

Florence

OREGON COAST
Area Chamber of Commerce

www.florencechamber.com • 541-997-3128
290 Highway 101, Florence, OR 97439

Florence Area Business Beat

December 2, 2015 UPDATE

Underwriter
2014-2015

Three Rivers Casino Resort

Distinguished Sponsors

101 Things to Do

Bi-Mart

Banner Bank

Burns's Riverside Chapel

Driftwood Shores Resort

Florence Heating & Sheet Metal

Fred Meyer Stores

KCST/Coast Radio

Oregon Pacific Bank

PeaceHealth Peace Harbor Medical Center

Sea Lion Caves

Shippin' Shack/Siuslaw Signs & Graphics

Spruce Point Assisted Living

TR Hunter Real Estate

The Siuslaw News

Be sure to thank these members for their investment in our community!

Coming Events

For even more information on other exciting local events, visit www.FlorenceChamber.com/Calendar.

Business After Hours:

Chamber members and the public are invited to Business After Hours, an opportunity to network at a local business, exchange business leads and tips, and learn about the business that is hosting.

Two Great Business After Hours in December

We have two great opportunities for you to network with fellow members in the business community this month. On Thursday December 3rd join the Florence Kiwanis Club as our host at Sears on Hwy 101 from 5:00 to 7:00 p.m. Learn about the Club's mission and activities in our community with such efforts as the annual Thanksgiving dinner they just hosted in November, the American flag program on holidays, and of course, Sees Candy. Then on December 17th, join Rick Reed and the gang at the Grill and Lounge at Sandpines Golf Links from 5:30 to 7 p.m. for appetizers and beverages, as well as a drawing for two sets of 18-holes of golf with a cart! It's a fun way to check out this iconic members of our community and get acquainted with their new ownership and management – plan to join them!

Noon Forum: IMPORTANT

REMINDER—Noon Forum has moved to the second Thursday of the month! Please join us at noon on November 12 at the Best Western Pier Point/Bay View Bistro. Lunch is \$12. Come enjoy food, friends, and fun! Meet area business leaders and find out what's going on in the Florence business community!

ALSO IN DECEMBER:

4: Florence First Friday! Come, enjoy music, shopping, and dining in Historic Old Town Florence and the Antique District during the extended shopping hours on the first Friday of each month. Many shops and restaurants will be open until 8:00 p.m. with special First Friday prices and promotions!

January

16, 17: Winter Music Festival presented by Friends of the FEC

Get the Chamber's Membership Advantages

- Networking
- Business Tips
- Cooperative Promotions
- Preferred Trade Status

New Chamber Website Debuts!

Did you miss the chambers new website tutorial presentation on December 1st?

Don't worry December 10th Noon Forum will have a re-cap where you can learn how to add the information and photos to your profile page. Join us at Best Western at 11:45 – bring your lap top!

The Chamber recently launched a new website created by the Chamber's marketing partner, Celeste Daniels Advertising & Design. Utilizing the same URL address, it went live Monday November 30th.

Meet Our Distinguished Sponsors

The Shippin' Shack/ Siuslaw Signs & Graphics

One of our newest Distinguished Sponsors is not a new comer to the Florence Area Chamber of Commerce. Starting as Coastal Impressions in 2002, they changed their name to The Shippin' Shack in 2009 and moved to their current location at 625 Hwy 101 in 2012. Not only do they packaging, shipping, copies and printing, but in 2013 they added another element of professional options for the Florence business community when they brought Siuslaw Signs and Graphics on board as well. In addition to supporting the Chamber and the business community financially, they have served on the Chamber board and committees as well as youth athletics with participating in Siuslaw Baseball Association. We're proud to have them as one of our newest Distinguished Sponsors!

Thank you for your membership and support!

Fred Meyer Stores

In 1922, Mr. Meyer opened the first Fred Meyer store in Portland Oregon. His vision was to give Customers more reasons to shop in his store than in any other. Before he opened the new store, Customers went to separate shops for meat, produce, cheese, and other goods. He placed these all under one roof and put an expert in charge of each area, setting the stage for the Fred Meyer Stores we know today!

Locally, our Fred Meyer opened in Florence in 2000 and employs over 200 residents of our community. General Manager Tim Cornish recently arrived in Florence transferring from Vancouver WA. He has worked for Fred Meyer for 20 years, and in addition to enjoying hunting, fishing and the beach, he also enjoys spending time with wife Donna and their two boys and two dogs. We value your support and contribution to our community as a Distinguished Sponsor of the Florence Area Chamber of Commerce!

Thank you for your membership and support!

Why I Am A Member

by Pattie Panther

In a recent interview with Tom Sneddon, he relayed that he is a member of the Florence Area Chamber of Commerce because "it shows that you are involved in the community; that you care about your customers." He added "Membership also allows you to tell people about your business."

For other suggestions and advice for the Florence business community he suggested "Try to put yourself in their (the customer's) position – how would you want to be treated? And be sure to say "Thank you."

As for business tips Tom stated "Be dependable and be confident, but be consistent. Stay positive and optimistic, and be aware of new ideas and innovations. New opportunities appear every day – look for them."

In closing he added "However, relax and enjoy the job!"



Mayor Joe Henry updates Chamber members on the Florence, a City in Motion, economic development efforts.

President's Message

December 2015

By Jenna Bartlett, Chamber President,
General Manager, The Siuslaw News

Florence has become a prime tourist destination

with a great business environment, thanks in part, to the terrific volunteers who enjoy being involved and making such a difference in the community. We appreciate member volunteers who are anxious to use their skills in areas that appeal to them, giving them the opportunity to meet fun, like-minded people who celebrate success.

E-Committee:

Reviews and recommends the use of both the Internet and computer technology in efficient, current and cost-effective ways in order to support both the needs to members and visitors as well as those of internal Chamber operations.

Ambassador Committee:

Serve as the public relations arm of the Chamber. Coordinate ribbon cuttings, business after hours, and membership recruitment and retention.

Membership Committee:

The membership committee is the volunteer

extension of the Chamber, assisting in targeting of new members and retention of existing members, focused on helping members identify the best methods for them to utilize their Chamber membership.

Marketing & Communications Committee:

Focus on attracting and serving visitors, from advertising and promotion to event production to visitor center operations.

Downtown Revitalization Team:

The Florence Area Chamber of Commerce seeks, in collaboration with the city and other stakeholders, to develop and implement components of the "Florence Downtown Implementation Plan" adopted by the City Council in 1999. The goal is to continue the effort to unify and revitalize the downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a main-street theme

Old Town Committee:

Plans and promotes events to attract people to Historic Old Town.

We also have seasonal committees

Siuslaw Awards Committee

Rhododendron Festival Committee

Rods & Rhodies Committee

Fourth of July Committee

Oktoberfest Committee

If you find an area that interests you, then call 541-997-3128 to attend a committee meeting of people who make a difference in the great city of Florence or visit <http://www.florencechamber.com> for more information.

Winter Music Festival Brings Variety, Visitors

Now known as The Winter Music Festival, Florence's premiere winter event is expanding its offerings without discarding its past. Organizers retained the musical roots and pruned some offerings resulting in some exciting new expanded growth. The Festival, a Central Coast staple since the early 2000s that draws attendance from up and down the West Coast, takes place January 16 and 17.

While there will still be a strong flavor of folk, this year's co-headliners The Shook Twins and Jonathan Edwards add depth, spice, and variety as well as an additional 10 musical acts that broaden the festival's traditionally-tasty menu. Local flavor

includes Siuslaw High School graduate Billy Jones, an up-and-coming singer, and singer/songwriter Molly Hardin.

"The goal isn't to change the event as much as it is to refresh the sound and expand the appeal with more variety, all the while retaining the overall flavor a predominantly acoustic blend of Americana, bluegrass, and more contemporary folk music," says Rachel Pearson, chairperson of the Friends of the Florence Events Center committee which produces the event.

In addition to retaining some traditional elements of the weekend including the Saturday pie sale and the Artisan Fair, this year will see the addition of food and beverage tastings, a new caterer, and collaborative events at City Lights Cinema, the Florence Regional Arts Alliance gallery, and Silver Lining Boutique.

More information, including artist profiles and ticket prices, are available through WinterMusicFestival.org.

Crowd of several hundred enjoys expanded Florence Holiday Festival

A crowd estimated between 600-700 folks visited Historic Old Town at the Gazebo Park for Santa's arrival and pictures; then stayed for the Christmas tree lighting at the Siuslaw River Bridge Interpretive Center at 5:30. Music was provided by the Children's Choir and FloTones at both locations; Mayor Joe Henry threw the switch after he and the crowd counted down to one, and the entire Center lit up for the first time under the expanded event. Santa and Mrs. Claus will return to wander the streets of Historic Old Town again on Friday



Line stretched all the way out to Bay Street

December 4th in the early evening, then Saturday the 5th and Saturday the 19th for several hours on those afternoons.



City Staff providing hay rides with new tractor



Enjoying music and hot drinks

Join the Florence Area Chamber of Commerce!
www.florencechamber.com • 541-997-3128

Have some good business advice? An event to promote? A story about your Chamber membership? To get an article or notice published in Business Beat, e-mail Cal@FlorenceChamber.com by the third Friday of the month. Publisher: Cal Applebee, Executive Director. Editor: Scott Steward, Creative Wave Marketing Solutions.

Come See What We See!