



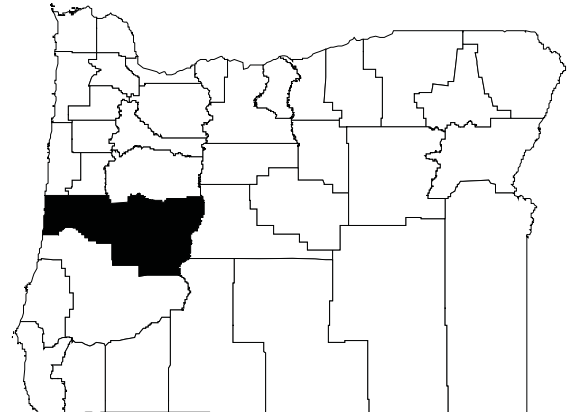
City of Veneta

Community Profile

County Lane
 City Veneta
 Population 4,690

Assignment

Organization City of Veneta
 Supervisor Ric Ingham
 RARE Member Claudia Denton



City of Veneta

Veneta, located about twelve miles west of Eugene, is a small, progressive community with tremendous growth potential. Veneta’s close proximity to the Fern Ridge Reservoir, nearby wineries and farms, as well as its abundance of natural areas and wildlife, makes the city an attractive place to live and visit. Incorporated in 1962, Veneta has transformed from a bustling timber town to a progressive, visionary city that has both embraced recent growth and continues to prepare for future growth with major projects such as downtown redevelopment, a site-ready industrial park and upgraded public works facilities. Veneta’s quiet, small town community feel, close proximity to an abundance of natural and scenic amenities, and location near the metro area are among the more compelling features attracting residential growth to the city.

The RARE participant placed with the City of Veneta will work to develop and implement business retention, expansion, and recruitment strategies through developing a business registry and an inventory of available sites, and developing an outreach and feedback program to better understand local business needs. The RARE participant will also work to establish an Economic Development (ED) Committee and seek its input in finalizing and implementing ED Plans. Additionally, the RARE participant will work to increase wayfinding and beautification efforts to make the West Broadway Business District more attractive, and will conduct a market analysis of likely needed services and products. Finally, the RARE participant will work to establish priorities for economic incentives and other business assistance programs with guidance from the ED Committee, and will develop policy and Land Development Code amendments and recommendations to aid in business development.

Meet Claudia Denton



Claudia received her bachelor’s degree in Environmental Planning and Design with a minor in Sustainability Studies from the University of New Mexico, and her graduate certificate in Oregon Leadership in Sustainability with a concentration in Sustainable Planning and Design from the University of Oregon. As a student, Claudia worked as a Transportation Options Intern with the City of Eugene Public Works, where she conducted research on international and domestic transportation-related programs, laws, and statistics, and assisted in creating and implementing a Pedestrian Safety Education Campaign. During her year with the RARE Program Claudia hopes to gain a deeper understanding of how work in community development, urban design, long-range planning, and transportation options is accomplished in Oregon. After her year with RARE, Claudia desires to become a city planner in order to improve communities in Oregon.