



Florence City Hall
250 Highway 101
Florence, OR 97439

www.ci.florence.or.us

City Manager's Office
541-997-3437

Building Department
541-997-2141

Code Enforcement
541-902-2180

Finance Department
541-997-3436

Florence Events Center
541-997-1994

Municipal Court
541-997-3123

Planning Department
541-997-8237

Police Department
541-997-3515

Public Works
541-997-4106

Senior Center
541-997-8844

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Focus on Florence



November 2015

The Main Street Approach



Councilor Joshua Greene and City Recorder / Economic Development Coordinator Kelli Weese attended the Oregon Main Street Conference in The Dalles, Oregon, from October 7th to 9th. The Main Street program is a practical and comprehensive model that has been used for over 40 years to help build high quality, livable, and sustainable communities. The conference in October offered opportunities to learn from other communities on how to revitalize and attract new businesses and residents to the vibrant 'main street corridors' of our

various small towns. Some of the conference classes included:

- Creating a downtown marketing strategy,
- Attracting and retaining the creative class,
- Top 10 things to help local businesses, and
- Creating economic vitality by organizing for success.

Main Street is turning La Grande's downtown around! Our historic buildings are being restored, empty storefronts are few, and business support for the organization is at its highest since we began our program. These positive changes will continue to shape our downtown for decades...Katie Boula, La Grande Main Street Downtown

Communities all throughout Oregon (including everywhere from Astoria to Oakridge) have been participating in the Oregon Main Street program, which is facilitated through Oregon State Parks in order to receive assistance, training, and technical services to strengthen and revitalize their historic downtown commercial districts.

Baker City



These communities build from an existing network of knowledge on how to promote a comprehensive management strategy based on:

1. Organization of the Main Street business and property owners, citizens, public officials, chambers of commerce, and others to make sure everyone is working together.
2. Promotion that creates excitement in downtown via street festivals, parades, retail events, and marketing an enticing image to encourage shoppers, investors, and visitors.

See Main Street, Page 3

EMPLOYEE MILESTONES

At the City of Florence we understand that our employees are valuable assets that keep our city running and moving forward. We appreciate their hard work and dedication to the City and our community as a whole. The City will be recognizing employees for their service longevity for each five years of continuous service.

During October 2015, Communications Officer Yolanda Ross celebrated her 20th year of service to the City of Florence Police Department. Yolanda began her career as a Communications Officer in California in 1976. She has been a member of our dispatch center 1995 and has served as a Field Training and Evaluation trainer since 2000. Thank you Yolanda for your service to our city and community!



The Arts Mean Business

It's no secret that the arts are playing an important role in the revitalization of cities and their economies throughout Oregon and the world. From funding art in public places to creating dynamic festivals and supporting local arts programs, cities large and small have found success by incorporating art into their growth and economic planning. When the business of art plays a strong role in a community it has shown to provide a direct linkage to economic vitality. Studies show that communities see a return on investment of \$1.80 for every \$1.00 spent on the arts.¹ From Joseph to Lake Oswego, neighboring towns in Oregon have enjoyed the benefits of a thriving city arts program that increases tourism and expands their economy. Now it's Florence's turn.

In June, the Florence City Council established the Public Art Committee to develop a Florence Public Art Plan and Policy. This work, when complete, will provide the guidelines for our public art policy that will set a solid foundation for the future growth and viability of the arts in Florence. The committee is working diligently to complete the visioning and policy process and is excited to lead the way toward creating an engaged and vibrant community for all of our citizens.

The public art committee has established its vision:

Experience Florence

Where Every Day is a Celebration of the Arts

For more information about the Florence Public Art Committee please contact City Recorder / Economic Development Coordinator Kelli Weese at kelli.weese@ci.florence.or.us.

¹American's for the Arts - www.americansforthearts.org/

Join Us Online!

The City of Florence and the Florence Events Center are both on social media. You can find us on Facebook, Twitter, and Vimeo. Watch for updates on meetings, events, videos, and other important information.

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[www.twitter.com/
FloEventsCenter](http://www.twitter.com/FloEventsCenter)

Watch Us On
vimeo

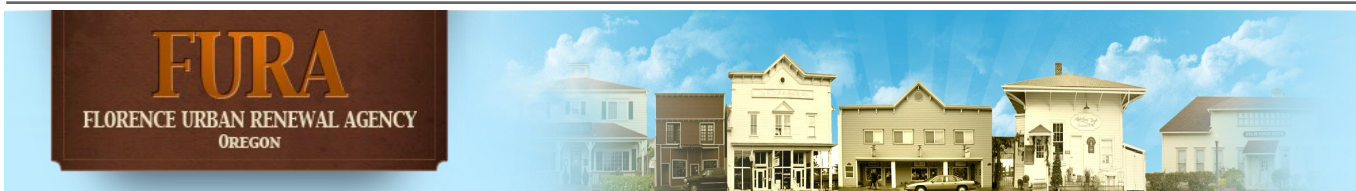
[www.vimeo.com/
florenceoregon](http://www.vimeo.com/florenceoregon)

MAIN STREET, Page 1

3. Design that enhances the attractiveness of the district including historic building rehabilitation, street and alley cleanup, banners, landscaping, and lighting to improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live.
4. Economic Restructuring to analyze current market forces to develop long term solutions by recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of downtown merchants.

Between the years of 2011-2014, communities that adopted the Main Street approach saw a net gain of 83 businesses throughout the state, leading to over 850 new jobs. These communities accomplished these feats through grassroots efforts aimed at creating communities that businesses and citizens want to develop and call home.

The City of Florence will be coordinating a seminar about how this program can work for Florence in early 2016, so stay tuned. If you would like more information about the Oregon Main Street program, please visit the Oregon State Parks website at www.oregon.gov/oprd/HCD/SHPO/pages/mainstreet.aspx, or contact City Recorder / Economic Development Coordinator Kelli Weese at kelli.weese@ci.florence.or.us.



The Florence Urban Renewal Agency (FURA) wasted no time in the new fiscal year. Since July, the FURA Board has entered into an agreement with the City of Florence to receive a \$3.7 million loan from the City. This allowed the Agency to refinance its existing debt (\$1.665 million) that carried an interest rate of 6.0% with a new interest rate of 3.25%. Additionally, the Agency will paid off an amount due to the Siuslaw Public Library District (\$210,000) and now has approximately \$2.0 million for new projects during the next two years.

Streetscape Design & Improvements	\$	900,000
Public Artwork		250,000
Development Projects		750,000
Professional Services		100,000
Total FURA Project Budget		\$ 2,000,000

FURA has begun working on two projects this fall with the assistance of consultants. The first is a streetscape design on Highway 101 and within the Urban Renewal District. FURA will collaborate with the Oregon Department of Transportation (ODOT) to include as much of the streetscape improvements as possible when ODOT repaves Highway 101 between the Siuslaw Bridge and the Highway 126 intersection in the next few years.

The second project involves looking to stimulate development within the District to provide jobs and increase economic activity in the City. The have begun working on this through an economic analysis and development strategy with the goal of developing a strategy to put the FURA funds to their best use. The consulting firm, Leland Group, has begun stakeholder interview with local business and property owners in the Old Town and Main Street Districts. Their next step is to collect community input from citizens on our community's strengths, weaknesses, opportunities, and challenges.

We want your help! Visit the FURA website at www.ci.florence.or.us/urbanrenewal to take the community survey and provide your input. It will be available to the public on November 9th. Thank you for your assistance.

#StartupFloCo: Florence Calls for Startup Businesses

On October 28th, the City of Florence, in conjunction with the Florence Area Chamber of Commerce, RAIN (Regional Accelerator & Innovation Network) and Lane Community College Florence Campus, held the first “Startup Call of Interest” meeting as a first step toward efforts to support local entrepreneurs and startup companies.



Over 75 people crowded the largest theater at City Lights Cinema to listen to three companies discuss their efforts to get their products off the ground and how a program called ‘Angel Investors’ can bring together new startup companies and mentors who can help them get their proposed new products from dream to reality.



Above: Caroline Cummings, RAIN’s Venture Catalyst, kicked off the event by sharing information on how RAIN works to assist innovators and entrepreneurs.

This event, marked the first in a series of seminars that RAIN will be presenting to help local businesses learn how to pitch their business ideas to investors, get funded, and avoid common failures. The next seminar will be held on November 12th from 4-6 p.m. at the Florence Events Center. To register, please visit the City of Florence website at www.ci.florence.or.us.



Left: Attendees were able to ‘fund’ their favorite project after hearing the pitches. Lola’s Fruit Shrub of Eugene received the most votes and received a Florence gift basket.



Interested in Learning More?

Attend the **StartupFloCo Free Seminar For Entrepreneurs & Innovators**

Happening on
Thursday, November 12th
From 4 to 6 p.m.
At the Florence Events Center
715 Quince Street

Light fare will be served

Register online at www.ci.florence.or.us

Questions?
Contact Kelli Weese, City of Florence’s Economic Development Coordinator

Kelli.weese@ci.florence.or.us

OR Caroline Cummings, RAIN’s Venture Catalyst
caroline@oregonrain.org



City of Florence
A City in Motion



City Economic Development Committee Up & Running

On May 18th the City of Florence City Council established the City's Economic Development Committee marking the cannon fire that sparked the hard work of establishing an economic development program within the City.

Consisting of a collaborative effort between the City of Florence, Florence Area Chamber of Commerce, Central Lincoln People's Utility District, and local interested business owners and citizens, the City of Florence Economic Development Committee is the first of its kind for the City of Florence in over a decade. Its mission is to:

- Develop and Promote the Recruitment and Marketing of Business
- Develop and Maintain a Business Retention and Expansion Program
- Review alternatives for the organizational structure of economic development in Florence

Almost immediately upon inception, the committee established working sub-teams to meet regularly to work on these goals and established an ambitious work plan to work on efforts to promote these goals including:

- Establishing a map and contact information list for available buildings, properties and businesses,
- Developing a user friendly website for Florence Economic Development,
- Identifying targeted industries,
- Identifying and assisting local businesses who may be seeking expansion and/or finding it difficult to maintain their current business model, and
- Researching and reviewing potential alternatives for the organizational structure of economic development within the City of Florence and surrounding areas.

These efforts have already led to significant gains for the City's economic development efforts through coordination towards specific goals. For more information on the Florence Economic Development Committee and its work plan, please contact City Recorder / Economic Development Coordinator Kelli Weese at kelli.weese@ci.florence.or.us.

Don't miss out! There is still time to let us know what you think about Styrofoam food containers?

The Environmental Management Advisory Committee (EMAC) is considering policies related to foam take-out food and beverage containers. The primary motivation for the consideration is their contribution to litter in and around the Florence area specifically in its lakes, creeks, and ocean beaches. There are a several other potential benefits, both locally and globally, from eliminating use of take-out foam containers. These include reducing the costs to process recycling at recovery facilities due to foam container contamination and introducing biodegradable alternatives.



EMAC is surveying consumers and businesses in Florence about their use and opinions of foam food take-out and beverage containers. The survey is available on the City of Florence website at www.ci.florence.or.us with an extended deadline of November 16th. Please take 5-8 minutes to complete the survey. All survey responses are anonymous.

The members of EMAC will be reviewing survey responses at their November 19th meeting at City Hall beginning at 2pm. They would like to hear from local businesses in Florence on how those businesses use foam containers and what the impact of removing foam would have on those businesses.



Recorder's Corner

News from the October Council Meetings

Projects, projects, projects. The City of Florence has been working diligently on many projects this fall on items ranging from a new public works facility to upgraded playground equipment at Pepperoaks Park.

This culture of construction isn't limited to the activities of the City of Florence as there are many Oregon Department of Transportation and private projects happening throughout town as well. On October 19th, the City Council held a public hearing concerning a street closure proposed for Old Town Way from just east of Coldwell Banker Real Estate Offices to Laurel Street. The street will be closed periodically from November 1st to December 12th to allow for major construction improvements to the Laurel Crossing Condominiums located at 179 Laurel Street in Old Town Florence.

During October the City Council also completed the following:

- Negotiation with Scott Edwards Architecture to complete architectural services for the proposed new public works facility.
- Acceptance of a local government grant from the Oregon Parks and Recreation Department for rehabilitation of Pepperoaks Park and steps to purchase new play equipment at the park.
- Submittal of a proposal for Oregon Transportation funding for pedestrian and bicycle improvements on Hwy 101 between the Siuslaw River Bridge and Hwy 126.
- Submittal of a grant application for the ConnectOregon program for the second phase of the Siuslaw Estuary Trail and participation in a field trip to the site.
- Review and discussion of a proposed City Manager evaluation form and process.
- Review and discussion of a proposed grant policy for City Council discretionary funds.
- Discussion of potential planning and code enforcement changes.
- Interviews of the 11 applicants for the newly re-established Airport Advisory Committee.

For more information about Florence City Council meetings and actions, please contact City Recorder Kelli Weese at 541-997-3437, or via email at kelli.weese@ci.florence.or.us. Information on all Council meetings and actions taken can be found on the City of Florence website at www.ci.florence.or.us.

Citing the Municipal Code

Garbage Control & Persistent Wildlife

It's time to discuss our city code again. With the weather turning colder and wetter the wild animals are going to start getting into things, mainly garbage. FCC 6-1-8-2-L&M: Public Nuisance talks about the accumulation of trash, garbage, debris, and refuse deposited on private property. Florence residents are not allowed to accumulate garbage if it attracts wild animals, is deleterious to public health or welfare, or becomes unsightly. The problem with accumulated garbage is that the bear population seems to have increased in recent years, and they make a real mess of garbage bags. We are at that time of year where we will be experiencing more stormy weather, which means the winds will blow trash around our neighborhoods. Wind can take a mess that a bear has made, and spread it over a large area. So let's all do our part to keep our neighborhoods clean and safe by getting our garbage dumped regularly.

Thanks to all for your cooperation.

Dan Frazier, Code Enforcement Officer





Lane County Transportation System Plan

You're Invited!

Come learn about the update of the Lane County TSP and give us your thoughts about how to solve current and future transportation issues in the County.

The community workshop will include more information about transportation issues in Lane County through 2036, and interactive stations for drawing, writing, and talking.

Can't attend? Provide your comments here:
www.lanecountytsp.org

Community Workshop Series #1:

November 2nd. Creswell Community Center, 99 South First Street, 4:00 P.M.-6:00 P.M.

November 9th. Florence Events Center, 715 Quince Street, Florence, Creswell, 4:00 P.M.-6:00 P.M.

November 17th. Springfield City Hall (Room #3), 225 Fifth Street, Springfield, 4:00 PM—6:00 PM

December 7th. Lane Community College, 4000 East 30th Avenue, Eugene, 4:00 P.M.-6:00 P.M.

December 14th. Churchill High School (Library), 1850 Bailey Hill Road, Eugene, 4:00 P.M.-6:00 P.M.

You've got it coming.



CHICAGO

THE MUSICAL

DIRECTOR
DAVID LAURIA

BOOK BY
FRED EBB and BOB FOSSE

LYRICS BY
FRED EBB

LAST RESORT PLAYERS

Florence Events Center
November 6 - 8 & 13 - 15
Fri & Sat: 7:00 Sun: 2:00

Tickets at eventcenter.org, 541-997-1994, or box office
Show info at www.lrpproductions.org

Winner of:
6 - Tonys
6 - Academy Awards
and a Grammy

MUSICAL DIRECTOR
JASON WOOD

MUSIC BY
JOHN KANDER

based on the play "Chicago" by
MAURINE DALLAS WATKINS

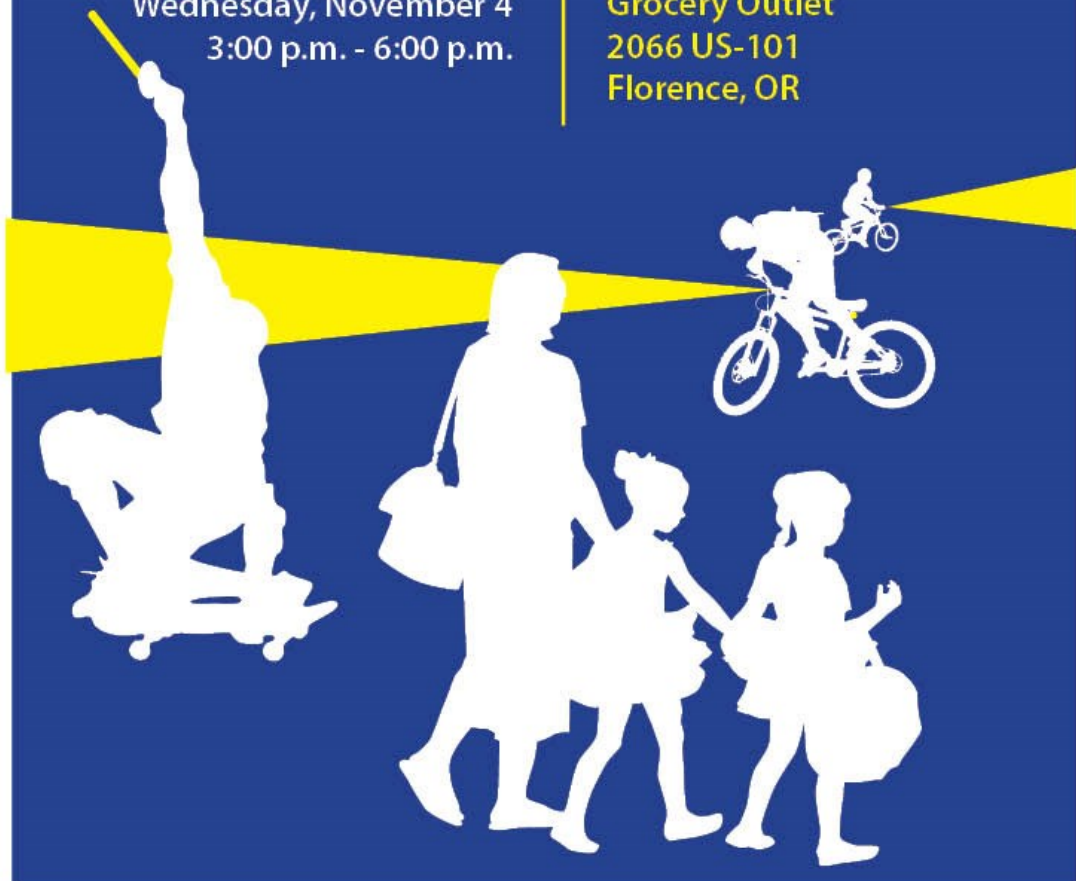
"Chicago" is presented by special arrangement with SAMUEL FRENCH, INC.

Be Seen. Be Safe.

receive a **FREE BIKE, WALK, or SKATE LIGHT**
while supplies last

Wednesday, November 4
3:00 p.m. - 6:00 p.m.

Grocery Outlet
2066 US-101
Florence, OR



Be Seen.

Be Safe.

With the days getting dark and cloudy, it is important to make sure you are seen whether you are biking to work, walking your pet, or going to school. Follow these important tips to be safe and be seen.

Be Reflective

Wear bright colored clothing and use reflective items such as armbands, belts, coats, and vests.

Be Flashy

When biking make sure to have front and rear bike lights, and wear lights on your backpack, coat, stroller, and even your pet's collar.

Be Aware

Always be ware of your surroundings, and make sure that cars see you before you proceed.

For more information, contact Lane Transit District (LTD) at 541-682-6213 or visit LTD.org/Point2point.



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Visit the City of Florence
online at
www.ci.florence.or.us

FLORENCE CITY COUNCIL



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Councilor
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Councilor
George Lyddon
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City Council Meetings

Council Chambers
City Hall, 250 Hwy. 101
(unless otherwise noted)

Regular Meetings
Monday, Nov. 2, 6:00 PM
Monday, Nov. 16, 6:00 PM
Joint Work Session with Planning Commission
Wed., Nov. 4, 10:00 AM

City Council regular meetings are open to the public, televised on cable Channel 191, and available for online viewing the following day. For the most current agenda and materials call 541-997-3437 or visit www.ci.florence.or.us.

2015 COUNCIL GOALS

Deliver efficient and cost effective City services. ■ Expand and diversify the Florence economy. ■ Improve the City's livability and quality of life. ■ Sustain the City's strong financial position. ■ Strengthen and Improve the City's Organization and Capital Plant. ■ Improve the City's communication program to better tell the City's story and strengthen citizen trust where possible. ■ Improve the community's safety and perception of safety.

CITY CALENDAR: NOVEMBER 2015

Questions?

Contact City Hall at 541-997-3437.
Contact the Florence Events Center at 541-997-1994.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 City Council 6 pm, City Hall	3 ELECTION DAY TODAY	4 City Council & Planning Commission Work Session 10 am, City Hall Bike Light Giveaway 3-6 pm, Grocery Outlet	5	6 LRP's Chicago 7 pm, FEC	7 Monkey Bugs 10 am—5 pm, FEC LRP's Chicago 7 pm, FEC
8 LRP's Chicago 2 pm, FEC	9 Public Arts Committee 10 am, City Hall Lane Co. TSP Open House 4—6 pm, FEC	10	11 City Hall & FEC Closed Veterans Day November 11	12	13 LRP's Chicago 7 pm, FEC	14 LRP's Chicago 7 pm, FEC
15 LRP's Chicago 2 pm, FEC	16 City Council 6 pm, City Hall	17	18 TAC 1:30 pm, City Hall	19 EMAC 2 pm, City Hall	20	21 Ken Lavigne 7 pm, FEC SEASIDE ENTERTAINMENT ASSOCIATION
22	23 Public Arts Committee 10 am, City Hall	24 Econ. Dev. Committee 2:30 pm, City Hall Planning Commission 7 pm, City Hall	25	26 City Hall & FEC Closed happy THANKSGIVING	27	28 Festival of Trees FEC
29 Festival of Trees FEC	30 FURA 6 pm, City Hall					