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**City of Florence**  
**Economic Development Committee**  
Florence City Hall  
250 Hwy 101  
Florence, OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

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**March 15, 2016**

## **AGENDA**

**2:00 p.m.**

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Members:	Sharon Hobart, Chairperson
	Joe Crenshaw, Vice-Chairperson    Mike Rose, Member
	Meg Spencer, Member    David Wiegman, Member
	Steve Earnshaw, Member    Robbie Wright, Member
Chris Chandler, Central Lincoln Ex-Officio Member	Cal Applebee, Chamber Ex-Officio Member
Joe Henry, Council Ex-Officio Member	Erin Reynolds, Staff Ex-Officio Member

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

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### **CALL TO ORDER – ROLL CALL**

**2:00 p.m.**

**1. APPROVAL OF AGENDA**

Sharon Hobart  
*EDC Chairperson*

**2. PUBLIC COMMENTS**

This is an opportunity for members of the audience to bring to the Economic Development Committee's attention any item not otherwise listed on the Agenda. Comments will be limited to a maximum time of 15 minutes for all items.

Sharon Hobart  
*EDC Chairperson*

### **ACTION ITEMS**

***Approx. 2:15 p.m.***

**3. ECONOMIC DEVELOPMENT COMMITTEE OVERVIEW**

Sharon Hobart  
*EDC Chairperson*

***Approx. 3:15 p.m.***

**4. COMMITTEE TASKS UPDATE**

- Retention and Expansion
  - March 9<sup>th</sup> Sub-Team Meeting Overview & Next Steps (*Sub-Team*)
  - Volunteers and Display Materials for Community Job Fair (3/24) and High School Job Fair (4/28) (*Sharon*)
- Recruitment and Marketing
  - Economic Development Website (*Mike & Robbie*)
  - Next Steps for Sub-Team (*Sub-Team*)
- Organizational Structure
  - EDC Thoughts from Team Presentation at January 11<sup>th</sup> meeting and Next Steps (*Sub-Team*)
- General Economic Development
  - South Coast Development Council update (*Connie*)

Sharon Hobart  
*EDC Chairperson*  
&  
Sub-Team Reps.

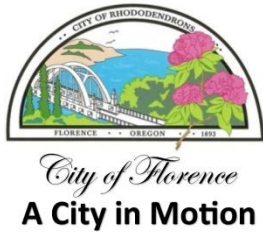
### **FOLLOW UP**

***Approx. 3:55 p.m.***

**5. FUTURE AGENDA ITEM TOPICS & NEXT MEETING DATE**

- Future Meeting Dates: 3<sup>rd</sup> Tuesday at 2:00 p.m.
  - April 21, 2016 at 2:00 p.m.

Sharon Hobart  
*EDC Chairperson*



## City of Florence Economic Development Committee Work Plan August 2015

### *Economic Development Committee (EDC) Overview*

The City of Florence EDC was established in June 2015 in order to serve as the City's primary committee tasked with actively completing economic development initiatives for the City of Florence. The Committee's duties include...

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

Economic Development Committee Members		
Sharon Hobart, Chairperson	Joe Crenshaw, Vice-Chairperson	Mike Rose, Member
Meg Spencer, Member	David Wiegman, Member	Steve Earnshaw, Member
Robbie Wright, Member	Chris Chandler, Ex-Officio Member	Cal Applebee, Ex-Officio Member
Joe Henry, Mayor Ex-Officio Member	Erin Reynolds, City Manager Ex-Officio Member	Kelli Weese, CR / Eco. Devo. Coord. City Staff Assistance
Aniko Drlik-Muehleck, Lane County Economic Development – Hatfield Fellow		Stephen Dobrinich, Lane County Economic Development – Hatfield Fellow

### **General Economic Development**

#### *Complete Team*

#### **Tasks**

1. **Establish and maintain a current map and primary contact / land use / other information for available buildings, properties and businesses in Florence**
  - a. Task Lead: Steve D. & Aniko D. – Hatfield Fellows
  - b. Supporting Members: Steve Earnshaw, Cal Applebee
  - c. Approx. Completion Date: September 2015

Sub Task 1: Field map available buildings and properties

Sub Task 2: Compile contact / land use / and other pertinent information for each property and/or building

Sub Task 3: Create and publish finalized interactive map of available buildings and properties – Potential to use Google Maps, RMLS, CID Group, and/or Oregon Prospector to identify available properties with sale price and contact info. Use Greater Dubuque Development Corp. as a potential template

Sub Task 4: Determine strategies and timelines for long term maintenance and updates

**2. Develop a clear picture of Florence’s strengths and weaknesses concerning economic development (i.e. housing, labor force, transportation, climate, infrastructure, etc. Use Draft ’10 year update to economy’ from Lincoln County as a model?**

- a. Task Lead: Aniko D. & Steve D. Hatfield Fellows
- b. Supporting Members: Whole Economic Development Committee
- c. Approx. Completion Date: November 2015

Sub Task 1: Review other jurisdictions and determine layout and data necessary to complete review

Sub Task 2: Build list of survey and interview questions for current Florence area businesses to determine area strengths and weaknesses

Sub Task 3: Determine best way to distribute surveys

Sub Task 4: Distribute and compile surveys to identify strengths and weaknesses for Florence area for current business

Sub Task 5: Complete data gathering from multiple sources

Sub Task 6: Compile materials and write document

Sub Task 7: Review by EDC (throughout)

Sub Task 8: Determine best methods to distribute information (brochures within recruitment packets, Facebook, City newsletter, website, etc.)

## **Recruitment & Marketing**

*Cal Applebee, David Wiegman, Mike Rose, Robbie Wright*

The Florence Economic Development Committee recruitment effort will pursue businesses which generate a significant percentage of its revenues outside of Florence; offer 2/3 of employees a “living wage”; have a maximum of 250 employees; and are considered safe environmentally. Preference would be shown to professional, technical, or light manufacturing concerns which do not rely on heavy shipping.

## **Tasks**

**1. Develop user friendly website for Florence**

- a. Task Lead: Aniko D. & Steve D. - Hatfield Fellows
- b. Supporting Members: Mike Rose
- c. Approx. Completion Date: September 2015

Sub Task 1: Determine desired content and layout and potential tagline

Sub Task 2: Compile desired content including text, pictures, links etc.

Sub Task 3: Upload content to website template

Sub Task 4: Research potential costs for website upgrades specific to economic development initiatives

**2. Establish Quick Response (Business Assistance) Teams for multiple potential business / development scenarios**

- a. Task Lead: City Staff (Erin Reynolds & Kelli Weese)
- b. Supporting Members: Recruitment & Marketing Team
- c. Approx. Completion Date: November 2015

Sub Task 1: Brainstorm potential development / business scenarios and their potential needs

Sub Task 2: Determine necessary government and/or business representatives to be available and necessary 'calling trees' or first contact steps

**3. Identify targeted industry 'wish list' types of business industries and conduct outreach to attract businesses to community**

- a. Task Lead: TBD
- b. Supporting Members: TBD
- c. Approx. Completion Date: TBD

Sub Task 1: Consider hiring consultant and/or performing work in house – Potential to use and/or build on study to be completed by Leiland group for the Florence Urban Renewal Agency

Sub Task 2: Review historical survey information to determine wishes of community

Sub Task 3: Research to determine industries our community would best support based on available workforce and resources

Sub Task 4: Prepare potential preferred industry list and present to EDC for review and prioritize list

Sub Task 5: Determine next steps to promote and market toward preferred industries, including potential of creating an 'expedited process' for potential sites and/or industries

Sub Task 6: Potential marketing to selected business opportunities including research into use of 'Constant Contact' and Exact Target' for email marketing.

## **Retention & Expansion**

*Joe Crenshaw, Meg Spencer, Steve Earnshaw*

Identify and support existing Florence businesses and start-ups in adding and/or retaining family wage jobs

### **Tasks**

**1. Identify Existing Florence Businesses which may be seeking expansion and/or may be finding it difficult to maintain their current business model. Identification will occur through City business license information, interviews with Florence bankers, certified public accountants, and realtors.**

- a. Task Lead: Joe Crenshaw
- b. Supporting Members: Steve Earnshaw and Meg Spencer
- c. Approx. Completion Date: TBD

Sub Task 1: Find potential businesses from business license information and develop plan for interviewing the businesses

Sub Task 2: Interview local bankers and CPAs

## **2. Identify and develop resources for Florence area businesses**

- a. Task Lead: Meg Spencer
- b. Supporting Members: Aniko D. & Steve D. – Hatfield Fellows
- c. Approx. Completion Date: TBD

Sub Task 1: Find and list business consulting resources and develop contacts

Sub Task 1: Find and list Financial Resources

## **Organizational Structure**

*Chris Chandler, Sharon Hobart, David Wiegman*

Research, review and provide a recommendation to the City Council on alternatives for the organizational structure of economic development within the City of Florence and surrounding areas.

### **Tasks**

#### **1. Review models of Economic Development Organizations with Economic Development Committee and determine primary design model.**

- a. Task Lead: Organizational Structure Team
- b. Supporting Members: Steve D. & Aniko D. – Hatfield Fellows
- c. Approx. Completion Date: September 30<sup>th</sup>

#### **2. Determine time/cost estimate of attorney or other consultation to complete establishment of Economic Development Organizational Model (i.e. establishment of Economic Development 501c3)**

- a. Task Lead: Organizational Structure Team
- b. Supporting Members: Steve D. & Aniko D. – Hatfield Fellows
- c. Approx. Completion Date: TBD

#### **3. Provide a recommendation to the City Council concerning organizational structure**

- a. Task Lead: Organizational Structure Team
- b. Supporting Members: Steve D. & Aniko D. – Hatfield Fellows
- c. Approx. Completion Date: TBD

## **EDC Public Relations**

#### **1. Market the Economic Development Committee and the City's business development efforts**

- a. Task Lead: Mike Rose
- b. Supporting Members: Retention & Expansion Team, Erin Reynolds
- c. Approx. Completion Date: Approx. November 2015 - Continuous

Sub Task 1: Get newspaper article published

Sub Task 2: Get radio spots (PSA's) set up

Sub Task 3: Create 3-minute video to educate the public about the City's business development efforts

Sub Task 4: Compile information in City Newsletter, Facebook Page, Twitter, Vimeo, Business License

Renewals, and other internal means to promote the City as a resource for local businesses

- Sub Task 5: Establish ribbon cutting and/or business of the month/quarter program, in order to promote expanding and/or new businesses in Florence
- Sub Task 6: Mayor and/or Council complete a proclamation and/or resolution to support / promote economic development through Council Goal #2.

## Other Regional Economic Development Initiatives

EDC Members may choose to participate at many different levels in the following Economic Development related initiatives at the City:

1. Streamline portions of the land-use process with over the counter permit process  
*(City Work Plan: Goal 2: Objective 5: Task 2)*
  - a. Participate in planning process to streamline zoning codes to allow for an over the counter permit process, as well as allow more approvals to be handled administratively
  - b. Additional work sessions to be held with Planning Commission in the fall, with opportunities for public input at those sessions as well as likely public outreach to follow
2. Evaluate SDC Methodology and fair and equitable distribution of cost and who pays  
*(City Work Plan: Goal 4: Objective 9)*
  - a. Participate in City Council review of SDC methodology
3. Florence Urban Renewal Agency
  - a. Economic Analysis & Strategy Development
    - i. Participate in public outreach from Leiland Group, the consultant hired to perform an economic analysis. The analysis will be an evaluation of the economic viability of various development alternatives on several specific properties within the FURA district boundaries. Information will be used to develop strategies and inform FURA investment decisions to stimulate desired private sector development in appropriate locations.
  - b. Main Street District Streetscaping
    - i. Participate in public outreach from Murray Smith and Associates, the consultant hired to perform streetscaping design for Hwy 101 between Hwy 126 and the Siuslaw River Bridge.
4. Other Community Projects
  - a. Public Art Committee
    - i. Draft Public Art Plan and Policy
  - b. Chamber of Commerce Initiatives
    - i. Downtown Revitalization Team
  - c. Siuslaw School District
  - d. Lane Community College
  - e. Port of Siuslaw





**COMMUNITY**

**JOB FAIR**

**THURSDAY, MARCH 24TH**  
**10:00AM - 5:30PM**  
**IN THE CASINO'S EVENT CENTER**  
**5647 HWY. 126 FLORENCE, OR**

**EVENT FEATURES:**  
**EMPLOYMENT OPPORTUNITIES**  
**BUSINESS CONNECTIONS**  
**MEET LOCAL EMPLOYERS**  
**RESOURCES FOR A GREAT CAREER**

**SPONSORED BY:**



**THREE RIVERS**  
CASINO RESORT

**CONTACT PAM HICKSON (541-902-6504) FOR DETAILS.**

## **EMPLOYERS INCLUDE:**

**CONFEDERATED TRIBES OF COOS, LOWER UMPQUA AND SIUSLAW INDIANS • US FOREST SERVICE-SIUSLAW  
THREE RIVERS CASINO RESORT • FRED MEYER • LANE COMMUNITY COLLEGE • OREGON PACIFIC BANK  
SIUSLAW SCHOOL DISTRICT • DRIFTWOOD SHORES • US COAST GUARD • THE SIUSLAW NEWS  
REGENCY FLORENCE • SIUSLAW LIBRARY • WORKSOURCE LANE & PARTNERS • NW YOUTH CORPS  
PEACEHEALTH PEACE HARBOR MEDICAL CENTER • SHOREWOOD RETIREMENT RESIDENCE  
SIUSLAW VALLEY FIRE & RESCUE • SPRUCE POINT ASSISTED LIVING • OREGON DEPT. OF TRANSPORTATION  
ANGELL JOB CORPS • NEW HORIZONS IN-HOME CARE • ELDERBERRY SQUARE COMMUNITY • SAFEWAY  
BERKSHIRE HATHAWAY NW REAL ESTATE • FLORENCE CHAMBER OF COMMERCE • CITY OF FLORENCE**

**Community Job Fair  
Thursday March 24<sup>th</sup>  
10 am to 5:30 pm  
Casino's Event Center  
5647 Hwy 126, Florence Oregon**

City of Florence is sharing a booth with the Chamber of Commerce. Please consider signing up for a shift to help cover the job fair and educate potential future employees on the job opportunities in Florence.

<b>Time</b>	<b>Name</b>
Setup at 9:30 am First Shift 10 am – 11 am	
Second Shift 11am – 1pm	
Third Shift 1pm – 3pm	
Fourth Shift 3pm – 5:30 pm Takedown at 5:30 pm	

Please consider if you would be able to assist in any displays for the event as well.



## **2016 SIUSLAW HIGH SCHOOL CAREER & JOBS FAIR**

Thursday, April 28, 2016

**Sponsored by the Siuslaw School District and Banner Bank**

**This is an invitation to your organization to participate in the 2016 Siuslaw High School Career & Jobs Fair.**

**The Fair has been developed to give students, a chance to investigate job opportunities they may not have considered. They will be able to talk one-on-one with local businesses, representatives from trade organizations and technical schools. Students can ask questions about qualifications, on-the-job-training, advancement, and how the application process works. Folks who agree to be “presenters” do not have to be offering jobs, but can simply share their job experience and possible advice.**

**The event is scheduled for Thursday, April 28<sup>th</sup> in the Siuslaw High School gym from 11am to 12:40 pm. Four hundred thirty 9<sup>th</sup> through 12<sup>th</sup> grade students will attend. It will be set up convention-style with guest presenters at individual tables.**

**This is a first at SHS and we are making every effort to make it worthwhile to students and presenters. Although the event is not open to the public, it will be widely publicized in the community and within the school.**

**There is no cost to Presenters except two hours of time spent talking to students on April 28<sup>th</sup>. We hope you will agree to join us.**

***For more information please contact:***

***Nancy Walker, Co-Chairman***  
**macatque@msn.com**  
**541-590-3516**

***Carol Jolley, Co-Chairman***  
**carjo1@winfinity.com**  
**541-902-9343**

# **2016 SIUSLAW HIGH SCHOOL CAREER & JOBS FAIR**

**Sponsored by the Siuslaw School District & Banner Bank**

**Thursday, April 28, 2016**

**February 20, 2016**

**Erin Reynolds, City Manager  
CITY OF FLORENCE  
250 Highway 101  
Florence, Oregon 97439**

**Dear Erin:**

**We are happy to know that the City will participate in the SHS Career & Job Fair. We have had outstanding community support and the City's participation is sort of icing on the cake and a major morale booster to the "team".**

**You will receive more information about set-up, school security, parking etc. in late March. At that time we will ask for the name(s) of your representative so that badges and security lists can be prepared in advance.**

**We ask presenters to bring a list of positions they employ, indicating the level of education needed. This is particularly important for the kids who are not college-bound.**

**Please give me a call or email for any additional information you need.**

**Sincerely,**



**Nancy Walker, Co-Chair**

**[macatque@msn.com](mailto:macatque@msn.com)**

**541 590-3516**

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***541-590-3516***

***Carol Jolley, Co-Chairman***  
***carjol@winfinity.com***  
***541-902-9343***

January 11, 2016

To: Members of the Florence Economic Development Committee (FEDC)

Fr: FEDC Economic Development Organization Subcommittee (EDOS) Members:  
Sharon Hobart, Chris Chandler, David Wiegman

Re: Recommendations for Initial Path Forward for Florence EcDev Staffing/Organization

### **Introduction and Background**

The Florence Economic Development Committee (FEDC) has reviewed various models for economic development activity in the Florence area. The EDOS has been tasked with making recommendations to the FEDC with regard to organization, and potential staffing.

### **Discussion**

The FECD has met with and reviewed various economic development organizations and experts and has reviewed various models for economic development organization and staffing. Each has had advantages and disadvantages, and all have offered useful input and ideas.

There are many foundational tasks which need to be performed to launch a cohesive, and ultimately successful economic development strategy for coastal Lane County. These include a comprehensive directory of available sites on the internet, including via Oregon Prospector, a complete website, and actions taken on initiatives supported or launched by the FEDC's subcommittees.

### **Recommendations**

While the EDOS continues to believe a stand-alone 501 (c) (3) nonprofit organization is, ultimately, the ideal choice for coastal Lane County, our initial outreach and research into funding partners has not been encouraging. Perhaps a stand-alone nonprofit may be possible in a few years, following palpable results from our initial efforts.

We recommend part-time staffing be hired under the City's auspices, with an initial budget of \$40,000-50,000. This would cover a starting salary of about \$30,000, taxes, withholding, office equipment and supplies, and expenses. The City of Florence has wisely set aside significant funding for economic development activities, which could cover much of these initial costs. Other supportive funding sources could include limited funds from Lane County, the chamber, the Confederated Tribes, Central Lincoln PUD, and the hospital, among other area organizations.

We also recommend a five member Advisory Board, selected from members of the existing Economic Development Committee, to advise and guide the staffer selected for this position. (Note: this would be an advisory, rather than an administrative board.)