



Springfield ANNUAL REPORT

CHAMBER OF COMMERCE

JANUARY, 1975



RON PEERY
President 1975

The Springfield Area Chamber of Commerce has a giant task awaiting its board and officers during 1975. This is not something new to this Chamber or this board. Like every organization that strives to improve and expand, the Chamber is faced with continuing its present programs, adding new programs which are needed by the community, and assuring its membership that every resource available to the Chamber will be used for these purposes.

All of our committees are, of course, extremely important. I do feel, however, that there are certain areas that deserve our attention this year. Since this is a legislative year and many bills will be introduced that will affect our members as individuals and as businessmen, our Governmental Affairs Committee will be very active and will continue to work closely with our state and national legislators to ensure that they are kept aware of the concern and wishes of our members.

Meetings have already been held by the Retail Trade Committee and retailers in each shopping area of the city to determine what the Chamber can do to coordinate its efforts and those of our business community to ensure continued growth and prosperity.

The Tourist and Convention Committee, which was started last year, will be very active in its efforts to promote and attract major conventions to Springfield. With the excellent facilities which were already here and the addition of new motels and

restaurants in the Gateway area, Springfield will be able to boast of some of the finest facilities in the state. If you have questions or know of groups who will be having conventions, please contact your Chamber office.

Every year the Economic Development Committee concentrates on attracting new business and industry to Springfield and on making sure that those already here continue to grow. Their task is made easier by the resources we have available to attract them.

The Chamber has no reason for its existence other than to serve the needs of its members. If we are not serving those needs, we want to know. We want your guidance and direction, and above all else we want your needs and problems to be our needs and problems. With your help, we can all see 1975 as the year all of us can point to as a year of substantial accomplishment.



EDWARD L. RAMSAY
Past President

1974 was a banner year for the Springfield Area Chamber of Commerce. Thanks to the hard working committees, the dedication of the staff and support of the membership, we were able to rise to many new heights. The year ended with the Chamber reaching the largest membership gain in recent years, with 79 new members, for an increase of \$5,585.00. 1974 also saw your Chamber further strengthen its financial base with an increase in membership investment, move to improve the Chamber's community image by leasing a new modern office to be occupied in April '75, expand the voice of business in many governmental

decisions, broaden the activities of the Chamber with an effective Mass Transit Task Force, Downtown Task Force, and establish an active and flourishing Tourist and Convention Bureau.

Without the overwhelming support of each of you, your Board and 1974 officers would have been unable to have accomplished such progress. Each and every one of you should be proud of the Chamber's community involvement and acceptance, as well as its leadership in the state. Springfield is envied by many others in Oregon.

You have selected an outstanding Board for 1975. With the able leadership of Ron Peery and his officers, 1975's activities are off to a great start.

1975 poses special problems. With the legislature in session, there come many challenges to the business community. Reaction to these challenges requires much input from every businessman. Let's all individually dedicate ourselves to pitch in behind Ron and his team to make the voice of business an effective and united reaction to those challenges.

Action Committees & Task Forces Provided Community & Area Benefits During 1974

ECONOMIC DEVELOPMENT

Provided assistance to representatives of business, professional and industrial firms in finding locations in the community.

Met with prospective commercial and industrial prospects.

Distributed over 300 copies of the new industrial folder to utilities, real estate offices, financial institutions, industrial development corporations, railroads, and government agencies.

Sponsored Industrial Recognition Week luncheon and tabloid section in the Springfield News.

Worked closely with the Oregon Department of Economic Development.

Updated and maintained an industrial land inventory.

Met with Lane County officials concerning a county-wide economic development program.

Provided assistance to representatives of Coast to Coast in locating their new warehouse facilities here.

Prepared and distributed general information concerning Springfield and Lane County.

Discussed the need for additional sewer facilities in the community.

Contacted local firms to determine needs in maintaining and improving the city's industrial and business climate.

Studied the U.S. Forest Service proposed Land Use Plan for the Willamette National Forest.

Continued support for the Multiple Use management of federal forest land and opposed to inclusion of additional excessive amounts of Wilderness Areas.

Supported realistic and sound air and water quality control laws and enforcement.

Requested funds for reforestation of federal lands.

Maintained liaison with various forest industry associations in dealing with various legislation, rules and regulations.

Continued support for the development of new and improved recreation facilities.

Organized meeting with federal officials and local distributors and dealers concerning the gasoline shortage and allocations.

Met with officials of several motion picture companies to request filming in the area.

Hosted the Oregon Joint Legislative Interim Committee on Environment, Agriculture and Natural Resources -- assisted with their public hearing.

Participated in the State Economic Development Conference.

Continued to work for the completion of Spring Village.

Co-sponsored the Lane County Tree Farmer of the Year Award with the Eugene Area Chamber of Commerce.

RETAIL TRADE ASSOCIATION

Expanded and improved, in cooperation with the Springfield Police Department, the Check Flash Warning System.

Sponsored four city-wide sales promotions.

Continued support for the enactment of a city ordinance dealing with Shoplifting and Solicitation Control.

Carried on a 'Shop Springfield' campaign.

CHRISTMAS ACTIVITIES

Sponsored the 21st Annual Springfield Christmas Parade.

Maintained the Christmas street decorating program.

GOVERNMENTAL AFFAIRS

Supported the allocation of a portion of the city's Hotel-Motel Tax funds to the Chambers Convention Bureau for the promotion and attraction of conventions and tourists.

Recommended and supported the city's request to exceed the 6% limitation by \$508,000.

Supported the consolidating of the sewerage function in the city.

Conducted a referendum of the membership concerning the city's proposed Tax Increment Plan.

Sought improved and expanded postal service.

Established a joint Governmental Affairs Committee with the Eugene Area Chamber of Commerce to establish close liaison with the Lane County Legislative delegation to the Oregon Legislature.

Actively supported the Junior Achievement program.

Sought additional health and medical facilities.

Worked closely with Associated Oregon Industries on legislative matters affecting business and industry.

Maintained a close working relationship with local divisions of government on matters of importance to business and the citizens of the community.

Endorsed and supported the consolidation of P P & L and SUB electric and water facilities.

Urged members to become more involved in governmental affairs at all levels.

TRANSPORTATION

Supported the concept of Mass Transit but opposed the diversion of state highway funds as a means of financing.

Conducted a survey of airport services and needs.

Recommended and supported various highway and street projects in the city and area - - 2nd & 3rd Street couplets, Centennial Blvd., Harlow Road, Hayden Bridge Road, McKenzie Highway, Route F, Highway 58, North 19th Street, North 5th Street, Jasper Road, Signalization, Interchanges, Traffic Patterns, New Arterials and Street Maintenance and Improvements.

Improved Springfield signing on major highways by the state and county.

Studied the possible vacation of the Southern Pacific tracks along 2nd & 3rd Streets.

PUBLIC RELATIONS

Prepared the 1975 edition of the Business Directory and Consumers Guide.

Conducted a series of Chamber Membership Forums.

Sponsored the 4th Annual Boss-Secretary Luncheon and Beautification Awards.

Published and distributed numerous Springfield promotional and informational brochures.

Developed and published the Chamber's newsletter and Annual Report.

Provided information and facts to citizens and new residents of the community.

Co-sponsored the Annual Citizens Awards Banquet.

Continued the development of the 'Springfield Story' slide presentation.

CONVENTION & TOURIST BUREAU

Inaugurated the Chamber's first full time Convention & Tourist Bureau with funds obtained from the city's Hotel-Motel Tax fund and the Chamber's general account.

SPORTS & RECREATION

Promotion of University of Oregon athletic programs as well as Springfield Public School programs.

GREETERS & MEMBERSHIP

Welcomed new business people to the community.

Obtained 79 new Chamber members which represented a total of \$5,585.00 in new income.

RETENTION

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

EVALUATION

Obtained increased Chamber investments from 247 firms and individuals totaling \$2,997.50. A large majority of the increase came from the raise in the Chamber's minimum investment from \$55.00 to \$65.00.

LTD TASK FORCE

Organized to monitor the budgeting process of the Lane Transit District and make recommendations.

Studied possible new sources of revenue for LTD as a method of broadening their tax base and to eliminate or limit the need for increasing the existing payroll tax on business.

DOWNTOWN TASK FORCE

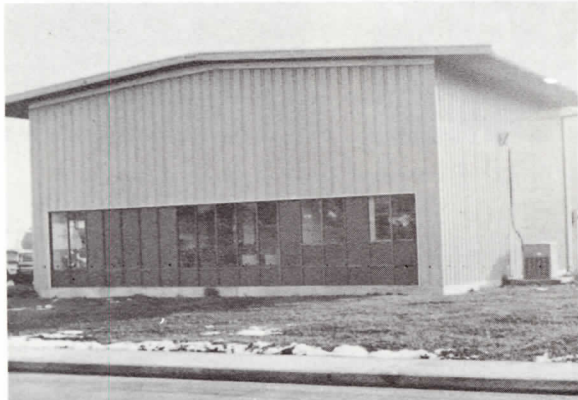
Striving for a plan to enhance, renovate, and expand the city's core area. Worked with officials of Spring Village to obtain necessary funds to complete this important project.

SOUND, SOLID GROWTH - 1974

A Picture Story



Newly remodeled and expanded Towne Shoppe



L. H. Morris Electric

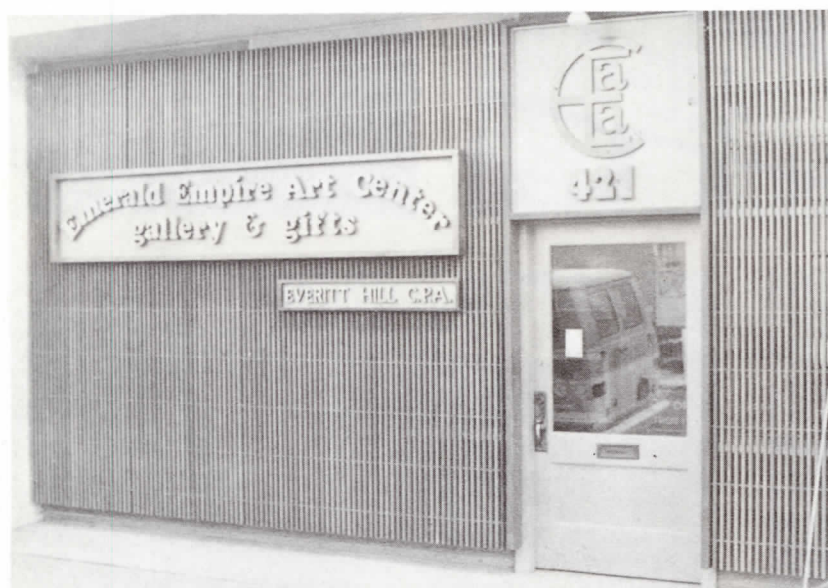




The Springfield News



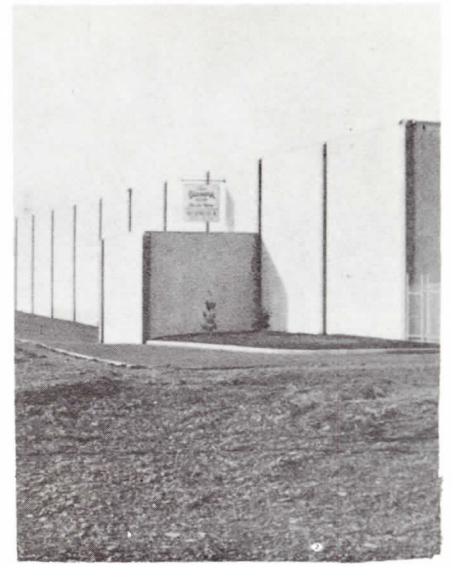
Weyerhaeuser Company's office building



Foy Martin Sheet Metal's new facilities

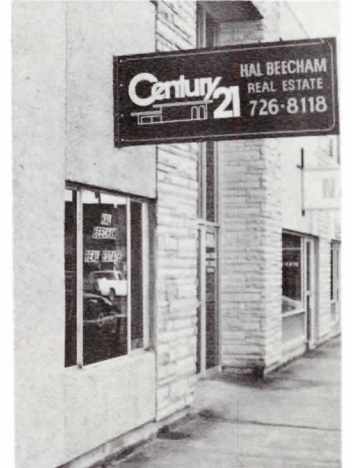
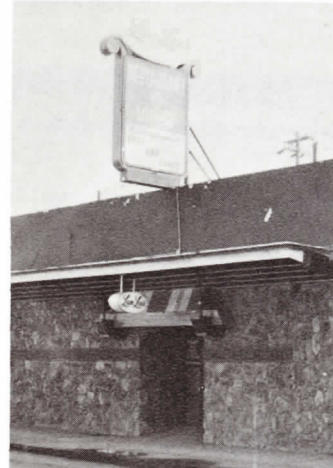
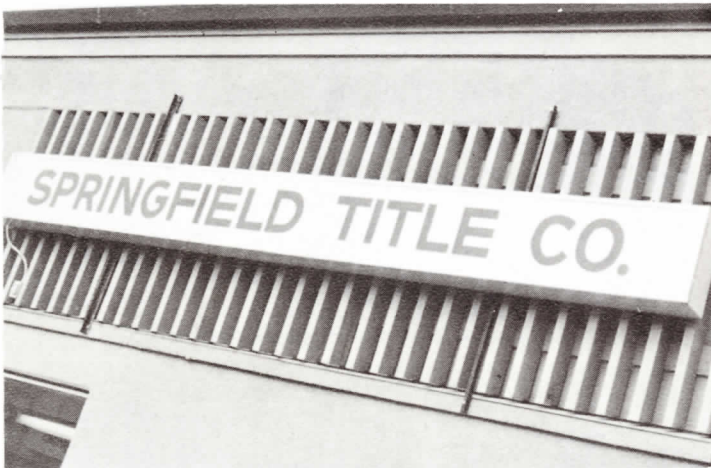


Photos courtesy of Gerlachs Camera Center



Carver Electric Company's new location

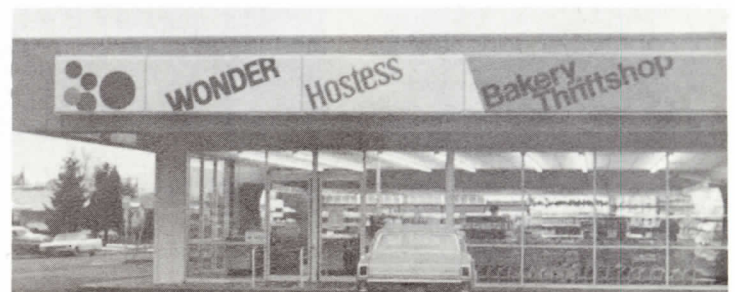
Coast Distributors office and warehouse



Peoples Bank of Springfield



Oregon State office building





McKenzie-Willamette Memorial Hospital nears completion



Marquess Engineering Company's modern office

Majority of Chamber Investments Increased in 1974

A total of 229 Chamber members raised their minimum investment during 1974. This was as a result of action taken by the general membership at the 1974 Annual Meeting when the annual minimum investment was raised from \$55 to \$65.

As a result of the activities of the Evaluation Committee, the following firms also increased their financial investment:

HASTIE CAMPERS
ADVERTISING PRODUCTS
U.S. NATIONAL BANK —
MOHAWK-NORTHGATE BRANCH
JOE BANDO MOBILE HOMES
NATIONAL METALLURGICAL CORP.
PACIFIC AUTO SUPPLY
TRADER LEE'S
SOUTHERN PACIFIC CO.
PIONEER TITLE CO.

SAFEWAY
REED'S FUEL & TRUCKING
BI-MART
SEARS
CHRISTIAN LOGGING CO., INC.
COCHRAN AUTO SALES
RICHARDSON MOTORS
McDONALD'S
BORDEN CHEMICAL CO.

Your Chamber Investment Provides You With

Direct representation with many organizations and agencies including:

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

Oregon State Highway Department
U.S. Forest Service
Oregon Travel Information Division
State Parks Department
U.S. Corps of Engineers
Local, County & State Government Offices
Federal & State Legislative Representatives
Southern Willamette Associated Chambers

OFFICERS AND DIRECTORS 1975

Ron Peery, President
Centennial Bank

Gary Walker, First Vice President
Willamalane Park & Recreation District

Gary Parrish, Second Vice President
Peoples Bank of Springfield

Bill Edom, Treasurer
Citizens Bank

Edward L. Ramsay, Past President
Valley Land Co.

Bill Irsfeld
Automatic Heat Co.

Charles Searl
Springfield News

Doug McKay
McKay Investment Co.

Tim Harold
Attorney

Bob Jurgens
Daren Engel Real Estate

Bob Naslund
Attorney

Ken Hodgkinson
Firestone Store

Frank Kosciolk
National Metallurgical Corp.

Guinn James
Gerlach Drugs

Lanny Jones
Haggerty, Ruff & Co.

Everett Christian
Christian Logging Co.

Arlo Giles
Acting City Manager

SUPPORT YOUR CHAMBER

1974 COMMITTEE & TASK FORCE

CHAIRMEN HONORED

DOUG MCKAY
McKay Investment Co.
ECONOMIC DEVELOPMENT

MIKE KOZA
Big M Shopping Center
RETAIL TRADE ASSOCIATION

BILL STUDER
Springfield Public Schools
CHRISTMAS ACTIVITIES

DAVE NEET
Stewart Real Estate
GOVERNMENTAL AFFAIRS

JIM BRITTON
Wildish Industries
TRANSPORTATION

JACK CRISWELL
Springfield Utility Board
PUBLIC RELATIONS

GEORGE BRAY
International Dunes Motel
CONVENTION & TOURIST BUREAU

CLIFF MATHEWS
Springfield Public Schools
SPORTS & RECREATION

TEK HAUGEN
Centennial Bank
GREETERS & MEMBERSHIP

TOM VESSEY
U.S. National Bank
RETENTION

GARY REED
Reed's Fuel & Trucking
LTD TASK FORCE

AL HANSEN
Hansen Furniture
DOWNTOWN TASK FORCE

Consolidated Financial Statement JANUARY 1, THROUGH DECEMBER 31, 1974

ITEM	1973	1974
INCOME		
Membership Dues	\$38,208.80	\$43,048.65
Interest & Miscellaneous	1,168.36	2,219.41
Resale of Material	511.14	825.56
Transfer from RTA	300.00	420.00
Total Income	<u>\$40,188.30</u>	<u>\$46,513.62</u>
EXPENSES		
Salaries	\$24,300.00	\$26,700.00
Quarters	2,567.95	3,090.71
Operations	9,127.18	10,404.52
Committees	2,408.75	3,765.28
Contingency	125.00	841.67
Total Expenses	<u>\$38,528.88</u>	<u>\$44,802.18</u>
Cash balance at end of period	<u>\$25,271.54</u>	<u>\$26,997.73</u>

Springfield Economic Trends 1974

	1973	1974
Population	32,934	34,600
Assessed Valuation (City)	\$311,431,100	\$344,971,322
Assessed Valuation (School Dist.)	\$432,328,729	\$482,867,590
Assessed Valuation (Park Dist.)	\$238,778,000	\$264,450,334
Building Permits (Number)	1,006	1,015
Building Permits (Value)	\$22,391,939	\$19,446,874
Telephones	28,791	30,756
Postal Receipts (June 30)	\$585,277	\$677,185
Housing Units (Est.)	10,873	11,173
Subdivisions Filed	47	60
School Enrollment (Peak)	10,036	9,917
Electric Meters	15,050	15,374
Water Meters	11,093	11,585
Gas Meters	2,421	2,397
* Retail Sales	1972 - \$80,001,000	1973 - \$99,672,000

* Latest Figures Available

RETIRING MEMBERS OF THE BOARD OF DIRECTORS HONORED

REV. C. EARL GIBBS
First Christian Church of Springfield
1972 — 1974

DR. JOHN BORMAN
1973 — 1974

DON BUMGARNER
Shelton-Turnbull, Inc.
1972 — 1974

BOB WILLIAMS
Weyerhaeuser Company
1974

THOMAS E. WURTZ
Attorney
1971 — 1974

PAT TEAGUE
City Manager
1970 — 1974

Committee Chairmen 1975

ECONOMIC DEVELOPMENT
Doug McKay
McKay Investment Co.

RETAIL TRADE ASSOCIATION
Ron Hansen
Gerlach's Drugs

CHRISTMAS ACTIVITIES
Lorraine Sullivan
Joey's Pizza

GOVERNMENTAL AFFAIRS
Dave Neet
Stewart Real Estate

TRANSPORTATION
Jim Britton
Wildish Industries

PUBLIC RELATIONS
Chuck Searl
Springfield News

CONVENTION & TOURIST BUREAU
Jim McClory, Jr.
Rodeway Inn

SPORTS & RECREATION
Ken Long
Willamalane Park & Recreation District

GREETERS & MEMBERSHIP
Lynn Hufstader
U.S. National Bank

RETENTION
Harold Carey
Peoples Bank of Springfield

PAST PRESIDENTS COUNCIL
Ed Ramsay
Valley Land Company

New Membership Investments

Acquired During 1974

Bullier & Bullier
Morven Marbel, Inc.
Rodeway Inn
Rest Haven Memorial Park
Day-Win Upholstery
Centennial Bank
Associated Oregon Loggers
Ordell Construction Co.
Discount Furniture Warehouse
Turf Irrigation Co.
Naslund & Armstrong, Attys.
Kings Way Book Store
Peoples Bank of Springfield
Springfield Stationery
Hamilton & Associates
Hal Beecham Real Estate
C & J Tire
Safety Sales
Melvin Bridges Insurance
Hutch's Bicycle Store
Drapery Boutique
Dr. Tom Elliott
O'Bryant Realty
Chase Company
Lum Lee's Restaurant
Glen Dent Construction
American Stereo

Dr. Arthur Innes
Ruttencutter's Market
Laird's Cabinet Shop, Inc.
F & M Holiday Laundry
Springfield Moose Lodge
3 Way Electric
Lane Cedar Products
New York Life
Dairy Queen
Springfield Radiator Service
Field & Stream Real Estate, Inc.
Dr. M. P. Bryson, Jr., DMD
Adams Feed & Seed
Ken Smith
Stafek & Son Trucking, Inc.
Swift Meat Service
Valley River Travel
Wood Products Credit Union
Shur Way Construction
Jack Penn Realty
Springfield Saw Shop
Hamilton Electric
Sandel, Inc.
The Valley River Inn
Phillip K. Klarr, Atty.
Everitt Hill, CPA
Sacred Heart General Hospital

Burkett Trailer Sales
KEED Radio
Phone Care of Oregon
Jim Bigham & Sons
5th & Q Mobil Service
Leo Spiering
Ad Lib Advertising
The Bon Marche
Bavarian Carpet Service
Stephen Moe & Co.
Dr. James W. Cunningham
Boehnke Printing Co.
Briggs Printing
Bud Dahlquist Texaco
Preferred Roads, Inc.
Gem Chemical Co.
McKenzie Flying Service
Centennial Apartments
Afra's Saddlery
Green Gravel Co.
Thunderbird Motel & Restaurant
Willamette Valley Awards
Far West Commercial Sales
Payless Super Drug Store #2
Robert E. Coe, CLU -
Provident Life



BULK RATE
U. S. POSTAGE
PAID
SPRINGFIELD, OREGON
PERMIT NO. 39

ADDRESS CORRECTION REQUESTED
RETURN POSTAGE GUARANTEED