

## ***The Lane County Sector Strategy Team***

In November 2014, the Lane Workforce Partnership officially created and launched the **Lane County Sector Strategy Team**. The team is made up of leaders from the Cities of Eugene, Springfield, Florence, the Eugene Chamber, RAIN Eugene, the University of Oregon, Lane County, Lane Community College, Travel Lane County, WorkSource Oregon, Business Oregon, The Lane Council of Governments, Local Elected Officials from Eugene and Springfield, the Eugene Water & Electric Board and the Technology Association of Oregon.

The team is led by business champions from the Lane Workforce Partnership Board of Directors. The team's first order of business was to convene company Executives and CEO's from the growing tech sector industry to identify issues that inhibit the growth and/or stability of the industry. Business leaders from the tech industry identified the following as top areas that present challenges to the industry:

- Downtown Image & Safety
- Bandwidth in Lane County
- Quality of K-12 Education
- Business Driven Curriculum
- Branding and Marketing of Lane County
- Air Travel (specifically the need for a daily non-stop affordable flight to San Jose)

The Strategy team formed subcommittees for each of the issue areas identified. The committees met during the months of March and April and presented their findings back to the entire team on April 16<sup>th</sup>.

Multiple actions and solutions have already been developed to address a number of the issues identified. On April 30<sup>th</sup> the Chairs of the committees are scheduled to meet to design a communications strategy on the solutions that have been developed in response to the Tech Sector's needs.



***Synergy!***

***Solutions!***

***Impact!***