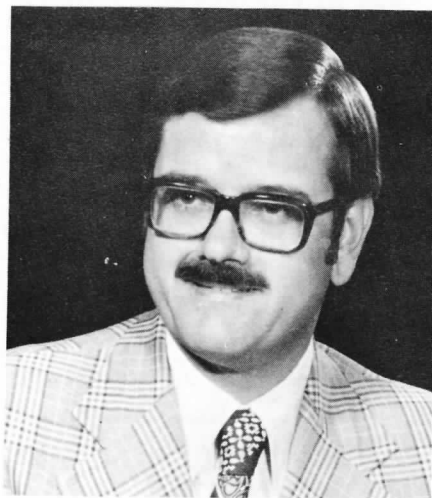


Springfield ANNUAL REPORT

CHAMBER OF COMMERCE

JANUARY 1978



BOB NASLUND
President 1978

Springfield and its Chamber of Commerce have both experienced unprecedented growth during the past two years. A record number of 212 new memberships were taken in our chamber during 1976 and 1977 and we begin 1978 with 630 members.

The current size of our chamber dictates that certain organizational changes be made to insure that each member is provided with timely information concerning chamber activities and an opportunity to actively participate in the formation of policies and programs. This reorganization is being accomplished through the combined efforts of our excellent staff, the present administration and those who will be leading our chamber in the next few years. With these changes, I believe our growing organization can more effectively address the problems of our community and our membership both now and in the future.

We will continue with the same basic programs and objectives emphasized by past administrations. Immediate attention will be directed toward current areas of concern such as the 1990 Plan update, the T-2000 transportation plan, the Dry Land Port District and the upcoming election this spring on an income tax base for the Lane Transit District.

This is an election year and it is imperative that we make ourselves heard in Washington, Salem, the Lane County Courthouse and City Hall where, with

some notable exceptions, more and more business decisions are being made for us by unsympathetic and often-time antagonistic politicians and their appointees. Among other things, our chamber is, or should be, a political interest group, just as a union or other association, seeking to improve the lot of its membership in the democratic process.

We, in the chamber, have a tremendous investment in our community and its citizens. Just five of our members account for an outstanding 36% of the total revenues received by the City of Springfield for 1977. Consider for a moment the number of individuals directly affected by your monthly payroll and it is abundantly clear that the chamber represents the vital economic interests of many more than our membership roster of 630 suggests. Perhaps those that labor for us and most certainly our elected representatives need to be reminded of this circumstance more often and in more imaginative ways. With your participation and support, we hope to make significant progress toward this objective in 1978.



GARY PARRISH
Past President

The officers and directors set a number of goals in 1977 which included:

Increasing income through increased membership; developing a closer working relationship with Eugene Chamber; monitoring the Lane Transit District; developing the convention and tourist bureau; develop wholesale, retail and industrial trade in Springfield and

establish the basis for a museum in Springfield.

All these goals were achieved through active committee involvement during the year.

Last year's record membership was again exceeded when 107 new members joined our chamber. Two committees operated jointly with Eugene. The Legislative Committee, B. J. Rogers, Chairman, met weekly with their Eugene counterpart during the legislative session. The weekly sessions proved to be most informative. The Port District Committee also met jointly with Eugene Members. Ray Walter set the foundation for Springfield Members. Now six permanent members from each chamber compose this committee and meet regularly to review the Port District Concept.

Again, a special thanks goes to Ray Walter for his efforts in Economic Development.

Through John Thomas, the organizer of the Springfield Historical Society, Springfield has the basis for a museum. The Springfield Historical Commission was sanctioned through the City Council, and a display can be observed in Spring Village.

Under the leadership of Don Carter, the Springfield Trade Association continues to remain very active. The Chamber has pledged a substantial investment to the Springfield Trade Association to promote wholesale and retail trade in Springfield.

This past year the Chamber made a substantial investment when Jim Sechser joined our payroll to promote conventions and tourism. We will see this investment multiplied many times in the coming years, with many new jobs providing opportunities for our young people.

A special appreciation is extended to Gene Davis who devoted many hours in monitoring the Lane Transit District's proposed tax increase. Primarily through his efforts, the L.T.D. bill did not become law and thereby, postponed another unfair employer tax.

1977 was a good year in the Springfield Chamber. I am pleased to be associated with so many people who helped bring about the Chamber's success for the betterment of our community.

ACTION COMMITTEES & TASK FORCES PROVIDED BENEFITS & RESULTS DURING 1977

ECONOMIC DEVELOPMENT

- Assisted many commercial and industrial prospects locate here.
- Cooperated with city officials in planning for a community economic development study.
- Distributed statistical and general information concerning the city and metropolitan area.
- Continued support for construction of a metropolitan sewer system.
- Contacted local firms concerning needs and suggestions for maintaining and improving city business and industrial climate.
- Assisted various shopping areas in attracting tenants and solving specific problems.
- Maintained liaison with the Oregon Division of Economic Development and other development groups to foster continued growth and employment.
- Assisted in the development of additional medical facilities and the attraction of new physicians and dentists.
- Continued support to obtain new and improved outdoor recreation and park facilities.
- Supported funding of extensions and improvement to Siuslaw River jetties.
- Continued support for fair and realistic air and water quality policies, laws and regulations.
- Recommended policies for energy conservation and future needs.
- Reaffirmed long standing support for multiple use management of state and federal forest lands and realistic approach to land use planning and zoning.
- Inaugurated study and cooperation with Springfield Planning Commissioners to long range need for industrially joined land.

PORT DISTRICT TASK FORCE

- Instituted study for the possible development of a metropolitan area Port District to expand and improve economic development.

SPRINGFIELD TRADE ASSOCIATION

- Developed the city-wide institutional advertising program - DO IT IN SPRINGFIELD - designed to create more shopping at home and to promote Springfield's livability and services.
- Sponsored several city-wide sales promotions.
- Sponsored the Springfield Check Flash Warning System.

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

CHRISTMAS ACTIVITIES

- Sponsored and conducted the 24th Annual Christmas Parade.

GOVERNMENTAL AFFAIRS

- Supported Springfield Senior Citizen Center Bond Issue.
- Maintained liaison with government agencies, Associated Oregon Industries, Oregon Retail Council, U.S. Chamber on community, area, state and federal Legislation.
- Jointly sponsored weekly legislative meetings to obtain first hand reports from members of the Oregon State Legislature.
- Provided copies of legislative bills to interested members.
- Supported the Junior Achievement program.
- Hosted the members of the Joint Ways and Means Committee during their visit to Springfield.
- Provided additional Economics for Young American study kits to School District No. 19 and Lane IED.
- Members testified at numerous legislative hearings concerning pro and anti business legislation.
- Supported numerous bills in support of the forest products industry.

TRANSPORTATION

- Instituted a detailed study of the Springfield and Eugene Area 2000 Transportation Plan.
- Opposed continuing drain on highway construction funds for non-highway uses.
- Urged signalization of various intersections in the community.
- Recommended and urged early construction of numerous street projects - North 5th, North 19th, improvements to existing intersections, sidewalks for pedestrian safety, lighting.
- Reviewed the proposed Oregon State Highway Divisions 6 year Highway Improvement Program.
- Requested improved Springfield signing off of major highways.

LTD TASK FORCE

- Monitored the budgeting process of LTD and made recommendations for reductions and improvements.
- Supported alternative sources of revenue for LTD to reduce payroll tax.
- Supported election of LTD board members.
- Successfully opposed increase in payroll tax limit from .006% to 1.5%.

PUBLIC RELATIONS

- Sponsored the 7th Annual Boss-Secretary and Beautification Awards Luncheon.
- Planned and conducted the annual meeting.
- Produced the Business Directory and Consumers' Guide.
- Published promotional and informational material.

CONVENTION & TOURIST . . BUREAU

- Employed James Sechser as first full-time manager.
- Provided assistance to many convention groups and delegates.
- Solicited conventions and group meetings.

SPORTS & RECREATION

- Promoted Springfield schools and University of Oregon athletics.
- Co-sponsored 3rd Annual Springfield-Eugene Golf Tournament.

FORUM

- Conducted a series of membership forums.

GREETERS & MEMBERSHIP

- Obtained a record 107 new chamber members.
- Welcomed new business officials and convention delegates to the city.

RETENTION

- Contacted the membership concerning their investment and suggestions for projects and programs.
- Held several new member orientation luncheons.

DEVELOPMENT COSTS TASK FORCE

- Studied and recommended policies for development costs in construction and annexation.

PROGRAM AND PROJECT HIGHLIGHTS

DRY LAND PORT DISTRICT STUDY
 FORMATION OF SPRINGFIELD HISTORICAL SOCIETY
 EMPLOYED CONVENTION & TOURIST BUREAU MANAGER
 INCREASED NUMBER OF CONVENTIONS
 OPPOSED INCREASE IN LTD TAX
 CITY-WIDE PROMOTIONAL ADVERTISING CAMPAIGN
 A RECORD 107 NEW CHAMBER INVESTORS
 NEW COMMERCIAL & INDUSTRIAL FIRMS
 IMPROVED TRANSPORTATION FACILITIES
 MONITORED LEGISLATIVE SESSION
 RECOMMENDED DEVELOPMENT
 COSTS & ANNEXATION POLICIES
 SUPPORTED SENIOR CITIZEN CENTER

SUPPORT
 YOUR
 CHAMBER

COMMITTEE & TASK FORCE CHAIRMEN - 1977 - 1978

ECONOMIC DEVELOPMENT
 Ray Walter
 Schaudt, Stemm & Walter

PORT DISTRICT TASK FORCE
 John Amundson
 The Amundson Associates

SPRINGFIELD TRADE ASSOCIATION
 Don Carter
 Frame & Art Boutique

CHRISTMAS ACTIVITIES
 Mike Bennett
 Sound Impressions

GOVERNMENTAL AFFAIRS
 B. J. Rogers
 B. J. Rogers Real Estate

TRANSPORTATION
 Jim Britton
 Wildish Companies

PUBLIC RELATIONS
 Ken Eilers
 Gerlach's Drugs & Camera Center

CONVENTION & TOURIST BUREAU
 Jim McClory Jr.
 Rodeway Inn

SPORTS & RECREATION
 Dan Cole
 Willamalane Park & Recreation District

GREETERS & MEMBERSHIP
 Robert Naslund
 Attorney at Law

OFFICERS & DIRECTORS 1978

Robert K. Naslund, President
 Attorney at Law

Larry Thorp, First Vice President
 Lively & Wiswall, Attorneys

Robert Williams, Second Vice President
 Weyerhaeuser Company

Lynn Hufstader, Treasurer
 Centennial Bank

Gary Parrish, Past President
 Peoples Bank

Doug McKay
 McKay Investment Co.

Betty Bennett
 Adventure In Travel, Inc.

Louis Stuve
 Stu's Locker Room

Jim Dutton
 U. S. National Bank
 Mohawk-Northgate Branch

Merwin Logan
 Moore, Wurtz & Logan, Attorneys

Gene Davis
 Springfield Cleaners

Bill Starnes
 Springfield Lanes

Will Maricle
 Pacific First Federal Savings & Loan

George Morris
 State Farm Insurance

Richard Wildish
 Wildish Companies

Don Carter
 Frame & Art Boutique

Tom Cochran
 City Manager

RETENTION
 Will Maricle
 Pacific First Federal Savings & Loan

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

DEVELOPMENT COSTS/ANNEXATION
 TASK FORCE
 Ed Ramsay
 Valley Land Co. Realtors

Consolidated Financial Statement

JANUARY 1, THROUGH DECEMBER 31, 1977

	1976	1977
INCOME		
Membership Dues	\$50,572.50	\$57,342.35
Interest & Miscellaneous	2,729.00	2,063.57
Christmas Activities	1,918.64	1,130.00
Reimbursement - STA	500.00	600.00
Reimbursement-Convention & Tourist	3,000.00	3,500.00
Resale of Material	42.00	5.55
Buyer's Guide	1,252.00	600.00
Maps	747.42	761.20
Boss-Secretary Luncheon	876.10	1,059.25
Annual Meeting	721.50	1,162.00
Total Income	<u>\$62,359.14</u>	<u>\$68,223.92</u>
EXPENSES		
Salaries	\$35,384.68	\$38,699.88
Quarters	4,088.21	4,002.30
Operations	12,432.33	14,023.81
Materials for Resale	1,011.60	1,898.30
Committees	5,195.66	5,204.34
Special Activities	2,260.02	2,456.12
Contingency	495.95	464.39
Total Expense	<u>\$60,868.45</u>	<u>\$66,749.14</u>
Cash balance at end of period	<u>\$21,847.18</u>	<u>\$23,350.12</u>

<i>Springfield Economic Trends 1977</i>	1976	1977
Population	35,580	37,500
Assessed Valuation (City)	\$481,196,607	\$563,460,254
Assessed Valuation (School Dist.)	\$639,132,566	\$774,334,514
Assessed Valuation (Park Dist.)	\$356,921,279	\$411,384,551
Building Permits (Number)	1,385	1,716
Building Permits (Value)	\$23,181,923	\$36,922,385
Telephones	33,982	38,109
Postal Receipts (June 30)	\$933,701	\$1,067,871
Housing Units (Est.)	12,180	13,173
Subdivisions Filed (Major & Minor)	69	155
School Enrollment (Peak)	9,869	10,003
Electric Meters	16,790	17,962
Water Meters	12,356	13,191
Retail Sales*	1976 - \$116,309,000	1977 - \$125,411,000
Conventions	73	149
Convention Delegates	17,493	18,113
Conventions (Value)	\$1,749,300	\$2,472,424
Hospital Admissions (Sept. 30)	4,670	5,385
* Latest Figures Available		

RETIRING MEMBERS OF THE BOARD OF DIRECTORS HONORED

GARY WALKER
Willamalane Park & Recreation District
Past President
1973 - 1977

KEN BUSS
Springfield Stationery
1976 - 1977

EVERETT CHRISTIAN
Christian Logging Company
1974 - 1977

LANNY JONES
Haggerty, Ruff, Jones & Calkins
1974 - 1977

GUINN JAMES
Gerlach's Drug & Camera Center
1974 - 1977

NEW MEMBERSHIPS REACH ALL TIME HIGH DURING 1977

Springfield Outdoor Store
Farmers Insurance (J Reynolds)
Western Medical Systems, Inc.
Robert Cross Insurance
The Yarn Cottage
U.S. Army Recruiting Office
Capital Financial Services, Inc.
Michigan Knife Co.
Hair-at-age Beauty Salon
Island Park Pediatric Associates
William H. Green, CPA
Al Beckett & Associates, Realtors
Glass Menagerie
Henry Yake, Framing Contractor
Bob Godfrey Pontiac-Honda
Blinkhorn Company Realtors
Oregon Cedar Products
Pietro's
Dimensions West, Inc.
The Heritage Restaurant
Eugene Emergency Housing
Bill Medford Real Estate
Fred Meyer-Springfield
The Clean Machine
Gordon's Formica Service
Hancock and Associates
Jaap Realty
F & M Towing and Auto Service
U of O Development Fund
Tim's Top Shop
Sunny Service Stations
Edward C. Stack, CPA
Wendy's
Cosmetic Center
Springfield Welding Supply
Gingerbread House

KATR Radio
Springfield Mortgage & Investment
Springfield Engine Rebuilders
Richard L. Gassman, Attorney
Progressive Images
Quick Service Litho
L. R. Brabham, Inc.
The Book Lounge
Gem Vending & Music Company
McKenzie Dairy Queen
Coast Screw
R & S Builders
Mr. Roberts' Mens Wear
Mohawk Small Animal Hospital
J. K. Gill Co.
Discover Springfield
Merrell, Lynch, Pierce, Fenner & Smith
Xerox Corporation
Emerald Swimming Pools of Ore., Inc.
The Fashion Place
Big Red Q Quick Print Center
Cash-Way Plywood
Willamette Valley Title Co.
Curtis Restaurant Supply
Zilkoski Auto Electric
Sound Wholesalers
Goodyear Tire Center
Ron R. Peery Real Estate
Beacon Electric
Yamaha of Springfield
Party World
Storm Seafoods
McKenzie Fabrics
Springfield Mobile Homes
KORE Radio
Investment Auditors, Inc.

McKenzie Foods
Centennial Bank, McKenzie River Br.
Van's Nutrition Corner
Dave's Auto Upholstery
Dr. Robert A. Bender
Joy Humphrey Real Estate
Wally's Plumbing Service
U Can Electrical & Plumbing Supply
Four Seasons Roofing Service
Village Glass
Haines Masonry, Inc.
Eight Ball Tavern
Floyd Konold Contractor
Ruff, Cameron, Lucoss & Associates
R & T Restaurant
Art's Masonry Supply
Springfield T.V.
Jean Tate Real Estate
Don Bigelow Logging & Trucking
McKenzie Willamette Homes
Rosboro Lumber Company
Mr. D's Pancake House
Valley State Bank
Reginald Tonry (Eugene Symphony)
C & W Auto Body Shop
Paul Harris Auto Sales
7-11 Stores, 14th & Main
Friday's Girls
El-Jay Inc.
Tiff's Union Station
Joey's Pizza
Diversified Properties
Countryman Realty
Lemon Tree Hair Fashions
Kelsay Music Co.



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