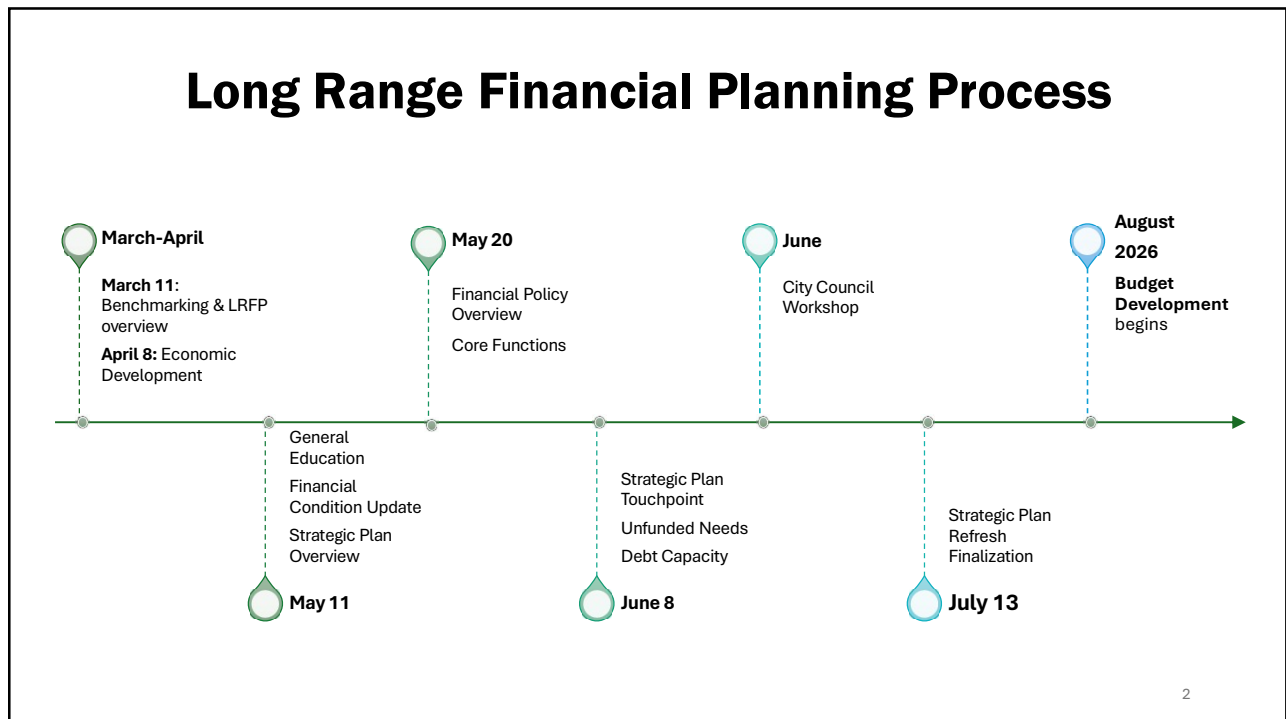




1



2

2



TAG Recommendations

1. Operational Efficiencies and Reductions
2. Revenues
3. Economic Development

2023-2026 STRATEGIC PLAN



- Increase jobs and prosperity and decreased unemployment.
- Support resilient small and local business environment.

3

3

Eugene, OR



Salem, OR



Bend, OR



Boise, ID



Fort Collins, CO



Spokane, WA



4

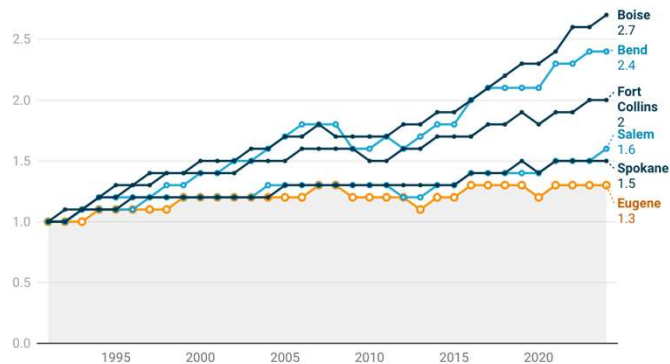
4

Comparable City Employment Growth

Employment in the Eugene area grew **33 percent** between 1991 and 2024, compared to:

- 50% in Spokane
- 60% in Salem
- 96% in Fort Collins
- 143% in Bend
- 167% in Boise.

Metropolitan Employment Indexed to 1991



SME Analysis of Bureau of Labor Statistics Local Area Unemployment Statistics Data

5

5

Household Income by Age

Median Household Income in the Past 12 Months, by Age of Householder (2024)

	TOTAL	Householder under 25 years	Householder 25 to 44 years	Householder 45 to 64 years	Householder 65 years and over
Bend, OR	\$104,031	\$67,433	\$117,692	\$111,442	\$76,075
Oregon	\$85,220	\$46,720	\$98,287	\$102,582	\$60,405
Fort Collins, CO	\$81,199	\$30,576	\$89,820	\$136,647	\$70,499
Boise City, ID	\$81,102	\$46,569	\$96,232	\$95,104	\$62,704
Salem, OR	\$79,638	\$38,107	\$85,565	\$100,879	\$62,438
Spokane, WA	\$78,583	\$45,170	\$89,902	\$89,347	\$54,199
Eugene, OR	\$70,781	\$29,079	\$77,479	\$90,872	\$64,729

Census, ACS 2024 1-year, Table B19049

6

6



7



8



9

Recruitment

The place you've been looking for.

Surrounded by mountains and rivers and endless outdoor recreation opportunities, the Eugene area is the perfect location to open your next satellite office, or expand your remote workforce – in a place that promotes true work-life balance. Local arts, academia, and nearby natural wonders are just a few reasons money.com named Eugene one of the 50 best places to live in 2024.

Welcome to Eugene, Oregon.

Transportation is a breeze...

No matter how you choose to get around, Eugene makes it easy. From its convenient airport to an interconnected bus rapid transit system, commuting here is simple and stress-free. Combined with 64 miles of shared-use paths and a bikeability score of 72, navigating Eugene is a breeze.

This is a place that nurtures a culture of innovation. We innovate in diverse industrial sectors—including our robust education and gaming-software industry and our rich food and beverage industry with its ever-evolving products. We've even innovated in the shoe industry, when a little company experimented with running shoes and a waffle iron.

Research and educational partners collaborate with the public and private sectors so that we all inter-dependently support success, persistently finding new solutions to opportunities and challenges.

- Access to new talent pipelines from the University of Oregon, Oregon State University, Bushnell University, and Lane Community College
- 44% of Eugene's population has a bachelor's degree or higher
- Direct flights to more than 75 major cities and international hubs including Denver, Seattle, Los Angeles, Dallas, Las Vegas, and more
- Commercial gigabit internet widely available

Cost of Living

City	Index
US Average	100
Eugene	106.6
Austin	129.1
Phoenix	113.6
Salt Lake City	121.3
San Diego	154.9
San Jose	231.8
Seattle	158.1

Source: BLSdata.net, 2024

Median Home Values

City	Value
Eugene	\$178,640
Austin	\$546,619
Phoenix	\$427,882
Salt Lake City	\$551,769
San Diego	\$1,421,655
San Jose	\$1,461,023
Seattle	\$879,412

Source: Zillow Home Value Index, MortgageMall.com, March 2024

Bikeability Score

City	Score
Eugene	72
Austin	54
Phoenix	56
Salt Lake City	74
San Diego	43
San Jose	62
Seattle	71

Source: Walk Score, 2024

Average Travel Time to Work

Source: US Census, 2022 American Community Survey, 5-minute estimates

10

Partnerships and Regional Coordination



11

Evaluating capacity: economic development



12

12

Responding to the goal



Business Development Manager

Serves as lead for achieving economic growth goals

- City rep. for regional strategy
- Develops action plan
- Executes action plan



Business Development Analyst

Implementation support for priority / action plan items

- Project management
- Financing tools
- Program operations



Housing Production Analyst

Implements tools / programs to increase overall housing supply

- Project management
- Financing tools
- Program operations



Development Liaison

Position in Building Permit Services (BPS)

- Supports permit applicants
- Implements improvements
- Communications

13

13

Investment

Cost of proposal: \$800k

Compared to goals proposed by TAG (by 2036)

Cost of proposal: \$800k

New COE taxes: \$10.0M

Return on Investment: 1150%

14

14

How to measure success

Outputs	Regional planning completed
	Business contacts continued
	Recruitment efforts continued
Key Measurables	Job growth 1.5% annual growth 3x current rate
	Household growth 1.0% annual growth 5x current rate
	Owner-occupancy rate trend toward Oregon average current gap is 15.8%
	Homelessness rate trend toward Bend/Salem rates current gap is 1.2-4.1/1000
	Median household income trend toward Oregon average current gap is \$14,497
	Percent in poverty trend toward Oregon average current gap is 4.6%
	Employment indexed to 1991 trend towards Salem/Bend rates current gap is 0.3-1.1
	Employment relative to pop. growth employment growth exceed pop. growth rate
TAG Target	\$25M tax revenue growth by 2036

15

15

Opportunity: Southern Willamette Valley Innovation Corridor



A unified regional strategy to solve a long-standing competitiveness gap

City Manager
Assistant City Manager
Planning & Development Exec.

Community Development Dir.
Prosperity Section Manager

Project/program development & implementation

Business Liaison
Loan Analyst

16

16

Possible Action:

Direct the City Manager to add three economic development positions to the FY26/27 Supplemental Budget