

## Award Categories and Nominees

The 2024 award categories include:

**Excellence in Customer Service:** For those who consistently provide the highest level of customer service.

- [BeauxArts Fine Art Materials](#)
- [First Community Credit Union](#)
- [Johnston Motor Company](#)
- [Oregon Pacific Bank](#)
- [Sandland Adventures](#)

**Innovation is Everything:** For the business or organization that brings new and exciting products, services, or opportunities to Florence.

- [City of Florence](#)
- [HYAK](#)
- [Oregon Coast Humane Society](#)
- [The Playhouse](#)
- [The Uncommon Collective](#)

**Heart on Their Sleeve:** The business that prioritizes community over profit, dedicating time, money, and talents to make a difference.

- [Blue Heron Gallery](#)
- [Christina Voogd – Berkshire Hathaway](#)
- [Florence Shipping Solutions](#)
- [Sea Lion Caves](#)
- [Waterfront Depot](#)

**Profound Difference Award:** For the non-profit that has made the most significant impact on the Florence community.

- [Boys & Girls Club of Western Lane County](#)
- [Florence Elks Lodge #1858](#)
- [Florence Arts Culture & Entertainment](#)
- [Siuslaw Vision](#)
- [Western Lane Crisis Response](#)

**Bold New Business:** The new business that Florence has benefited from the most in the past 13 months.

- [The Green Room Restaurant](#)
- [The Human Bean](#)
- [Periwinkle Cottage](#)
- [Tattooga](#)
- [Zolezzi Insurance](#)

**Life Preserver Award:** An individual who goes above and beyond their job description to make Florence a brighter place to live and work.

- Vanessa Buss
- Chantelle Meyer
- Jennifer Ledbetter
- Shauna Robbers
- Mimi Teachout

**Stu Johnston Business of the Year Award:** Named for the founder of Johnston Motors, this award goes to the business or organization that shows compassion and innovation while providing outstanding service to the community.

- [Coastal Fitness](#)
- [Peace Health / Peace Harbor](#)
- [1285 Restobar Restaurant](#)
- [Sand Master Park](#)
- [Three Rivers Casino Resort](#)

### **Special Honors**

We will also honor two outstanding individuals with the First Citizen Award and Future First Citizen Award:

- **First Citizen Award:** Recognizes the lifetime achievements of an individual who has selflessly served and improved the Florence area.
  - To be announced the week of July 8.
- **Future First Citizen Award:** Honors a student for academic success and civic contributions. This year's Future First Citizen is Siuslaw High student Cate Waggoner.