



FURA Development Assistance Program

PROPOSED



PROPOSED DEVELOPMENT ASSISTANCE PROGRAM

Requesting direction from the FURA Board on the establishment of a FURA Development Assistance Program.

This would provide the opportunity for property and/or business owners to apply for grant funding to make improvements to industrial and commercial properties within the FURA District.

CURRENT PROGRAMS

Predevelopment Services Grant

- *Predevelopment funds are available to assist developers and owners of industrial and commercial property with assessing the feasibility of potential development projects in the District.*
- *Grants are paid out on a reimbursement basis to fund up to 40% of total eligible predevelopment costs up to the maximum award amount.*

Preservation & Rehabilitation Program

- *Façade improvement projects are typically smaller in nature and require a one-to-one minimum match from the property/business owner.*
- *In 2010 and 2011, FURA's Façade Improvement Program provided matching grant funding for 39 improvement projects.*
- *Funding was included in the current biennium and is in the work plan for implementation.*



WHAT PROJECTS WOULD QUALIFY?

- ✓ Assistance with Shovel-Ready Projects
- ✓ Larger Projects than Façade Improvement Program
- ✓ Meet Goals & Priorities of the Agency

2019-2021 BIENNIUM BUDGET

The FURA Biennium Budget for 2019-2021 included a \$200,000 allocation for development opportunities and \$60,000 for predevelopment grants as part of the General Fund.

Note: Funding for the ReVision Florence Streetscape Project elements are not included in these funds. The current construction, items to be purchased outside of the current contract, and the gateway monuments have been accounted for in a separate line item.

*Development
Opportunities*

\$200,000



*Predevelopment
Grant Program*

\$60,000

NEXT STEPS

If the FURA Board would like staff to provide a recommendation on the creation of a Development Assistance Program, we will bring back the following information at the February FURA Board meeting.

**Program
Eligibility
Guidelines**

**Program
Application
Process**

**Required
Private Match
Ratio**

**FURA Review
& Approval
Process**

**Disbursement &
Documentation
Process**

Updated FURA Financials & Available Funding

Development Assistance Program

Predevelopment Assistance Program

Preservation and Rehabilitation Program

DISCUSSION ITEMS



Does the FURA Board want to consider a Development Assistance Program?



Does the FURA Board have any suggestions for potential guidelines for a program?





Quince Street Marketing

January 22, 2020

Florence Urban Renewal Agency Meeting

Agenda Item Overview

Development

Review Goals
/ Objectives
for Property
Development

Marketing

Request for
Expressions
of Interest
Recruitment
Professional

Other Items

Property
Staging
City
Coordination

Decision Points

Process &
Draft
Timeline
Selection
Advisory
Committee

Strategy & Goals

(From 11.20 FURA Meeting)

- Goal: Attract a 90+ room hotel (or other similar sized lodging facility), with opportunities for the following ancillary developments...
 - Mixed use development
 - Residential facilities
- Objectives:
 - Increase property values & transient room tax revenue to support future housing / economic development projects
 - Support the Florence Events Center to allow it to be more marketable to outside events
 - Support the development of the Siuslaw Estuary Trail

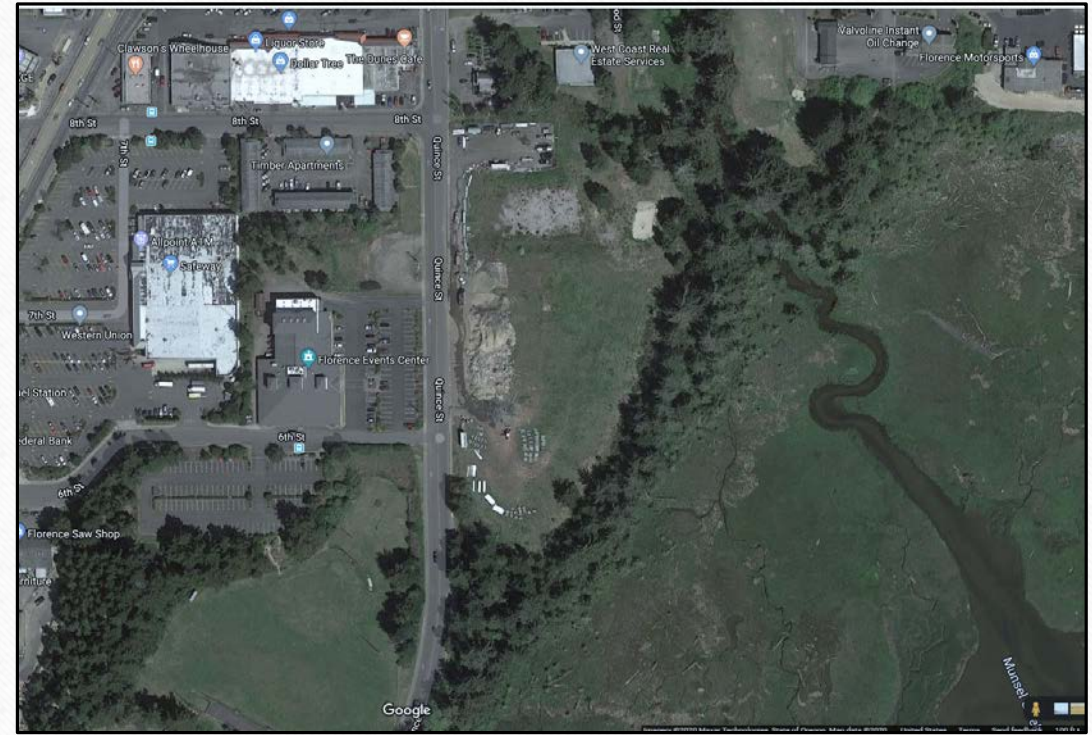


Marketing the Property

- Objective: Secure developer(s) with...
 - Aligned goals for site and,
 - With the skills to execute;
 - Then, negotiate property sales
- Request for Expressions of Interest (RFEI)
 - RFEI is a method for Agency to seek developer submissions
 - Flexible process – determine entities interested in working with Agency

RFEI Assistance

- Selection Advisory Committee
 - Review RFEI document
 - Review development submittals and prepare recommendation for Board
- Recruitment Professional
 - Review RFEI document
 - Market RFEI process / property



Draft Timeline & Process

(Subject to amendments)

Week of February 3rd

- Draft RFEI Internal Review
(Selection Advisory Committee & Recruitment Professional)

February 12th

- RFEI Published & Marketed
(Recruitment Professional Assists in Marketing)

April 6th

- Submittal Deadline

TBD (April 8th – 14th)

- Submittal Review
(Selection Advisory Committee Executive Session)

April 22nd FURA Mtg

- FURA Executive Session & Action
(Review Committee Recommendation)

Other Considerations

- Staging the Property
 - Tree Thinning

- City Coordination
 - Siuslaw Estuary Trail Project



FURA Decision Points

1. Approve the Process and Draft Timeline for Request for Expressions of Interest
 - *Dates may be amended subject to review by recruitment professional*
2. Establishment of Selection Advisory Committee to...
 - Individually review RFEI document
 - Provide preliminary review of submittals and prepare recommendation to FURA Board

Staff Recommendation

Request for Expressions of Interest Steps

Authorize Staff to prepare and implement a Request for Expressions of Interest (RFEI) process, in order to seek qualified developers of the Quince Street property with the following action steps...

1. Hire Recruitment Professional (*within staff purchasing authority*) to review RFEI and provide marketing assistance
2. Develop and actively market RFEI document for development submittals
3. Perform two step review of submittals received via...
 - Selection Advisory Committee, then
 - Florence Urban Renewal Agency Board

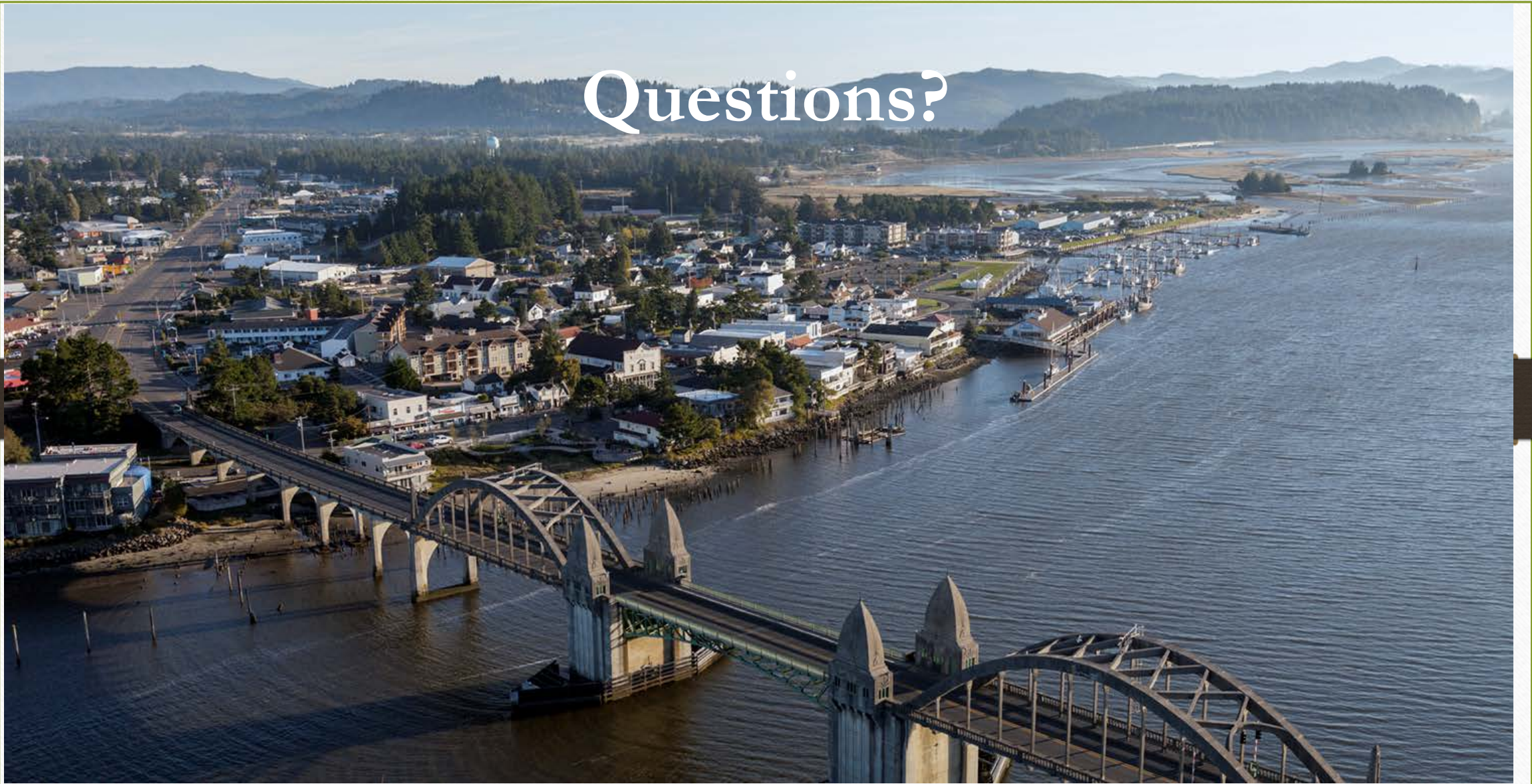
Staff Recommendation

Selection Advisory Committee

Establish a Selection Advisory Committee of 3-4 members of the Florence Urban Renewal Agency board to..

- Individually review RFEI document and provide staff feedback,
- Provide preliminary review of submittals received and prepare recommendation(s) for FURA board.

Questions?



2020

STATE OF THE CITY
& CITY EXPº

JANUARY 30, 2020



CITY SERVICES EXPº | 5 – 7 PM

STATE OF THE CITY ADDRESS | 6 PM



FLORENCE EVENTS CENTER
(715 QUINCE STREET)



City of Florence

A City in Motion



WWW.CI.FLORENCE.OR.US