

OREGON COAST Florence Area Chamber of Commerce

October 7, 2017

Welcome to the Chamber!

NEW PREMIER MEMBER

Angle & Square, General Contractor
Florence Area
541-991-8044
angleandsquare.com

UPCOMING EVENTS:



Get funded

Chamber Noon Forum – NOW AT THREE RIVERS CASINO & RESORT!

October 12

Come discover new ways to GET FUNDED and expand, update, and grow your business. This useful forum will be presented by Maia Hardy, Loan Officer with Community LendingWorks (associated with NEDCO in Springfield and serving all of Lane County), and Jesse Dolin, Economic Development Catalyst for the City of Florence. Learn how local business can access funding and services from our government partners. Get the help you need to grow your business. Join the Chamber at Three Rivers Casino October 12th at 11:45am for lunch and learning. This forum is open to the public and lunch is available for \$11.99.

From the Director's Desk

By Bettina Hammigan
Chamber Executive Director



Chamber = Resources. Florence, like most small rural communities is challenged with limited housing and skilled workforce. How do we get the right people to come, stay and build their lives here? It seems obvious - we attract people that want this lifestyle. It is shocking, but not everyone wants to live in a small rural community - they're not the people we should be marketing. Let's go after people that want what we have; fishing, wildcrafting, hiking, beaches, lakes, and my favorite, community. Last month's topic, at the Chamber Noon Forum,

(held the second Thursday of the month at Three Rivers Casino) was on "Hope for Housing." Wendy Farley-Campbell presented for the City of Florence and she made a very interesting point, if we're bringing in employees from outside the Florence Area, it's very difficult for them to become a part of our community. When they go home after work, they're not going to drive back for the 7pm local event or come back for weekend events. It's not new news, Florence needs more skilled workforce; technical, manufacturing, skilled trades, and health care professionals are all in demand. The City is collaborating with Travel Lane County and the Chamber to develop a new marketing video that will tell our story and invite people that want what Florence has. This video will be used for recruiting through marketing, social media, and shared with community organizations. Sometimes, we as employers need to think out of the box. Like work sharing - where two people do one person's job. How

about two semi-retired people job sharing? Florence is a popular retirement community but not all of us are quite ready for full time retirement. Two mom's sharing one position, two students sharing one position and so forth. Opportunities abound when we are willing to change things up.

Which brings me to my question, can you push a string? Are you trying without even realizing it? Are you feeling frustration, exasperation, apathy, burn out? It happens sometimes without even knowing it. What strings are you trying to push? Staffing, technology, marketing, relationships, stagnation? The list goes on and they can be business killers. If you're coasting, you're going downhill. Let's work together to look at your string and how Chamber resources can help you grow. Making connections will help you leverage other's experience and knowledge, learning the easy way. The Chamber is here to help, we can help find the answers your business needs. Call me and let's talk.

Cookie Branding?

By Bobby Jensen Jr.
Chamber Board Member



Whether we like it or not, when we're in business we have a brand. The brand is the overall feeling created when people think about your business. We as humans have a brand as well, but it's referred to as our char-

acter. So this spot is for you regardless of your position.

Your brand is made up of thousands of different interactions between you and your customers. Every detail of every interaction will affect the way people feel about your business. What we need to do is make a plan of how our brand will look, sound, feel, taste and smell! People will associate all of these senses with your business no matter what, so we want to look at all of them and make sure we are communicating the brand we want to represent our organization.

A few years ago I helped install an oven in a family business which was odd because it

was a financial planning firm. I immediately asked, "Why do you need an oven here?" "To bake cookies of course!" So what does baking cookies have to do with financial planning? Sensory experience translates to trust, that's what it has to do with it.

Their brand was traditional and what's more traditional than the smell and taste of fresh baked cookies? Associations like this are a way to connect your brand to people's positive emotions. So you can see that you're the choreographer, orchestrator and director! Build the experience all the way through with attention to all the details that will delight your favorite customers!

LEGISLATIVE UPDATE

Small business has a voice in Salem. The OSCC has been actively representing small business interests. Until a few years ago there was no representation specifically for small business. The vacuum left legislators with little to no resistance for unfriendly business legislation. Things are different now, thanks to the Oregon State Chamber's advocacy small business is being heard. Here is a recent OSCC update for what is coming up very soon.

"There are a variety items we want to bring to your attention. Initiative Petitions are in full swing as the deadline for gathering signatures is October 5th for the November 2018 Ballot. Additionally, the Governor's PERS Task Force is running and up to full speed.

Initiative Petitions - *The Business Coalition* has launched two proactive Initiatives.

The first Initiative is to slow state spending growth and to pay off the state's PERS debt.

The second Initiative clarifies the state Constitution on tax and fee increases in order to

address the three-fifths requirement on revenue raising legislation

Oregon PERS Task Force

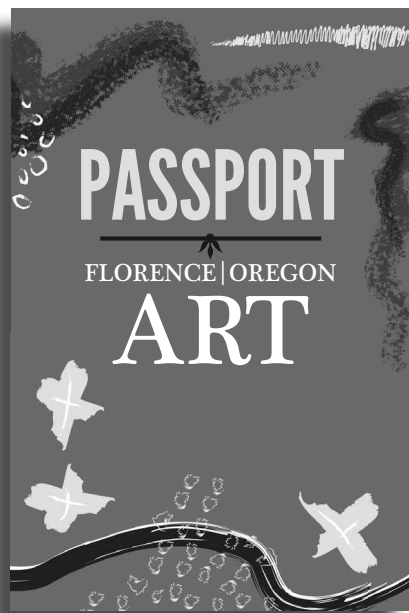
The Oregon PERS Task Force is now in full swing. Governor Brown has directed the panel to come up with \$5 billion in funds to pay down part of Oregon's \$24.5 billion in unfunded liability. The task force IS NOT charged with reducing the cost of PERS.

The Governor asked the PERS Task Force to generate ideas first, and determine their feasibility and political viability second. The group will meet again on October 13th before submitting a report to Gov. Brown on November 1st. The recommendations of the group will likely produce legislation for the 2018 session that could have widespread consequences.

Please find a list of concepts that we compiled below:

- Maximize marketing, sale and distribution of liquor, excise taxes on beer and wine. The task force discussed a 50-cent bottle surcharge on liquor but were less specific with regard to beer and wine.
- OHSU \$1 Billion in unrestricted funds: The task force has suggested looking into using these reserve funds and acting as backstop for OHSU if needed.
- Rolling back limitations on city taxing authority with the requirement that a portion of additional revenues go to the state for UAL (marijuana tax, cigarette tax, etc.)

- Tax on foreclosed properties: Counties currently use foreclosure tax funds to reimburse themselves for the cost of sale and any additional funds are disbursed to all taxing entities. The task force is considering repurposing foreclosure surpluses.
- Restructuring the way that SAIF is managed. Ideas have been thrown out about using a portion of the dividend investment portfolio and using future dividends for Oregon's UAL. The task force acknowledged the harm this would cause employers.
- Selling or leasing state lands, unclaimed property and other property: \$100 million-500 million.
- Increasing estate taxes: \$10 million-50 million.
- Shifting more fire suppression costs to forest land owners: \$10 million-50 million per year.
- Assigning capital gains tax above projections to PERS fund: \$100 million-500 million per year during economic growth periods.
- Taking interest earned on state funds from each fund and putting it in common pool: \$50 million-100 million.
- Increase games and introduce mobile phone games to the state Lottery: \$100 million-\$1 billion over 10 years.



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The Siuslaw News

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



Business After Hours Hosted by the Florence Senior Center October 19th.

Join the Chamber and community at the Florence Senior Center, mix, mingle and make new connections. Enjoy appetizers and refreshments with live music. You're invited to Business After Hours on October 19, 2017, from 5-7 PM. Here's your chance to tour the facility and discover new expansion plans.

Business After Hours Hosted by Heceta Lighthouse Station Bed & Breakfast November 2nd.

Don't miss this rare opportunity to enjoy the warm hospitality of this historic bed and breakfast. Misty and her crew will provide wonderful homemade nibbles from the kitchen and libations to sip while you stroll through the beautifully decorated rooms, enjoying the breath taking ocean views. Making new business connections has never been such a wonderful experience!

Business After Hours are FREE to attend and open to the public. We invite you to come see for yourself how the Chamber does business!

Event Committee Meetings – Come join the fun!

Want to grow your business? Business by referral is powerful. Participating on a Chamber Committee is an effective way to build relationships and referrals. Contact us for upcoming meetings and times at 541-997-3128.

Supporting Small Business Startups

By Russ
Title, Description here

Florence—and indeed the entire Siuslaw region—is in the business of economic development. All of us want to ensure a stable, secure, sustainable quality of life for ourselves, our families, and our fellow citizens. As one tribal leader noted at the Oregon Coast Economic Summit in 2016, "A rising tide lifts all canoes."

Coupled with that natural desire, consider this stunning fact: over the past 30 years, startup businesses have created nearly 40 million American jobs—which accounts for all of the net job creation over that same period.

Of course, a lot of new businesses fail and large, stable firms can continue to grow as they develop new products and new markets. But nonetheless, the numbers suggest the real engine of job creation isn't just business, but new businesses. Beyond their own growth, they play a part to attract new customers that can grow an entire economic sector, and they keep existing businesses sharp and focused on their own health.

But new businesses are a risky venture. About one-third close within two years, and fully half are gone within the first five years. What if we committed as a city, as a region, to supporting our small businesses—and not just as customers, but with our hearts and minds, our time and our attention?

Many of us in the Siuslaw region are doing exactly that. The Florence Area Chamber of Commerce is all about strengthening all of our local businesses. The City of Florence has



a vibrant interest in economic development in the area, with an active Economic Development Committee and our own Economic Development Catalyst.

We also have two incredibly rich resources working along the river and up and down the coast. The LaneSBDC, better known as the Small Business Development Center, works to provide old and new businesses alike with the tools they need to focus and grow their business. Their Small Business Management program, located at LCC's Florence Center, is about to start their second cohort—and it's not too late to join. And RAIN, the Regional Accelerator and Innovation Network, is about to launch their second coastal "pre-accelerator" aimed at entrepreneurs in traded sector businesses.

Keep your ears to the ground and watch for announcements and opportunities coming from RAIN and the SBDC to support job growth in our area. Let's work together to secure a bright future for our region.