



# Economic Development Committee



## AGENDA

### VENETA ECONOMIC DEVELOPMENT COMMITTEE

December 17, 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. Approval of the October 20, 2025 Minutes (pgs. 1-6)
  - b. Review November Email Correspondence (pg. 7)
4. COMMITTEE MEMBER UPDATES
  - a. General Updates from EDC Members (verbal)
5. STAFF REPORTS
  - a. Management Analyst Jacob Thode
    - i. Economic Opportunity Analysis (pgs. 8-24)
    - ii. Lot 602 Development (pgs. 25-27)
    - iii. Two-Year Strategic Plan pgs. (28-31)
      1. Reviewing Current Goals and Strategies
6. OTHER
  - a. Registered Business w/in City Limits (Handout)
7. NEXT MEETING
  - a. January 21, 2026 at 3:30 p.m.
8. ADJOURN

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@venetaoregon.gov](mailto:mmichel@venetaoregon.gov). 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@venetaoregon.gov](mailto:mmichel@venetaoregon.gov). 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  
RIC INGHAM  
AARON GARCIA

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

### MINUTES

Economic Development Committee Meeting  
Wednesday, October 20, 2025, 3:30 PM  
Veneta City Hall — J.W. "Bill" Smigley Room  
88184 8<sup>TH</sup> Street, Veneta, Oregon

Present: Chair Herb Vloedman, Vice Chair Brittany Lehman, Council Liaison Robbie McCoy, Member Lewis Rucker, Member John Tribolet (phone), Member Len Goodwin, Member Gina Haley-Morrell (phone), Member Ric Ingham, Member Aaron Garcia

Absent:

Staff: Management Analyst (MA) Jacob Thode, City Administrator (CA) Matt Michel, City Recorder (CR) Jennifer Mirabile

Other: Heather Blake, RAIN Catalysts

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1. CALL TO ORDER/REVIEW AGENDA  
Chair Vloedman called the meeting to order at 3:30 p.m. and reviewed the agenda. There were no requested changes to the agenda.
2. PUBLIC COMMENT  
There was no public comment.
3. MINUTES APPROVAL
  - a. Review of the August 18, 2025 Meeting Minutes

**Moved to approve the August 18, 2025, meeting minutes as presented.**

**Moved by Member Goodwin.** Second by Member Ingham.

**The motion passed unanimously (9-0).**

Economic Development Committee  
Monday, August 18, 2025

MA Thode noted that no official meeting was held in September due to limited meeting materials. Instead, an email update was provided to committee members. One item from those updates that would be addressed during this meeting was discussion of the meeting date and time.

#### 4. COMMITTEE MEMBER UPDATES

Member Goodwin shared that the Planning Commission unanimously recommended moving regulation of short-term rentals (Airbnb, VRBO) from the Veneta Zoning and Development Code to the Municipal Code to prevent these decisions from being land use decisions, which would make the process more complex.

Member Goodwin also stated the Commission reviewed proposed changes to lighting ordinances, particularly regarding streetlights. He explained that Veneta has two electric utility providers—Emerald People's Utility District and Lane Electric. Lane Electric is already moving to LED fixtures, which are more efficient, less expensive to operate, and better suited for downward-facing lighting, while EPUD does not yet have a plan to transition. The Commission unanimously recommended that the Council require LED lighting for all street lighting but provide exceptions for circumstances where utilities cannot comply.

Council-Liaison McCoy reported for the Veneta Fern Ridge Chamber of Commerce (VFRCC) that military banners were installed for Veterans Day, replacing the flower banners and noted that a Veterans Day ceremony is scheduled for Saturday, November 8th at 11:00 AM in the city park. The Light Parade event is scheduled for December 11th, and the tree lighting will likely remain scheduled for Thursday, December 4th.

Member Haley-Morrell added that the Chamber had a successful Harvest Festival which resulted in a \$1,000 donation to Midland Cares. The Chamber is currently accepting registrations for the self-guided "Boos Cruise" tour for Halloween and their upcoming Holiday Bazaar.

#### 5. STAFF REPORTS

- a. Management Analyst
  - i. Economic Opportunity Analysis

MA Thode provided an update on the Economic Opportunity Analysis (EOA) project that began in February 2024. He explained that the current 5-year strategic plan is set to expire in December 2025, and the original intent was to have a new plan in place by then. The project has evolved to include updating both the EOA and the 5-year strategic plan.

Economic Development Committee  
Monday, August 18, 2025

MA Thode reported that the city submitted a grant application to the Department of Land Conservation and Development (DLCD) to help fund an updated EOA. If funded, the project would also include updating the city's buildable lands analysis retail market analysis, and would also include developing a new 5-year strategic plan for the EDC, along with a SWOT analysis. Thode outlined the project timeline, noting that the process would likely take about two years to complete. If the grant request was unsuccessful, the City would prioritize only the EOA update along with a 5-year strategic plan.

The committee discussed options for bridging the gap between the expiring plan and the new one.

Chair Leadman agreed that identifying actionable items to address while the new plan is in development would be beneficial.

Member Goodwin expressed concern that by the time the process is completed in 2027 or 2028, it might reveal the need to expand the urban growth boundary (UGB), as the needs analysis and buildable lands study could disclose shortfalls.

Chair Vloedman agreed he Committee would conduct a review of the current 5-year plan at the next meeting to assess accomplishments and identify priorities to focus on during the transition period.

CA Michel shared that the city would be going out with a request for proposal for banking services with the hope of partnering with a bank that would leverage their resources to support Veneta.

Discussion ensued about local vs. regional banking(outside of Veneta). The committee was interested in hearing about the result of this request at a future meeting.

MA Thode asked Heather Blake to report on the business after hours event hosted by RAIN Catalysts and KeyBank.

Ms. Blake confirmed the event went very well and 8 businesses attended.

MA Thode agreed it was a great networking event and that the Owner of Key Bank, who organized the event, plans to hold these events on a quarterly basis.

ii. Review of Grant Programs (Handout)

1. Overview of City's Grant Award History

MA Thode reviewed the history of Veneta's grant programs

2. Total Amount Awarded v. Total Reimbursed

MA Thode highlighted the current status of reimbursements for awarded grants.

### 3. Review of Current Grant Programs

MA Thode noted that several programs were retired or restructured and listed the city's current grant programs:

- Business Grant Program
- Commercial Development Incentive Program
- Redevelopment Programs
  - Veneta Art Mural Program
  - Signage Assistance Program
  - Façade Improvement Program
  - Streetscape Program

Chair Vloedman asked to have a list of Veneta businesses provided to the committee when time allows

#### iii. City Management and Communications Internship TimeLine

MA Thode provided an update on the City Management and Communications Internship position, noting it had been restructured to include a communication component.

MA Thode shared they received 16 applications and hope to have a finalist start in the position early November.

#### iv. Our Dailey Bread Façade Grant Programs

MA Thode reported that Our Daily Bread appeared before the BAC requesting \$10,000 for painting their building exterior. The project was completed at the end of September, with the building now featuring white exterior with blue trim. City Council approved the funding.

#### v. The "Attic" Project Extension Request (verbal)

MA Thode provided an update on the Smith family's request for an extension for The Attic property project. The Development Disposition Agreement (DDA) was set to end in December, but due to project delays, the Smith family requested a one-year extension, which was approved by City Council. Construction work is now visibly progressing, with improvements to both the interior and exterior of the building.

Member Lehman expressed hope that the project would be completed by spring rather than using the full extension period. She further stated she hoped the food trucks would start to have more consistent schedules.

Chair Vloedman asked about the sunset date for the Urban Renewal Agency.

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CA Michel confirmed it would end at the end of fiscal year 2029-30. He further shared that after completing the downtown master plan, there might be an opportunity to start a conversation about a new urban renewal district focused on the downtown area.

Member Ingham believed a second urban renewal district may be difficult to garner support.

CA Michel was hopeful that there was a possibility to have those conversations with the other taxing authorities.

6. OTHER

a. Meeting Date and Time

MA Thode opened the discussion about potentially changing the committee's meeting date and time. He explained that at the beginning of the year, the meeting had been moved from the second Wednesday to the third Monday to accommodate committee members' schedules. With changes in membership, there was a request to reconsider the meeting time.

After discussion, the committee agreed that the third Wednesday of each month at 3:30 PM would work better for most members.

**Motion to change the meeting time to the third Wednesday of each month at 3:30 PM.**

**Moved by Member Goodwin.** Second by Vice Chair Lehman.  
**Motion carried unanimously (9-0).**

b. Harvest Festival Follow-up  
i. Bridge Lane – Career and Resource Fair

MA Thode provided a follow-up on Bridge Lane - Career and Resource Fair at the Harvest Festival. He reported that the event was successful with over 400-500 attendees who participated in the resource fair. Feedback indicated it was professionally organized.

MA Thode thanked those members who attended and were able to table at the event. Chair Wright of the Business Assistance Committee sold Veneta merchandise and provided information about the city's grant programs.

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Member Goodwin suggested having maps posted at future events to help attendees locate specific vendors or resources. Thode agreed that as the event continues to grow, better mapping and information would be beneficial.

Council Liaison McCoy announced that the Chamber is collecting donations to replace the large flag at the Westside Shopping Center, which is in poor condition. The estimated cost is approximately \$700, and a donation link has been sent to Chamber members.

Member Haley-Morrell confirmed that the tree lighting ceremony is scheduled for Thursday, December 4th.

MA Thode shared the Dominos Business Registration Application.

Discussion ensued about the new Domino's Pizza vs. Countryside Pizza vs. Figaro's Pizza.

Members Goodwin and Rucker were curious about the \$12.50 registration payment and believed this was very low for a business registration in general. CA Michel explained that the registration was reduced because they submitted their registration after July. Registrations expire at the end of the year, and they will have to submit a new payment for the full \$25 beginning January 1, 2026.

7. NEXT MEETING

a. The next meeting was scheduled for November 19, 2025, at 3:30 p.m.

8. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 4:43 p.m.

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Chair Herb Vloedman

ATTEST:

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Jennifer Mirabile, City Recorder

**From:** [Jacob Thode](#)  
**To:** [Aaron Garcia](#); [Brittany Lehman](#); [contact@gratefulgraffix.com](mailto:contact@gratefulgraffix.com); [haleyscurves@gmail.com](mailto:haleyscurves@gmail.com); [herb@vloedman.com](mailto:herb@vloedman.com); [Len Goodwin](#); [Lewis Rucker](#); [Ric Ingham](#); [Robbie McCoy](#); [Veneta](#)  
**Cc:** [Matt Michel](#); [Jennifer Mirabile](#)  
**Subject:** November EDC Meeting - Five Year Plan Vision and Goals  
**Date:** Friday, November 21, 2025 3:27:00 PM  
**Attachments:** [EDC 5 Year Vision\\_Goals Review.docx](#)  
[Economic Development Strategy Plan 2021 to 2025 \(PDF\) \(1\).pdf](#)

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Good Afternoon EDC,

Hope you all are having a fantastic week ahead of Thanksgiving.

I'm following up after cancelling this month's meeting. As I mentioned in my previous email, our December meeting will focus on the City's Five-Year Economic Development Strategy. We'll begin discussing the plan and identifying which action items the committee should prioritize as our current plan approaches its conclusion. I've attached a copy of the strategic plan for your reference.

Ahead of that discussion, I'm asking all committee members to take a moment to familiarize yourselves with the plan's vision and goals. I've prepared a short memo outlining the plan's structure, the City's economic development vision, and the four associated goals. At our December meeting, I'd like to briefly review each of these areas together. I expect this to be a slow and deliberate process to ensure we all have the same understanding before we move forward and begin evaluating the plan's strategies and action items.

Please let me know if you have any questions or comments before the meeting.

As a reminder, our next meeting is scheduled for **Wednesday, December 17th, at 3:30 PM**.

Take care, and Happy Thanksgiving

**Jacob Thode**

Management Analyst

City of Veneta

Office: 541-935-2191 Ext. 312



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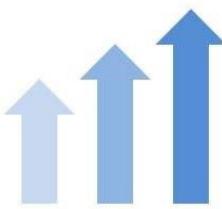
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## AGENDA ITEM SUMMARY



### Economic Development Committee



#### TITLE/TOPIC: Updating Veneta's Economic Opportunity Analysis

Meeting Date: December 17, 2025

Department: Economic Development

Staff Contact: Jacob Thode

Email: [jthode@venetaoregon.gov](mailto:jthode@venetaoregon.gov)

Telephone Number: 541-935-2191

#### ISSUE STATEMENT

Information Only.

#### BACKGROUND

On October 10, 2025, staff submitted a grant application to the Oregon Department of Land Conservation and Development (DLCD) requesting \$60,000 to update the City's Economic Opportunity Analysis (EOA). On December 9, 2025, the City was informed that we were awarded \$40,000 (Attachment 1). Grant funding will support development of a new EOA as part of the City's update to Veneta's Comprehensive Plan. In addition, these funds will be used to prepare a new five-year Strategic Plan and a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis (Attachment 2).

As part of the grant, the City has allocated matching funds to complete a Buildable Lands Inventory (BLI) and Housing Needs Analysis, as well as a new Retail Market Analysis. These documents are separate from the EOA; however, they will provide essential supplemental information toward the City's goal of updating the Economic and Housing elements of the Comprehensive Plan.

Staff is currently scoping the final details of the project, which will likely be divided into two components: Commercial and Residential. The Commercial component will include development of the EOA, a Retail Market Analysis, and a commercial BLI. The Residential component will focus on residential development, including the residential BLI and Housing Needs Analysis. Both projects are expected to begin in January and will likely take 12 to 18 months to complete.

The City is also exploring potential cost savings through partnerships. Lane Council of Governments (LCOG) is in the initial phase of developing residential BLIs for Cottage Grove, Coburg, and Creswell. While their focus is on residential lands, staff is evaluating opportunities to collaborate with LCOG to include Veneta in this effort. In addition, the City received a separate grant through DLCD's Housing Planning Assistance Program to update the development code and housing strategy, which may further reduce costs associated with updating the Housing Analysis.

## RELATED CITY POLICIES

- Comprehensive Plan — Residential Land and Housing Element, Policies 1 & 2
  - *Provide an adequate supply of residential land to meet the 20-year projected demand for 2013–2023.*
  - *Encourage a variety of residential neighborhoods, including areas with a mix of housing types and mixed-use neighborhoods where commercial and residential uses are blended.*
- Downtown Master Plan — Market Opportunities: Business Retention and Expansion (Section J)
  - *Identify prime and appropriate sites for future lodging facilities.*

## COUNCIL OPTIONS

None.

## CITY ADMINISTRATOR'S RECOMMENDATION

None.

## SUGGESTED MOTION

None.

## ATTACHMENTS

1. Letter of Intent to Award Funding
2. DLCD Technical Assistance Grant Submission



# Oregon

Tina Kotek, Governor

## Attachment 1. DLCD Letter of Intent to Award

### Department of Land Conservation and Development

635 Capitol Street NE, Suite 150  
Salem, Oregon 97301-2540

Phone: 503-373-0050

Fax: 503-378-5518

[www.oregon.gov/LCD](http://www.oregon.gov/LCD)

December 9, 2025

City of Veneta  
88184 8 Street  
Veneta OR, 97418  
Jacob Thode, Management Analyst  
[Jthode@venetaoregon.gov](mailto:Jthode@venetaoregon.gov)



SENT VIA E-MAIL

#### RE: Notice of DLCD Technical Assistance Decision

Dear Jacob,

I am very pleased to offer the City of Veneta a Technical Assistance grant award for 2025-2027. Your application was selected from among 46 proposals submitted to the Department of Land Conservation and Development for this biennium. Your proposal aligns well with the priorities established in the Land Conservation and Development Commission's Grants Allocation Plan and other approval criteria. The department is prepared to fund the Review of Veneta's Economic Opportunity Analysis and Supporting Documents project for \$40,000.

Please work with your DLCD regional representative to complete a scope of work and grant contract. Once a grant contract is signed by both parties, reimbursable work on the project may begin.

Oregon's current budget provides funding to support the Technical Assistance grant program. Please note, however, in the event of a significant change in state revenue we may be required to limit a portion of the grant award.

If you have any questions about the award, please contact Patrick Wingard, your DLCD regional representative, at 541-393-7675 or [patrick.wingard@dlcd.oregon.gov](mailto:patrick.wingard@dlcd.oregon.gov), or me at (503) 856-6935 or [gordon.howard@dlcd.oregon.gov](mailto:gordon.howard@dlcd.oregon.gov).

Thanks for your interest, and compliments on your successful application. We look forward to working with you on the project.

Yours truly,

Gordon Howard  
Community Services Division Manager

cc: Senator James Manning  
Representative Julie Fahey  
Courtney Flathers, Regional Solutions Team Coordinator  
Patrick Wingard, South Willamette Valley Regional Representative  
Silas Lobnibe, Grants and Periodic Review Coordinator

Attachment 1. DLCD Technical Assistance Grant Application  
**Department of Land Conservation and Development**



**2025-27 TECHNICAL ASSISTANCE GRANT APPLICATION**

Please complete each section in the form below. Type or write requested information in the spaces provided. **Submit completed applications by October 10, 2025.**

**Date of Application:** *October 10, 2025*

**Applicant:** *City of Veneta*

(If council of governments, please also include the recipient jurisdiction name if applicable)

**Street Address:** *88184 8 Street*

**City:** *Veneta, Oregon*

**Zip:** *97418*

**Contact name and title:** *Jacob Thode, Management Analyst*

**Contact e-mail address:** *Jthode@venetaoregon.gov*

**Contact phone number:** *541-935-2191*

**Grant request amount** (in whole dollars): *\$60,000*

**Local Contribution** (recommended but not required): *\$50,000*

**Project Title:**

*Periodic Review of Veneta's Economic Opportunity Analysis and Supporting Documents*

**Project summary:** (Summarize the project and products in 50 words or fewer)

*Veneta will update key economic development plans, focusing on the Economic Opportunity Analysis (2015) and supporting plans including the Residential Buildable Lands Analysis (2014), Retail Market Analysis, SWOT Analysis, and a five-year strategic plan to reflect current conditions, guide future growth, and maintain compliance with Statewide Planning Goals 9 and 10.*

**Grant Type:**

**Direct Grant:** Will this be a direct grant? Yes  No

If yes, will a consultant be retained to assist in completing grant products? Yes  No

**DLCD-provided Consultant:** Do you want DLCD to provide and manage a consultant to assist in completing grant products? Yes  No

## Project Description & Work Program

Please describe the proposed project, addressing each of the following in an attachment.

### **Project Details**

This project is part of a multi-year program to modernize Veneta's economic development planning. The City recently received a Housing and Planning Assistance grant through DLCD to update the development code and housing strategy. While this EOA update is independent of the housing analysis project, findings from both projects will be incorporated where possible. This phase will conclude with the updated Economic Opportunity Analysis (EOA), which will later inform an update to the City's Downtown Master Plan.

### **Project Goals and Objectives**

#### **Primary Goal: Update the Economic Opportunity Analysis (EOA)**

The primary goal is to update Veneta's Economic Opportunity Analysis as part of the Comprehensive Plan, in compliance with Oregon's statutory Goal 9. The last EOA was completed in 2015, and the City's economic conditions, growth patterns, and priorities have changed significantly over the past decade. Veneta experienced record growth during this period, and a new plan is required to sustain and plan for new commercial and residential development.

#### **Goal 1 Objectives:**

- Update the EOA using previous plans, a new Buildable Lands Analysis (2014), Retail Market Analysis, and updated Housing Strategy.
- Analyze current and projected employment trends, labor force conditions, and land demand for employment uses.
- Develop an economic development vision aligned with community priorities and regional trends.
- Recommend amendments to the Comprehensive Plan and Land Use Code to support sustainable growth.

#### **Secondary Goal: Update the Buildable Lands Inventory (BLI)**

The secondary goal is to update the Comprehensive Plan's BLI, in compliance with Oregon's statutory Goal 10. The previous BLI, completed in 2014 alongside the Housing Needs Analysis, informed the 2015 Comprehensive Plan. An updated BLI is necessary to accurately support the EOA update.

#### **Goal 2 Objectives:**

- Incorporate findings from the previous BLI.
- Analyze current conditions, including land use, zoning, and infrastructure constraints.
- Identify buildable commercial and residential land and compare supply and demand for employment and housing.

#### **Final Goal: Update EOA Supplemental Documents**

The final goal is to supplement the EOA with a Retail Market Analysis, SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis, and Five-Year Strategic Plan. The last Retail Market Analysis was completed in 2006, and the current 5-year plan will conclude in December of 2025. These documents will guide City staff, Veneta Economic Development Committee and the Planning Commission in implementing the City's economic development vision.

## Attachment 1. DLCD Technical Assistance Grant Application

**A. Goals and Objectives.** State the goals or overall purpose of the project. Describe particular **objective(s)** the community hopes to accomplish. Please indicate whether this is a stand-alone project or is part of a longer multi-year program. If it is the latter, describe any previous work completed, subsequent phases and expected results, and how work beyond this project will be funded.

**Goal 3 Objectives:**

- Finalize a Retail Market Analysis identifying market gaps, shortages, and current supply and demand trends.
- Complete a Five-Year Strategic Plan to guide City staff, Economic Development Committee and Planning Commission.
- Conduct a SWOT Analysis to identify internal and external factors affecting Veneta's economic development and inform strategy decisions.

**B. Products and Outcomes.** Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

By the end of this project, the City of Veneta will produce several key planning documents to guide long-term economic development, inform land use decisions, and ensure compliance with Statewide Planning Goals 9 and 10.

**Primary Product: Updated Economic Opportunity Analysis (EOA)**

The EOA will serve as the foundation for updating the Comprehensive Plan's economic development policies. It will include:

- Analysis of current and projected employment trends, labor force conditions, and sectors with growth potential.
- Comparison of employment land demand with supply identified in the updated Buildable Lands Inventory (BLI).
- A new economic development vision aligned with community priorities and regional trends.
- Recommended amendments to the Comprehensive Plan and Land Development Ordinance to support employment growth and regulatory efficiency.

**Expected Outcomes:**

- Data-driven understanding of Veneta's economic direction and land needs for employment over the next 20 years.
- Stronger foundation for zoning decisions and infrastructure investment.
- Improved alignment between the City's economic goals and regulatory framework.

**Secondary Product: Updated Buildable Lands Inventory (BLI)**

The BLI will identify and categorize land available for future residential and employment uses, based on:

- Review of zoning, land use, and infrastructure constraints.
- Analysis of land availability by type (residential, commercial, industrial).
- Comparison of projected land need vs. supply to assess sufficiency within the Urban Growth Boundary.

**Expected Outcomes:**

- Reliable data for housing, economic development, and infrastructure planning.
- Identification of potential zoning or Urban Growth Boundary adjustments.
- Alignment w/ Veneta's updated Housing Strategy and Code Update work.

**Supplemental Products: Supporting Documents for the EOA**

- **Retail Market Analysis** –identifying retail leakage, supply-demand trends, and strategies for attracting and retaining commercial activity.
- **SWOT Analysis** – Community-informed assessment of Veneta's economic strengths, weaknesses, opportunities, and threats to guide vision-setting and strategy.

- **Five-Year Economic Development Strategic Plan** – Short-term action plan for City staff and the Economic Development Committee, with prioritized strategies, timelines, responsibilities, and resource considerations.

**Expected Outcomes:**

- Immediate, actionable direction for City Staff, and City advisory committees (Economic Development Committee and Veneta Planning Commission.)
- Tools to support grant applications, local businesses, development, recruitment, and strategic partnerships.

**C. Equity and Inclusion Considerations.** Using the [TA Grant Equity Guidance](#), identify priority populations in the project planning area. Describe the anticipated impact of your proposed project on priority populations. Describe a preliminary outreach and engagement plan with specific goals and outcomes for participation of priority populations in the project. Include specific tasks and products related to the outreach and engagement plan in sections D and E.

## Priority Populations

### 1. Households w/ Low Income

- a. While Veneta has a lower poverty rate (~8%) than the state average, its median household income is lower than both Lane County and the State of Oregon. This indicates that many working households may be economically constrained, despite not meeting federal poverty thresholds. By updating the City's economic outlook, the project aims to identify pathways to higher-wage employment and create local job opportunities for skilled and semi-skilled labor, helping to lift incomes and reduce economic vulnerability.

### 2. Seniors

- a. Veneta has a higher-than-average proportion of older adults, with 10.7% of the population aged 65 or older, and a median age of 47.5, over 7 years older than the median age for both Lane County and the state. Seniors often face fixed incomes, mobility constraints, and housing accessibility issues. This project will consider how land use, retail access, and housing supply can better serve this aging population.

### 3. Youth and Children

- a. Children and youth under the age of 18 account for over 20% of Veneta's population, reflecting a need for long-term livability, family-friendly development, and future employment opportunities.

## Anticipated Impact

1. Identification of employment sectors with growth could lead to new job creation; zoning changes could expand affordable commercial space for minority owned or small businesses.
2. Analysis may reveal need and opportunity for more affordable housing; code amendments might ease regulatory barriers; more buildable residential land could reduce cost pressures.
3. Improved retail amenities and services might fill gaps that benefit LEP, low income, seniors; better land planning may improve walkability, transit, recreation.

## **Primary outreach**

1. City Communication
  - a. The City will develop materials to disseminate throughout the community, on the City's website, and on social media. Flyers will be strategically placed at areas that serve our priority populations, including at the local schools, library, and senior centers.
2. Opportunities for Engagement and Public Comment
  - a. Consultants will be asked to include members from our priority populations to participate in workshops, when applicable.
  - b. The City will also disseminate information regarding reviews and adoption of our plans ahead of upcoming Council and advisory committee meetings, encouraging participation from all citizens.

**D. Work Program, Timeline & Payment.**

**1. Tasks and Products:** List and describe the major tasks and subtasks, with:

**Task #1: Develop Request for Proposal (RFP) and Scope of Work**

**Subtasks:**

- Draft RFP outline, including scope of work, deliverables, evaluation criteria, and budget.
- Release RFP to relevant consultants and planning firms.
- Advertise on City website, planning forums, and regional networks.

**Final Product:**

- Finalized RFP
- Internal Scoring Rubric

**Task #2: Review Proposals and Award Contract**

**Subtasks:**

- Evaluate proposals using scoring rubric.
- Select preferred consultant and negotiate contract.
- Conduct project kickoff meeting with selected team.

**Final Product:**

- Executed contract with selected consultant.
- Kickoff meeting summary and finalized project timeline.

**Task 3: Complete Buildable Lands and Retail Market Analysis**

**Task 3.a: Buildable Lands Analysis**

**Subtasks:**

- Analyze existing land use data, zoning, and infrastructure constraints.
- Identify buildable commercial and residential land, employment, and comparison of supply and demand
- Prepare draft report
- Engage with stakeholders (e.g., local businesses, developers).
- Review and finalize findings for report.

**Final Products:**

- Final Buildable Lands Analysis Report.

**Task 3.b: Retail Market Analysis**

**Subtasks:**

- Analyze current retail market conditions (market profile, supply and demand, economic constraints.)
- Prepare draft report
- Engage with stakeholders (e.g., local businesses, developers).
- Review and finalize findings for report

**Final Products:**

- Final Retail Market Analysis Report.

**Task 4: Complete Economic Opportunity Analysis (EOA) Update**

**Subtasks:**

- Identify target employment sectors and growth trends.
- Conduct research and incorporate findings from Retail Market Analysis and Downtown Master Plan Update to analyze local labor force, commuting patterns, and industry gaps
- Conduct research and incorporate findings from Buildable Lands Analysis to analyze local employment land demand to available supply.
- Develop Economic Development Vision aligned with City goals.
- Identify key constraints and opportunities for job creation.
- Draft recommendations for Comprehensive Plan and Land Use Code changes.

**Final Products:**

- Updated Economic Opportunity Analysis Report.
- Maps and data tables.
- Policy recommendations and implementation steps.

**Task 5. Complete EOA's Supplemental Planning Documents**

**Subtask 5.1: Five-Year Economic Development Action Plan**

**Subtask:**

- Define short- and mid-term economic development priorities.
- Establish goals, actions, timelines, and responsible parties.
- Align actions with EOA recommendations and funding opportunities.

**Final Product:**

- Five-Year Economic Development Action Plan.

**Subtask 5.2: SWOT Analysis**

**Subtasks:**

- Facilitate stakeholder workshop or online survey.
- Identify Strengths, Weaknesses, Opportunities, and Threats.
- Summarize in matrix format.

**Final Product:**

- SWOT Analysis Appendix to EOA.

**Task 6: Draft and Final Report Preparation and Adoption Process**

**Subtasks:**

- Consolidate all findings and recommendations.
- Prepare public review draft for Veneta Planning Commission and Economic Development Committee.
- Present draft in public hearing
- Revise based on feedback.

Attachment 1. DLCD Technical Assistance Grant Application

2. **Timeline:** List all dates for the project including tentative start date after the contract is signed, task completion dates, and project completion date. If the project is part of a multi-year program, provide an overview of the expected timelines in sequence of expected start dates and completion date for each phase and describe subsequent phases to be completed.

| Task   | Start Date      | End Date     |
|--|-----------------|--------------|
| Task 1-2: Develop and Award Contract               | January, 2026   | March, 2026  |
| Task 3: Buildable Lands and Retail Market Analysis | April 2026      | August, 2026 |
| Task 4: Economic Opportunity Analysis              | September, 2026 | March, 2027  |
| Task 5: Supplemental Documents                     | March, 2027     | May, 2027    |
| Task 7: Final Report Preparation and Adoption      | May 2027        | July, 2027   |

3. **Payment Schedule:** Develop a requested payment schedule showing amount of interim and final payments. Include the products that will be provided with each payment request. The payment schedule should generally include no more than two payments – an interim and final payment.

| Payment         | Award Amount       | Final Deliverables   |
|-----------------|--------------------|--|
| Initial Payment | 50% of Total Award | <ol style="list-style-type: none"> <li>1. Finalized Request for Proposal and Signed Contract</li> <li>2. Buildable Lands Analysis Report</li> <li>3. Retail Market Analysis Report</li> </ol>  |
| Final Payment   | 50% of Total Award | <ol style="list-style-type: none"> <li>1. Final Economic Opportunity Analysis Report; to also include,             <ol style="list-style-type: none"> <li>a. A Five-Year Economic Development Action Plan; and</li> <li>b. A SWOT Analysis.</li> </ol> </li> </ol> |

**E. Evaluation Criteria.** Include a statement in the narrative that addresses the program priorities and evaluation criteria presented in the application instructions (“Eligible Projects and Evaluation Criteria”).

This project aligns with TA grant priorities, with economic development as the primary focus. It will:

- Promote economic development by updating the City’s EOA, BLI, and supporting documents to guide employment growth and commercial and residential development.
- Update local plans and implementing codes to reflect current conditions and ensure regulatory efficiency.
- Support inclusive planning by engaging priority populations.
- Plan for future development by analyzing land supply and projected employment growth.

Additionally, this project contributes to a voluntary periodic review program, providing a framework for integrating housing, employment, and retail market analyses into comprehensive economic planning, serving as a model for other communities addressing growth and alignment with statewide planning goals.

**F. Project Partners.** List any other public or private entities that will participate in the project, including federal and state agencies, council of governments, city and county governments, and special districts. Briefly describe the role of each (e.g., will perform work under the grant; will advise; will contribute information or services, etc.).

1. **Oregon Department of Land Conservation and Development (DLCD)** – Provides funding through the Technical Assistance grant (if funded), offers guidance on compliance with Statewide Planning Goals, and currently funding/assisting with the City’s concurrent Housing Analysis update
2. **City of Veneta Staff** – Project management, data collection, coordination of public outreach, and implementation of recommendations.
3. **Consultant Team (TBD)** – Conduct technical analyses, including updates to the Economic Opportunity Analysis, Buildable Lands Inventory, Retail Market Analysis, SWOT Analysis, and Five-Year Strategic Plan. =
4. **Veneta Economic Development Committee (EDC)** – Advisory role, provide local economic insights, review draft materials, and support public engagement efforts.
5. **Veneta Planning Commission** - Advisory role, provide local planning insights, review draft materials, recommendation to City Council, and support public engagement efforts.

**G. Advisory Committees.** List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program. Include specific goals for participation by priority populations in advisory committees.

The City will establish a joint advisory committee to guide both the Technical Assistance Grant and Housing Focused- Downtown Master Plan Update, of which the City was just awarded funding through DLCD. This committee will include Planning Commission and Economic Development Committee members and a mix of community representatives with expertise in housing, development, equity, and land use. The Planning Commission may also serve as the recommending body for code amendments and the Housing Production Strategy (HPS), helping ensure alignment across both projects. The Economic Development Committee may serve as the recommending body for reviewing draft reports and key documents, along with the Planning Commission.

If the TA grant is not funded, the City will still form a dedicated advisory group with similar representation. The Planning Commission will serve in its advisory capacity and additional housing-focused members will be appointed to guide the work, review key materials, and support adoption of the final products.

**I. Cost-Sharing and Local Contribution.** DLCD funds are only a part of overall project costs; please identify sources and amounts of other funds or services that will contribute to the project's success. Cost-sharing (match) is not required but could be a contributing factor to the success of the application.

The City of Veneta will contribute significant in-kind staff time toward project management, coordination, and public engagement, including support from the Community Development Director, Associate Planner, Management Analyst and other staff. The Planning Commission and Economic Development Committee will also serve as an advisory body.

In addition, the City recently received a Housing and Planning Assistance grant from DLCD to fund an updated Housing Analysis, with a primary focus on the downtown area.

The City will also provide a \$50,000 cash match toward this project to support its successful completion. Combined, these contributions demonstrate strong local investment and capacity to implement the project effectively.

### **Local Official Support**

The application ***must include a resolution or letter from the governing body*** of the city, county, district, or tribe demonstrating support for the project. If the applicant is a council of governments on behalf of a city, a letter or resolution from the city council supporting the application must be included. *The application will not be complete if it does not include this item.* The letter of support may be received by DLCD after the application submittal deadline, but it must be received before a grant is awarded.

The City of Veneta will provide a resolution from the City Council demonstrating support for this project. The resolution will be presented in November, prior to the grant award date

**Product Request Summary**

| Product                            | Grant Request           | Local Contribution      | Total Budget             |
|------------------------------------|-------------------------|-------------------------|--------------------------|
| Economic Opportunity Analysis      | \$ <u>50,000</u>        | \$ <u>0</u>             | \$ <u>50,000</u>         |
| Retail Market Analysis             | \$                      | \$ <u>20,000</u>        | \$ <u>20,000</u>         |
| Buildable Lands Inventory Analysis | \$                      | \$ <u>30,000</u>        | \$ <u>30,000</u>         |
| 5-Year Action Plan                 | \$ <u>5,000</u>         | \$ <u>0</u>             | \$ <u>5,000</u>          |
| SWOT Analysis                      | \$ <u>5,000</u>         | \$ <u>0</u>             | \$ <u>5,000</u>          |
| <b>TOTAL</b>                       | <b>\$ <u>60,000</u></b> | <b>\$ <u>50,000</u></b> | <b>\$ <u>110,000</u></b> |

Submit your application with all supplemental information to:

DLCD's Grant Administrator

E-mail (required): [DLCD.GFGrant@dlcd.oregon.gov](mailto:DLCD.GFGrant@dlcd.oregon.gov)

Mail: Department of Land Conservation and Development  
635 Capitol Street N.E., Suite 150  
Salem, OR 97301

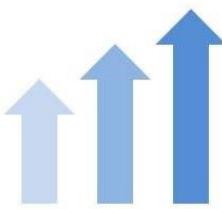
Phone: 971-239-2901

**APPLICATION DEADLINE: October 10, 2025**

## AGENDA ITEM SUMMARY



### Economic Development Committee



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#### TITLE/TOPIC: Development of Lot 602

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Meeting Date: December 17, 2025

Department: Economic Development

Staff Contact: Jacob Thode

Email: [Jthode@venetaoregon.gov](mailto:Jthode@venetaoregon.gov)

Telephone Number: 541-935-2191

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#### ISSUE STATEMENT

- 1) What type of development should the City pursue on Lot 602?
- 2) What next steps should staff take towards incentivizing development on Lot 602

#### BACKGROUND

The City of Veneta owns property on the southeast corner of Jack Kelly Drive and 8th Street, known as Lot 602. The site remains undeveloped and is in the final phase of being elevated out of the floodplain. The property has also been identified as surplus. On December 8, 2025, City Council directed staff to research and evaluate feasible development strategies for the property. Staff is seeking direction from the EDC as to what direction the City should take.

#### History

In 2010, the City issued a Request for Proposals (RFP) for lodging-related development, encouraging proposals that included supportive retail and dining uses. Although the site was highlighted in long-range planning documents as a potential lodging location, no proposals were received.

In 2019, City Council directed staff to develop an RFP for mixed-use housing on Lot 400 to help meet Comprehensive Plan goals for increasing housing variety over the next twenty years. Staff has not found any formal documentation of the process and believes the City again received no responses.

#### Site Development

In 2010, the City placed fill on the property to lift it out of wetlands and make it more suitable for development. Additional fill was added in 2023 to continue elevating the lot above the floodplain. On August 8, 2023, Lot 602 received a no-rise certification confirming the elevation change would not affect flood levels along the Long Tom River. Fill placement and grading are currently ongoing and expected to be completed by the end of 2025.

### Additional Context

Over the past year, the Fern Ridge Advocates for the Unhoused Group (FRAUG) has prioritized expanding transitional housing capacity within city limits. The group created a steering committee to identify potential sites for shelters and temporary housing, and Lot 602 is one of the candidate locations.

Separately, staff is actively pursuing grant funding to support wetland mitigation and associated improvements within Lot 400 and along Jack Kelly Drive. These improvements to adjacent properties may significantly influence the types of development that are feasible or appropriate for Lot 602.

Staff is seeking direction from the EDC regarding the following:

1. What type of development should the City pursue on lot 602 (e.g., lodging, mixed-use, transitional housing, or other community-serving uses)
2. What next steps should staff take toward incentivizing development on Lot 602?

Staff suggests the EDC recommend that the City pursue a development on Lot 602 that is both feasible and meets the community needs. Prior attempts at developments have failed, in part, seemingly due to unrealistic expectations of market conditions. Staff recommends that the EDC direct staff to conduct and prepare a market feasibility analysis to determine the type development that could be viable and could succeed within the current economic market.

### RELATED CITY POLICIES

- Comprehensive Plan — Residential Land and Housing Element, Policies 1 & 2
  - *Provide an adequate supply of residential land to meet the 20-year projected demand for 2013–2023.*
  - *Encourage a variety of residential neighborhoods, including areas with a mix of housing types and mixed-use neighborhoods where commercial and residential uses are blended.*
- Downtown Master Plan — Market Opportunities: Business Retention and Expansion (Section J)
  - *Identify prime and appropriate sites for future lodging facilities.*

### COMMITTEE OPTIONS

ISSUE 1: What type of development should the City pursue on Lot 602?

- Option 1: Recommend Veneta City Council pursue a lodging development on Lot 602.
- Option 2: Recommend Veneta City Council pursue a mixed-use development on Lot 602.
- Option 3: Recommend Veneta City Council dedicate Lot 602 for [STATE PURPOSE].
- Option 4: Take no action at this time; tabling the discussion until staff prepares more information on the site's feasibility.

ISSUE 2: What next steps should staff take towards incentivizing development on Lot 602?

Option 1: Direct staff to continue to pursue strategies to incentive mixed-use housing on Lot 602

Option 2: Direct staff to pursue strategies to incentive temporary lodging and supported commercial retail on lot 602.

Option 3: Direct staff to further research and evaluates feasible development strategies for Lot 602, including the development history and by conducting a marketability analysis.

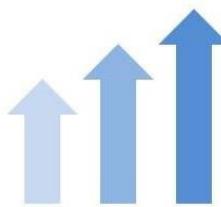
Option 4: Direct staff to evaluate Lot 602 for [STATE PURPOSE].

Option 5: Take no action at this time.

## AGENDA ITEM SUMMARY



# Economic Development Committee



### TITLE/TOPIC: 2021-2025 Five-Year Economic Development Strategy Review

Meeting Date: November 19, 2025

Department: Economic Development

Staff Contact: Jacob Thode

Email: [jthode@venetaoregon.gov](mailto:jthode@venetaoregon.gov)

Telephone Number: 541-935-2191

#### ISSUE STATEMENT

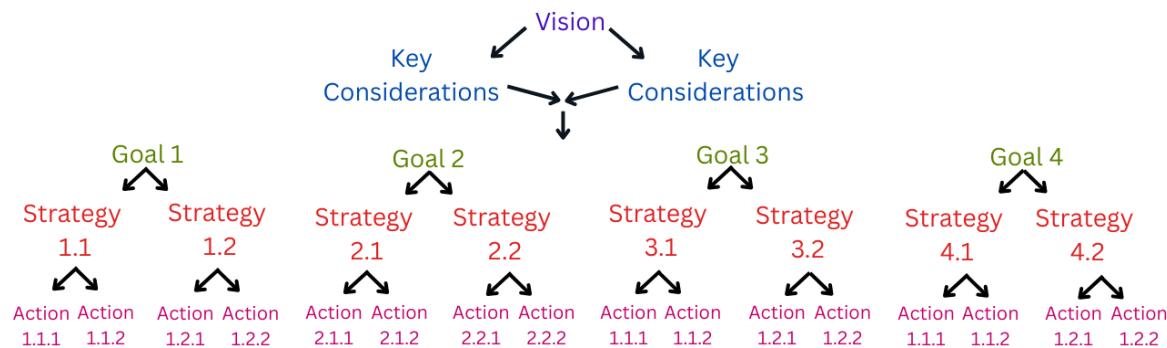
Information only.

#### BACKGROUND

The EDC's current Five-Year Economic Development Strategic Plan concludes in December 2025. The City intends to develop a new Five-Year Plan in coordination with the upcoming update to the Economic Opportunities Analysis (EOA). That project is scheduled to begin in early 2026 and conclude in 2028.

In the meantime, the Committee has elected to review the existing plan and evaluate what has been accomplished to date. The outcome of this review will help determine which goals, strategies, and actions the EDC should continue to prioritize until the next Five-Year Plan is drafted.

To frame this discussion, the EDC's current 5-year Economic Development Strategy Plan organizes its vision and goals through a structured hierarchy. See image below.



The plan begins with a community-derived Vision Statement, informed in part by public outreach conducted during the 2015–2019 E.D. Strategic Plan. The vision also includes two Key Considerations that apply across every goal. These three complements establish the foundation for the committee's outlined goals.

With its vision and key consideration in mind, the Plan then outlines four economic development goals:

1. Economic Development Commitment
2. Business Retention Expansion and Recruitment and Entrepreneurial Development
3. Retail and Commercial Development
4. Infrastructure Improvements.

Each goal is supported by multiple Strategies, which define the general approaches the City will take toward each economic development goal. Each strategy then develops into more specific Actions, which outline the tasks, programs, or ideas for carrying out each strategy.

Prior to developing a new Five-year Plan, the Committee will review all existing goals and strategies, identify which actions have been completed, and determine which should remain priorities through 2027. See Attachment 1.

#### RELATED CITY DOCUMENTS

- City of Veneta Economic Development Strategy 2015- 2019
- City of Veneta Economic Development Strategy 2021 – 2025

#### ATTACHMENTS

1. Veneta's Economic Vision/Goals

# Veneta's Economic Vision/Goals

## 2021-2025 Five-Year Economic Development Strategy

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### Vision

*The City of Veneta vision is that it will be a “complete community” that provides a variety of job opportunities, local services, and residential opportunities while focusing on collaboration and partnerships to implement community and economic development activities.*

### Key City Considerations

(to be considered with each goal)

**Resilience.** *The City aspires to be a close-knit community that is prepared to respond to natural, economic, and manmade disasters*

**Equity and Inclusion.** *The City and its partners are committed to building an economy that works for all of its residents by curating resources and targeting activities that are accessible to people of all race, income levels and status.*

### Goals

#### Goal 1. Economic Development Commitment

Purpose: An effective economic development strategy requires that a community be transparent with its processes, take a collaborative approach toward delivering programs to foster growth and meaningfully engage local businesses in determining the future of Veneta's economy.

Veneta's Role: Is to be a coordinator of economic services through consistent communication with the public and by funneling the needs of its business community to relevant governments and providers.

Expectation over the previous five years: *Veneta will identify ways to link and leverage regional, state, and federal resources to deliver services and connect businesses to specialist providers.*

#### Goal 2. Business Retention, Expansion and Recruitment [BRE] and Entrepreneurial Development

Purpose: A key to sustainable economic development is identifying, nurturing, and growing the businesses and entrepreneurs already present in the community. These businesses are more likely to put down roots and commit themselves to growing with the community into the future. However, being aware of Veneta's comparative advantages will allow it to attract outside interest when the moment presents itself

Veneta's Role: Is to provide a central touch point for local businesses and those interested in moving to the community.

Expectation over the previous five years: *The City will listen to its business community, support its entrepreneurs, and represent the best of what the community has to offer to prospective parties*

### **Goal 3. Retail and Commercial Development**

Purpose: A business community cannot thrive without responsive land use policy and available real estate. Property owners in key districts, developers and entrepreneurs need to coordinate to create the kinds of spaces where business thrives.

Veneta's Role: Is to provide responsive and reasonable policy that will guide the development of a desirable, "livable" complete community by the private sector.

Expectation over the previous five years: *The City will work with landowners, developers, and business owners to create the conditions necessary for retail and commercial growth*

### **Goal 4. Infrastructure Improvements**

Purpose: Cities provide pivotal and crucial infrastructure and services to residents and businesses. The built environment and available utilities create the conditions necessary for a productive economy and an attractive community. 21st century developments, like high-speed internet and interwoven communal greenspace will create a place where future industry can thrive.

Veneta's Role: Is to maintain a useful and attractive built environment, and to bridge the gap between private and public sector utilities.

Expectation over the previous five years: *The City will continue with momentum it has gained through consistent infrastructure upgrades and new community amenities by connecting residents with high-speed internet through public and private partnerships and by implementing the community spaces that represent the bioregion*