



Master Planning Project

LANE EVENTS CENTER

Shaping the Future Together Building a Vision for the Next 20 Years

Jefferson Westside Neighborhood Association
February 11, 2025



LEC Master Plan: Next Phase

The next phase focuses on community engagement to create a shared vision and community-centered design concepts.

This will inform the Master Plan by determining priorities for:

- Programming
- Infrastructure Updates
- Future business and operational decisions



About the Lane Events Center

- A multi-purpose facility on a 52-acre site near downtown Eugene with indoor and outdoor spaces
- Up 1,250 event days
- Approximately 785,000 visitors a year
- Customers and users: businesses, non-profit organizations, private event organizers, and the local and regional community.
- Lane County Fair
- Youth sports and ice arena
- Emergency Services



LEC Financials

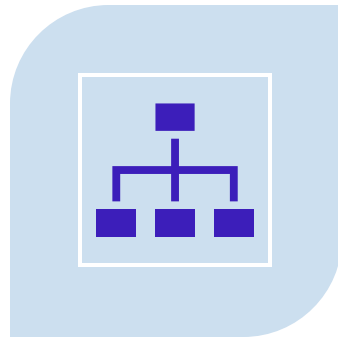
- \$5.5 million annual budget
- Revenue generated from event rentals, concessions, and sponsorships.
- Supported by Lane County's Transient Lodging Tax (TLT).
- LEC is an enterprise fund and must generate revenue independently, without assistance from the General Fund



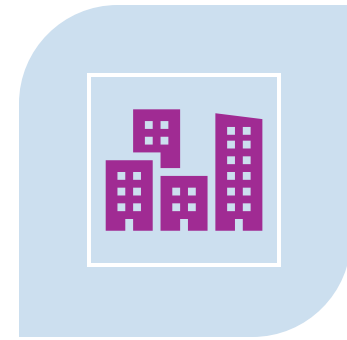
What is the LEC Master Plan?



Comprehensive,
long-term planning
document



Strategic framework for the
development, improvement,
and management of LEC



Guide investments &
prioritize infrastructure
updates

LEC Master Plan: Next Phase

- **Engagement** process that gathers diverse perspectives and ideas
- Identify community **needs, values, and priorities**
- Shape a **shared vision** for the Lane Events Center
- Develop **community-guided designs concepts** to bring the vision to life



Master Plan: Visioning Project Timeline

January-February 2025

Phase 1

Early Community
Input

March-May 2025

Phase 2

Community Visioning
& Design Concepts

June-July 2025

Phase 3

Refinement and
Recommendations

Visioning Engagement Methods & Communication Tools

- Stakeholder Interviews
- LEC Visioning Workgroup
- Project Website with comment forms
- Factsheets and Flyers
- Community Survey- February 2025
- Open Houses- April and May 2025



Master Planning Project
LANE EVENTS CENTER

Lane Events Center Master Planning Project
Shaping the Future Together: Building a Vision for the Next 20 Years

The Lane Events Center (LEC) is a cornerstone of our community, bringing people together for events, programs, and celebrations while supporting local businesses and our regional economy. Now, we're asking: What comes next? The next phase of the LEC Master Plan focuses on creating a shared vision for the next 10-20 years. From honoring cherished traditions to exploring bold new ideas, we're asking our community to help us define the future of the LEC.

With your help, we'll identify community needs, values, and priorities that will guide future investments.

The next phase of the Master Planning process will:

- Conduct an engagement process that gathers diverse perspectives and ideas
- Identify community needs, values, and priorities
- Shape a shared vision for the Lane Events Center
- Develop community-guided designs concepts to bring the vision to life

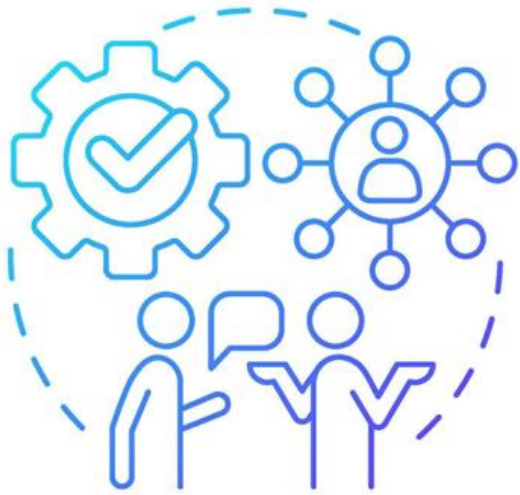
Get Involved!
We want to hear from you! Your input is essential as we plan the future of the LEC.

Upcoming Engagement Opportunities

- February 7-21, 2025: Community Visioning Survey
- April 2025: Open House #1
- May 2025: Open House #2

Community Visioning Survey
Take the Community Visioning Survey from February 7-21, 2025 and help shape the Master Plan.
Visit xxxxx.com to share your input.

Visioning Workgroup: Purpose



An **advisory body** convened to collaborate with the project team to develop a **shared vision** for the future of the Events Center and advise on **potential design concepts** that reflect community priorities, preferences, and needs.

Visioning Workgroup: Objectives

The Visioning Workgroup will:

- Understand and identify **community needs, priorities, and values** through review and analysis of public input.
- Contribute to the **development of a shared vision**
- Provide feedback on proposed **design concepts**
- Evaluate potential **design concepts** that align with the community's aspirations and the Center's long-term goals.



Share your Input!

Community Visioning Survey

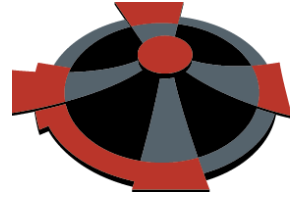
The Visioning survey will start to identify the values, needs and priorities of the broader community.

Survey open until Monday, February 24.

Survey Link:

www.surveymonkey.com/r/lecmasterplan





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Thank You!

Take the Community Survey until February 24 at:

www.surveymonkey.com/r/lecmasterplan

Project Website: LECMasterPlan.org

Questions?

LEC Master Plan Project Team

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