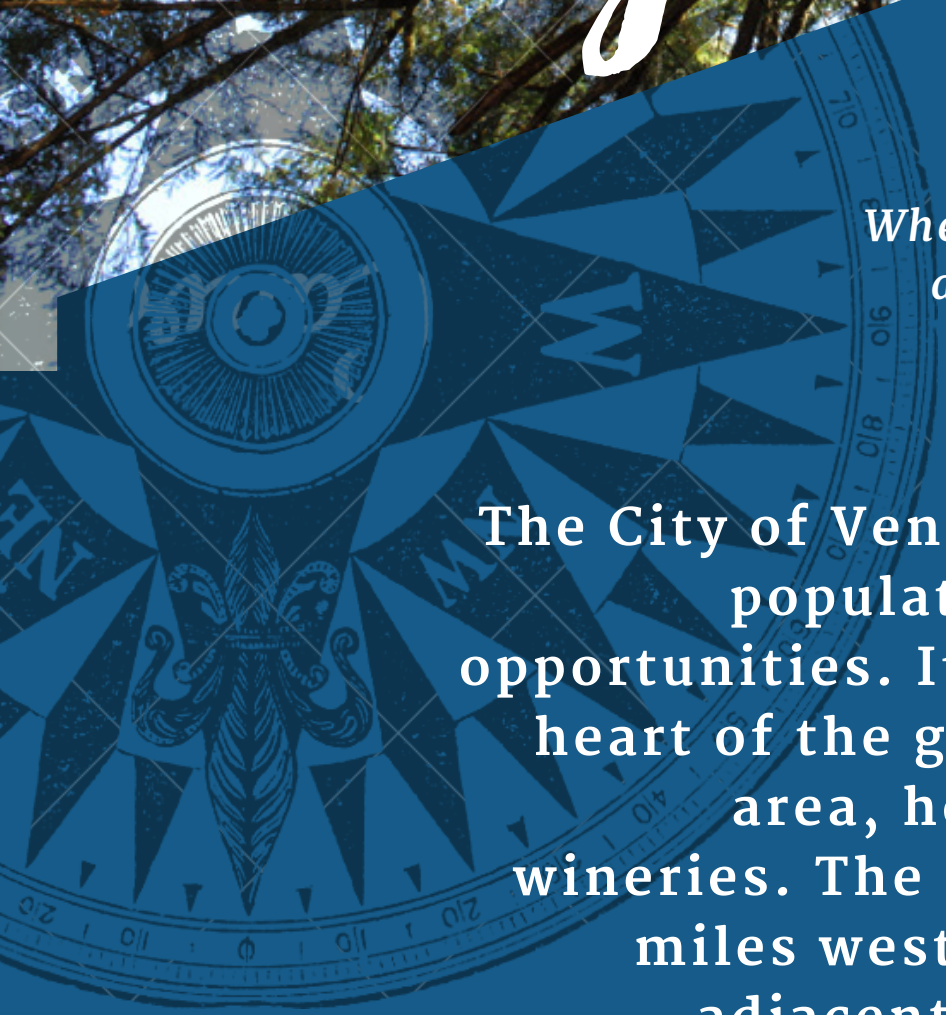




# *Veneta, Oregon*

*Where wine, agriculture,  
and nature abound*

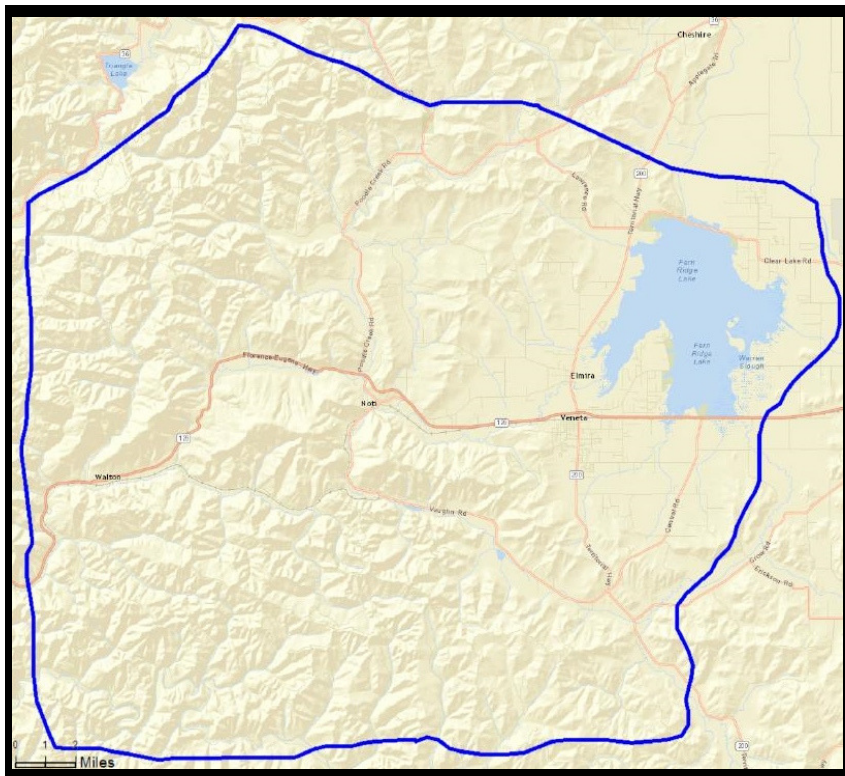


The City of Veneta has a growing population with growing opportunities. It is located in the heart of the greater Fern Ridge area, home to over eight wineries. The City sits fourteen miles west of Eugene and is adjacent to the east slope foothills of the coast range.



# MARKET AREA FACTS 2017

## Market Conditions



Veneta's market area (2016)

### Target Industry Areas

- **Food processing** - with a focus on specialty items
- **Professional, Scientific, and Technical Services** - with a focus on high-tech
- **Secondary wood products** - with a focus on niche markets
- Small-scale or **Specialty Agriculture**, including Greenhouse and Floriculture products
- **Tourism and Wine** industry

### Market Area

#### Income

- Median income is **\$53,876** (higher than County and State averages)
- **20% of households** have an average income of **\$50,000 to \$74,999**; **27% of households** earn between **\$75,000 to \$149,000**

#### Population

- **4,755 persons** in Veneta city limits
- **16,075 persons** and **6,213 households** in market area
- **505 area businesses** with **2,888 employees**

#### Age

- Median age of **47 years** (older than rest of County and State)
- **20%** of population between **55-64 years** of age

#### Growth

- Average annual population **growth rate (AAGR)** of **5.2%** from 2000-2010
- Expected **AAGR** of **2.5%** between 2015-2035
- **Applegate Landing**: a new housing development with **Phases 5 of 9** complete

*"Veneta's comparative advantages include a well educated population, a substantial inventory of commercial and industrial sites, infrastructure improvements and a rural atmosphere."*

*-Economic Opportunity Analysis, 2015*

## Market Potential for Local Retail Spending \*

### Areas of Highest Potential

- Retail categories with the highest potential include: **Food and Beverage; General Merchandise; Restaurants**

### Future Retail Potential (2021 Forecast)

- Future potential for **retail sales of \$5.1 million**, or **20,202 square feet**.

### Existing Retail Potential

- Potential for **additional retail sales of \$89.5 million**, or **397,260 square feet** of retail space

### Combined Potential (Future & Existing)

- Combined potential for **\$150.1 million**, or **593,337 square feet** in Veneta Market Area

*\*Data from 2016 Retail Market Analysis*



Veneta sits at the heart of wine country along Territorial Highway in the Willamette Valley. Photo courtesy of Sarver Winery.

## Business Incentives

### Veneta Enterprise Zone

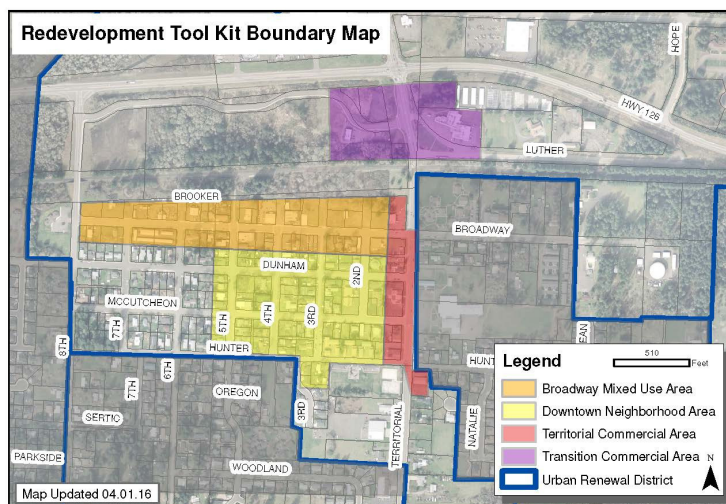
In exchange for locating or expanding into an enterprise zone, eligible businesses receive exemptions from the property taxes normally assessed on new plant and equipment (not including land) for a set period of time.

### Business Assistance

The Business Assistance Program (BAP) has grants and loans available to encourage business expansions and startups which create or retain job opportunities in Veneta, and add to a vibrant business climate. The method employed to encourage this expansion is to utilize the BAP and local matching funds to make low interest subordinated or direct loans/grants to small business or local nonprofits.

### Redevelopment Toolkit

The Urban Renewal Agency has funds allocated to promote commercial and retail development in line with the Agency's and City's vision for the downtown area, to assist projects that provide a service that is under-served or does not exist, and for the removal of urban blight.



### Rural Tourism Marketing

Lane County's Rural Tourism Marketing Plan process allocates funds to rural communities for tourism related projects. Grants up to \$500 are available. To be eligible, the project/program must be a tourism marketing related one. The request should support marketing efforts, and improve attractiveness of rural communities in Lane County.





## **Keep in contact with us!**

City of Veneta Economic Development Department  
88184 8th St. / PO Box 458 Veneta, OR 97487  
Phone: 541-2191 • Fax: 541-935-1838  
[www.venetaoregon.gov/ed](http://www.venetaoregon.gov/ed)