Outline

Purpose
Findings
Guiding Principles
Implementation Strategies
Assist Lane County in understanding how their business incentive program compares to others in the State of Oregon and nationwide.

- Identify incentive programs that are being used by Oregon counties
- Research best practices related to implementation of business incentive programs
- Identify elements of good incentive policies including application criteria, evaluation mechanisms, and management strategies
Findings: Use of Incentives

• Increase in business incentive programs
### Findings: Use of Incentives

- Increase in business incentive programs
- **Currently every state provides business incentives**
Key Findings

- Increase in business incentive programs
- Currently every state provides business incentives
- Potential benefits
Findings: Use of Incentives

- Increase in business incentive programs
- Currently every state provides business incentives
- Potential benefits
- Opportunity Cost
• Lane County is the only Oregon County CPW identified that provides direct financial incentives without established criteria.
• Lane County is the only one that provides direct financial incentives without established criteria

• Marion County is the only other county in Oregon that provides direct financial incentives
Key Findings

• Lane County is the only one that provides direct financial incentives without established criteria
• Marion County is the only other county in Oregon that provides direct financial incentives
• All programs have well defined application procedures and eligibility requirements
Guiding Principles

Define management structure
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Define management structure

Create strategic plan
Guiding Principles

Define management structure
Create strategic plan
Evaluate regions and municipalities
Guiding Principles

Define management structure
Create strategic plan
Evaluate regions and municipalities
Conduct case study review of incentive programs
Implementation Strategies

Application Process

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Welcome to Oakridge

Welcome to Downtown Veneta

Welcome to Historic Coburg Since 1847

Florence Welcomes You

Welcome to Springfield Pop. 157,100
Implementation Strategies

Application Process

Prioritization Process
Implementation Strategies

- Application Process
- Prioritization Process
- Contingency Planning
Implementation Strategies

Application Process
Prioritization Process
Contingency Planning
Program Evaluation