



Springfield ANNUAL REPORT

CHAMBER OF COMMERCE

JANUARY 1973



Tom Wurtz
President 1973

By the time the members of the Springfield Area Chamber of Commerce read this annual report, 1972 will be a pleasant memory for most of us. The Chamber certainly has much to be proud of in the leadership that Russell M. Poff gave this past year. The many accomplishments of the committees are proudly reflected in this our annual report.

However, we must think ahead to the new year and dedicate ourselves to continuing the fine work that this Chamber is capable of doing. 1973 is a legislative year in the State of Oregon. The actions of our legislators will affect the business and personal lives of each and every member of the Springfield Area Chamber of Commerce. One of our primary goals must be to acquaint ourselves with legislative developments and let our voices be heard as often and as loudly as possible.

We have a good organization and we have a growing organization. One of our main goals for the year 1973 is to increase our membership to 575.

Another goal of our Chamber is to keep the high committee participation rate for which we have been known in the past. 1972 saw the birth of a joint athletic committee to support the University of Oregon sports by cooperation between the Eugene and the Springfield Area Chambers of Commerce. This type of activity is healthy for our Chamber and truly gets us involved in the life of the Springfield area.

The Springfield Area Chamber of Commerce is an important part of the life in Springfield. And it is so because of your participation in its activities. I look forward to working with you in 1973.

Chamber Members Active . . . Programs and Projects Expanded – Diversified

ECONOMIC DEVELOPMENT

- Prepared and distributed the Springfield Industrial Directory.
- Assisted representatives of a number of new retail, wholesale distribution, service and industrial firms in finding locations in Springfield.
- Actively supported the development and expansion of new and existing industrial parks.
- Met with and maintained contact with a number of future commercial and industrial prospects.
- Initiated and conducted an industrial survey of local firms to improve the local business and industrial climate.
- Worked closely with the Springfield Development Corporation in their planning and construction of a new retail center in the downtown area.
- Continued the program of recognition of new firms locating in the area.
- Published and distributed economic and statistical data.
- Recommended revisions in the 1990 Plan.
- Recommended that additional business and commercial zoning be studied and approved.
- Opposed the proposed city business license tax.
- Provided assistance to several commercial land developers.

NATURAL RESOURCES

- Opposed the inclusion of additional large tracts of forest lands in Wilderness Areas.
- Continued support of the United States Forest Service "Multiple Use Management" concept of federal forest lands.
- Actively supported reasonable, sound, and realistic air and water quality control laws and legislation.
- Maintained liaison with the U.S. Army Corps of Engineers in relation to the Willamette Basin Project – flood control, water storage, bank revetment and recreation.
- Urged the development of a Steelhead fishery on the McKenzie River.

- Requested the earliest possible development of an additional State Park in the area.
- Supported expansion of facilities within the Port of Siuslaw.
- Continued support for additional forest access roads.
- Continued support for the U.S. Forest Service management plan for French Pete Valley.
- Supported the acquisition of additional park land for Willamalane Park and Recreation District.

Worked closely with the Oregon Forest Economy Council.

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Russell M. Poff
Past President

At the close of a very enjoyable and busy year, I would like to express my appreciation and gratitude to all the members of the Springfield Area Chamber of Commerce. First for the confidence shown in electing me President, and second for your excellent participation in the work of the Chamber during the year.

As I indicated at the start of 1972, the Chamber can only be as effective as the committees are active. We had very active committees this year and I am very proud and happy to have been a part of this work.

Please continue your participation, and 1973 will be a greater year for Tom Wurtz and for all of Springfield.

RETAIL TRADE ASSOCIATION

- Sponsored eight city-wide retail sales events.
- Conducted a Shoplifting Prevention Clinic and a Check Cashing Seminar.
- Sponsored "Springfield Night" at Civic Stadium.
- Instituted the Springfield Bad Check Warning System.
- Originated the "Thanks For Shopping Springfield" program.
- Developed and distributed the RTA membership facts folder.
- Co-sponsored the publishing of the Chamber's Membership Directory and Buyers Guide.
- Distributed the RTA Community Promotion Calendar.
- Provided information to the membership concerning the city's sign ordinance.
- Initiated a study concerning possible legislation for shoplifting and solicitation ordinances.

CHRISTMAS ACTIVITIES

- Staged the 19th Annual Springfield Christmas Parade.
- Continued the financing of the new Christmas street decorations.
- Conducted the Home Lighting Contest.

PUBLIC AFFAIRS

- Continued support for the establishment of the Springfield Art Center.
- Worked for improved postal services.
- Recommended modernization and improvement of voting precincts in the Springfield area.
- Conducted a number of Chamber forum meetings.
- Coordinated the successful effort to raise funds for the purchase of land for a building to house Springfield's 200 bed emergency hospital.
- Supported the Junior Achievement program.
- Completed the successful program for the establishment of the Springfield Motor Vehicles Office.
- Conducted membership referendums on various legislative matters and publicized the results to let the voice of the business community be heard.
- Maintained a close working relationship with Associated Oregon Industries and the Oregon Retail Council on legislative matters.
- Supported the construction of a new National Guard Armory in a location convenient to Springfield.
- Endorsed and supported numerous projects of the City of Springfield, Willamalane Park & Recreation District and School District #19.

Maintained a close liaison with county, state and federal officials concerning various legislative matters affecting business and industry.

Supported increased and enlarged medical and hospital facilities.

TRANSPORTATION

- Actively supported the extension of Oregon 126 (I. 105) to the west to a connection with Route F.
- Recommended certain changes in Lane Mass Transit Authority bus routes in Springfield.
- Supported a proposed City Charter amendment removing the remonstrance provision and limiting the cost per front foot of street construction for the property owner.
- Urged the earliest possible extension of the 2nd and 3rd street couplet and Centennial Boulevard.

Requested that a priority list be established for various city and county street and road projects affecting Springfield.

Continued support for the reconstruction of the Jasper Road cutoff and relocation of sections of Route F.

Urged the installation of additional intersection signalization.

Recommended construction of various city arterial and street projects.

Supported new street lighting programs.

Met with Oregon State Highway officials to discuss road and highway needs in Springfield and Lane County.

Continued the support of improvements of existing sidewalks and new construction.

Studied future needs concerning expanded airline and air freight service in the metropolitan area.

COMMUNITY RELATIONS

- Revised and distributed the "Membership Directory & Buyers Guide."
- Published the revised Springfield Visitor's Map and city street map.
- Conducted the Springfield Beautification Award's program
- Sponsored the Boss-Secretary luncheon.
- Published numerous Springfield promotional brochures.
- Provided local information and facts to new residents of the community.
- Worked closely with Welcome Wagon in welcoming new citizens of the community.
- Instituted planning and development of the "Springfield Story" — a 30 minute narrated slide presentation.
- Sold the new Springfield decal and printed and distributed the Springfield Facts Folder.

Began planning for the establishment of a Chamber convention program for the Springfield area.

Maintained and expanded a photograph file for use by the news media in promoting Springfield.

Hosted a group of touring French students at a community luncheon

SPORTS AND RECREATION

This new committee was established jointly with the Eugene Area Chamber of Commerce to promote University of Oregon athletics.

This committee will expand into additional areas during 1973.

Promoted the Go Big Green program and ticket sales during the football season.

Distributed U. of O. football, basketball and wrestling schedules.

GREETERS AND MEMBERSHIP

Welcomed owners and managers of new business to Springfield at semi-monthly breakfast meetings.

Obtained 65 new Chamber membership investments which represented a total of \$3,555 in new income.

RETENTION

Contacted Chamber members concerning membership investment and the Chamber's program of community development.

IF THE CHAMBER DIDN'T DO IT — WHO WOULD?

ADDITIONAL HIGHLIGHTS OF THE CHAMBER'S YEAR OF ACTION. . . .

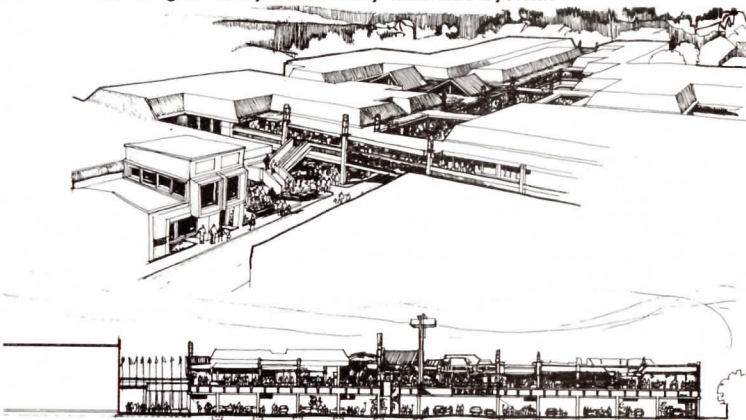
- Co-sponsored the Springfield Annual Citizens Awards Banquet.
- Supported the National Alliance Job Fair to find employment for returning veterans.
- Hosted a Department of Motor Vehicle luncheon in recognition of the opening of the Springfield office.
- Assisted in the publication of a Consumer Protection Brochure by the Lane County District Attorney.
- Supported the proposed City of Springfield serial levy.
- Co-sponsored with the Eugene Area Chamber of Commerce a tourist information center on I-5.
- Recommended individuals for appointments to various government citizen advisory committees.
- Made recommendations concerning the city's sign ordinance.
- Opposed the Oregon Farm Bureau's ballot measure concerning the financing for public schools.

SOUND — SOLID GROWTH — 1972

A Picture story



Pacific Northwest Bell's New Equipment Building — Springfield Has Oregon's Only Community-wide ESS System.



SPRING VILLAGE SHOPPING CENTER

An artist's rendition indicates the new look for Springfield's core area. Final approval was given to the Springfield Development Corporation's Spring Village shopping center in December of 1972. The platform will contain 90,000 square feet of space which will include 68,000 square feet of retail space and approximately 30 establishments. Construction started the first part of January and the grand opening is planned for December, 1973.



A Fine New Community Medical Facility.



The New Steelcraft Plant Under Construction — Manufacturers of Log Hauling Equipment.



One of Springfield's Fine New Restaurants.



City of Springfield's New Fire Station No. 3.



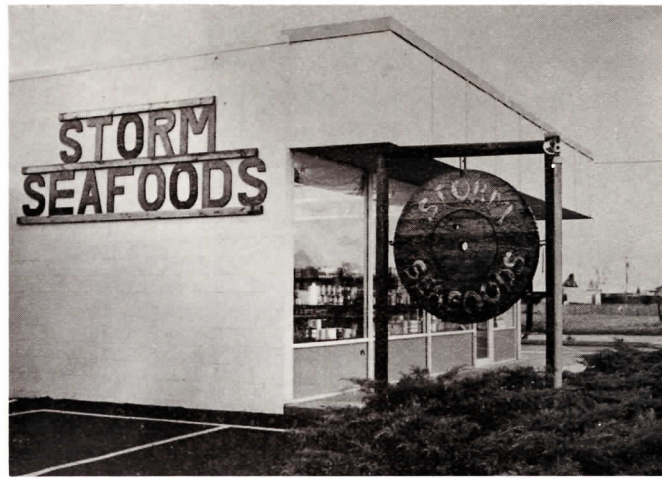
The Kingsford Company Continues Its Growth and Expansion.



The Sizzler Family Steak House — A Modern and Attractive New Dining Establishment.



Springfield Auto Parts In Its New Location.



Storm Seafoods — A Fine New Addition to Springfield's Business Community.



The Towne Manor Is Indicative of the Many Fine New Apartment Complexes Being Constructed in the Community.



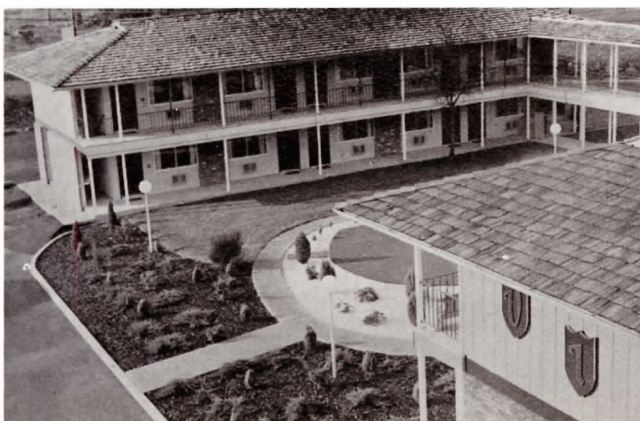
New Retail Establishments in the Expanding Mohawk-Centennial Shopping Area.



Walt Laxton's Store For Men — New Location and Expanded Facilities.



Springfield's New Marine and Recreation Vehicle Dealer.



The Village Inn Motel Offers The Finest In Guest and Tourist Accommodations.



McDonald's In Springfield For The First Time.



BEAUTIFICATION AWARD WINNERS

Portland Federal Savings & Loan won first place honors in the Landscaping Division in the Chamber's Springfield Beautification Awards Program. Other winners included: New Building Division — U.S. National Bank, first place; Sizzler Steak House, second place; McKenzie Women's Clinic, third place. Remodeling Division — First Christian Church, first place; Arctic Circle Drive-In, second place; Dr. Lawrence W. O'Dell, third place. Landscaping Division — Centennial Medical Associates, second place; Pacific Northwest Bell, third place.

Special recognition awards were presented to Weyerhaeuser Federal Credit Union and the City of Springfield's Fire Station No. 3.

Your Chamber Investment Provides You With. . .

Direct representation with many organizations and agencies including:

United States Chamber of Commerce
Pacific Northwest Travel Association
Portland Better Business Bureau
Oregon Corporation Department
Division of Economic Development
Associated Oregon Industries
Oregon Retail Council
U.S. Department of Commerce
U.S. Corps of Engineers

Oregon State Highway Department
Willamette Basin Project Committee
U.S. Forest Service
U.S. Department of Transportation
Oregon Travel Information Division
State Parks Department
State, County and Local
Government Offices
Congressmen and State Legislators

1972 Committee Chairmen Honored

Honored at the Chamber's Annual Meeting for their service as Committee Chairmen:

GARY PARRISH
Citizen's Bank
ECONOMIC DEVELOPMENT

GARY REED
Reed's Fuel
NATURAL RESOURCES

KEN HODGKINSON
Firestone Store
RETAIL TRADE ASSOCIATION

TRIG SOLEIM
Pacific Power & Light Co.
CHRISTMAS ACTIVITIES

JIM CYPHERT
Springfield Public Schools
PUBLIC AFFAIRS

BOB JURGENS
Daren Engel Real Estate
TRANSPORTATION

AL MEDFORD
Mark's Super Market
COMMUNITY RELATIONS

REV. EARL GIBBS
First Christian Church of Springfield
SPORTS & RECREATION

JACK FORELL
U. S. National Bank
GREETERS & MEMBERSHIP

PHIL WALD
Citizen's Bank
RETENTION

Retiring Members of the Board of Directors

Past President Russell Poff extended his appreciation and presented plaques at the Annual Meeting to five retiring Board members for their loyal and dedicated service to the Chamber.

JIM CYPHERT
Springfield Public Schools
1971 - 72

AL MEDFORD
Mark's Super Market
1970 - 72

ROBERT A. MOFFITT, M.D.
1970 - 72

KENNETH WRIGHT
Formerly, First National Bank of Oregon
1970 - 72

GARY BUELL
Buell Chapel
1965 - 72

Consolidated Financial Statement

JANUARY 1, THROUGH DECEMBER 31, 1972

ITEM	1971	1972
INCOME		
Membership Dues	\$34,195.75	\$36,202.50
Interest & Miscellaneous	1,162.54	1,073.68
Resale of Material	1,157.00	433.01
Total Income	<u>\$36,515.29</u>	<u>\$37,709.19</u>
EXPENSES		
Salaries	\$20,765.92	\$22,200.00
Quarters	2,283.43	2,328.22
Operations	7,987.12	7,635.38
Committees	2,127.07	2,288.06
Contingency	136.65	75.00
Total Expenses	<u>\$33,300.19</u>	<u>\$34,526.66</u>
Cash Balance at end of period . .	<u>\$20,418.14</u>	<u>\$23,600.95</u>