



WHAT URBAN RENEWAL IS NOT

Establishing an urban renewal district

- WILL NOT increase your taxes one dollar
- WILL NOT take private property for private development

In fact, if an urban renewal district is established

- Every taxing district (Library, Ambulance, Port, etc.) will continue to receive every dollar it receives today
- Every taxing district will receive future



HOW IT WORKS

- An Urban Renewal Agency is formed.
- The Agency creates and distributes the Urban Renewal Plan to the Taxing Districts for comment.
- Public Forums are held for community information and feedback.
- The Agency recommends the final Plan to the City Council for formal adoption.
- The City Council holds a public hearing for community input.
- The City Council votes to adopt the Plan.
- An Urban Renewal District is formally established.
- Future property tax revenues from the district help fund new projects.
- Public or private interests will bring projects to the Agency to seek Urban Renewal input and assistance.
- With Urban Renewal Agency recommendations to the Florence Planning Commission, projects will then go forward.

HOW WE GOT HERE

Over the last 16 years Florence has done an excellent job in planning -

- By bringing together elected officials and involved citizens to help resolve local issues
- By creating over 12 plans, studies, etc. with solid recommendations on how to improve the community

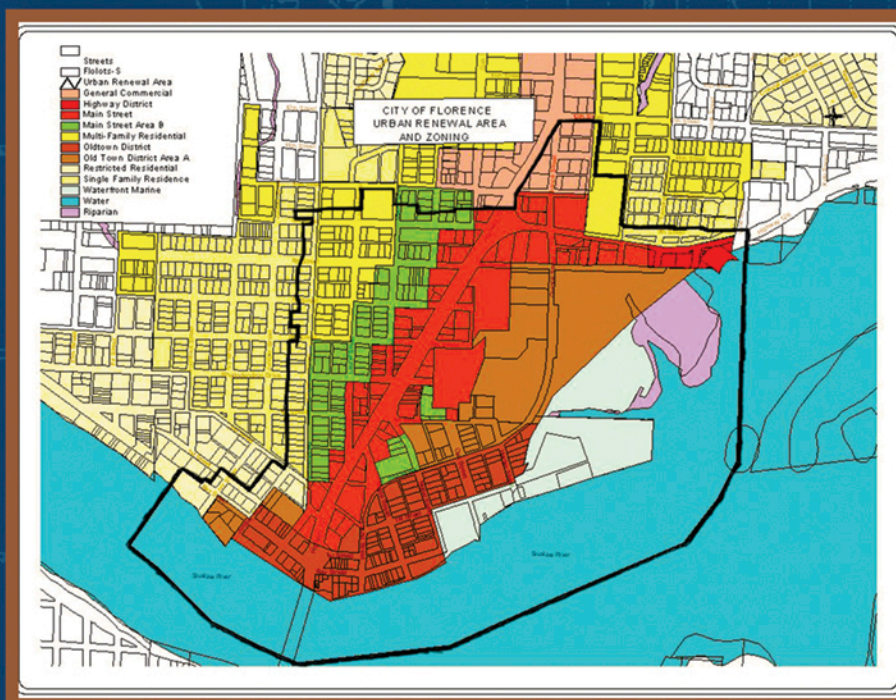
The one issue that remained was how to pay for these community improvement projects.

In April of 2005, the Mayor and City Council established the Downtown Urban Renewal Advisory Committee (DURAC). The committee was asked to find a solution to pay for the improvements, looking at a wide variety of solutions.

The committee, made up of local citizens, ultimately recommended what 50+ other Oregon communities are doing - using urban renewal as a solution.

Recently, the Mayor and City Council established an urban renewal agency as a required step in moving forward to establishing an urban renewal district.

Soon, after an open community meeting on this topic, the Council will hold a public hearing before deciding on whether or not to establish an urban renewal district.



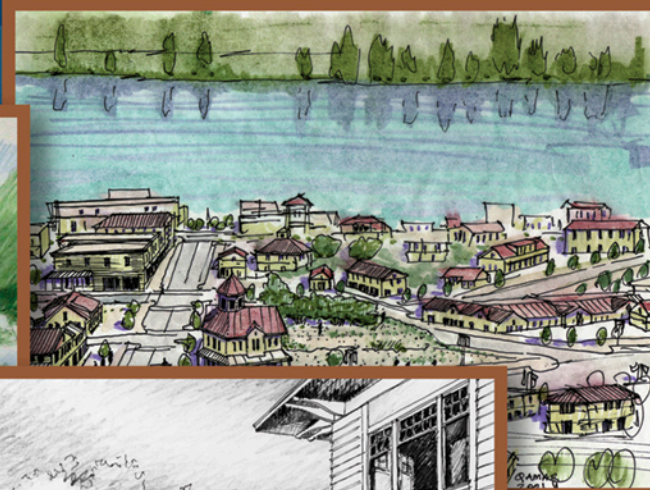
VISION STATEMENT

To preserve and revitalize the Downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors by encouraging continued growth, development and enhancement consistent with Florence's small-town ambiance and character.

TO PRESERVE



AND REVITALIZE



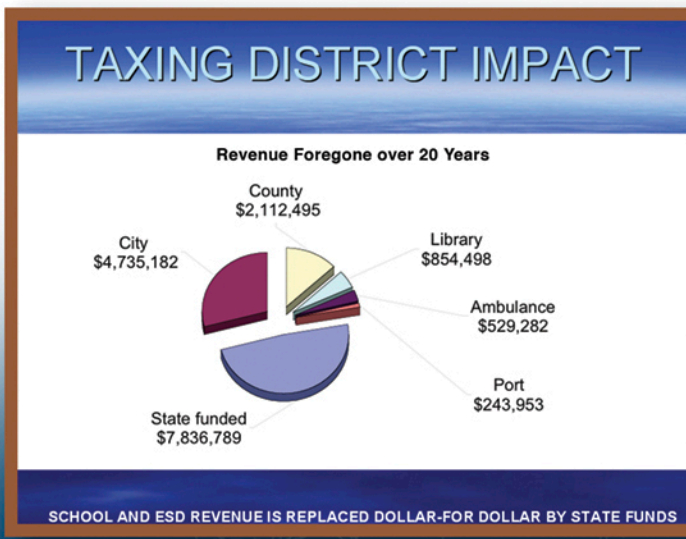
POTENTIAL PROJECTS TO ACHIEVE THE VISION

- Fixing deteriorating infrastructure (e.g. water & sewer lines)
- Assisting in the repairing of the wharf and public docks,
- Adding parks and an estuary trail for walking and riding bicycles,
- Adding public parking and restrooms,
- Providing incentives for desirable development,
- Helping place utilities underground,
- Establishing a visitor's center and possibly an improved senior center, as well as a number of other community improvement projects.

OK...So there is no free lunch!

The Minus - The taxing districts will receive a little less of their future revenue growth.

The Plus - Over 10 million in property tax revenue will stay in Florence. To fund, improvement projects, that otherwise



Q. WHAT IS URBAN RENEWAL?

Urban renewal is a program designed by the State of Oregon to help cities revitalize, enhance or improve areas that have either deteriorated, require updating or have become unsafe and are detrimental to the community.



Funding for improvement projects is created by a tool called Tax Increment Financing or "TIF". What TIF does is *redistribute* a portion of property tax revenues to pay for improvement projects. It IS NOT an increase in taxes...

Path Forward

Urban renewal has been embraced by cities and counties of all shapes and sizes in nearly every region of Oregon. It has offered municipalities a way to redevelop and revitalize their communities, using public investment to stimulate private investment in areas that otherwise would have remained stagnant or undeveloped.



THE AGENCY MEMBERS ARE:

THE URBAN RENEWAL AGENCY WILL MEET TO REVIEW AND APPROVE THE DRAFT PLAN

- Phil Brubaker, Mayor
- David Braley, City Councilor
- Nola Xavier, City Councilor
- Jim Gangle, Lane County Assessor
- Ron Hogland, Library District
- Joshua Greene, Pot District
- Mike Webb, Ambulance District
- Wilbur Ternyik, Member at Large
- Frank Casazza, Member at Large



Q. WHY DOES FLORENCE NEED IT?

Today, Florence has a number of funding requirements involving the downtown area -

- Infrastructure (sewer and water lines) need upgrading
- The wharf needs repair
- The public fishing dock needs repair
- Streets need to be more safe and pedestrian friendly
- Attracting desirable development for under-utilized properties e.g. the old school
- Repair and/or renew aging buildings and infrastructure

Over 50 Oregon cities and counties currently have active urban renewal agencies. Their plans have been used to spur on redevelopment in areas that otherwise would have remained physically deteriorated, unsafe, or poorly planned. And all of their plans focus on working closely with citizens within their communities to make their communities a much better place for the future.



You are cordially invited to...

A public forum will be held

by the

Downtown Urban Renewal Agency

at the

Florence Events Center

on

July 30th at Six-thirty p.m.

