

Join the Celebration of



NATIONAL
arts & humanities
MONTH

No matter who you are or where you live there are many ways
YOU can celebrate the arts this October!

**Show your support for the Arts & Humanities by attending a
Presentation of Proclamation by Mayor Joe Henry.**

**City of Florence City Council Meeting
October 3rd at 6pm at City Hall**

SHARE YOUR ART AT THE MEETING

Wear or bring an example of your art to the
meeting that is smaller than 10"x10"x10".

Hold it with you to show your support for
the Arts & Humanities.

[Proclamations are presented at the beginning of the meeting. Once presented, there will be a short photo opportunity, then attendees are free to leave. It is always a positive when supporters attend meetings to show their support for a Proclamation. City Council meetings are very informative, open to the public. You are welcome to stay the duration of the meeting.]

GET INVOLVED!

Check out the Back of the Page for a Snippet of Local Events this Month!

Take the 30 Day National Arts Challenge (see back for details)

Make Some Art!

Do Some Coloring!

Write a Poem!

Do a little Dance!

Read a Classic!

Make a Special Meal!

Participate in the Art Abandonment Project!

Visit a Gallery or a Few!

Sign up for a Class!

Finish Reading that Book!

Get your Library Card!

JOIN THE LOCAL CELEBRATION!

- 10/1 - Oktoberfest @ FEC
- 10/2 - Siuslaw HS Cheerleaders increase awareness about Domestic Violence Awareness Month on Bay Street
- 10/3 - Proclamation by Mayor Joe Henry at City Council Meeting @ City Hall (City of Florence) 6pm
- 10/8 - Dancing with Sea Lions Gala @ FEC
- 10/8 - 2nd Saturday Gallery Tour @ Various Locations/2ndSaturdayGalleryTour.com
- 10/8 - demArts @ Siuslaw Public Library District (Florence Branch)
- 10/8 - Joann Chartier Show @ Kenneth B Gallery
- 10/8 & 9 - Chowder Fest & Wine Walk
- 10/12 - Ned Hickson discusses his latest book @ Siuslaw Public Library District (Florence Branch)
- 10/15 - Group Exhibition @ Silver Lining Boutique
- 10/15 - Jazz Kings presents Mood Indigo @ FEC
- 10/15 - Artistic Visions Artists Reception @ FEC
- 10/15 - Bras for a Cause Dinner and Auction @ FEC
- 10/16 - Wine, Women, and Who Knows What? Wine Tasting @ FEC
- 10/22 - What's Your Story? Storytelling Starter Workshop @ Siuslaw Public Library District (Florence Branch)
- 10/22 - Don Prechtel Opening at the Vardanian Gallery
- 10/21 - Mud & Vino @ Alissa Clark Clayworks
- 10/27 - Good Life Boomer and Senior Expo @ FEC
- 10/28 - 1st Year Celebration of FRAA's Art Center @ FRAA
- 10/28 to 31 - Scare-C.R.O.W. 2016! @ C.R.O.W.
- 10/29 - The Art of Felting @ Siuslaw Public Library District (Florence Branch)
- 10/29 - An Evening with Chad & Jeremy @ FEC
- 10/31 - Halloween

All Month

- Tuesdays & Fridays - Storytime & Activity @ Siuslaw Public Library District (Florence Branch)
- Saturdays - Painting with John Leasure @ FRAA
- Wednesdays - Painting with Michael Wood @ FRAA
- Wednesdays & Thursdays - Ceramics @ Alissa Clark Clayworks
- Mondays - Laptime for Babies @ Siuslaw Public Library District (Florence Branch)
- 1st & 3rd Fridays - Lego Club @ Siuslaw Public Library District (Florence Branch)
- Various films, plays, concerts, ballet, opera @ City Lights Cinemas
- Various Classes & Programs @ Lane Community College
- Various Dance, Vocal, Piano Classes @ C.R.O.W
- Diverse range of programs, music & more @ KXCR & KCST Radio Stations

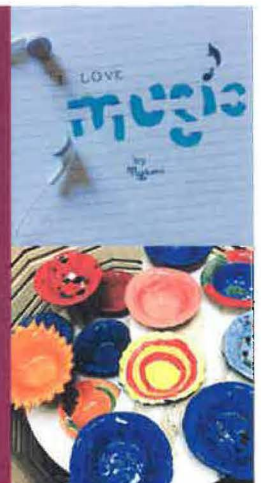
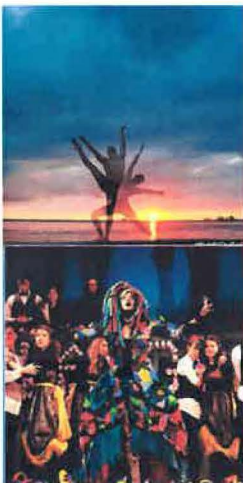
JOIN THE NATIONAL CELEBRATION!

Celebrate National Arts & Humanities Month!

#ShowYourArt on  @Americans4Arts

Each day in October, share your photos on Instagram following these daily themes:

- | | | |
|---------------------|--------------------|---------------------|
| 1. Dance | 11. Red | 21. Art in schools |
| 2. Yellow | 12. Theatre | 22. Blue |
| 3. Visual art | 13. The word "art" | 23. Culinary art |
| 4. Animals | 14. Doodling | 24. Art in nature |
| 5. Fashion | 15. Tattoos | 25. Photography |
| 6. Literature | 16. Digital art | 26. Art supplies |
| 7. Purple | 17. Green | 27. Architecture |
| 8. Art in your town | 18. Movies/film | 28. Art indoors |
| 9. Music | 19. Sculpture | 29. Typographic art |
| 10. Handcrafts/DIY | 20. Hidden art | 30. Orange |
| | | 31. Artist's choice |



CITY OF FLORENCE ECONOMIC DEVELOPMENT COMMITTEE (EDC)



WHAT WE'LL BE COVERING

- Overview
 - Chair Mike Rose
- Business Retention & Expansion
 - Member Meg Spencer
- The **NEW** Florence Economic Development Website
 - Member Robbie Wright
- Review Economic Development Organization Alternatives
 - Member David Wiegman
- Conclusions
 - Chair Mike Rose

OVERVIEW

Florence
Economic
Development
Committee

THE BEGINNING: MAYOR'S ECONOMIC DEVELOPMENT SUMMIT



34 Participants from businesses, organizations, and governmental agencies from throughout Florence and across the region discussed the economic future of the City. This led in part to the creation of the Economic Development Committee.

ECONOMIC DEVELOPMENT IN CITY COUNCIL GOALS



COMMITTEE MEMBERSHIP

► **Consists of 7 members, representing...**

- Local Businesses
- Citizens at Large
- Local Government Agencies

► **In addition, there may be the following ex-officio members:**

- City Councilor, City Staff Member, Chamber of Commerce Rep, Central Lincoln Rep

► **Initial EDC**

- Chair Sharon Hobart, Vice-Chair Joe Crenshaw
- Members Steve Earnshaw, Mike Rose, Meg Spencer, David Wiegand, Robbie Wright
- Ex-Officio Members Cal Applebee, Chris Chandler, Mayor
- Mayor Joe Henry, City Manager Erin Reynolds
- Support from: City Recorder Kelli Weese, Camellia Jensen, Hatfield Fellows Aniko Drlik-Muelleck & Stephen Dobrinich
- Proposed/New Members: Bettina Hannigan, Andy Johnson, Steven Leskin, Russ Pierson



ROLE OF THE COMMITTEE

1. Develop Recruitment and Marketing Program
2. Develop Retention and Expansion Program
3. Review Economic Development Organization Alternatives

Other Roles:

- Advise the Council on matters related to Economic Development
- Review trends and make proposals to strengthen the City's economy

[illegible]

HIGHLIGHTS:

- **12 Full Committee Meetings**
 - Sub-Committee Formation & Task Assignment
- **Presentations by:**
 - Regional Accelerator and Innovation Network
 - South Coast Development Council
 - McMinnville Economic Development Partnership
 - City of Independence Oregon Economic Development

BUSINESS RETENTION & EXPANSION

Florence
Economic
Development
Committee

BUSINESS LICENSE RENEWAL SURVEY

- **134 Responses to the Business License Renewal Survey**
 - 17.5% have plans to expand
 - 30% Identified an Insufficient Qualified Labor Supply as a major challenge
 - 40% asked for follow-up from the Economic Development Committee

BUSINESS LICENSE RENEWAL SURVEY

- **Examples of Comments:**
 - The most urgent problems are family wage jobs and affordable rentals.
 - More small business mixers, events giving small business opportunities to sponsor or have awareness.
 - Over the last few years, the city has become very accommodating to changing business needs, plus I have become better educated/informed about the necessary processes. This has made it easier.
 - Need better internet connection and speed.

SUCCESSES: RAIN



A Better way to shop from your local organic Farm!

How It Works



RAIN
EUGENE

BUSINESS
Regional Accelerator and Innovation Network to hire candidate to work with entrepreneurs on Oregon's mid-coast

BY SUSAN BURNI McDONALD
The Register-Guard
OCT 14, 2014



11 Meetups
142 Entrepreneurs
October 5: State of the Startup

SUCCESSES: SAND MASTER PARK

Japanese Delegation



OTHER SUCCESSES

- As a direct result of the business license survey, a local consulting firm secured funding and didn't relocate to Springfield as planned
- LCC Florence Center
 - Small Business Development Center mixers and training for local business owners
 - Small Business Management Program

ECONOMIC DEVELOPMENT WEBSITE

Florence
Economic
Development
Committee

ECONOMIC DEVELOPMENT ORGANIZATION ALTERNATIVES

Florence
Economic
Development
Committee

LEADING TOWARDS RECOMMENDATIONS

- The Organization Structure Sub-Committee was formed to look at the different organization models and gather information to present to the committee. Three separate presentations were made to the committee which demonstrated how economic development was structured in Independence, McMinnville, and as part of the South Coast Development Council. Other locations were also reviewed. Ultimately, the choices for an organization structure were:
 1. City of Florence, as a new program
 2. Chamber of Commerce
 3. Non-profit (501c3) partnership
 4. Join regional economic entity
 5. Hybrid of several models

LEADING TOWARDS RECOMMENDATIONS

Eventually, after many discussions of advantages and disadvantages, the decision was made to incorporate the new economic development entity into the City of Florence. This included a budget recommendation for a half-time position to add the capacity to handle a new workload. The committee is also making a number of recommendations for areas of focus for the new position:

- Focus on marketing Florence as a desirable destination for business
- Position Florence to attract traded sector businesses
- Employ a realtor of record
- Develop a marketing strategy for City-owned properties
- Emphasize opportunities in Pacific View Business Park
- Create effective marketing tools to build awareness of vacant and/or underutilized private properties
- Develop strategies to incentivize development of targeted sites, starting with the Lotus property
- Develop incentive programs to encourage existing local businesses to invest in their properties

LEADING TOWARDS RECOMMENDATIONS

Another critically important element is to strengthen networking relationships with a wide variety of partners in economic development activities, including:

- State of Oregon – “Business Oregon”
- Lane County Economic Development
- South Coast Development Council
- Port of Siuslaw
- Central Lincoln PUD
- Lane Community College
- RAIN (Regional Accelerator Innovation Network)
- Confederated Tribes of Coos, Lower Umpqua, Siuslaw Indians
- State Senator and Representative

CONCLUSIONS

Florence
Economic
Development
Committee

WHERE WE ARE HEADING...

Final Thoughts & Recommendations

- Economic development is a process that is generally years in the making, but Florence is already making strong steps
- The EDC's recommendation is to hire a 30 hour per week economic development specialist
- A special thank you to City of Florence staff and to our initial Chairperson, Sharon Hobart, is extended by all the members of the EDC



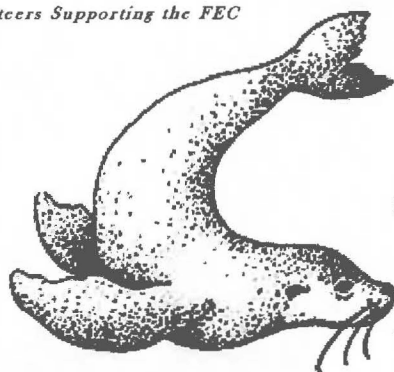


FRIENDS

OF THE
FLORENCE EVENTS CENTER

Community of Volunteers Supporting the FEC

Distributed at 10.3.16 CC
Meeting - Public Comments



Dancing *with* Sea Lions

Celebrating 20 Years with the Florence Events Center

Auction! Saturday, Oct. 8 6:00 p.m.

*Live Music, light hors d'oeuvres,
a no-host bar and bidding on sea lions!*

*A fundraising event for the
Friends of the Florence Events Center*

Call the box office to reserve your seat today!

\$20 a person or \$160 for a table of 8

www.EventCenter.org or 541-997-1994

**Visit the website at www.dancingwithsealions.com
for more information about the auction!**

This document is supplemented by meeting agenda, materials and items distributed as well as electronic audio / video recordings of the meeting and which may be reviewed upon request to the City

**City of Florence
City Council Special Work Session
Florence City Hall
250 Hwy 101, Florence, Oregon
Final Action Minutes
August 24, 2016**

CALL TO ORDER - ROLL CALL

Meeting called to order at 10:03 a.m.

Councilors Present: Councilors Ron Preisler, Susy Lacer George Lyddon and Mayor Joe Henry. Councilor Greene arrived at 10:22 a.m.

Councilors Absent: None

Staff Present: Chief of Police Tom Turner. City Manager Erin Reynolds, Planning Director Wendy FarleyCampbell. Public Works Director Mike Miller and Interim Finance Director Andy Parks arrived at 10:18 a.m.

Guests Present: ~~David Weigan, Siuslaw Outreach Services,~~ Bob Teter, housing assistance manager of Siuslaw Outreach Services arrived at 10:15 a.m.

1. WORK SESSION DISCUSSION TOPICS

- Recreational Marijuana Tax: Discussions on communication strategies regarding the recreational marijuana tax approved via Resolution No. 16, Series 2016 on July 11, 2016.
- Local Housing Options: Discussions on local housing need in the area particularly regarding multi-family and market rate housing.
- Review of Upcoming Agenda Items

Start Time: 10:03 a.m.

Topic: Recreational Marijuana Tax

Discussion: The City Council discussed...

- How to promote marijuana tax on the ballot
- Potential informational updates to various community groups
- Draft fact sheet availability

Market analysis submitted to Erin Reynolds, Florence City Manager

To: Erin Reynolds, City Manager
From: John Brown, City of Florence Realtor of Record
Date: October 3, 2016

You have asked that I assemble pertinent data so as to provide input on the proposed sale price of Lot 30 of the Pacific View Business Park owned by the City of Florence.

As I have indicated earlier there is very little sales activity of industrial sites on the Oregon Coast from which to make meaningful comparisons. In addition there is the appraisal theory of the Principle of Substitution that states no one would pay more for a property that the cost of acquiring an equally desirable substitute property.

The gross sale price of lot 30 is \$110,000 or approximately \$1.42 sq. ft. The rebate incentives are not atypical in markets where incentives are more the rule than the exception, as areas such as Florence are challenging to motivate developers or investors to create new building inventory.

As evidenced by the sales and listing data on the attached chart, you can see that the unit prices vary from location, size and amenities available to each individual site. In addition to the list of listings and sales, I have included a sales/listing summary from a 2013 appraisal done by the leading appraisal firm on the coast which was analyzing industrial land in Newport for Central Lincoln PUD.

I have included this only to demonstrate the lack of relevant data to major coastal communities as there was only 1 verified transaction in the City of Newport and that was for \$2.07 sq. ft and although a higher unit price than you are contemplating for Lot 30, you will note that the property had been on the market for an extended period of time and the seller had just wanted to dispose of the property.

While a direct comparison of any of the items of market data to the subject Lot 30 would be extremely subjective you can see that the preponderance of the data suggests a unit price below \$2.00 sq. ft and above \$1.00 sq. ft.

That said it is my opinion that in essence you are starting to “make the market” by offering incentives to induce development into the Pacific View Business Park and as such it is also my opinion that the agreed upon price is representative of a unit price felt necessary to entice a development on the subject parcel.

Hopefully this has been helpful however if you want additional detail please advise and we can try to elaborate further.

Respectfully submitted on October 3, 2016



John Brown
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101 East Broadway, Suite 101
Eugene, Oregon 97401

(541) 345-4860 phone
(541) 345-9649 fax
www.eebcre.com

*Licensed in the State of Oregon • Initial Agency
Disclosure*

SUMMARY OF LAND SALES DATA

Sale No.	Date	Zone	Total Price	Type	Value	Total Land in Acres	Usable Land in Acres	Usable Land in Square Feet	Price Square Foot	Description	Comments
Listing 1	Current	C-2	\$ 239,900	Commercial Land	\$ 239,900	2.09	1.70	74,052	\$ 3.24	13-12-25-AA-01129	Oregon Coast Community College - Owner US Highway 101 frontage with likely access from rear frontage road
Verified through MLS and broker										Unassigned US 101 Waldport, Oregon	Commercial Zoning
Listing 2	Current	I-P	\$ 799,000	Industrial Land	\$ 799,000	6.22	6.22	270,943	\$ 2.95	13-11-31-BD-00705	Lee Arce Development Co. - Owner Developed road for rear entry to the site with good visibility on Crestline Drive
Verified through MLS and broker										W/S Crestline Drive Waldport, Oregon	
Listing 3	Current	I-P	\$ 69,888	Industrial Land	\$ 69,888	0.92	0.92	40,075	\$ 1.74	13-11-31-BD-00900	Harjes and Potts - Owners
Verified through MLS and broker										W/S Crestline Drive Waldport, Oregon	Industrially zoned land with aerial storage
1	8/1/2013	L-1	\$ 75,000	Industrial Land	\$ 75,000	1.01	0.83	36,155	\$ 2.07	10-11-20-BB-00502	Maguire to Wright Vacant lot with infrastructure North of west of North Bend on North Spit Newport, Oregon
Verified with buyer											
2	5/27/2011	IND	\$ 1,337,100	Usable Land	\$ 1,334,072	26.36	26.36	1,156,954	\$ 1.15	25-13-07-102 and part 25-13-18-100 & 201	Oregon International Port of Coos Bay to Southport Clipped, LLC 3 miles west of Highway 101
Verified by representative of buyers										Transpacific Parkway, Coos Bay	
				Total Land	\$ 3,028	6.32	6.32	3,028	\$ 0.01	North of west of North Bend on North Spit	
3	2/28/11	M-1	\$ 350,000	Industrial Land	\$ 350,000	4.08	4.08	177,725	\$ 1.97	02-09-04-00-00892	Tillamook School District to Blump Boulevard Port of Tillamook Bay School District granted land when former air base closed
Verified by buyer										Port of Tillamook Facilities	
4	8/26/08	M-1	\$ 362,988	Industrial Land	\$ 362,988	7.67	7.67	334,105	\$ 1.09	02-09-04-00-00309	Port of Tillamook Bay to Flying G LLC Blump Blvd. and Long Prairie Rd Buyer previously built mini-warehouse storage buildings on-site for the Port to operate
Verified by seller										Port of Tillamook Facilities	
5	8/1/908	Farm	\$ 225,000	Unimproved Land	\$ 225,000	3.64	3.64	158,538	\$ 1.42	01-10-13-D-01401	Boquist to Boring Former farm land at SE corner of US 101 and Unassigned US 101 Tillamook, Oregon
Verified with buyer											Supplies Rd - exist for existing septic
Subject		L-1		Industrial		6.11	5.27	229,561		10-11-20-BB-503,504,505,506,507,508	Rocky Mountain Elk Foundation, LLC Vacant, unimproved industrial tract
										Northgate Industrial Park Newport, Oregon	



City of Florence
A City in Motion

South Rhododendron Beach/River Park

OPRD LOCAL GOVERNMENT GRANT PROGRAM

Project Description

Acquisition of 3.10 acres of Port of Siuslaw property adjacent to the City's undeveloped Bay Street right-of-way to create a new riverside park with the only accessible sandy riverbank/beach that remains in public ownership.

ADA parking area would be constructed as part of the project, along with accessible trails; picnic pavilion with picnic tables; nature trails; interpretive signage; and a boat landing/tie-off point.



City of Florence
A City In Motion

Vicinity Map



Site Plan



Project Description

South Rhododendron Beach/River Park is the newest park for the region and will provide ADA accessible opportunities for:

- Parking for 6 vehicles including 2 ADA and 11 bicycles
- Hiking
- Picnicking
- Kayaking
- Nature walks
- Wildlife viewing
- Also accessible by boat



OPRD LGGP GRANT REQUEST

Project Total	\$75,000	Project Funding to pay for:
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Grant Request	\$45,000	
---------------	----------	--

40% match	\$30,000	
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Matching funds will be provided by the City

- Land Acquisition
- Parking area development
- Bicycle racks
- Trail construction
- Picnic Shelter/Pavilion, including picnic tables
- Trash receptacles
- Interpretive signage



OPRD LWCF GRANT REQUEST

Project Total	\$87,525
Grant Request	\$43,745
50% match	\$43,780

Matching funds are provided by the LGGP grant. This allows the City to "Match" the project with only \$30,000

Project Funding to pay for:

- Land Acquisition
- Parking area development
- Bicycle racks
- Trail construction
- Picnic Shelter/Pavilion, including picnic tables
- Trash receptacles
- Interpretive signage
- **Web camera**



LEVERAGING OUR LGGP GRANT FUNDING

LWCF

Project Total	\$87,525
Grant Request	\$43,745
50% match	\$43,780

Matching funds provided by the LGGP grant.

LGGP

\$45,000

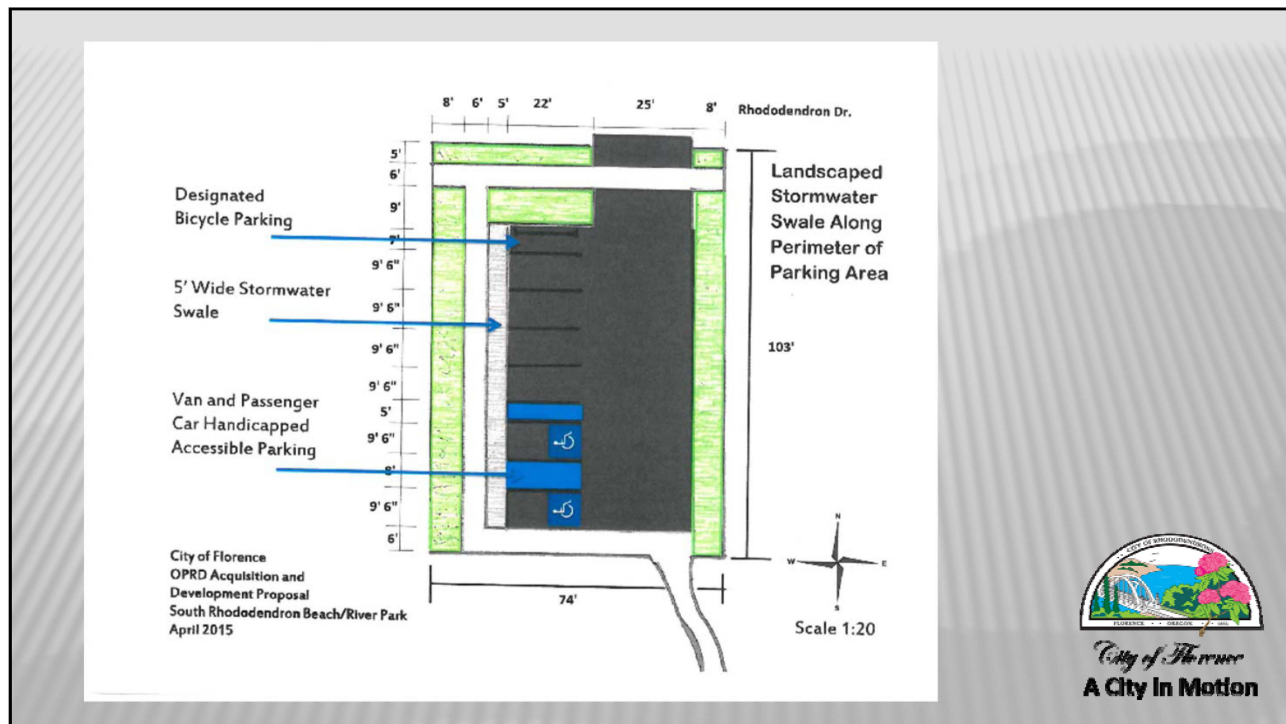
\$30,000 40% match



Park Development Benefits

- Provides an attractive destination for physical exercise for residents and visitors
- Promotes good stewardship of the estuary and its ecosystem
- Opportunities for wildlife viewing and fishing
- Provides a regional draw to Florence and surrounding area
- Will help stimulate economy by bringing visitors to another attraction along the river









Project Supporters

- City of Florence
- Port of Siuslaw
- Lane County
- Siuslaw School District 97J
- Siuslaw Salmon and Watershed Studies Program
- Florence-Area Chamber of Commerce
- PeaceHealth
- Audubon Society
- Central Oregon Coast Board of Realtors
- Oregon Shores Conservation Coalition
- Salmon & Trout Enhancement Program
- Volkswalkers



Questions and Comments



Presented at 10.3.16 CC
Meeting - Agenda Item #12



South end of Nopal Street



End of Nopal Street from the parking lot of the business center (old hospital) parking lot.



Bushes to the west of the parking lot
of the business center on 12th



South end of Nopal



Sand Hill trail, 12th to 15th



North view from South dead end



North view from South dead end



Before photo



After photo...



Before photo...



After photo...



After photo...

