

June 22, 2022

Florence Urban Renewal Agency Meeting

Agenda Item #4

**Quince Street Real Estate Transaction & DDA
Speaker's Cards & Written Testimony Received**

Speaker's Cards – *In order of receipt*

- **Speaker 1** – Ron Moore (*Neutral*)
- **Speaker 2** – Kay King (*Opponent*) (*Including Written Comments*)



City of Florence
A City in Motion

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

Name: RON Moore

(Please Print)

FURA
City Council Meeting Date: 6/22/2022 Agenda Item No.: 4

Proponent Opponent Neutral

Brief Overview of What You Wish to Discuss: To discuss the impact of
a proposed sale of 750 Quince Street on Florence & its
economy

Do you represent an organization? Yes No Name of Org.: Hoagland Properties, Inc
River House Inn & Old Town Inn

Residence Address: 33 Bonnett Way

City, State, Zip: Florence OR 97439

Email (Optional): ron.moore@hoaglandproperties.com Phone No. (Optional): 541-997-0305

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

Newsletter City Council ALL 801-388-5555
cell

NOTE: ONCE COMPLETED, THIS CARD BECOMES A PUBLIC DOCUMENT
(See Reverse Side for Instructions)

INSTRUCTIONS

Please fill out and hand to City Recorder Kelli Weese. The City Recorder will advise the Mayor (Presiding Officer) when requests to speak are in hand. If filling the card out in advance, please submit:

1. Via email to kelli.weese@ci.florence.or.us,
2. Via mail to Florence City Hall – Attn: Kelli Weese; 250 Hwy 101; Florence, OR, 97439
3. In Person at Florence Public Works (2675 Kingwood Street) – Attn: Kelli Weese
4. Online at <http://www.ci.florence.or.us/council/request-address-city-council-speakers-card>.

The Speaker's Card must be submitted at least five (5) minutes before the meeting is scheduled to begin.

To maximize time for speakers of varying topics, time limits have been set for speakers wishing to address the Council, and each speaker may only speak once to each agenda item. Under normal circumstances, those time limits are listed below. Speakers may not yield their time to others. For more information, visit the City of Florence website at <http://www.ci.florence.or.us/council/rules-procedure>.

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.

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

[Home](#) > [Request to Address FURA \(Speaker's Card\)](#) > [Webform results](#) > Submission #1

Submission information

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

Submitted by Visitor (not verified)

Wed, 06/22/2022 - 3:11pm

98.97.33.167

Name

Kay King

FURA Meeting Date

Wed, 06/22/2022

Agenda Item Number

4

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

Opponent

Brief Overview of What You Wish to Discuss

I wish to discuss the proposed hotel project to be locative across from the Florence Events Center

Do you Represent an Organization?

No

Name of Organization

Residence Address

87657 Portage Way Florence

Email

kay@rrking.net

Phone Number

541-997-2248

Source URL: <https://www.ci.florence.or.us/node/24981/submission/29641>

Links

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

From the Desk of Kay King

June 10, 2022

TO: Chairman Bill Meyer and the FURA Board of Directors

As a 50 year resident of Florence and an original member of the group that planned and raised money for the Florence Events Center, I have a deep interest in Florence, my home, the FEC and also the 13 acres of property on Quince Street directly across from the FEC. I have served on the FEC governing board and I know how devastating it can be to see so many “dark days” on the calendar—way before Covid. Here we were with a beautiful facility and yet we were not able to accommodate large enough conferences or events because the venue couldn’t offer the needed breakout rooms for larger conferences or house the attendees. Therefore we were often overlooked. Our goal has always been to lure in a nice hotel with conference space and a nice restaurant that took advantage of the once in a lifetime view of the river. Why would we settle for less?

FURA has now purchased the prime riverfront 13 acres across from the FEC for an excellent price and now you are considering allowing a subpar, budget hotel to be built on the site: A hotel that does not take full advantage of the river views, with fewer than wanted rooms, no restaurant and no conference/ break out facilities. Why is FURA in such a hurry to build a facility that does not meet the needs of the area or meet the goals of the original search?

I would like to offer thoughts and suggestions regarding this project.

*We do NOT want to build this hotel just to check off a box. We do not want to be in a hurry just to put a building on this property. We need to be patient and wait for the right facility for this once in a lifetime location.

*Conventions bring year-round revenue to the city. Larger conventions/conferences mean more money spent in Florence for lodging,

restaurants and shopping and entertainment. Of course we will have to market as a convention center but we can do that.

*Entertainment like concerts and musicals are wonderful and add richness to our community and instill creativity in our residents, but those events are not going to bring year round income to Florence. Those events are not going to keep the doors open at the FEC on a regular basis and help fill “dark days” for the FEC. Our town can only assimilate so many entertainment events per year.

*If we settle for this hotel, it will not provide more tourism in Florence. Folks will travel elsewhere to find nicer lodging with more offerings. They can travel 1 hour North or South and find a nicer facility on the water. If they do come to Florence for tourism it will only be in the nice summer months when they are not going to be cooped up in the less than desirable rooms.

Some out of the box thinking might include:

*On site 600-800 sq. ft. self- contained units on the bottom floor for the on- site workers. The hotel could probably attract workers if they had housing at a reduced price. And what a perk housing would offer workers.

*One level of Condos in the building that could be leased long term for permanent type housing might be a win-win for the entity that builds the facility.

*A restaurant on the top level with a view up river, with open walls in the summer through late fall, with a deck with fire pits outside would really be a draw for local folks and travelers.

*I think getting the hotel as close as possible to the river would be best—we only get to build this once—we only get to take advantage of this site once.

*Small carts/ vans to take folks to Bay Street

*Ways to hook the Estuary Trail to Old Town

*Can you envision this concept==maybe shops on site as well? Services like a spa?

I beg FURA to leave a legacy—not fill a spot on empty real estate. Think bigger and be patient for the right development group to find our spot.

FURA “stole” this property. What will it hurt if FURA holds onto the property a little longer? You get one chance to get it right and build something that is a real “draw” to Florence and not a distraction or disappointment. Please be patient. Don’t settle.

I am happy to be part of the solution. Thank you.

Most sincerely,

A handwritten signature in blue ink, appearing to read "Kay King". The signature is stylized with a large, sweeping "K" and a cursive "y".

Kay King

QUARTERLY FINANCIAL REPORT

Ending March 31, 2022

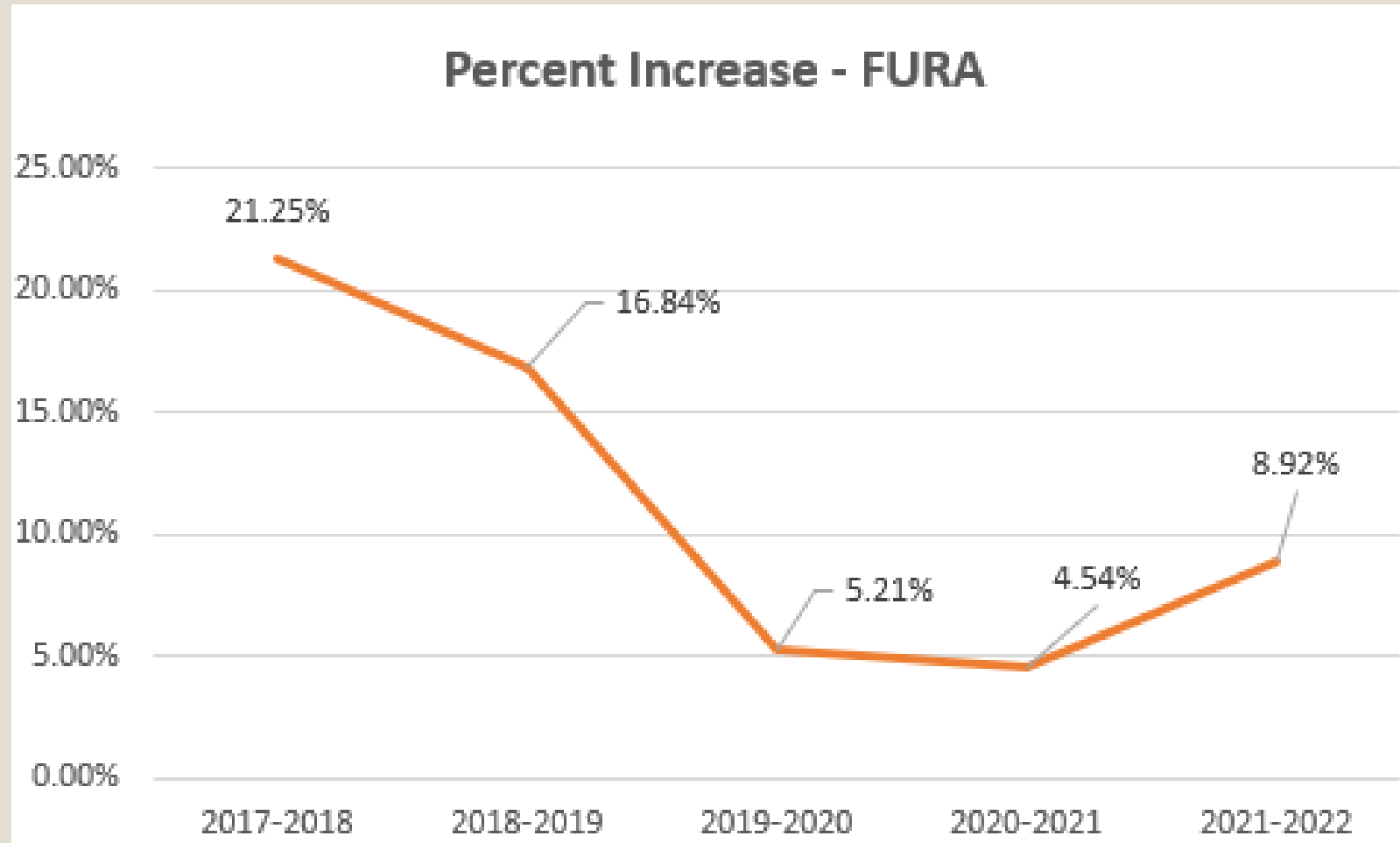
FURA
FLORENCE URBAN
RENEWAL AGENCY
OREGON





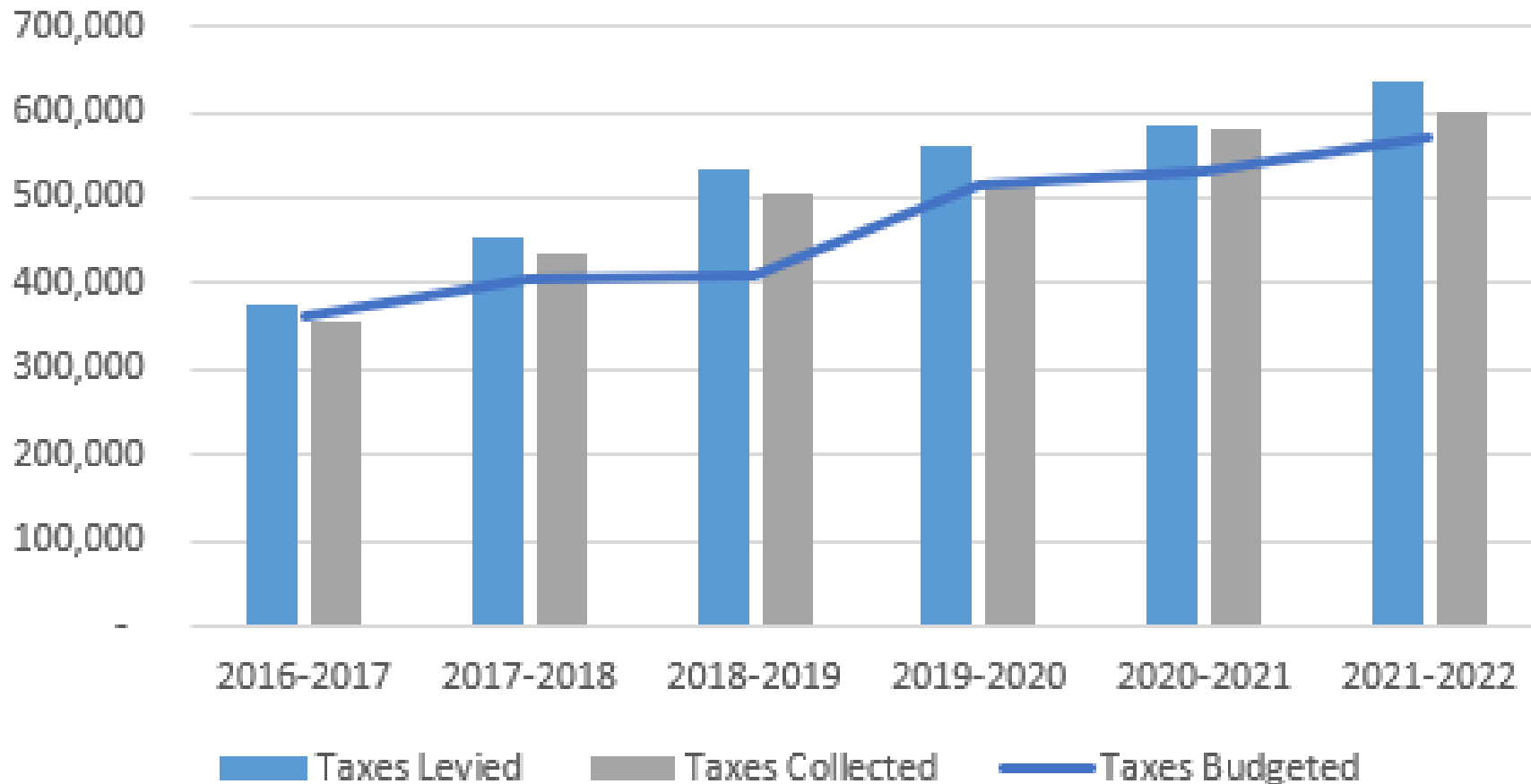
PROPERTY TAX

PROPERTY ASSESSMENTS



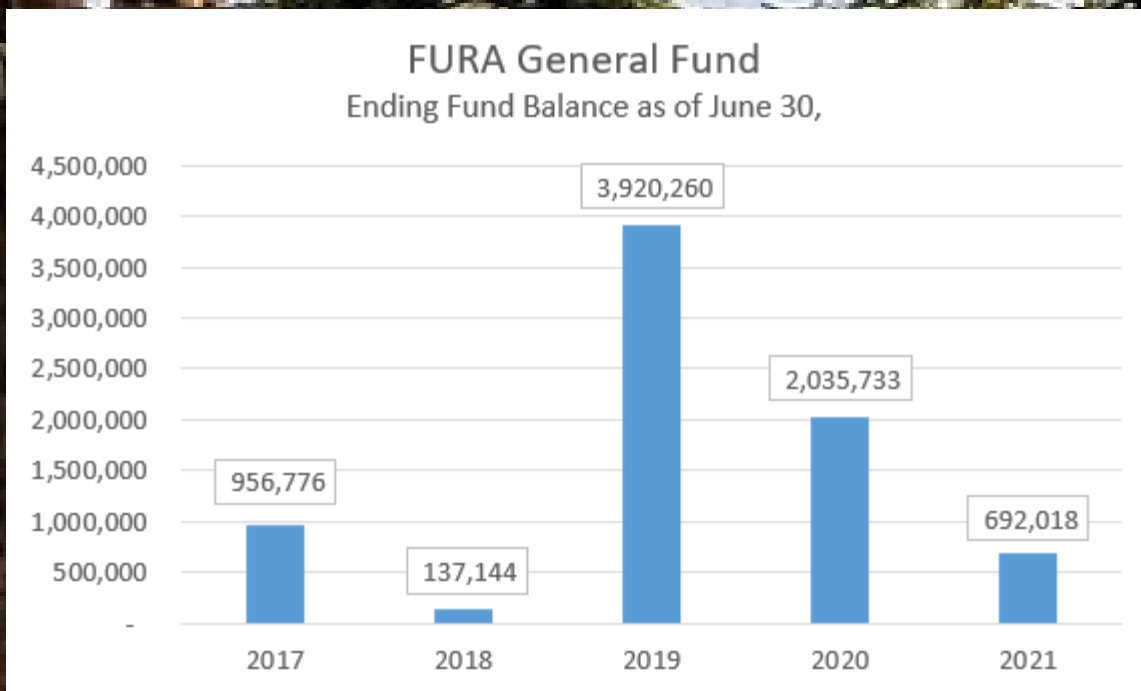
COLLECTIONS

Property Tax - Comparing Levied/Actual/Budgeted
(one collection date remaining in 2022)



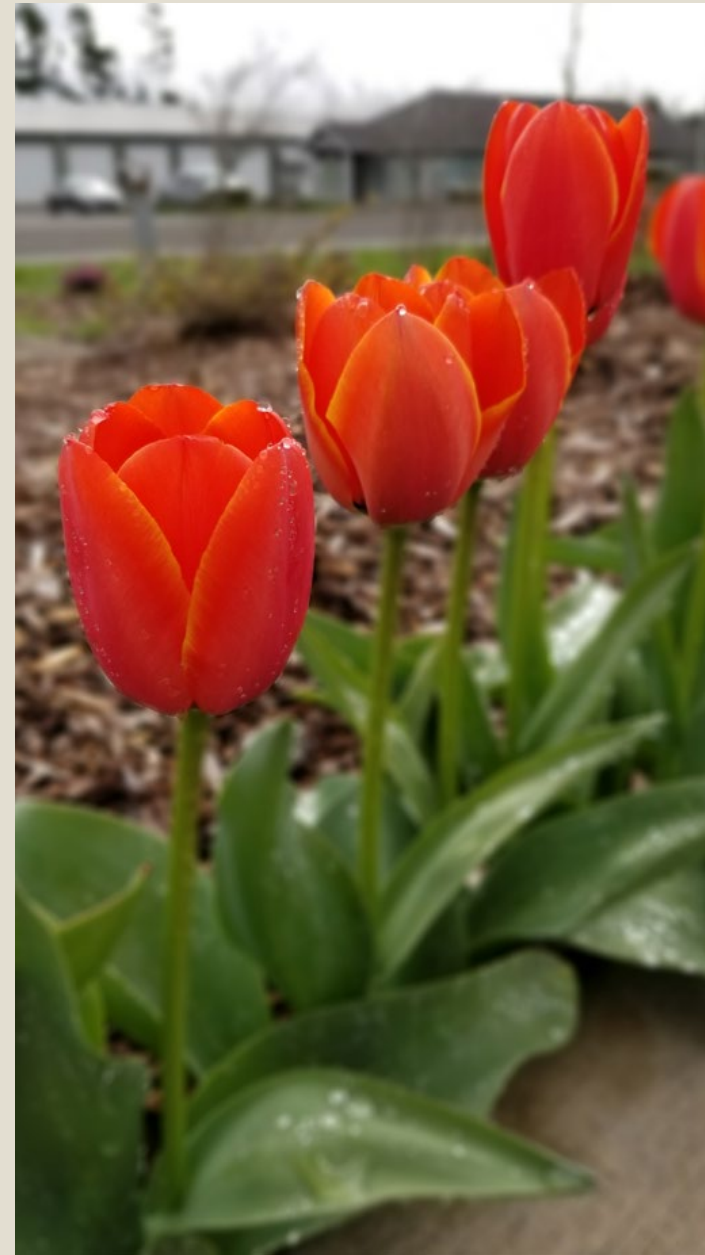
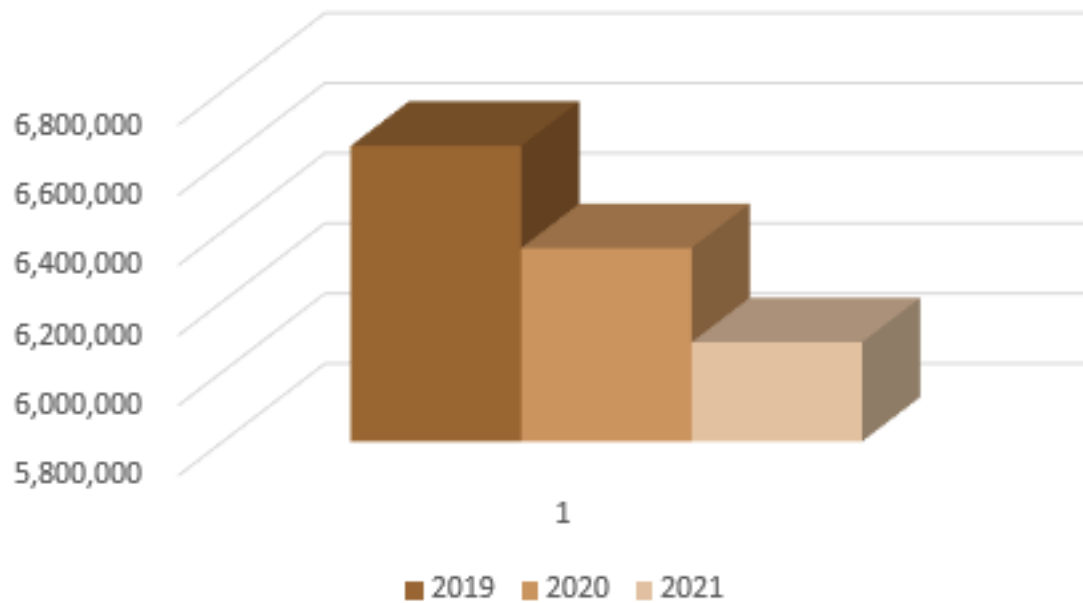
General Fund Balance

Last 5 Years



FURA DEBT SERVICE

Outstanding Debt Over Last 3 Years





THANK YOU

Any Questions?

