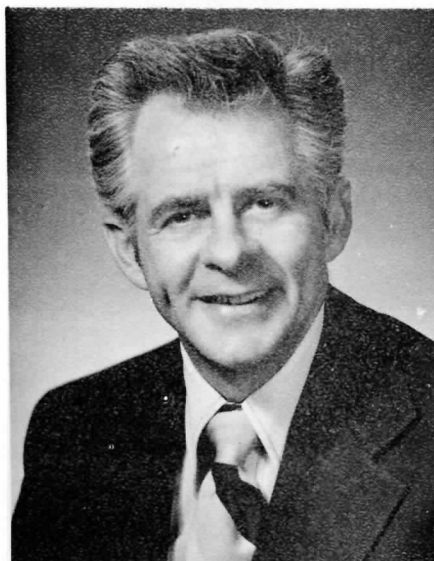




Springfield ANNUAL REPORT

CHAMBER OF COMMERCE

JANUARY 1976



GARY WALKER
President 1976

1976 is going to be a year of challenge for the Springfield Area Chamber of Commerce. The heart of the Chamber is the committees and the many volunteer businessmen and women working together toward a common goal. We must give careful evaluation of our present Chamber programs and committees to be sure they are viable and productive.

Like every business, the Chamber is faced with the spiraling rise of inflation and we must give a 100% effort toward a stable financial base. The Chamber is only as strong as its membership and we must actively seek continued growth in the membership area. We must not only gain new members but also make a concentrated effort to retain our present membership.

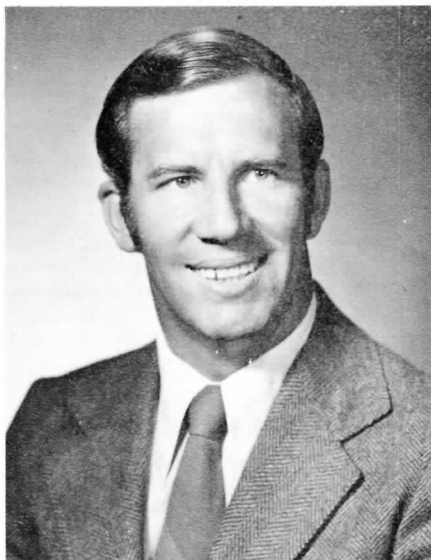
This year we will be faced with many areas of concern. We will have to address ourselves to the complex mass transportation problem. The business license tax will probably surface again which is certainly of concern to the business community. We should re-focus our attention to the downtown area and give our backing and complete support.

Once again, the Tourist and Convention Committee and its work will be an area of major emphasis. Now that we have excellent motel and restaurant facilities in the Springfield area, we can continue to actively pursue conventions.

We are looking forward to a good

year in the Chamber. It will take a combined effort of the Chamber Board and membership for continued growth and improvement. As in any organization, communications are vital and a key to growth. We will continue to strive for a strong working relationship with our membership and governmental agencies. We are always looking for your suggestions, ideas, opinions, experience, time, and financial support.

If you have not been by to see the new offices, you are invited to do so.



RON PEERY
Past President

At the beginning of 1975 your Chamber looked forward to a year of accomplishment in a number of areas. The Governmental Affairs Committee was extremely busy during this legislative year. This committee has reacted well to the challenge of providing input from our members to assist our legislators on many important issues. The committee can and must remain an active and vital liaison between government and you. You must also continue to let us know what issues are important to you.

The Convention and Tourist Bureau expanded rapidly during 1975 from its initial beginning in June of 1974. The 1974 budget amounted to \$6,500 and in 1975 it has increased to \$14,400. During 1975 approximately 20,000 delegates attended 140 conventions in the Springfield area. The average length of stay was 2½ days which represented a

total expenditure of over \$200,000 locally. This revenue, in turn, turns over in the community approximately 7½ times.

The Economic Development Committee has been strong over the past year under the able leadership of Doug McKay. 1975 saw the opening of Coast to Coast's regional offices and its retail store. This committee, Mayor Vance Freeman, and the City of Springfield were instrumental in helping Coast to Coast become a valued part of our community.

The Chamber's relationship with the City of Springfield became even more solid in 1975. Through their combined efforts many things were accomplished.

1975 also brought some disappointment. We were not able to fulfill our goal of uniting the efforts of various retail segments to provide a united effort for retail sales in our city. While some progress has been made, we still have a long way to go. We must have cooperation from all segments, including the Chamber, the City, the retailers, and the media to insure a growing, prosperous retail atmosphere.

This year our membership totaled 532 members. Total membership investments rose to over \$47,000.00. Because of these increases we are able to provide services to many members and visitors which has been limited in the past.

Your Chamber moved into new quarters in June. The office is a place of which you can all be proud.

We feel we have served you well in 1975 and we know that Gary Walker and his Board will serve you even better in 1976.

ACTION COMMITTEES & TASK FORCES PROVIDED COMMUNITY & AREA BENEFITS DURING 1975

ECONOMIC DEVELOPMENT

Hosted and assisted prospective commercial and industrial prospects.

Updated, revised and distributed the Springfield Industrial Facts folder.

Continued to work for a county-wide economic development program.

Supported the development of major shopping centers.

Maintained close liaison with the

Oregon Division of Economic Development.

Worked closely with Lane Regional Air Pollution Authority and the DEQ in support of realistic air and water quality laws.

Supported the allocation of state and federal funds for reforestation purposes.

Continued support and assistance for the completion of Spring Village Shopping Center and downtown renovation.

Provided information to film companies for possible filming in the area.

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

Supported expansion and improvement of Springfield's sewer treatment plant and trunk lines.

Urged support in reducing high unemployment in the city and county.

Endorsed a full service Oregon State Employment Office in Springfield.

Continued endorsement for improvements to the Port of Siuslaw.

Recommended the fastest and most reasonable consolidation schedule and modernization of electric and water facilities in Springfield.

Maintained continued support for the Multiple Use management of state and federal lands and realistic approach to land use zoning in the Willamette National Forest.

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

Endorsed an improved solid waste program for Springfield and Lane County.

RETAIL TRADE ASSOCIATION

Continued management and expansion of the Springfield Check Flash Warning System.

Instituted initial planning for new and expanded trade development program.

Developed and organized a Shop Springfield First advertising program.

Endorsed and continued support for city ordinances dealing with shoplifting and solicitation control ordinances.

CHRISTMAS ACTIVITIES

Sponsored and directed the 22nd Annual Christmas Parade.

Maintained the Christmas street decorating program.

GOVERNMENTAL AFFAIRS

Continued efforts to involve members in all levels of government affairs and legislative process.

Sought improved postal service.

Co-sponsored the Associated Oregon Industries annual Fall Area Conference concerning legislation that will affect business.

Opposed a proposed business license tax.

Actively supported the passage of the bond issue which enabled the Springfield Utility Board to acquire P.P.&L. properties and end duplication of facilities.

Supported the Junior Achievement program.

Endorsed and actively supported the passage of School District No. 19 operating budget.

Sought additional physicians and health and medical facilities.

Supported the City of Springfield's budget election to exceed the 6% limitation.

Maintained liaison with local governments and A.O.I. on community, area, and state matters.

Opposed various anti-business legislation introduced in the Oregon Legislature and recommended alternative legislation.

Conducted a series of weekly breakfast meetings during the Oregon Legislature to keep abreast of legislative action and make members' views known.

TRANSPORTATION

Studied and made recommendations concerning the Eugene-Springfield Area Transportation Study Alternatives.

Continued support for the completion of the westerly extension of Oregon 126.

Recommended improvements for expanded airline service to the area.

Recommended and supported various new street and highway projects including signalization, interchanges, arterials, lighting and signing and maintenance of existing facilities.

PUBLIC RELATIONS

Conducted a series of Chamber membership forums.

Produced the Business Directory and Consumers Guide.

Sponsored the 5th annual Boss-Secretary Luncheon and Springfield Beautification Awards.

Planned and conducted the Chamber's Annual Meeting.

Co-sponsored the Annual Citizens' Awards Banquet.

Published numerous Springfield promotional and informational folders.

Sponsored the Armed Forces Bicentennial Caravan.

Co-sponsored the Fourth of July Bicentennial Parade.

CONVENTION & TOURIST BUREAU

Provided assistance to many convention groups and delegates.

Solicited many groups and organizations to hold their conventions and meetings in Springfield.

Supported additional funds for the Oregon State Travel Information Division.

Participated in the Governor's Oregon Travel Conference.

Printed a number of convention and information folders for mailing and distribution to delegates.

Obtained additional visitor and tourist information signing.

SPORTS & RECREATION

Sponsored the fund raising campaign to improve the track and field facilities at Silke Field.

Promoted Springfield Public Schools and University of Oregon athletics.

Co-sponsored the first annual Springfield-Eugene Chambers of Commerce Golf Tournament.

GREETERS & MEMBERSHIP

Welcomed new businesses and their officials to the community.

Obtained 60 new Chamber members which represented a total of \$4,125.00 in new income.

LTD TASK FORCE

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

Supported new sources of revenue to broaden the tax base and to eliminate or limit the need for maintaining or increasing the existing payroll tax.

PAST PRESIDENT'S COUNCIL

Organized to provide ideas and suggestions for future Chamber projects and programs.

RETENTION

Contacted the Chamber membership concerning their investments.

EVALUATION

Obtained increased Chamber investments from 65 firms and individuals totaling \$1,695.00.

SOUND, SOLID GROWTH & PROGRESS 1975

A Picture Story



Remodeled Public Safety Building



An Expanded Lights For Music



New International Steak & Brew Coffee Shop

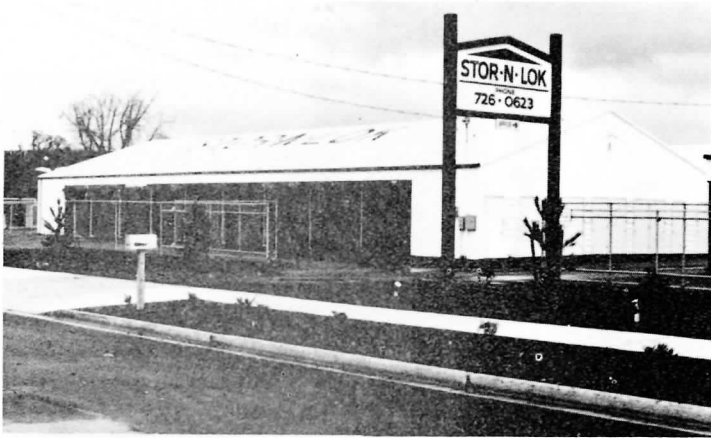


Newly Expanded & Remodeled Wood Products Credit Union



Newly Remodeled & Painted Gerlach Drugs Building





The Rodeway's New Convention Facility

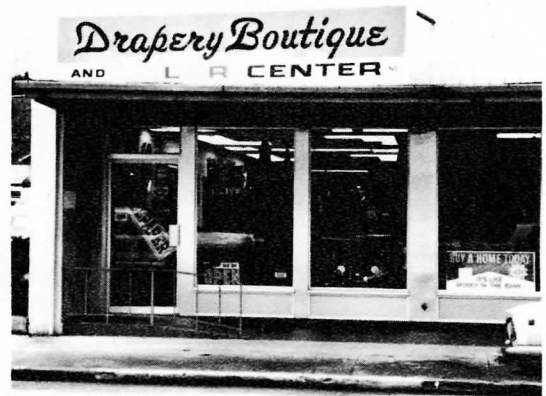


B & S Shoe Repair



Murray Distributing Co.
Office & Warehouse

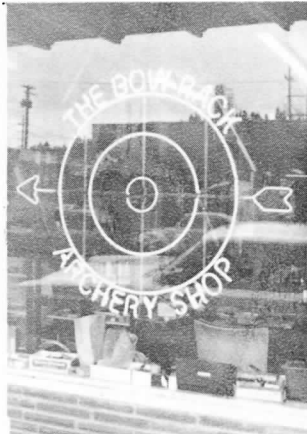




New Location for Drapery Boutique



Lawrence-Payne Art Gallery



New Office - Apartment Complex



Majority of Chamber Investments Increased in 1975

A total of 42 Chamber members raised their minimum investment, amounting to \$1,125,00, during 1975 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 and individuals also substantially increased their financial investment totaling \$570.00:

International Kings Table
Valley Land Co.
Hansen Furniture
Montgomery Ward
Citizens Bank
Hamilton Construction
Realty Center
Shelton-Turnbull, Inc.
Lee C. Plants, P.E.
American Steel & Supply
S2 Contractors, Inc.
Oakway-Wayco Theatres

Northwest Natural Gas Co.
Albertsons
Sanders, Lively & Wiswall, attys.
Reed's Fuel & Trucking
Lane County Title Insurance Co.
Koke Printing
McCracken Brothers Freight
Transamerica Title Insurance Co.
Scott-Milne Hardware
H.G. Chickering, Jr. & Assoc., Inc.
Valley River Inn

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 Hospitality & Visitors Assoc.
Lane County Chamber of Commerce

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

OFFICERS AND DIRECTORS 1976

Gary Walker, President
Willamalane Park & Recreation District

Gary Parrish, First Vice President
Peoples Bank of Springfield

Bob Naslund, Second Vice President
Naslund and Armstrong, Attorneys

Bill Edom, Treasurer
Citizens Bank of Springfield

Ron Peery, Past President
Miles-Hiatt Investments, Inc.

Bob Williams
Weyerhaeuser Co.

Ken Hodgkinson
Firestone

Bob Jurgens
Daren Engel Real Estate

Guinn James
Gerlach Drugs

Lanny Jones
Haggerty, Ruff & Co.

Everett Christian
Christian Logging Co.

Doug McKay
McKay Investment Co.

Lynn Hufstader
Centennial Bank

Betty Bennett
Adventure In Travel, Inc.

Larry Thorp
Sanders, Lively & Wiswall, Attorneys

Ken Buss
Springfield Stationery

Tom Cochran
City Manager

SUPPORT YOUR CHAMBER

Consolidated Financial Statement

JANUARY 1, THROUGH DECEMBER 31, 1975

	1974	1975
INCOME		
Membership Dues	\$43,048.65	\$47,601.50
Interest & Miscellaneous	2,219.41	3,484.76
Resale of Material	825.56	618.75
Reimbursement - RTA	420.00	420.00
Reimbursement - Convention & Tourist		2,400.00
Reimbursement - Christmas		525.00
Buyer's Guide		600.00
Transfer from Savings		11,587.29
Total Income	<u>\$46,513.62</u>	<u>\$67,338.30</u>
EXPENSES		
Salaries	\$26,700.00	\$30,376.00
Quarters	3,090.71	4,928.44
Operations	10,404.52	12,353.08
Committees	3,765.28	4,742.42
Contingency	841.67	190.00
Buyer's Guide		1,337.73
New Office		12,409.78
Total Expense	<u>\$44,802.18</u>	<u>\$66,337.45</u>
Cash balance at end of period	<u>\$26,997.73</u>	<u>\$18,332.01</u>

COMMITTEE & TASK FORCE CHAIRMEN - 1976

ECONOMIC DEVELOPMENT
Doug McKay
McKay Investment Co.

SPRINGFIELD TRADE ASSOCIATION
Orrin Westberg
Payless Drugs

CHRISTMAS ACTIVITIES
Lorraine Sullivan
Joey's Pizza

GOVERNMENTAL AFFAIRS
Jack Criswell
Springfield Utility Board

TRANSPORTATION
Jim Britton
Wildish Industries

PUBLIC RELATIONS
Ken Eilers
Gerlach's Drugs & Camera Center

CONVENTION & TOURIST BUREAU
Jim McClory, Jr.
Rodeway Inn

SPORTS & RECREATION
Ken Long
Willamalane Park & Recreation District

GREETERS & MEMBERSHIP
Bob Naslund
Naslund & Armstrong, Attorneys

RETENTION
Harold Carey
Peoples Bank of Springfield

EVALUATION
Bill Byrne
First National Bank of Oregon

PAST PRESIDENTS COUNCIL
Ron Peery
Miles-Hiatt Investments, Inc.

**LANE TRANSIT DISTRICT
TASK FORCE**
Gary Reed
Reed's Fuel & Trucking

**TAXATION
TAX FORCE**
Bill Irsfeld
Automatic Heat Company

Springfield Economic Trends 1975. . .

	1974	1975
Population	34,600	34,900
Assessed Valuation (City)	\$344,971,322	\$410,120,251
Assessed Valuation (School Dist.)	\$482,867,590	\$561,874,784
Assessed Valuation (Park Dist.)	\$264,450,334	\$302,716,544
Building Permits (Number)	1,015	1,107
Building Permits (Value)	\$19,446,874	\$13,095,853
Telephones	30,756	32,205
Postal Receipts (June 30)	\$677,185	\$807,018
Housing Units (Est.)	11,173	11,470
Subdivisions Filed	60	43
School Enrollment (Peak)	9,917	9,825
Electric Meters	15,374	15,928
Water Meters	11,585	11,705
Gas Meters	2,397	2,309
*Retail Sales	1973 - \$99,672,000	1974 - \$107,065,000

*Latest Figures Available

RETIRING MEMBERS OF THE BOARD OF DIRECTORS HONORED

EDWARD L. RAMSAY
Valley Land Company
Past President
1972 - 1975

CHARLES SEARL
Springfield News
1973 - 1975

BILL IRSFELD
Automatic Heat Company
1973 - 1975

TIM HAROLD
Attorney
1971 - 1975

FRANK KOSCIOLEK
National Metallurgical Corporation
1975

Committee Chairmen 1976

1975 RETIRING COMMITTEE CHAIRMEN HONORED

RON HANSEN
Gerlach's Drug Store
RETAIL TRADE ASSOCIATION

DAVE NEET
Stewart Real Estate
GOVERNMENTAL AFFAIRS

CHUCK SEARL
Springfield News
PUBLIC RELATIONS

LYNN HUFSTADER
Centennial Bank
GREETERS & MEMBERSHIP

ED RAMSAY
Valley Land Company
PAST PRESIDENTS COUNCIL

New Membership Investments Acquired During 1975.

Dr. Thomas E. Shull
Adventure in Travel, Inc.
Springfield Spas Inc.
Darrell M. Wilson, Gen. Contr.
Springfield Escrow
Franklin Blvd. Rent-All
Springfield Title Co.
Village Hair Fashions
Ramada Inns, Inc.
B & B Maintenance
L. H. Morris Electric
Coburg Inn, Inc.
Dr. Allen J. Thomashefsky
Morgan's
Brown & Bigelow
Custom Roofing
Pacific Hospital Association
The Bow Rack
CIP Real Estate
Driftwood Supper Club
International Steak & Brew
Home Federal Savings & Loan
McKenzie Glass, Inc.
Equitable of Iowa
KZEL-FM
Vic Alfonso Toyota
Stor-N-Lok No. 1
Quality First
Murray Distributing Co., Inc.
John E. McCulley, appraiser
Harlow Realty, Inc.

Rexius Fuel & Growing Center
Carver Electric
A & J Printers
Pacific Coast Credit
Frame & Art Boutique
Good Deal Metal Products
Western Irrigation & Manufacturing, Inc.
Emerald Welding Supply Co.
Lawrence-Payne Gallery
Mah's Far East Restaurant
Dairy King
Don's Texaco
Fisher Stove Works
Mishlers
Country Bumpkin Family Restaurant
Coast to Coast Warehouse & Store
Ed's Pancake House & Restaurant
State Farm Insurance (Chuck Smith)
Haines Masonry, Inc.
The Beef Shop
Coastal Adjustment Bureau
Field & Stream Real Estate
Aluminum-Wood Products, Inc.
Yergen & Meyer
Pacific Diesel Power Co.
Moles Maytag Home Appliance Center
Thompson Septic & Rooter Service
Ray Baker's Custom Rod &
Sporting Goods Store
B & B Shoe Repair



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

ADDRESS CORRECTION REQUESTED
RETURN POSTAGE GUARANTEED

2021.005.979