



City of Florence
A City in Motion

City of Florence Community & Economic Development Committee Regular Session

Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found on the City of Florence website at www.ci.florence.or.us.
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at www.ci.florence.or.us as soon as practicable after the meeting.
- To be notified of committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

August 20, 2020

AGENDA

3:45 p.m.

Members:	Robbie Wright (Chair)	William Prosser (Vice-Chair)
Carla Twombly	Claire Waggoner	Nicholas Costa
Jeff Ashmead	Russ Pierson	Daniel Lofy
Patrick Ritter	David West	Vacant
Kelli Weese, Staff Ex-Officio	Joe Henry, City Council Ex-Officio	

With 48-hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired. Meeting is wheelchair accessible.

COVID-19 UPDATE

Due to federal and state restrictions on public gatherings, the Florence Community & Economic Development Committee meetings shall be held via videoconference. Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/4470925849118734347>

Meetings are also shown live on Cable Channel 191 and online at

<https://www.ci.florence.or.us/citymanager/public-meetings-live>.

In person attendance is not allowed at Community & Economic Development Committee meetings.

In accordance with Oregon Governor's Office Executive Order No. 20-16, to protect safety and ensure social distancing, members of the public will not be allowed to attend the Community & Economic Development Committee meeting.

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at

<https://www.ci.florence.or.us/bc-cedc/community-economic-development-committee-speakers-card>.

CALL TO ORDER – ROLL CALL

3:45 p.m.

1. PUBLIC COMMENTS – *Items Not on the Agenda*

This is an opportunity for members of the audience to bring to the committee's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Please sign-in, then state your name for the audio record when called upon.

2. COMMITTEE MEMBER INTRODUCTIONS

Introductions of committee members

Approx.
3:50 p.m.

3. REGIONAL ECONOMIC DEVELOPMENT COVID-19 RESPONSE

Presentations by regional economic development partners about their agencies and COVID-19 response

Approx.
4:05 p.m.

4. CITY OF FLORENCE ECONOMIC OVERVIEW

Overview of economic indicators and City of Florence's economic response to COVID 19

Approx.
4:40 p.m.

REPORT ITEMS

5. CITY COUNCIL EX-OFFICIO REPORT

Approx.
5:10 p.m.

6. CLOSING COMMENTS, NEXT MEETING DATES & FUTURE AGENDA TOPICS

Approx.
5:30 p.m.

TENATIVE MEETING CALENDAR

All meetings will be held virtually unless otherwise indicated

Date	Time	Description
September 17, 2020	3:45 p.m.	Community and Economic Development Committee Meeting
October 15, 2020	3:45 p.m.	Community and Economic Development Committee Meeting
November 19, 2020	3:45 p.m.	Community and Economic Development Committee Meeting
December 17, 2020	3:45 p.m.	Community and Economic Development Committee Meeting

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

Given executive orders from Governor Brown concerning COVID-19 and social distancing requirements, the City of Florence has established temporary procedures for public meetings in order to protect our volunteers, public and staff.

In person attendance is not allowed at Community & Economic Development Committee (CEDC) meetings.

Expressing Views to the Community & Economic Development Committee: Citizens wishing to express their views to the CEDC may do so in both written and verbal formats.

1. **Written Testimony:** Citizens wishing to express their views to the CEDC are encouraged to submit written testimony in one of the following ways:

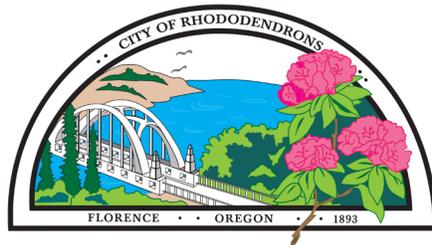
- Submit written comments via email to Economic Development Catalyst: Sarah.Moehrke@ci.florence.or.us
- Mail written comments to Florence City Hall, Attn: Community & Economic Development Committee, 250 Hwy 101, Florence, OR 97439
- Drop off written comments to the City of Florence drop box located at Florence City Hall (250 Hwy 101) to the right of the main entrance.

**** Note:** Written comments received at least 2 hours prior to the meeting (August 20, 2020 at 3:30 p.m.) will be distributed to the CEDC, posted to the City of Florence website, and made part of the record.

2. **Verbal Testimony:** Citizens wishing to express their views to the CEDC may participate in the meeting via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/bc-cedc/community-economic-development-committee-speakers-card> at least 3 hour prior to the meeting (August 20, 2020 at 2:30 p.m.). City staff will then contact the speaker to let them know the process to participate in the meeting.

- Public Comments on items not on the agenda:** General public comments (on items not on the CEDC agenda) will be allowed at each CEDC meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
- Public Comments on Action Items:** Public Comments will be allowed on each action item on the CEDC agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Committee questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

For more information on the City of Florence's Temporary Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/em/public-meeting-during-covid-19>.



City of Florence
A City in Motion

Community & Economic Development Committee

August 20, 2020

Public Comment

Aug. 9th, 2020

Re: Air B&B's role in the rental housing shortage for Florence Residents.

From: Steve Williams, 18 Sea Watch Pl, Florence, OR 97439

Bc. Sea Watch BOD, Sea Watch Hearing Grp.

Dear Florence City Planning Committee:

I would like this testimony to be presented at the Aug. 11th meeting.

Sea Watch Estates residents recognize the City's goal to provide more rental properties in the community so that those people who support us can have a place to live; knowing they are in short supply, especially for health care workers and lower income families.

However, much of the issue on the lack of viable rentals is because of the Air B&B issue. We know many people who buy second homes, not to rent them, but to turn them into Air B&B's because it is 2-3 times more profitable than traditional leases.

Case in point.

We had an out of state person buy into our community to become an Air B&B. It was a nightmare - wild parties, dangerous speeding, trash issues, etc. They just wanted to party with total disregard for our neighborhood residents. We finally took definitive action and changed our CC&R's to eliminate this by requiring a 30-day minimum lease agreement.

Guess what - when they had no choice but to turn it into a 30-day rental, their first renter was a new and much needed Surgeon who was finding it difficult to relocate here. He was a great neighbor here for 2 years until finding a place to buy.

The out of state investor sold that property shortly after that because he saw less financial advantage in a long-term rental. In other words, the Air B&B was far more profitable to him. The family who bought the home is a vested good neighbor here.

The issue is not that Florence has a shortage of rentals - but that many rentals are now Air B&B's charging much higher rental rates. WWW.VRBO alone lists 259 short term rentals in the Florence area. We are a beautiful resort destination - maybe more now since foreign travel is difficult.

Outside investors are now working to change building/zoning codes and selling Florence with the pretext that high density housing is a solution for Florence's issue of lack of affordable housing and rentals for critically needed people to support our community.

This is the question I ask - is there a City ordinance that will (like our HOA did) make these new PUD's commit these new developments to only do long term rentals - not high return Air B&B's. I can find no

evidence that prohibits them under any current City regulation from doing this. Many Cities are grappling with this issue. Many like San Francisco and New York have successfully passed rules to address this.

Our concern is some projects presented to the City as “rental solutions” may just become high return VRBO resort complexes, with rent rates local workers cannot afford. And why not, outside investors:

1. Do not live here
2. Investors are driven by the most profitable path

Meanwhile, the rental issue will remain, traditional hotels in town will face more competition, outside visitors (with no vested interest here) will be injected into peaceful neighborhoods, and our beautiful Florence will start looking like an inner City.

Maybe it is about time to address this issue, especially with new rental PUD’s- otherwise rental shortages will continue, and rental PUD’s intended for family housing will become vacation rental resorts.

Sincerely, Steve Williams



REGIONAL ECONOMIC DEVELOPMENT PARTNERS

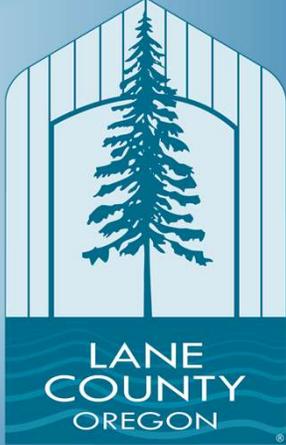
Community & Economic Development Committee
August 20, 2020

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LANE COUNTY

Jenna Cusimano
Economic Development Management Analyst

Alexandra Corvello
Economic Development Specialist



LANE COUNTY
OREGON

2

FLORENCE AREA CHAMBER OF COMMERCE

Bettina Hannigan
President / CEO



The logo features a stylized blue wave icon to the left of the word "Florence" in a large, bold, blue serif font. Above "Florence" is the text "OREGON COAST" in a smaller, blue, sans-serif font. Below "Florence" is the text "Area Chamber of Commerce" in a smaller, blue, sans-serif font.

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OREGON COAST VISITORS ASSOCIATION

Jesse Dolin
Central Coast Destination Coordinator



The logo is a shield-shaped emblem with a teal-to-blue gradient. At the top is a stylized white wave. The text "THE OREGON COAST" is written in white, bold, sans-serif capital letters across the center of the shield. The bottom of the shield features a stylized white wave.

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LANE SMALL BUSINESS DEVELOPMENT CENTER

Jesse Dolin
Business Advisor



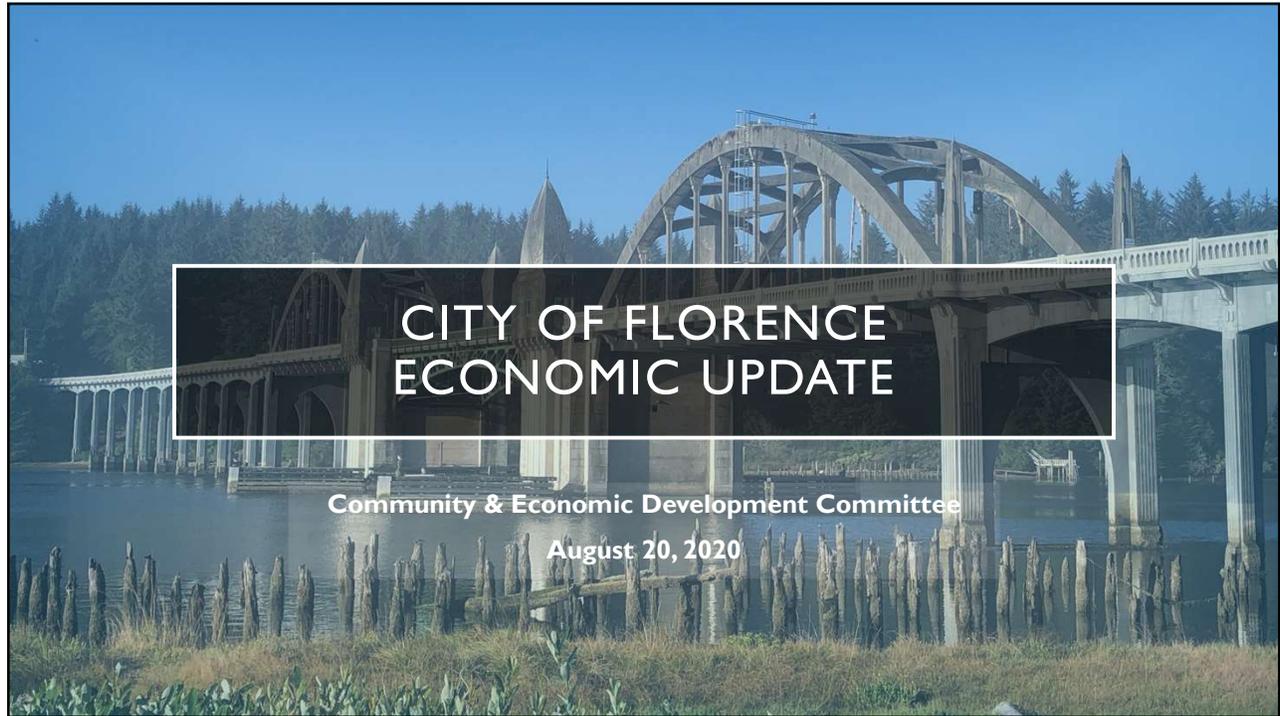
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OREGON RAIN

Ariel Ruben
Rural Venture Catalyst



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CITY OF FLORENCE ECONOMIC UPDATE

Community & Economic Development Committee
August 20, 2020

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OVERVIEW:

- 1. Review of Economic Indicators**
 - CARES Act Participation Rates
 - Tourism Revenue Tax
 - Real Estate Market Analysis
- 2. Business Retention & Expansion Program**
 - Review of Program
 - What are we hearing from Businesses?
- 3. What has been the City's economic response?**

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PAYCHECK PROTECTION PROGRAM

Over 1,800 jobs
retained because of PPP loans in
97439 Zip Code

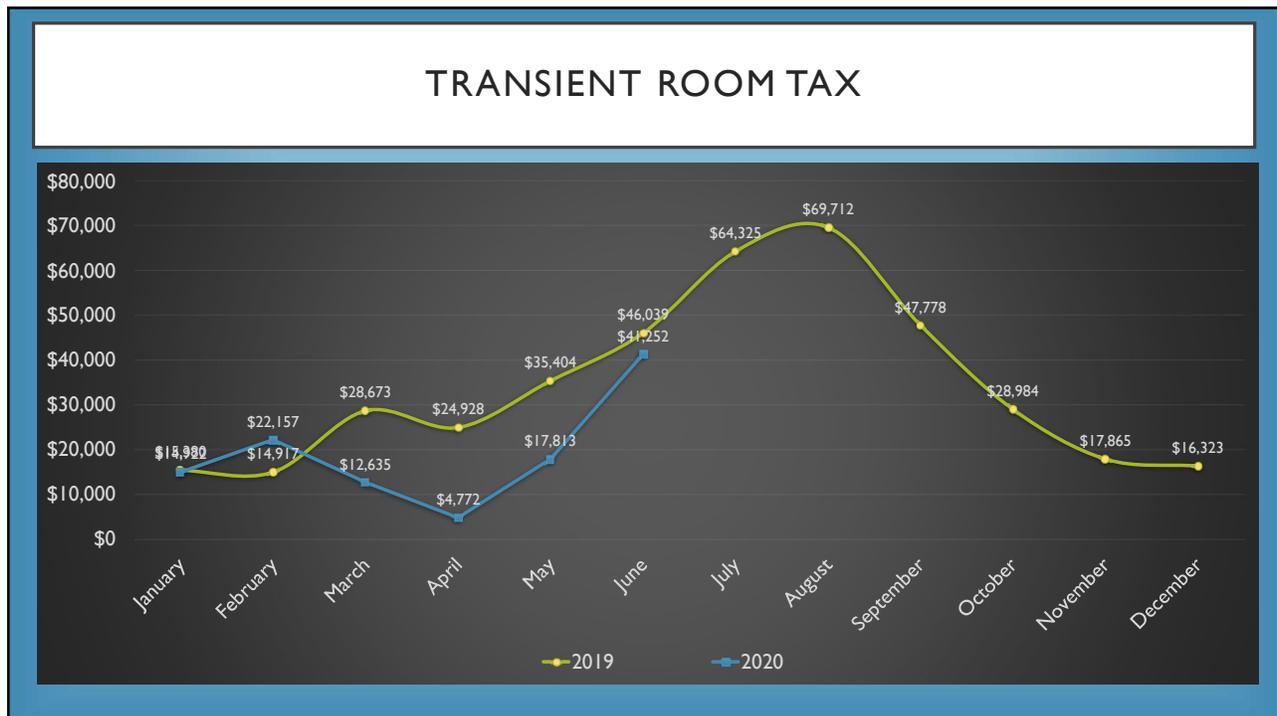
PPP Loans in Zip Code 97439

PPP Loans Over 150k	18
PPP Loans Under 150k	222
Total PPP Loans	240

222 Loans of less than \$150,000
12 Loans from \$150,000-\$350,000
5 Loans from \$350,000-\$1,000,000
1 Loan from \$2-5 million

*Data From: Small Business Administration Report,
Cumulative Paycheck Protection Program data as of 11:59 PM EDT on Aug 8, 2020*

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REAL ESTATE MARKET ANALYSIS

	# Sold	Sales in Volume	Median Sale Price	Median Days on Market
Q1 2019	88	\$24,575,000	\$262,450	90
Q2 2019	118	\$33,880,000	\$266,944	61
Q3 2019	137	\$40,516,000	\$280,000	57
Q4 2019	114	\$32,117,000	\$267,000	56
Q1 2020	98	\$29,126,000	\$250,000	91
Q2 2020	93	\$27,810,000	\$279,000	78

Data from Mid-Year 2020 Greater Florence Residential Market Review by Tawfik Ahdab, Pacific Valuation Group

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RDI'S BUSINESS RETENTION & EXPANSION PROGRAM

- **December 16, 2019:** City Council approved Rural Development Initiatives' Business Retention & Expansion Program
 - 10% Match for \$30,000 Program = \$3,000
- **February 2020:** BR&E Program Kick Off
 - 15 stakeholders having a larger conversation about Economic Development in Florence
- **March 2020:** Planning to release first wave of surveys on March 31..... But COVID hit.
- **April 2020:** Restructured program to do individual phone interviews with RDI staff
- **May – Current:** RDI Staff conducts interviews
 - Completed 30+ interviews with local businesses



RDI 
 RURAL DEVELOPMENT INITIATIVES
 Helping Rural Communities Thrive!

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WHAT HAVE WE BEEN HEARING FROM BUSINESSES?

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CITY'S ECONOMIC RESPONSE TO COVID-19

In March:

- Set Up Florence Economic Task Force
 - City Staff & CEDC Representatives
 - Florence Area Chamber of Commerce
 - Oregon Coast Visitors Association
 - WorkSource Oregon
 - Lane Community College
 - South Coast Development Council
 - Oregon RAIN
 - Lane County
- Start Sending *The Florence Four: A Business Resource Newsletter*
 - Four Resources for local businesses
 - Over 700 businesses receive newsletter weekly



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CITY'S ECONOMIC RESPONSE TO COVID-19 (CONT.)

In April:

- Weekly Meeting with Task Force
- Weekly Distribution of Florence Four Newsletter
- Work with RDI to restructure BR&E Program
- Continue working with regional / state partners

In May:

- Weekly Meeting with Task Force
- Weekly Distribution of Florence Four Newsletter
- RDI starts individual business interviews
- Business Outreach on Draft Reopening Guidelines
- Sent Business Connection Postcards to 700 businesses

LET'S STAY CONNECTED!

The City of Florence is committed to supporting its businesses throughout the COVID-19 public health crisis and through the recovery phase. There are three things you can do to stay informed:

UPDATE YOUR BUSINESS CONTACT INFORMATION

1

City Staff rely on business license information to contact our businesses, however some of our information is outdated, or not useful if businesses are not at their physical locations. Please update your business' contact information (**including email address**) here so that we can pass along important resources and information:

<https://www.ci.florence.or.us/economicdevelopment/business-contact-information>

SUBSCRIBE TO "THE FLORENCE FOUR" NEWSLETTER

2

The City of Florence has been publishing a weekly newsletter that showcases four resources for our local businesses. If we have your email on file, through your business license, you have already been subscribed. If not, please subscribe here:

<https://mailchi.mp/ci.florence.or.us/florencefour>

FOLLOW THE CITY OF FLORENCE ON FACEBOOK

3

The most up-to-date information regarding the City of Florence is shared on our City's Facebook page, as well as information from the County and State are regularly shared there for quick access.

<https://www.facebook.com/CityofFlorenceOregon>

The City of Florence Economic Development team is here to help you! Contact us:

<p>Sarah Moehrke Community & Economic Development Assistant Sarah.Moehrke@ci.florence.or.us 541-991-8276</p>	<p>Kelli Weese City Recorder / Economic Development Coordinator Kelli.Weese@ci.florence.or.us 541-997-3437</p>
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CITY'S ECONOMIC RESPONSE TO COVID-19 (CONT.)

In June:

- Weekly Meeting with Task Force
- Weekly Distribution of Florence Four Newsletter
- RAIN & City of Florence Staff Business Outreach
- RDI Continues to Conduct Business Research

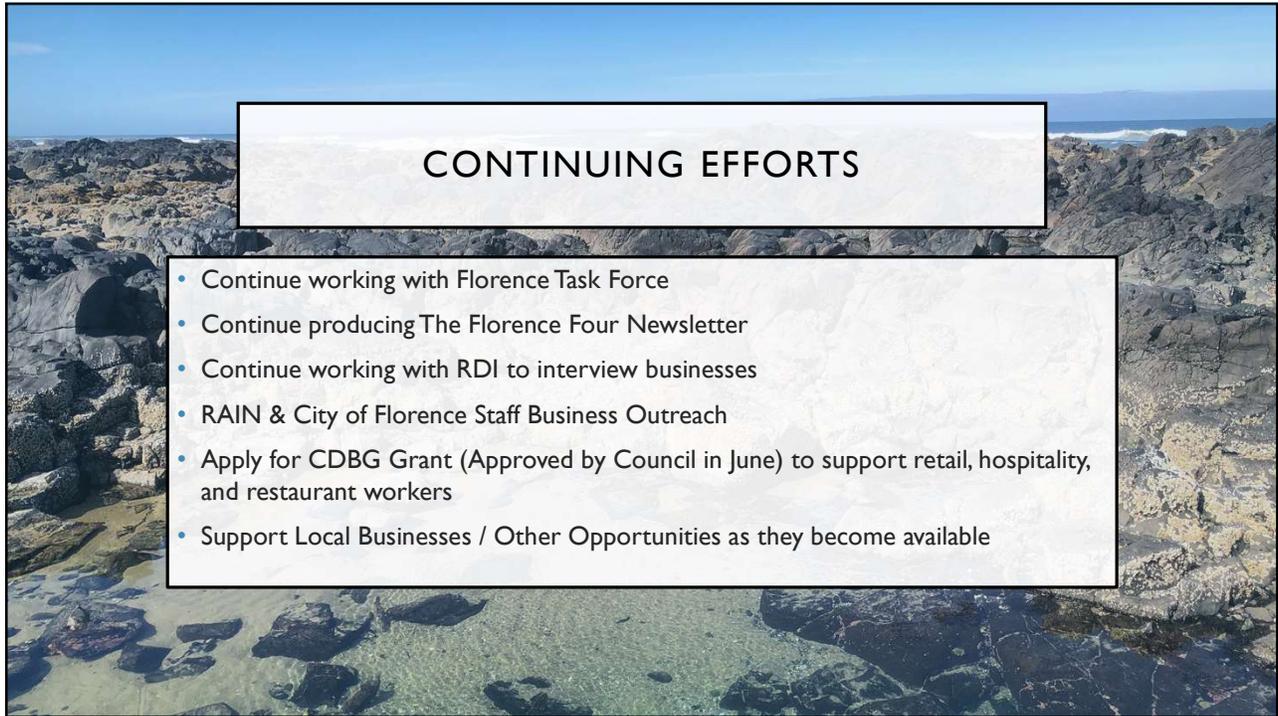
In July:

- Weekly Meeting with Task Force
- Weekly Distribution of Florence Four Newsletter
- RAIN & City of Florence Staff Business Outreach
- RDI Conducts Business Interviews
- Launched Outdoor Seating Expansion Program
- Distributed over 1600 KN95 Masks to local businesses




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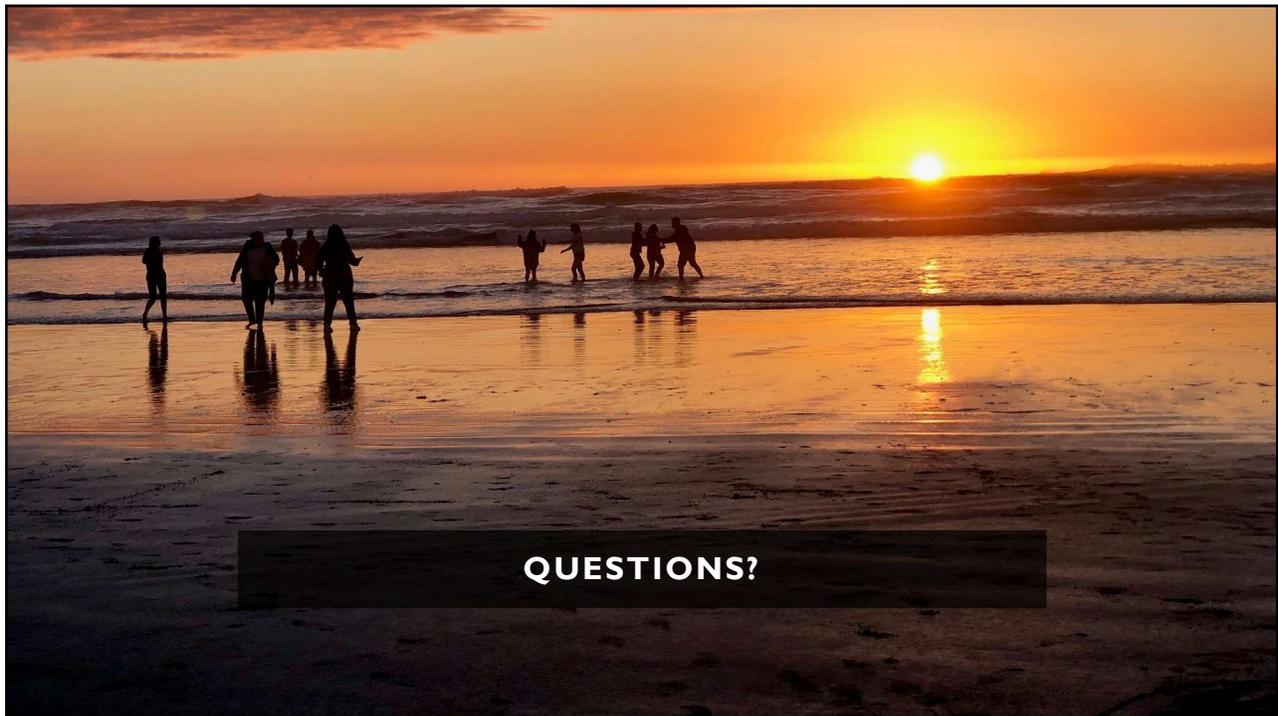
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CONTINUING EFFORTS

- Continue working with Florence Task Force
- Continue producing The Florence Four Newsletter
- Continue working with RDI to interview businesses
- RAIN & City of Florence Staff Business Outreach
- Apply for CDBG Grant (Approved by Council in June) to support retail, hospitality, and restaurant workers
- Support Local Businesses / Other Opportunities as they become available

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QUESTIONS?

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CITY OF FLORENCE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

Recommendation to the City Council to Approve the 2019-2020 Community and Economic Development Committee Work Plan

1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Committee's role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year, and
 - b. A report on the activities of the committee over the prior service year
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 1, 2019, the Florence City Council adopted Resolution No. 6, Series 2019, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence work plan.
5. The Community and Economic Development Committee has reviewed the adopted City Council goals and work plan and have prepared a prior year's activities report and an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:

1. The 2019-2020 Community and Economic Development Committee Work Plan, Exhibit A.

COMMITTEE APPROVAL:

This Recommendation is passed by Community and Economic Development Committee vote on the 15th day of August, 2019.



Robbie Wright
CEDC Chairperson



City of Florence
A City in Motion

City of Florence
 Community and Economic Development
 Committee Work Plan
 July 2019 – June 2020

Community and Economic Development Committee (CEDC) Overview:

The Community and Economic Development Committee is a newly established committee, formed by the Florence City Council in November 2018. The Community and Economic Development Committee strives to advise the Council and implement the provisions of the City Council goals and work plan related to the City’s community and economic development initiatives.

The objective of this document is to create priorities for the 2019 and 2021 biennial cycle. In Florence City Code Title 2, Chapter 2, the City Council directed the CEDC to advise the council and implement the provisions of the City Council goals and work plan related to Community and Economic initiatives. Community and economic development matters to be considered include, but are not limited to the following:

- Housing
- Economic Development
- Parks and Recreation
- Community Development

Community and Economic Development Committee Members:		
Robbie Wright; Chairperson	Bill Prosser; Vice-Chairperson	Graham Ross
Kurt Vander Bogart	Russ Pierson	Vanessa Buss
Claire Waggoner	David Montes	Jeff Ashmead
Joe Henry; Ex Officio Member- City Council	Erin Reynolds; Ex-Officio Member- City Staff	
Peggy Meyer; Ex-Officio Member- Public Art Committee	Robert Steele; Ex-Officio Member- Transportation	

Committee Priorities:

Housing:

The City Council has made housing their top priority for the 2019 – 2020 biennial. The CEDC is committed to implementing the City Council’s goals by working with City staff to adopt new residential housing codes that are more progressive and allow for a wider range of housing stock in the Florence area as well as other initiatives as they arise.

The next steps regarding housing for the CEDC are...

- Continue working with City Staff to complete Housing Code Update project, including assisting with the adoption and implementation process as needed
- Work with city staff to conduct an analysis of the Florence rental housing market
- Support non- profit housing organizations’ efforts to increase affordable housing options in Florence. These organizations should include, but is not limited to, Northwest Housing Alternatives, Neighborhood Economic Development Corporation and St Vincent De Paul
- Create marketing materials to promote system development charges discount program & Affordable Dwelling Unit (ADU) projects to promote more affordable and workforce housing
- Champion & communicate city efforts regarding all housing matters

Economic Development:

Economic Development is the backbone of every healthy community. The Community and Economic Development committee is committed to working with local businesses to ensure success while also supporting initiatives that allow for the creation and expansion of new businesses in the city. Since economic development is such a broad category, the CEDC has broken it into three separate categories; business retention & expansion, workforce development, and marketing & recruitment.

The CEDC’s next steps regarding business retention & expansion efforts are...

- Develop and conduct an annual business survey to be conducted in conjunction with the business license renewal in December 2019
- Conduct business interviews in conjunction with the South Coast Development Council
- Partner with Chamber and other business-oriented organizations in forming a welcoming committee for new businesses in Florence.
- Maintain a committee liaison for the Florence Regional Accelerator and Innovation Network (RAIN) program
- Evaluate Florence’s current short-term rental policies and research other programs in communities around the region and state
- Champion and communicate city efforts regarding all business retention and expansion efforts

The CEDC’s next steps regarding workforce development efforts are...

- Continue to work with Lane Workforce Partnership and Lane Education Service District on workforce initiatives, including, but not limited to the Elevate the Coast program
- Partner with City Staff, Siuslaw High School staff, and Chamber of Commerce Staff in organizing and promoting Job Shadow Day in early February 2020.
- Continue to market and promote Florence Workforce video
- Champion and communicate city efforts regarding all workforce development efforts

The CEDC's next steps regarding marketing and recruitment efforts are...

- Evaluate and update Florence's Economic Development Website: FlorenceBusiness.org
- Work with city staff on updating Available Building and Properties Map
- Market and promote the various catalyst sites with initial focus on the Quince Street Site
- Champion and communicate city efforts regarding all marketing and recruitment efforts

Community Development:

Community development as defined in the CEDC's duties is working to promote livability and quality of life initiatives. Most of these projects cannot be done just by the CEDC or by the City of Florence. Fostering partnerships throughout our city will be imperative to making these initiatives come to life.

The CEDC's next steps regarding community development initiatives are...

- Work with Florence Urban Renewal Agency to research and implement a façade improvement program within the urban renewal district boundaries
- Support community efforts toward public space beautification including but not limited to a holiday lighting program and banner design contest for new light poles installed during ReVision Florence
- Support and participate in community building events including Block Party, National Night Out, Public Works Open House, State of the City and other community-wide events
- Assist city staff in researching the process of creating new welcoming gateway signage for the north and south city boundaries of Florence
- Champion and communicate city efforts regarding all community development efforts

Parks and Recreation:

The natural beauty of the Oregon Coast is what draws visitors and citizens alike to Florence. As a community, we are lucky to have so many parks and recreation opportunities right out our front door. The CEDC is committed to making the parks and recreation opportunities in the Florence area the best they possibly can be with focus of health, safety, and access.

The CEDC's next steps regarding parks and recreation initiatives are...

- Conduct public outreach regarding Gallagher Park's future expansion project
- Work with City Staff to update Parks Master Plan, including conducting public outreach and assisting in marketing and promoting the plan update during 2020
- Support community efforts to promote recreational activities
- Champion and communicate city efforts regarding all parks and recreation efforts