



PHOTOS BY MARK BRENNAN/SIUSLAW NEWS

Above, Ellen Huntingdon talks about the Florence Downtown Revitalization Team and its possible involvement in Deluxe Corporation's Small Business Revolution "Main Street" web series. Right, nearly 80 people attend a "Main Street" presentation at City Lights Cinemas on Dec. 28.



Main Street

from 1A

"We are starting our tour at 9 a.m., so if storefronts could be lit at that time, that would create a nice welcoming environment for them," Huntingdon said. "That is a great opportunity for business owners to meet and talk with the representatives from Deluxe if they stop in."

She said that Small Business Revolution is looking for businesses that show a need and desire to take their business to the next level. In addition to this, they are also looking for interesting stories to share.

If Florence is selected as the featured town for "Main Street" season 3, six businesses will be selected through an interview process by Deluxe to receive a portion of \$500,000 for physical improvements, design assistance, business planning advice, interior decorating or other technical assistance as needed.

The majority of the six businesses selected will likely be within what is considered to be "downtown" Florence, or the Florence Urban Renewal District. This encompasses Historic Old Town Florence, with district boundaries of the

Siuslaw River to the east and south, Kingwood Street to the west and Ninth Street and Highway 126 to the north, with some areas extending slightly beyond.

"However, Deluxe has chosen businesses outside of main street for season 1 and 2, so any business within the Florence area may be eligible," Huntingdon said.

After the site visit to Florence, the Small Business Revolution team will visit Martinez, Calif.; Siloam Springs, Ark.; Aberdeen, S.D.; Bastrop, Texas; Americus, Ga.; Alton, Ill.; Brainerd, Minn.; Amesbury, Mass.; and Exeter, N.H. From there, the selection team will pick the top five cities. In mid-February, the series will open a public vote to ultimately choose the winning town.

For more information, visit ellenhuntingdon.wixsite.com/florencecdrt or contact Huntingdon at ellen.huntingdon@opbc.com or 541-902-1509.

Radio

from 1A

The senior staffing at KXCR has also recently changed, and Jonathan Yoder is now the acting station manager. He has been involved at the radio station for the past few years in a number of capacities.

"Being a community radio station really does mean we want everyone in the community to be involved, if they are interested," Bagon said. "We respect everyone and want to invite everyone, regardless of their political position or affiliation, to join us and share their views with our listeners."

While Yoder and Bagon are hopeful about community interest, they are concerned that basic costs for operations of the station will not be forthcoming in a timely manner, and KXCR may not be able to pay its bills.

"People think we are an NPR station and we are not," Yoder said. "We get some programs from them, if they are free, but we are a Florence-based community radio station, so we are totally dependent on the community for our funding."

"We are working on getting some grants but we need help right away with the overhead, keeping the lights on, so to speak."

Yoder and Bagon want to make sure listeners in the Florence area are aware of the differences, which are significant, between commercial radio and community radio.

"We play all types of

music, everything from blues to classical and jazz to rock and roll. In addition, we have many shows that are informational in nature," Bagon said. "We have shows that discuss politics, health and nutrition, and science and nature. These are shows that you will not hear anywhere else in this listening area."

Bagon suggested that one of the best ways that interested individuals can begin participating in local radio is by contributing to a show designed to highlight specific issues.

"We have a program called 'Grab Bag.' Anyone can come in and do a show about a specific subject that we might run once or twice," she said.

If people want to do a regular program, they need only to prepare three shows.

"We will figure out where it fits in with our current programming and put it on the air," Bagon said.

The new management team at KXCR is also hoping to increase the number of community volunteers participating in program production and with the many technical elements involved in station operation.

"One of our pressing needs right now is to have some people that have a technical background who would be interested in helping our station manager getting the shows ready to be broadcast," Bagon said. "It is a little work to put a show together, but is work that I've found very satisfying."

Those interested should come by KXCR, 1509 Ninth

St., and talk with Yoder about training.

"Someone can also help prepare you for producing your own show or helping with other shows," Bagon said.

KXCR's new leadership also wants to include additional programming that deals with the area in and around Florence.

"One of the other projects we are looking at developing is a local news show. We really want to cover the city council meetings and other local events that our listeners are interested in hearing about. These include weather and tide reports and fishing information, which are all a big thing here," Bagon said.

Yoder echoed Bagon's thoughts.

"Most importantly, we want to hear from our listeners, that's first and foremost," he said. "We want them to tell us what they would like to hear. We want to provide the programming that people want to listen to — we just need to hear from the community."

Bagon concluded, "What we really would love is help in any area that people would like to contribute — whether it is financial, technical or working at the front desk answering the phones and greeting people that may stop in."

To find out more about volunteering or contributing to KXCR, visit kxcr.net, call 541-997-5252 or stop in to the station, located across the street from the Siuslaw Public Library.

THIS WEEK ON THE COAST

A WEEKLY LISTING OF COMMUNITY EVENTS IN THE FLORENCE AREA

SUBMIT ALL EVENTS INFORMATION VIA EMAIL TO PRESSRELEASES@THESIUSLAWNEWS.COM

Dec. 30

High Street Band plays
7 p.m. to 12:30 a.m.

No cover
Blue Bills Sports Bar & Tap Room
Three Rivers Casino Resort

Dec. 31

New Year's Eve Dance
2 to 4:30 p.m.

Open to public
Shorewood Senior Living

High Street Band plays
8 p.m. to 1 a.m.

No cover
Three Rivers Casino Resort Event Center

Amy Clawson and Coltrane Play
9 p.m. to 12:30 a.m.

No cover
Blue Bills Sports Bar & Tap Room
Three Rivers Casino Resort

Deadline to apply for City Committees

Visit ci.florence.or.us/boardsandcom

missions/ for more information
Open to public
Class Act Theatre

Jan. 2

Florence Big Wave First Tuesday

Open Mic
6:30 p.m.
Open to public
Florence Regional Arts Alliance
120 Maple St.

Jan. 3

Van Fans Meeting
11:45 a.m. — check-in
Noon — lunch \$8.50
The Shorewood
541-999-0779

Small Business Revolution "Main Street" Series Reception

5 to 7 p.m.
Open to public
Florence Events Center

Jan. 8 and 9

Auditions for Disney's "Tarzan"
6:30 p.m.

Open to youth
CROW Center for the Performing Arts, 3120 Highway 101
crowkids.com

Jan. 9

Us TOO Florence
Prostate Cancer Support Group with Urologist Bryan Mehlhaff

5 to 7 p.m.
Open to public
Presbyterian Church of the Siuslaw
541-999-4239

Jan. 10

Florence Green Movie
12:30 p.m. or 6:30 p.m.

Tickets required
City Lights Cinemas

Jan. 12

Florence MS Support Group
For time and location, call Skip at 541997-8205 or Lloyd at 541-999-1608

Winter Music Festival Artisan Fair
1 to 7 p.m.
Open to public

Florence Events Center

Winter Music Festival Friday Night Throwdown

7 p.m. — Jeff Scroggins and Colorado
8 p.m. — Laurie Lewis and the Right Hands
Tickets required
Florence Events Center

Jan. 13

Winter Music Festival Supersession 16

10:30 a.m. to 5 p.m.
Tickets required
Florence Events Center

Winter Music Festival Artisan Fair

11 a.m. to 5 p.m.
Open to public
Florence Events Center

2nd Saturday Gallery Tour

3 to 5 p.m.
Open to public
Various locations in Historic Old Town Florence and Uptown 101
2ndSaturdayGalleryTour.com

Winter Music Festival Headline Show

7 p.m. — John Craigie
8 p.m. — Al Stewart
Tickets required
Florence Events Center

Justin Shandor — The Ultimate Elvis Concert

7 p.m.
Tickets required
Three Rivers Casino Resort

Jan. 13 and 14

Yachats Agate Festival
10 a.m. to 4 p.m.

yachatsagatefestival.com/

Jan. 14

Winter Music Festival Gospel Gumbo Gathering

1 p.m. — Billy Jones and choir directed by Marty Adams
3 p.m. — On the Rocks, University of Oregon a capella group
Tickets required, includes lunch
Florence Events Center

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[Image of three dogs]