



# Springfield ANNUAL REPORT

CHAMBER OF COMMERCE

JANUARY 1977



**GARY PARRISH**  
President 1977

The officers and directors of the Springfield Area Chamber look forward to the goals and challenges in 1977.

As in the past, the new year will be full of activity.

The last administration has initiated programs worthy of continued support. Among these activities are the Springfield Trade Association, support of the Downtown Task Force, and a closer working relationship with the Eugene Chamber.

Among our goals will be that of maintaining a stable and workable budget while providing a variety of services and activities.

The coming year is a legislative year and will demand a keen monitoring of legislation. Our Governmental Affairs Committee will be very active and will work closely with the A.O.I. and state and national legislators to ensure they are kept aware of the concerns of our members.

We will also direct attention to zoning and planning changes affecting Springfield as proposed by the Boundary Commission and Lane County. Monitoring the budget process of the Lane Transit District is also very important.

While we will want to review and support continuing activities, we also want to move forward. Once again, special emphasis will be given to the Convention and Tourist Bureau. We hope to expand this area to bring more tourists and their dollars into our com-

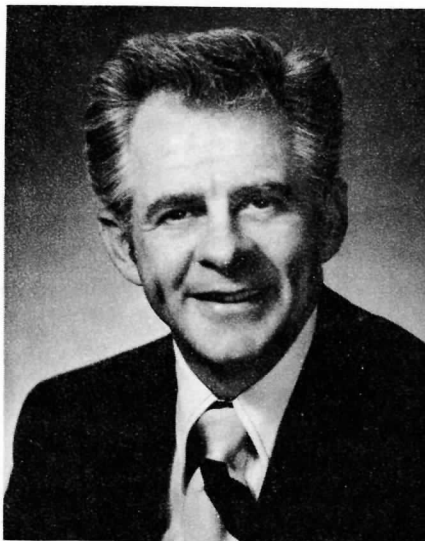
munity and to our area's many fine motels and restaurants.

Economic development and growth will receive our undivided support. We will endeavor to expand the industrial, wholesale, retail and service business in Springfield and the area. While attempting to maintain the quality of our environment, we also want to create jobs for our citizens - including our young people.

We hope to bring a special project to Springfield in 1977. Springfield and its citizens need a museum and with the support of the community, we will have one.

We look forward to another good year in the Chamber. With the combined effort of the Board and the membership, we will have continued growth and a free flow of communication. As in the past, we will strive for a compatible working relationship with government agencies.

With your help and support we will accomplish these goals and much more during 1977.



**GARY WALKER**  
Past President

In February of 1976 a Chamber of Commerce retreat of officers and committee chairmen was held and the following goals were established for the year: Improve communications; Stimulate trade in Springfield; Develop an image for Springfield, and Identify and act upon legislation that affects business and industry.

Most of the goals were reached during the year through active involvement of Chamber committees.

Under Bob Naslund's leadership, the Greeters & Membership Committee was very active. The membership record was broken with 105 new members added to the rolls surpassing the old record of 90 new members in 1969. The financial records reveal a \$5,785 net gain, which is one of the highest nets the Chamber has ever had enabling the Chamber to provide more services to its membership.

Past President Ron Peery teamed up with Orrin Westberg and headed up a new Springfield Trade Association. Through the Association, a public relations firm was hired to promote Springfield and push the "Springfield Is Growing On You" theme. Ninety-nine businesses were actively involved and pledged \$4,676 toward the initial promotional campaign.

To further communicate with the membership, bi-monthly forums were held and coordinated by B. J. Rogers.

In 1976 the Tourist & Convention Bureau was very busy, with 73 conventions being held in Springfield and attracting approximately 17,500 delegates. The average length of stay was 2½ days, which represents a total expenditure of over 1.7 million dollars. This revenue, in turn, turns over in the community approximately 7½ times.

We have had an active year in the Chamber and there are many challenges ahead. We are confident that Gary Parrish and the Board will meet these challenges during 1977.

## *ACTION COMMITTEES & TASK FORCES PROVIDED COMMUNITY & AREA BENEFITS DURING 1976*

### **ECONOMIC DEVELOPMENT**

Assisted prospective commercial and industrial prospects.

Opposed any ban on clearcutting within national forests.

Distributed statistical and general information concerning the city and area.

Initiated planning for an expanded community economic development program.

Assisted the Downtown Task Force in developing plans and goals for the continued improvement and renovation of downtown.

Maintained a close liaison with the Oregon Division of Economic Development and other development groups to foster continued growth and employment.

Continued to support realistic and fair air and water quality laws and regulations.

Obtained a full service Oregon State Employment office in Springfield.

Reaffirmed support for improvements to facilities within the Port of Siuslaw.

Supported the development of a one plant metropolitan sewer system.

Endorsed the development of a major shopping center on the McKenzie Airport site.

Continued endeavors to obtain additional outdoor recreation facilities from local, county, state and federal agencies.

Made contacts with local firms and plants to obtain needs and suggestions for maintaining and improving the city's business and industrial climate.

Investigated the feasibility of establishing a metropolitan dry land port district.

Continued support and assistance in the completion and attraction of business to Spring Village.

Reaffirmed support for the multiple use management of state and federal forest lands and a realistic approach to land use planning and zoning within the Willamette National Forest.

Urged the establishment of federal and state energy development policy to serve the present and future needs of citizens and industry.

Continued support for the allocation of additional funds for federal and state reforestation of their lands.

Cooperated and assisted in the development of additional medical facilities and the attraction of new physicians and dentists.

### **SPRINGFIELD TRADE ASSOCIATION**

Instituted a continuous city-wide institutional advertising program - "Springfield It's Growing On You" - designed to create more shopping at home and to promote Springfield's livability, attractiveness, and services available. A total of 96 firms participated contributing over \$5,000.

Sponsored several city-wide sales promotions.

Continued management and expansion of the Springfield Check Flash Warning System in cooperation with the Springfield Police Department.

Investigated the possibility of city ordinances dealing with shoplifting and solicitation control.

### **CHRISTMAS ACTIVITIES**

Sponsored and staged the 23rd Annual Christmas Parade and street decoration program.

### **GOVERNMENTAL AFFAIRS**

Actively supported a tax base increase for the City of Springfield.

Endorsed a new Lane County jail facility.

Provided study materials concerning economics and the private enterprise system to School Dist. 19.

Opposed any ban on the development of nuclear power facilities.

Co-sponsored with the Eugene Area Chamber of Commerce a legislative information luncheon with members of the Lane County delegation.

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

Supported the Junior Achievement program.

Maintained liaison with local governments, Associated Oregon Industries, Oregon Retail Council and U. S. Chamber on community, area, state and federal legislation and programs.

### **TRANSPORTATION**

Requested improvements from Lane County for North 5th & 19th Strs.

Requested improved signing on I-5 for Springfield area.

Supported long range improvements and expansion of Mahlon Sweet Airport.

Endorsed and supported increased gasoline tax for highway maintenance and construction.

Opposed continuing drain on highway construction funds for non-highway uses.

Recommended and supported various street and highway construction projects including signalization, upgrading of existing facilities, new construction, lighting, signing and maintenance of present system.

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

### **PUBLIC RELATIONS**

Sponsored the 6th annual Boss-Secretary Luncheon and Springfield Beautification Awards.

Planned and conducted the Chamber's Annual Meeting.

Published numerous Springfield promotional and information brochures.

Produced the BUSINESS DIRECTORY AND CONSUMERS' GUIDE.

Co-sponsored the Bicentennial Fourth of July Parade.

Planned and produced the Springfield Story slide presentation.

### **CONVENTION & TOURIST BUREAU**

Provided assistance to many convention groups and delegates.

Solicited groups and organizations for conventions and meetings for Springfield.

Presented and distributed convention and tourist information and folders.

Instituted planning for the expansion of bureau activities and hiring of full-time employee.

### **SPORTS & RECREATION**

Promoted Springfield schools and University of Oregon athletics.

Provided funding for construction of additional track facilities at Silke Field.

Co-sponsored second annual Springfield and Eugene Chambers' golf tournament.

### **FORUM**

Conducted a series of Chamber membership forums.

### **GREETERS & MEMBERSHIP**

Welcomed new businesses, officials and convention delegates to the community.

Obtained a record 105 new Chamber members for a total of \$7,895 in new income.

Instituted a medical insurance plan for all Chamber members.

### **RETENTION**

Contacted the Chamber membership concerning their investments and suggestions for development of new programs and projects.

### **EVALUATION**

Obtained increased Chamber investments from 39 firms totaling \$955.

### **PAST PRESIDENTS' COUNCIL**

Provided ideas and suggestions for future Chamber projects and programs.

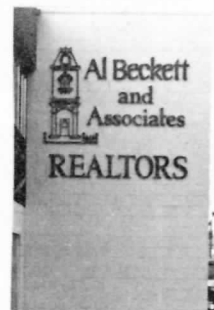
### **LTD TASK FORCE**

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

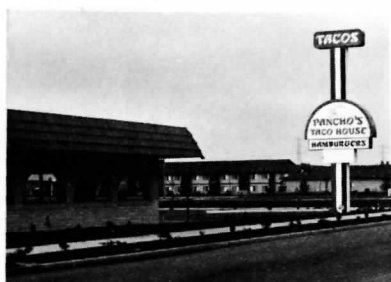
Supported new sources of revenue for LTD operations to reduce existing payroll tax.

# SOUND, SOLID GROWTH & PROGRESS 1976

## A Picture Story . . . . .



New U. S. Bank



New Apartments



THE SURPLUS MART



CHUCK RICHEY JEWELERS



H<sub>2</sub>O Blasters Inc.



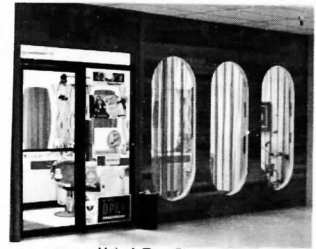
Expanded Springfield Dental Arts



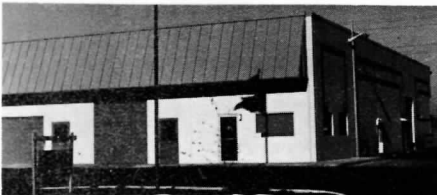




Mogul Mouse Ski Shop



Hair-A-Tage Beauty Shop



Ordell Construction



Mother Hubbard's Cupboard



C & J Tire Co.



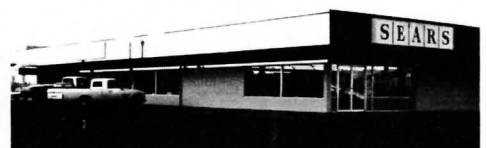
New Addition to Rodeway Inn

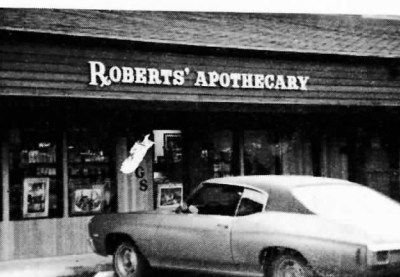
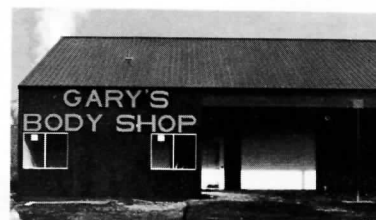
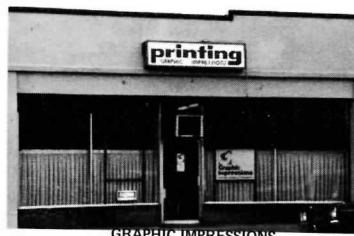
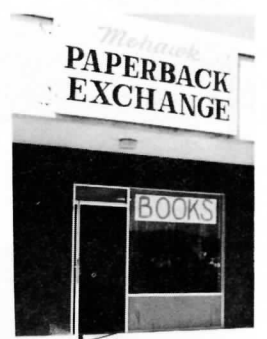


Springfield Memorial Cemetery's Mausoleum



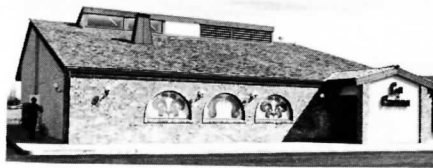
International Dunes Motel Expansion







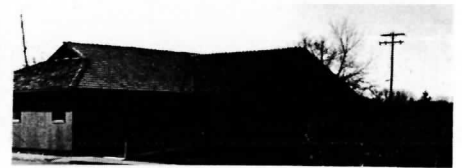
SPRING VILLAGE



LA CUCINA



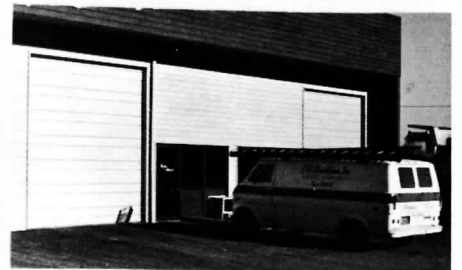
Deb's Restaurant



PARADISE CHIROPRACTIC CENTER



Walt's Concrete



WAREHOUSE PLAZA



ART'S MASONRY



## PROGRAM AND PROJECT HIGHLIGHTS - 1976 . . .

NEW TRACK & FIELD FACILITIES AT SILKE FIELD

ACTIVELY SUPPORTED CITY OF SPRINGFIELD TAX BASE INCREASE

INAUGURATED CITY-WIDE INSTITUTIONAL ADVERTISING CAMPAIGN

INSTITUTED REGULAR FORUM PROGRAMS

ATTRACTED NEW WHOLESALE, SERVICE & RETAIL FIRMS

SUBSTANTIALLY INCREASED NUMBER OF CONVENTIONS HELD

OBTAINED A RECORD 105 NEW CHAMBER MEMBERSHIPS

SUPPORTED ONE-PLANT METROPOLITAN SEWER DISTRICT

OPPOSED ANY FORM OF BUSINESS LICENSE TAX

SUPPORTED LESS RELIANCE ON EMPLOYER TAX FOR OPERATION OF L.T.D.

OPPOSED BAN ON NUCLEAR POWER DEVELOPMENT

ENDORSED NEW LANE COUNTY JAIL FACILITY

ACTIVELY OPPOSED A BAN ON CLEARCUTTING PRACTICES

## COMMITTEE & TASK FORCE CHAIRMEN - 1976 - 1977

**ECONOMIC DEVELOPMENT**  
Doug McKay  
McKay Investment Co.

**SPRINGFIELD TRADE ASSOCIATION**  
Orrin Westberg  
Payless Drugs

**CHRISTMAS ACTIVITIES**  
Judy Hanson

**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  
Attorney

**RETENTION**  
Harold Carey  
Peoples Bank

**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 TASK FORCE**  
Bill Irsfeld  
Automatic Heat Company

## OFFICERS AND DIRECTORS 1977

**Gary Parrish, President**  
Peoples Bank

**Bob Naslund, First Vice President**  
Attorney

**Larry Thorp, Second Vice President**  
Lively & Wiswall, Attorneys

**Jim Dutton, Treasurer**  
U. S. National Bank  
Mohawk-Northgate Branch

**Gary Walker, Past President**  
Willamalane Park & Recreation District

**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.

**Ken Buss**  
Springfield Stationery

**Bob Williams**  
Weyerhaeuser Co.

**Merwin Logan**  
Moore, Wurtz & Logan, Attorneys

**Gene Davis**  
Springfield Cleaners

**Bill Starnes**  
Springfield Lanes

**Tom Cochran**  
City Manager

## SUPPORT YOUR CHAMBER

### Consolidated Financial Statement

JANUARY 1, THROUGH DECEMBER 31, 1976

	1975	1976
<b>INCOME</b>		
Membership Dues . . . . .	\$47,601.50	\$50,572.50
Interest & Miscellaneous . . . . .	3,484.76	2,729.00
Resale of Material and Maps . . . . .	618.75	789.42
Reimbursement - STA . . . . .	420.00	500.00
Reimbursement - Convention & Tourist . . . . .	2,400.00	3,000.00
Reimbursement - Christmas . . . . .	525.00	
Buyer's Guide . . . . .	600.00	1,252.00
Transfer from Savings . . . . .	11,587.29	
Annual Meeting . . . . .		721.50
Boss-Secretary Luncheon . . . . .		876.10
<b>Total Income . . . . .</b>	<b>\$67,338.30</b>	<b>\$62,359.14</b>
<b>EXPENSES</b>		
Salaries . . . . .	\$30,376.00	\$35,384.68
Quarters . . . . .	3,429.18	4,088.21
Operations . . . . .	13,505.23	12,432.33
Materials for Resale . . . . .	1,441.67	1,011.60
Committees . . . . .	4,742.42	5,195.66
Contingency . . . . .	190.00	495.95
New Office Expense . . . . .	12,409.78	
Special Activities . . . . .	243.45	2,260.02
<b>Total Expense . . . . .</b>	<b>\$66,337.45</b>	<b>\$60,868.45</b>
<b>Cash balance at end of period . . . . .</b>	<b>\$18,332.01</b>	<b>\$21,847.18</b>



# Springfield Economic Trends 1976. . .

	1975	1976
Population	34,900	35,580
Assessed Valuation (City)	\$410,120,251	\$481,196,607
Assessed Valuation (School Dist.)	\$561,874,784	\$639,132,566
Assessed Valuation (Park Dist.)	\$302,716,544	\$356,921,279
Building Permits (Number)	1,107	1,385
Building Permits (Value)	\$ 13,095,853	\$ 23,181,923
Telephones	32,205	33,982
Postal Receipts (June 30)	\$ 807,018	\$ 933,701
Housing Units (Est.)	11,470	12,180
Subdivisions Filed	43	69
School Enrollment (Peak)	9,825	9,869
Electric Meters	15,928	16,790
Water Meters	11,705	12,356
Retail Sales *	1974 - \$107,065,000	1975 \$116,309,000
Conventions	90	73
Convention Delegates	14,245	17,493
Conventions (Value)	\$ 1,424,500	\$ 1,749,300

\* Latest Figures Available

## RETIRING MEMBERS OF THE BOARD OF DIRECTORS HONORED

**RON PEERY**

Miles-Hiatt Investments, Inc.  
Past President  
1972 - 1976

**KEN HODGKINSON**

Firestone Store  
1973 - 1976

**BOB JURGENS**

Daren Engel Real Estate  
1973 - 1976

**BILL EDOM**

Citizens Bank  
Past Treasurer  
1975 - 1976

## NEW MEMBERSHIPS REACH ALL TIME RECORD DURING 1976

Acme Personnel Service	Emerald Valley Golf Course	Richard Erpelding, M.D.
Gas Lamp Restaurant & Flame Room	I-5 Parts	Anderson Truck Repair
National Photocopy Corp.	Rec-Time Equipment Co.	Kaisers KOA
Gatehouse Pizza	Dr. Ray Fisher	LaCucina
Larry Offen, Consolidated Compensation	Clarence Vos Plumbing, Inc.	KBDF Radio
Silver Lane Wood Products, Inc.	Oregon Builders Hardware	IMP Restaurant
Carrow's Restaurant	Burleson's Floor Covering	Modern Carpet Service
Papa's Pizza Springfield, Inc.	Mel Bridges Insurance Agency	Precision Four Wheel
The Northwest Diver	Future Logging Co.	Chin's Gardens
Kinney Shoes	Empire Concrete Cutting, Inc.	Ad Ease
Cork N' Bottle Lounge	Doctors Marzano & Regali	Whitsell & Whitsell Co.
The Waterbed Warehouse, Inc.	C R & K Logging Co.	The Corral
Wayne E. Fleek, CPA	Early Roofing Service, Inc.	Bell Real Estate
Goodyear Tire Center	Scofield Electric	Hutch's Bicycle Shop
Larry Dilbeck's Heating	Dr. Munir J. Katul	O K Tavern
Schrader Stoves	Dayton Upholstery	Graphic Impressions
Springfield Cab	Harris Upham & Co.	Emerald Lighting & Carpeting
Springfield Construction	A C's Glass Service	Gardner Floor Coverings
Manpower, Inc.	Oldfield's Retail Appliance	Vahala Construction
Taco Time International	D J's Markets	Foster & Marshall, Inc.
Ray Webster Advertising	C & E Rentals & Sales	Standard Forest Products
Brainard Sheet Metal	Beeson Plumbing, Inc.	Marv's Union
Transland Real Estate	Mark-N-Save Warehouse Market	Photoregon
Comsite Northwest	Home Electronics	Eugene Tile Co.
7-11 Store (58th & Main)	Jean-Marie Sewing & Interiors	Spring Village
Meadow Lane Mobile Estates	Seidemann Printing	Miles-Hiatt Investments, Inc.
Gateway International Shell	Springfield Flowers	Paddock & Bauer Nursery
A & V Electronics	Paulines Sportswear	Northwest Roads
Kelly Services	7-11 Food Store (14th & Main)	Springfield Public Employees Fed. Cr. Union
Cascade Skylines, Inc.	A. B. Scarlett	Spring Village Bookkeeping & Insurance
Larry & Kathy's	Mogul Mouse Ski Shop	Ryan Advertising & Public Relations
Burger King	Deb's Restaurant - Springfield	V. A. Harding Construction Co.
Les' Auto Sales & Arco Service	C & J Tire	Springfield Telephone Answering Service
J & J Fencing Co.	The Locker Room	Northwest Texas Longhorn Association
Coca Cola Bottling Co.	A-1 TV	Johnny Print Copy Shop of Eugene, Inc.



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

ADDRESS CORRECTION REQUESTED  
RETURN POSTAGE GUARANTEED



SPRINGFIELD AREA CHAMBER OF COMMERCE

SUGGESTED PROJECTS - 1977

Economic Development - 13  
More Participation in Legislative Process - 5  
Convention & Tourist - 4  
Local Trade Development - 4  
Chamber Positions & Recommendations on Local Budgets - 4  
Expanded Membership - 3  
Chamber Forums - 2  
Support Junior Achievement - 2  
Jobs for Youth - 2  
Economic Understanding for Students - 1  
New City Hall - 1  
Lowering of High Unemployment Rate - 1  
Annexations - 1  
Expanded Sewer System - 1  
Support for Spring Village - 1  
City Museum - 1  
Support for Dry Land Port - 1  
Improve Downtown - 1  
Sign Code - 1