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Inspection Request
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City Recorder
 541-997-3437

City Manager's Office
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Public Works
 541-997-4106

Police Department
 541-997-3515

Florence Events Center
 541-997-1994

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Focus on Florence

A Newsletter from the City of Florence

Summer 2011

Mayor Brubaker's 2011-12 Budget Statement

The following statement was read by Florence Mayor Phil Brubaker during the June 20th, 2011, Florence City Council meeting.



Florence Mayor Phil Brubaker

As we have seen so far tonight, our deliberations regarding next year's budget have clearly focused not only on the expenditure side, given no new services and the painful cuts which have been proposed, but also on the revenue side, including higher utility fees, airport fees, Event Center fees, SDC charges, water meter installation fees, and even higher property taxes for our residents

when we add in the new consolidated Fire District costs, as approved by our taxpayers last year. For the first time, however, this budget is also being considered in the context of a three-year plan: How will the decisions we make for next fiscal year affect City budgets for the two years following? We no longer have the luxury of assuming that rising expenses can miraculously be covered by

higher revenues in the future. AND, the years of relying upon declining fund balances to bail us out are over. Three year budget planning sets a new, much needed, higher level of responsible financial stewardship for Florence.

Nevertheless, this proposed budget is just a "hanger on-er." No new services, only cuts. Fee increases on the backs of our struggling citizens to keep funds in balance. But can we really afford to ignore the future and hope that "things get better once the economy turns around?" I think not.

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City Honors Businesses with 'A Greener Florence' Awards

During the June 6th City Council meeting, three Florence-area businesses were honored with "A Greener Florence" awards for their efforts in reducing their organization's impacts on



From left to right: Florence Mayor Phil Brubaker, Jim Clark of Oregon Pacific Bank; Jen Nelson of Real Food Co-op and Mike Rose of Three Rivers Casino and Hotel.

the environment. The winners were chosen by members of the Environmental Management and Advisory Committee (EMAC). Representatives from Oregon Pacific Bank, Real Food

See AWARDS Page 3

Water and Stormwater Rate Increases Take Effect July 1st

On June 20, 2011, the Florence City Council, with the recommendation of the Florence Budget Committee, voted to increase the water and stormwater rates. The new rates are effective July 1, 2011.

The water rate increase will generate an additional \$321,000 in much needed revenue for the water utility in order to meet its operational, maintenance and debt service needs. The rate increase will not affect the \$1.00 per month per account well rehab fee that is dedicated to the well rehabilitation program.

Stormwater monthly utility fees will be increased a \$1.00 per month for residential customers and a minimum of \$2.00 per month for non-residential and commercial customers. This rate increase is necessary to pay the debt service for the 2010 Series B bond and in order to meet operational and maintenance service needs.

While the City is very sensitive to the difficulties facing all of its customers in this economically challenged time the rate increases are necessary to provide funding for current and on-going maintenance and operational activities within these systems.

With recent increases for electricity, fuel, oil, metals and petroleum based products our utility budgets can't continue without a reasonable approach to cover these costs. The water and stormwater rate increase will not completely cover these costs. The City will continue to be vigilant with spending so that it can control and conserve where possible our uncontrolled costs. The City is committed to providing you, our customers, the best possible utility service while being mindful of the costs under our control. Thanks to careful strategic planning, Florence will still have rates lower than most other communities along the Oregon coast.

For the typical residential utility customer that uses 1,000 cubic feet of water in a one month billing period, their combined water, wastewater, stormwater, well rehab fee and street light fee is currently \$77.91 for a month of service. The increases to the water and stormwater portion of the utility bill are \$6.94 per month (\$1 for stormwater and \$5.94 for water). The revised expected monthly bill for a typical residential customer will be \$84.85 per month. This is an average increase of 8.9%.

Below is a comparison of a typical residential customer's utility bill:

Utility Fee	Old Rate (Totals)	New Base	New Volume (1,000 units x \$x.xx)	Total with Rate Increases
Water	\$27.74	\$15.47	\$18.21	\$33.68
Well Rehab Fee	\$1.00	\$1.00	N/A	\$1.00
Sewer	\$41.97	\$41.97	N/A	\$41.97
Stormwater	\$5.20	\$6.20	N/A	\$6.20
Street Light Fee	\$2.00	\$2.00	N/A	\$2.00
GRAND TOTALS	\$77.91			\$84.85

Stormwater rate increase are as follows in the table below:

Stormwater Classifications	Old Rate	Rate Increase	New Rates July 1, 2011
Residential < 6,500 Sq Feet	\$4.16	\$1.00	\$5.16
Residential 6,500-9,000 Sq Feet	\$5.20	\$1.00	\$6.20
Residential > 9,000 Sq Feet	\$6.24	\$1.00	\$7.24
Commercial Minimum	\$6.48	\$2.00	\$8.48
Commercial (per sq foot of impervious area)	\$0.000997	\$0.000199	\$0.001196

Water rate increase are as follows in the table below:

Water Classifications / Meter Size	Old Rate	Increase in Rates	New Rates July 1, 2011
Residential	\$12.74	\$2.73	\$15.47
Small Commercial – Low Volume	\$12.74	\$2.73	\$15.47
Small Commercial – High Volume	\$63.76	\$13.64	\$77.40
1 ½-inch Commercial	\$63.76	\$13.64	\$77.40
2-inch Commercial	\$98.92	\$21.17	\$120.09
3-inch Commercial	\$308.00	\$65.91	\$373.91
4-inch Commercial	\$388.22	\$83.08	\$471.30
6-inch Commercial	\$1,591.65	\$340.61	\$1,932.26
Greentrees East	\$1,690.57	\$361.78	\$2,052.35
8-inch Commercial	\$4,996.43	\$1,069.24	\$6,065.67
Fire Standby	\$5.71	\$1.22	\$6.93
Irrigation Only Meter ¾ and 1-inch	\$12.74	\$2.73	\$15.47
Irrigation Only Meter 1 1/2-inch	\$63.76	\$13.64	\$77.40
Irrigation Only Meter 2-inch	\$98.92	\$21.17	\$120.09
Well Rehabilitation	\$1.00	N/A	\$1.00
Commodity (volume) Rates per cubic foot of water used			
0-1,000 cubic feet	\$0.0150	\$0.0032	\$0.0182
1,001 – 1,500 cubic feet	\$0.0164	\$0.0035	\$0.0199
1,501 and greater cubic feet	\$0.0196	\$0.0042	\$0.0238

MAYOR from Page 1

I believe we must focus on the One Thing that has allowed Florence to prosper since the demise of the timber and fishing industries. And that One Thing is New People. Both through tourism and retirement. "Now, hold on," you say. "It's just not that simple." Well, I say it's surely the best place to restart. Follow the money: How many of our new residents over the past 20 years were tourists and/or retirement seekers first? It's high time to figure out how best to attract new folks again. I'm not proposing use of property tax dollars for this. Let's use room tax money that comes from the tourists in the first place.

Now, some folks may say: "This doesn't sound good to me. I want to keep Florence a sleepy little coastal village where I can live out my retirement." Well, maintaining good public services requires sustainable resources. But many Florence folks are not feeling flush, watching their home values

declining 20, 30 or 40 percent. They're not thrilled about paying higher City fees, either, when there hasn't been a Social Security increase in two years. So, it's time to act as we have before. We can keep our coastal village little, but it must not be sleepy!

"I believe we must focus on the One Thing that has allowed Florence to prosper since the demise of the timber and fishing industries. And that One Thing is New People, both through tourism and retirement."

Florence Mayor Phil Brubaker

I guarantee this: if we don't get New People in town to spend their tourist dollars and/or buy houses, which will generate all the spill-over benefits for our health care industry and for Realtors, contractors, restaurants, shops and school enrollment, etc., we are dooming ourselves to balance our budget more and more with cuts, not

"revenue enhancements." And that will inevitably entail more personnel cuts, lowering services every year. The result: New People will look elsewhere. We must avoid that if we are to remain the greatest little town on the Oregon Coast. I think we have maybe three years.

So where to start? I propose we spend a little room tax to survey our newer residents to confirm why they are here in the first place. Then, we develop a marketing strategy to target the proven sources of our citizens' responses. To proceed, I move that we amend the proposed 2011-12 budget to shift \$50,000 from the \$233,000 room tax reserve to the Mayor and Council budget, and get rolling.



Phil Brubaker
Mayor of Florence

AWARDS from Page 1

Co-Op and Three Rivers Casino & Hotel received "A Greener Florence" certificate from Florence Mayor Phil Brubaker for their efforts in reusing, recycling, reducing and composting. New to this year's awards was the implementation of a perpetual plaque for the year's top "A Greener Florence" business selected by EMAC. This year's top business was Real Food Co-Op. Congratulations to all of this year's winners!

Visit the City of Florence online at www.ci.florence.or.us to see more information on what this year's winners have done to help make our community "A Greener Florence."

DID YOU KNOW?

Did you know that Florence City Hall has a Recycling Center? Just inside the front door on the Building/Planning/City Manager side of City Hall is a center where members of the public can get the latest Master Recycling News, in addition to bins for recycling wine corks, plastic bottle caps, cell phones and used rechargeable batteries. The City also has 20+ frames and bags available for public use to make recycling at events easy and convenient. Contact Community Development at 541-997-8237 for more information.



From left to right: Councilor Brian Jagoe, Council President Nola Xavier, Mayor Phil Brubaker, Council Vice-President Suzanne Roberts, Councilor Paul Holman

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

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MISSION STATEMENT

The mission of the City of Florence is to meet community expectations for municipal services, provide a vision for civic improvements, maintain a quality environment and position Florence to have an economically viable and sustainable future.

City Calendar

July/August 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2 3rd Annual Wings-N-Wheels (Airport)
3	4 Independence Day Festival	5 City Council Meeting	6	7	8	9
10	11	12	13	14 Florence Urban Renewal Agency	15	16 Power of Florence Volunteer Day - Yard Debris Disposal
17	18 City Council Meeting	19	20	21 Environmental Management Advisory Committee Meeting	22	23
24	25	26 Planning Commission Meeting	27	28	29	30
31	1	2	3	4	5	6
7	8	9 Planning Commission Meeting	10	11	12	13
14	15 City Council Meeting	16	17	18 Environmental Management Advisory Committee Meeting	19	20 Yard Debris Disposal
21	22	23	24	25	26	27
28	29	30	31			

For more information about meeting times and locations, contact City Hall at 541-902-2182.