VENETA | Lane County, Oregon

Photo: EugeneCascadesCoast.org

The Best of Rural and Urban Living

Veneta, Oregon is a thriving, small-town community with a strong local business culture. Only 15 minutes from the regional airport and an easy commute to Eugene, Veneta is the best of rural life and accessible big city attractions. The large wildlife reserves and Fern Ridge Reservoir between the two cities are a draw for locals and tourists with excellent birding, sailing, angling, paddling and all types of motorized water activities.

Welcome,

Veneta's business-friendly attitude and shovel-ready land make it a very attractive location for new and growing businesses.

- **Transportation**: Veneta is located directly to the west of Eugene, on the main highway to the Oregon Coast. The Eugene airport and freight railway are within easy reach. It is connected to Eugene and to the Coast by public bus routes.
- **Available space:** Despite its setting amidst large tracts of green space, there is plenty of land available for development from the ground up. Demand for more amenities makes new development financially compelling.
- **Communication:** Veneta is served by providers using fixed wireless, cable, satellite, and fiber. It is served by the nation's major wireless carriers. Its position on the major east-west transportation ensures its communications remain up to date.
- **Wages:** The proximity to Eugene allows access to regional workforce and talent. There are many specialized trades jobs in the area, which pay better than average.
- **Housing:** Housing options are extensive and varied. A mix of small farms, bungalows, lakeside homes, and new residential construction brings high-income earners to town.
- **Education:** Fern Ridge School District provides K-12 education. Older learners have easy access to LaneCommunity College and the University of Oregon in Eugene, as well as several trade schools. Linn-Benton Community College and Oregon State University are located 40 miles north.

VENETA oregon

QUALITY OF LIFE | Veneta

Photo: EugeneCascadesCoast.org

Photo: Dougherty Landscape Architects

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LIFESTYLE MATTERS!

Families seeking a safe and welcoming community that offers a well-rounded range of activities have been discovering Veneta for decades. The combination of a strong arts and crafts community, small farms and vineyards, access to a wildlife-rich reservoir, the coast, and civic amenities that include parks, a library and community pool make Veneta a wonderful place to live.

Photo: EugeneCascadesCoast.org

Veneta residents appreciate the following amenities:

- Veneta Downtown Farmers Market
- Oregon Country Fair
- Harvest Festival and Winter Light Parade
- Paddling, birding, sailing, and boating at Fern Ridge Reservoir
- Less than an hour to the Oregon Coast
- Minutes to metro Eugene/Springfield
- Amphitheater and library
- City park with free workout equipment
- Seasonal outdoor community pool
- Surrounded by nearby wineries of the Willamette Valley Wine Region

TOP PRIVATE INDUSTRIES | Veneta

Professional & Technical Services

Business services including marketing, legal, arch/eng/construction, and management consulting.

Food & Beverage Service

Eateries, restaurants, and other food or beverage services.

Retail

General merchandise, locally-owned boutique businesses, home furnishings, and more.

Tourism & Entertainment

Tourism and leisure related services.

Photo: EugeneCascadesCoast.org

ORGANIZATIONS

Many organizations support businesses and economic development in Veneta and Lane County:

- **Veneta-Fern Ridge Chamber of Commerce**
- **Oregon RAIN**
- **Lane County Community and Economic Development**
- **Lane Workforce Partnership**
- **Small Business Development Center (SBDC)**
- **Travel Lane County**
- **Business Oregon**

COMMUNITY PROFILE | Veneta

POPULATION AND HOUSEHOLDS

Population Totals	Veneta	Lane County	Oregon
2010	4,619	351,715	3,831,074
2020	5,214	382,971	4,237,256
2023	5,206	388,866	4,335,082
2025, forecast	5,271	397,742	4,342,800
2030	5,337	412,045	4,503,900
2035	5,759	424,423	N/A

Annual Growth Rates	Veneta	Lane County	Oregon
2010-2020	1.2%	0.86%	1.01%
2020-2023	-0.1%	0.47%	0.70%
2023-2025	0.6%	1.13%	0.09%
2025-2030	0.2%	0.71%	0.73%
2030-2035	1.5%	0.59%	N/A

Household Totals	Veneta	Lane County	Oregon
2010	1,729	145,966	1,518,938
2020	1,927	156,594	1,671,983
2023	1,927	159,650	1,719,553

Household Annual Growth Rates	Veneta	Lane County	Oregon
2010-2020	1.09%	0.71%	0.96%
2020-2023	0.00%	0.60%	0.87%

Household Facts, 2023	Veneta	Lane County	Oregon
Average Household Size	2.68	2.35	2.46
Households who are Families	1,380	88,938	1,084,534

Sources: US Census and American Community Survey 5-year estimates vis Esri Business Analyst. Forecasts from Lane County Community and Economic Development and Portland State University Population Research Center.

DEMOGRAPHICS

Race and Ethnicity, 2023	Veneta	Lane County	Oregon
White	83.5%	79.9%	73.7%
Black	0.8%	1.3%	2.0%
AI/AN	0.7%	1.2%	1.5%
Asian	0.9%	2.6%	4.8%
Pacific Islander	0.1%	0.3%	0.5%
Other	2.7%	4.1%	6.6%
Two or More	11.3%	10.6%	10.9%
Hispanic	9.3%	10.5%	14.7%

Age Cohorts, 2023	Veneta		Lane County		Oregon
	No.	%	No.	%	%
0 - 4	343	6.6%	17,544	4.5%	5.4%
5 - 9	359	6.9%	18,532	4.8%	5.6%
10 - 14	371	7.1%	19,205	4.9%	5.8%
15 - 19	280	5.4%	24,087	6.2%	5.9%
20 - 24	255	4.9%	33,940	8.7%	6.4%
25 - 34	647	12.4%	51,029	13.1%	13.6%
35 - 44	867	16.7%	46,984	12.1%	13.0%
45 - 54	597	11.5%	42,951	11.0%	11.7%
55 - 64	648	12.4%	53,104	13.7%	13.2%
65 - 74	548	10.5%	49,206	12.7%	11.8%
75 - 84	240	4.6%	23,324	6.0%	5.6%
85+	51	1.0%	8,960	2.3%	2.1%

Median Age	Veneta	Lane County	Oregon
Median Age	36.8	41.3	40.6

INCOME

Income and Wealth, 2023	Veneta	Lane County	Oregon
Median Household Income	$58,062	$77,021	$75,484
Average Household Income	$83,824	$107,526	$106,327
Per Capita Income	$31,037	$44,591	$42,258
Household Wealth Index	65	84	98

For all indices, US = 100

Households by Income Level, 2023	Veneta		Lane County		Oregon
	No.	%	No.	%	%
<$15,000	182	9.4%	15,982	10.0%	8.9%
$15,000 - $24,999	137	7.1%	12,173	7.6%	6.6%
$25,000 - $34,999	195	10.1%	11,753	7.4%	6.9%
$35,000 - $49,999	308	16.0%	21,709	13.6%	10.8%
$50,000 - $74,999	343	17.8%	27,436	17.2%	16.5%
$75,000 - $99,999	223	11.6%	23,073	14.5%	13.5%
$100,000 - $149,999	313	16.2%	26,952	16.9%	18.2%
$150,000 - $199,999	133	6.9%	9,610	6.0%	8.8%
$200,000+	93	4.8%	10,962	6.9%	9.9%

HOUSING OCCUPANCY

Housing Occupancy, 2023	Veneta	Lane County	Oregon
Owner Occupied Units	1,431	94,762	1,084,534
Renter Occupied Units	496	64,888	635,019
% Owner	54.4%	59%	63%
% Renter	45%	41%	37%

EDUCATIONAL ATTAINMENT

Educational Attainment, Age 25+, 2023	Veneta	Lane County	Oregon
Total Population 25 +	3,598	275,558	3,073,838
Up to a HS Diploma	11.1%	6.2%	7.4%
HS Graduate or GED	23.4%	22.6%	22.5%
Some College	31.9%	25.5%	22.8%
Associate Degree	13.4%	10.5%	9.7%
Bachelor's Degree or Higher	20.3%	35.2%	37.7%

LABOR FORCE AND EMPLOYMENT

Labor Force, 2023	Veneta	Lane County	Oregon
Age 16+, in Labor Force	4,073	329,607	3,557,713
Employed	1,970	175,594	2,081,971
Unemployed	86	12,254	122,941
Unemployment Rate	4.2%	6.5%	5.6%
Male, in Labor Force	2,026	163,027	1,761,689
Female, in Labor Force	2,047	166,580	1,796,024

CLASS OF WORKER AND OCCUPATIONS

Occupational Class of Worker, 2023	Veneta		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Total	1,970		168,110		
White Collar	1,095	55.6%	102,182	60.8%	59.9%
Blue Collar	509	25.8%	35,157	20.9%	21.3%
Services	366	18.6%	30,773	18.3%	18.8%

Management Labor Force by Occupational Class	Veneta		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Management	318	16.1%	18,698	11.1%	11.0%
Business/Financial	57	2.9%	7,948	4.7%	4.7%
Computer/Mathematical	41	2.1%	5,034	3.0%	2.7%
Architecture/Engineering	79	4.0%	3,629	2.2%	2.0%
Life/Physical/Social Sciences	0	0.0%	2,759	1.6%	1.7%
Community/Social Service	2	0.1%	4,511	2.7%	2.5%
Legal	0	0.0%	1,356	0.8%	0.8%
Education/Training/Library	0	0.0%	10,559	6.3%	6.0%
Arts/Design/Entertainment	0	0.0%	4,693	2.8%	2.8%
Healthcare Practitioner	80	4.1%	9,531	5.7%	5.8%
Sales and Sales Related	282	14.3%	15,591	9.3%	9.2%
Office/Administrative Support	236	12.0.%	17,873	10.6%	10.6%

Blue Collar Labor Force by Occupational Class	Veneta		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Farming/Fishing/Forestry	37	1.9%	786	0.5%	11.0%
Construction/Extraction	69	3.5%	7,481	4.5%	4.7%
Installation/Maintenance/Repair	88	4.5%	5,008	3.0%	2.7%
Production	216	11.0%	8,522	5.1%	2.0%
Transportation/Material Moving	99	5.0%	13,360	7.9%	1.7%

Services Labor Force by Occupational Class	Veneta		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Healthcare Support	79	4.0%	7,625	4.5%	3.8%
Protective Service	38	1.9%	2,258	1.3%	1.6%
Food Preparation/Serving	100	5.1%	11,162	6.6%	5.9%
Building Maintenance	109	5.5%	5,687	3.4%	2.8%
Personal Care/Service	40	2.0%	4,041	2.4%	2.4%

Photo: U.S. Army Corps of Engineers, wikicommons

Photo: EugeneCascadesCoast.org

LABOR FORCE EMPLOYMENT BY SECTOR

Employment by NAICS Industry Sector	Veneta		Lane County		LQ
	No.	%	No.	%	vs US
Agriculture/Forestry/Fishing	70	3.6%	2,576	1.5%	2.73
Mining/Quarrying/Oil & Gas	0	0.0%	148	0.1%	0.50
Utilities	0	0.0%	1,059	0.6%	0.50
Construction	116	5.9%	11,553	6.6%	1.67
Manufacturing	236	12.0%	16,407	9.3%	0.99
Wholesale Trade	116	5.9%	4,629	2.6%	0.68
Retail Trade	424	21.5%	21,225	12.1%	1.67
Transportation/Warehousing	69	3.5%	7,548	4.3%	0.33
Information	0	0.0%	1,481	0.8%	0.26
Finance/Insurance	43	2.2%	5,566	3.2%	0.42
Real Estate/Rental/Leasing	26	1.3%	2,744	1.6%	0.50
Professional/Scientific/Tech	47	2.4%	11,908	6.8%	0.50
Management of Companies	0	0.0%	57	0.0%	0.00
Admin/Support/Waste Mgmt	55	2.8%	8,968	5.1%	0.73
Educational Services	28	1.4%	17,537	10.0%	0.74
Health Care/Social Assistance	263	13.4%	26,878	15.3%	1.00
Arts/Entertainment/Recreation	38	1.9%	3,397	1.9%	0.41
Accommodation/Food Services	185	9.4%	14,204	8.1%	1.48
Other Services (Excl. Public)	123	6.2%	9,902	5.6%	1.23
Public Administration	131	6.6%	7,807	4.4%	1.32
Total	**1,970**	**100.0%**	**175,594**	**100%**	**-**

BUSINESSES BY SECTOR

Businesses by NAICS Industry Sector	Veneta		Lane County		LQ
	No.	%	No.	%	vs US
Agriculture/Forestry/Fishing	0	0.0%	1,075	0.69%	2.73
Mining/Quarrying/Oil & Gas	0	0.0%	68	0.04%	0.50
Utilities	0	0.0%	477	0.31%	0.50
Construction	28	3.50%	7,661	4.94%	1.67
Manufacturing	0	0.0%	11,480	7.40%	0.99
Wholesale Trade	28	3.50%	8,813	5.68%	0.68
Retail Trade	194	24.25%	24,229	15.62%	1.67
Transportation/Warehousing	20	2.50%	2,725	1.76%	0.33
Information	7	0.88%	4,895	3.16%	0.26
Finance/Insurance	15	1.88%	5,292	3.41%	0.42
Real Estate/Rental/Leasing	17	2.13%	4,272	2.75%	0.50
Professional/Scientific/Tech	26	3.25%	9,032	5.82%	0.50
Management of Companies	0	0.0%	134	0.09%	0.00
Admin/Support/Waste Mgmt	4	0.50%	3,363	2.17%	0.73
Educational Services	62	7.75%	9,953	6.42%	0.74
Health Care/Social Assistance	90	11.25%	24,488	15.79%	1.00
Arts/Entertainment/Recreation	18	2.25%	3,988	2.57%	0.41
Accommodation/Food Services	151	18.88%	14,389	9.28%	1.48
Other Services (Excl. Public)	73	9.13%	10,079	6.50%	1.23
Public Administration	67	8.38%	7,823	5.04%	1.32
Unclassified	0	0.00%	897	0.58%	-
Total	**800**	**100%**	**155,133**	**100%**	**-**

Photo: EugeneCascadesCoast.org

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