



**Florence City Hall**  
 250 Highway 101  
 Florence, OR 97439  
 www.ci.florence.or.us

**Finance Department**  
 541-997-3436

**Planning Department**  
 541-997-8237

**Building Department**  
 541-997-2141

**Inspection Request**  
 541-997-2141 ext. 3

**City Recorder**  
 541-997-3437

**City Manager's Office**  
 541-902-2182

**Public Works**  
 541-997-4106

**Police Department**  
 541-997-3515

**Florence Events Center**  
 541-997-1994

**Inside this issue:**

Revenue Realities	1
Chief Gutierrez's Pet Peeves	2
New Police Officer	2
Employee Spotlight	3
Utility Rates	4
Old Town Parking	7
Visit the FEC	7
Black & White Event	8
Siuslaw River Bridge Interpretive Center	9
City Calendar	9



Siuslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

# Focus on Florence

August 2013

## The New Normal: Matching Services with Revenue Realities

*By City Manager Jacque Betz*

There are not too many people who enjoy paying property taxes. In fact it's rare to find anyone who likes giving money to local government at all; however, the reality is that governments rely on property taxes to fund programs and services that citizens are accustomed to receiving. School districts also rely on property tax revenues, and what may be surprising to some is that the bulk of property tax money collected at the local level are devoted to education and not city services.



In last month's newsletter I highlighted that the City is now collecting its full tax rate of \$2.86 per thousand, which will be reflected on tax statements in November. This represents an increase of 50 cents per thousand and will generate approximately \$286,000 in revenue to the City's general fund. For a median assessed property value of \$151,338 the increase will equate to approximately \$59 annually.

How that money will be spent is yet to be determined by Council and it will be placed in a reserve account until a public decision has been made. There are several possibilities on how that money will be allocated including streets, parks, public safety, the airport, the Florence Event Center, tourism, marketing, etc. — in other words, services that we currently provide the citizens of Florence.

If we do not collect our full rate it will be difficult to bond for future capital projects and we are also at risk of hitting compression. A more in-depth look at what compression does to services provided in a community will be in the September newsletter. As outlined in the Budget Report to Citizens, Florence is limited on its collection value due to Measure 5 and 50. The amount levied is one of the lowest in Lane County and we are only one of a handful in the state not collecting its full rate. The reason the others are not collecting their full rate is because they risk hitting compression with special districts that provide essential services in their respective communities.

*See Revenue Realities Page 5*

## Chief Gutierrez's Pet Peeves: Children that Fail to Wear Protective Headgear

Summertime is here and the bikes are out and about. I thought it would be best to write this edition of *Pet Peeve's* as a letter to parents. We do our best as parents to keep our children safe and to provide them proper safeguards. Hopefully, this letter will assist you in convincing your children to wear the proper headgear when riding their bicycle.

Dear Parents:

Each year, more than half a million bicyclists visit the doctor after crashing on their bikes. Many more are injured on tricycles, scooters, skateboards, and in-line skates. You may think your child is safe because he or she only rides around your neighborhood, but most serious bicycle crashes occur on quiet neighborhood streets. The speed of the bike, combined with the risk-taking nature of most children, can mean serious consequences. While a bicycle helmet and pads can't keep your child from falling, they can reduce the chances of serious brain and joint injury.



### How to Get Your Child to Wear a Helmet:

Helmets may take some getting used to at first. These tips may help you encourage the helmet habit:

- Let your child know that helmets are required by law.

**814.485 Failure to wear protective headgear; penalty.** (1) A person commits the offense of failure of a bicycle operator or rider to wear protective headgear if the person is under 16 years of age, operates or rides on a bicycle on a highway or on premises open to the public and is not wearing protective headgear of a type approved under ORS 815.052. (2) Exemptions from this section are as provided in ORS 814.487. (3) The offense described in this section, failure of a bicycle operator or rider to wear protective headgear, is a specific fine traffic violation. The presumptive fine for failure of a bicycle operator or rider to wear protective headgear is \$25. [1993 c.408 §2; 1995 c.581 §1; 2011 c.597 §103]

*See Pet Peeves Page 6*

## Florence Welcomes New Police Officer—Denton Tipler



On July 1, 2013, Denton Tipler was sworn in as the newest police officer for the City of Florence. He was born in Eugene and raised in Springfield where he graduated from Thurston High School. Officer Tipler holds an Associate's Degree in Criminal Justice from Pioneer Pacific College. He has served as a Reserve Officer with the Florence Police Department since May 2011, graduating from the Reserve Police Officer Academy at Lane Community College in 2012. Next month, Officer Tipler will begin a 16-week Basic Police Academy at the Oregon Department of Public Safety Standards and Training in Salem.

*Left: Chief Gutierrez introduced Officer Tipler at the July 1, 2013, City Council Meeting.*

# Employee Spotlight

## FEC Community Outreach Manager Lindsey Phillips

Lindsey Phillips is the Community Outreach Manager at the Florence Events Center (FEC). Lindsey has worked at the Florence Events Center since 2012. Prior to joining the Florence Events Center team, Lindsey lived in Bend, Oregon for six years. While in Bend, Lindsey received her bachelor's degree from Oregon State University in Outdoor Recreation Leadership and Tourism with a focus in commercial tourism.

Lindsey and her husband, Florence native Kevin Phillips, will celebrate their one year wedding anniversary on August 25th. They live with their two dogs – Rufus and Ratchet.

### **As the Community Outreach Manager, what do you do?**

*I serve as a liaison between several community groups and the FEC. I also work with the FEC user groups to help them meet their promotional and ticketing needs. I am in charge of the box office and other daily office functions. I work closely with the Friends of the FEC to help coordinate the many events they put on each year. I also deal with all advertising and marketing of both our facility and certain events that take place here at the FEC.*



**Lindsey Phillips began working at the FEC in 2012.**

### **What do you like most about your job at the FEC?**

*There is always something new happening. I never have a day that is similar to the last one! The variety of my job makes it exciting and fun.*

### **What has been your favorite FEC event?**

*There is always such a variety of events happening, it's hard to choose a favorite. I always love our indoor yard sales. The vendors and attendees are so positive and everyone enjoys themselves. The Winter Folk Festival Kids Konzerts are great as well, seeing the kids singing along and having a blast makes all the hard work that so many people have contributed to the event worth it.*

### **What activities do you like to do in your spare time?**

*Anything outdoors – paddle boarding; wakeboarding; snowboarding; riding motorcycles, dirt bikes, & snowmobiles; hiking; biking; swimming – we joke that we have way too many hobbies! I love to travel and explore new places and cultures. We always find new fun things to learn and experience.*

## Utility Rate Changes



Florence residents and businesses will notice some slightly higher utility bills this month. The City Council approved the Budget Committee's recommended fee increases for water and wastewater services. The new rates were effective July 1, 2013, and will increase the water and sewer base fees and consumption rates by 3 percent or \$2.35 a month on a typical home. The adjusted fees will be reflected on the July 31, 2013, utility bills mailed the first of August. The increases this year reflect the increase in the cost of providing these vital services in our community, most notable is the cost of energy (electricity, gas, and propane). We are aware of the hardship caused by any fee increase on our residents and businesses. However, as a community, we need to protect and preserve the livability of the city we all love, by providing the quality water and sewer services you have become accustomed to receiving.

Provided below is an example of how the rate increases will impact the typical resident. Note: The only utilities with increases are water and sewer.

<b>Residential Utility Bill</b>	<b>2012-13 (old)</b>		<b>2013-14 (new)</b>	
	<b>Average Monthly Charges</b>	<b>% Increase</b>	<b>\$ Amount Increase</b>	<b>Average Monthly Charges</b>
<b>Water *</b>	\$ 29.32	3%	\$ 0.90	\$ 30.22
<b>Well Rehabilitation Fee</b>	1.00	0%	-	1.00
<b>Sewer</b>	48.27	3%	1.45	49.72
<b>Stormwater</b>	6.20	0%	-	6.20
<b>Street Maintenance Fee</b>	5.00	0%	-	5.00
<b>TOTALS</b>	<b>\$ 89.79</b>	<b>2.62%</b>	<b>\$ 2.35</b>	<b>\$ 92.14</b>

### FACTORS:

\* Assumes 700 cubic feet of water consumption per month. In addition to the monthly \$16.57 base fee, the water rate is variable based on consumption.

Well Rehabilitation Fee, Residential Sewer, and Street Maintenance Fee are a flat fee each month.

The Stormwater fee is based on the property's size with \$6.20 being the average fee. See the rate table to the right for more details:

<b>Stormwater Classifications</b>	<b>Monthly Charges</b>
<b>Residential &lt; 6,500 Sq. Feet</b>	\$5.16
<b>Residential 6,500-9,000 Sq. Feet</b>	\$6.20
<b>Residential &gt; 9,000 Sq. Feet</b>	\$7.24

*REVENUE REALITIES, Page 1*

The property tax system in Oregon has been heavily influenced by these two measures, passed in 1990 and 1997 respectively. Since 2008-09, the local government property tax revenue foregone due to Measure 5 property tax limitations has risen from \$51 million to \$144 million. Without these funds many local governments have been faced with cutting vital services.

The passage of Measure 5 in 1990 instituted limits on the amount of tax that can be levied per \$1,000 of a property's real market value. Those limits are \$5 per \$1,000 for education districts and \$10 per \$1,000 for general government districts, which include cities, counties, and special districts. The passage of Measure 50 in 1997 instituted a permanent operating rate limit for all cities, counties, school districts, and special districts in existence at the time. The total amount now collected in the Florence area is \$7.1867 per \$1,000, which includes the county's increase of .55 cents for jail beds.

The permanent rates were essentially determined by combining all of the tax levies that existed for the district at that time. These permanent rates can only be exceeded with the passage of a local option levy (a voter approved temporary levy in excess of the municipality's permanent rate that provides funding for operating expenses). Measure 50 cut in half the maximum length of local option levies, reducing them from 10 years in maximum duration to five. Measure 50 also created what is known as assessed value. The assessed value of a property was established by reducing a property's real market value in 1995-1996 by 10 percent and capping annual growth in assessed value to 3 percent annually.

Why do some local governments receive more property tax revenues than others? A great deal depends on what the rate was when the Measures passed, however, generally property tax revenues tend to be higher for those where the land is vastly developed, fewer services are provided through special districts, redevelopment is not used extensively, and back in the 1970's the property tax rate was relatively high.

Collecting our full property tax rate has become the new normal for the City and we are matching the services we provide with our revenue realities. Before recommending to the Budget Committee and Council to collect the full rate the Finance Director and I conducted an integrated fund management assessment to gauge whether or not, in our long range financial plan, we could balance the budget without increasing taxes and fees. We reviewed allowed uses for each fund, noting which ones are restricted, to look for opportunities to provide relief to other funds, primarily the general fund. We looked for fund balances to see if the balances were increasing, decreasing, or staying constant over time. Completing such an assessment creates credibility when asking for additional funding or increased flexibility in the use of existing funds because we have shown that available resources have been maximized.

Property tax exists and persists because it has become the only significant source of income local government can raise for itself. Without property taxes, there would be no local government as we know it. It takes a committed effort of community leaders beyond the Council to reach out to citizens and discuss the City's virtues and help provide solutions to the challenges that local governments face. As the Council moves forward in utilizing the incremental increase of property taxes collected they will be allocating funds to match our current service levels. I encourage you to be involved in the process.

*PET PEEVES, Page 2*

- Let your child help pick out the helmet – after all, he or she is the one who will wear it – but make sure the helmet meets safety standards (check inside for a CPSC sticker). Helmet straps may be difficult for young fingers. Help your child practice until he or she can easily buckle the helmet. Visit the Bicycle Helmet Safety Institute website to learn how a helmet should properly fit and other tips on helmet selection ([www.bhsi.org/guide.htm](http://www.bhsi.org/guide.htm)).
- There are many things you can tell your children to convince them of the importance of helmet use. Teach them that bikes are vehicles, not toys, and an accident without head protection can cause permanent brain damage – or worse. Many professional athletes use helmets when participating in sports. Bicycle racers in the United States and the Olympics are now required to wear them.
- When you ride or rollerblade together, wear your own helmet. Your good example can make a difference in encouraging your child to do the same.
- Begin the helmet habit with first-riding toys. Then it will become a natural habit as your child grows. It's never too late, however, to get your child into a helmet.
- Encourage other parents to buy helmets. Making helmet use common is the best way to eliminate the discomfort of being “different”.
- Praise and reward your child for wearing the helmet. Your youngster may feel odd at first, but you can take away some of the discomfort with words of support.



The Florence Police Department with the partnership of 7-11 is conducting “Operation Chill”. When a Florence Police Officer sees a youngster doing the right thing, such as wearing their headgear, they may reward them with a store coupon for a “Free Small Slurpee.”

- Always insist that your child wear the helmet with NO exceptions. Anyone can get hurt – anywhere.

Remember: Head injuries can occur on sidewalks, driveways, bike paths, and in parks as well as on streets. You cannot predict when a fall from a bike will occur. It's important to wear a helmet on every ride.

Please join the Florence Police Department in teaching your child these valuable safety lessons.

Sincerely,

Chief Ray Gutierrez



## City Council Considers Waiving Old Town Parking Requirements

The Florence Old Town area is an important part of our community's history, culture, and economy. However, since much of Old Town was built at the turn of the 20th century when car parking was not a major planning concern, there has been a growing issue with businesses fulfilling parking requirements.

These facts have led the City Council to make revising Old Town parking requirements a City Council goal for 2013.

Currently, Old Town parking regulations are the same as those throughout the rest of the City. Florence City Code Title 10, Chapter 3 requires business and



property owners to provide a specified number of parking spaces based on square footage and use of their building. Due to geographic restrictions, it is often difficult for Old Town businesses to adhere to the parking requirements and requiring businesses to do so has hindered economic development in that area.

At the July 1, 2013, City Council Meeting, City staff presented various options to alleviate parking requirements for Old Town buildings. Some options included charging a fee in lieu of parking requirements, lower current restrictions by requiring fewer parking spaces per square foot, or waiving parking requirements in Old Town all together.

After some discussion, Council has directed staff to investigate further the possibility of waiving parking requirements for Old Town development. City staff will be researching various scenarios with the ultimate goal being to reduce development hurdles for Old Town businesses and tenants.

Florence City Council will be discussing waiving Old Town parking requirements at the October 7, 2013, City Council meeting. For more information, please contact the Planning Department, [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us).



Always Something Happening

541.997.1994 | 888.968.4086

715 QUINCE STREET | FLORENCE, OR 97439 | [WWW.EVENTCENTER.ORG](http://WWW.EVENTCENTER.ORG)

### Have you visited the FEC recently?

Did you know that tickets for upcoming shows can be purchased online at any time? Visit the FEC website for more information and to reserve your seat today! [www.eventcenter.org](http://www.eventcenter.org)

Don't forget to check out the City Calendar on page 9 for a list of upcoming events happening at the FEC in August.

**Environmental Management Advisory Committee Presents:**

# **Black & White Recycling Event**

## **Saturday, August 17th**

### **9 AM-1 PM**

## **Siuslaw High School Parking Lot**

**Come recycle your unwanted appliances!**

**Items accepted include: refrigerators, tires, hair dryers, toasters, dish washers, stoves, air conditioners & empty propane tanks**



**FREE OF CHARGE**

**Volunteers will be available to help unload your vehicle**

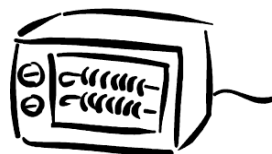


**For more information contact**

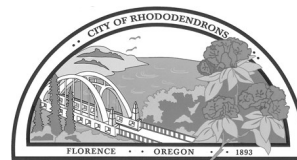
**Bonnie MacDuffee at :**

**541-997-9599**

**Or visit [www.ci.florence.or.us](http://www.ci.florence.or.us)**



*Thank you to our local partners:*







From left to right: Councilor Joe Henry, Councilor Brian Jagoe, Mayor Nola Xavier, Councilor Suzanne Roberts, Councilor Joshua Greene

Visit the City of Florence online at [www.ci.florence.or.us](http://www.ci.florence.or.us)

City E-mail Addresses

Mayor Nola Xavier  
nola.xavier@ci.florence.or.us

Council President  
Suzanne Roberts  
suzanne.roberts@ci.florence.or.us

Council Vice-President  
Brian Jagoe  
brian.jagoe@ci.florence.or.us

Councilor Joshua Greene  
joshua.greene@ci.florence.or.us

Councilor Joe Henry  
joe.henry@ci.florence.or.us

City Manager Jacque Betz  
jacque.betz@ci.florence.or.us

City Recorder & Interim  
Planning Director  
Kelli Weese  
kelli.weese@ci.florence.or.us

Public Works Director  
Mike Miller  
mike.miller@ci.florence.or.us

Finance Director  
Erin Reynolds  
erin.reynolds@ci.florence.or.us

Florence Events Center  
Director Kevin Rhodes  
kevin@eventcenter.org

Police Chief Ray Gutierrez  
ray.gutierrez@ci.florence.or.us

Newsletter Editor  
Megan Messmer  
megan.messmer@ci.florence.or.us

# Siuslaw River Bridge Interpretive Center



After more than 10 years of planning and work, Mayor Xavier cut the ribbon at the Siuslaw River Bridge Interpretive Center on Friday, June 28, 2013. The site, along with the eight additional parking spaces under the bridge, is now open to the public.

From left to right: Public Works Director Mike Miller, City Manager Jacque Betz, Councilor Sue Roberts, Mayor Nola Xavier, and Councilor Brian Jagoe.

## City Calendar

For more information about meetings (days marked in yellow), contact City Hall at 541-997-3437.  
For information on events & concerts (days marked in blue), contact the Florence Events Center at 541-997-1994.

# August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 New Gallery Shows Open FEC	3 Hanson Family Western Show & Barn Dance FEC 7 pm
4	5 City Council Meeting 7 pm	6	7	8	9 Rhododendron Quilt Guild Show FEC 10am - 5pm	10 Rhododendron Quilt Guild Show FEC 10am - 5pm
11 American Harmony 2013 FEC 2 pm	12	13 Planning Commission Meeting 7 pm	14	15 FEC Committee Meeting 10 am ... EMAC Meeting 2 pm	16	17 Black & White Recycle Event SHS, 9am - 1pm ... Yard Debris Disposal Day 27th St., 9am - 2pm Florence Coin Show 9am - 5pm @ FEC Baby Boomer Comedy Show 7 pm @ FEC
18 Florence Coin Show FEC 9am to 4pm	19 City Council Meeting 7 pm	20	21	22	23	24 6th Annual Florence Dance Festival FEC 9am - 5pm
25	26	27 Planning Commission Meeting 7 pm	28	29	30	31 SHS Hall of Fame & Booster Club Auction FEC 3:30 pm