



OREGON STATE SENATE
900 COURT ST. NE, S-417
SALEM, OR 97301

November 25, 2017

Lane County Board of Commissioners
125 East 8th Avenue
Eugene, OR 97401

Dear Lane County Board of Commissioners,

As the elected official of the Oregon Legislative Assembly, and active member of the Coastal Caucus, I understand and, am deeply invested in the long-term economic benefit that our local government provide to coastal communities and the entire State of Oregon. On the behalf of Senate District 5 constituents along this beautiful stretch of the Oregon Coast, I write in strong support of the Florence Urban Renewal Agency's (FURA) funding request to complete the next phase of the ReVision Florence streetscape project.

Over the past three years, the FURA has developed the ReVision Florence streetscape project by leveraging partnerships and collaborating with multiple state, regional, and local stakeholders. What began as an ODOT paving project, has transformed into a community driven opportunity to create a once in a multi-generational enhancement for Lane County's gateway to the Pacific Ocean. ReVision Florence will transform Highway 101 by investing in local transportation and infrastructure opportunities for residents and tourists to experience the true beauty and character of Florence.

With the opportunity to create a new, aesthetically pleasing, and inviting streetscape, this ReVision Florence will increase tourism by creating an interconnectivity that draws local residents and tourists to Florence's Historic Old Town. This continues the significant community successes and economic development activities in our historic commercial district. It is rare to see such a large project in full swing, but ReVision Florence is breaking ground in the summer of 2018, with the shared belief that transportation and economic investment in Florence is a good policy driver across Lane County.

In sum, our communities need your support to remain afloat during what continues to be tough economic times for rural Oregon. These funds present a critical milestone to maintaining a key component of infrastructure vital to coastal family wage jobs and economic sustainability, and to hold steady the promise of sustaining the quality of life and well-being of our communities.

You have my thanks in anticipation of your kind attention and for taking the steps needed in support of this incredible historic revitalization initiative, not only because of its substantial local impact, but for its wider implications for Western Lane County and the wider coastal community.

Sincerely,

State Senator Arnie Roblan



Oregon

Kate Brown, Governor

Department of Transportation

Region 2, Area/District 5

2080 Laura Street

Springfield, OR 97477

Phone: (541) 744-8080

Fax: (541) 726-2509

November 22, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Commissioners,

Three years ago, The Oregon Department of Transportation (ODOT) notified the City of Florence of an upcoming grind and overlay project. What began as a simple re-paving of Highway 101, has transformed into a collaborative effort between the City of Florence and the Oregon Department of Transportation. ReVision Florence will transform Highway 101, improving safety and accessibility for all users of the corridor while creating an inviting multi-modal streetscape for the City's residents and visitors.

While improvements to US 101 began as a routine paving project, ReVision Florence has implemented elements of the City's Transportation System Plan that was adopted in 2010 and provides a 25 year plan for their transportation system. With the addition of gateways, public art, plazas, wider sidewalks, ADA accessibility, bicycle lanes, and other traffic calming techniques, this project enhances multi-modal transportation options along Highway 101, while simultaneously creating a more inviting, livable, and vibrant community. The City's efforts are in line with ODOT's Highway Plan and the Federal Highway Administration that have designated US 101 as both a state and national scenic byway.

In this current era it is rare to see such a large project in full swing, but ReVision Florence is breaking ground in the summer of 2018. The City of Florence and ODOT have planned the project delivery to minimize road construction impacts to businesses and residents during the short construction season that coincides with the peak tourism season. In addition, the City can undertake needed utility work ahead of the repaving so that the final product will be seamless.

State and federal funding was allocated to the Siuslaw River Bridge to upgrade the electrical system and to protect the bridge from corrosion and seismic upgrades. This project will be completed in the coming months. With completion of this important McCullough Bridge project, ODOT looks forward to this continued partnership with the City of Florence in their efforts to improve the streetscape and character along US 101; not only because of the substantial local impact, but because of its wider implications for Western Lane County and the state as a whole.

Sincerely,

Frannie Brindle
ODOT Region 2 South Area Manager

Cc:
Erin Reynolds, City of Florence
Megan Messmer, City of Florence



November 21, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

RE: Revision Florence 2018

The Florence Area Chamber of Commerce, Florence Downtown Revitalization Team and Florence Main Street Program have partnered with the City of Florence to help promote the Revision Florence project. Revision Florence is a collaborative effort that has become a once-in-a-generation opportunity for the Florence business community. It will transform Highway 101, enticing tourists to stay longer and experience the true beauty and character of Florence.

With the addition of gateways, public art, plazas, wider sidewalks, ADA accessibility, bicycle lanes, and other traffic calming techniques; this project creates a more inviting, livable, and vibrant community.

Currently tourism in Lane County generates over \$672 MILLION dollars in revenue and supports over \$263 MILLION in payroll. Please see "Why Visitors Matter in Lane County" attached. With a new, aesthetic and inviting streetscape, this project will increase tourism by creating a cohesive main street that draws tourists into the old town area, incentivizing economic development and business growth for years to come. It is rare to see such a large project in full swing, but ReVision Florence is breaking ground in the summer of 2018, and residents across Lane County are excited to see its completion.

On behalf of the Florence Area Chamber of Commerce Membership and as the Tourism Marketing Partner with the City of Florence, we would like to offer our support for this incredible initiative, not only because of its substantial local impact, but because of its wider implications for tourism in western Lane County and the region as a whole.

Most Sincerely,

Bettina Hannigan
Executive Director

290 Hwy 101 Florence, OR 97439
541-997-3128
www.FlorenceChamber.com

Employs **RESIDENTS**

Tourism supports 1 in every 20 jobs in Lane County.



10,600 Jobs generates over \$263 million in annual payroll.

Generates **REVENUE**

The tourism industry generates revenue for vital city and county needs. In fact, local, state and federal tax revenue generated by visitors to Lane County is estimated at **\$37 million**, providing millions in support to local parks, economic development and the arts.



Hendricks Park Rhododendron Garden



Courtesy of Eugene, Cascades & Coast

Bohemia Park, Cottage Grove

Supports **LOCAL ECONOMY**

2016 Lane County Visitor Spending
\$672 Million

Lane County's top sectors benefitting from
visitors spending

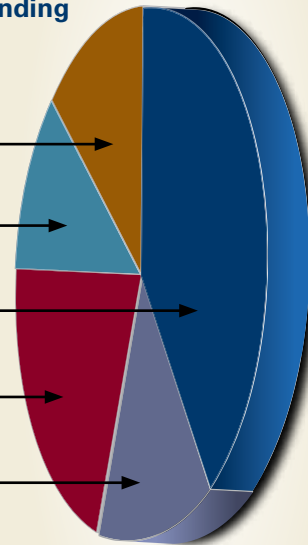
Local Transportation & Gas
\$67.5 / 11%

Arts, Entertainment & Recreation
\$86.1 / 13%

Food & Beverage
\$258.6 / 41%

Retail Shopping
\$96.0 / 15%

Accommodations
\$124.8 / 20%



Return on **INVESTMENT**

The Eugene, Cascades & Coast region welcomes over **5 million** visitors each year.



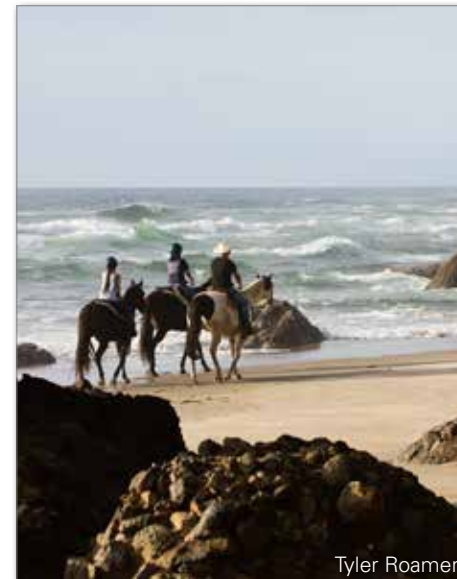
In 2016, these visitors directly spent
\$672 million!



That's equivalent to
four years of tuition and
fees at the University of
Oregon for more than
15,600 students.



VISITORS MATTER IN LANE COUNTY



Tyler Roamer



Michael McDermott



Anthony Smith

Dedicated to **SUCCESS**

Travel Lane County is a recognized leader in achieving year-round economic growth throughout the Eugene, Cascades & Coast region through innovative destination marketing, product development and exceptional visitor experiences.

We are a private 501(c)6 non-profit corporation formed specifically to attract and serve visitors to Lane County. Staff is 100 percent dedicated to selling, marketing and promoting Lane County, which we promote as the Eugene, Cascades & Coast region.

Staff partners with convention and meeting planners from across the region, throughout the United States and around the globe to create unique opportunities for attendees to benefit from sessions inside and outside the

meeting room. Collaborating with the Eugene, Cascades & Coast Sports Commission, we work with local, regional, national and international sports planners to grow events taking place in our region or to bring new events into the region.

We promote a brand of enriching, authentic approachable experiences for all ages and abilities.

The net result of the combined efforts of Travel Lane County, the Eugene, Cascades & Coast Sports Commission, members, area chambers of commerce and jurisdictional partners is more than 5 million annual visitors.

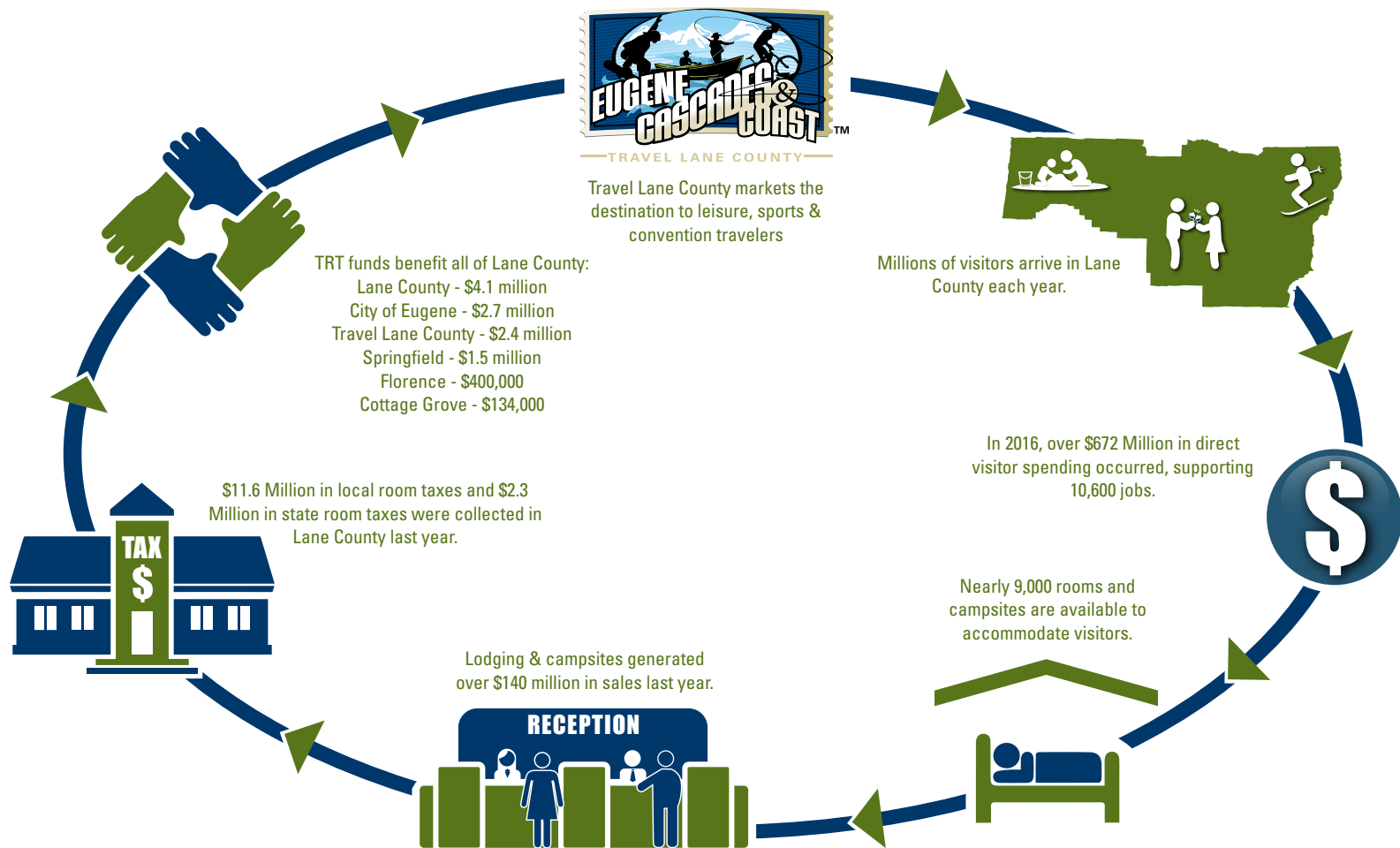
For more information on the importance of tourism and how to get involved, call us at 541.743.8770.

**Travel Lane County
Administrative Office, Sports
Commission & Visitor Center**
754 Olive St, Eugene OR 97440
541.484.5307

or
**Eugene Cascades & Coast
Adventure Center**
3312 Gateway St, Springfield

**EugeneCascadesCoast.org
EugeneCascadesCoastSports.org**





Transient Room Tax (TRT) in Lane County Oregon

Lane County and each city has the authority to levy transient room tax. TRT is collected from the region's 5,500 rooms that are distributed across hotels, motels, lodges, bed & breakfasts, Airbnb, and vacation rentals. Another 3,300 private, city, county, and state RV parks and campground sites are taxed.

In FY17, combined County and city TRT yielded \$11.6 million county-wide. The City of Eugene collects the tax for all cities and the County and distributes it back to each jurisdiction.

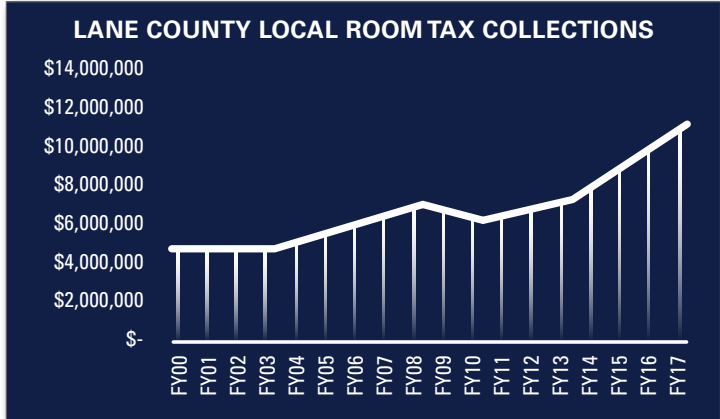
Lane County retains 5% of the receipts within cities that have triggered local TRT rate increases, while retaining the entire 8% throughout the remainder of the County. For example, within the City of Eugene the County retains 5% and the City of Eugene retains 4.5%. The following table outlines the TRT rates by jurisdiction and the time line at the bottom of the page illustrates when rates were increased.

In FY17, Travel Lane County was provided approximately \$2.6 million in TRT for the purposes of marketing the destination to three primary visitor markets. These markets include meetings and convention attendees, leisure travelers, and sporting event participants and fans.

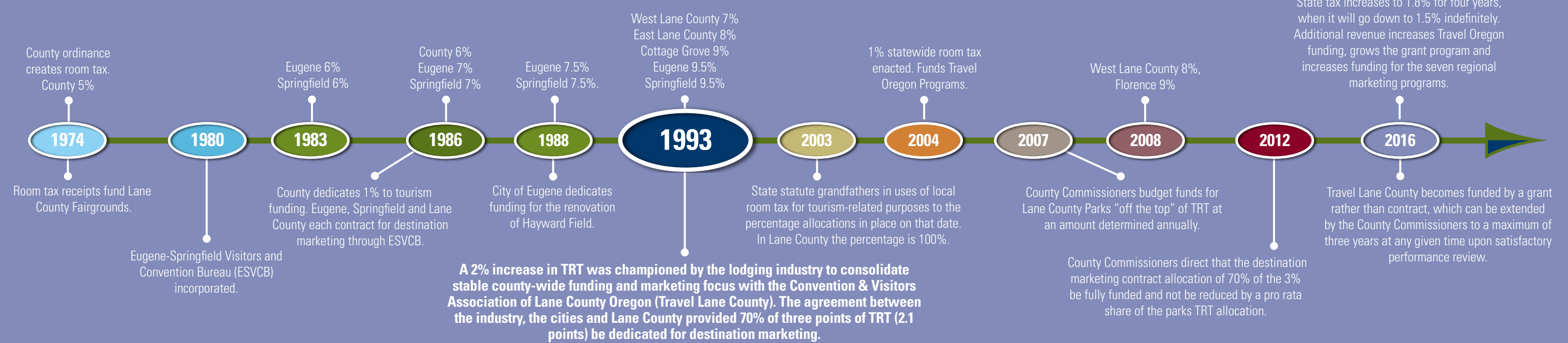
Funding of destination marketing efforts through transient room taxes creates an entrepreneurial environment providing incentives for greater and greater success.

Travel Lane County staff strives to continually improve products and services to meet the changing needs of leisure, sports and convention travelers. As we succeed, room nights sold increase which increases transient room tax receipts resulting in increases in funding for future destination marketing efforts.

| Community | County Tax Rate | State Tax Rate | Total Tax Rate |
|---------------|-----------------|----------------|----------------|
| Eugene | 9.5% | 1.8% | 11.3% |
| Springfield | 9.5% | 1.8% | 11.3% |
| Cottage Grove | 9% | 1.8% | 10.8% |
| Florence | 9% | 1.8% | 10.8% |
| Other | 8% | 1.8% | 9.8% |



Lane County Transient Room Tax History



Wooster Financial Inc.

November 21, 2017

Lane County
Board of Commisioners
125 East 8th Avenue
Eugene, Oregon. 97401

Dear Honorable Commisioners:

Revision Florence is a collaborative effort that is a once in a generation opportunity to significantly impact the business community of Florence, Oregon. The proposed transformation of Highway 101 will assist greatly in expanding the character and vitality of the City.

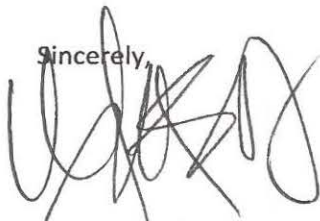
The addition of gateways, public art, plazas and wider sidewalks, in addition to traffic improvements will create a much needed invitation for tourist traffic to linger in Florence.

Our partnership is in the process of acquiring a large coastal property in Florence with the goal of creating a world class destination location for visitors from all over the country and hopefully world. Our proposed multi-Million dollar investment evidences our belief that Florence can become a preeminent destination location on the Oregon coast.

Revision Florence can only support our efforts and investment along with the broader goal of adding "destination " status to the City's many attributes.

We robustly support this effort and enthusiastically support any financial support you can bring to bring the City's vision to fruition.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark S. Davis', written over the word 'Sincerely,'.

Mark S. Davis
President/CEO
Wooster Financial Inc.

Date: November 22, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

I am writing in support of the Revision Florence project. It is truly a once-in-a generation opportunity to stimulate economic vitality in Florence and Western Lane County.

City officials and staff, the Florence Urban Renewal Agency, and ODOT have done an excellent job engaging the public and the business community in the planning of this project. As a result, the various elements, including gateways, public art, wider sidewalks, bicycle lanes and other amenities have the support of the community. This transformation of Highway 101 will attract more visitors year-round, drive more business into the Old Town area, and provide an attractive incentive for potential new businesses.

The Public Art Committee is very excited about the potential to place interesting works of art throughout the new streetscape, which will enhance the experience for visitors and locals.

I strongly support this initiative and look forward to working with the Commissioners to see it completed.

A handwritten signature in blue ink, reading "Harlen Springer". The signature is fluid and cursive, with the first name "Harlen" being more prominent than the last name "Springer".

Harlen Springer

Chairman – Florence Public Art Committee

November 21, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

Revision Florence is a collaborative effort that has become a once-in-a-generation opportunity for the Florence business community. It will transform Highway 101, enticing tourists to stay longer and experience the true beauty and character of Florence. Being a 3rd generation owner of a business here, this is very exciting news.

We need the gateway, public art, plazas, wider sidewalks, ADA accessibility, bicycle lanes, and other traffic calming techniques; that this project will create a more inviting, livable, and vibrant community.

With a new, aesthetic and inviting streetscape, this project will increase tourism by creating a cohesive main street that draws tourists into the old town area, incentivizing economic development and business growth for years to come. It is rare to see such a large project in full swing, but ReVision Florence is breaking ground in the summer of 2018, and we are excited to see its completion.

We would like to offer our support for this incredible project.

Hoberg's Auto Repair, INC 3rd Generation owner Shasta McMullen
PO Box 357
Florence, OR 97439-0012

November 21, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

Revision Florence is a collaborative effort that has become a once-in-a-generation opportunity for the Florence business community. It will transform Highway 101, enticing tourists to stay longer and experience the true beauty and character of Florence. Being a land owner, this is very exciting news.

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McMullen Properties LLC
PO Box 357
Florence, OR 97439

November 21, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

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We would like to offer our support for this incredible initiative, not only because of its substantial local impact, but because of its wider implications for tourism in western Lane County and the region as a whole.

Shasta McMullen
05397 Herman Cape Rd
Florence, OR 97439-8386

Date: November 27, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

Revision Florence has been a collaborative effort and is a great opportunity for the Florence area, businesses and residents alike. Once completed, it will improve the traffic flows as well as be more inviting to travelers. Currently, our Hwy 101 is very boring and it does not invite tourists to stop in town. With the improvements planned, the overall appearance will be more appealing and will also improve access to the Historic Old Town Area.

This project will improve the gateways to Old Town, offer more access for ADA needs, walking tourists and bicyclists. By making the planned improvements, the overall look for Florence will be greatly improved, which in turn will improve most businesses as well as improve the flow and overall access to our local residents.

We would like to offer our wholehearted support for this project as we see it as an improvement that is long overdue. This has the potential of sending increased revenue to the county as well as the state through higher tourist traffic, which would potentially increase Transient Room Taxes as well as an increase in gas tax if more people are stopping and spending more time in Florence.

Regards,

Craig Sanders | President, Hoagland Properties Inc
River House Inn | Old Town Inn | Scenic Hills Super 8
1202 Bay St, Florence, OR 97439
541-991-4672 | Fax: 541-997-6263
craig@hoaglandproperties.com



HOAGLAND PROPERTIES Inc.

Exceeding Expectations in Lodging

Lane County Board of Commissioners

125 E 8th Ave

Eugene, Oregon 97401

Dear Board of Commissioners:

November 22, 2017

I am writing this letter as co-owner of Florence Antiques, Vice President of the Western Lane Community Foundation, member of the Board of Directors of the Florence Area Chamber of Commerce and a member of the Downtown Revitalization Team. I hope that you will consider my comments as unconditional support for your generous financial contribution in relation to the ReVision Florence project beginning in 2018.

As anyone who has ever visited our wonderful city will attest, Florence is on the move with enthusiasm, growth, energy, and an abundance of optimism for the future. New businesses, revitalized older businesses, a budding interest in the arts, and a vital determination to improve and rejuvenate our city so that visitors and citizens alike will spend more time here and enjoy their experiences to the utmost are the driving forces behind this project. As you most likely already know, ReVision Florence is a complex project which will significantly change Florence for years to come. It will include beautiful landscaping of the HWY 101 corridor, additional public art projects around town, bike lanes, more public parking, parklets, plazas and gateways will all incite more tourists and locals to spend quality time shopping, dining, and relaxing in an energized and exciting environment.

As a small business owner who is somewhat active in this community, I am truly excited to see the progress of this project and its expected impact on my business in particular but more importantly business in general. Your consideration is most appreciated!

Tom Bassett

Date: November 27, 2017

Lane County
Board of Commissioners
125 East 8th Avenue Eugene, OR 97401

Dear Lane County Board of Commissioners,

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Regards,

Craig Sanders | President, Hoagland Properties Inc
River House Inn | Old Town Inn | Scenic Hills Super 8
1202 Bay St, Florence, OR 97439
541-991-4672 | Fax: 541-997-6263
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Exceeding Expectations in Lodging