



Department of Land Conservation and Development
2015-17 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 September 30, 2015**.

Application Date: September 30, 2015

Applicant: City of Veneta

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

Address: PO Box 458

City: Veneta

Zip: 97487

Phone: 541-935-2191

Contact name and title: Kay Bork, Community Development Director

Contact e-mail address: kbork@ci.veneta.or.us

Grant request amount (in whole dollars): \$49,000.00

Local Contribution (recommended but not required): \$9,500.00

Project Title:

DOWNTOWN VENETA RETAIL MARKET AND DEVELOPMENT STRATEGY

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

The City of Veneta wishes to hire a qualified professional to conduct a Downtown Retail Market and Development Strategy to help the City realize its adopted vision for downtown. The City wants to identify the next retail catalyst project and possible public-private partnership utilizing city property and development incentives.

Project Description & Work Program

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

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 one-biennium, stand-alone project or is part of a longer multi-biennium program. If it is the latter, describe subsequent phases and expected results, any previous work completed, and how work beyond this project will be funded.

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.

C. Work Program, Timeline & Payment.

1. Task(s) and Product(s): List and describe the major tasks and subtasks, with:

- The title of the task
- Steps to complete task
- The interim and final product(s) for each task

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

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.

D. 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”).

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

F. Advisory Committees. List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program, if any.

G. 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.

Will a consultant be retained to assist in completing grant products? Yes No

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.*

Product Request Summary

| Product | Grant Request | Local Contribution | Total Budget |
|----------------|----------------------|---------------------------|---------------------|
| 1 | \$ <u>5,500</u> | \$ <u>1,140</u> | \$ <u>6,640</u> |
| 2 | \$ <u>10,000</u> | \$ <u>1,900</u> | \$ <u>11,900</u> |
| 3 | \$ <u>20,000</u> | \$ <u>3,800</u> | \$ <u>23,800</u> |
| 4 | \$ <u>5,000</u> | \$ <u>950</u> | \$ <u>5,950</u> |
| 5 | \$ <u>2,000</u> | \$ <u>475</u> | \$ <u>2,475</u> |
| 6 | \$ <u>6,500</u> | \$ <u>1,235</u> | \$ <u>7,735</u> |
| 7 | \$ _____ | \$ _____ | \$ _____ |
| 8 | \$ _____ | \$ _____ | \$ _____ |
| TOTAL | \$ <u>49,000</u> | \$ <u>9,500</u> | \$ <u>58,500</u> |

Submit your application with all supplemental information to:

Larry French, Grants Administrative Specialist

E-mail (preferred): DLCD.GFGrant@state.or.us

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

Phone: 503-934-0054

APPLICATION DEADLINE: September 30, 2015

2015 TECHNICAL ASSISTANCE GRANT NARRATIVE DOWNTOWN VENETA RETAIL MARKET AND DEVELOPMENT STRATEGY

Project Objectives

The City of Veneta is in need of a Downtown Veneta Retail Market and Development Strategy (The Plan) in order to evaluate and address the inadequacy of retail services within the downtown area.

Veneta's downtown retail development does not align with the rate of growth within the City. In order to complete the retail market strategy, the City is respectfully requesting TA resources to procure a qualified professional to conduct a downtown retail development and implementation strategy that will help realize the City's adopted vision for downtown. This project is intended to promote economic development in Veneta, specifically retail development downtown. This is a stand-alone project to be accomplished over an estimated ten (10) month period.

Background & Need

Retail development plays a central role in the economic development and quality of life for a city and its region. Thriving retail and local businesses help define the character of a city and provide jobs to local residents.

The City has invested substantial resources into the downtown area, beginning with a ten (10) year Downtown Master Plan developed in 2006 and Next Step Strategies developed in 2008 led by the Oregon Downtown Development Association. The plan was developed to answer the question, "*Which commercial area does the community consider as downtown?*" and to develop a ten (10) year implementation plan.

The City has already realized many of the action items in the Downtown Master Plan. However, Veneta's downtown commercial district continues to languish even though the community is experiencing strong growth (currently the fastest growing community in Lane County). While downtown has not seen significant development, the regional retail center at Hwy 126 & Territorial Rd (West Lane Shopping Center) has leased all but one of several vacant store fronts in the last two years. The most significant tenant is First Call Resolution which employs approximately 275 employees and has plans for expansion.

The most significant project implemented since the downtown plans were adopted is the reconstruction and full upgrade of West Broadway Ave, 2nd, 3rd, and 4th streets, Brooker Lane and the construction of a transit park and ride facility. Road reconstruction included streetscape improvements (trees, lighting, landscaping, and benches) and the installation of sewer. The upgraded streets form the core of downtown and have the potential to serve a pedestrian friendly mixed-use downtown district.

In 2014, the City finalized construction of a brand new 7,200 square foot senior center/food pantry (Fern Ridge Service Center). The City collaborated with local non-profits to raise matching funds and obtain a Community Development Block Grant (CDBG). The City was able to leverage the investment in street upgrades and donate land for the site towards grant matching funds. The new \$1.8 million dollar facility is a vibrant activity center downtown that serves many needs of seniors and low income households. Once the CDBG 65+ age requirement for use of the building dedicated to senior services is lifted in 2019, the City anticipates the service center use will expand and serve as a community center with additional programs and activities.

The Veneta Urban Renewal Agency contributed \$1.2 million towards street upgrades, \$82,000 for a park & ride across the street from the service center, and \$346,000 for the purchase of land for the service center. The Urban Renewal Agency can access up to \$4 million in Urban Renewal Funds for the next identified catalyst project. In addition to financial resources, the City owns approximately 189,000 square feet of commercial property downtown.

The City is committed to economic development activities with the City Administrator and Council compelled to establish it as a high priority for the next several years. Timing of the requested TA funds aligns with economic development activities the City will be undertaking in 2015-16. In 2015, the City adopted an Economic Opportunity Analysis and an Economic Development Strategy: Five-Year Action Plan. As an outcome of the study the City has secured a Resource Assistance for Rural Environments (RARE) participant for 2015-16 who will be tasked with implementing the actions outlined in the economic strategic plan. In anticipation of the work to be performed, the City is re-establishing an Economic Development Committee to guide implementation of the 5-year economic development strategy and who will also help guide development of The Plan.

The City is exploring contracting with Rural Development Initiatives to provide business retention and expansion (BR&E) services which would begin in the winter of 2015/2016. Work tasks to be completed for the Veneta Downtown Retail Development and Action Plan will complement anticipated work to be accomplished as part of the BR&E strategy. Retail demand and leakage analysis will help develop a baseline understanding of today's issues and opportunities including the identification of retail market barriers and issues. Vital stakeholder interviews will build upon outreach to the Veneta business base and ultimately, Veneta can design and implement joint strategies that address issues impacting businesses.

Products, Outcomes & Evaluation Criteria

The City needs to discover and understand retail development potential for downtown with The Plan, including a market demand and leakage analysis. The analysis will define the mix and types of development the downtown can support, barriers to retail development and how they can be addressed. With this information the City would like to identify the next retail catalyst project, explore the potential of a public-private partnership utilizing city owned property and development incentives, and create conceptual development scenarios to be marketed to

property owners, business owners, and prospective entrepreneurs. Finally, the City would like to develop an implementation or action plan that will prioritize projects and action items to be completed in the short term. The Plan and information gathered in developing the plan will undoubtedly increase economic development opportunities and aligns with DLCD's highest program priority approved by the DLCD Commission of promoting economic development.

Proposed Work Program

Downtown Veneta Retail Market and Development Strategy

1. Existing Conditions, Barriers, and Opportunities for Retail Development

Report

(Month 1-3)

Cost: \$5,500

Tasks:

- Define study area
- Assess existing conditions
 - Review relevant economic studies/data.
 - Identify barriers to retail development (i.e. infrastructure issues including storm water, sewer, water, electric, telecommunications, street, sidewalks, parking, and public transportation), private market issues, public sector process issues and land use configuration).
 - Interview existing business and property owners and other stakeholders in retail market to identify barriers, interests, needs.
- Economic Development Committee (EDC) Kick Off Meeting (Staff)
- CDC Meeting #1: Economic Development Committee meeting to present findings and solicit comments.

2. Retail Inventory and Demand Analysis Report

(Month 3-4)

Cost: \$10,000

Tasks:

- Conduct retail inventory of study area.
- Conduct retail demand analysis to determine retail potential and leakage of market area. EDC Meeting #2: Economic Development Committee meeting for consultant to present findings of retail demand analysis.

3. Market Strategy Report

(Month 4-7)

Cost: \$20,000

Tasks:

- Develop market strategy. Market strategy will include but not limited to:
 - Recommendations to address barriers and opportunities to retail development.
 - Identify types, mix, and square feet of businesses downtown can support.
 - Identify public sector projects.
 - Identify possible private sector catalyst projects and public participation (financial or otherwise).
 - Identify financial or other types of incentive programs.

- Create marketing materials.
 - Produce concept illustrations for downtown development to be used for public outreach/marketing.
- EDC Meeting #3: Economic Development Committee meeting to help develop draft market strategy.

4. Implementation Strategy Report (Month 8-9)

Cost \$5,000

Tasks:

- Develop an implementation plan that prioritizes projects and actions to achieve desired outcomes for development.
- EDC Meeting #4: Economic Development Committee meeting to review final market strategy, draft implementation strategy and draft marketing materials.

5. Final Downtown Veneta Retail Market and Development Strategy (Plan) (Month 9-10)

Cost \$2,000

- Present adoption ready Final Plan to City Council/public.

6. Public Outreach (Agendas and meeting summaries) (On-going)

Cost \$6,500

- Conduct a minimum of four (4) Economic Development Committee meetings at appropriate milestones and a final presentation to City Council/public. Meeting schedule to be finalized with selected consultant.

TOTAL: \$49,000

| TIMELINE: DOWNTOWN VENETA RETIAL MARKET AND DEVELOPMENT STRATEGY | | | | | | | | | | | |
|--|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| Task # | Task Description | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 |
| #1 | Existing Conditions and Barriers to Retail Development | ▶ | | | | | | | | | |
| #2 | Retail Demand Analysis Report | | | ▶ | | | | | | | |
| #3 | Market Strategy Report | | | | ▶ | | | | | | |
| #4 | Implementation Strategy | | | | | | | | ▶ | | |
| #5 | Final Plan | | | | | | | | | ▶ | |
| | Kick Off | ✗ | | | | | | | | | |
| | EDC Meeting #1 | | ✗ | | | | | | | | |
| | EDC Meeting #2 | | | | ✗ | | | | | | |
| | EDC Meeting #3 | | | | | | ✗ | | | | |
| | EDC Meeting #4 | | | | | | | | ✗ | | |
| | Public Meeting | | | | | | | | | | ✗ |

Payment Schedule

- Payment #1: (\$15,500): After Task #2 is complete
- Payment #2: (\$33,500): After adoption ready Final Plan has been presented to the City Council.

Project Partners

- Veneta Economic Development Committee (EDC): The City is forming a nine person volunteer Economic Development Committee made up of business stakeholders, City Council and utility representatives. This committee will guide the implementation of the recently adopted Economic Development Strategy. If awarded the grant, this committee will be responsible for reviewing deliverables and advising the procured project consultant. This committee is staffed by the City's RARE participant and City Administrator.
- Lane County Community & Economic Development: Lane County assists rural communities with economic development strategies and marketing. City anticipates coordinating efforts with Lane County to align our needs with available expertise and resources.
- DLCD: The City anticipates participation/review from Tom Hogue, Economic Development Specialist and Ed Moore, Regional Representative.

Cost Sharing/Local Contribution

The City will provide a 19% match towards project costs in cash and in-kind staff time. City of Veneta will provide \$2,500 in cash and at a minimum \$2,500 with dedicated City staff time. In addition, the City will be contributing staff time from a city funded RARE participant who will dedicate about 20% of their time to this project which equates to \$4,500. Staff assigned to this project will be the Veneta City Administrator, RARE participant, Community Development Director and Associate Planner.