



Florence

Lane County, Oregon



With a strong entrepreneurial spirit, a business-friendly environment, and a stunning coastal setting that attracts tourists and remote workers, Florence, Oregon cultivates a diverse business community. Its physical and digital infrastructure are robust, with a seaport, good roads, and fiber broadband to grow on. Enterprise zones, a nearby airport and access to major health providers further set it up for success. This destination community attracts day-trippers from the valley, casino-goers, West Coast visitors, retirees and families seeking a better quality of life.

- **Transportation:** Florence is located at the junction of Coast Highway 101 and the east-west Highway 126 that connects the coast to I-5. It is located on the Coos Bay Rail Line, home to a municipal airport, and is served by buses to the nearby communities. Its port is well suited to mid-sized fishing vessels.
- **Available space:** Florence offers a wide range of space, from small tourist-focused shops to commercial and industrial developments. The Pacific View Business Park has spaces that are within the Florence Enterprise Zone and served by fiber internet. There is also typically buildable and zoned property available.
- **Top private employment sectors:** Private health care and educational services; tourism, accommodation, and food services; retail trade.
- **Communication:** Florence is served by several ISPs relying fixed wireless, cable, satellite, and fiber. It is served by most major wireless carriers.
- **Housing:** Florence offers a wide range of housing, from affordable apartments to luxurious ocean-side homes.

- **Education:** The area is included in the public K-12 Siuslaw School District. There is a satellite campus for Lane Community College, and the Oregon Coast Community College, Southwestern Oregon Community College and the University of Oregon are each just over an hour away.

Many organizations support businesses and economic development in Florence and Lane County:

- Florence Chamber of Commerce
- Oregon RAIN
- South Coast Development Council (SCDC)
- Oregon Coast Visitors Association (OCVA)
- Lane County Community and Economic Development
- Lane Workforce Partnership
- Small Business Development Center (SBDC)
- Travel Lane County
- Business Oregon

To find the right resources for your business needs, please go to the SBDC's Lane Business Link website (lanesbdc.com/lane-business-link).



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Lifestyle Matters!

With dunes to its south, an estuary and a river to the east, coves and lighthouse to the north, and the Pacific Ocean to its west, the list of reasons to love Florence is long. Its historic and lively bayfront Old Town; 17 lakes within 10 miles; a string of festivals throughout the year; fishing; and golfing make it an appealing place to live and work. The coastline is studded with state parks and views that even lifelong residents can't seem to get enough of. Plentiful fish and a temperate climate fuel a culinary movement. Florence residents can enjoy these amenities:

- Beaches
- Dunes
- Shopping
- Tribal involvement
- Lakes and river
- Two museums
- Music festivals
- Sandboarding
- Fishing, crabbing, and clamming
- Boating
- Scuba diving
- Surfing, windsurfing, kiteboarding, kitesurfing, SUP
- Florence Event Center (21,000 sq. ft. of event space with a 455-seat theater and 6,000 sq. ft. of changeable meeting space area)
- Farmer's Market
- Lighthouses
- Casino

To learn more about what makes Florence an amazing place to live, work, and play, please visit Travel Lane County's website (eugenecascadescoast.org/regions-cities/florence).

