

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

August 12, 2017

Welcome to the Chamber!

NEW PREMIER PARTNER

Regency Florence

1951 21st St. 541-997-8436
Short Stay Rehabilitation and Long
Term Care Facility
www.regency-pacific.com/

NEW BUSINESS MEMBERS

All in 1 Tech solutions

Florence Area 541-590-2170
Computer Repair, Tech Support, Web,
Logo, & Graphic Design
www.allin1tech.com

Daniel Harkens Enterprises

159 Florentine Ave. 541-991-0064
Website, Tech Support, DJ Services

Lane Community College - Small Business Development Center

101 W. 10th Ave. #304, Eugene
541-463-6200
Small Business Support, Management
Programs, Workshops and Classes
www.LaneSBDC.com

Novelli's Crab Shack

1498 Bay St. (on the dock) 541-639-7689
"From our boat to your table." Live &
cooked crab, crab chowder & seafood.



Thirsty Thursday Pub Talk

Join the Chamber for an
evening workshop on Hospitality.

Thursday August 31st at 6pm.

Stay tuned for details!

2016-2017 Corporate Underwriters

Driftwood Shores Resort
The Korando Dental Group
Three Rivers Casino Resort
TR Hunter Real Estate

Distinguished Sponsors

101 Things to Do Magazine
Banner Bank
Bi-Mart
Beachcomber Pub
Burns's Riverside Chapel
Fred Meyer Stores
Lofy Construction
Oregon Pacific Bank
PeaceHealth
Peace Harbor Medical Center
Sea Lion Caves
Shippin' Shack
Siuslaw Signs & Graphics
Spruce Point Assisted Living
The Siuslaw News

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

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



"Make hay while the sun shines!" Sometimes these old adages really make sense, as in dollars and cents. Summertime in Florence is haying season and the fields are full. I know for many locals it's difficult due to traffic and busy stores, I understand. Growing

up on my wheat farm working harvest was a dirty business. Way, way back when I was a kid, our combines and trucks didn't have air conditioning, temperatures were often well over 100 degrees and all that blowing chaff sticking to sweat soaked skin was pretty darned uncomfortable to say the least. We worked

all year for two weeks of harvest. We either made it or we didn't, talk about pressure. Our summertime here in Florence is very similar. Many of our businesses bring in the lion's share of their revenue for the whole year in these summer months. Then, they spend it for the next 9 months all over town.

The Chamber Visitors Center had over 2,000 people through the doors visiting in July and the new website is up and performing with thousands of hits a month. (If you haven't, check it out at FlorenceChamber.com. I think you're going to love it!) The Visitors Center art exhibits are expanding the visitor experience, we have amazing sand dunes AND we have wonderful art galleries. Guests are seeing Florence in a whole new light - and it's good for business!

Did you know the Chamber is in the solution business? We help our visitors find what they're looking for and we help our members generate new business. People come in and click on because they are looking for something; a restaurant, hotel, activity, realtor,

CHANGE - It's good or bad, you decide.

By Bobby Jensen Jr.
Chamber Board Member



The internet is the source of more information than any library ever created. We as humans are recording more content and information, than we recorded entirely and col-

lectively everywhere prior to 2006, in one day! There is so much out there to search through that we need programs just to help us navigate through it all. That's where search engines and social media sites come into play. They take

our preferences and decide what is most relevant to us, then deliver it in a fashion that we can utilize it. Facebook, Google and hundreds of other software companies have found success with their business model because of their ability to do it so well. The awesomeness is in the connection. There are over 1.1 zettabytes of information being transferred over the internet every year and I know because Google just told me so when I did a search. This ability to obtain information is changing the world and how we do business. With this change comes opportunity; as well as pitfalls. Many traditional business models are now failing. A cab company just five years ago was a great business model with plenty of opportunity for growth. Any one of us could have been living comfortably running a taxi business. But then one day Travis Kalanick and Garrett Camp (founders of Uber) decided to take not new but exist-

ing technologies and simply change how we interacted with it. They created an application that could turn anyone with a car and internet connected device into a Taxi. Your taxi business is now earning half of what it used to five years ago and it's declining more rapidly daily. Look at what online movie streaming did to the video rental stores. Are you going to be Netflix or Blockbuster? What we need to do is stop for a moment and take a look at how and what we are doing in our organizations. Is there a way we can use the new technologies to make what we're currently doing much easier, better, faster or less expensive? Be the early adopter who accepts change and then like a puzzle piece, search for where it fits in your current operations. The opportunity or detriment of change is based on your attitude when it arrives. Do you welcome it and look for positive applications or do you fight it until you can't any longer.

The Chamber recently polled its members, the results have been very helpful in our WHY. Why do we do what we do? We do it to make our community stronger. More resources mean more opportunities to help people, to hire new employees, to expand businesses. Sustainable economic health is good for our community.

Just think, if it weren't for the \$127.6 MILLION DOLLARS that tourism generates in our small community, we wouldn't have near the services, restaurants, and shopping we do. So let's add a little sugar to the lemon and enjoy our visitors, appreciate their patronage, and welcome them back soon. The Florence Area Chamber of Commerce cares and it shows.

LEGISLATIVE UPDATE

The Oregon State Chamber of Commerce reports "In OSCC's view, the commitment to bipartisanship, particularly in the Senate, was the defining theme of 2017. From the beginning, Senate President Peter Courtney (D-Salem) committed the Senate to bipartisanship in 2017 that had the effect of derailing many partisan issues that could have harmed sensitive negotiations around balancing the budget and passing a transportation funding plan.

Here's what happened:

Business avoids a major tax increase

Very early in session, Senate Revenue Chair Mark Hass (D-Beaverton) signaled his desire to pass a major tax reform bill that would replace Oregon's corporate income tax with a gross receipts tax. It would have created a gross receipts tax on all businesses with \$3 million or more in Oregon sales and would have raised a little less than \$1 billion in additional revenue for the upcoming 2017-19 budget. Chair Hass abandoned his effort to pass HB 2830 in late June when it became clear that there were no Republican legislators willing to vote for the bill. The House Leadership quickly responded by passing a bill to increase taxes by \$196 million on small business. HB 2060 eliminated

the 'small business tax cut' passed by the 2013 legislature and passed by a bare majority in the House. But the Senate did not follow suit. By this time, the Senate had decided to balance the budget without additional revenue.

Transportation funding package passes against all odds

Prior to the 2017 legislative session, the Legislative Assembly created the Joint Committee on Transportation Preservation and Modernization (JTPM) to develop a transportation policy and funding package for introduction during the 2017 session. Their work product was embodied in HB 2017 which threaded the needle - a 7-year, \$5.3 billion transportation funding plan which addressed major maintenance and seismic needs, multi-modal investment, traffic congestion relief and public transportation funding. The bill passed both chambers in the last days of session with bipartisan majorities.

Going forward ... what we are watching for

- Will the balanced budget hold? Any significant reversal of economic fortunes or fluctuation in revenues could wreak havoc on the 2017-19 budget. Remember, the 2017-19 budget was balanced on the strength of

record high revenues.

- The 2017-19 budget may still yet be in trouble. At least one lawmaker is preparing a referendum on the hospital taxes and health insurance premium taxes in HB 2391. A statewide special election would be called in January 2018 if enough signatures are gathered to force an election.
- What will the public employee unions do on taxes? They are already collecting signatures for a "Son of 97" gross receipts tax ballot measure. But will they double down on a losing 2016 effort and a failed attempt to raise taxes in 2017?
- Will the bipartisan cooperation in the Oregon Senate continue to hold? While the bipartisan tone produced some meaningful outcomes for the 2017 legislature, it also risks causing some severe backlash among traditional democratic constituencies that want more action on progressive policies."

The Florence Area Chamber of Commerce supports legislative advocacy on behalf of its members. One of many chamber benefits. Find out more at www.FlorenceChamber.com.



extraordinaire, will paint during the event and raffle off one of his paintings. August 17th from 5:30-7pm at 120 Maple Street in Old Town.

Chamber After Hours with Western Lane Community Foundation.

Stop into our office on Thursday, September 7 for refreshments, and visit with our Board members and Staff. Learn about the Foundation mission and impact in western Lane County. Feel free to discuss with any board member the wonderful contributions our donors have made, allowing us to support local non-profits, schools and students with grants and scholarships. Hear exciting news about the growth of our managed funds to over \$6 Million! Catering by 1285 Restobar. Event from 4-6pm. 491 Laurel Street West in Country Corners.

Join Florence Regional Arts Alliance (FRAA) for food, drinks and art as we host the Florence community and FRAA members for Chamber Business After Hours. Danny Weaver will provide music and our very own John Leasure, Board member

Your ticket to fun

September 8, 9, 10

 Fri • Sat • Sun
 Hot Rods • Show & Shine • Vendor Fair • Raffle Prizes

Be part of the excitement

Volunteer, Participate, Sponsor

Call Rosa @ 541-997-3128

Florence Area Chamber of Commerce

October 6, 7, 8

 Fri • Sat • Sun
 Wine • Glass float Giveaway • Chowder

YOUR LOCAL CHAMBER WANTS YOU. NOW.

Volunteers Needed
Call 541-997-3128



Visitors Center

Meet people from all over the world
by volunteering here.

Fun
&
Rewarding

Rods N' Rhodies

Car Show, Poker Walk, Raffle Sales,
Merchant Awards. Lots to do!