

# MAY IS NATIONAL BIKE MONTH

Celebrate by riding your bike, scooter, or one wheel!

Celebrate by keeping our local cyclists safe!

## Activities to Celebrate Bike Month:

- May 8: National Walk & Roll to School
- May 13-19: National Bike to work Week
- May 15: Oregon Friendly Driver Course
- May 17: National Bike to Work Day
- May 17-19: Ride your bike to Rhody Days!
- Maps of bike parking available

LEAGUE OF AMERICAN BICYCLISTS

*presents*

**BIKE  
MONTH**

**MAY 2024**

NAT'L RIDE A BIKE DAY • SUN MAY 5  
BIKE TO WORK WEEK • MAY 13-19  
BIKE TO WORK DAY • FRI MAY 17



[BIKELEAGUE.ORG/BIKEMONTH](https://bikeleague.org/bikemonth)



**MAY IS BIKE MONTH**

ALL BIKES, ALL AGES, ALL MONTH!



EVENTS & RIDES



[WEBIKELANE.ORG](https://webikelane.org)  
[@mayisbikemonth\\_lanecounty](https://twitter.com/mayisbikemonth_lanecounty)

**May 6, 2024**

**City Council Meeting**

**Agenda Item #1**

**Public Comment**

**Speaker's Cards & Written Comments Received**

**Speaker's Cards** – *In order of receipt*

- **Speaker 1** – Sue Jones
- **Speaker 2** – Ivy Medow (*Included Written Comment*)
- **Speaker 3** – Michael Allen (*Included Written Comment*)

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

[Home](#) > [Request to Address City Council \(Speaker's Card\)](#) > [Webform results](#) > [Request to Address City Council \(Speaker's Card\)](#)

#### Submission information

Form: [Request to Address City Council \(Speaker's Card\)](#) [1]

Submitted by Visitor (not verified)

Sun, 05/05/2024 - 5:48pm

35.132.160.160

#### Name

Sue Jones

#### City Council Meeting Date

Mon, 05/06/2024

#### Agenda Item Number

1

#### Please note if you are speaking as an proponent, opponent, or neutral party

Proponent

#### Brief Overview of What You Wish to Discuss

\* Thank the Council for all the time, energy and thought spent working on the details of the Zoning Code for homeless camping in Florence.

\* Encourage them to now address the other side of the issue; where can the homeless safely shelter in Florence?

\*Please keep in mind that Florence is fortunate to have so many well organized volunteers willing to help.

#### Do you Represent an Organization?

No

#### Name of Organization

#### Residence Address

4 Marielle Lane, Florence

#### Email

[sjones@peak.org](mailto:sjones@peak.org)

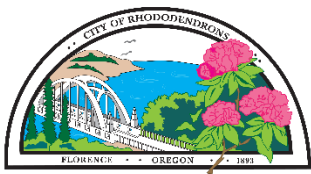
#### Phone Number

5413051701

Source URL: <https://www.ci.florence.or.us/node/17771/submission/30710>

#### Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>



## Request to Address the City Council (Speaker's Card)

Name: Ivy Meadow

(Please Print)

*City of Florence*  
**A City in Motion**

City Council Meeting Date: 05062024 Agenda Item No.: 1

Proponent  Opponent  Neutral

Brief Overview of What You Wish to Discuss: \_\_\_\_\_

Do you represent an organization?  Yes  No Name of Org.: \_\_\_\_\_

Residence Address: 1657 36th Street

City, State, Zip: Florence, OR 97439

Email (Optional): \_\_\_\_\_ Phone No. (Optional): \_\_\_\_\_

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1. Via email to [cityrecorder@ci.florence.or.us](mailto:cityrecorder@ci.florence.or.us),
2. Via mail to Florence City Hall – Attn: City Recorder; 250 Hwy 101; Florence, OR, 97439
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General Public Comments – 3 minutes

Public Hearing Comments – 5 minutes

**NOTE: In special circumstances, the Mayor (Presiding Officer) may establish longer and / or shorter time limits.**

## Lindsey White

---

**From:** Ivy Medow <macrccota@gmail.com>  
**Sent:** Sunday, April 21, 2024 10:57 PM  
**To:** Lindsey White; Ivy Medow  
**Subject:** Fwd: April 21, 2024

Hi, Lindsey,

Please tuck this Letter from an American into the councilors' packets for the May 6 Council meeting. thank you.

----- Forwarded message -----

From: **Ivy Medow** <[macrccota@gmail.com](mailto:macrccota@gmail.com)>  
Date: Sun, Apr 21, 2024 at 10:49 PM  
Subject: Fwd: April 21, 2024  
To: s vr <[svrooy@gmail.com](mailto:svrooy@gmail.com)>

----- Forwarded message -----

From: **Heather Cox Richardson from Letters from an American** <[heathercoxrichardson@substack.com](mailto:heathercoxrichardson@substack.com)>  
Date: Sun, Apr 21, 2024 at 9:26 PM  
Subject: April 21, 2024  
To: <[macrccota@gmail.com](mailto:macrccota@gmail.com)>

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# April 21, 2024

HEATHER COX RICHARDSON

APR 22



READ IN APP

During her confirmation hearings in 2021, Interior Department secretary Deb Haaland promised “to responsibly manage our natural resources to protect them for future generations—so that we can continue to work, live, hunt, fish, and pray among them.” Noting her Indigenous heritage, Haaland tweeted, “A voice like mine has never been a Cabinet secretary or at the head of the Department of Interior.... I’ll be fierce for all of us, our planet, and all of our protected land.”

Her approach was a shift from the practice the Interior Department had established at the beginning of the twentieth century when it began to prioritize mineral, oil, and gas development, as well as livestock grazing, on U.S. public lands. But the devastating effects of climate change have brought those old priorities into question.

Republicans, especially those from states like Wyoming, which collects more than a billion dollars a year in royalties and taxes from the oil, gas, and coal produced on federal lands in the state, opposed Haaland's focus on responsible management of natural resources for the future and warned that the Biden administration is "taking a sledgehammer to Western states' economies."

On Thursday, April 18, the Interior Department finalized a new rule for a balanced management of America's public lands. Put together after a public hearing period that saw more than 200,000 comments from states, individuals, Tribal and local governments, industry groups, and advocacy organizations, the new rule prioritizes the health of the lands and waters the Interior Department's Bureau of Land Management oversees. Those consist of about 245 million acres, primarily in 12 western states.

The new rule calls for protection of the land, restoration of the places that have been harmed in the past, and a promise to make informed decisions about future use based on "science, data, and Indigenous knowledge." It "recognizes conservation as an essential component of public lands management, on equal footing with other multiple uses of these lands." The Bureau of Land Management will now auction off leases not only for drilling, but also for conservation and restoration.

Western state leaders oppose the Biden administration's efforts to change the Interior Department's past practices, calling them "colonial forces of national environmental groups who are pushing an agenda" onto states like Wyoming.

The timing of the Interior Department's new rule can't help but call attention to Earth Day, celebrated tomorrow, on April 22. Earth Day is no novel proposition. Americans celebrated it for the first time in 1970. Nor was it a partisan idea in that

year: Republican president Richard M. Nixon established it as Americans recognized a crisis that transcended partisanship and came together to fix it.

The spark for the first Earth Day was the 1962 publication of marine biologist Rachel Carson's *Silent Spring*, which showed the devastating effects of people on nature by documenting the effect of modern pesticides on the natural world. Her exposé of how the popular pesticide DDT was poisoning the food chain in American waters illuminated the dangerous overuse of chemicals and their effect on living organisms, and it caught readers' attention. Carson's book sold more than half a million copies in 24 countries.

Democratic president John F. Kennedy asked the President's Science Advisory Committee to look into Carson's argument, and the committee vindicated her. Before she died of breast cancer in 1964, Carson noted: "Man's attitude toward nature is today critically important simply because we have now acquired a fateful power to alter and destroy nature. But man is a part of nature, and his war against nature is inevitably a war against himself? [We are] challenged as mankind has never been challenged before to prove our maturity and our mastery, not of nature, but of ourselves."

As scientists organized the Environmental Defense Fund, Americans began to pay closer attention to human effects on the environment, especially after three crucial events. First, on December 24, 1968, astronaut William Anders took a color photograph of the Earth rising over the horizon of the moon from outer space during the Apollo 8 mission, powerfully illustrating the beauty and isolation of the globe on which we all live.

Then, over 10 days in January and February 1969, a massive oil spill off the coast of Santa Barbara, California, poured between 80,000 and 100,000 barrels of oil into the Pacific, fouling 35 miles of California beaches and killing seabirds, dolphins, sea lions, and elephant seals. Public outrage ran so high that President Nixon went to Santa Barbara in March to see the cleanup efforts, telling the American public that "the Santa Barbara incident has frankly touched the conscience of the American people."

And then, in June 1969, the chemical contaminants that had been dumped into Cleveland's Cuyahoga River caught fire. A dumping ground for local heavy industry,

the river had actually burned more than ten times in the previous century, but with increased focus on environmental damage, this time the burning river garnered national attention.

In February 1970, President Nixon sent to Congress a special message “on environmental quality.” “[W]e...have too casually and too long abused our natural environment,” he wrote. “The time has come when we can wait no longer to repair the damage already done, and to establish new criteria to guide us in the future.”

“The tasks that need doing require money, resolve and ingenuity,” Nixon said, “and they are too big to be done by government alone. They call for fundamentally new philosophies of land, air and water use, for stricter regulation, for expanded government action, for greater citizen involvement, and for new programs to ensure that government, industry and individuals all are called on to do their share of the job and to pay their share of the cost.”

Meanwhile, Gaylord Nelson, a Democratic senator from Wisconsin, visited the Santa Barbara oil spill and hoped to turn the same sort of enthusiasm people were bringing to protests against the Vietnam War toward efforts to protect the environment. He announced a teach-in on college campuses, which soon grew into a wider movement across the country. Their “Earth Day,” held on April 22, 1970, brought more than 20 million Americans—10% of the total population of the country at the time—to call for the nation to address the damage caused by 150 years of unregulated industrial development. The movement included members of all political parties, rich Americans and their poorer neighbors, people who lived in the city and those in the country, labor leaders and their employers. It is still one of the largest protests in American history.

In July 1970, at the advice of a council convened to figure out how to consolidate government programs to combat pollution, Nixon proposed to Congress a new agency, the Environmental Protection Agency, which Congress created that December.

In honor of Earth Day 2024, Democratic president Joe Biden has called for carrying on the legacy of our predecessors “by building a greener, more sustainable planet and, with it, a healthier, more prosperous nation.”



In a statement, Biden noted that no one can any longer deny the impacts and staggering costs of climate change as the nation confronts historic floods, droughts, and hurricanes.

“Deforestation, nature loss, toxic chemicals, and plastic pollution also continue to threaten our air, lands, and waters, endangering our health, other species, and ecosystems,” he said. He noted the administration’s efforts to build a clean energy economy, providing well-paid union jobs as workers install solar panels, service wind turbines, cap old oil wells, manufacture electric vehicles, and so on, while also curbing air pollution from power plants and lead poisoning from old pipes, the burden of which historically has fallen on marginalized communities.

Biden noted that he brought the U.S. back into the Paris Climate Accord Trump pulled out of, is on track to conserve more lands and waters than any president before him, and has worked with the international community to slash methane emissions and restore lost forests.

And yet there is much more to be done, he said. He encouraged “all Americans to reflect on the need to protect our precious planet; to heed the call to combat our climate and biodiversity crises while growing the economy; and to keep working for a healthier, safer, more equitable future for all.”

Happy Earth Day 2024.

—

Notes:

<https://www.washingtonpost.com/climate-environment/2021/02/23/deb-haaland-interior-secretary-hearing/>

<https://www.nytimes.com/2021/03/02/climate/biden-interior-department-haaland.html>

<https://www.nytimes.com/2021/02/22/climate/deb-haaland-interior.html>

<https://www.blm.gov/public-lands-rule>

<https://www.washingtonpost.com/climate-environment/2023/11/28/public-lands-wyoming-biden-oil-mining/>

<https://www.blm.gov/press-release/biden-harris-administration-finalizes-strategy-guide-balanced-management-conservation>

<https://www.blm.gov/press-release/interior-department-releases-proposed-plan-guide-balanced-management-public-lands>

<https://www.nrdc.org/stories/story-silent-spring>

<https://www.presidency.ucsb.edu/documents/special-message-the-congress-environmental-quality>

<https://www.presidency.ucsb.edu/documents/remarks-following-inspection-oil-damage-santa-barbara-beach>

<https://www.epa.gov/history/origins-epa>

<https://www.earthday.org/history/>

<https://www.epa.gov/archive/epa/aboutepa/ddt-regulatory-history-brief-survey-1975.html>

<https://www.nps.gov/articles/story-of-the-fire.htm>

<https://www.epa.gov/laws-regulations/discover-history-clean-water-act>

<https://nelsearthday.net/gaylord-nelson-earth-day-origins/>

<https://www.whitehouse.gov/briefing-room/presidential-actions/2023/04/21/executive-order-on-revitalizing-our-nations-commitment-to-environmental-justice-for-all/>

<https://www.whitehouse.gov/briefing-room/presidential-actions/2024/04/19/a-proclamation-on-earth-day-2024/>

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#### Submission information

Form: [Request to Address City Council \(Speaker's Card\)](#) [1]

Submitted by Visitor (not verified)

Mon, 05/06/2024 - 1:56pm

35.132.165.39

#### **Name**

Michael Allen

#### **City Council Meeting Date**

Mon, 05/06/2024

#### **Agenda Item Number**

1

#### **Please note if you are speaking as an proponent, opponent, or neutral party**

Proponent

#### **Brief Overview of What You Wish to Discuss**

Tacoma Washington 2030 Climate Action Plan

#### **Do you Represent an Organization?**

yes

#### **Name of Organization**

Florence Climate Emergency Campaign

#### **Residence Address**

87490 Rhodowood Drive

#### **Email**

mike.pat.allen@outlook.com

#### **Phone Number**

5054017762

**Source URL:** <https://www.ci.florence.or.us/node/17771/submission/30712>

#### **Links**

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

To: **Mayor Rob Ward and City Councilors,  
City Manager Erin Reynolds and Public Works Director Mike Miller**  
From: Michael Allen, Florence Climate Emergency Campaign  
Date: May 6, 2024  
Subject: **Tacoma Washington 2030 Climate Action Plan**

I am again sending you information about a city's climate action planning, this time from the City of Tacoma, Washington. It is my hope that you will review their plan and direct all of your planning staff, committees and commissions to also review it. It's important they come back to you with ideas of how we can implement a similar climate action planning process in Florence.

Please respond with ways we in the community can be of help.

Respectfully,

**Michael Allen**

### **Attachment: Tacoma Washington 2030 Climate Action Plan**

The Tacoma City Council passed Resolution No. 40509 in December 2019, declaring a climate emergency in Tacoma and calling for a transformative climate action plan to reduce community greenhouse gas (GHG) emissions and adapt to climate impacts we can no longer avoid. As we plan for our collective climate future, the City of Tacoma needs to hear continually from communities that are historically underrepresented, underserved, made vulnerable communities, or expected to experience the first or worst impacts of climate change. By centering frontline communities' priorities, Tacoma's new plan invests in both climate action and environmental justice.

Link to the plan: <https://www.cityoftacoma.org/cms/one.aspx?pageId=193914>

See City leadership's statements on the Plan: [Letter from the Mayor](#) and [Letter from the City Manager & Tacoma Public Utilities Director](#).



**CLIMATE  
ACTION  
PLANNING**

**May 6, 2024**

**City Council Meeting**

**Agenda Item #2**

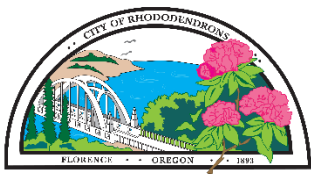
**Northwest 9<sup>th</sup> Street Real Estate Transaction Public Hearing  
Speaker's Cards & Written Testimony Received**

**Speaker's Cards** – *In order of receipt*

- **Applicant** – Layne Morrill
- **Proponent** – Holly Mar-Conte (*Included Written Testimony*)
- **Proponent** – Charleen Strauch

**Written Testimony** – *In order of receipt*

- **Proponent** – Bettina Hannigan



## Request to Address the City Council (Speaker's Card)

Name: \_\_\_\_\_

*(Please Print)*

*City of Florence*  
**A City in Motion**

City Council Meeting Date: \_\_\_\_\_ Agenda Item No.: \_\_\_\_\_

Proponent  Opponent  Neutral

Brief Overview of What You Wish to Discuss: \_\_\_\_\_

Do you represent an organization?  Yes  No Name of Org.: \_\_\_\_\_

Residence Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email (Optional): \_\_\_\_\_ Phone No. (Optional): \_\_\_\_\_

Would you like to be added to the City of Florence Email Distribution Lists?

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General Public Comments – 3 minutes

Public Hearing Comments – 5 minutes

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## Request to Address the City Council (Speaker's Card)

Name: Holly Mar-Conte

(Please Print)

*City of Florence*  
**A City in Motion**

City Council Meeting Date: 5/6/24 Agenda Item No.: 2

Proponent  Opponent  Neutral

Brief Overview of What You Wish to Discuss: Proposed sale of city property for  
affordable housing and co-located child care center, as Child Care Sector Strategist

Do you represent an organization?  Yes  No Name of Org.: Onward Eugene

Residence Address: 2784 Baker Blvd

City, State, Zip: Eugene, OR 97403

Email (Optional): hollym@onwardeugene.org Phone No. (Optional): 541-914-9464

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To: Mayor Ward, City Councilors, City Manager Reynolds, and Staff  
From: Holly Mar-Conte, Child Care Sector Strategist  
Date: May 6, 2024  
RE: NW 9th Street Real Estate Transaction

Good afternoon, my name is Holly Mar-Conte and I serve as the Child Care Sector Strategist for the Lane County region. This position is housed at Onward Eugene, which is the economic development partner to the Eugene Area Chamber of Commerce and is charged with increasing access to quality, affordable child care across Lane County.

For the last 18 months, I have worked closely with partners in Florence to address the shortage of accessible child care, which is part of a community effort that has spanned the last decade or more. Partners include the City of Florence, Siuslaw Vision, Florence Area Chamber of Commerce, First Step Florence, Quality Care Connections (our local Child Care Resource and Referral agency, housed at Lane Community College), Bright Beginnings, Head Start, Early Childhood CARES, Oregon Department of Human Services, United Way of Lane County, and several other representatives from the faith community, child care providers, employers and community leaders.

I am testifying today about the challenges in the child care sector and the broader implications and in support of the sale of the City's property at NW 9th Street for the development of co-located affordable housing and an onsite early learning/child care facility.

The child care crisis is a national, state and local issue. Currently, all but one of Oregon's 36 counties are considered "child care deserts" for infants and toddlers, defined as a community with more than three children for every regulated child care slot. Half of all counties have the same shortage of access for preschool-aged children. In Lane County, just 26% of children ages 0-5 years have access to a child care slot with a licensed, regulated child care provider. For infants and toddlers, that figure drops to 17%. Care is expensive: locally the average monthly cost of full-time child care is \$886 per child. That's 21% of the average median household income for a family with a child under 6 in Lane County. For families with income at the federal poverty level or below, childcare consumes 52% of their household income. Care is not meeting the cultural, linguistic, or developmental support needs of all children and families.

For context, the Oregon Department of Early Learning and Care recognizes the following types of child care providers:

- **Registered Family Child Care** (Licensed): A small group of up to 10 children in a home setting, usually cared for by one person
- **Certified Family Child Care** (Licensed): A larger group of up to 16 children in a home setting, usually cared for by one or more people
- **Certified Child Care Center** (Licensed): Child care business operated in a commercial building

- **Preschool Recorded Program (Unlicensed):** An educational program operating up to 4 hours per day
- **School Age Recorded Program (Unlicensed):** Youth development activities for school-age children
- **Licensed Exempt Child Care (Unlicensed):** License Exempt caregivers who provide child care in their homes on an informal basis. These caregivers are not required to be licensed if they care for three children or fewer and may be friends or relatives of your family.

Recent data from the Census and Quality Care Connections shows:

- There are approximately 642 children ages 0-5 years in the Siuslaw region
- Currently, there are about 114 child care slots for this age group.
- A majority of those slots are not full day, nor available every day of the week.
- Of the 114 total child care spaces, only 69 of those are licensed and provide full day care.
- There are currently no centers in the area that provide care for children under 2 years of age.
- Regional communities outside of Florence have even fewer options for child care.

We know that child care is part of the critical infrastructure supporting our economy and a key underpinning to economic development strategies. Local government, business owners, employers, and community partners have identified child care as a key issue and cited the need for additional capacity to address the issue.

Local partners have struggled to find facility space to increase the supply of child care. Child care facilities are subject to the Oregon Department of Early Learning and Care specifications. The cost to rent or lease must also fit within the very narrow margins of a child care center's operating budget. Land use, zoning and permitting requirements and financial constraints can also make it challenging to retrofit existing facilities.

The co-location of affordable housing and child care is an exciting model emerging across Lane County and is an opportunity to simultaneously address two of our communities' most pressing challenges.

The proposed use of the property at NW 9th Street would provide four new classrooms for licensed early learning and child care, including two classrooms for Head Start and Early Head Start and two for a community based child care provider, including infant/toddler care. This would nearly double the current local capacity and would offer Florence's first licensed care for infants and toddlers.

Thank you for your consideration.

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

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#### Submission information

Form: [Request to Address City Council \(Speaker's Card\)](#) [1]

Submitted by Visitor (not verified)

Fri, 05/03/2024 - 3:21pm

65.141.155.2

#### **Name**

Charleen Strauch

#### **City Council Meeting Date**

Mon, 05/06/2024

#### **Agenda Item Number**

2

#### **Please note if you are speaking as an proponent, opponent, or neutral party**

Proponent

#### **Brief Overview of What You Wish to Discuss**

Head Start's support of sale of the sites for the ELF and the Elm Park Apartments.

#### **Do you Represent an Organization?**

Yes

#### **Name of Organization**

Head Start of Lane County

#### **Residence Address**

2325 Oak St., Florence

#### **Email**

cstrauch@hsolc.org

#### **Phone Number**

(541)221-7955

**Source URL:** <https://www.ci.florence.or.us/node/17771/submission/30707>

#### **Links**

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

## City Recorder

---

**From:** Bettina Hannigan <bettina@florencechamber.com>  
**Sent:** Monday, May 6, 2024 12:55 PM  
**To:** City Recorder  
**Cc:** Layne Morrill; Erin Reynolds  
**Subject:** Written Testimony Regarding the Early Learning Facility.

May 6, 2024

Dear City Council Members,

I am writing on behalf of the Florence Area Chamber of Commerce to voice our strong support for a vital initiative that promises to enhance the lives of our community members, both now and in the future—the establishment of the Coastal Village Early Learning Facility, or ELF.

In Florence, as in many communities across the nation, a significant barrier to sustainable economic growth and community well-being is the availability of reliable childcare. Parents in our workforce are desperately in need of support that allows them to work without constant concern for their children's care during the day. The ELF proposes to address this critical need head-on, providing essential resources that enable parents to remain active in the workforce, contributing to our economy and community life.

But the benefits of the ELF extend far beyond immediate economic implications. This facility is about laying a foundation for the future. Early childhood education is not just a necessity for today's working parents; it's an investment in tomorrow's leaders. By supporting early learning, we are helping to shape individuals who are not only prepared for school but who are well-adjusted, lifelong learners, and eventually, productive members of the workforce.

The Florence Area Chamber of Commerce has always championed initiatives that enhance the vitality and quality of life in our community. Our commitment extends from prenatal care to post-secondary education, recognizing that support at each stage of development is crucial. The ELF is a natural extension of this commitment, poised to fill a gaping need within our community for comprehensive, accessible childcare and early education services.

The need for childcare resources in Florence has reached a critical point. It is an issue that impacts many, from young families to businesses and even retirees who see their children and grandchildren struggle to balance work and family life. By supporting the Coastal Village Early Learning Facility, we are taking a step toward alleviating this strain, fostering a community where families thrive alongside businesses.

Therefore, the Florence Area Chamber of Commerce strongly advocates for the City's support and engagement in this project. Let us come together—as businesses, government officials, and citizens—to ensure that the ELF becomes a reality. Let's invest in our children, in our families, and in our future.

Thank you for considering this essential initiative. We are excited about the possibilities the Coastal Village Early Learning Facility holds for Florence and are committed to seeing this project succeed with your help.

Sincerely,

*Bettina Hannigan*, [IOM](#)  
President & CEO



Keep it local with FLOCAL! Merchant Sign Up and Gift Certificates [HERE!](#)

Florence Chamber of Commerce

541.997.3128 x 3

[www.FlorenceChamber.com](http://www.FlorenceChamber.com)



# NW 9th Street Real Estate Transaction

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FLORENCE CITY COUNCIL

MAY 6, 2024



# About the NW 9th Street Property

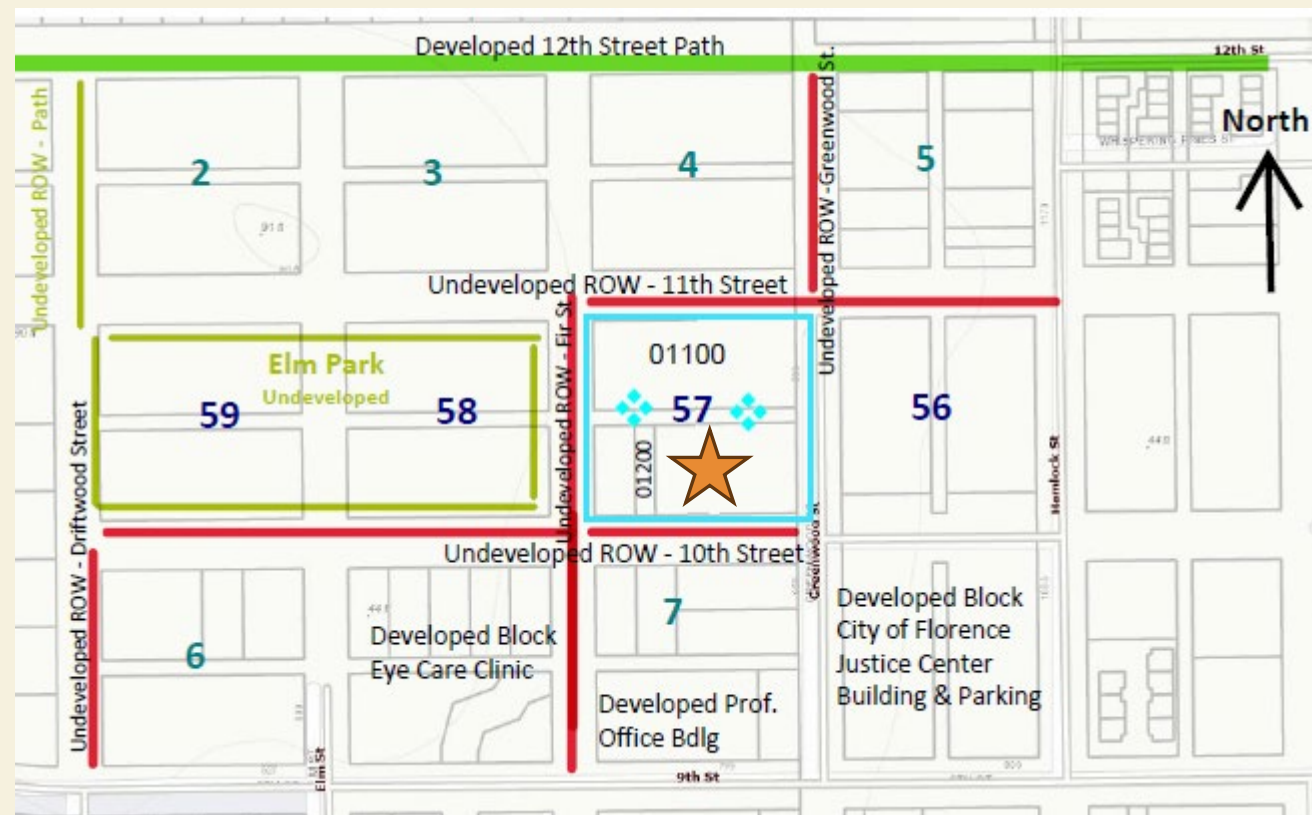


- **Location:** Map & Taxlots 18-12-27-31-01100 & 1200, Undeveloped Block 57, Northwest of the Florence Justice Center
- **Size:** 1.48 acres or 64,289 sq. ft.
- **Zoning and Plan Designation:** Professional Office District and West Ninth Street Area
- **City owned property, deemed surplus and available for sale since 2018**

# About the Proposed Sale

## TIMELINE

- Offer received to purchase Block 57 from Layne Morrill representing two Buyers
- City staff have been in negotiations with purchaser since March 2024.
- City Council has provided direction to City staff during three confidential executive sessions.
- As required by State Law, Public Hearing for Sale of Public Property was noticed five days in advance
- Negotiated deal terms were presented in City Council meeting agenda item summary.





# Elm Park Planned Unit Development – Proposed Property Layout and Parcels



Parcel 1: \$266,000 Total Price

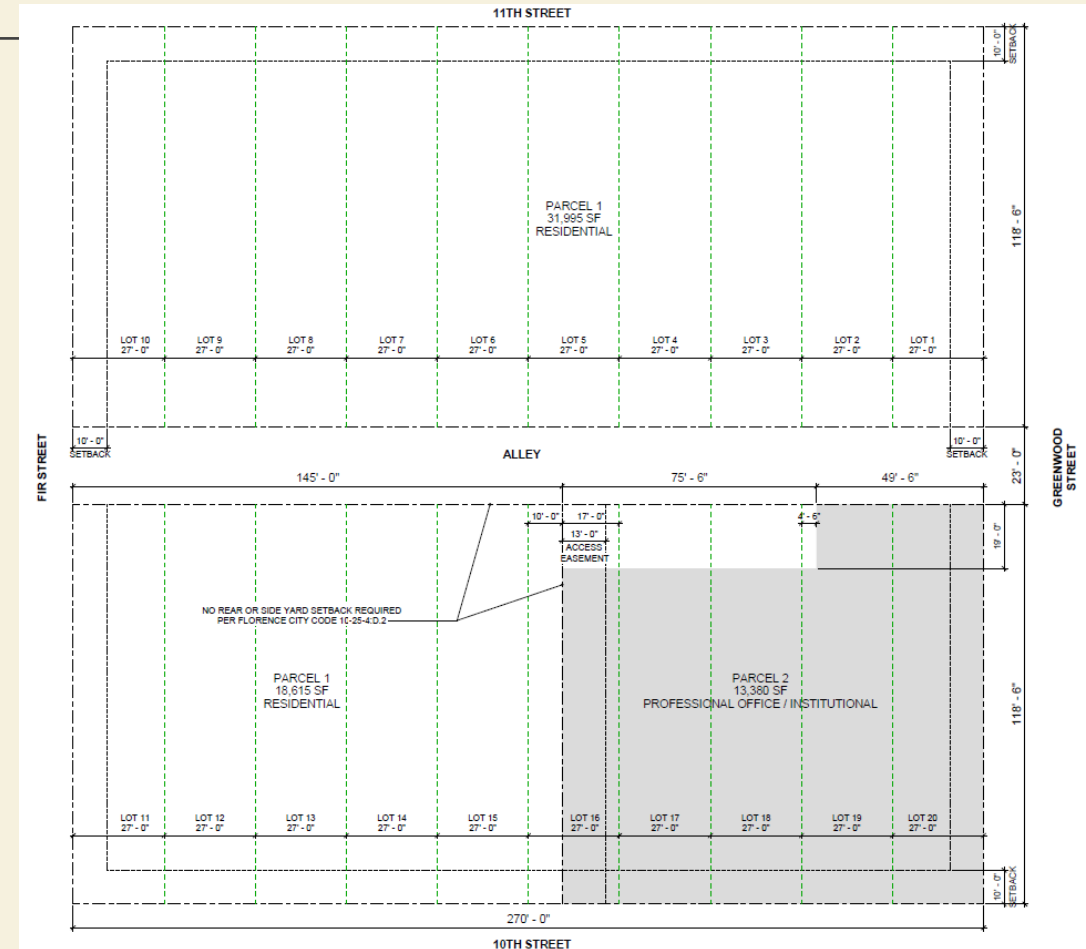
Buyer: Our Coastal Village, Inc.

To build a multi-unit (approximately 36 units) Affordable Apartment Rental Complex, Elm Park Apartments (EPA)

Parcel 2: \$71,000 Total Price

Buyer: Chestnut Management, LLC

To build an Early Learning Facility (ELF) with the capacity to serve approximately 50 children from one to five years old



# About the Proposed Sale – Parcel 1 Apartments



## PROPOSED DEAL TERMS – PARCEL 1

Cash at Escrow	\$ 13,300
Cash at Closing	<u>53,200</u>
<b>Total Cash Paid by Buyer</b>	<b>66,500</b>
<b>City Carried Note</b>	<b><u>199,500</u></b>
<b>Total Purchase Price</b>	<b>\$ 266,000</b>

- Buyer pays for Title Report and all other closing costs.
- All proceeds of the sale become revenue of the General Fund to support continued efforts for Housing and Economic Development.

## OTHER SIGNIFICANT PURCHASE & SALES AGREEMENT TERMS:

- Obligations of the Buyer during the First and Second Contingency Period
- Obligations of the City as the Seller
- Timelines
- City Carried Note with Buyer Performance Terms to earn-out the balance
- Subordinated Trust Deed with Restrictions

# About the Proposed Sale – Parcel 2 Early Learning Facility



## PROPOSED DEAL TERMS – PARCEL 2

Cash at Escrow	\$ 3,550
Cash at Closing	<u>14,200</u>
<b>Total Cash Paid by Buyer</b>	<b>17,750</b>
<b>City Carried Note</b>	<b><u>53,250</u></b>
<b>Total Purchase Price</b>	<b>\$ 71,000</b>

- Buyer pays for Title Report and all other closing costs.
- All proceeds of the sale become revenue of the General Fund to support continued efforts for Housing and Economic Development.

## OTHER SIGNIFICANT PURCHASE & SALES AGREEMENT TERMS:

- Obligations of the Buyer during the First and Second Contingency Period
- Obligations of the City as the Seller
- City and Buyer agrees to consider entering into Memorandum of Understanding “MOU” with Head Start of Lane County “HSOLC”
- Timelines
- City Carried Subordinated Note with Buyer Performance Terms to earn-out the balance
- Subordinated Trust Deed with Restrictions

# Purchase & Sales Agreement Terms for Parcel 1 and 2

---



## FIRST CONTINGENCY PERIOD - 180 DAYS

- Buyer to Perform survey, environmental, Geotech, and other due diligence reports and studies at Buyer's cost
- Buyer to Prepare & submit land use, public works, other regulatory body, and grant funding applications as necessary
- City grants Buyer access to property and will cooperate as land owner for due diligence activities
- City confirms in writing award contract for the SB 1530 Infrastructure Project

## SECOND CONTINGENCY PERIOD + 1 YEAR

- Buyer to complete preliminary civil engineering & architectural plans
- Buyer to perform market studies
- Buyer to receive approvals for land use, public works, and other necessary regulatory applications prior to construction
- Buyer to receive financing commitments and grant/funding awards
- City to complete the Infrastructure Project for the neighborhood as funded by SB 1530

# Early Learning Facility Memorandum of Understanding “MOU”

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## EARLY LEARNING FACILITY “ELF”

- City and Buyer agrees to enter into Memorandum of Understanding “MOU” with Head Start of Lane County “HSOLC”
- Confirms understanding of the regional need for childcare services and relation to economics and workforce
- Buyer is constructing and owning ELF facility
- The constructed ELF building would be large enough for at least 25 Head Start Spaces and equal amount of space available to rent for community partners serving children

## SIGNIFICANT TERMS OF UNDERSTANDING

- No financial commitments or obligations made by the City
- Understanding that ELF transaction would occur as it relates to the terms of the Real Estate Agreement
- City to respond promptly to requests for info
- City to cooperate with the Buyer for grant applications and a supportive community partner of the proposed construction for the ELF
- Buyer intends to lease completed space to Head Start of Lane County



# Closing and Transfer of Title

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## SIGNIFICANT TIMELINES

- Closing expected 180 days + 1 year from signing of PSA (or earlier)
- Construction begins after Closing
- Apartment construction to be completed plus one year or by December 31, 2026
- Early Learning Facility construction to be completed plus two years or by December 31, 2027

## PROMISSORY NOTE & TRUST DEED

- Transfer title of property to Buyer with a Subordinated Trust Deed
  - Grants and Conveyance to Buyer
  - Lien on property to hold accountable to build Affordable Apartments and Early Learning Facility
- Subordinated Promissory Note
  - Carried at 4% interest
  - Principal and Interest is reduced or through an earn-out of performance milestones, see next slide
  - Default Remedies - if performance not met, due and payable with 8% interest

# Purchase & Sales Agreement Terms

## City Carried Note Performance Milestones



PARCEL 1 -	NOTE \$199,500
Land Use Approvals	20% \$ (39,900)
Building Permits issued	35% \$ (69,825)
Cert of Occupancy	45% \$ (89,775)
Total Reduction	100% \$ (199,500)

APARTMENTS TO BE CONSTRUCTED BY  
DECEMBER 31, 2026

For both Parcels, the City agrees to Carry 75% balance of sales price through a limited recourse promissory note that is subordinated to other bank loans and/or grant awards by the Buyer and recorded as a Trust Deed.

PARCEL 2 -	NOTE \$53,250
Land Use Approvals	10% \$ (5,325)
Building Permits issued	25% \$ (13,313)
Cert of Occupancy	25% \$ (13,313)
Successful opening/operations of child care center	40% \$ (21,300)
Total Reduction	100% \$ (53,250)

EARLY LEARNING FACILITY TO BE  
CONSTRUCTED BY DECEMBER 31, 2027



# Summary of Terms & Recommendation

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	<b>Parcel 1</b>	<b>Parcel 2</b>	<b>Total Block 57</b>
Cash at Escrow	\$ 13,300	\$ 3,550	\$ 16,850
Cash at Closing	<u>53,200</u>	<u>14,200</u>	<u>67,400</u>
<b>Total Cash Paid by Buyer</b>	<b>66,500</b>	<b>17,750</b>	<b>84,250</b>
<b>City Carried Note</b>	<u><b>199,500</b></u>	<u><b>53,250</b></u>	<u><b>252,750</b></u>
<b>Total Purchase Price</b>	<b>\$ 266,000</b>	<b>\$ 71,000</b>	<b>\$ 337,000</b>

Authorize the execution of the purchase and sales agreement for the property located as discussed during the May 6, 2024, City Council meeting, as shown in the term sheet and report to the City Council, and authorize the City Manager to sign and execute all necessary documents to complete the transaction on behalf of the City.





# Alternatives to be Considered

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1. Authorize the execution of the purchase and sales agreement for the property located generally northwest of the Justice Center in Block 57 as discussed during the May 6, 2024, City Council meeting, and authorize the City Manager to sign and execute all necessary documents to complete the transaction on behalf of the City.
2. Do not authorize the City Manager to execute the REPSAs.
3. Direct the City Manager to suspend negotiations.
4. Postpone the Public Hearing to allow for additional time for negotiating the terms of the REPSAs and Executive Session Meetings.

# About the Buyers

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Parcel 1:

Our Coastal Village, Inc.

To build an Affordable Apartment  
Rental Complex, Elm Park  
Apartments (EPA)

Parcel 2:

Chestnut Management, LLC

To build an Early Learning Facility  
(ELF)

# Oak Manor Apartments – Completed Construction March 2024

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# Oak Manor Apartments – Community Gathering Space and Greenhouse Garden Area

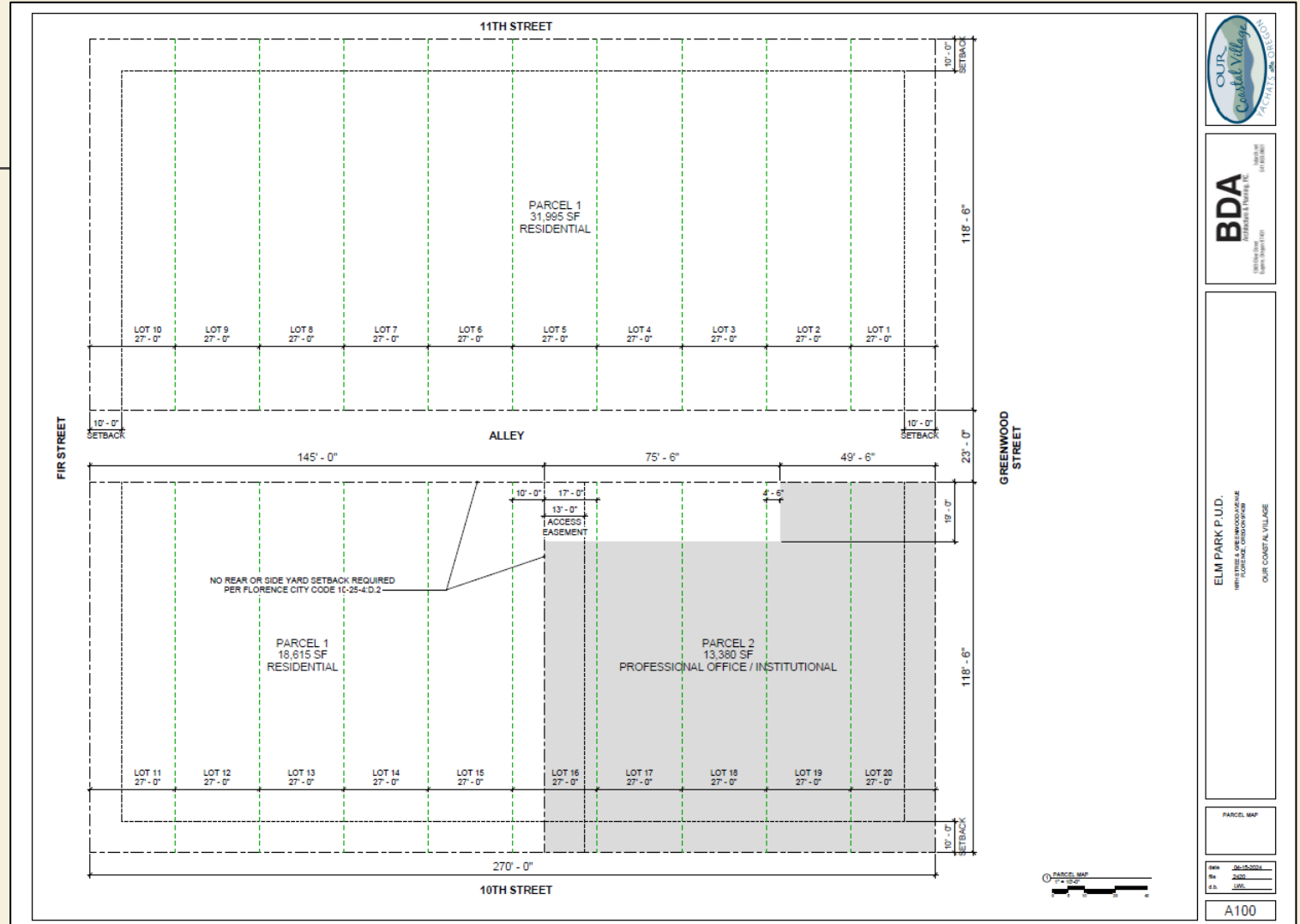
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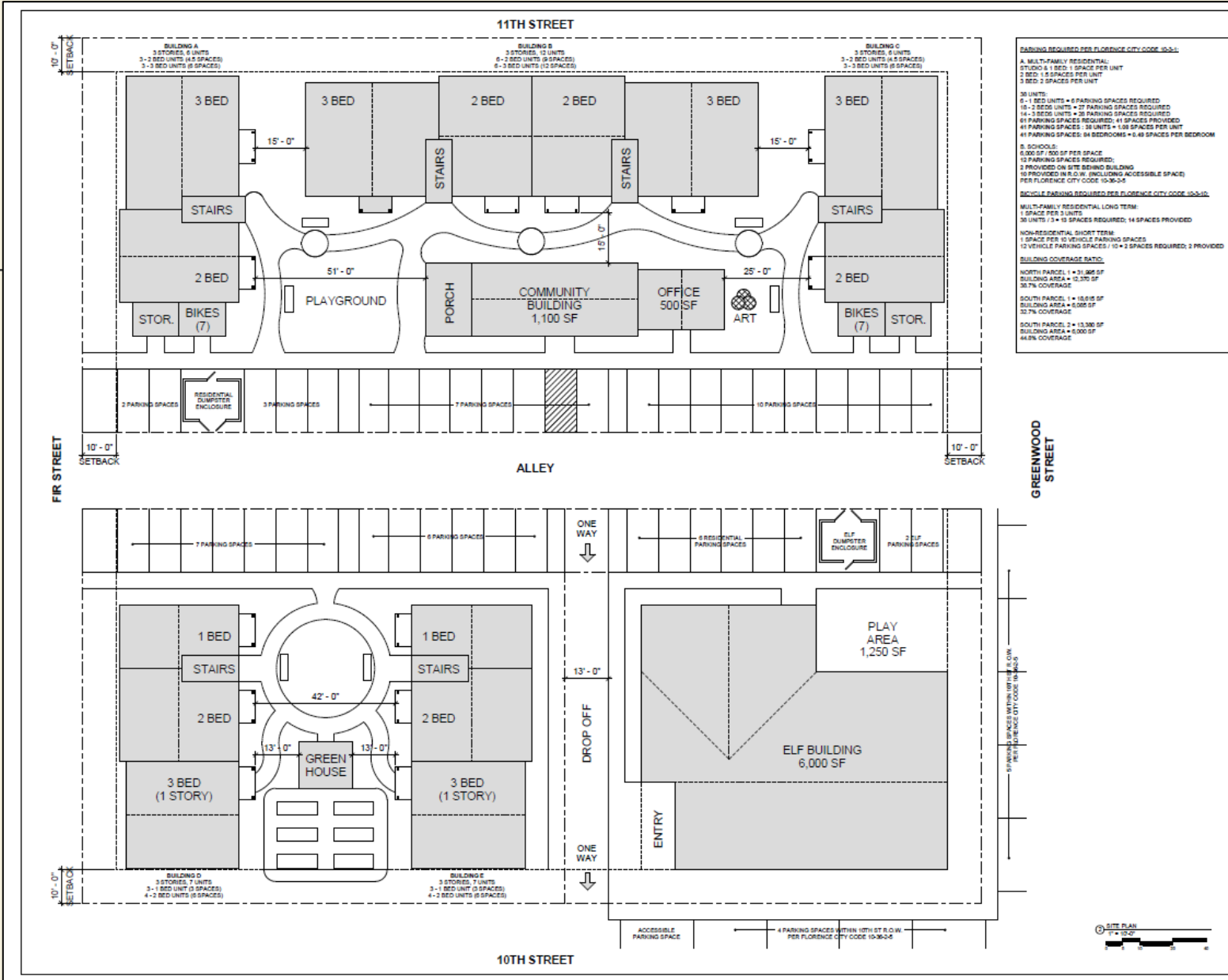
# Parcel Map

Parcel 1

Parcel 2



# Site Plan



**PARKING REQUIRED PER FLORENCE CITY CODE 10-3-1:**

A. MULTI-FAMILY RESIDENTIAL:  
 1ST BED: 1.5 SPACES PER UNIT  
 2 BED: 1.5 SPACES PER UNIT  
 3 BED: 2 SPACES PER UNIT

30 UNITS:  
 6-1 BED UNITS = 9 PARKING SPACES REQUIRED  
 10-2 BEDS UNITS = 15 PARKING SPACES REQUIRED  
 14-3 BEDS UNITS = 21 PARKING SPACES REQUIRED  
 41 PARKING SPACES REQUIRED; 41 SPACES PROVIDED

B. SCHOOLS:  
 0.000 SF / 500 SF PER SPACE  
 10 PARKING SPACES REQUIRED;  
 3 PROVIDED ON SITE BEHIND BUILDING  
 10 PROVIDED IN P.D.W. (INCLUDING ACCESSIBLE SPACE)  
 PER FLORENCE CITY CODE 10-36-24

**BICYCLE PARKING REQUIRED PER FLORENCE CITY CODE 10-3-1:**

MULTI-FAMILY RESIDENTIAL LONG TERM:  
 1 SPACE PER 3 UNITS  
 30 UNITS / 3 = 10 SPACES REQUIRED; 14 SPACES PROVIDED

NON-RESIDENTIAL SHORT TERM:  
 1 SPACE PER 10 VEHICLE PARKING SPACES  
 12 VEHICLE PARKING SPACES / 10 = 2 SPACES REQUIRED; 2 PROVIDED

**BUILDING COVERAGE TABLE:**

NORTH PARCEL 1 = 11,362 SF  
 BUILDING AREA = 12,370 SF  
 35.7% COVERAGE

SOUTH PARCEL 1 = 18,618 SF  
 BUILDING AREA = 6,000 SF  
 32.7% COVERAGE

SOUTH PARCEL 2 = 13,380 SF  
 BUILDING AREA = 6,000 SF  
 44.8% COVERAGE



ELM PARK P.U.D.  
 1111 FIR STREET & GREENWOOD AVENUE  
 FLORENCE, SOUTH CAROLINA 29508  
 OUR COASTAL VILLAGE

SITE PLAN

DATE: 06-25-2024  
 BY: JAC  
 S.S.: LUC

A101

# Rendered Site Plan



# Precedent Photos - Examples 1 & 2

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# Precedent Photos - Examples 3 & 4

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# Recommended Motion

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	<b>Parcel 1</b>	<b>Parcel 2</b>	<b>Total Block 57</b>
Cash at Escrow	\$ 13,300	\$ 3,550	\$ 16,850
Cash at Closing	<u>53,200</u>	<u>14,200</u>	<u>67,400</u>
<b>Total Cash Paid by Buyer</b>	<b>66,500</b>	<b>17,750</b>	<b>84,250</b>
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<b>Total Purchase Price</b>	<b>\$ 266,000</b>	<b>\$ 71,000</b>	<b>\$ 337,000</b>

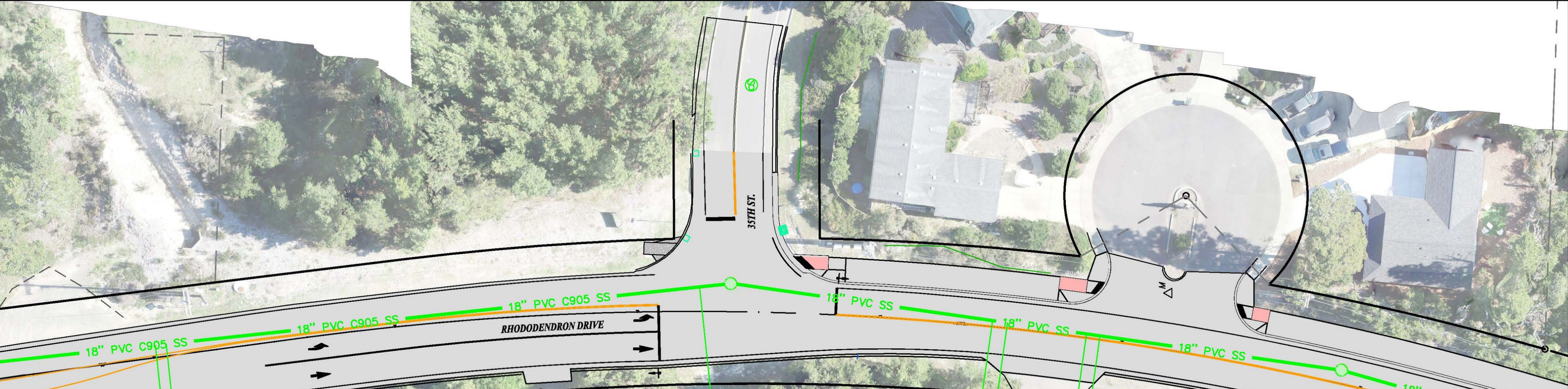
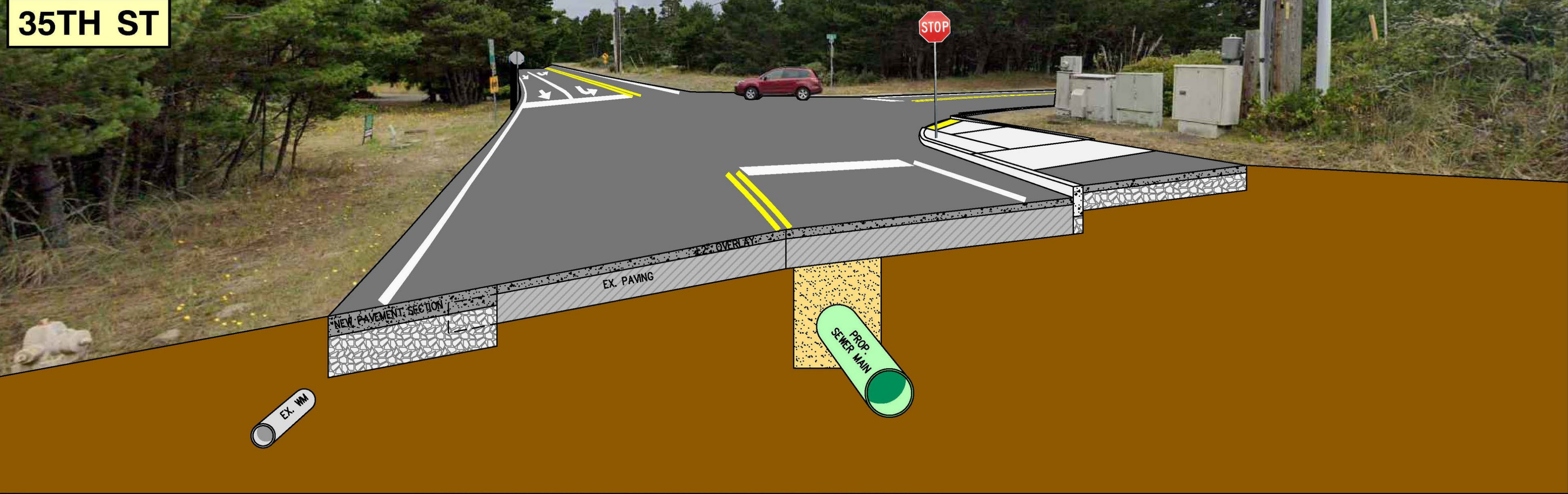
Authorize the execution of the purchase and sales agreement for the property located as discussed during the May 6, 2024, City Council meeting, as shown in the term sheet and report to the City Council, and authorize the City Manager to sign and execute all necessary documents to complete the transaction on behalf of the City.

# Reimbursement District for the 35th and Rhododendron Intersection Improvements and Multi-Use Path Construction Project



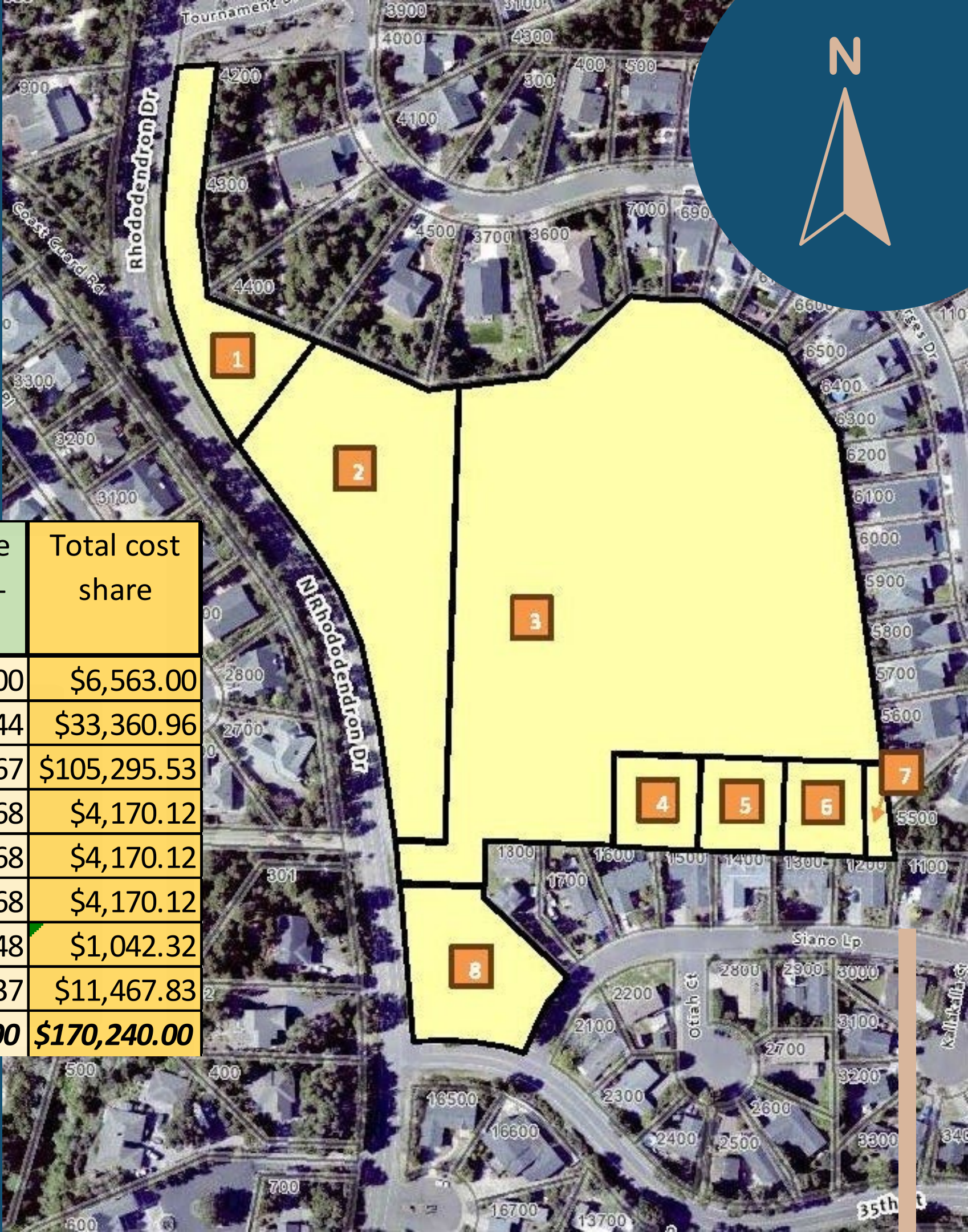
Mike Miller Director of Public Works

# 35TH ST



# Rhododendron & 35th RID

Addition of dedicated left turn lane south bound Rhododendron to 35th  
 Extension of the Multi-use Path 1,225 feet north of 35th

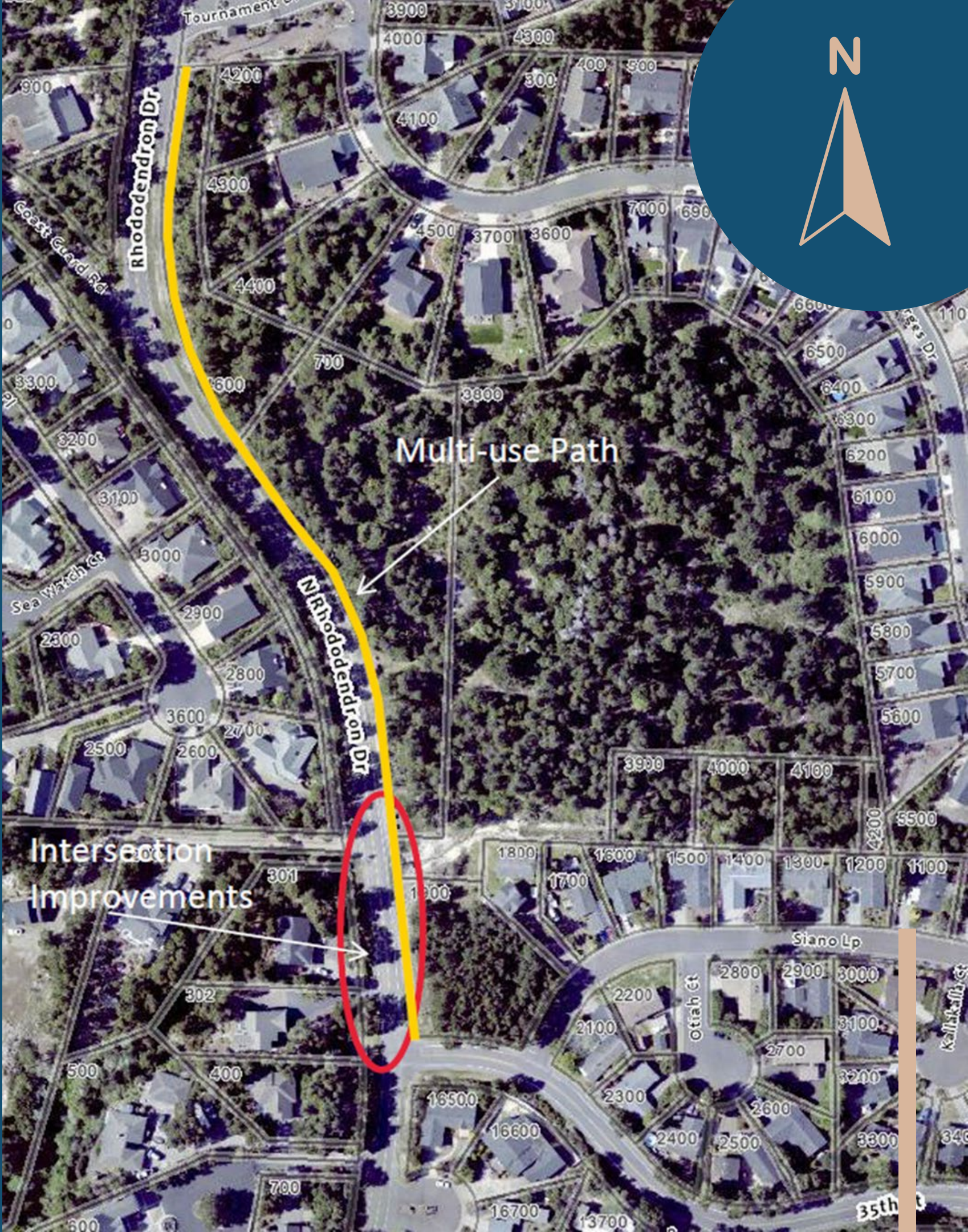


	Owner	Potential EDU's	Cost share for intersection improvements	Cost share for Multi-use Path	Total cost share
1	Sandpines West Lot Owners Assoc. Inc	11	N/A	\$6,563.00	\$6,563.00
2	Apic Florence Holdings, LLC	32	\$14,267.52	\$19,093.44	\$33,360.96
3	Apic Florence Holdings, LLC	101	\$45,031.86	\$60,263.67	\$105,295.53
4	Apic Florence Holdings, LLC	4	\$1,783.44	\$2,386.68	\$4,170.12
5	Apic Florence Holdings, LLC	4	\$1,783.44	\$2,386.68	\$4,170.12
6	Apic Florence Holdings, LLC	4	\$1,783.44	\$2,386.68	\$4,170.12
7	Apic Florence Holdings, LLC	1	\$445.84	\$596.48	\$1,042.32
8	Apic Florence Holdings, LLC	11	\$4,904.46	\$6,563.37	\$11,467.83
	<b>Totals</b>		<b>\$70,000.00</b>	<b>\$100,240.00</b>	<b>\$170,240.00</b>

# Rhododendron & 35th RID

Preliminary Estimated Costs

Allocation to Property Owners	\$170,240
City Contribution	\$176,483
<b>Total</b>	<b>\$346,723</b>





## Associated Property Benefits

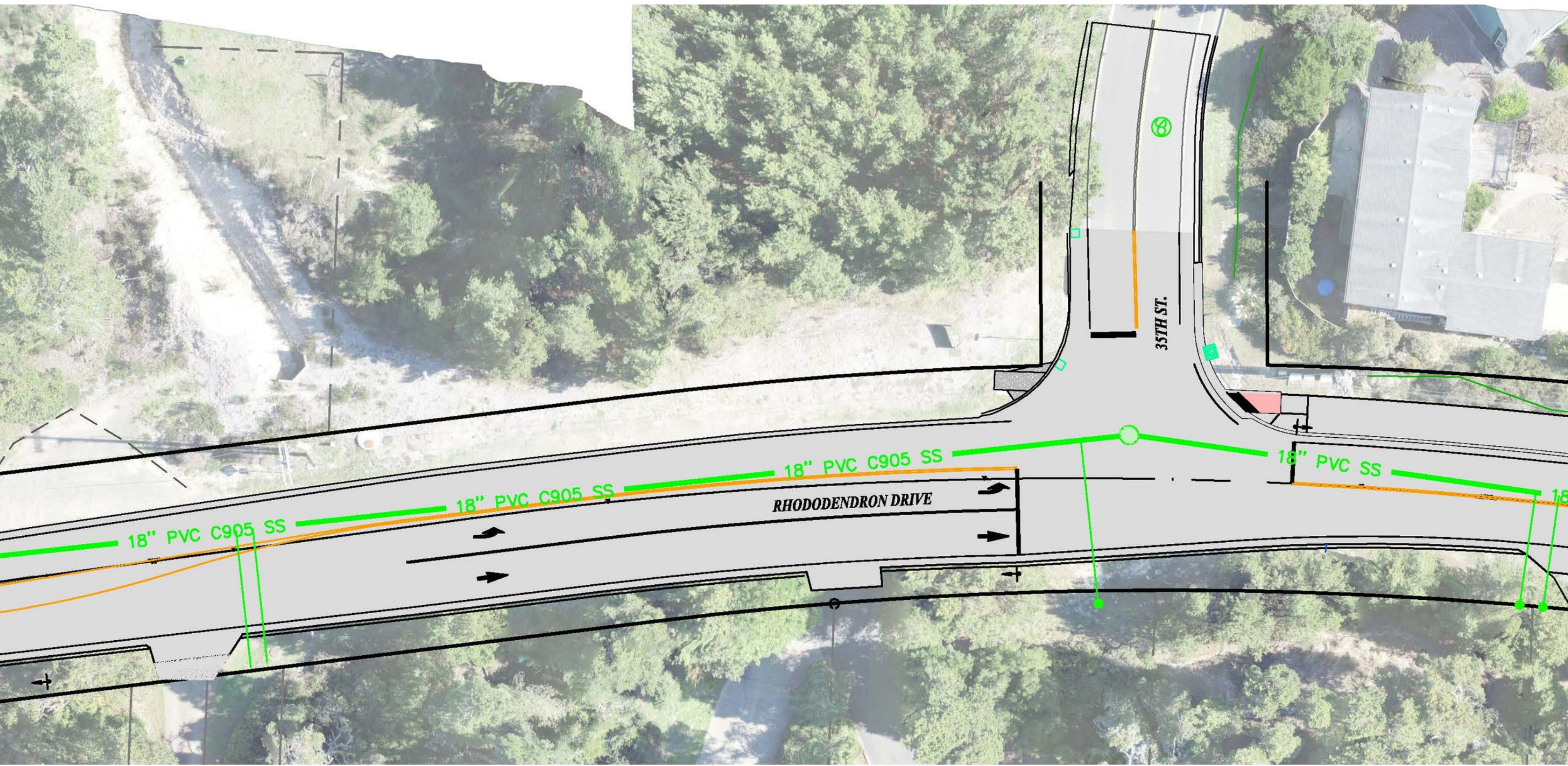
- Intersection improvements, separated multi-use path or both

## Cost of Improvements

- Based on the density/lots allowed by City code.
- Lots with mor density pay more

## EDU's (Equivalent Dwelling Units)

- Intersection Improvements \$445.86 per EDU
  - $\$70,000 \div 157 \text{ EDUs} = \$445.86$
- Separated Multi-use Path Improvements \$596.67 per EDU
  - $\$100,240 \div 168 = \$596.67$





# Objective

Reconstruct Rhododendron Drive – Wildwinds to 35th including realignment, separated multi-use path and improved river overlook/ parking area.

# Objective

Plan for development and construction of the continuation of a separated 10' multi-use path along Rhododendron from 35th to North Jetty Road, and from North Jetty Road to Heceta Beach Road.



City Services  
Delivery



Livability &  
Quality of Life



Economic  
Development



Communication  
& Trust



Financial &  
Organizational  
Sustainability

# Alternatives

1. Adopt Resolution No. 7, Series 2024 as outlined in the AIS to form the 35th and Rhododendron Drive Intersection and Multi-Use Path Reimbursement District; or
2. Modify the proposed district by revising the scope of improvements, reducing or enlarging the boundaries of the district, changing the assessment methodology, or making other modifications as it finds reasonable; or
3. Do not adopt a resolution forming a reimbursement district if the district is not in the best interest of the city; or
4. Direct Staff to acquire additional information and return for Council action.



# Recommendation

Adopt Resolution No. 7, Series 2024 creating a reimbursement district for the 35th and Rhododendron Drive Intersection improvements and separated multi-use path improvements along Rhododendron Drive between 35th Street and Tournament Drive, consisting of Map Reference Number 18-12-15-33, Tax Lots 04600 and 00700; Map Reference Number 18-12-15-34, Tax Lots 03800, 03900, 04000, 04100, and 04200; and Map Reference Number 18-12-22-21, Tax Lot 01900; and take other actions noted in the Florence City Code related to property owner notice and filing notice with the County Assessors Office.

THANK YOU

---



Mike Miller Director of Public Works

**May 6, 2024**

**City Council Meeting**

**Agenda Item #4**

**Rhododendron Festival Vendor Fair Street Closure Request Public Hearing  
Speaker's Cards & Written Testimony Received**

**Speaker's Cards** – *In order of receipt*

- **Applicant** – Mitzi Hathaway

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

[Home](#) > [Request to Address City Council \(Speaker's Card\)](#) > [Webform results](#) > [Request to Address City Council \(Speaker's Card\)](#)

#### Submission information

Form: [Request to Address City Council \(Speaker's Card\)](#) [1]

Submitted by Visitor (not verified)

Mon, 05/06/2024 - 2:52pm

35.132.162.144

#### **Name**

Mitzi Hathaway

#### **City Council Meeting Date**

Mon, 05/06/2024

#### **Agenda Item Number**

4

#### **Please note if you are speaking as an proponent, opponent, or neutral party**

Proponent

#### **Brief Overview of What You Wish to Discuss**

The proposed approval for the street closure of Maple Street from Bay to First. From 7 am May 17th to 7pm May, 19th for this year's Rhododendron Festival Maple Street Vendor Fair.

#### **Do you Represent an Organization?**

Yes

#### **Name of Organization**

FLORENCE AREA CHAMBER OF COMMERCE

#### **Residence Address**

831 Wecoma Loop

#### **Email**

events@florencechamber.com

#### **Phone Number**

503-880-8303

**Source URL:** <https://www.ci.florence.or.us/node/17771/submission/30713>

#### **Links**

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>



MAPLE STREET VENDOR FAIR  
RHODY DAYS 2024  
STREET CLOSURE REQUEST  
May 17 – 19, 2024

Applicant: Mitzi Hathaway

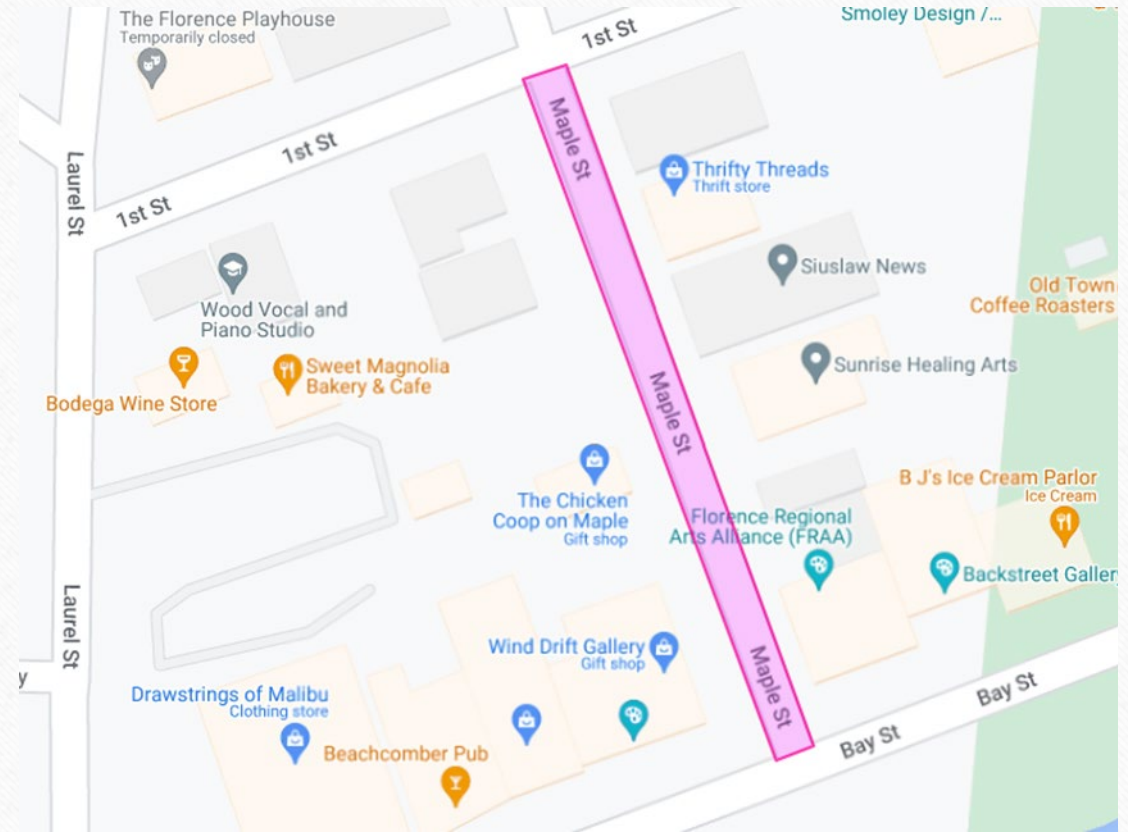
# The Details

## Street Closure Location:

- The vendor fair will be held on Maple Street between Bay Street to 1st Street.
- Event participants will have ingress and egress at the Maple and 1st Street intersection and the Maple and Bay Street intersection.
- Emergency access will be at the alley way and the intersections at each end of the fair area. The center of the street will be clear as well.

## Street Closure Time:

- 8:00 am – 7:00 pm



# The Process

- Applicant submitted a Street Closure application.
- Street closure fee has been paid in full.
- City staff has reviewed and determined the responsibilities of the applicant and the City.

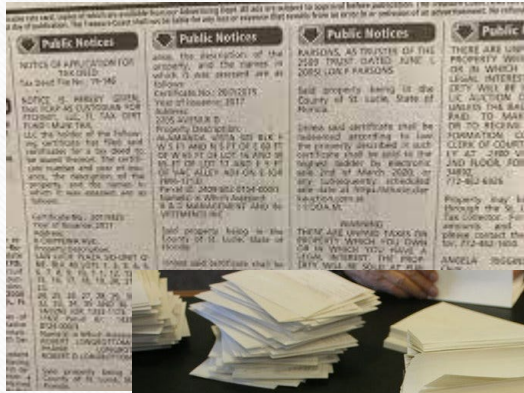




## Applicant must plan for and provide:

1. Access to street closure area for residents, visitors, deliveries and event participants.
2. Sanitation (trash receptacles, public restrooms)
3. Security
4. Emergency services access
5. Proof of insurance





# The City has:

1. Notified business and property owners within 100 feet of street closure of the public hearing to discuss this application on April 15, 2024.
2. Notified Siuslaw Valley Fire & Rescue and Western Lane Ambulance District of the event.
3. Posted a Public Hearing Notice in the Siuslaw News on April 26, 2024.
4. Reviewed the street closure application for compliance with City code.

# COUNCIL OPTIONS AND STAFF RECOMMENDATIONS

## CITY COUNCIL OPTIONS

- Option 1: Approve with conditions specified
- Option 2: Approve with alternate conditions
- Option 3: Do not approve application

## Staff recommendations

1. Approval of request with conditions specified in staff report





## The Next Steps

- Questions for staff?
- Questions for applicant?
- Public Hearing





# COPS HIRING PROGRAM (CHP)

Advancing Community Policing

Presented By: John Pitcher, Chief of Police

# WHAT IS COPS?



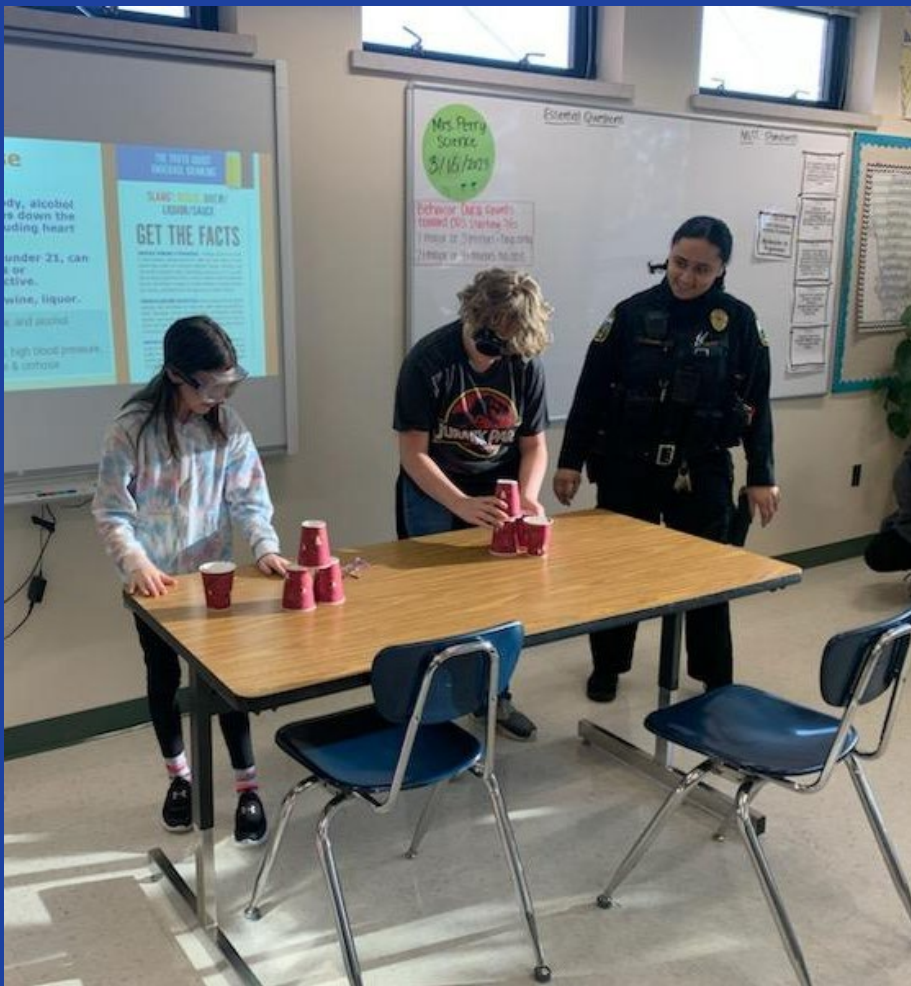
The COPS Hiring Program (CHP) is designed to reduce crime and advance public safety through community policing.

CHP funding supports the hiring of career law enforcement officers as School Resource Officers (SRO's)

An SRO can play an important role in maintaining and increasing safety in schools and the community.

School and law enforcement partnerships help maintain a foundation of shared goals and objectives.

When schools, communities, and law enforcement agencies work together to creatively address problems, positive outcomes can be achieved.



# SRO COSTS

Total Cost over 4-year period \$804,532.00

- School Share
- City Share

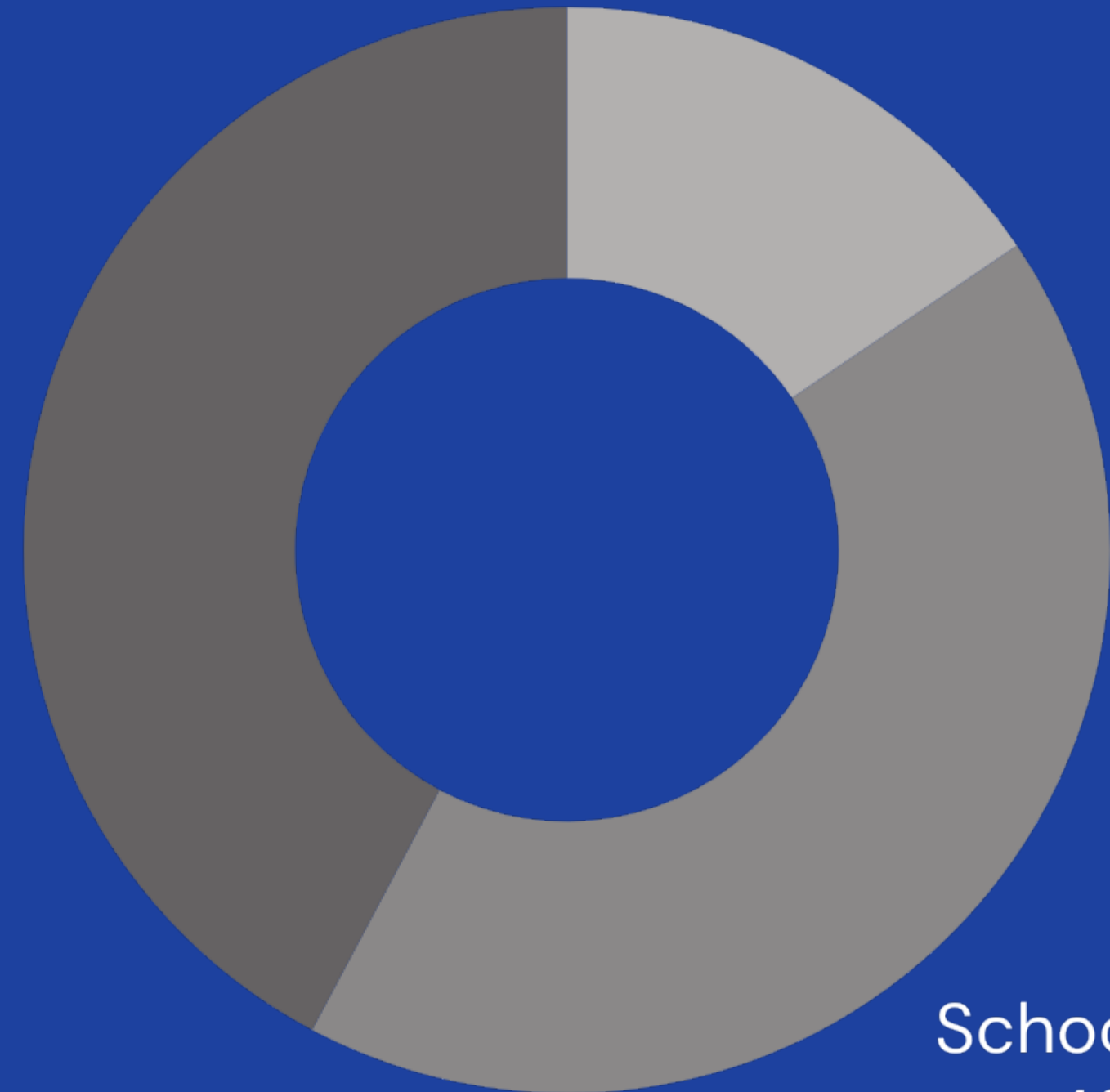
COPS Grant  
\$125,000

School Share  
\$339,766

City Share  
\$339,766

City Share  
42.2%

COPS Grant  
15.5%



School Share  
42.2%





# SRO ROLES



SRO Coons is;

- A trained certified ALICE instructor.
- Car seat inspections/give out free car seats to families in need
- Have a presence at sporting events.
- Drone certified
- Personal Safety Course (once a week program for 6 weeks teaching 7th and 8th graders about bullying, harassment, abuse, and teaching them self-defense)
- Chaperone school dances and enforce bag checks and breathalyzer
- Forensics lessons with high school and middle school students
- Member of the multidisciplinary team investigating crimes against children
- Classroom presentations on bullying, safety, search and rescue, outdoor survival, law enforcement, vaping/drugs

# STAFF RECOMMENDATION

The Council may choose to:

1. Approve Resolution No. 08, Series 2024 to submit an application for the COPS Grant, or;
2. Not approve Resolution No. 08, Series 2024 and provide direction to staff.

Staff recommends the approval of Resolution No. 08, Series 2024.



# QUESTIONS AND COMMENTS



SIUSLAW ELEMENTARY

2221



POLICE  
CITY OF SIUSLAW  
SCHOOL RESOURCE OFFICER

SIUSLAW Vikings

EMERGENCY  
911



# Legislative Appropriation for the Housing Infrastructure Project

FLORENCE CITY COUNCIL

MAY 6, 2024





# About the Funding Appropriation

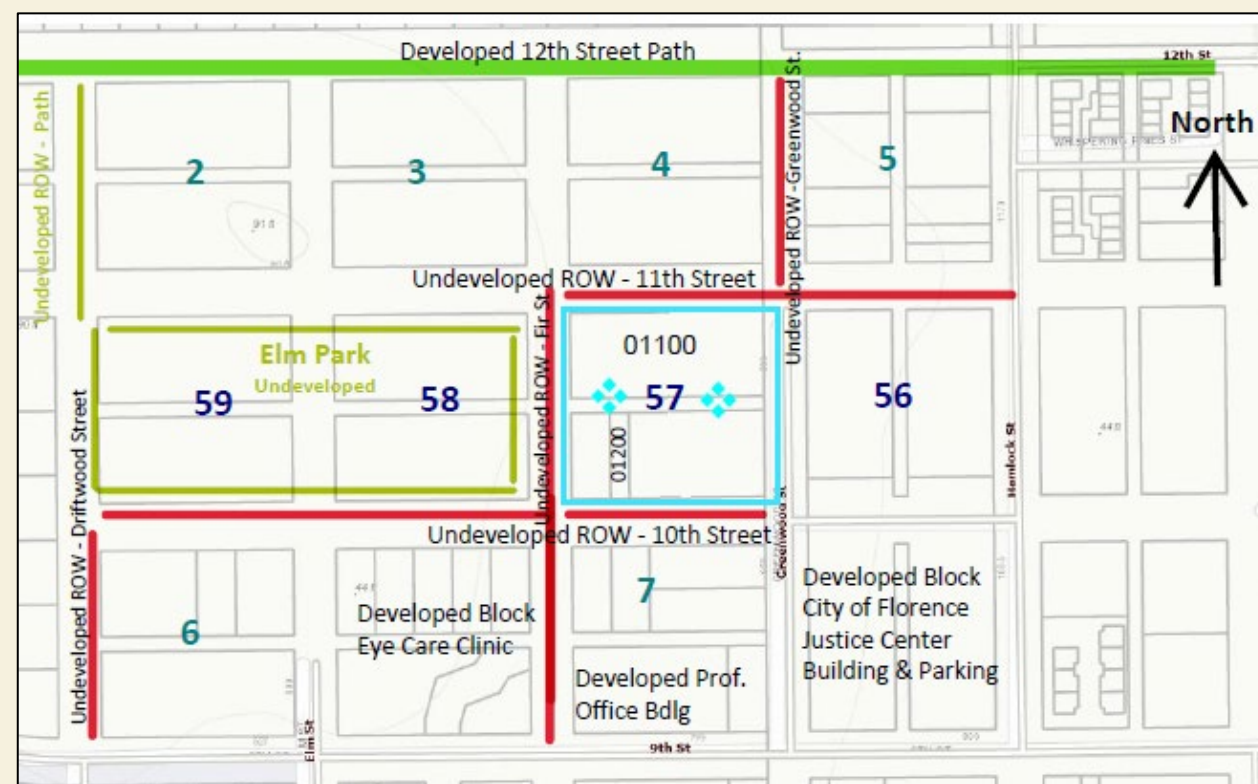
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- Senate Bill (SB) 1530 of the 2024 Oregon Legislative Session, the City of Florence was awarded a direct appropriation or allocation funding of \$1.9 Million (the Appropriation).
- The City will receive this through a State of Oregon General Fund budget allocation for FY25 (the fiscal year ending June 30, 2025) as managed by Business Oregon, the State's Business Development Department
- The purpose of this appropriation is to fund infrastructure improvements for the NW 9<sup>th</sup> Street Neighborhood where the City owns property for the purpose of stimulating the development of housing units
- Prior to moving forward with applying for the grant award contract, Business Oregon must verify the Project Status and Eligibility with the City to explain the Project, expedite contract development, and determine readiness to proceed



# Information Requested for SB 1530 Funding

- Project Name: City of Florence NW 9<sup>th</sup> St Neighborhood Water, Sewer, and Wastewater Infrastructure Project
- Amount: \$1,900,000
- Where/Area to be served: As shown in image where the red lines are to the extent that \$1.9M can fund
- Project Background
- Project Description and scope of work
- Engineer's Cost Estimate
- Project Budget and Disbursement Schedule





# Information Requested for SB 1530 Funding

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- Project activity timeline
- Permits and Regulatory items needed
- Does the City existing infrastructure have the capacity to serve the desired additional housing units? Yes
- Will the Project be in the public right of way and owned by the City? Yes
- Are there sites and developers awaiting Project completion to proceed with housing? Yes
- What type of housing, number of units and other information related to the Project that is planned for the neighborhood?

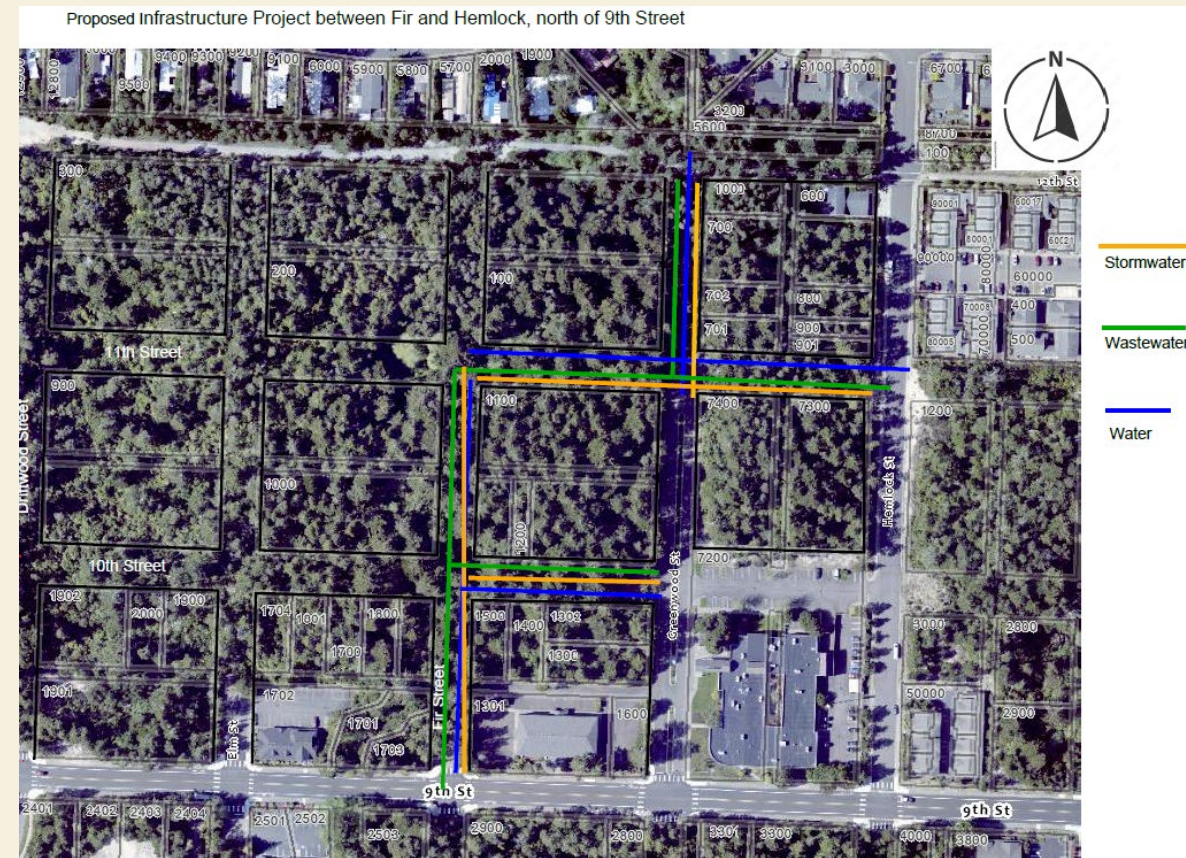


775 Summer Street, NE, Suite 200  
Salem, Oregon 97301-1280



# Expected Terms of the Funding

- Need to fill out Intake Form by May 23, 2024
- Grant contract available for review and City Council approval after June 1, 2024
- Funds available as soon as July 1, 2024 on a Reimbursement Basis
- Project costs must be incurred by the end of FY25 or June 30, 2025
- Project costs must be directly related to water, sewer, and stormwater utility infrastructure (this includes the roadway, curbs, gutters, sidewalks) as long as directly related to support the installation and construction of the utilities





# Alternatives to be Considered

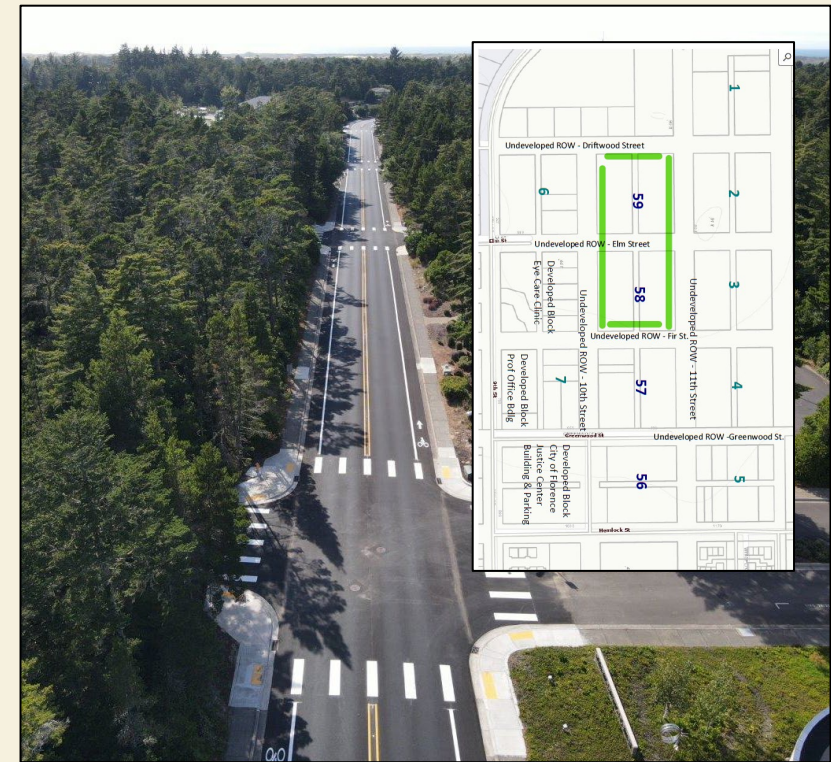
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1. Authorize staff to fill out the Housing Infrastructure Project Contract Information – SB 1530 intake form demonstrating the City’s eligibility to receive the funding as an infrastructure project to support the development of housing under the bill guidelines and for the purposes of moving forward with preparing a grant contract with Business Oregon for the \$1.9 Million to fund the NW 9th Street Neighborhood Infrastructure Project.
2. Direct the City Manager to gather more information and report back delaying the decision to a later date, but not later than the reporting deadline of May 23, 2024.
3. Do not authorize the City Manager to proceed and notify the State that the City does not wish to be considered for funding at this time.



# Recommended Motion and Action

Authorize the City Manager to fill out the Housing Infrastructure Project Contract Information - SB 1530 intake form demonstrating the City's eligibility to receive the funding as an infrastructure project to support the development of housing under the bill guidelines and for the purposes of moving forward with preparing a grant contract with Business Oregon for the \$1.9 Million to fund the NW 9<sup>th</sup> Street Neighborhood Infrastructure Project.





CITY OF  
FLORENCE

# City of Florence Economic Development Annual Report 2023 - 2024



# CITY OF FLORENCE OREGON'S PREMIER COASTAL COMMUNITY



## City Services Delivery

Sustain and improve the delivery of cost effective and efficient services, including public safety, to the Florence community and visitors.



## Livability & Quality of Life

Sustain and improve the City's livability and quality of life for Florence residents and visitors.



## Economic Development

Sustain and improve the City's economic development program and efforts towards enhancing the Florence economy, including housing, business development, and increasing living wage jobs.



## Financial & Organizational Sustainability

Sustain and improve the City's financial position, City-wide policies, and infrastructure to support current and future needs.



## Communication & Trust

Sustain and improve the City's communication program and strengthen community trust.

[www.ci.florence.or.us](http://www.ci.florence.or.us)



# Welcome & A Year in Review

The City of Florence Economic Development Staff serves as a bridge between local businesses, entrepreneurs, and nonprofits and the resources available in Florence, Lane County, the Oregon Coast, and the State of Oregon. Many accomplishments are done in partnership with City of Florence Staff, among volunteers, in cooperation with our greater regions and with policy guidance from the Florence City Council. This network all works together for the betterment of Florence's economy, both now and in years to come.



In recognition of Economic Development Week, the City of Florence publishes an Annual Report that celebrates the economic development initiatives and investments that the City of Florence has made in the economy and the business community in the last year. The Week is sponsored by the International Economic Development Council to increase awareness of local programs that create jobs, advance career development opportunities, and improve the quality of life in communities everywhere.

When reviewing the year since May 2023, there were three clear themes in the projects undertaken by the City of Florence:

- **Workforce Development – Housing & Child Care Support**
- **Economy & Entrepreneurship**
- **Connection & Collaboration**

Florence's economic growth is an ongoing effort, and we are continuously working to improve our economic climate. All of our projects take a team of dedicated Staff, volunteers and partner organizations. Thank you to this economic development ecosystem for positioning the City of Florence as Oregon's Premier Coastal Community.



# Workforce Development



## Quality Information, Informed Choices Labor Market Information

State of Oregon • Employment Department • [www.QualityInfo.org](http://www.QualityInfo.org)

### Florence Fact Sheet

Prepared by: Henry Fields, Workforce Analyst  
 Contact: [henry.l.fields@employ.oregon.gov](mailto:henry.l.fields@employ.oregon.gov); (541) 359-9178  
 Date: 4/10/2024

**Florence, OR**  
\*Note: in Lane County, OR; Eugene-Springfield, OR Metro Area; Oregon; United States

**9,384** Population  
5.5 square miles  
**1,696** people per square mile  
Census date: ACS 2019 5-year (unless noted)



More Information:  
<https://censusreporter.org/profiles/16000US4126050-florence-or/>

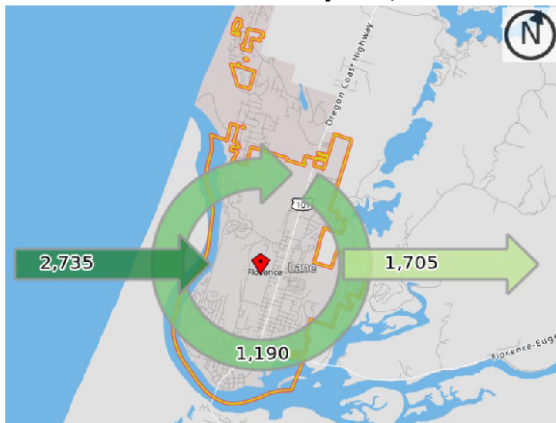
Lane County Population Trends							
	2000	2010	2023	Change 2000-10	%	Change 2010-23	%
Coburg	969	1,040	1,475	71	7%	435	42%
Cottage Grove	8,445	9,705	11,095	1,260	15%	1,390	14%
Creswell	3,579	5,030	5,823	1,451	41%	793	16%
Dunes City	1,241	1,305	1,454	64	5%	149	11%
Eugene	137,893	156,295	177,339	18,402	13%	21,044	13%
Florence	7,263	8,465	9,832	1,202	17%	1,367	16%
Junction City	4,721	5,430	7,427	709	15%	1,997	37%
Lowell	880	1,045	1,261	165	19%	216	21%
Oakridge	3,172	3,205	3,235	33	1%	30	1%
Springfield	52,864	59,425	63,078	6,561	12%	3,653	6%
Veneta	2,762	4,565	5,261	1,803	65%	696	15%
Westfir	280	255	261	-25	-9%	6	2%
Unincorporated	98,908	96,245	96,833	-2,663	-3%	588	1%
Lane County	322,977	352,010	384,374	29,033	9%	32,364	9%
Oregon	3,421,399	3,837,300	4,291,525	415,901	12%	454,225	12%

Source: U.S. Census Bureau, Portland State University

Demographics	Florence	Lane County	Oregon	US
Total population	9,384	382,218	4,229,374	331,097,593
Under 18 years	14%	18%	20%	22%
18-24 years	7%	13%	9%	9%
25-54 years	25%	37%	40%	39%
55-64 years	14%	13%	13%	13%
65+ years	40%	20%	18%	17%
Median age	57.7	40.1	39.9	38.5

Source: US Census 2022 5-year ACS table S0101

### Inflow/Outflow Commuters in 2021 Selection Area: Florence City Limits, All Jobs



<b>Workers Employed in Selection Area</b>	<b>3,925</b>	
Employed in Selection Area but Living Outside	2,735	70%
Employed and Living in Selection Area	1,190	30%
<b>Workers Living in Selection Area</b>	<b>2,895</b>	
Living in Selection Area but Employed Outside	1,705	59%
Living and Employed in Selection Area	1,190	41%

Source: OnTheMap, LEHD Census

Labor Force and Income	Florence	Lane County	Oregon	US
Median household income	\$57,568	\$65,157	\$76,632	\$75,149
Percentage of population 16+ in labor force	41%	61%	63%	64%
Percentage below poverty level in last 12 months	12%	16%	12%	13%

Source: US Census 2022 5-year ACS table DP03

Educational Attainment	Florence	Lane County	Oregon	US
Population 25 & over	7,438	264,813	2,999,096	226,600,992
Non-HS graduate	10%	7%	8%	11%
High school graduate	23%	23%	23%	26%
Some college	32%	27%	25%	20%
Associate's degree	10%	10%	9%	9%
Bachelor's or higher	25%	33%	36%	34%

Source: US Census 2022 5-year ACS table S1501

## Employment and Wages by Industry, Annual Average 2022

Industry	Florence*				Lane County			
	Establishments	Average Employment	Total Wages	Average Wage	Establishments	Average Employment	Total Wages	Average Wage
<b>Total</b>	<b>452</b>	<b>5,247</b>	<b>\$324,265,553</b>	<b>\$61,800</b>	<b>14,813</b>	<b>155,250</b>	<b>\$8,448,969,735</b>	<b>\$54,422</b>
Natural Resources and Utilities	3	32	\$3,300,978	\$103,156	359	3,726	\$241,284,429	\$64,757
Construction	45	168	\$8,287,457	\$49,330	1,308	8,273	\$513,944,630	\$62,123
Manufacturing	11	25	\$930,115	\$37,205	602	14,705	\$900,730,339	\$61,253
Wholesale Trade	6	15	\$1,045,708	\$69,714	580	6,101	\$419,619,615	\$68,779
Retail Trade	73	846	\$27,543,975	\$32,558	1,261	20,309	\$764,719,207	\$37,654
Transportation and Warehousing	6	81	\$4,259,692	\$52,589	277	4,596	\$249,116,035	\$54,203
Information	11	67	\$2,526,072	\$37,703	387	2,067	\$174,680,861	\$84,509
Finance and Insurance	23	114	\$6,890,122	\$60,440	570	4,315	\$348,238,472	\$80,704
Real Estate and Rental and Leasing	26	78	\$2,704,443	\$34,672	677	2,763	\$129,508,561	\$46,872
Professional and Business Services	44	146	\$7,540,925	\$51,650	2,188	18,384	\$1,144,541,714	\$62,257
Educational Services	7	216	\$10,981,917	\$50,842	337	14,448	\$853,015,793	\$59,040
Health Care and Social Assistance	60	2,450	\$216,707,911	\$88,452	2,846	27,992	\$1,713,081,206	\$61,199
Leisure and Hospitality	68	733	\$17,928,104	\$24,459	1,266	17,940	\$437,229,241	\$24,372
Public Administration	9	120	\$8,805,129	\$73,376	128	4,097	\$335,345,544	\$81,851
Other and Unclassified	60	156	\$4,813,005	\$30,853	2,027	5,534	\$223,914,088	\$40,462

\*Florence Urban Growth Boundary

Source: Oregon Employment Department, Quarterly Census of Employment and Wages

# Workforce Development — Housing

Economic development encompasses the multifaceted process through which a region, country, or community enhances its overall economic well-being and quality of life for its citizens. It involves a spectrum of initiatives, policies, and activities aimed at fostering sustainable growth, reducing poverty, and improving living standards. Two important aspects that must be addressed in workforce development are housing and child care.

The Florence City Council has provided policy direction on several fronts to address increasing the available housing in Florence. That direction includes reviewing and updating City Code and Plans, creating incentive programs, and working in partnership with other organizations to create housing opportunities. For Economic Development, there has been progress in the areas that follow.





## Housing Implementation Plan (HIP) Project:

From 2022-2023, the City of Florence and a dedicated committee worked on the HIP. The project was funded through a Department of Land Conservation and Development technical assistance grant to identify housing development strategies and update City codes to address state statutes and rules. The Florence City Council adopted the HIP in April 2023. Since then, City Staff have continued the process into Phase 2B – Transitional Housing Code 2023-2024. On March 4, 2024, City Council adopted Ordinance No. 1, Series 2024, “An ordinance adopting legislative amendments to the Florence City Code Title 10, to support missions, emergency shelters, and transitional housing, associated with phase 2 of the Housing Implementation Plan project and reduce lot dimensions for medium density single unit detached dwellings.”

Learn more online at [www.ci.florence.or.us/planning/housing-implementation-plan-project](http://www.ci.florence.or.us/planning/housing-implementation-plan-project).

## Multi-Unit Property Tax Exemption (MUPTE) Program:

Since December 2021, the City of Florence City Council has had a Multi-Unit Property Tax Exemption program. MUPTE is a state-enabled housing incentive program that allows for cities across Oregon to exempt property tax on residential improvements of approved multi-unit properties for up to 10 years. Although the State of Oregon enables this program, each municipality has the opportunity to shape the program to meet its own goal by controlling program requirements, criteria, and program caps. More information is available at [www.ci.florence.or.us/economicdevelopment/multi-unit-property-tax-exemption-mupte-program](http://www.ci.florence.or.us/economicdevelopment/multi-unit-property-tax-exemption-mupte-program).

Since March 2022, the City of Florence has approved two MUPTE Applications, representing over 92 units of housing to be built without the financial burden of residential property tax for the first 10 years.

“The MUPTE program not only remains a critical piece of the puzzle for the ongoing, long-term success of Shore Pines but its importance has only intensified over the duration of the project. Due to large interest rate increases over the last two years, over \$1 million in costs have been added to the project budget, necessitating an increase to the property’s permanent loan. This loan increase would not be possible if NHA was not able to demonstrate lower operating costs and a healthy financial outlook for the property, made possible in large part by the tax exemption received through this program. With that in mind, NHA shares its gratitude to the city for its collaboration to ensure Shore Pines inclusion and good standing in the MUPTE program.”

– Clayton Crowhurst,  
Senior Housing Developer  
Northwest Housing Alternatives

- **Northwest Housing Alternatives**, <https://nwhousing.org>, Shore Pines at Munsel Creek  
The project team was able to complete construction and receive temporary certificates of occupancy for the East building on November 30, 2023, and the West building on December 29, 2023. Since construction completion, both buildings have been fully occupied as of March 2023, residents are settling in, and local service providers are establish case management relationships with many households on site.
- **Our Coastal Village**, <https://ourcoastalvillage.org>, Oak Manor Apartments  
Our Coastal Village started construction on April 10, 2023, completed Buildings A and B on March 27, 2024, and completed Buildings C and D on April 28, 2024. The full project is expected to be completed by June 30, 2024.



### Additional Developments:

City of Florence Staff also supports these current housing developments and their progress:

- **Our Coastal Village**, <https://ourcoastalvillage.org>, in process — a potential affordable housing project co-located with a child care facility
- **Homes for Good**, <https://homesforgood.org/>, in process — Quince Street Florence

# Workforce Development — Child Care

According to the 2020 Census, there are approximately 642 children ages 0-5 years in the Siuslaw region. Currently, there are about 114 child care slots for this age group. A majority of those slots are not full day, nor available every day of the week. Of the 114 total child care spaces, only 69 of those are licensed and provide full day care. There are currently no centers in the area that accept children under 2 years of age. Regional communities outside of Florence have even fewer options for child care.

Child care is part of the critical infrastructure supporting our economy and a key underpinning to economic development strategies. Local government, business owners, employers, and community partners have identified child care as a key issue and cited the need for additional capacity to address the issue. Additionally, access to childcare is an equity issue. According to a Harvard Business Review survey, 26% of women who became unemployed during the pandemic said it was due to a lack of childcare.

The **Florence Childcare Collaborative** formed in 2022 under the leadership of Onward Eugene Childcare Strategist Holly Mar Conte. The work has included a Lane County Child Care and Preschool Survey, applying for grants, direct assistance to child care facilities, and work on an employer tool kit. Mar Conte presented on child care to the Florence City Council in August 2023, <https://www.ci.florence.or.us/council/city-council-work-session-74>.



### Additional work in the child care sector includes:

- **Lane Small Business Development Center and Quality Care Connections' Early Child Care Business Accelerator Program** — cohorts in 2023 with a West & South Lane Program planned for Florence and Cottage Grove in Fall 2024, <https://www.lanecc.edu/community/resources-community/quality-care-connections/early-child-care-business-accelerator-program>.

- **County Child Care Efforts** — Lane County coordinated a submission for the **EDA Distressed Area Recompete Pilot Program** to develop a strategic plan to engage the county’s prime-age workforce fully into the economy and support current local efforts to increase access to child care, improve wages, and create industry for our workforce. The City of Florence and the Siuslaw Vision (<https://siuslawvision.org>) wrote partner letters in support of the effort. While unsuccessful, the coalition is looking into next steps.
- **Parent Speak** — Siuslaw Family Connections has started a regular event to support and instruct parents, <https://www.siuslawfamilyconnection.org/activities>
- **Child Care Coordinator Roles** — Siuslaw Vision, Onward Eugene, and local partners are working together to increase hours dedicated to Florence-area child care efforts. The Vision is looking to hire a 20-hour per week Connections Coordinator to support child care capacity building for the Siuslaw Region. Separate from that, the partners are pursuing opportunities with RARE/AmeriCorps to bring on a full-time position for the next year.

“Child care is the one sector that all the other sectors of the economy depend on.”  
 — Bettina Hannigan,  
 President/CEO, Florence Area Chamber of Commerce

**These partner organizations and more support local child care efforts:**

Boys and Girls Club of Western Lane County  
 Bright Beginnings Christian Preschool  
 Business Oregon  
 Catholic Community Services of Lane County  
 City of Dunes City  
 Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians  
 Collaborative EDO  
 Early Childhood Cares  
 First Step Florence  
 Florence Area Chamber of Commerce  
 Florence Area Community Coalition  
 Florence Food Share  
 Florence Senior Center  
 Goodwill Industries of Lane and South Coast Counties  
 Head Start of Lane County  
 Helping Hands Coalition  
 Kiwanis Club of Florence  
 Lane Small Business Development Center  
 Lane Transit District  
 Lane Workforce Partnership  
 Link Lane  
 Nurturely  
 Oregon Coast Visitors Association  
 Oregon Employment Department  
 Onward Eugene Child Care Sector Strategist  
 Oregon Restaurant & Lodging Association  
 Oregon Sea Grant  
 Oregon State University Extension Service Lane County  
 PacificSource

PeaceHealth Peace Harbor Medical Center  
 Plaza de Nuestra Comunidad  
 Quality Care Connection  
 Regional Accelerator and Innovation Network (RAIN)  
 Rotary Club of Florence  
 Siuslaw Family Connection  
 Siuslaw Outreach Services  
 Siuslaw Public Library District  
 Siuslaw School District  
 Siuslaw Vision  
 South Coast Development Council  
 Three Rivers Casino Resort  
 Travel Lane County  
 University of Oregon  
 United Way of Lane County  
 WorkSource Lane



# Economy & Entrepreneurship

At its core, economic development entails the creation of opportunities for employment, entrepreneurship, and investment. This often involves promoting innovation, linking to resources, and enhancing productivity across various sectors of the economy. In Florence, economic efforts promote small businesses and enable an environment for entrepreneurship.

## The Florence Four — Business Resource Newsletter

Since 2021, the City of Florence has published an email newsletter to send out four resources, pieces of important information, or events for local businesses to grow their business, support their employees, and learn more about our community. The Florence Four has 1,189 subscribers ranging in age from 18 to 65+. More than 40% of subscribers are highly engaged. The most recent newsletters have included content from the City of Florence, Onward Eugene, RAIN, Lane Community College, Travel Oregon, Business Oregon, the Small Business Administration, Connected Lane County, and WorkSource Oregon, as well as scholarships, grants, trainings, and more. To access The Florence Four, visit [www.ci.florence.or.us/economicdevelopment/subscribe-florence-four-weekly-business-newsletter](http://www.ci.florence.or.us/economicdevelopment/subscribe-florence-four-weekly-business-newsletter).



## Regional Accelerator and Innovation Network (RAIN) Catalysts

RAIN Catalysts' team of entrepreneurs helps communities build inclusive entrepreneurial ecosystems and economies. Since 2015, the City of Florence has contracted with RAIN to continue developing and scaling the RAIN Catalysts Rural Entrepreneurial Program in the City to help startups and small businesses launch and thrive. The Florence RAIN team consists of South Lane Venture Catalyst Ellyn Mole and Florence Entrepreneur-In-Community Jade Rehder. Additionally, City Manager Erin Reynolds serves on the RAIN Catalysts Board of Directors. RAIN welcomed a new CEO, Rachel Jagoda Brunette, in Spring 2024. Learn more about RAIN and its programs at <https://www.raincatalysts.org/> and <https://www.facebook.com/raincatalysts.org>.



## Florence Area Chamber of Commerce:

The City of Florence continues to contract with the Florence Area Chamber of Commerce to provide tourism marketing, visitor information, and events management services. City Staff serves as an ex-officio member of the Florence Area Chamber of Commerce Board and regularly attends the networking and entertainment events held throughout the year, including the 117th annual Rhododendron Festival. According to the Chamber's 2023 Annual Report to the Florence City Council, from 2019 to 2022 (last available data), West Lane County tourism dollars rose from \$147 million to \$320 million. Watch the update from June 19, 2023, <https://www.ci.florence.or.us/council/city-council-meeting-246>.



## Transient Lodging Tax (TLT):

The City of Florence collects a 4% tax on all short-term lodging accommodations. This revenue goes to directly support the Florence Events Center, the Florence Visitors Center, and annual events like the Rhododendron Festival, the Florence Wine & Chowder Festival, and the Fourth of July celebrations.

Over the last four years, the City has seen an increase in collections of TLT as tourism has stabilized after the impacts of COVID-19 pandemic restrictions. The City estimates to receive \$1,172,900 over the 2023-2025 biennium.

## Arts and Economic Prosperity Study

Between May 2022 and May 2023, Florence participated in the Arts & Economic Prosperity Study 6 conducted by the Americans for the Arts, <https://www.americansforthearts.org/>, the nation's leading nonprofit organization for advancing arts and arts education. Florence's final AEP6 report measures the economic impact of nonprofit arts and culture organizations on local jobs, income paid to local residents, revenue generated to local and state governments, spending by organizations and audience, and tourism. Read the whole report through Florence Regional Arts Alliance, <http://www.fraaoregon.com/aep6-study/>.

- **Economic Activity** — Arts and culture created \$7.3 million in economic activity in Florence, including spending by nonprofit arts and culture organizations combined with attendee spending. The arts generated more than \$1.5 million in local, state and federal tax revenue.
- **Tourism** — 11,911 visitors attended arts and cultural events in Florence and spent an average of \$119 per event. Local attendees spent an average of \$55 per event. Cultural tourists help our community.
- **Employment** — The arts industry supported 118 jobs in Florence during the survey period.
- **Expenses** — Audience spending at arts and culture events in Florence was more than \$4.9 million. This number includes spending at restaurants, lodging, transportation, childcare, but not include ticket costs.
- **Value of Volunteers** — A total of 470 volunteers donated a total of 35,379 hours to the 15 participating nonprofit organizations, estimated at \$1.1million value.
- **Bottom Line** — Arts and culture organizations in Florence contributed \$2.3 million to our local economy. The arts mean business and helps our community thrive.



**Art Exposed ReVision Florence — Public Arts Committee:**

The Florence Public Arts Committee continues to operate the **Art Exposed Rotating Outdoor Art Gallery**, <https://bit.ly/FlorenceArtExposed>, like it has since 2018. There are currently eight Art Exposed locations in the Old Town area: Veterans Memorial Park, River Roasters, Rain Garden, Interpretive Center East, Gazebo Park Plaza, Gazebo Park Planter aka Secret Garden, Maple Street Park, and the Florence Area Chamber of Commerce Lawn.

Now, a fourth round of art is in the process of installation on Highway 101. Through a Call for Art at the end of 2023, the Florence Urban Renewal Agency and City of Florence Public Arts Committee sought vibrant, large-scale public art to go on the Oregon Coast Highway as part of Art Exposed ReVision Florence 2024-2026. Artists were encouraged to submit unique sculptural pieces that demonstrated extraordinary creativity, which were then reviewed by the Public Arts Committee. Final selections of artwork will be installed in six locations on Highway 101 between the Siuslaw River Bridge and the intersection with Highway 126.



# Economy & Entrepreneurship

## — Development

The City of Florence is committed to providing resources to local businesses to support their success. Florence has key regions set up to promote economic growth and encourage business growth, retention, collaboration, and education.



### Enterprise Zone Management:

The City of Florence manages its Enterprise Zone designations with Business Oregon, <https://www.oregon.gov/biz/>, the Economic Development Agency for the State of Oregon. Enterprise Zones allow qualifying businesses to receive 3-5 years of property tax exemption on sites and building improvements. The Enterprise Zone freezes businesses' tax rate at the level it was before the property's value was increased with improvements.

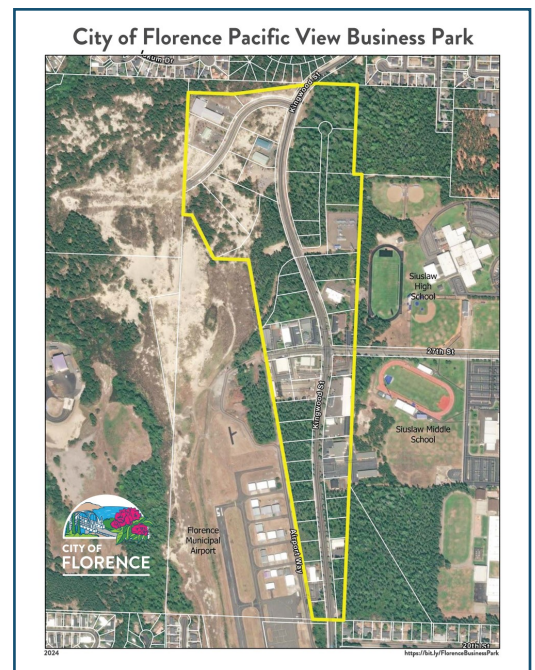
Both new and existing businesses can qualify for the City of Florence's three Enterprise Zones and their benefits. In exchange for tax exemption, qualified businesses are expected to increase employment and, for a five-year exemption, compensate new hires at a higher wage than the County average rate. Currently, two businesses qualify for these benefits, with one due to sunset out of the program in 2024. More information is available at [www.ci.florence.or.us/economicdevelopment/florence-enterprise-zone](http://www.ci.florence.or.us/economicdevelopment/florence-enterprise-zone).

### Pacific View Business Park:

Economic Development Staff continues to market the City of Florence's Pacific View Business Park. The Business Park provides space for offices, service businesses, light manufacturing, research and development facilities, assembly, packaging, warehousing, and supportive uses. Through both selling and leasing, depending on the lot, the high-quality land with utilities in and ready for development, the goal of the Business Park is to help the City attract family-wage jobs that will serve the entire community. More information is available at <https://bit.ly/FlorenceBusinessPark>.

- 58 lots total were created with 11 remaining that are available for sale and 6 lots available for lease
- Lot sizes range from 12,000 square feet to 129,000 square feet
- Prices are negotiable with the City of Florence

City staff works with Collaborative Economic Development of Oregon (EDO), <https://collaborativeedo.org/>, and the South Coast Development Council, <https://www.scdinc.org/>, to market the Business Park on Oregon Prospector, <https://www.oregonprospector.com/>, and LinkedIn.





### **Quince Street Site Redevelopment Project:**

Since September 2021, the Florence Urban Renewal Agency (FURA) has been working with Braun Development, a Hotel Developer, to develop an 86-Room, 4-Story Microtel Moda by Wyndham on the south end of the property.



In 2018, the Florence Urban Renewal Agency purchased the property as an opportunity to gain control of the Quince Street property and its future development opportunities. The goal of the ownership and eventual development of the site has always been to support the City-owned Florence Events Center and its needs to host larger, more regional events and conferences. According to Braun, schematic and civil design are complete and the project has received land use and design approval. Additionally, the traffic impact study has been completed and submitted, and the general contractor has been selected. The schedule from groundbreaking to first guest occupancy is projected to be 14-15 months.

In addition to the Hotel development, the City received a Recreational Trails Grant from the State of Oregon for \$115,000 to develop a portion of the Siuslaw Estuary Trail and a Parking area off Highway 126. This project is part of a larger plan to create a Siuslaw Estuary Trail throughout the whole Estuary, starting at the FURA-owned Highway 126 property abutting Munsel Creek to the east, along the Quince Street property, and making its way throughout Old Town to the Exploding Whale Memorial Park on Rhododendron Drive. The overall goal of the trails system is to connect to Heceta Beach Road at the north end of town. The project is currently under review by the Florence Planning Commission,

In 2023, FURA finalized the partitioning of the Quince Street property. The property now consists of three parcels: the Hotel property at the south end; the Siuslaw Estuary Trail property on the east side, which encompasses the full length of the original property; and the north property, which will be the next phase for the FURA Board determine the goals for development and the plan for soliciting developers.

More Information on the Quince Street development can be found on the Florence Urban Renewal Agency's website at [www.ci.florence.or.us/urbanrenewal/quince-street-property-development](http://www.ci.florence.or.us/urbanrenewal/quince-street-property-development).



# Connection & Collaboration

The City of Florence works in collaboration with entities all across Oregon to support economic development. This includes:

- **Cascades West Economic Development District** — Benton, Lane, Lincoln, and Linn Counties
- **Lane County Policy Team and the Community & Economic Development Department**
- **Oregon Coast Visitor's Association** — Clatsop, Tillamook, Lincoln, Lane, Douglas, Coos, and Curry Counties
- **South Coast Development Council** — Lane, Douglas, Coos, and Curry Counties
- **South Valley/Mid Coast Regional Solutions Team** — Benton, Lane, Lincoln, and Linn Counties

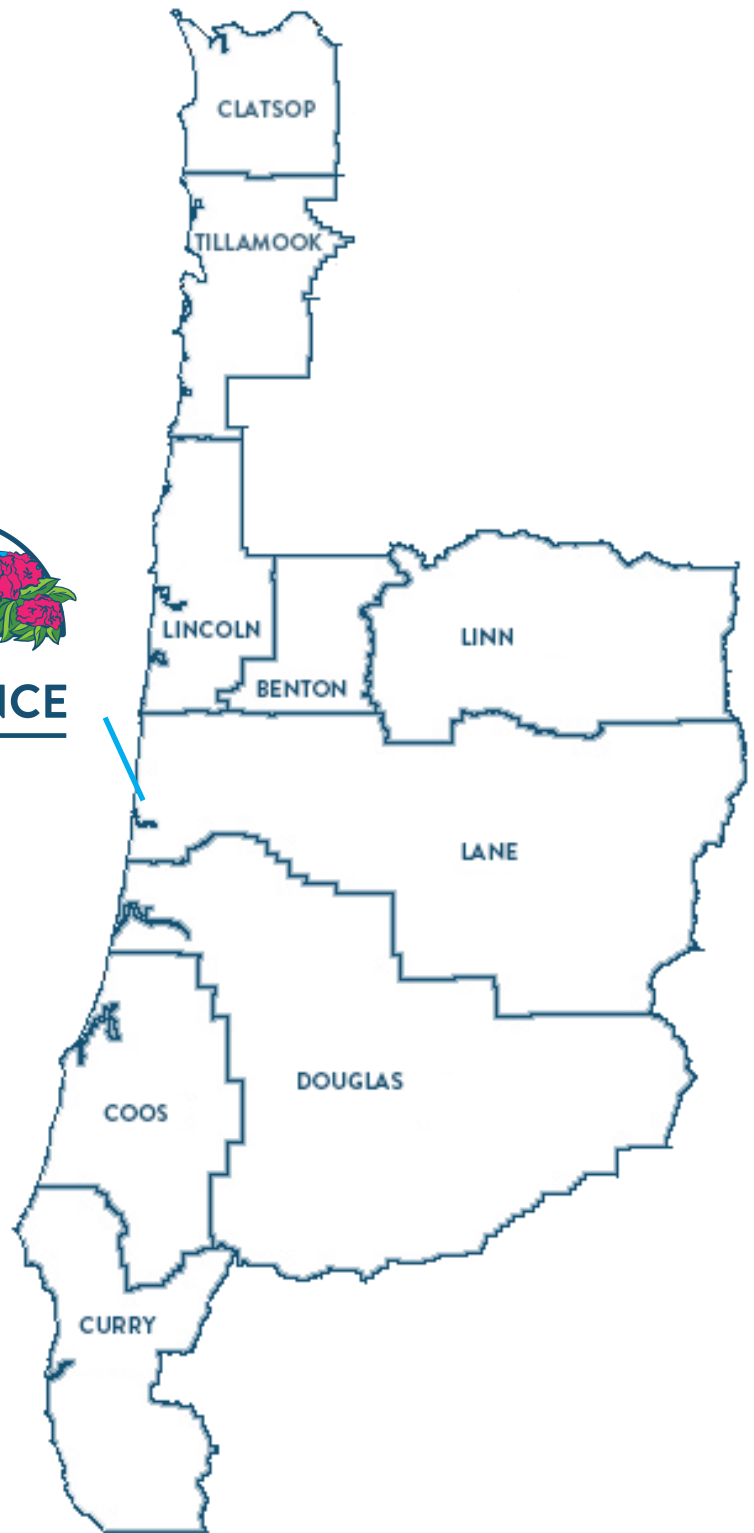


Working with others to share news, resources, grant opportunities, and more is a huge part of the Economic Development role at the City of Florence. From helping keep Florence City Council informed of local business updates to working with regional partners on training and events, Connection & Collaboration happen every day at Florence City Hall.

## Florence Economic Development Task Force:

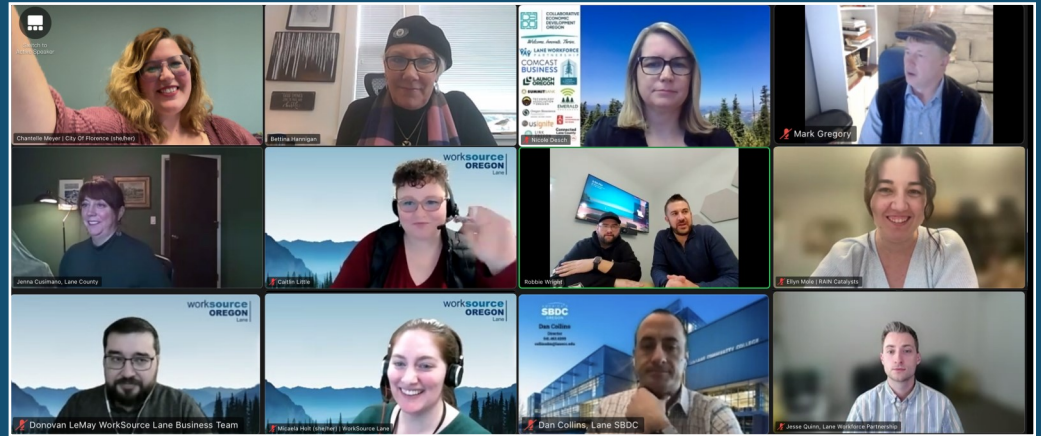
Since March 2020, economic development partners from across the region have met on a bi-weekly basis to coordinate economic efforts and work towards mutual goals. The Task Force is comprised of 12 different agencies that are involved in different aspects of Florence's economic success.

In 2020, with assistance from Rural Development Initiatives' Business Retention and Expansion program, the Task Force was able to identify three main concerns in the business community on which the Task Force will continue to collaborate on solutions. These three concerns are: business financial literacy and tech challenges, business communication and outreach, and workforce development and education.



# Members of the Task Force:

City of Florence  
 Collaborative EDO  
 Florence Area Chamber of Commerce  
 Hyak  
 Lane Community College  
 Lane County Community & Economic Development  
 Lane Small Business Development Center



Lane Workforce Partnership  
 Oregon Coast Visitor's Association

RAIN Catalysts  
 WorkSource Lane  
 WorkSource Oregon

## Lane County Community Collaborative

The Lane County Community Collaborative represents a dynamic group of economic development stakeholders from across Lane County. This collaborative aims to optimize our efforts and resources by working together to address the diverse needs of our community. Through this collective endeavor, we aim to create a positive ripple effect, propelling our region towards prosperity and shared growth. These meetings serve as a platform for engaging discussions, meaningful connections, and fostering a culture of collaboration, paving the way for innovative solutions and empowering collective action.

Key functions of this group are Regional Coordination – Efforts & Resources; Knowledge Share; and Relationship Building. More than 50 people regularly attend this monthly meeting, hosted by the Lane Workforce Partnership. Learn more at <https://www.laneworkforce.org/sector-strategies/community-collaborative/>.

## South Coast Development Council

The southern Oregon coast is home to approx. 110,000 residents, four counties, 12 cities, seven port districts, the Coos Bay Rail Line, and the only commercial airport on the Oregon coast. The South Coast Development Council, Inc., <https://www.scdcinc.org/>, is a regional economic development organization and private non-profit that exists for the purpose of fostering communication, collaboration and partnership among the various collateral public and private entities on Oregon's South Coast; and promoting economic development, job creation, business retention and expansion, encouraging new investment, and enhancing the economic vitality of the region. SCDC serves the southern half of the Oregon coast from the City of Florence to the Port of Brookings-Harbor, working to enhance partnerships and provide no-cost technical assistance to retain, expand, and attract living wage companies and industry to coastal communities.

In January 2024, the SCDC welcomed Lexie Woodward as the new Executive Director, added a new Economic Development Technician, and began the hiring process for a Business Incubator Manager.

# Connection & Collaboration — Events



## Rhododendron Festival — May 18-21, 2023

The Florence Rhododendron Festival is the second-oldest flower festival in Oregon, just one year younger than the Portland Rose Festival. Thousands come from around the world to celebrate every year on the third weekend in May.

Learn more at <https://florencechamber.com/rhododendron-festival/>



## Siuslaw Awards — July 21, 2023

The Florence Area Chamber of Commerce hosted the prestigious 15th Annual Siuslaw Awards at Three Rivers Casino Resort. Each year, businesses are awarded in several categories including excellence in customer service, innovation, community service, and business of the year.



## Lane County Policy Team Visit — August 4, 2023

Members of the Lane County Policy visited Florence to talk to City Staff about Economic Development, Emergency Management, big upcoming projects, policies, electric vehicles, the Lane County Climate Action Plan, and more. This was a chance for the Lane County Policy Team to introduce themselves and their offices and talk about federal, state, and regional funding.



## Holiday Happy Hour — December 6, 2023

The City of Florence, RAIN Catalysts, and the Florence Area Chamber of Commerce planned the Holiday Happy Hour Business Networking Night at the Florence Events Center. This was a chance for Florence's business community to meet with other entrepreneurs and regional economic development partners.



## Community Collaborative & Industry Luncheon — April 10, 2024

Collaborative Economic Development Oregon and Lane Workforce Partnership's inaugural luncheon brought together nationally recognized leaders with local industry & community stakeholders, to elevate regional economic competitiveness.



## Coastal Career Fair — April 25, 2024

The Coastal Career Fair was an effort of the Florence Task Force. More than 33 businesses from Coos Bay to Newport brought upwards of 50 job listings for local candidates, ranging from health care to child care, education to senior living, recreation to office work. The goal was to get regional partner support for Florence businesses needing to hire before the tourist season.





## Conclusion & What's Next

While Economic Development Week is just seven days of the month, May marks one of the first months of the Florence Tourist Season. This means a jump into seasonal activities such as the 117th annual Rhododendron Festival, Old Fashioned Fourth of July, and the City of Florence Community Block Party, as well as the many recreational opportunities in the area.

City of Florence Economic Development Staff are currently working on website page refreshes for Economic Development and the Art Exposed Rotating Art Gallery, along with grant work, training, and further coordination with regional partners. This also includes extensive work in the Child Care Sector.

Economic development is critical to the success of our region, and this report provides an overview of the progress the City of Florence has made in this area. Our region has a rich history and unique assets, which we continue to leverage to increase investment and create opportunities for businesses and residents alike. It's one of the many things City Staff does to keep Florence A City in Motion. Learn more at <https://www.ci.florence.or.us/economicdevelopment>.







**CITY OF  
FLORENCE**

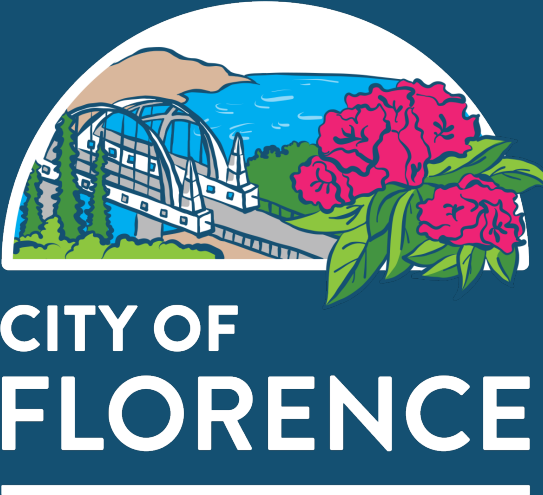
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[www.ci.florence.or.us/economicdevelopment](http://www.ci.florence.or.us/economicdevelopment)

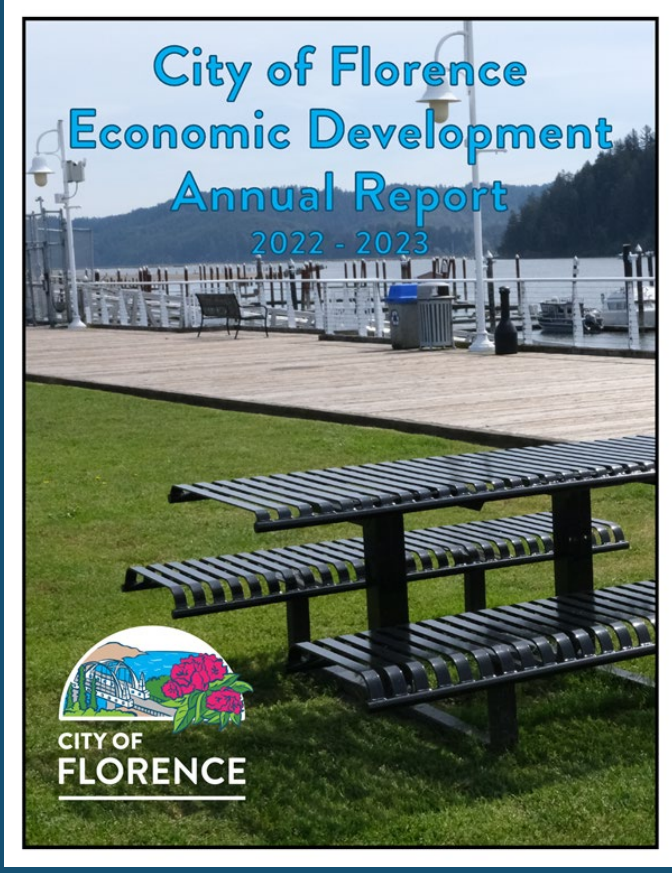
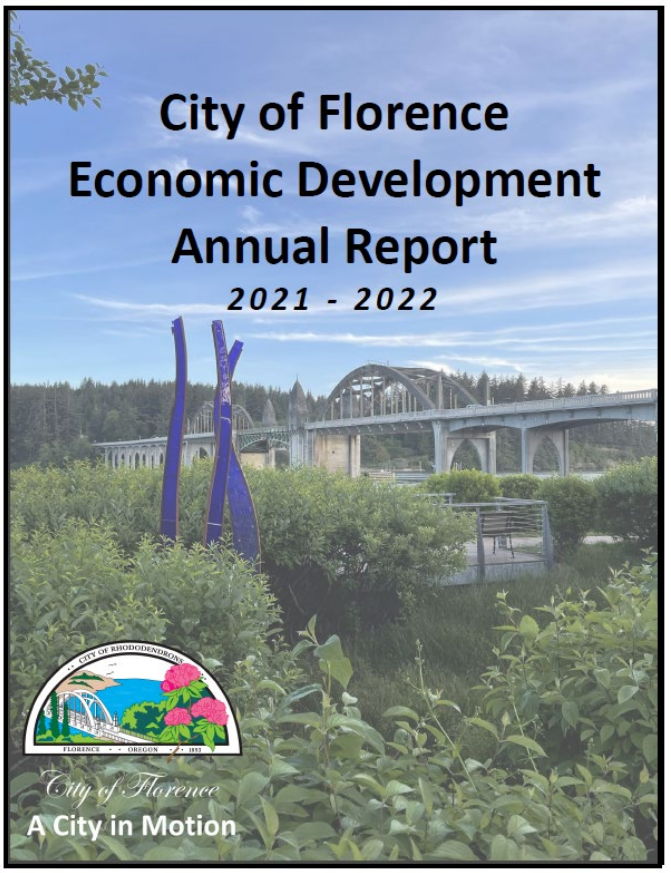
# ECONOMIC DEVELOPMENT ANNUAL REPORT



City of Florence City Council  
May 6, 2024



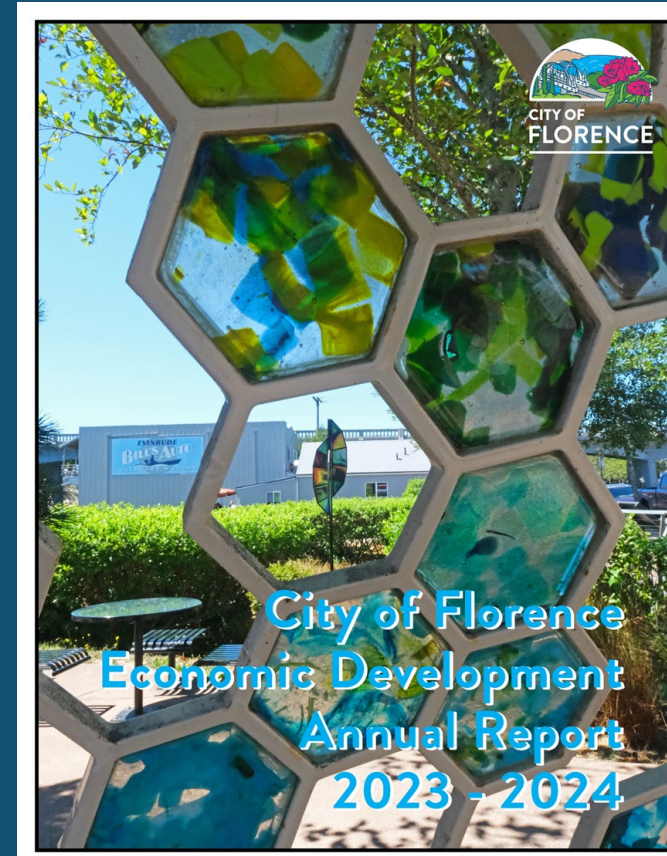
# ECONOMIC DEVELOPMENT ANNUAL REPORT





# Themes in Economic Development

- Workforce Development —  
Housing & Child Care Support
- Economy & Entrepreneurship
- Connection & Collaboration



# Workforce Development — Housing Support



## Housing Implementation Plan (HIP) Project

### Multi-Unit Property Tax Exemption (MUPTE)

- Northwest Housing Alternatives - Shore Pines at Munsel Creek
- Our Coastal Village - Oak Manor Apartments

### Additional Developments

- Homes for Good - Quince Street Florence
- Our Coastal Village – Housing with a co-located child care facility

# Workforce Development – Child Care Support

**Florence Childcare Collaborative**

**Early Child Care Business Accelerator Program –  
Lane SBDC and Quality Care Connections’**

**County Child Care Efforts & Grant Applications**

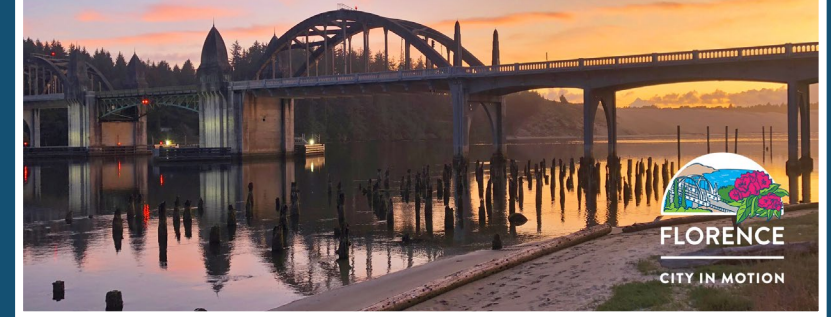
**Child Care Coordinator Roles – Siuslaw Vision**



# Economy & Entrepreneurship

## The Florence Four

A Business Resource Newsletter from the City of Florence  
[www.ci.florence.or.us/economicdevelopment](http://www.ci.florence.or.us/economicdevelopment)



**The Florence Four**

**RAIN Catalysts**

**Florence Area Chamber of Commerce**

**Transient Lodging Tax (TLT)**

**Arts & Economic Prosperity Study**

**Art Exposed and the Public Arts Committee**

# Economy & Entrepreneurship - Development

Enterprise Zone Management

Pacific View Business Park

FURA's Quince Street Development



# Connection & Collaboration

**Cascades West Economic Development District**

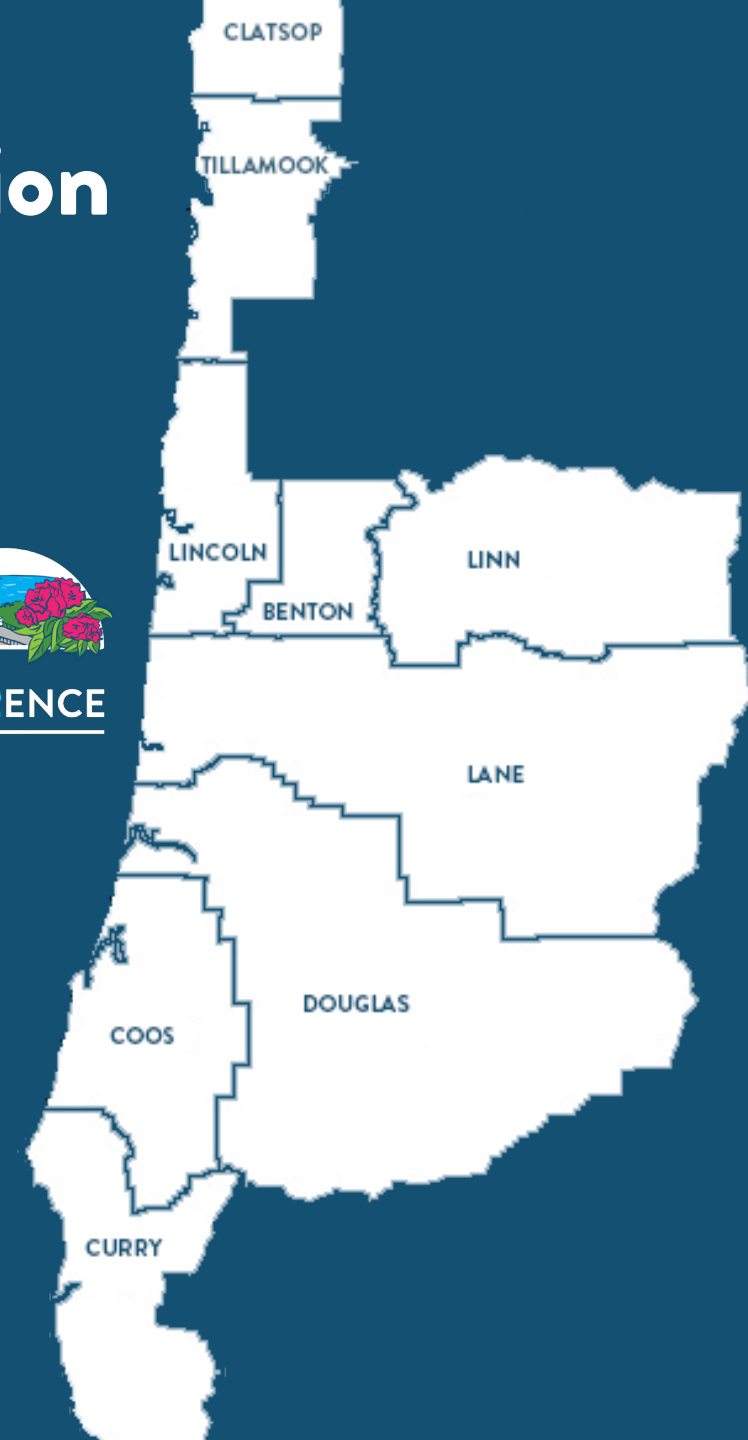
**Lane County Community & Economic Development**

**Department**

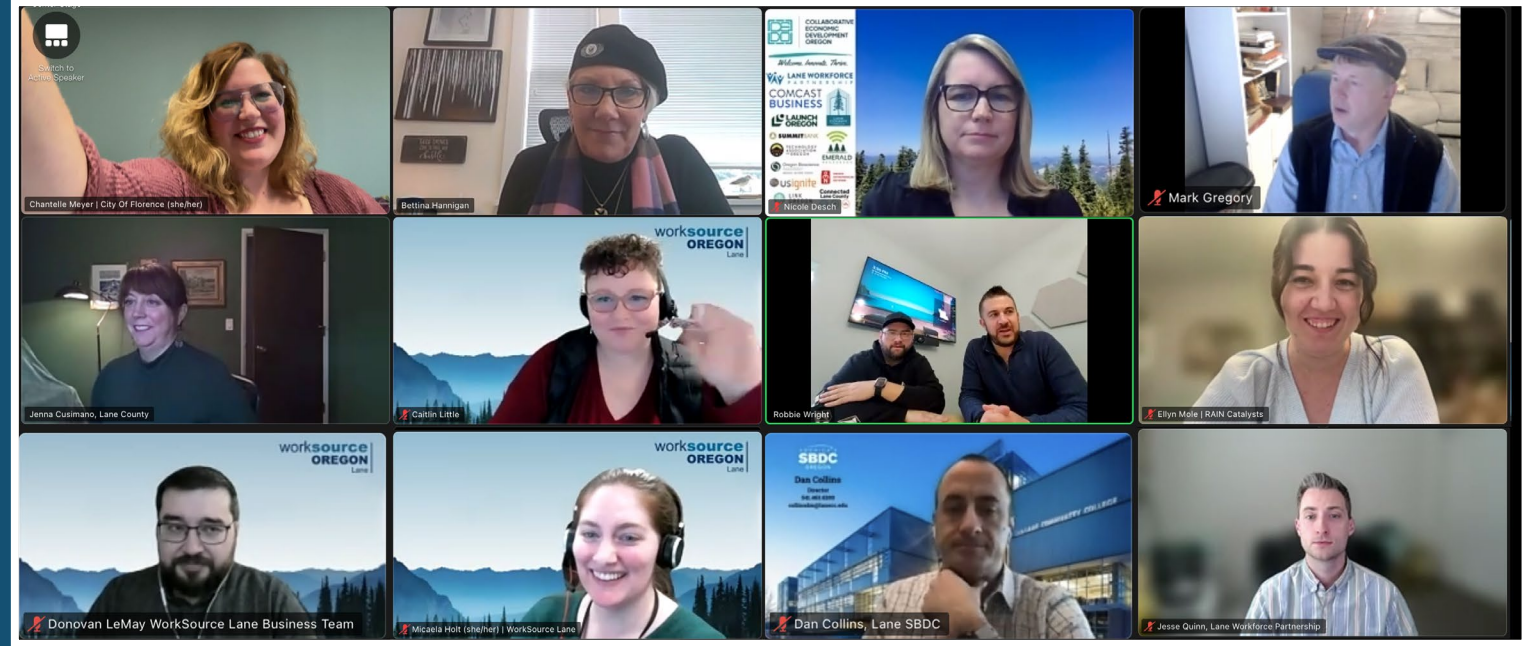
**Oregon Coast Visitor's Association**

**South Coast Development Council**

**South Valley/Mid Coast Regional Solutions Team**



# Connection & Collaboration

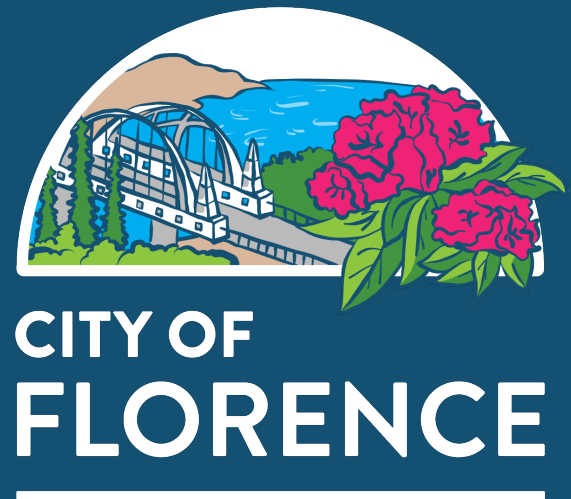


**Florence Economic Development Task Force**  
**Lane County Community Collaborative**  
**& many more!**

Read the full report and learn more  
about **City of Florence Economic Development** at  
[www.ci.florence.or.us/economicdevelopment/  
economic-development-annual-reports](http://www.ci.florence.or.us/economicdevelopment/economic-development-annual-reports)



**Thank you!**







CITY OF  
FLORENCE

2024 COMMUNITY SURVEY

# National Community Survey

City Council

5/6/2024

# About Polco



**Polco** is a mission-driven organization dedicated to building stronger communities through representative surveying, meaningful community input, reliable and accurate data and leading-edge insights.

**Our team** includes survey researchers, data scientists, certified engagement professionals, communication experts, PHDs, and MPAs. We share decades of experience working with and for local, state and federal governments. We understand your opportunities and challenges, and will support you every step of the way.



# About Polco

**Polco** helps communities grow stronger through validated resident feedback, expert-developed assessments and qualified insights.



**Engage** with Polco-verified residents on programs, services, and initiatives and on critical issues like the budget and housing, in real-time or on their own time.

**Track** key metrics, measure performance over time and compare benchmarks against peer communities, backed by public and private data in partnership with ICMA, NLC, Stanford and UW-Madison.

**Assess** opportunities and challenges through expert-written surveys and reports that help you focus resources and prioritize next steps.



# Timeline for The National Community Survey™

Weeks 1-5 ..... Weeks 5-7 ..... Weeks 7-13 ..... Weeks 13-17 ..... Weeks 17-19

## Survey and Mailing Materials Development

- Review and approve survey content and mailing materials
- If applicable, work with your Project Manager to develop Custom Questions

## Sampling and Printing

- Polco conducts random sampling
- Polco manages printing of your mailing materials
- Project Manager builds open survey on your Polco profile

## Data Collection

- Mailed surveys begin to return to Polco (if requested)
- Online survey opens for community-wide participation
- **You promote the online survey before and during collection**

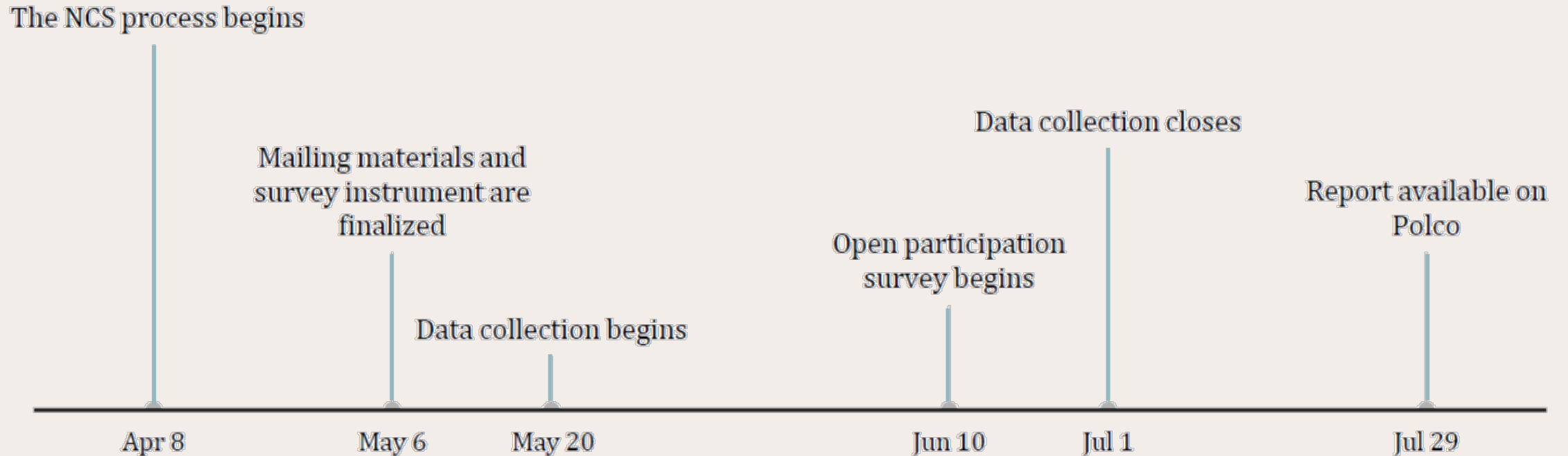
## Analysis and Reporting

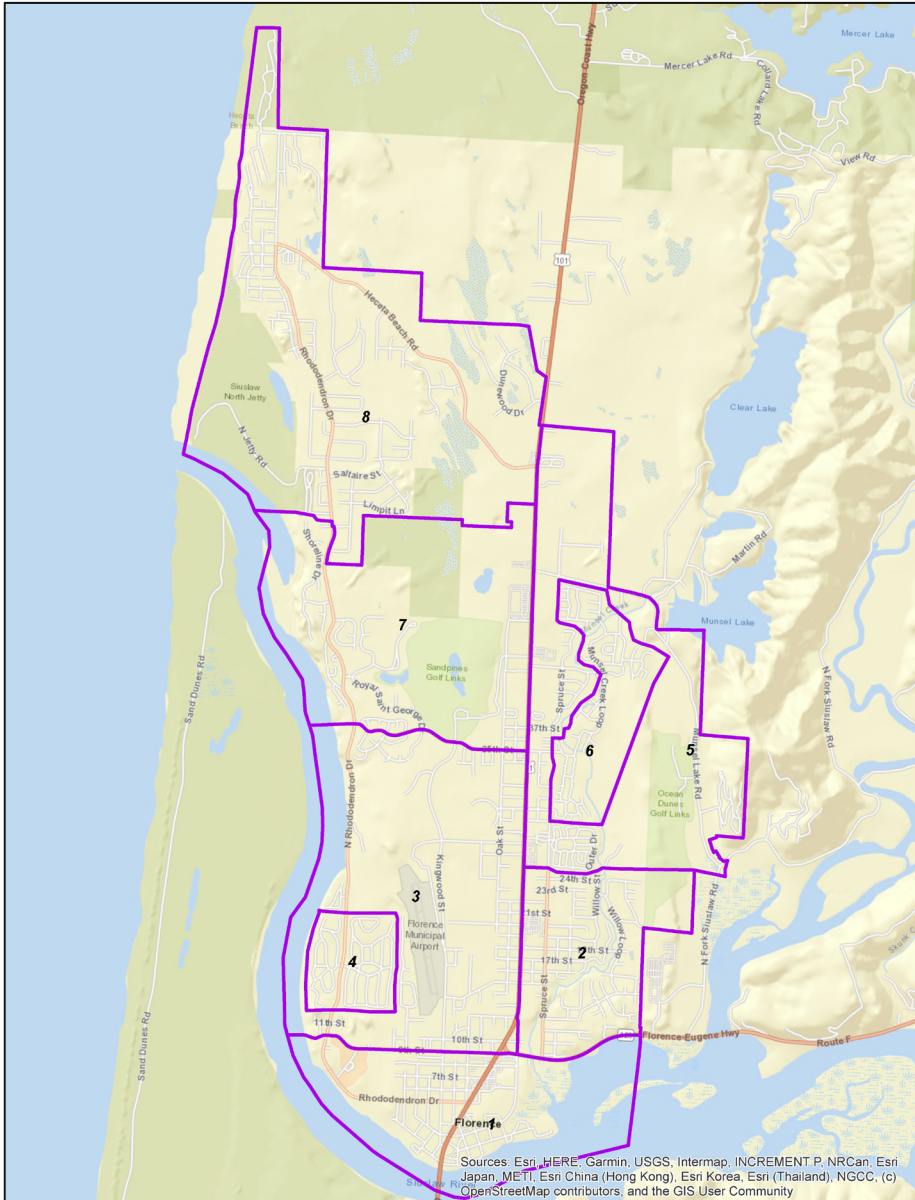
- Polco Survey Team will analyze, clean and weight your results for representativity
- Your report will be written and proofed
- Your finished report will be delivered around Week 17

## Closing the Loop

- **You will share results with key stakeholders** and plan for remote presentation
- CSM will schedule post-survey check in, to include a review of your comms outreach

# Timeline for The National Community Survey™

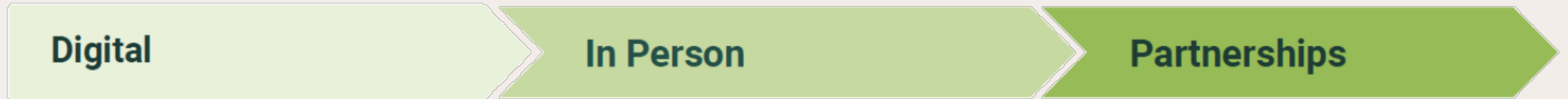




## Scientific Survey – Random Solicitation

- Focusing on the UGB
- Eight geographic areas within the UGB for the random solicitation
- Recipients will receive a unique weblink based on their geographic area
- Respondents will be asked to select their geographic area and whether they are in the City limits or not – both scientific and open surveys

# Layered Outreach



## Quickest path to participation

- City Website
- Social Media
- City Newsletter
- Florence Four
- Utility Billing
- Website Outreach Emails

## Meet residents where they are at

- Signage with QR codes/ links in facilities and at parks
- Business cards with QR codes/links
- Staff presentations at events and with groups

## Reach new audiences

- Siuslaw School District
- Rhody Express
- Siuslaw Public Library
- Community-Based Organizations
- Neighborhood Groups



# Encouraging Participation

- Why is it important?
- Project Webpage
- Advanced Notification of Survey
- Setting Expectations
- Frequently Asked Questions
- Scientific Survey – Direct Solicitation
- Open Survey – Invite Everyone!



**Coming soon!**

## 2022 Oshkosh Community Survey

- The city of Oshkosh is partnering with Polco to collect responses to the 2022 Community Survey
- 2022 Community Surveys will be mailed to some random participants in the city beginning on October 11
- The Survey will be open to all city residents online on November 1
- Your feedback is very important and will help make decisions for our city
- The Survey is confidential and no identifying information will be shared

For more information call (920) 236-5002 and sign up for the city's Polco page now at [www.polco.us/oshkosh](http://www.polco.us/oshkosh)

## 2023 Community Survey

The City of Glendale, Arizona is seeking public input on current services, ideas, initiatives, and issues facing the City. Polco will administer the National Community Survey, a tool that enables the community to give valuable feedback on what is important to them to help inform local policy decisions.

### Frequently Asked Questions

What is The National Community Survey (The NCS)?	+
Why is The NCS broken down into two surveys?	+
How long will the survey be open?	-
<ul style="list-style-type: none"> <li>• The Sampled Survey is open January 9th through February 20th at midnight.</li> <li>• The Open Participation Survey is open February 6th through February 20th at midnight.</li> </ul>	
Who can participate in the survey?	+
How long will the survey take to complete?	+
How can I be assured that my feedback will remain anonymous?	+



What's Next?

Watch for more info!

**Survey Kickoff – May 20, 2024**

Direct Solicitation for Scientific  
Survey with 3,500 Recipients

Letters and postcards will be mailed  
to recipients selected based on  
mailing addresses.

**Open Survey Begins – June 10, 2024**

City will be publicizing on multiple  
platforms that the survey is open for  
two weeks for anyone to take.

# TYLER IMPLEMENTATION: UTILITIES

The final stage of implementing Tyler is Utility Billing.



# IMPLEMENTATION SCHEDULE



MAY 15, 2024

## Pull Data from Legacy System

- Stop posting payments
- Tyler Payments Portal is live to set up your account



MAY 16, 2024

## Data Comparison with Tyler

- Payments can still be made through Xpress Bill Pay and in person, but will not be posted



MAY 22, 2024

## Utility Billing Live in Tyler

- Payments made between May 15<sup>th</sup> and May 21<sup>st</sup> will be posted to accounts
- Account statements will be processed in Tyler and mailed at the end of May



JUNE 15, 2024

## Pay Your May Bill

- Statements received with the June 15<sup>th</sup> due date will be paid using Tyler Payments
- If your payment is directly withdrawn from your account, no changes
- Can still pay in person, by mail, and at the drop box

# WHAT YOU CAN EXPECT

- May 1<sup>st</sup>, E-Mail with information was sent to all accounts with an e-mail address available
- May 3<sup>rd</sup>, Mailing with information sent out to all City of Florence Utility Customers

05.06.2024



May 3, 2024

Dear City of Florence Utility Account Holder,

We are writing to inform you of the upcoming changes to our current billing processes. In May 2024, we will be transitioning over to Tyler Technologies from our current accounting and online systems, Caselle and Xpress Bill Pay.

### **How does this affect me as a customer?**

- From May 16<sup>th</sup> – May 24<sup>th</sup>, we will be implementing our new online payment system. Payments can still be made during this time, but will not be posted to your account. Your account balance will not reflect those payments until the new system is live. No late fees will be incurred during this time.
- For customers who use Auto Pay and/or Paperless Billing set-up through Xpress Bill Pay, a new account will be required through the Tyler Online Payments website. You will need to opt in for either option after creating your new Tyler account.
- For customers with Direct Pay, meaning that the City of Florence sends a draft to your bank on a monthly basis, your ability to pay through this method will be unaffected.
- Customers will continue to have the option to pay with Cash, Card or Check in person at Florence City Hall.

### **Please note:**

If you are a new customer and this is your first bill, we suggest waiting until after these changes are in effect to set up Auto-Pay and/or opt in for Paperless Billing. This will help to minimize opportunities for confusion as some account information will differ in the new online system. In the interim, you are welcome to utilize our one-time payment option within our current system, Xpress Bill Pay, mail a check directly to our office, or pay in person at City Hall with cash, check, or card.

We have included a flyer with this letter that provides more preliminary information. We plan to provide all customers and community members with more information on this transition, as it becomes available.

If you have any questions, please don't hesitate to contact our office.

Cordially,

City of Florence Utility Billing Department  
250 Hwy 101, Florence OR 97439  
541-997-3436, Option 1  
Utilitybilling@ci.florence.or.us

Administration  
541.997.3437

City Council  
541.997.3437

Community  
Development  
541.997.8237

Events Center  
541.997.1994

Municipal Court  
541.997.3123

Public Safety  
541.997.3515

Public Works  
541.997.4106

250 Highway 101  
Florence, OR 97439  
<https://ci.florence.or.us/>

# WHAT YOU CAN EXPECT

- April 30<sup>th</sup>, Information was included with your May monthly statement
- May 31<sup>st</sup>, Information included with your monthly statement on how to set up your Tyler Payments account

05.06.2024

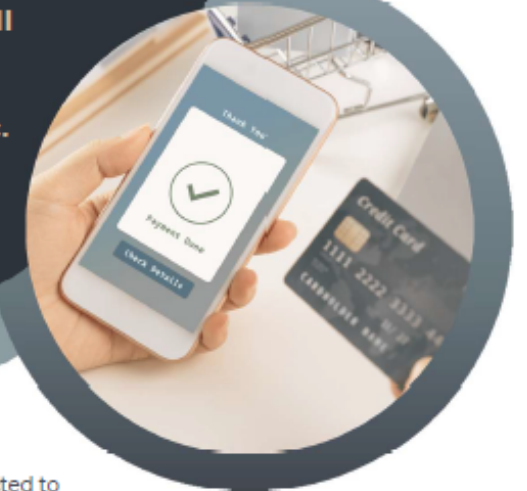


**COMING SOON**

## New Online Utility Billing Portal!

### Customer Benefits:

- View PDF Statements of your bill online.
- Multiple Payment Methods such as online, over the phone, etc.
- Easily monitor your account balances.
- Enroll in monthly Email Reminders.



### More Information

- This transition to the new online portal is expected to take place: **May 2024**
- Further information and instructions will be included with your next bill.
- All customers will need to set-up a new online account with updated billing + payment methods.
- **Previous online Xpress Bill Pay billing and payment options will be disabled.**

### Next Steps

- 1** Wait to receive your May bill
- 2** Register online with your new account number
- 3** Pay Bill (enroll in auto-pay)



**Billing Format**  
Printed & Digital forms available for customer statements.



**Account Number**  
Customer account numbers will change and will need to be updated on payments



**Online Portal**  
Follow the instructions included with your bill to register for online for account access



**Payment Set-up**  
Review new billing options and set-up payment information



541-997-3436, option 1



utilitybilling@ci.florence.or.us



<https://www.ci.florence.or.us>

# MEET YOUR UTILITY TEAM



**LEZLEA PURCELL**  
Finance Manager



**MARISSA DAVIS**  
Administrative Assistant



**PHAE LATTA**  
Accounting Specialist I



**TAMMY GEIL**  
Administrative Assistant



THANK YOU

Questions?

Contact:

Utility Billing

541.997.3436

OPTION 1