



NEWS RELEASE

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Building Our Next Economy: A Regional Prosperity Summit **Thursday, November 19 – 7:30-11:30 a.m.** **Eugene Hilton**

*Government and Business Leaders Invite Community to Get Involved
In Creating Successful Regional Economic Development Plan*

Local government, business and community leaders want to hear community members' ideas on how to support economic development that creates jobs, increases median income, and promotes sustainability. The Cities of Eugene and Springfield, Lane County, Lane Workforce Partnership, and the Eugene and Springfield Chambers of Commerce are sponsoring a regional economic development summit on November 19th, from 7:30 to 11:30 AM at the Eugene Hilton. University of Oregon (UO) President Richard Lariviere will be the keynote speaker for the event.

The summit is part of a regional economic development planning process that Eugene, Springfield, Lane County and other partners have been working on together throughout the year. The summit is free and open to the public. Business owners, non-profits, artists, community leaders, educators, entrepreneurs, and residents are encouraged to attend and share ideas and insights on strategies that will make the region competitive and successful in the next economy.

Following the summit's keynote presentation by UO President Richard Lariviere, interactive breakout sessions will be moderated by business and community leaders. The breakout sessions will include:

- Growing Local Opportunities - What do businesses and entrepreneurs need to grow and operate their businesses within our region?
- The Creative Economy - How do we strengthen our entrepreneurial infrastructure to encourage innovation and the creation of ventures, products and services that are both new and valuable?
- Talent for Tomorrow - A talented workforce is the key to our region's economic success. How do we grow our own talent to meet the needs of existing businesses?
- Basic Needs of Business - How do we strengthen the coordination between infrastructure, planning, land use, and economic development goals that allow businesses and workers to focus on the inherent beauty and power of our region as much as the basic needs of business?
- Developing Key Industries - How do we assist businesses and entrepreneurs in key industries to expand and flourish in our region?

More information on the event and on-line registration is available through the City of Eugene's website at www.eugene-or.gov/nextecon.