

✦ The City of Florence ✦

✦ *Welcomes You to the* ✦

✦ State of the City ✦

✦ *Presented by Mayor Henry*
January 30, 2017



State of the City 2017



City of Florence
A City in Motion

Welcome to the 2017 Florence State of the City

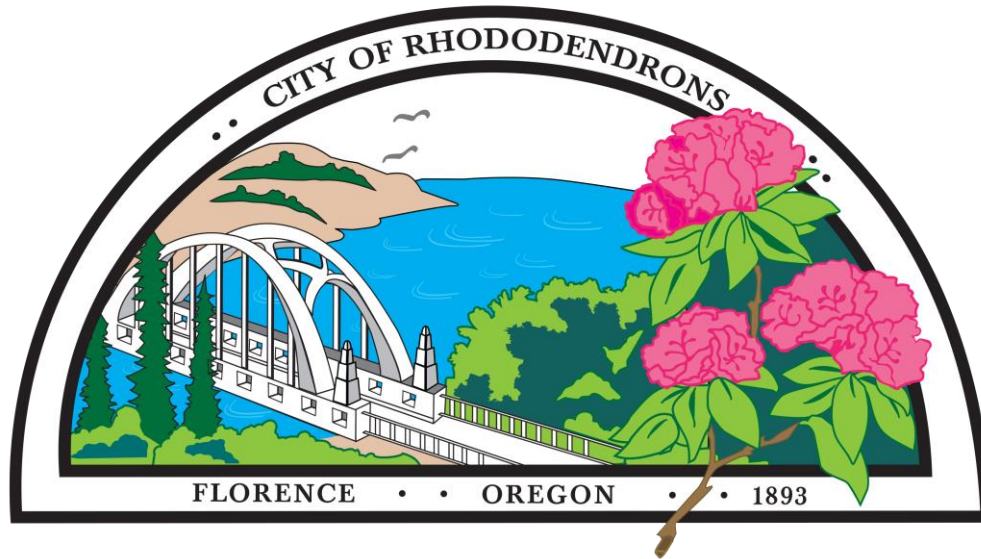


Please Join
Us in the
Pledge of
Allegiance



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State of the City 2017



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Florence City Council & Management Team

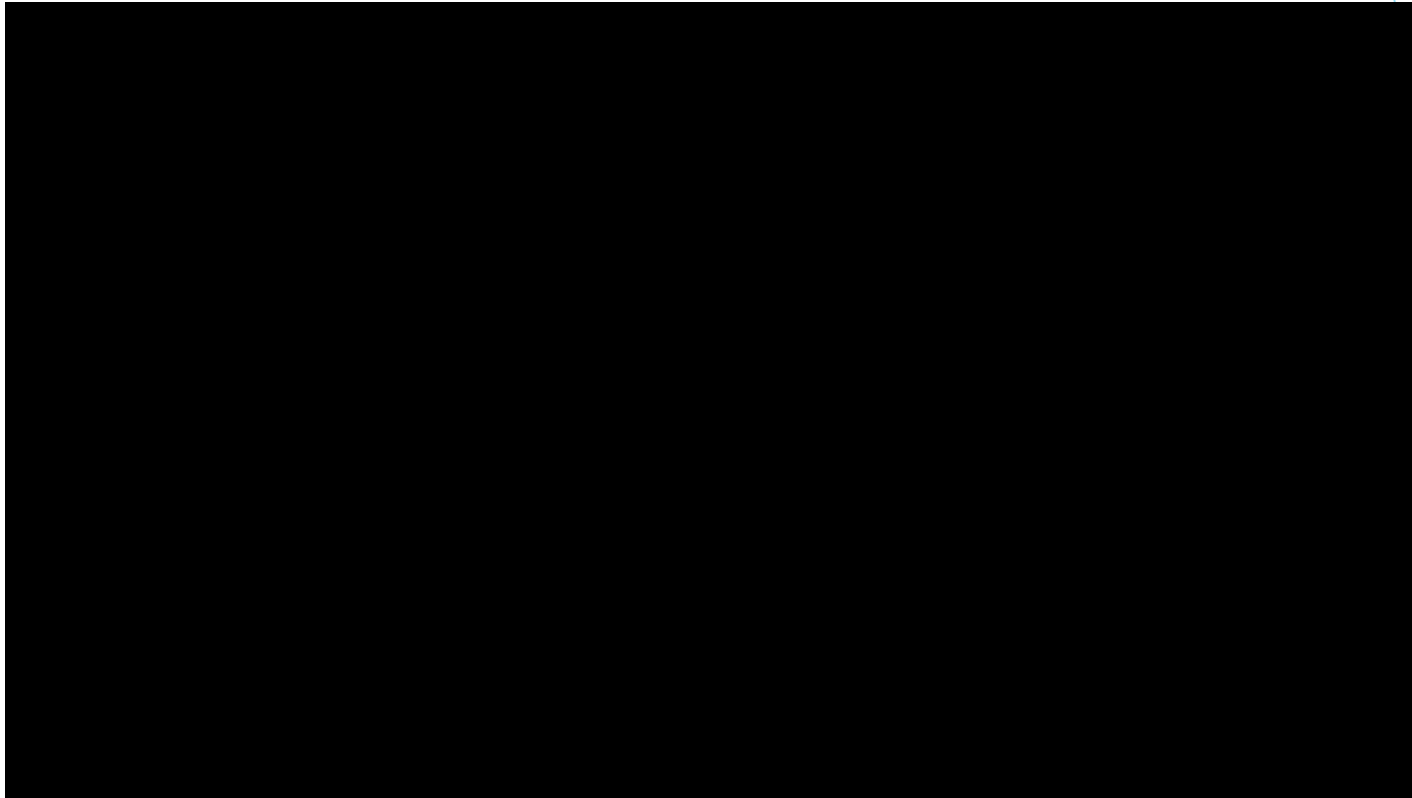


Mayor Joe Henry
Council President Joshua Greene
Council Vice President Ron Preisler
Councilor Susy Lacer
Councilor George Lyddon
Erin Reynolds, City Manager
Andy Parks, Contract Finance Director
Kelli Weese, City Recorder
Kevin Rhodes, FEC Director
Megan Messmer, Project Manager
Mike Miller, Public Works Director
Tom Turner, Police Chief
Wendy FarleyCampbell,
Planning Director



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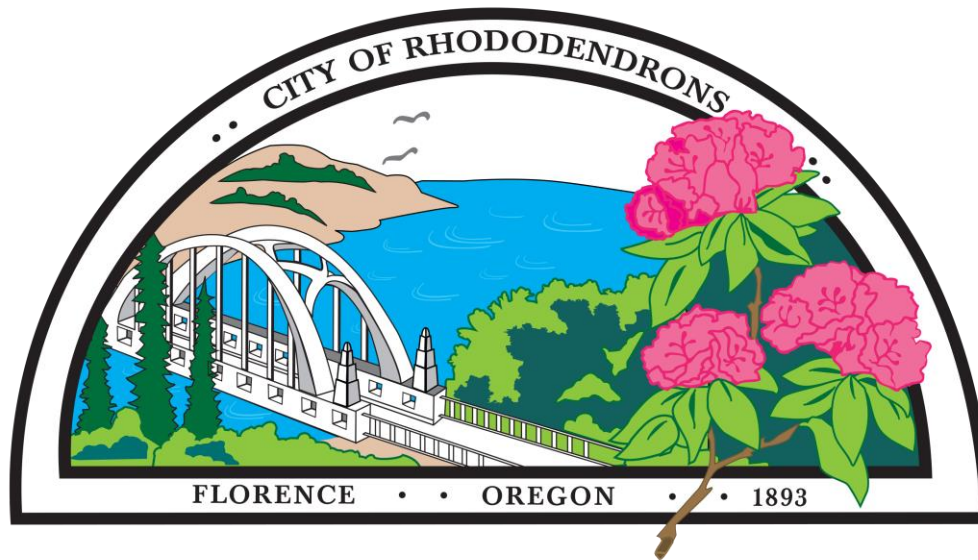
Florence: A City in Motion



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State of the City 2017

Mayor Joe Henry



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City Vision, Goals, & Mission

City of Florence

Oregon's Premier Coastal Community

1

City Service Delivery

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



2

Livability & Quality of Life

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



3

Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



4

Communication & Trust

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



5

Financial & Organizational Sustainability

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



Mission:

To meet community expectations for municipal services, provide a vision for civic improvements, maintain a quality environment and position Florence to have an economically viable and sustainable future.



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Florence City Council



Mayor Joe Henry



Council President
Joshua Greene



Council Vice President
Ron Preisler



Councilor
Susy Lacer



Councilor
George Lyddon



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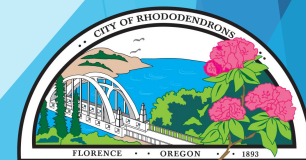
City Service Delivery

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



Daily Operations

- ▶ Administration
- ▶ Community Development
- ▶ Florence Events Center
- ▶ Public Safety & Municipal Court
- ▶ Public Works & Utilities



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1

City Service Delivery

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



Achievements

- ▶ Rhododendron Drive Shoulder Extension
- ▶ Rhododendron Drive Phase 2 Capital Projects
- ▶ Public Works Facility
- ▶ City Hall Remodel
- ▶ Justice Center Improvements



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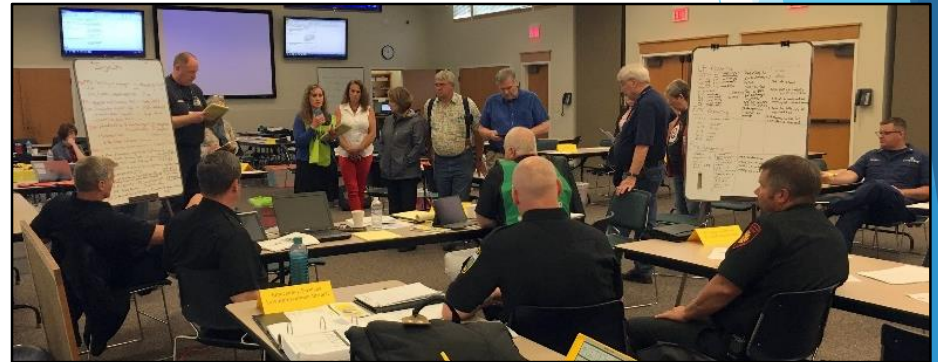
City Service Delivery

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



Achievements

- ▶ School Resource Officer
- ▶ Emergency Operations Plan
- ▶ Police Fleet Management
- ▶ Dispatch and Court System Upgrades



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City Service Delivery

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



What's Next?

▶ City Facilities

- Public Works
- City Hall
- Justice Center

▶ Public Works

- Expansion of Utility Services
- Continuing Street and Utility Maintenance



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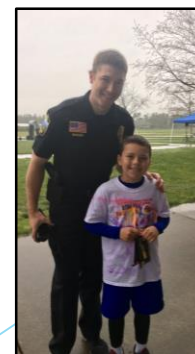
City Service Delivery

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



What's Next?

- ▶ Airport
 - Community Outreach
 - Emergency Management
 - School Resource Officer
- ▶ Public Safety



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Livability & Quality of Life

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



Amazing Volunteers

- ▶ Police Auxiliary & Reserves
- ▶ Senior Center
- ▶ Florence Events Center
- ▶ City Committees



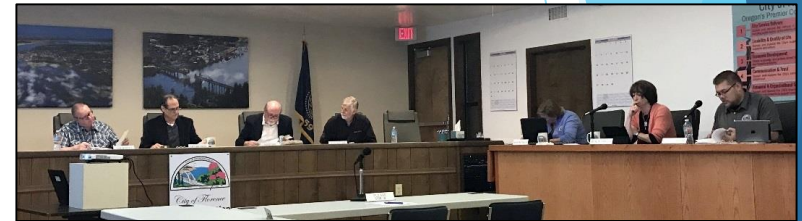
Livability & Quality of Life

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



Achievements

- ▶ Over-the-Counter Title 10 City Code Processes
- ▶ Marijuana Policies & Regulations
- ▶ Public Transit
- ▶ Solid Waste Policies and Rate Study
- ▶ Organized Growth within the City and the UGB
- ▶ Enhanced Code Enforcement Program



Livability & Quality of Life

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



Achievements

- ▶ Park Improvements
 - Miller Park, Pepperoaks Park, Munsel Lake Park
- ▶ Soccer Goals & Program Support
- ▶ Purchased Lot Adjacent to the FEC
- ▶ Exclusive Catering Model at the FEC
- ▶ FEC 20th Anniversary Celebration



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Livability & Quality of Life

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



What's Next?

- ▶ Park Improvements
 - Support Community Groups' Efforts
 - Siuslaw River Beach Access
 - Siuslaw Estuary Trail
 - Gallagher Park
- ▶ Continue Flo-Gro Program



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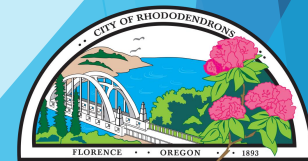
Livability & Quality of Life

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What's Next?

- ▶ Community Development
 - Housing & Commercial Needs Assessment
 - Economic Opportunities Analysis
- ▶ Florence Events Center
 - Development of additional parking lot & north facility
 - Sustainability of Operations



3

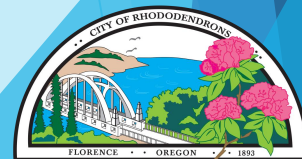
Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



Pacific View Business Park!

- ▶ Sale of Pacific View Business Park Lot
- ▶ New Development in Pacific View Business Park



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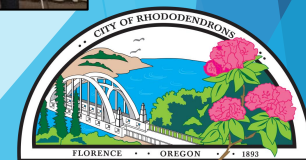
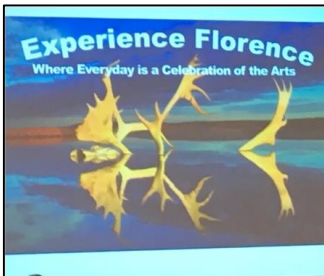
Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



Achievements

- ▶ ReVision Florence Streetscape
- ▶ Public Art Program & Policy
- ▶ City & FURA Economic Strategies
- ▶ Economic Development Catalyst Hired
- ▶ Continued Partnerships with Lane County, RAIN, & SCDC



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Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



Increase in Development!



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Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



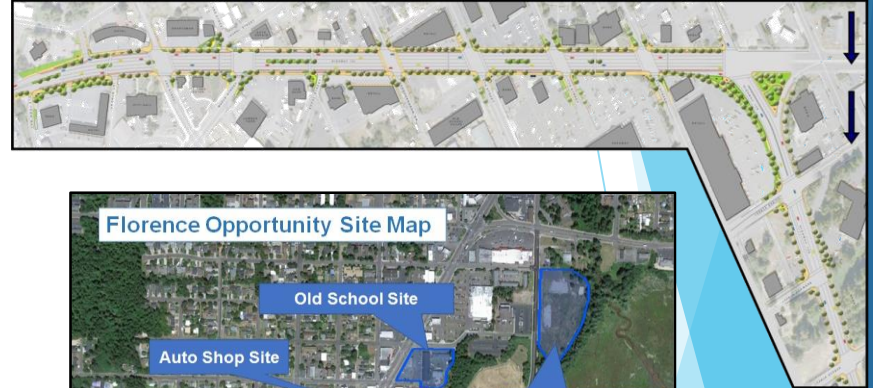
What's Next?

- ▶ Florence Urban Renewal Agency
 - ReVision Florence
 - Catalyst Opportunity Sites
 - Public Art
- ▶ Economic Development
 - Marketing & Recruitment of Key Areas
 - Business Retention & Expansion
 - RAIN Entrepreneur Events



ReVision Florence: Streetscape Design

Siuslaw River Bridge & Old Town Way → → Highway 101 → → Highway 126



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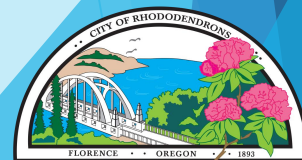
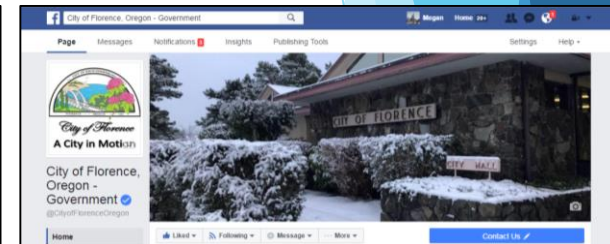
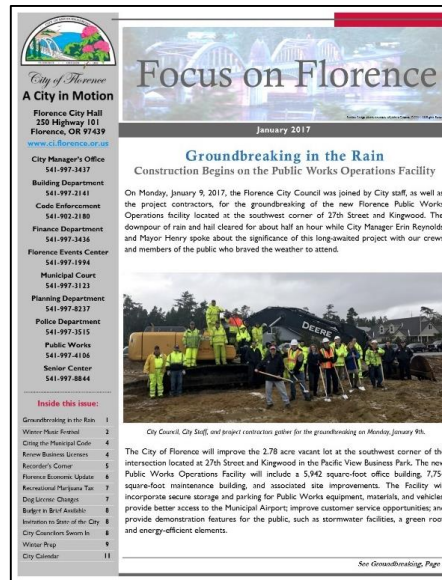
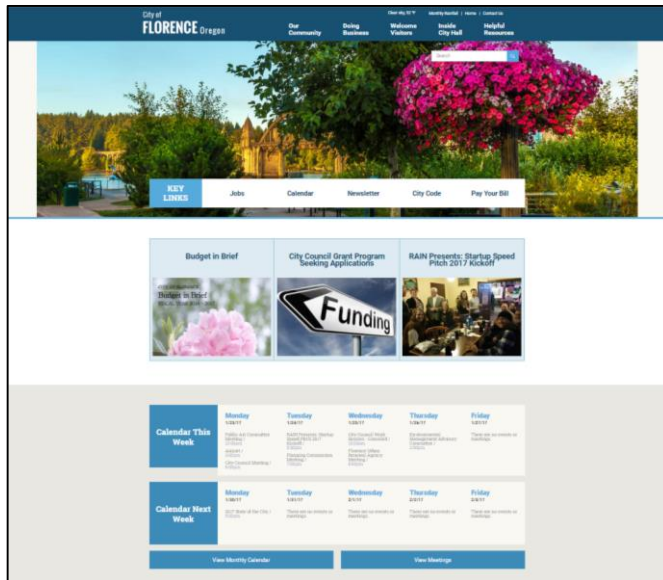
Communication & Trust

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



Achievements

- ▶ Updated City Website
- ▶ Social Media Presence & Increased Reach
- ▶ Maintaining Strong Relationships with Partners
- ▶ Sustained Positive Working Relationships
- ▶ Completed Election Season with Re-election of City Councilors



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Communication & Trust

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What's Next?

- ▶ Continued Timely Reporting
- ▶ Support Staff Community Involvement
- ▶ Marketing for Commerce, Tourism, and Residents



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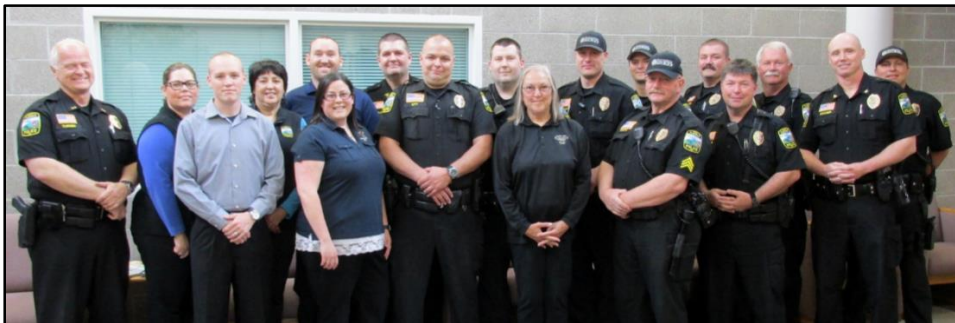
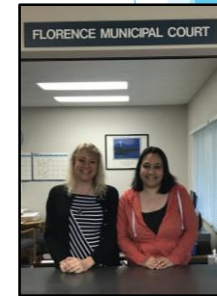
5

Financial & Organizational Sustainability

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



Amazing Employees



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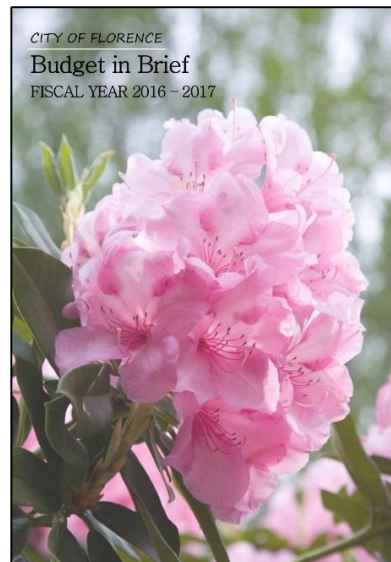
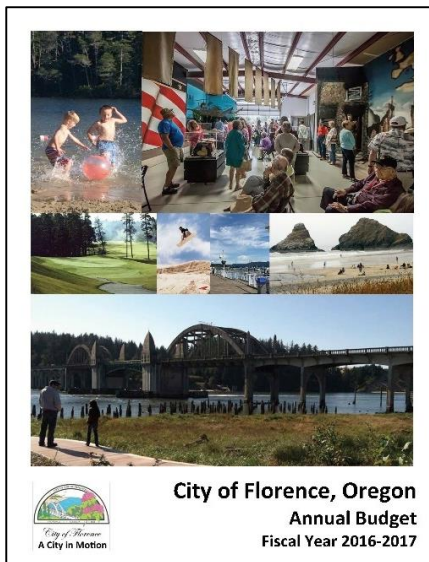
Financial & Organizational Sustainability

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



Achievements

- ▶ Financing Agreement for City and FURA Capital Projects
- ▶ City Work Plan Integration into the City Budget
- ▶ Cohesive Management Team
- ▶ Budget in Brief and Audit
- ▶ Implemented Comprehensive Financial Policies



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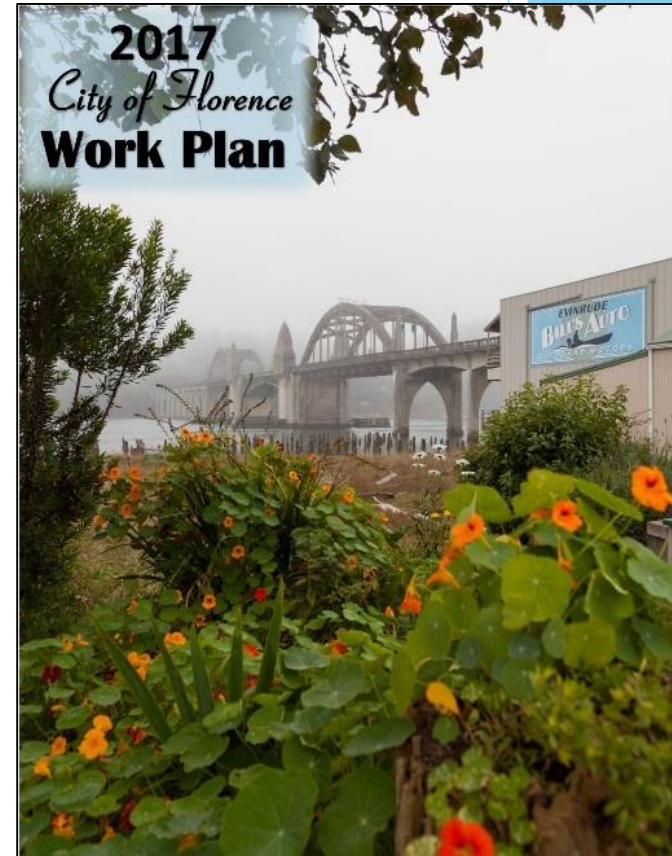
Financial & Organizational Sustainability

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What's Next?

- ▶ Biennial Budgeting
- ▶ Employee Recruitment & Retention
- ▶ Information Technology Assessment
- ▶ Long-Term Financial Plan



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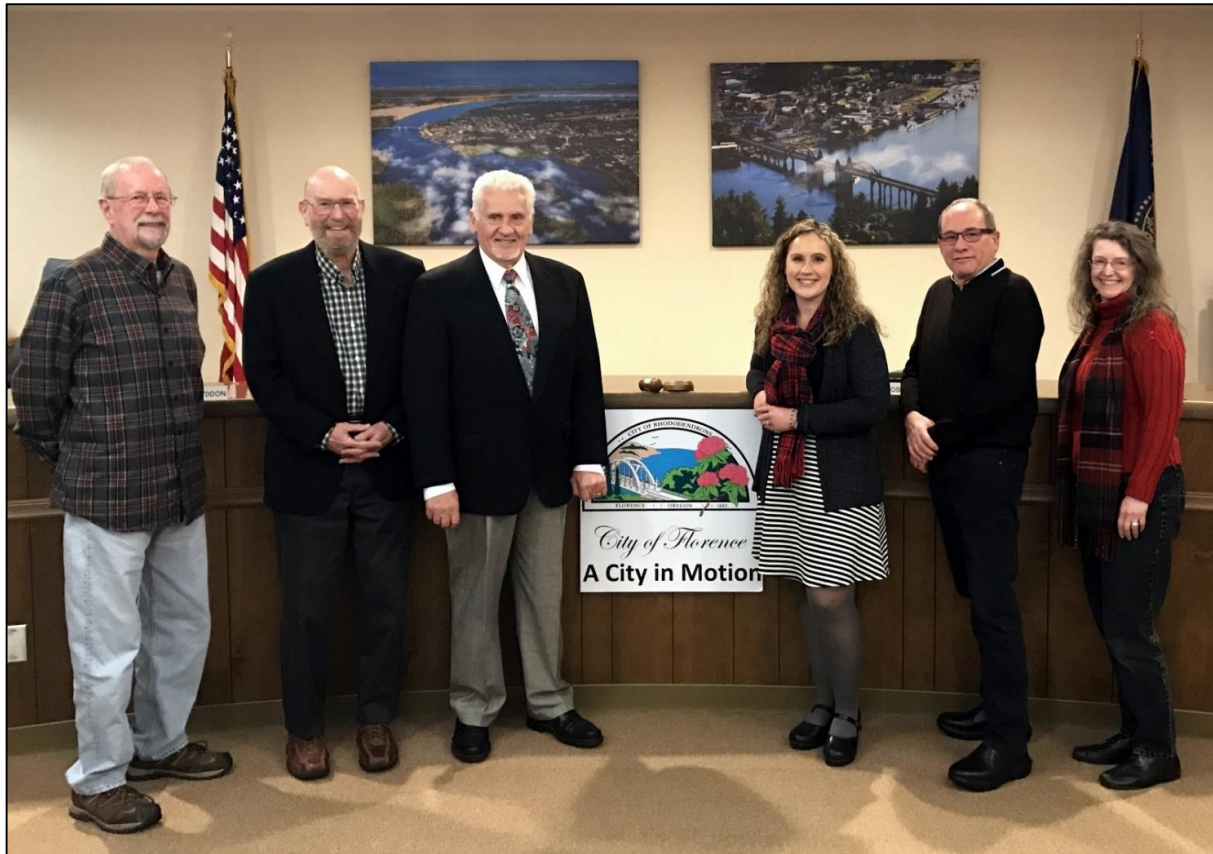
Stay Informed!

- ▶ Website: www.ci.florence.or.us
- ▶ Newsletter: Focus on Florence
- ▶ **facebook** : CityofFlorenceOregon
- ▶ **twitter** : CityFlorenceOR
- ▶ **Instagram** : City_of_Florence_Oregon
- ▶ **vimeo** : FlorenceOregon
- ▶ City Council Meetings
 - ▶ 1st and 3rd Mondays of the month at City Hall
 - ▶ New Time - 5:30 pm
- ▶ Planning Commission
 - ▶ 2nd and 4th Tuesdays of the month at City Hall
 - ▶ 7:00 pm



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City Council & City Manager



Councilor George Lyddon, Council Vice President Ron Preisler,
Mayor Joe Henry, City Manager Erin Reynolds,
Council President Joshua Greene, Councilor Susy Lacer



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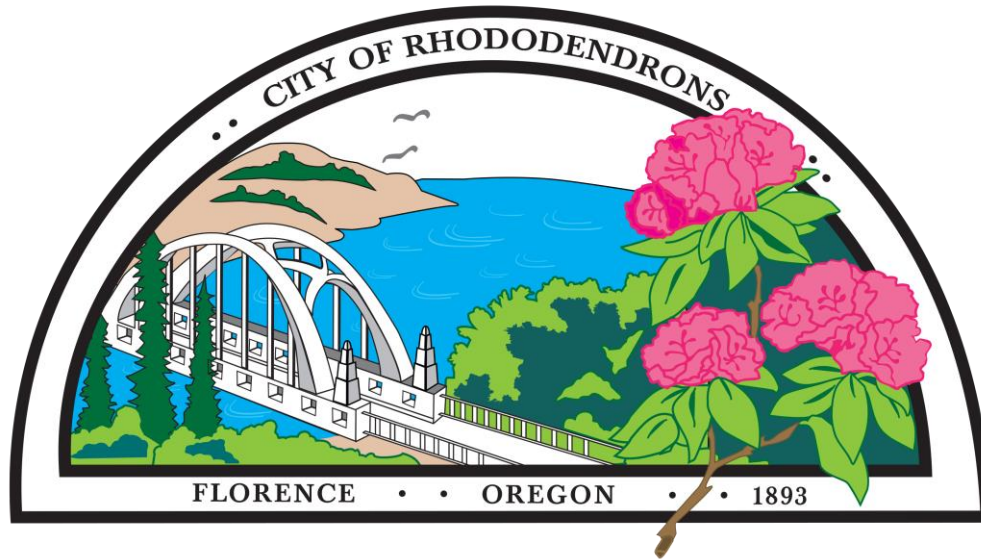
Acknowledgments

Thank you to my wonderful wife Pamela Henry!



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