

## 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 15<sup>th</sup> 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

<b>Community and Economic Development Committee Members:</b>		
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