

City News

September 2020

shopfernridge.com - Online Marketplace to Launch in September

The City of Veneta continues to support local businesses with this month's launch of shopfernridge.com. The online marketplace enables local entrepreneurs and vendors to continue offering their custom and handmade items for sale, even as Veneta's Downtown Pop-Up Retail District's summer seasons come to an end.

"The weather may be changing, but you can still support the community and the local economy while buying products made by your friends and neighbors," said the City's Management Analyst Jana Weaver. "The City is excited to help these emerging businesses thrive."



Shopfernridge.com will initially host products from 16 local vendors, including Zig Zag Bag, Knot-works by Heart, Moon-dance Pottery, Bella's LuvBar Butter, and Aida Food Company. It will expand as vendors are ready to join the network.

"For the first six

months, the site will be free to vendors, and customers will get free shipping as well, so everybody wins," Weaver said.

In rural areas like Veneta, small businesses drive the economy and are responsible for almost all job growth. But the rate of self-employment in rural areas has fallen by 20 percent in the past 30

(See Marketplace page 2)

Celebrate the Season at the 11th Annual Harvest Festival

Believe it or not, fall is nearly here! That means it's time to shop, dine, and celebrate at the 11th Annual Veneta Harvest Festival, Sept. 12 from 10:00 a.m. to 3:00 p.m.

Held on Broadway St. in downtown Veneta, this one-day event features dozens of vendors, a food court, and silent auction baskets. The festival runs in conjunction with Ve-

neta's Downtown Farmers' Market, Downtown Pop-Up Retail District, and the Annual Veneta-Fern Ridge Chamber of Commerce Chili Cook-Off.

Organized by Mid Lane Cares (MLC), the Harvest Festival is a fun community event that benefits the Fern Ridge Service Center and its programs. During the fes-

tival, MLC will kick off its annual silent auction fundraiser. Last year's auction featured more than 80 auction items, 40 dessert entries, a 50/50 raffle, and garden baskets raffle.

Things really heat up when the chili is served! Visitors can buy a "flight" of chili for just \$7 and taste every batch. Find one you really like? Go back and buy a bowl!

Other booths include the City of Veneta, Lane Fire Authority, Lane County Sheriff's Office, Kiwanis of Fern Ridge, and Scouts. All vendors will be outside to observe social distancing protocols and food handler's cards are required to ensure a fun and safe event for all.

Sanipac Waste Wizard

Is my pizza box trash or recycle? Can I recycle my #4 plastic container? The answer to all of your recycling questions can be found by typing your item into the Sanipac app and it will let you know which bin to put the item in. It's as simple as that.

Sanipac Waste Wizard

ard is available on the Sanipac website and for download on both ios and android devices.

The link for Sanipac and the Waste Wizard app can be found on the City website at <https://www.venetaoregon.gov/community/page/garbage-recycling>



CIVIC CALENDAR SEPTEMBER 2020

All meetings held at City Hall unless otherwise noted

1	Planning Commission Meeting		6:30 p.m.
2	Park Board Meeting		4:30 p.m.
7	Labor Day		Closed
14	City Council Meeting - Urban Renewal Agency meeting - immediately following		6:30 p.m.
17	Municipal Court		By apt only
28	City Council Meeting		6:30 p.m.
29	Veneta Works/Oregon RAIN (Regional Accelerator Innovation Network) Mentor Meet-up - City Park, E. Broadway		4:00 to 6:00 p.m.

Marketplace Continued...

years, more than double the national rate of overall decline. Supporting entrepreneurs is critical to reversing this trend.

Initiatives such as the online marketplace provide support and fit into the "Veneta Economic Development Strategy: Five-Year Action Plan." The Plan's intent is to help create new employment opportunities in the community by supporting entrepreneurs and creat-

ing a business-friendly environment. By doing so, the City aims to encourage local job creation so residents don't have to commute out of the area. Currently, about 80 percent of Fern Ridge area residents commute to Eugene/Springfield for work, shopping, or entertainment, costing the area an estimated \$3 million in lost retail spending that could stay locally.

"The City is enthusias-

tically working to build a culture of entrepreneurship to create opportunities in the Veneta-Fern Ridge area," said Weaver. "We have done so throughout the summer at the Pop-Up Retail District." Taking that marketplace online will help these emerging businesses grow throughout the year without having a retail storefront. This is particularly important in light of COVID-19.

The Online Marketplace is being launched in partnership with the Foundry Collective and with grant funding from the Ewing Marion Kauffman Foundation and RDI (Rural Development Initiative).

For questions about Veneta's Downtown Pop-Up Retail District or shopfernridge.com, contact Jana Weaver at 541-935-2191 or jweaver@ci.veneta.or.us.

Veneta's Downtown Pop-Up Retail District in Full Swing

The Pop-Up Retail District happens each Wednesday from 5:00 p.m. - 8:00 p.m. and features food

trucks with social distance guidelines being followed and then again on each Saturday from 10:00 a.m. to 2:00 p.m. in conjunction with Veneta Downtown Farmers' Market. This schedule will continue through September 19th.

Please join us for a safe outdoor shopping experience, wear your mask, practice social distancing and support our local entrepreneurs.

