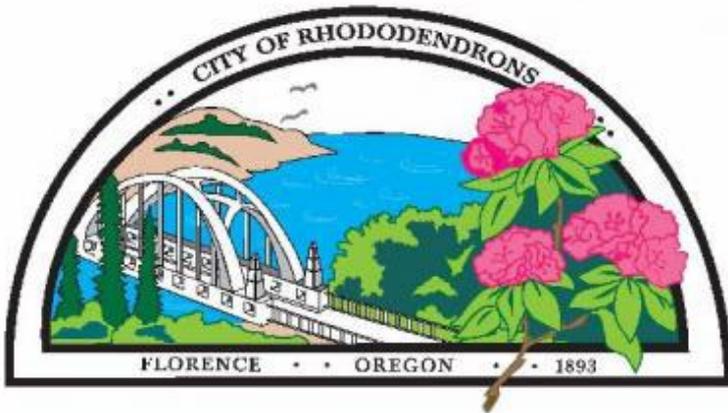


Marketing Partnership Update

July 20, 2020



Scope of services Chamber provides per agreement:

Marketing and Visitor Promotion Activities

Chamber shall provide all functions, literature, advertising, staff, supplies, equipment and support associated with an educational awareness program designed to promote the City of Florence as a destination for tourism.

Management and Administration

Management and administration of the Visitor Center located in the City of Florence. The Chamber shall provide all necessary staff, volunteers, materials and services to meet with visitors, dispense information regarding the area, develop necessary informational programs and coordinate with associated agencies and entities.

Events Management

The Chamber shall manage events and festivals of which the intent is to attract and provide entertainment for tourists. Such events shall include the annual Rhododendron Festival.

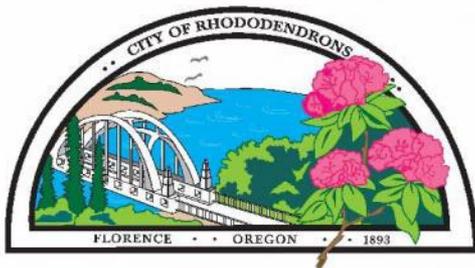
To that end, the Chamber also hosts, manages, and/or supports: July 4th Celebration, Octo-Fur-Fest Wiener Dog Races, Goin' With the Flo Vintage Trailer Rally, Wine & Chowder Trails and Great Glass Float Giveaway, Cocoa, Cookie & Cider Trail & Shop Small Saturday, Sea Lion on a Shelf, Florence Holiday Festival & Winter Music Festival.



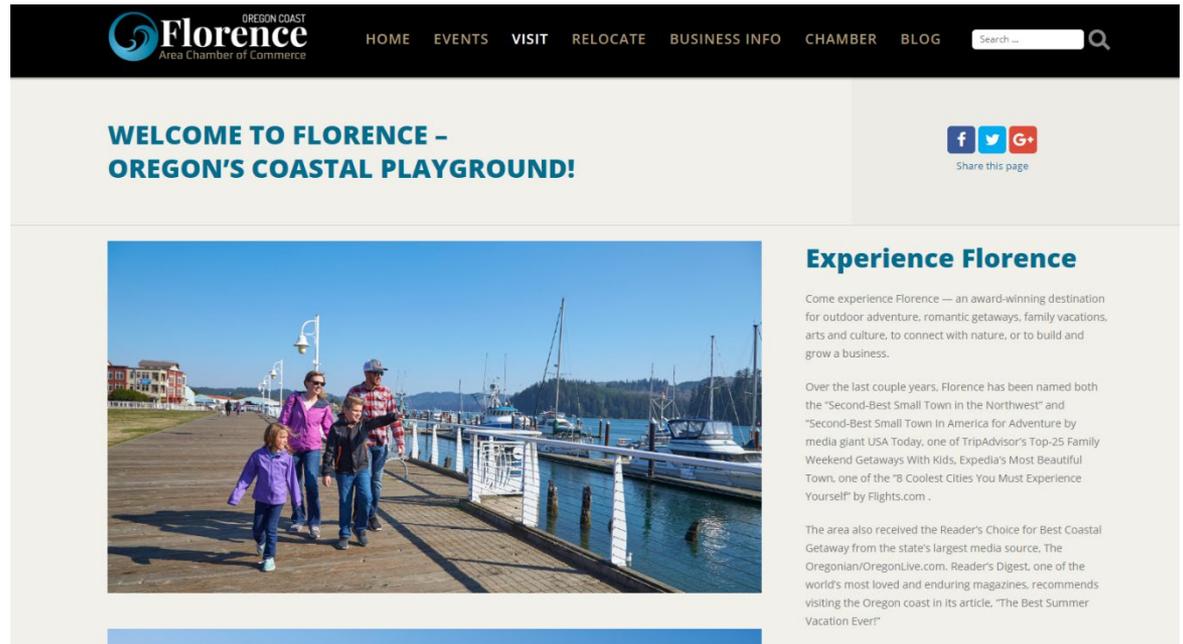
In partnership with the **Florence Events Center** the Chamber is sharing the cost of advertising space in:

- Travel Lane County's visitors guide
- Oregon Coast Visitor's Association visitors guide
- Travel Lane County's online meeting planner's guide
- 101 Things to Do on the Oregon Coast
- Newport News Times' visitors guide

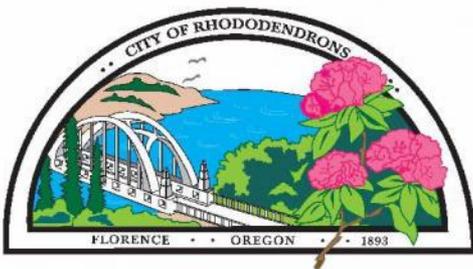
We've also improved the accuracy and relevancy of editorial content in these to our mutual benefit.



- **Visitor Guide:** Distribute 6,000 annually direct to tourists and members to give to tourists.
- **Website** has more than 64,600 new users and 158,000 page views in the last 12 months.
- **Website** provides comprehensive Shop, Eat, Stay, Play, Activities, and Events info.
- **Travel Lane County website:** “Florence” page views (43,500+) outranks Eugene with the most traffic on TLC’s website, topping the lists for both resident and non-resident searches.
- **Marketing Team:** Leveraging stakeholders and collaborating to build brand cohesiveness.

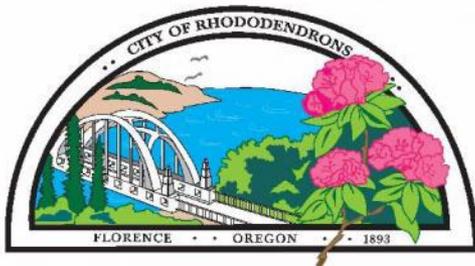
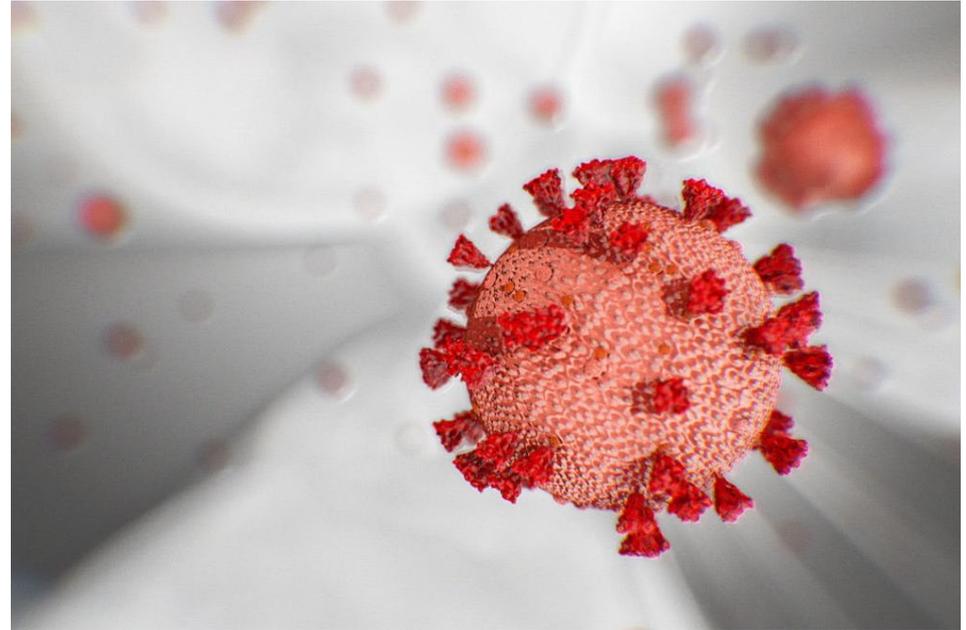


- **Visitor Center saw more than 10,000** visits in the 2018/2019 year with 1 volunteer coordinator and 21 volunteers who enthusiastically give many hours to serve visitors. **This will be reduced for 2020-2021 primarily due to COVID-19's impact on tourism and the center being closed from March 12 through July 7.**
- **Building is scheduled for exterior painting in 2020. Electronic sign installation postponed.**
- **TRT, Tourism Revenue, and Tourism Employment are all up since 2016, with this February up nearly 25% over 2019...until March 2020.**



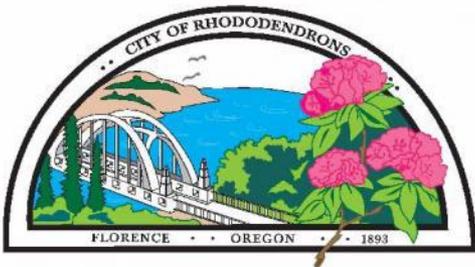
Enter COVID-19

- **TRT for 2020 now only 39%** of normal: March <55%>, April <80%>, May <49%>.
- **Bettina featured** in Eugene & Portland media with sequence of COVID-19 statements: “Can’t wait to see you again when it’s safe to travel” evolving into “Come, but be safe and respectful.”
- **Added C-19 related content** to website and social media. Encouraging locals to do *local commerce* (We are the chamber of *commerce* as well as your travel and tourism partner).
- **Cancelled \$10K in ads** in March, carried-over some digital ads to use in fall.



Enter COVID-19

- Was on track for an estimated **10-12 million advertising impressions** and more than **\$50,000 in earned media coverage**.
- **Cancelled Rhody Fest**, July 4. **Holding out** for as long as possible on decision for October's Wine & Chowder Trails, December's Cocoa/Cider/Cookie Trail, Sea Lion on a Shelf.
- **Virtual Rhody Fest** got good news coverage in Eugene, Portland. **Added content** to our YouTube.



Wine & Chowder Trail

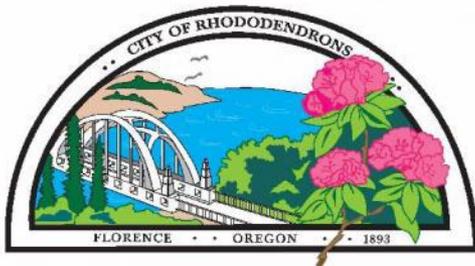
Florence, Oregon



- Received excellent coverage for our **annual photo contest** and its winner.
- **Online sweepstakes/drawings for 2-night stays and \$100 dinner certificates** from Chamber Underwriters Driftwood Shores and Three Rivers Casino has so far **netted more than 7000 names** to our email list of people interested in coming to Florence. A second round as soon as feasible.
- **Research shows pent-up demand** for more localized vacation travel to areas perceived as safe and uncrowded, mostly within a **300- to 500-mile drive**. Will capitalize on that in our creative and media placements to instill confidence in coming to our area.



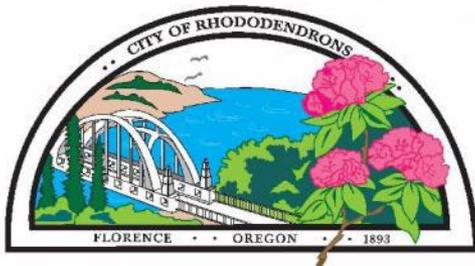
- **Expect approximately 20% to 25% of normal out-of-area marketing budget.** Funds will go first to desktop & mobile digital ads (geo targeting , retargeting, geofencing of relevant events), then cable/on-demand/alternative services (Roku, Apple, Crackle) along I-5 and Hwy. 101 corridors.
- **Leveraging** our messaging with Travel Lane County & Oregon Coast Visitors Association.
- **Re-opened Visitor's Center** on July 7 to limited walk-in service. Was closed since March 12 but phones were staffed remotely, and on site in June.



- **Hosted Nevada Sports Net reporter June 29 & 30** for feature on our area: sandboarding, Sea Lion Caves, Heceta Lighthouse, Old Town, DWS, TRC. He's producing a 30-minute TV program about us. Great support from TRC, DWS, Sea Lion Caves, Sand Dune Frontier, Travel Lane County for bonus B-roll footage, **and especially Sand Master Park on which the program is based.**
- Program will be edited down for **Reno's Fox and NBC affiliates** to use as "happy news" segments and **shared across Sinclair Broadcasting's network.**
- **Continued marketing support** to DRT/Main Street/ReVision Florence efforts.
- Anecdotal reporting by key local lodgings indicates that as we have advertised to the Portland metro and I-5 corridor north of Eugene we have seen an increase of visitors from those areas.



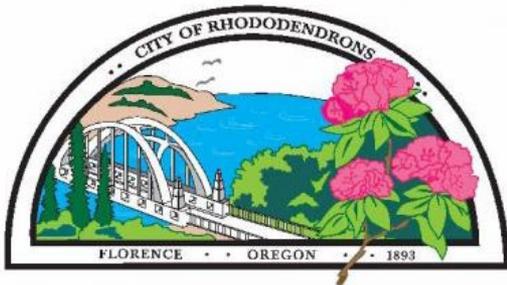
- **Banner Bank stepped up** to Underwriter status **with \$10K** membership matching funds to help \$225/year Business Membership partners pay their dues and keep them involved. Membership renewals are coming in.
- **Convening for advocacy:** Coordinated federal, regional, state, and local elected officials for first-ever **Coastal Corral**, resulting in **unprecedented exposure and respect for Florence.**



Summary:

- Florence is growing in presence with state and regional travel, tourism, and chamber associations.
- Branded marketing campaign will pivot and refocus.
- Stronger, more intentional public relations gives us more than \$50,000 in earned media.
- More and stronger partnerships with our members, elected leaders, other tourism marketing entities, and local/regional media continue to benefit Florence as a destination.

Despite recent COVID-19 related setbacks, we are still positioned to build an even stronger future for our City in Motion in Oregon's Coastal Playground!

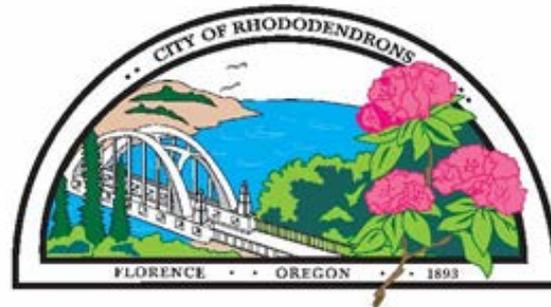


Florence
OREGON'S COASTAL PLAYGROUND!

OREGON COAST
Florence
Area Chamber of Commerce

Florence City Code Title 4 Chapter 7 Sign District Map Change

Ordinance 8, Series 2020



Introduction

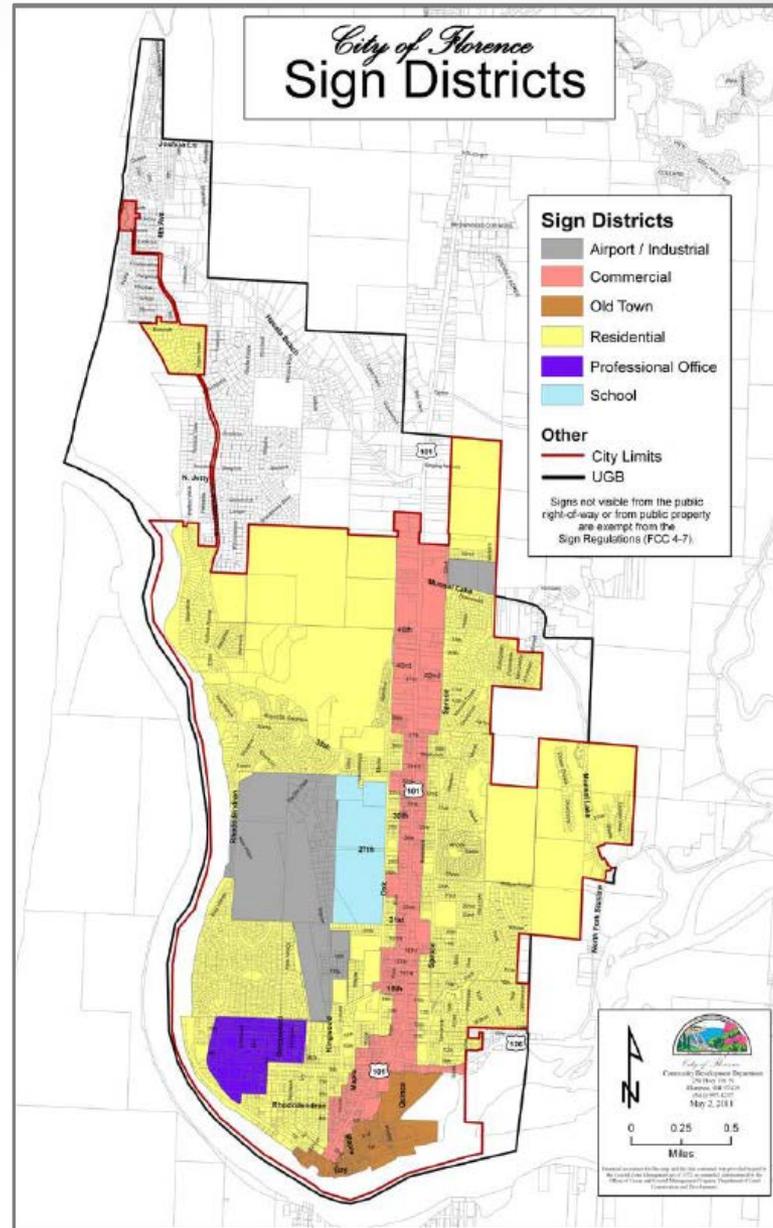
Issue:

- Sign Code District Map Needs Updating
 - Does not include all of City of Florence jurisdiction
 - Incorrect sign district designation

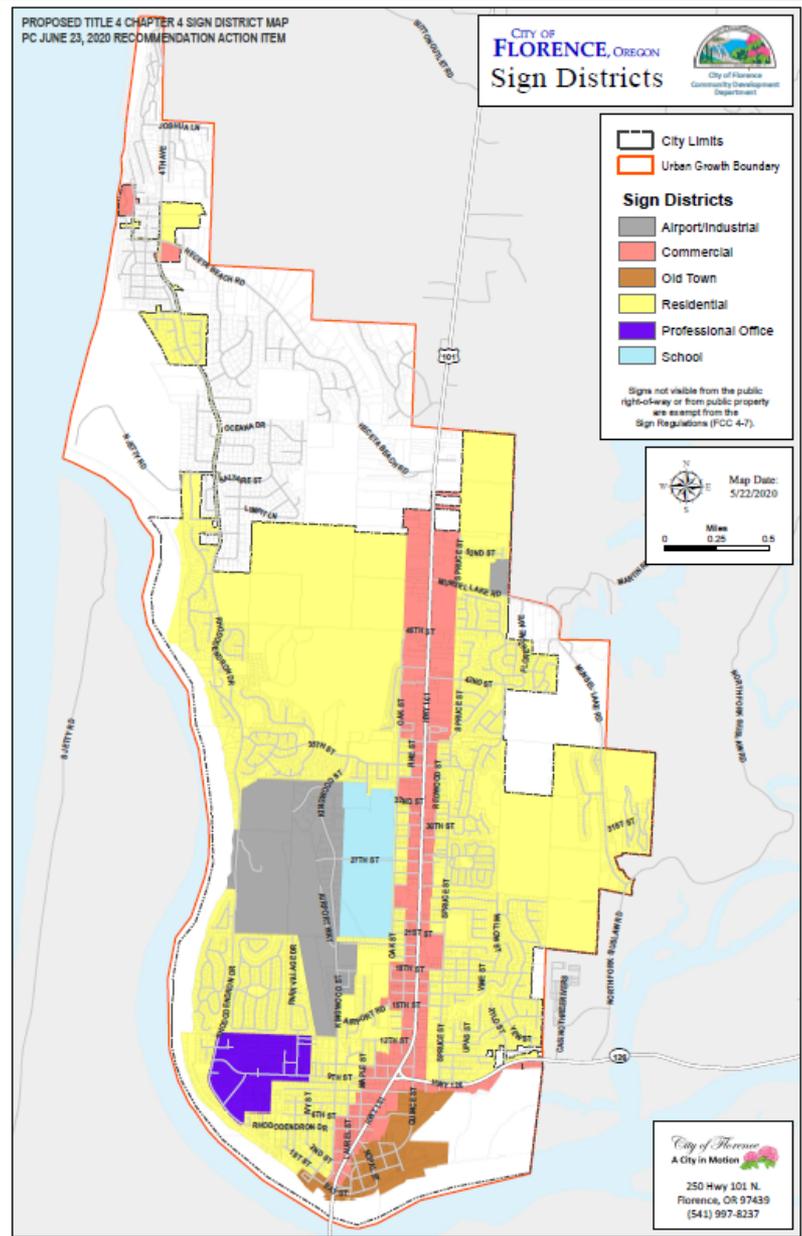
Remedy:

- Florence City Code Title 4 Chapter 7, Section 36:
City Council makes amendments to the sign code after consideration of a recommendation by an advisory body such as the Planning Commission

Existing Sign District Map FCC 4-7 May 2, 2011



Proposed Sign District Map FCC 4-7

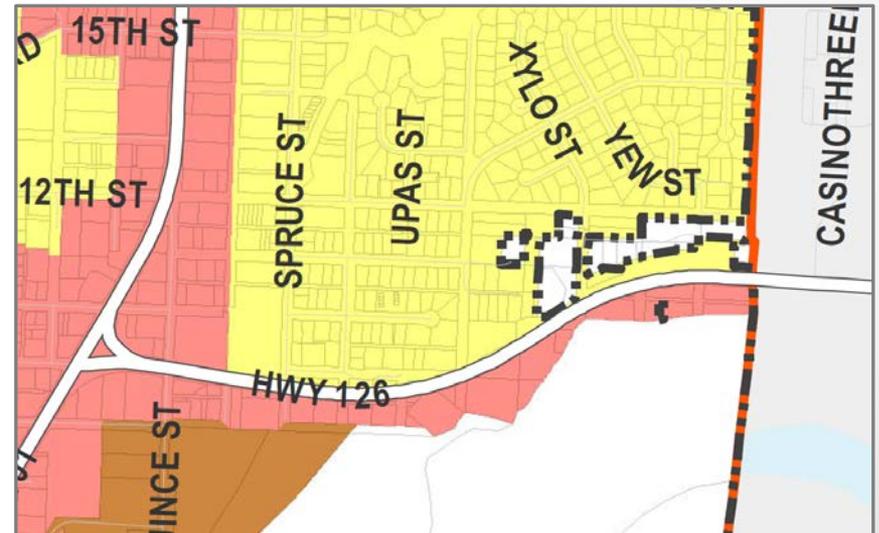


Highway 126 Commercial & Residential

Current

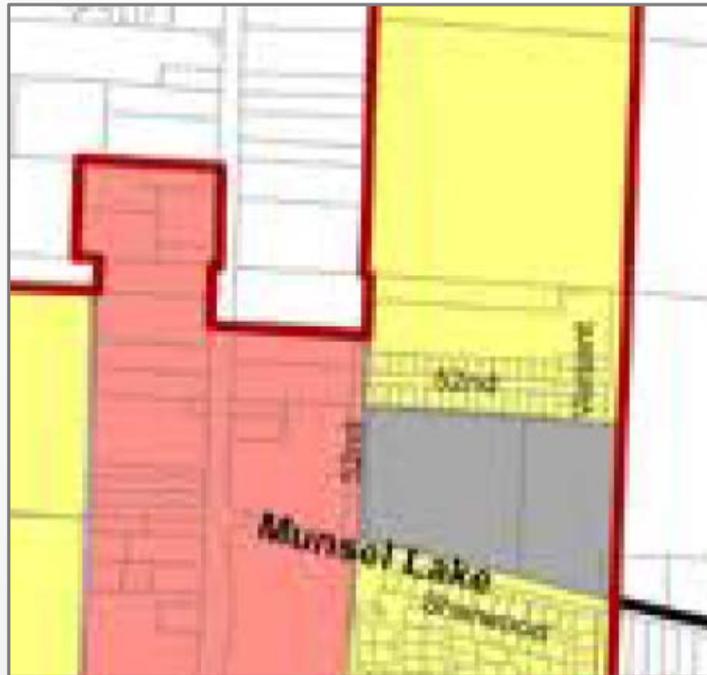


Proposed

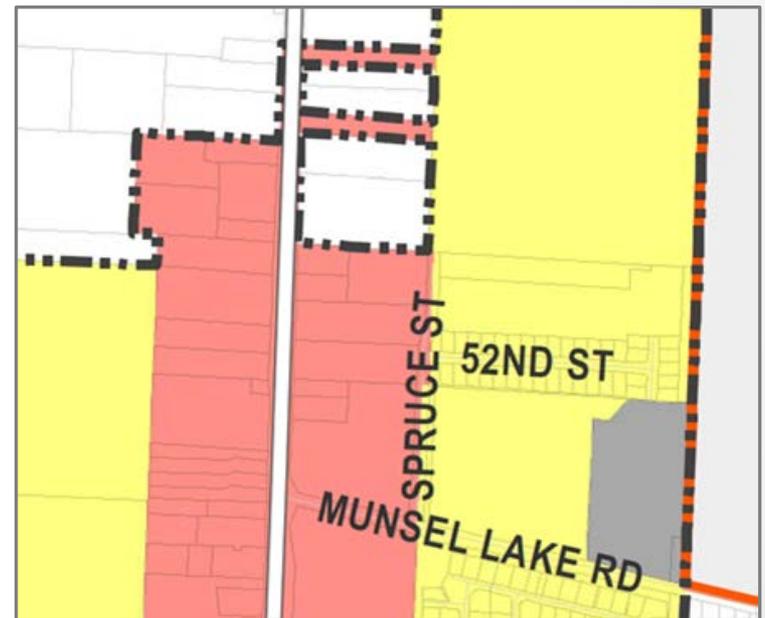


Highway 101 Commercial & Residential

Current



Proposed

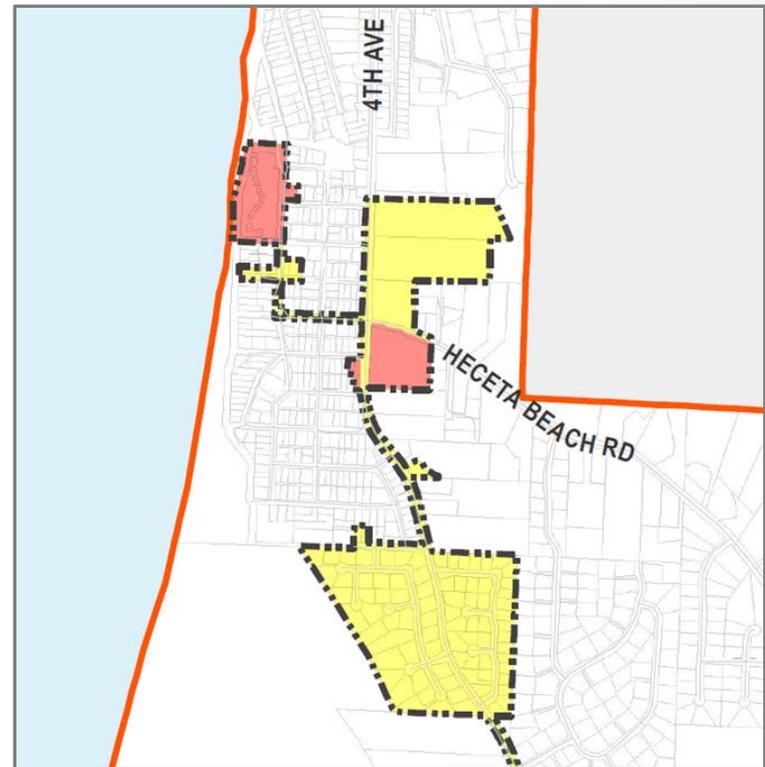


Heceta Beach Rd. Area Commercial & Residential

Current



Proposed

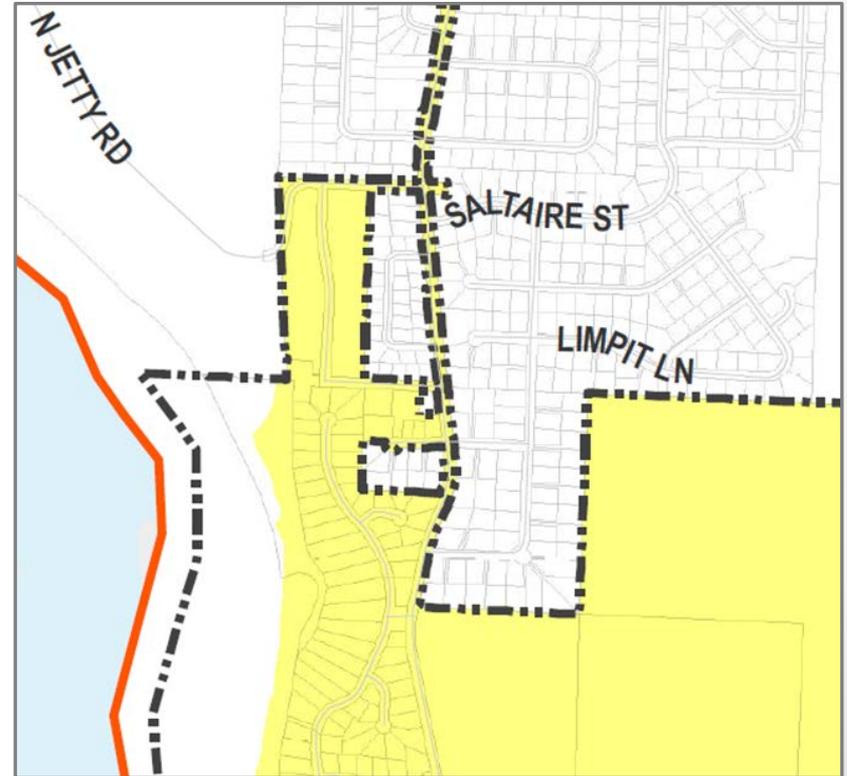


North Jetty Rd. Area Residential

Current



Proposed



Recommendation

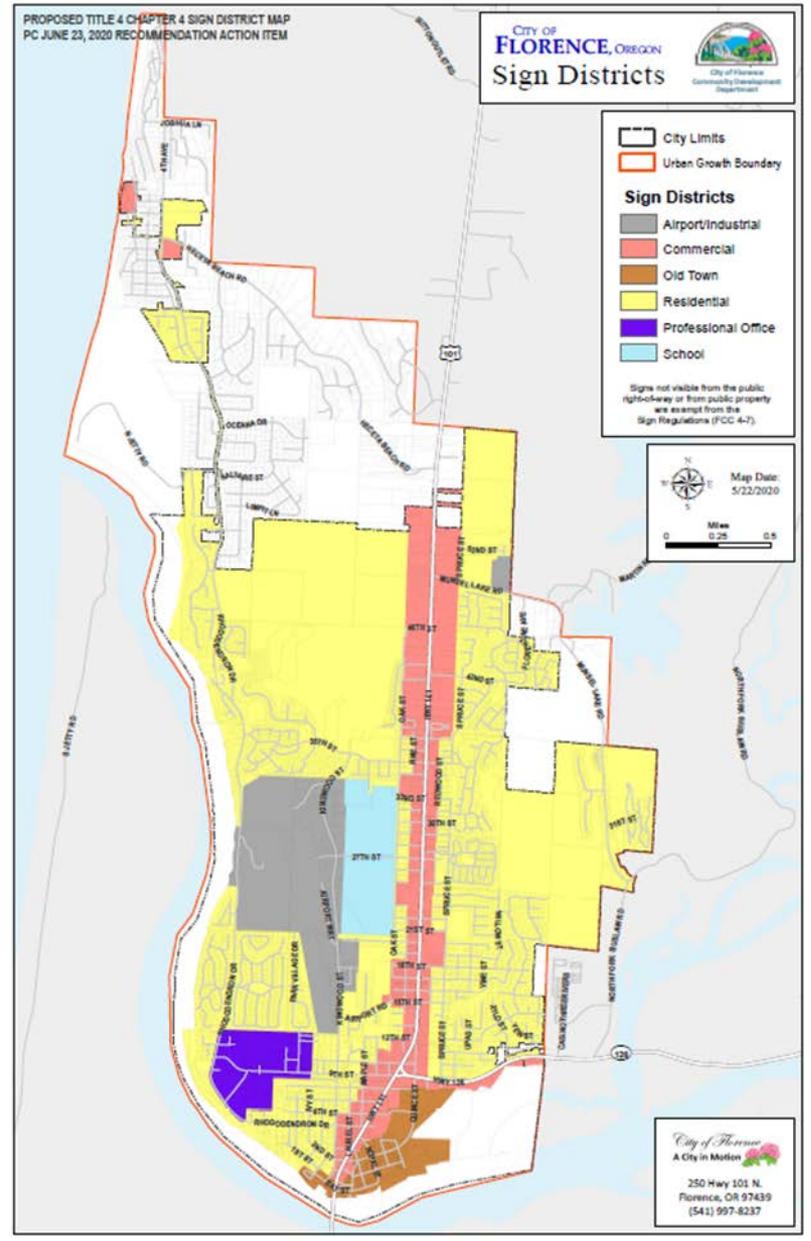
June 23rd Planning Commission made recommendation to Council of the proposal as presented.

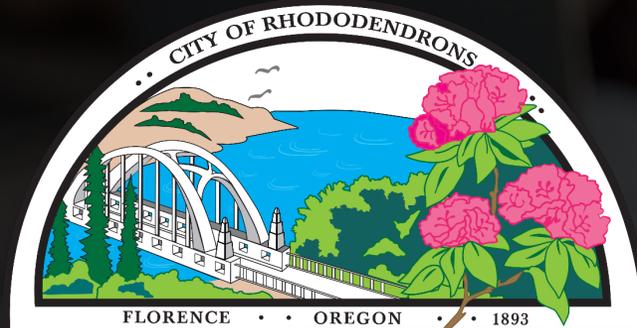
Staff concurs with PC & recommends adoption of Ordinance 8, Series 2020

Alternatives

1. Adopt Ordinance 8, Series 2020 as presented
2. Amend the changes and recommend as revised.
3. Deny Ordinance 8, Series 2020

Questions?





City of Florence
A City in Motion

Coastal Highlands

**Phase II Stormwater
Improvements Project**

**City of Florence
Public Works**

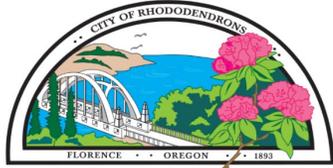


A Few Reasons Why This Project is Important

2017 Flooding Event at 16th and Pine Streets



City of Florence
Public Works



City of Florence
A City in Motion

Agenda Item Summary

Florence City Council

July 20, 2020

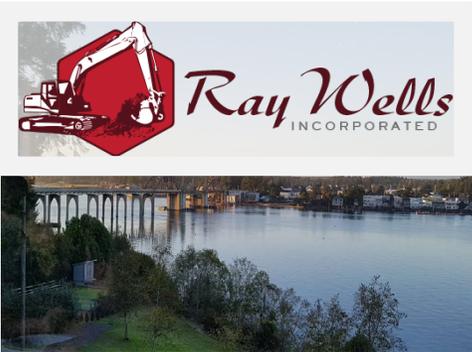
Accept the low bid as submitted by Ray Wells, Inc. for Coastal Highlands Phase II Stormwater Improvement Project, Project No. SW01-2020.



Bid Opening

- Bids opened publicly July 9th, 2020
- 5 contractors submitted bids

Bid Submissions



Florence

\$467,384



Roseburg

\$652,688



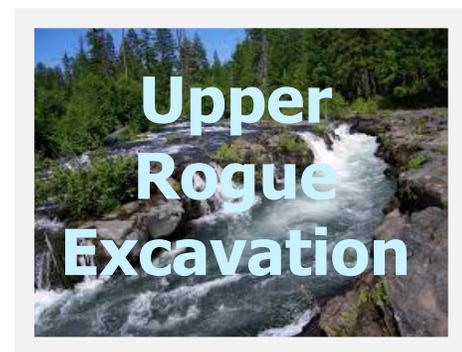
Reedsport

\$699,522.85



Salem

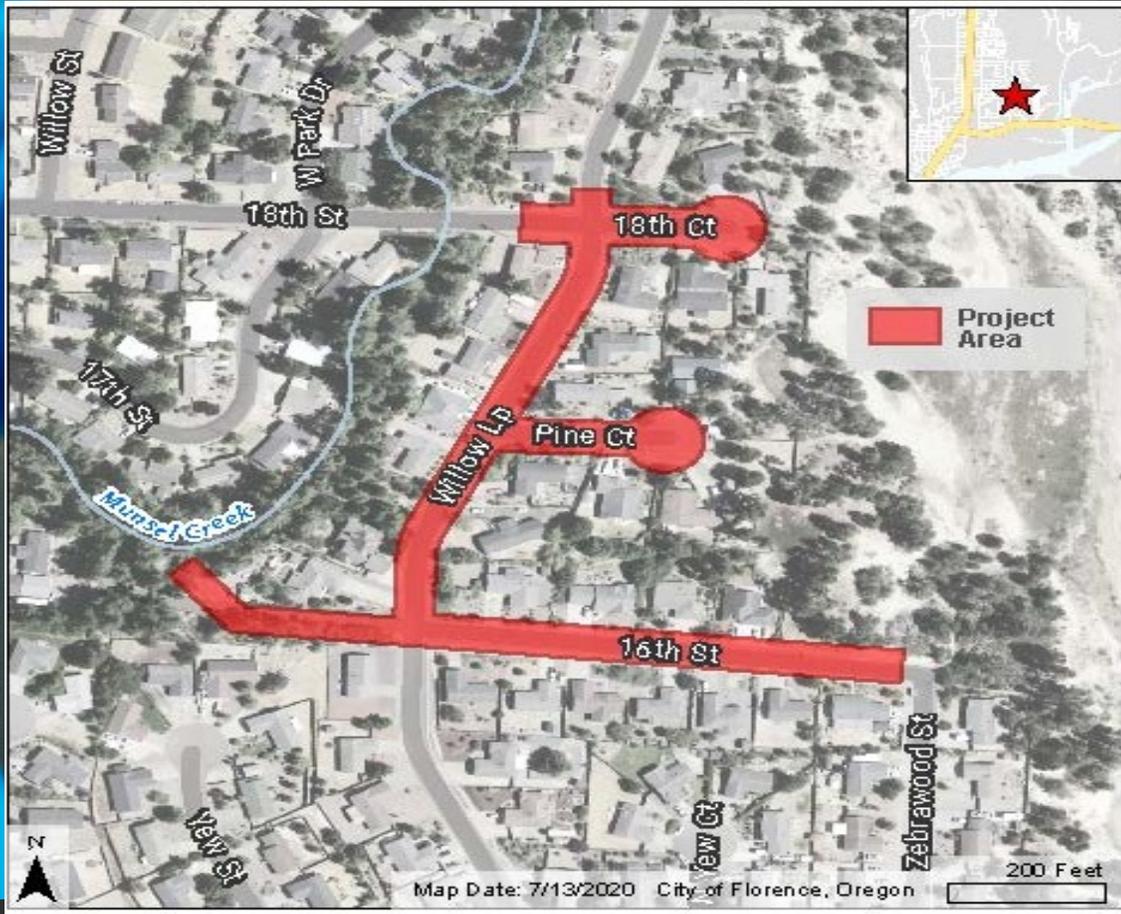
\$759,873



Trail

\$847,000

- This project includes all labor, equipment and materials necessary for the Coastal Highlands Phase II Stormwater Improvements Project.
- Ray Wells, Inc. submitted the low bid and has completed similar projects with very good results



Willow Loop



18th Court



Pine Court



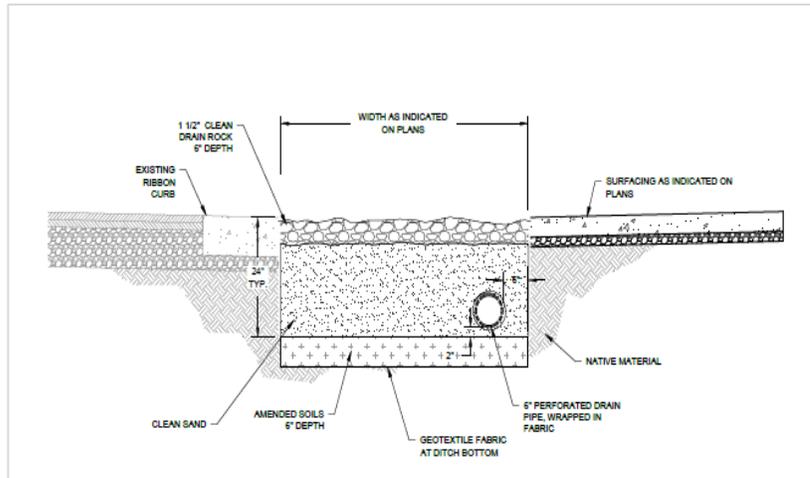
16th Street

Project Map

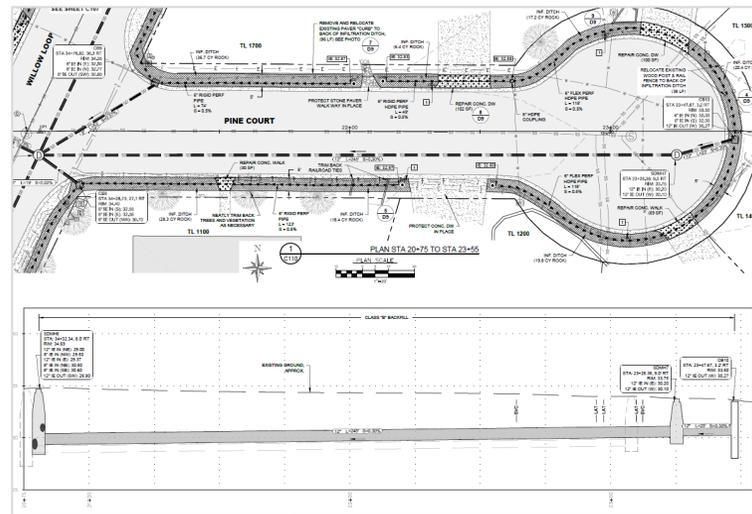
Details

Detailed plans of Stormwater Upgrade

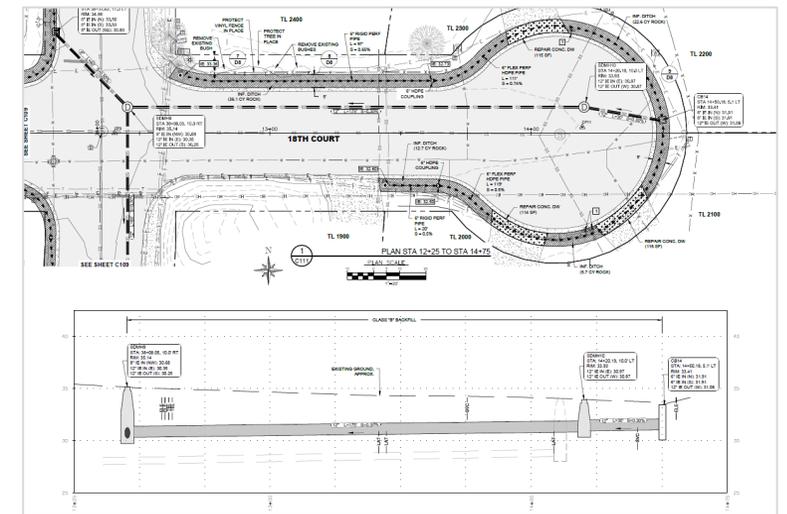
Stormwater Swale Detail



Pine Court



18th Court



Project Materials

Includes Installation of:

Pipe

- 330 lineal feet of 18" PVC PS46
- 1,693 lineal feet of 12" PVC SDR35
- 2,445 lineal feet of 6" PVC SDR35 perforated pipe with fabric
- 542 lineal feet of 6" HDPE perforated pipe with fabric

Valves/Manholes/Basins & Clean Outs/Trench Patch

- One 18" Tideflex check valve
- 10 (ten) 48" diameter manholes
- 14 Type 3 catch basins
- 25 Cleanouts
- 1,905 lineal feet of HMAC Trench Patch

Cement/Rock

- 20 Cubic yards of 8"-12" riprap (rock)
- 159 cubic yards of 1-1/2" clean drain rock
- 2,625 square feet of driveway repair
- 818 lineal feet of sidewalk
- Demo and site prep
- Landscape restoration

Contractor Details

Ray Wells, Inc.



Ray Wells
INCORPORATED



Low Bid

Completed similar projects with good results in the Florence area



Verified

The contractor has no disciplinary action by the Construction Contractor's Board (CCB)



Good Standing

The contractor is not listed on the Oregon Bureau of Labor and Industries (BOLI) ineligible list or the Federal Excluded Parties List System (EPLS)

Fiscal Impact

\$631,151

Engineer's Estimate

Budgeted \$850,000 in
2019-21 biennium
budget for engineering
services and construction
of this project

\$467,384

Low Bid Amount

Ray Wells, Inc. is the
responsive low bidder
that can perform the
project work

\$163,767

Under Engineer's
Estimate

Funding is included in
the Stormwater capital
improvement budget and
is fully funded



Specific Available Funds

Budget

Stormwater System Expansion
Less engineering services for project

\$850,000
<\$54,670>

Available for Construction

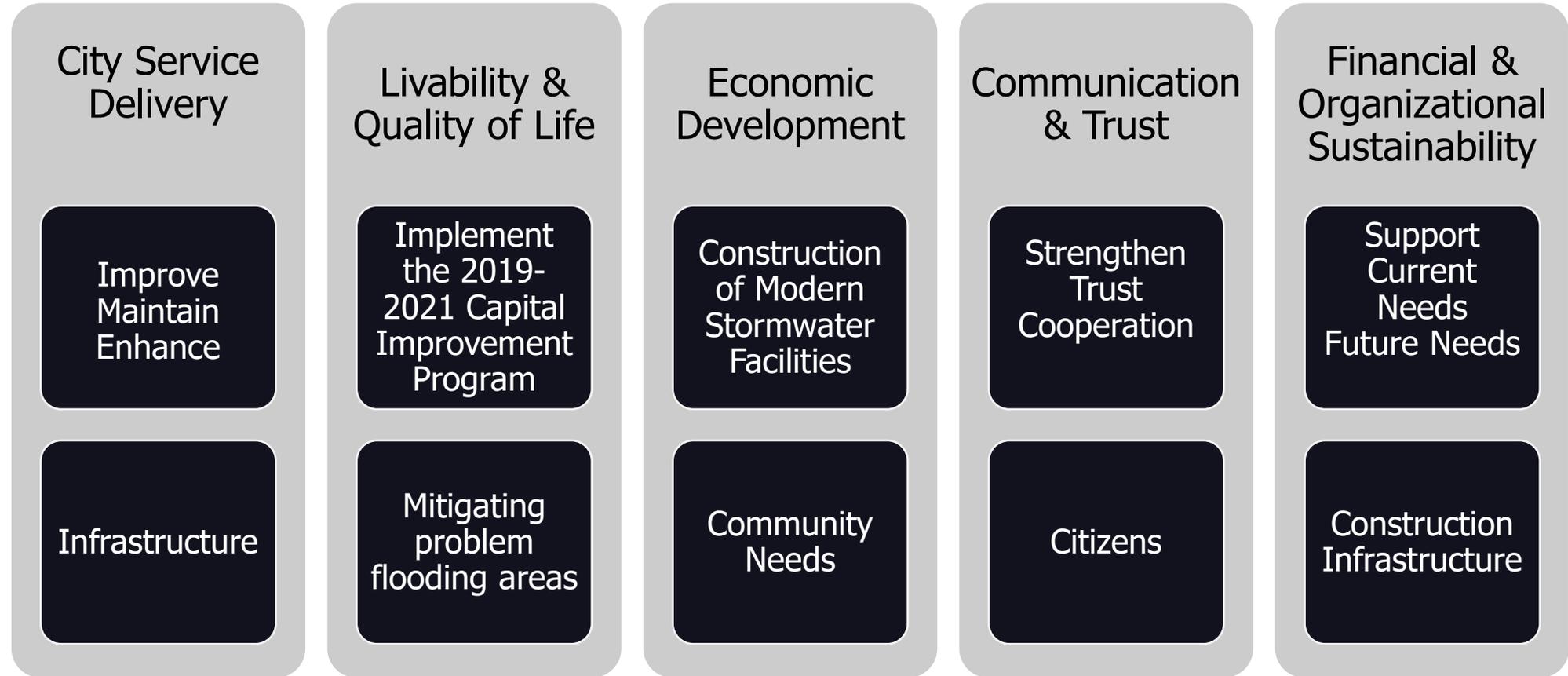
\$795,000

Fund	Available Funds	Engineers Estimate (EE)	Bid	Bid Over/(Under) available funds	Bid Over/(Under) EE
Stormwater	\$795,330	\$631,151	\$467,384	(\$327,946)	(\$163,767)



City of Florence
A City in Motion

Relevance to Adopted City Work Plan



Alternatives



- Award contract to Ray Wells, Inc.



- Do not award bid





Photos
Circa
1997

Recommendation:

Staff recommends that the City Council accept the proposal from Ray Wells.



City of Florence
A City in Motion

Questions/Comments?

**Thank
You**

Mike Miller

541-997-4106

Mike.miller@ci.Florence.or.us