



*Office of Governor*  
**TINA KOTEK**

# Prosperity Roadmap

*January 2026 Legislative Days*

---

# Prosperity Roadmap



Office of Governor  
**TINA KOTEK**

In response to the economic headwinds facing Oregon, Governor Kotek announced her **Prosperity Roadmap** in early December.

The Prosperity Roadmap is intended to guide economic development work to not just address the challenges Oregon is facing, but to build an Oregon where economic opportunity is within reach for everyone.



# Why a Roadmap?



Office of Governor  
**TINA KOTEK**

The indicators are clear:

- **Slowing population growth**
  - Recent estimates are showing a downward revision in migration and retention
- **Elevated unemployment**
  - Oregon's unemployment rate is expected to remain elevated through 2026
- **Business outmigration**
  - Businesses are leaving Oregon, jobs creation has been revised downward

**We need coordinated statewide action now to reverse these trends**

# Vision and Goals



*Office of Governor*  
**TINA KOTEK**

- **Retain and Grow Businesses**
  - Reduce barriers to investment
  - Strengthen partnerships with the business community
- **Catalyze Job Creation**
  - Target high-value/opportunity industries
  - Enhance/expand workforce development programs
- **Accelerate Economic Growth**
  - Modernize economic development systems
  - Promote Oregon – particularly around global trade and investment

# Strategic Initiatives



*Office of Governor*  
**TINA KOTEK**

- **Chief Prosperity Officer and Prosperity Council**
  - The work of the CPO and the Council will provide additional expertise to grow and drive the Roadmap
- **Ongoing Actions:**
  - Reduce barriers to investment and growth
  - Modernize and strengthen Oregon's economic development tools
  - Partner with businesses and communities for results
- **2026 Legislation**

# 2026 Legislation



*Office of Governor*  
**TINA KOTEK**

**The Governor's 2026 Legislation includes several concepts:**

- FastTrack Permitting
- Permit Audits
- Industrial Site Readiness Investment
- Enterprise Zone Modernization

# 2026 Legislation - FastTrack Permitting



Office of Governor  
**TINA KOTEK**

- **FastTrack Permitting**

- **Goal:** Encourage large-scale investment and accelerate project timelines
- Modeled after an existing federal program; similar work is taking place in Pennsylvania, Maryland, and Michigan
- Establish the Joint Permitting Council to develop clear permitting timelines and the lead agency for these large projects
- Establishes qualifying criteria for projects, including minimum investment (\$150m) and permits from multiple state agencies
- Qualified projects receive a Cooperative Project Plan outlining schedule and expectations
- Up to 10 projects at any given time

# 2026 Legislation - Permit Audits



Office of Governor  
**TINA KOTEK**

## • Permit Audits

- **Goal:** Increase transparency, reduce delays, and build trust and predictability for businesses choosing to invest in Oregon.
- Establishes an inventory of permits for all natural resource agencies and ODOT
- Requires agencies to have inventory and provide recommendations on revised permit processing timelines within 120 days

# 2026 Legislation - Industrial Site Readiness



Office of Governor  
**TINA KOTEK**

- **Industrial Site Readiness**

- **Goal:** Addresses critical funding gaps for upfront costs of infrastructure, environmental mitigation, site assembly, and other site preparation needs.
- **\$40M investment** proposed to the existing Industrial Site Loan Fund at Business Oregon
- Industrial Site Loan Fund was established via HB 2411 (2025) with a \$10M initial investment and had broad support from local and regional governments and various associations

# 2026 Legislation - Enterprise Zone



Office of Governor  
**TINA KOTEK**

- **Enterprise Zone Modernization**

- **Goal:** Expand access to this opt-in program statewide to unlock greater investment opportunities
- Modernize the enterprise zone program to increase access for businesses that may not have otherwise qualified for this economic development tool
  - Modifies job creation thresholds so rural and small communities can participate
  - Allows job retention, productivity, or revenue improvements as qualifying criteria
  - Expands eligible business criteria beyond current restrictions for traded sector
  - Extends exemption beyond the traditional 3-5 years and allows more flexible hiring timelines

# 2026 Legislation



*Office of Governor*  
**TINA KOTEK**

**Mayor Kaarin Knudson , City of Eugene**

**Commissioner Mark Kujala, Clatsop County Commission Chair**

**Jon Stark, CEO Economic Development for Central Oregon**



*Office of Governor*  
**TINA KOTEK**

# Prosperity Roadmap

*January 2026 Legislative Days*

---

Sarah Means, Office of Governor Tina Kotek  
Workforce, Higher Education, and Economic Development Advisor  
[Sarah.Means@oregon.gov](mailto:Sarah.Means@oregon.gov)