Renewal Agency's (URA) 2024-2025 budget would no longer support the agency's Redevelopment Toolkit. This was due to the URA's funds being fully committed to large capital projects, including the Bolton Hill Sports Complex, Commercial Development on West Broadway, and reimbursements to the Attic Redevelopment. As a result, the Redevelopment Toolkit's incentive programs were officially closed on June 30th, 2025.

In response, Veneta City Council decided to maintain the URA's Signage, Streetscape, and Facade Improvement Programs by reallocating them to the City's General Fund. City Council has allocated \$15,000 within the City's General Fund to support these programs, while also eliminating \$10,000 previously allocated to the Community Building Grant Program (CBG).

While funding has been allocated for the purpose of the programs mentioned above, there is currently no program in place for the Business Assistance Committee or City Council to award a signage grant to an eligible business applicant. Staff has prepared a preliminary signage grant application packet for the committee to review, which was first presented to the EDC on July 16, 2025 (See Attachments 1). This program will require formal adoption by City Council through a resolution.

Staff proposes the program be titled the Signage Assistance Program (SAP), and maintain consistency with the former Toolkit's signage grant program by offering a 50% matching grant for signage improvements to new or existing commercial property, up to \$1,000.

While a matching grant of \$1,000 may be adequate for signage improvements to an existing structure, many similar programs throughout Oregon offer grant or loan programs of up to \$20,000 for new signage installation. Staff proposes that Veneta City Council also have the discretion to approve additional funding requests, up to \$15,000, for any large projects related to signage, façade, and streetscape improvements that align with City's economic priorities.

To align with the requirements for the URA's Redevelopment Toolkit and the City's current grant programs, staff recommends the following baseline criteria for the program:

1. Project is Located Within City Limits
2. Indicates a Demonstration of Need
3. Aligned w/ City Priorities

Staff also recommends giving preference to projects that meet one or more of the following criteria:

1. Project is Located in the Downtown District
2. Addresses and Improves Visible Urban Blight
3. Demonstrates an Economic Benefit, either supporting commercial or retail development or helps address an identified area of retail leakage.
4. Supports Small and Disadvantaged Business Enterprises

Staff is seeking direction from the Economic Development Committee regarding the proposed Signage Assistance Program application packets. The committee may choose to recommend adoption of these programs by City Council or direct staff to revise the materials further.

RELATED CITY POLICY

Economic Development Five Year Plan – Goal 2.3.2

Economic Development Five Year Plan – 3.2

RELATED CITY DOCUMENTS

Urban Renewal Agency's Redevelopment Toolkit

ATTACHMENTS

1. Proposed Signage Assistance Program Application Packet

COMMITTEE CONSENSUS OPTIONS

1. Recommend Veneta City Council adopt the Signage Assistance Program application packet, as recommended by staff.
2. Recommend Veneta City Council adopt the Signage Assistance Program application packet, with recommended changes [STATE CHANGES].
3. Direct staff to make further changes to the Signage Assistance Program application packet, before returning to the EDC for additional review.
4. Do not recommend Veneta City Council adopt the Signage Assistance Program application packet.

SUGGESTED MOTION

5. *"I make a motion recommend Veneta City Council adopt the Signage Assistance Program application packet, as recommended by staff."*

CITY OF VENETA

Signage Assistance Program



Purpose

The City of Veneta is proud to offer a Signage Assistance Program to local businesses and nonprofits within Veneta's Urban Growth Boundary. The program aims to encourage new and vibrant signage within the City's downtown district and throughout Veneta's Urban Growth Boundary (UGB).

Applicants must demonstrate a project's anticipated benefit to the community, and preference will be given to projects that anticipate the improvement or removal of urban blight, specifically within the City's downtown. Eligible persons may apply to receive a matching grant from the city, up to \$1,000, for the purpose of replacing or installing new and permanent signage.

At the discretion of the Veneta City Council, additional funding may be awarded for projects that:

- *Provide a significant improvement to the City's appearance*
- *Positively impact neighboring businesses*
- *Strengthen the local business climate*
- *Strongly align with the City's economic development priorities, program eligibility, and preferences.*

Application

Applicants may begin the process to submit a grant by contacting the City's Management Analyst for a preliminary interview. Contact staff in-person at Veneta City Hall, by phone at 541-935-2191, or by email at jthode@venetaoregon.gov

After a preliminary interview, applicants may fill out a grant application form. Grant applications may be submitted in person at Veneta City Hall or **(preferably)** by [email at jthode@ci.veneta.or.us](mailto:jthode@ci.veneta.or.us).

A completed application will be evaluated by the Business Assistance Committee for recommendation to City Council. Veneta City Council has full discretion over the final approval of grant awards.

Grants will only be awarded on a receipt-reimbursement basis. Before reimbursement can be issued, successful applicants must submit the following to City staff:

- A fully executed agreement between the applicant and the City
- A completed W-9 form
- Proof of insurance
 - Recipient shall maintain General Commercial Liability Insurance with limits of \$2,000,000 aggregate coverage through a carrier rated A- or better by A.M. Best.

Successful grant applicants must also present a written or verbal report of their project to the Business Assistance Committee within 6 months after receiving funding.

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 July to June. If a project extends past the fiscal year, applicants must be reapproved for funding by the BAC and City Council.

Eligibility

Eligible applicants and applicable organizations must meet the following requirements:

- **Business Location:**
 - Have a physical business location within Veneta's City Limits/UGB.
- **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.
 - If funding is available, the applicant must demonstrate how City grant funding would enhance the project's overall impact or feasibility.
- **Alignment w/ City Priorities:**
 - Provide a measurable or visible benefit to the City's Strategic Vision.
 - Align with priorities established in the City's Comprehensive Plan, land use regulations, and strategic plans regarding commercial development.

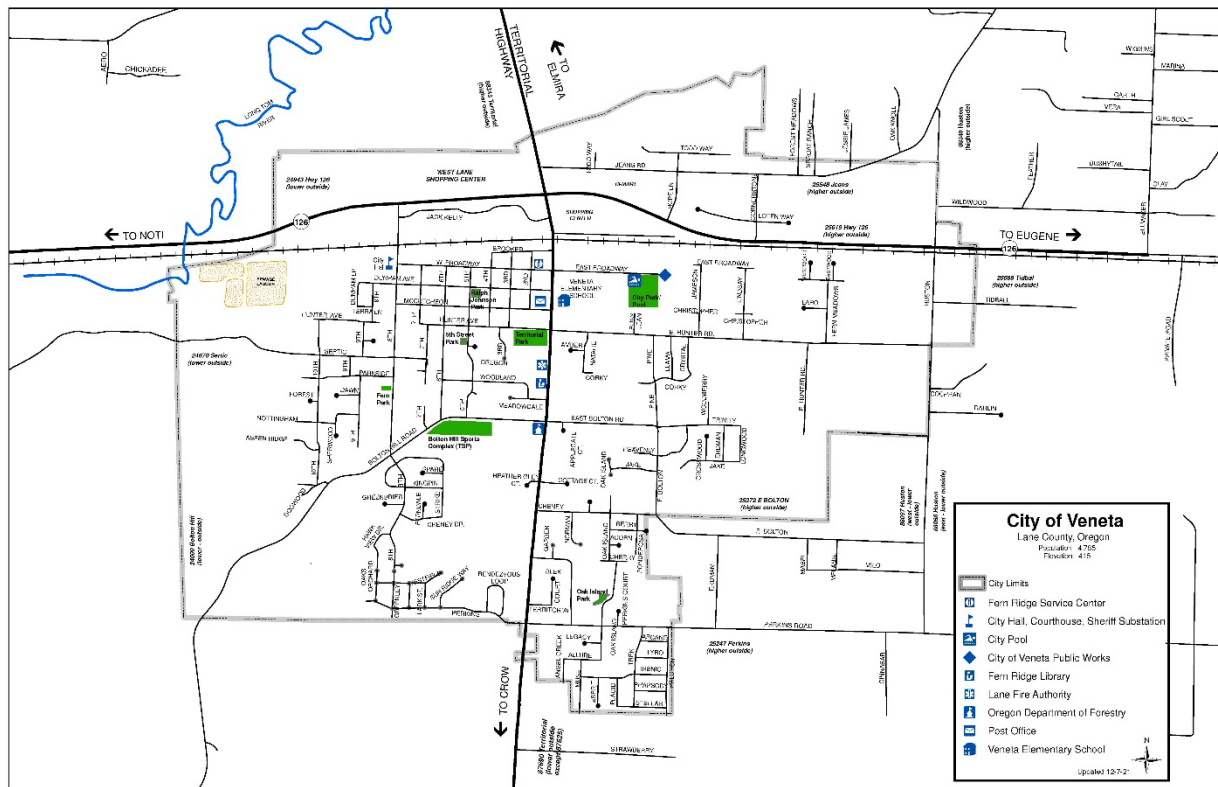
Project Preferences

Preference will be given to projects that show the following economic benefit to the community:

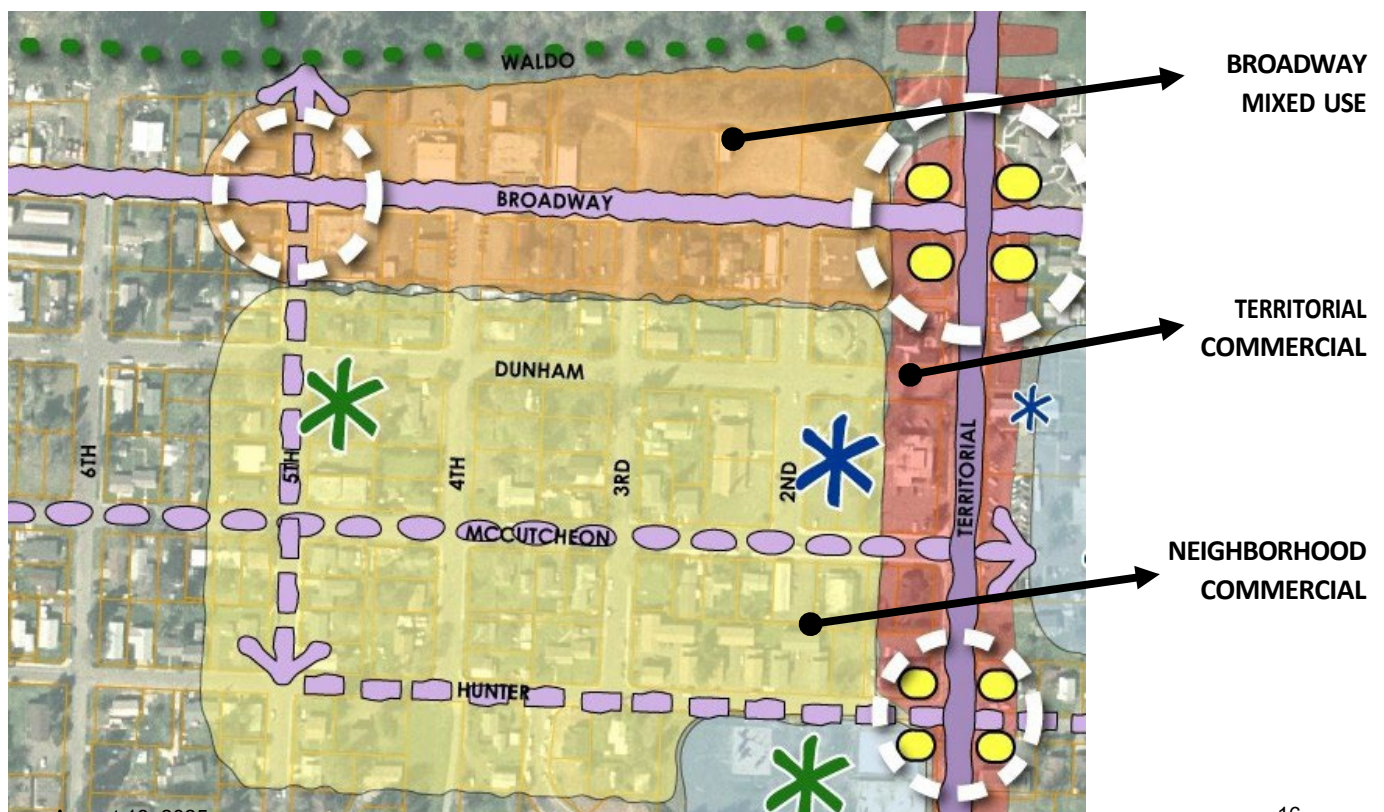
- **Location within the Downtown District:**
 - The business is located within Veneta's designated Downtown District, with high visibility
- **Addresses Urban Blight:**
 - The project includes the removal or improvement of signage that contributes to visible urban blight.
- **Economic Benefit. The signage promotes a business that:**
 - Supports commercial or retail development;
 - Helps address an identified service or retail leakage.
 - Meets a high-demand need identified by the City.
- **Support Small and Disadvantaged Business Enterprises:**
 - Includes minority-owned businesses, woman-owned businesses, veteran-owned businesses and emerging small businesses certified under ORS 200.055.

City Maps

VENETA CITY LIMITS/URBAN GROWTH BOUNDARY



VENETA'S DOWNTOWN DISTRICTS



AGENDA ITEM SUMMARY



TITLE/TOPIC: Review of the Façade Improvement Program Application Packet

Meeting Date: August 18, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: jthode@venetaoregon.gov

ISSUE STATEMENT

Should the Economic Development Committee recommend that the Veneta City Council adopt the former URA Redevelopment Toolkit's facade improvement grant program, as prepared by staff?

BACKGROUND

In August of 2024, the Economic Development Committee (EDC) was informed that funding previously allocated to the Redevelopment Toolkit in Veneta's Urban Renewal Agency's (URA) 2024-2025 budget would no longer support the agency's Redevelopment Toolkit. This was due to the URA's funds being fully committed to large capital projects, including the Bolton Hill Sports Complex, Commercial Development on West Broadway, and reimbursements to the Attic Redevelopment. As a result, the Redevelopment Toolkit's incentive programs were officially closed on June 30th, 2025.

In response, Veneta City Council decided to maintain the URA's Signage, Streetscape, and Facade Improvement Programs by reallocating them to the City's General Fund. City Council has allocated \$15,000 within the City's General Fund to support these programs, while also eliminating \$10,000 previously allocated to the Community Building Grant Program (CBG).

While funding has been allocated for the purpose of the programs mentioned above, there is currently no program in place for the Business Assistance Committee or City Council to award a facade improvement grant to an eligible business applicant. Staff has prepared a preliminary facade improvement grant application packet for the committee to review, which was first presented to the EDC on July 16, 2025 (See Attachments 1). This program will require formal adoption by City Council through a resolution.

Staff proposes the program be titled the Façade Improvement Program (FIP), and maintain consistency with the former Toolkit's facade improvement grant program by offering a 50% matching grant for facade improvement improvements to new or existing commercial property, up to \$1,000.

Staff also proposes that Veneta City Council also have the discretion to approve additional funding requests, up to \$15,000, for any large projects related to signage, façade, and streetscape improvements that align with City's economic priorities.

To align with the requirements for the URA's Redevelopment Toolkit and the City's current grant programs, staff recommends the following baseline criteria for the program:

1. Project is Located Within City Limits
2. Indicates a Demonstration of Need
3. Aligned w/ City Priorities

Staff also recommends giving preference to projects that meet one or more of the following criteria:

1. Project is Located in the Downtown District
2. Addresses and Improves Visible Urban Blight
3. Demonstrates an Economic Benefit, either supporting commercial or retail development or helps address an identified area of retail leakage.
4. Supports Small and Disadvantaged Business Enterprises

Staff is seeking direction from the Economic Development Committee regarding the proposed Facade Improvement Program application packets. The committee may choose to recommend adoption of these programs by City Council or direct staff to revise the materials further.

RELATED CITY POLICY

Economic Development Five Year Plan – Goal 2.3.2

Economic Development Five Year Plan – 3.2

RELATED CITY DOCUMENTS

Urban Renewal Agency's Redevelopment Toolkit

ATTACHMENTS

1. Proposed Facade Improvement Assistance Program Application Packet

COMMITTEE CONSENSUS OPTIONS

1. Recommend Veneta City Council adopt the Facade Improvement Assistance Program application packet, as recommended by staff.
2. Recommend Veneta City Council adopt the Facade Improvement Assistance Program application packet, with recommended changes [STATE CHANGES].
3. Direct staff to make further changes to the Facade Improvement Assistance Program application packet, before returning to the EDC for additional review.
4. Do not recommend Veneta City Council adopt the Facade Improvement Assistance Program application packet.

SUGGESTED MOTION

5. *"I make a motion recommend Veneta City Council adopt the Facade Improvement Assistance Program application packet, as recommended by staff."*

City of Veneta

Facade Improvement Program



Purpose

The City of Veneta is proud to offer a Facade Improvement Program to local businesses and nonprofits within Veneta's Urban Growth Boundary. The program aims to encourage improving existing external storefronts and offer assistance with design standards for commercial properties located within the City's downtown district and throughout Veneta's Urban Growth Boundary (UGB).

Applicants must demonstrate a project's anticipated benefit to the community, and preference will be given to projects that can anticipate improvement or removal of urban blight, specifically within the City's downtown. Eligible persons may apply to receive a matching grant from the city, up to \$10,000, for the purpose of replacing or improvements to existing external storefronts.

At the discretion of the Veneta City Council, additional funding may be awarded for projects that:

- *Provide a significant improvement to the City's appearance*
- *Positively impact neighboring businesses*
- *Strengthen the local business climate*
- *Strongly align with the City's economic development priorities, program eligibility, and preferences.*

Application

Applicants may begin the process to submit a grant by contacting the City's Management Analyst for a preliminary interview. Contact staff in-person at Veneta City Hall, by phone at 541-935-2191, or by email at jthode@venetaoregon.gov

After a preliminary interview, applicants may fill out a grant application form. Grant applications may be submitted in person at Veneta City Hall or **(preferably)** by [email at jthode@ci.veneta.or.us](mailto:jthode@ci.veneta.or.us).

A completed application will be evaluated by the Business Assistance Committee for recommendation to City Council. Veneta City Council has full discretion over the final approval of grant awards.

Grants will only be awarded on a receipt-reimbursement basis. Before reimbursement can be issued, successful applicants must submit the following to City staff:

- A fully executed agreement between the applicant and the City
- A completed W-9 form
- Proof of insurance
 - Recipient shall maintain General Commercial Liability Insurance with limits of \$2,000,000 aggregate coverage through a carrier rated A- or better by A.M. Best.

Successful grant applicants must also present a written or verbal report of their project to the Business Assistance Committee within 6 months after receiving funding.

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 July to June. If a project extends past the fiscal year, applicants must be reapproved for funding by the BAC and City Council.

Eligibility

Eligible applicants and applicable organizations must meet the following requirements:

- a) Business Location:
 - Have a physical business location within Veneta's City Limits/UGB.
- b) 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.
 - If funding is available, the applicant must demonstrate how City grant funding would enhance the project's overall impact or feasibility.
- c) Alignment w/ City Priorities:
 - Provide a measurable or visible benefit to the City's Strategic Vision.
 - Align with priorities established in the City's Comprehensive Plan, land use regulations, and strategic plans regarding commercial development.

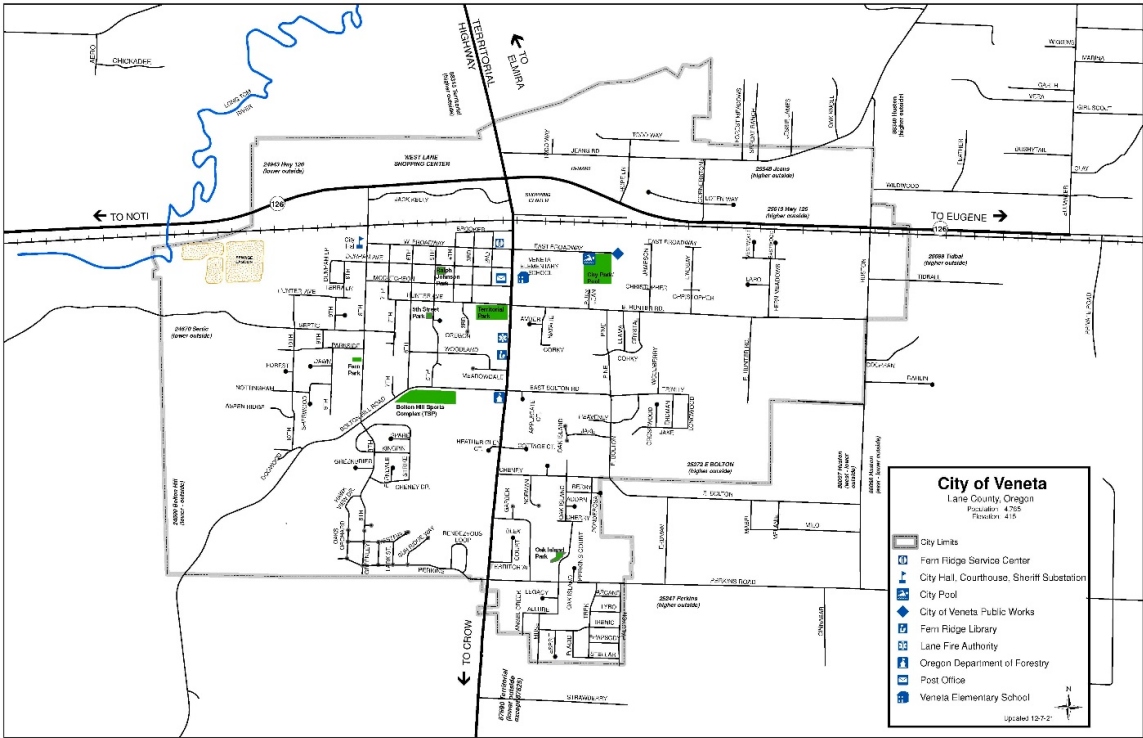
Project Preferences

Preference will be given to projects that show the following economic benefit to the community:

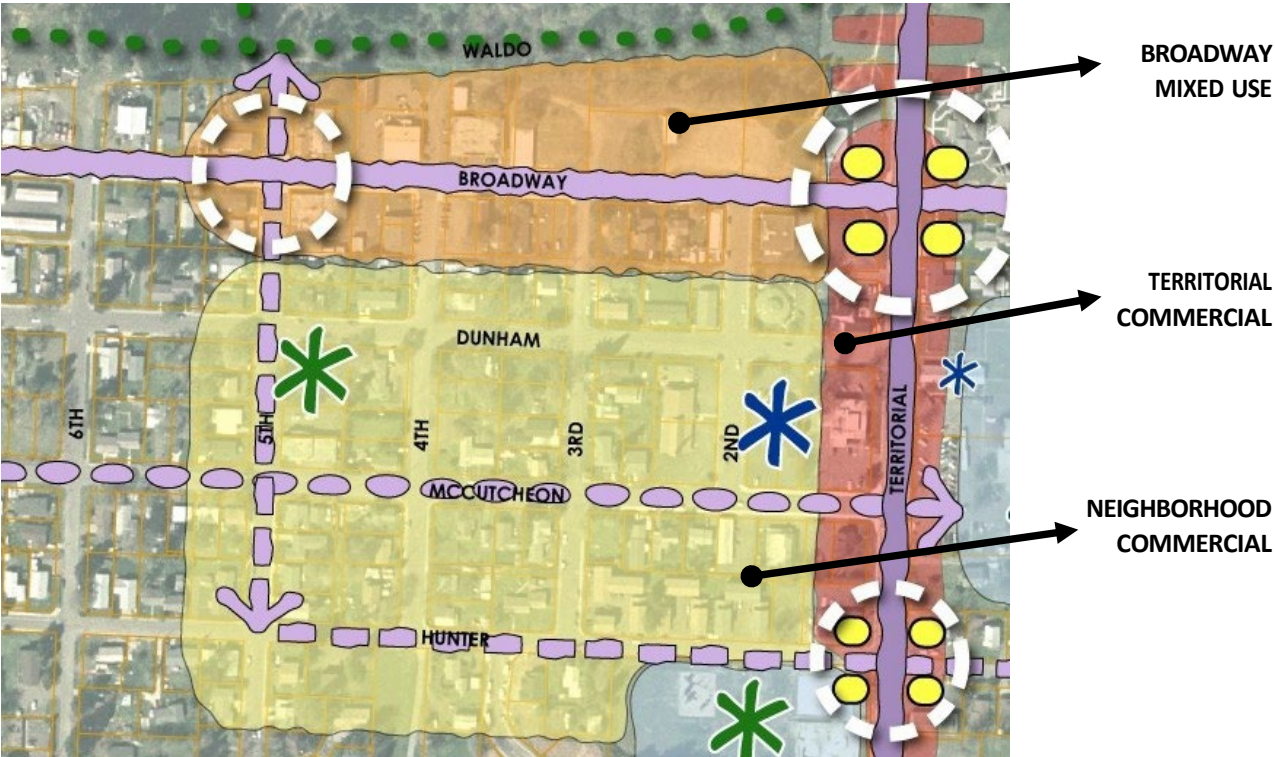
- Location within the Downtown District:
 - The business is located within Veneta's designated Downtown District, with high visibility
- Addresses Urban Blight:
 - The project includes the removal or improvement of storefront that contributes to visible urban blight.
- Economic Benefit. The façade improvement promotes a business that:
 - Supports commercial or retail development;
 - Helps address an identified service or retail leakage.
 - Meets a high-demand need identified by the City.
- Support Small and Disadvantaged Business Enterprises:
 - Includes minority-owned businesses, woman-owned businesses, veteran-owned businesses and emerging small businesses certified under ORS 200.055.

City Maps

VENETA CITY LIMITS/URBAN GROWTH BOUNDARY



VENETA'S DOWNTOWN DISTRICTS



AGENDA ITEM SUMMARY



TITLE/TOPIC: Review of the Streetscape Improvement Program Application Packet

Meeting Date: August 18, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: jthode@venetaoregon.gov

ISSUE STATEMENT

Should the Economic Development Committee recommend that the Veneta City Council adopt the former URA Redevelopment Toolkit's streetscape improvement grant program, as prepared by staff?

BACKGROUND

In August of 2024, the Economic Development Committee (EDC) was informed that funding previously allocated to the Redevelopment Toolkit in Veneta's Urban Renewal Agency's (URA) 2024-2025 budget would no longer support the agency's Redevelopment Toolkit. This was due to the URA's funds being fully committed to large capital projects, including the Bolton Hill Sports Complex, Commercial Development on West Broadway, and reimbursements to the Attic Redevelopment. As a result, the Redevelopment Toolkit's incentive programs were officially closed on June 30th, 2025.

In response, Veneta City Council decided to maintain the URA's Signage, Streetscape, and Facade Improvement Programs by reallocating them to the City's General Fund. City Council has allocated \$15,000 within the City's General Fund to support these programs, while also eliminating \$10,000 previously allocated to the Community Building Grant Program (CBG).

While funding has been allocated for the purpose of the programs mentioned above, there is currently no program in place for the Business Assistance Committee or City Council to award a streetscape improvement grant to an eligible business applicant. Staff has prepared a preliminary Streetscape improvement grant application packet for the committee to review, which was first presented to the EDC on July 16, 2025 (See Attachments 1). This program will require formal adoption by City Council through a resolution.

Staff proposes the program be titled the Façade Improvement Program (FIP), and maintain consistency with the former Toolkit's streetscape improvement grant program by offering a 50% matching grant for streetscape improvement improvements to new or existing commercial property, up to \$1,000.

Staff also proposes that Veneta City Council also have the discretion to approve additional funding requests, up to \$15,000, for any large projects related to signage, façade, and streetscape improvements that align with City's economic priorities.

To align with the requirements for the URA's Redevelopment Toolkit and the City's current grant programs, staff recommends the following baseline criteria for all three programs:

1. Project is Located Within City Limits
2. Indicates a Demonstration of Need
3. Aligned w/ City Priorities

Staff also recommends giving preference to projects that meet one or more of the following criteria:

1. Project is Located in the Downtown District
2. Addresses and Improves Visible Urban Blight
3. Demonstrates an Economic Benefit, either supporting commercial or retail development or helps address an identified area of retail leakage.
4. Supports Small and Disadvantaged Business Enterprises

Staff is seeking direction from the Economic Development Committee regarding the proposed Streetscape Improvement Program application packets. The committee may choose to recommend adoption of these programs by City Council or direct staff to revise the materials further.

RELATED CITY POLICY

Economic Development Five Year Plan – Goal 2.3.2

Economic Development Five Year Plan – 3.2

RELATED CITY DOCUMENTS

Urban Renewal Agency's Redevelopment Toolkit

ATTACHMENTS

1. Proposed Streetscape Improvement Assistance Program Application Packet

COMMITTEE CONSENSUS OPTIONS

1. Recommend Veneta City Council adopt the Streetscape Improvement Assistance Program application packet, as recommended by staff.
2. Recommend Veneta City Council adopt the Streetscape Improvement Assistance Program application packet, with recommended changes [STATE CHANGES].
3. Direct staff to make further changes to the Streetscape Improvement Assistance Program application packet, before returning to the EDC for additional review.
4. Do not recommend Veneta City Council adopt the Streetscape Improvement Assistance Program application packet.

SUGGESTED MOTION

5. *"I make a motion recommend Veneta City Council adopt the Streetscape Improvement Assistance Program application packet, as recommended by staff."*

City of Veneta

Streetscape Improvement Program



Purpose

The City of Veneta is proud to offer a Streetscape Improvement Program to local businesses and nonprofits within Veneta's Urban Growth Boundary. The program aims to encourage new and vibrant streetscapes, including improvements to sidewalks, street trees, lights, benches, and adjoining spaces within the City's downtown district and throughout Veneta's Urban Growth Boundary (UGB).

Applicants must demonstrate a project's anticipated benefit to the community, and preference will be given to projects that can anticipate improvement or removal of urban blight, specifically within the City's downtown. Eligible persons may apply to receive a matching grant from the city, up to \$5,000, for the purpose of replacing or improvements to existing streetscapes.

At the discretion of the Veneta City Council, additional funding may be awarded for projects that:

- *Provide a significant improvement to the City's appearance*
- *Positively impact neighboring businesses*
- *Strengthen the local business climate*
- *Strongly align with the City's economic development priorities, program eligibility, and preferences.*

Application

Applicants may begin the process to submit a grant by contacting the City's Management Analyst for a preliminary interview. Contact staff in-person at Veneta City Hall, by phone at 541-935-2191, or by email at jthode@venetaoregon.gov

After a preliminary interview, applicants may fill out a grant application form. Grant applications may be submitted in person at Veneta City Hall or **(preferably)** by [email at jthode@ci.veneta.or.us](mailto:jthode@ci.veneta.or.us).

A completed application will be evaluated by the Business Assistance Committee for recommendation to City Council. Veneta City Council has full discretion over the final approval of grant awards.

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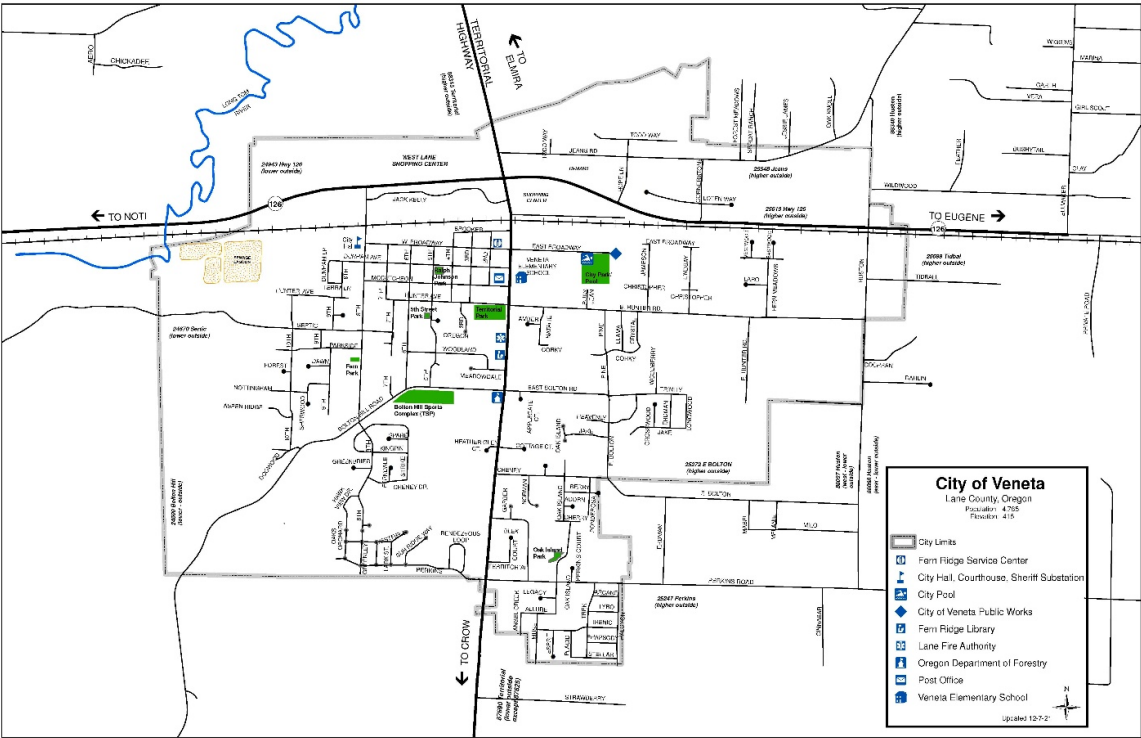
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 - The project includes the removal to a local streetscape that contributes to visible urban blight.
- Economic Benefit. The streetscape improvement promotes a business or non-profit that:
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