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CHAMBER, CITY, CENTRAL LINCOLN PUD TO COLLABORATE ON BANNERS

Florence Area Chamber of Commerce, in partnership with the City of Florence, Central Lincoln PUD, and Three Rivers Casino Resort is preparing to hang festive, colorful banners on power poles along the Highway 101 corridor and at the casino.

But first, they need some design ideas. The person submitting the winning design suite could win \$1000.

"The Chamber is pleased to launch this program to catch drivers' attention at the casino and through our Highway 101 corridor, get them to slow down a little, and help direct visitors to stop, shop, eat, play, and stay here in Oregon's Coastal Playground," explained Chamber president/CEO Bettina Hannigan. "Four million cars pass through Florence on Highway 101 every year. We want to capture some of those visitor dollars for our economy. When we do, everyone benefits."

The Chamber's call-to-artists to submit design ideas closes June 14. To learn more and submit designs, entrants are directed to FlorenceChamber.com/FlorenceBannerArtistCall.

"This will be in harmony with our installation of those 120 magnificent flower baskets that adorn Old Town and Highway 101 from the bridge to Highway 126; but the banner project goes farther, all the way up to Fred Meyer," Hannigan added. "It's also part of the new streetscape improvements on Highway 101, and a way to bring a little joy, celebrate optimism and good will, and mark our cautious steps toward the restoration of tourism."

Under normal circumstances, tourism employs approximately 1900 of the 4600 people working in Florence and pumps about \$147 million into the Florence area economy. The average tourist spends about \$175 per day when they stay in town overnight.

"By hanging these banners along the new 101 streetscape, at the casino, and uptown we will give all drivers and pedestrians a positive impression of our community, and that helps commerce in our area," said Hannigan.

Jo Beaudreau, of BeauxArts Fine Art Materials & Gallery at 2285 U.S. 101 (Coastal Fitness Plaza) who is helping drive the initiative said the program will include six primary themes and three sizes to hang in different locations. Banners will rotate seasonally and feature the themes Shop, Eat, Stay, Play, Oregon's Coastal Playground, and Florence, to coincide with the Chamber's other tourism marketing messages.

"The project will be adaptive and expandable in the future to include additional seasonal changes, events, and more. It will be a fabulous way to connect more resources of our community in a cohesive, positive fashion. Drivers will see our obvious community pride and understand that there is a bounty of fun things to do in and around Florence. They'll see why this is indeed Oregon's Coastal Playground," Beaudreau said. "We're proud of the partnership between community stakeholders—the Chamber, the City, Central Lincoln, the businesses,

civic clubs, and individuals that will invest in this program.” Those interested in sponsoring banners can visit the [Events tab at FlorenceChamber.com](#).

“This is also an exciting way to showcase local public art and design talent. We’re launching this to our community first, but the call-to-artists will eventually go statewide. We hope to receive the best designs from right here in Florence. We also want to show that art and public displays of art, even when functional in nature as these banners are, is worth compensating,” Beaudreau added.

For more information on the banner project, joining the Florence Area Chamber of Commerce, or how to volunteer, contact Hannigan at 541-997-3128.