



## 2010-11 Annual Report & Financial Statement

### Letter from Chairwoman Nola Xavier



*Florence Urban Renewal Agency Chairwoman Nola Xavier*

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The Florence Urban Renewal Agency (FURA) has prepared this annual report in accordance with ORS 457.460. It will be available on file for all interested parties and posted on the website at [www.ci.florence.or.us](http://www.ci.florence.or.us). The required information is as follows:

The tax increment received in fiscal year 2010/11 was \$256,720.67; property tax – prior year \$5,684.70; in lieu of taxes \$257.85 and interest – property taxes \$557.37 and bank interest \$886.55 for a total income of \$264,107.14. We also had a carryover from last year of \$424,175.45 giving us total revenue of \$688,282.59.

The actual materials and services for 2010/11 fiscal year were \$219,031.98. The major expenditures were; Library loan expense \$28,215; \$151,572.39 for 35 completed Preservation and Rehabilitation grants; \$11,000 to consultants to do a complete plan review and updated tax increment assessment to help us prepare for borrowing \$2.5 million for the Old Town infrastructure project. Since the beginning of FURA in 2007, we have been planning and building a foundation that would position us to undertake this major project. We are happy to report that FURA has successfully partnered with Oregon Pacific Bank to fund this much needed water and sewer upgrade. As of this writing, the survey work for phase one (from Hwy 126 down Quince to Harbor down to Bay St.) has been completed and phase two surveying is underway. We expect to go out for bids on phase one in December and start construction after the first of the year. The phase two construction won't be scheduled until next fall to avoid major impact on the business community. FURA had also budgeted for \$15,000 in website development but by partnering with the city the new website cost only \$7,000. It went live in May and is a great tool for FURA. We also continue to contract with the City for staff services as needed, rather than have any paid staff. This cost was \$15,339.34.

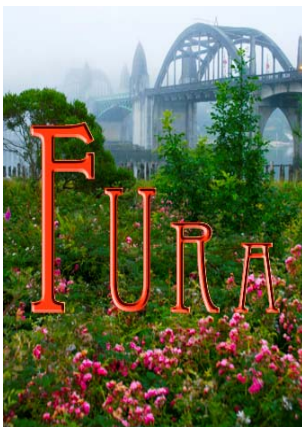
The other major expense in 2010/11 was \$85,300.00 in capital outlay for FURA's part in the land acquisition for the future Siuslaw Interpretive Center. This wonderful addition to Old Town is a partnership with FURA, the City, ODOT and Federal Highways. The planning and permitting process is underway and work should start next fall. The approved budget for 2010/11 is on page three of this report.

The adopted budget for 2011/12 is also on page three. We are projecting a beginning fund balance of \$380,000; tax increment of \$263,517; prior property tax of \$5,000; interest income of \$2,500; in lieu of taxes \$300 and a transfer from debt service of \$2,250,000. The other \$250,000 of our \$2.5 million loan is held in a restricted reserve money market account against future loan payments.

The projected materials & services expenditures total \$85,600, which includes \$28,000 to the Library loan; \$40,000 for contract services; \$3,000 for the audit; \$5,000 for legal services and \$5,000 for one remaining grant. This grant has since expired and that expense will be voided. Our capital expense is \$2,250,000 for the infrastructure project; we anticipate \$450,000 in debt service. The budget also contains a contingency of \$12,717.

Our single project for this coming budget year will be the Old Town infrastructure project. It is long overdue and will provide the whole Old Town area greatly improved services. The engineering work is being done by Florence Public Works and this will provide savings which will allow us to stretch our funds. We hope this will give us the opportunity to do some extra improvements as we move forward. Check in on the website to follow the progress!

Respectfully submitted,  
Nola Xavier, Chairwoman



# New FURA Website Debuted in 2011



In May of 2011, the Florence Urban Renewal Agency (FURA) debuted a new website. Working in coordination with aHa! Consulting, the new site was designed by members of FURA and helps achieve better communication with the public regarding completed, current and upcoming FURA projects as well as meeting agendas and minutes.

aHa! founder and president Brian Gilday specializes in government and municipality websites that organizes and presents information in a way that caters to many different audiences, providing the site visitor a unique and tailored experience. The new FURA website is easy to navigate and cuts out much of the unnecessary clutter that can be found on other public agency websites.

FURA had originally budgeted \$15,000 for the development of a new website, but instead coordinated and partnered with the City of Florence on their new website, cutting the cost for FURA's site down to \$7,000. This partnership has proved to be win-win for both the City and FURA and has been a great tool.

Visit the FURA website yourself at [www.ci.florence.or.us/urbanrenewal](http://www.ci.florence.or.us/urbanrenewal).



## 2010-11 Budget

### REVENUE

Carryover	\$405,000.00
Projected Revenue	\$231,750.00
Transfer-In from Debt Service Fund	\$250,000.00
Total	\$886,750.00

### EXPENSES

Materials & Services	\$274,975.00
Debt Service	\$252,750.00
Capitol Outlay	\$85,300.00
Reserve for Future Projects	\$100,000.00
Contingency	\$65,000.00
Unappropriated Ending Fund Balance	\$108,725.00
Total	\$886,750.00

## FURA 2011-12 Adopted Budget

### REVENUE

Carryover	\$380,000.00
Projected Revenue	\$271,317.00
Transfer-In from Debt Service Fund	\$2,250,000.00
Total	\$2,901,317.00

### EXPENSES

Materials & Services	\$85,600.00
Capitol Outlay	\$2,250,000.00
Transfer-out to Debt Service Fund	\$450,000.00
Contingency	\$12,717.00
Unappropriated Ending Fund Balance	\$103,000.00
Total	\$2,901,317.00

## 2010-11 Impact on Special Districts

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The purpose of the Florence Urban Renewal Plan is to provide incentives for new development that will create increased property values, new jobs, and economic growth opportunities in Florence.

Under the provisions of Ballot Measure 50, an urban renewal plan will have some impact on future property tax revenues for general government taxing bodies, however the Agency believes that our renewal efforts will increase overall property values in Florence, and therefore produce additional revenue for all taxing bodies.

Below is a breakdown of the impact the urban renewal plan had on the tax collection on the special districts for 2010-11:

City of Florence	\$76,877.19
Lane County	\$33,108.87
Siuslaw Public Library	\$12,274.51
Port of Siuslaw	\$3,472.39
Western Lane Ambulance	\$7,590.81
*Lane Community College	\$14,697.11
*Siuslaw School District	\$119,434.20
*ESD	\$5,248.97
Total	\$272,704.05

\*Siuslaw School District, LCC, and ESD are reimbursed according to their proportionate share of the state pool.

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## FURA Board of Directors

The Urban Renewal Board has ten members, four representing special districts, two members representing the Florence community, two city councilors and the mayor. The Current members are:

<u>Member</u>	<u>Term Expires</u>	<u>Member</u>	<u>Term Expires</u>
<b>Phil Brubaker</b> Mayor	2012	<b>Ann Huntington</b> Community Member	2013
<b>Nola Xavier</b> Councilor Chair of the Urban Renewal Agency	2012	<b>Sue Roberts</b> Councilor	2014
<b>Joshua Greene</b> Port of Siuslaw	2012	<b>Woody Woodbury</b> Community Member	2014
<b>PJ Clark-Lais</b> Lane County Representative	2012	<b>Ian Jarman</b> Siuslaw Library Board	2014
<b>Mike Webb</b> Western Lane Ambulance Vice-Chair of the Urban Renewal Agency	2013	<b>John Scott</b> Siuslaw Valley Fire District	2014

The term of office of each member of the Board of Directors, with the exception of the Mayor of Florence, is three years with the term expiration on January 31st.

## Preservation and Rehabilitation Program

In February, 2010, the Florence Urban Renewal Agency (FURA) announced a grant program for businesses within the FURA boundaries. Called the Preservation and Rehabilitation Program, grants were awarded to businesses interested in storefront enhancements, façade improvements and other developments within the district. By the end of the program, FURA had allotted \$171,000 to 39 projects, promoting much needed revitalization in the area.

- |                                |                              |                              |                                |
|--------------------------------|------------------------------|------------------------------|--------------------------------|
| • Kyle Building                | • Siuslaw Coffee Roasters    | • Feast                      | • Tangles                      |
| • Florence Humane Society      | • State Farm Insurance       | • Bridgeport Market          | • Tidewater Building Investors |
| • Merchants of Old Town        | • A.I.C. Insurance           | • Favors Antique Liquidators | • Flowers by Bobbi             |
| • Little Brown Hen             | • Old Towne Mobile Home Park | • Goodman’s Floor Covering   | • Patrick/Pamela Emmingham     |
| • Old Town T-Shirt Company     | • Edwin K Bed & Breakfast    | • Atlantis Properties        | • Purple Pelican Antique Mall  |
| • Traveler’s Cove              | • Sadie Bay Properties       | • Le Chateau Inn             | • Wobbe & Associates           |
| • Incredible Edible Oregon     | • The Sportsman              | • Good Stuff                 | • Shoreline Embroidery         |
| • Lighthouse Inn               | • Glo Tanning                | • Florence Methodist Church  | • Travel Division              |
| • Elson Shield/Kelly’s Cantina | • The Wren’s Nest            | • Motorsports of Florence    | • Lane Interiors               |
|                                |                              | • Jim Pittenger              |                                |

Siuslaw River Coffee Roasters Before



Siuslaw River Coffee Roasters After

