CITY OF OREGON CITY
CITY COMMISSION REGULAR MEETING
AGENDA

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Wednesday, March 06, 2024 at 7:00 PM

REGULAR MEETING OF THE CITY COMMISSION

Ways to participate in this public meeting:

- *Attend in person, location listed above*
- *Register to provide electronic testimony (email recorderteam@orcity.org or call 503-496-1509 by 3:00 PM on the day of the meeting to register)*
- *Email recorderteam@orcity.org (deadline to submit written testimony via email is 3:00 PM on the day of the meeting)*
- *Mail to City of Oregon City, Attn: City Recorder, P.O. Box 3040, Oregon City, OR 97045*

1. CONVENE MEETING AND ROLL CALL

2. FLAG SALUTE

3. CEREMONIES AND PROCLAMATIONS

3a. Women's History Month Proclamation

3b. Developmental Disabilities Awareness Month Proclamation

4. CITIZEN COMMENTS

Citizens are allowed up to 3 minutes to present information relevant to the City but not listed as an item on the agenda. Prior to speaking, citizens shall complete a comment form and deliver it to the City Recorder. The City Commission does not generally engage in dialog with those making comments but may refer the issue to the City Manager. Complaints shall first be addressed at the department level prior to addressing the City Commission.

5. PRESENTATIONS

5a. Citizen Involvement Committee Update

5b. Clackamas Community College Bond Update Presentation

6. ADOPTION OF THE AGENDA

7. CONSENT AGENDA

This section allows the City Commission to consider routine items that require no discussion and can be approved in one comprehensive motion. An item may only be discussed if it is pulled from the consent agenda.

7a. Resolution No. 24-09, A Resolution Vacating a Public Utility Easement on 16176 Oak Tree Terrace

7b. Personal Services Agreement with EcosConnect for Backflow Assembly Testing (PS 23-021)

7c. Purchase of two (2) Ford F-350 Super Duty Trucks with Lift Gates and Upfitting for Parks

7d. Purchase of One Ventrac 4520P Tractor and Various Attachments for Parks

7e. Minutes of the February 13, 2024 City Commission Work Session

7f. Minutes of the December 20, 2023 City Commission Regular Meeting

7g. Minutes of the October 04, 2023 City Commission Work Session

7h. Minutes of the October 18, 2023 City Commission Work Session

8. PUBLIC HEARINGS

9. GENERAL BUSINESS

9a. Request for Proposals to Develop a Destination Management Organization

10. COMMUNICATIONS

City Manager

a. Francis Ermatinger House Auction Items

Commissioners

Mayor

11. ADJOURNMENT

ORDINANCE NOTICE

If an ordinance is noticed above in this agenda, the text of the ordinance is available online with the posted agenda packet. In addition, three copies are provided for public review in the Office of the City Recorder upon request.

PUBLIC COMMENT GUIDELINES

Complete a Comment Card prior to the meeting and submit it to the City Recorder. When the Mayor/Chair calls your name, proceed to the speaker table, and state your name and city of residence into the microphone. Each speaker is given three (3) minutes to speak. To assist in tracking your speaking time, refer to the timer on the table.

As a general practice, the City Commission does not engage in discussion with those making comments.

Electronic presentations are permitted but shall be delivered to the City Recorder 48 hours in advance of the meeting.

ADA NOTICE

The location is ADA accessible. Hearing devices may be requested from the City Recorder prior to the meeting. Individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503-657-0891.

Agenda Posted at City Hall, Pioneer Community Center, Library, City Website.

Video Streaming & Broadcasts: The meeting is streamed live on the Oregon City's website at www.orcity.org and available on demand following the meeting. The meeting can be viewed on Willamette Falls Television channel 28 for Oregon City area residents as a rebroadcast. Please contact WFMC at 503-650-0275 for a programming schedule.

PROCLAMATION

WOMEN'S HISTORY MONTH 2024

Whereas, women of every race, class, and ethnic background have made historic contributions to the growth and strength of our Nation in countless recorded and unrecorded ways; and

Whereas, women have played and continue to play critical economic, cultural, and social roles in every sphere of the life of the Nation by constituting a significant portion of the labor force working inside and outside the home; and

Whereas, women have played a unique role throughout the history of the Nation by providing the majority of the volunteer labor force of the Nation; and

Whereas, women were particularly important in the establishment of early charitable, philanthropic, and cultural institutions in our Nation; and

Whereas, women of every race, class, and ethnic background served as early leaders in the forefront to every major progressive social change movement; and

Whereas, women have served our country courageously in the military; and

Whereas, women have been leaders, not only in securing their own rights of suffrage and equal opportunity, but also in the abolitionist movement, the emancipation movement, the industrial labor movement, the civil rights movement, and especially the peace movement, which creates a more fair and just society for all; and

Whereas, despite these contributions, the role of women in history has been consistently overlooked and undervalued in the literature, teaching, and study of American history,

NOW, THEREFORE, BE IT RESOLVED that the City Commission of Oregon City does hereby proclaim:

March 2024
as
Women's History Month

And, as part of the observance encourage all persons in Oregon City to join in celebrating the important contributions women have made in Oregon City, Clackamas County, Oregon, and across America.

In Witness Whereof, I have hereunto set my hand this 6th day of March, 2024.

_____

DENYSE C. McGRIFF, Mayor

PROCLAMATION

DEVELOPMENTAL DISABILITIES AWARENESS MONTH 2024

Whereas, disability is a natural part of the human experience; and

Whereas, every person, regardless of ability, has valuable strengths, infinite capacity to learn, and the potential to make important contributions to their local communities; and

Whereas, everyone wins when people with developmental disabilities receive the support and opportunities they need in order to be contributing members of their communities; and

Whereas, the abilities of people with developmental disabilities have been traditionally and systematically undervalued; and

Whereas, public awareness about developmental disabilities promotes acceptance and understanding, and decreases prejudice and misconception; and

Now, Therefore, Be It Resolved that the City Commission of Oregon City calls upon all people of the City of Oregon City to observe this month with appropriate programs, ceremonies, and activities, and does hereby proclaim:

March 2024
as
Disability Awareness Month

And, call upon the residents of Oregon City to join their fellow citizens across the United States in recognizing the ability of individuals with developmental disabilities to make significant contributions to their communities,

In Witness Whereof, I have hereunto set my hand this 6th day of March 2024.

_____
Denyse C. McGriff, Mayor

Jakob Wiley

From: Carol <carolacelia@landctrucks.com>
Sent: Monday, February 26, 2024 9:21 AM
To: Recorder Team
Subject: Fwd: HSCCC Homeless Navigation Center

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning,

I sent the email below to the mayor and City Commissioners yesterday. I was told by a friend that I needed to send correspondence to the City Recorder instead.

Thank you,

Carol Earle
carolacelia@landctrucks.com

From: Carol Earle <carolacelia@landctrucks.com>
Subject: HSCCC Homeless Navigation Center
Date: February 25, 2024 at 7:03:22 PM PST
To: Denyse McGriff <dmcgriff@orcity.org>, Mike Mitchell <mmitchell@orcity.org>, Adam Marl <amarl@orcity.org>, Frank O'Donnell <fodonnell@orcity.org>, rsmith@orcity.org

Hello,

Thank you all for your comments regarding the proposed homeless navigation center at the City Commission meeting on February 7th. Many of you share the same concerns about the proposal that I have heard from the community.

The majority of the citizens who attended the commission meeting, and those that I have spoken with in the community, are concerned about the safety issues related to the homeless center.

Prior to my retirement, I worked for a local jurisdiction here in Oregon. In my position as City Engineer, I became familiar with the Oregon land use system. Because of my experience, I wonder if the city of Oregon City is able to place requirements on the

developer during the Design Review land use approval process or Building permit process?

I understand that state legislation requires the city of Oregon City to allow (permit) the development of the property as a homeless navigation center. In that sense, the legislation makes this project different from a standard development project. Even with that difference, it seems that our community should be able to place conditions on the project in order to provide for the safety of our citizens, business owners and customers.

For instance, with a standard development project, the developer would be required to participate in the cost of installing a signal if the project were to generate enough traffic. With this project, there will likely be many grants available for homeless projects. Can the city condition the developer to provide funds for a safety officer or homeless liaison with the police department to help alleviate the safety concerns of its citizens?

I am unable to attend the meeting on February 27th regarding the homeless navigation center because I am out of town, but I wanted to get my comments to you prior to the meeting in hopes that these ideas could be discussed.

Thank you for your consideration,

Carol Earle
carolacelia@landctrucks.com

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** 3-6-2024

From: City Manager Tony Konkol

SUBJECT:

CIC Update

EXECUTIVE SUMMARY:

Bob La Salle's term as Chair of the Citizen Involvement Committee has expired after serving in that position for four years. Recent changes with the CIC leadership and Staff Liaison merit an update to the City Commission.

BACKGROUND:

In a prior Goal Setting retreat, the City Commission prioritized the creation of a new position that would, among other responsibilities, serve as the City's liaison to the Citizen Involvement Committee. Community Engagement Specialist Hannah Schmidt has served in that position for three and a half months. During that brief tenure, multiple enhancements have been made to increase the flow of information between the CIC, Neighborhood Associations and the City while decreasing the costs. Changes include:

- A new printing contract for postcard mailings that will save an estimated $3,600 annually.
- Creation of email lists for each Neighborhood Association managed by the City so meeting notices and other information can also be emailed to residents.
- Meeting Calendars for each association on the City website that residents can subscribe to in order to receive email or text alerts for upcoming meetings.
- Public records for the Neighborhood Associations are now available online.
- A backlog of minutes from prior CIC meetings has been cleared, with all missing minutes now posted online and viewable by the public through the Oregon Records Management system.

Another change is that Bob La Salle has completed a four-year term as Chair of the Citizen Involvement Committee. Mr. La Salle has served on the CIC for nearly 12 years, and will continue to serve, representing his Park Place neighborhood. A prolific volunteer, over the years Mr. La Salle has also served as the Transportation Advisory Chair, past chair of the Park Place Neighborhood Association, participated as a public

member of OC2040, TSP 2013, Sign Code Update and the South End Concept Plan. Mr. La Salle is also a current Planning Commission Member.

In light of his term as Chair ending, Mr. La Salle saw it fitting to present the Commission with a brief update about the CIC's activities.

RECOMMENDATION:

No action needed.

BUDGET IMPACT:

None

FY(s): 2023/2024 – 2024/2024 $60,000 budgeted

Funding Source(s): General Fund

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** 03/06/2024

From: City Manager Tony Konkol

SUBJECT:

Clackamas Community College Bond Update Presentation

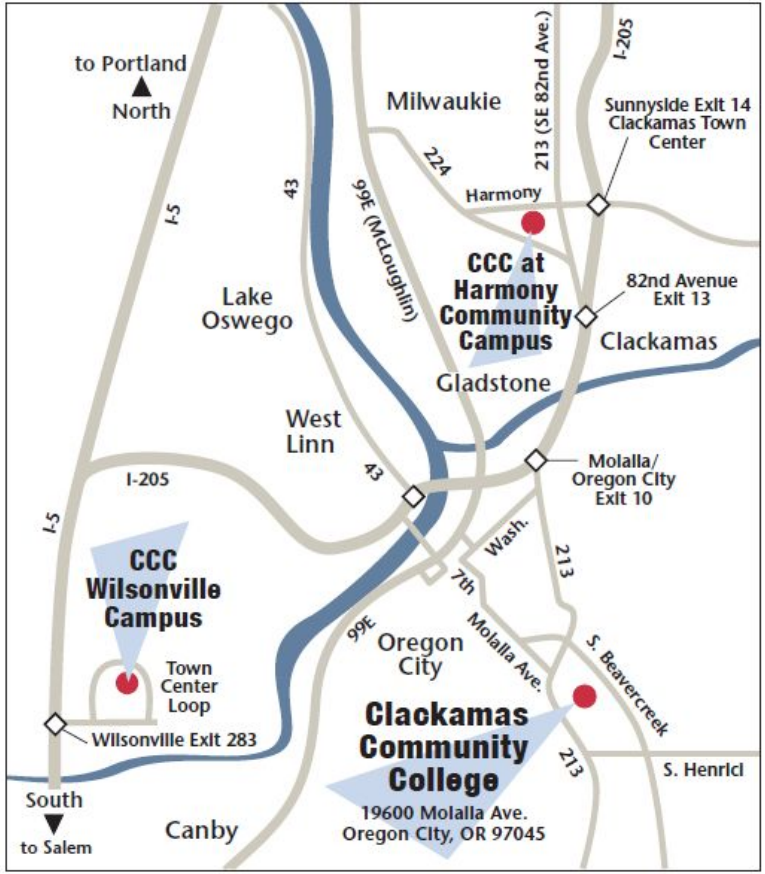
BACKGROUND:

President Tim Cook of the Clackamas Community College will present on the bond renewal. The college is seeking feedback and input from the City Commission.

PLANTING SEEDS FOR STUDENT SUCCESS

Clackamas Community College Bond Proposal

Who we are



- Founded: 1966
- Service area: Clackamas County
- Campuses: Oregon City, Wilsonville, Milwaukie
- Employees: 928
- Student population: 18,842
- Student average age: 32

Programs

- 108 career technical programs
- Two-year transfer degrees
- GED, ESOL, Adult high school
- Community education
- Business training

Our students

2022-23 BY THE NUMBERS		
Student population	**Type of student**	**Student demographics**
19,857 Total	14% Academic/transfer	53.2% Known female
4,839.7 FTE	17% Career and technical	32.1% Known racial minorities
	8% General studies	15.1% Full time
	34% Community education	32 Average age - all students
	4% Dev. education	24 Average age - full-time credit seeking
	23% Other	

- Economic impact: CCC added $314.7 million in income to the Clackamas County economy, a value equal to 1.2% of the county's total GRP
- Socioeconomic diversity: 15.3% are known first-generation students, 47.4% received PELL grants
- Financial aid: 2,160 students received grant or scholarship aid
- PELL grants: 1,408 students received PELL grants

What is a bond election?

Colleges can borrow funding to pay for the construction, expansion and renovation of grounds and buildings.

Voters must approve these funds through a bond election on the ballot.

CCC is looking to put a bond measure on the November 2024 ballot.

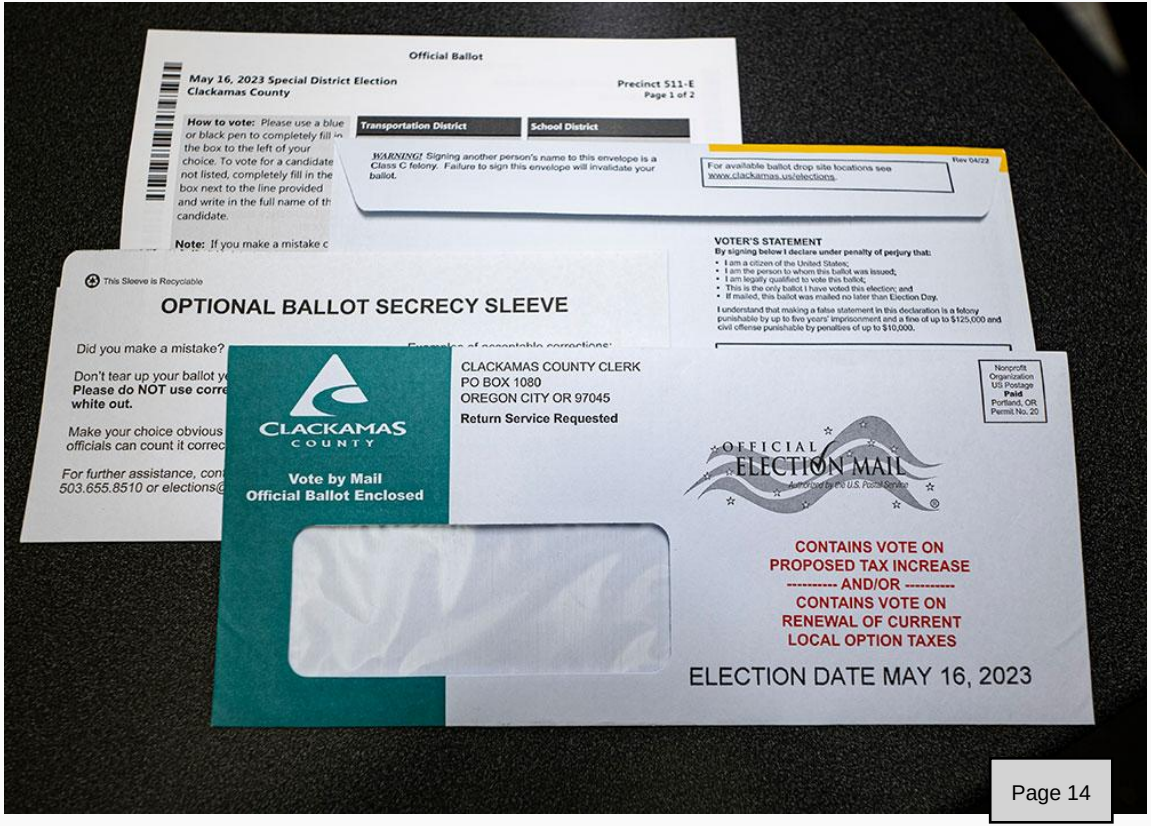


Photo credit: Clackamas County

History of community support

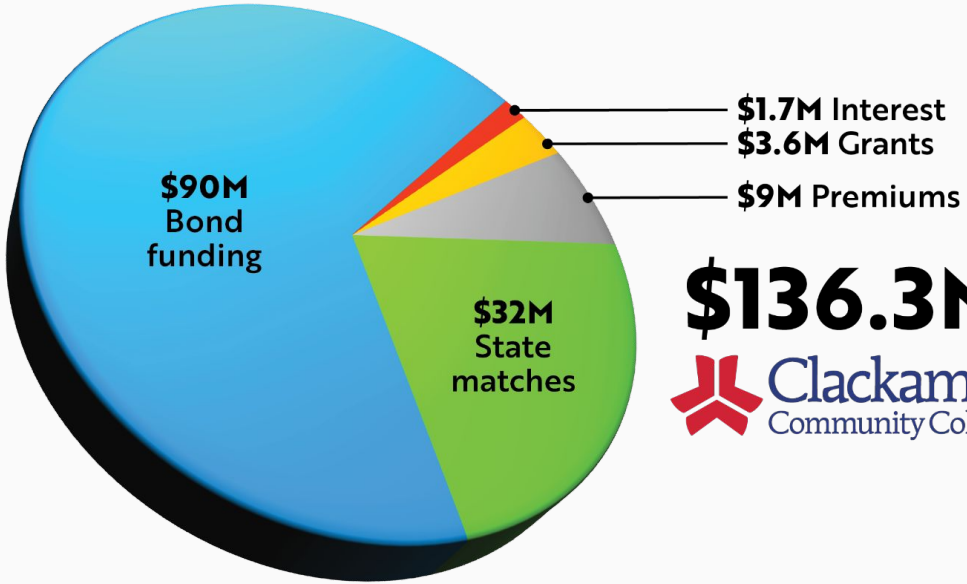
Bonds passed in 2000 and 2014 - Thank you!

Phase I - 2014 bond completed

$90 million bond
<u>$46.3 million leveraged</u>
$136.3 million total

Projects completed:

- New student learning spaces and buildings
- Asset maintenance
- Safety and security improvements
- Wayfinding and transportation upgrades



$136.3M Total

Clackamas Community College

Phase II - Determining the 2024 bond renewal

Identifying the Need

- Concept Master Plan
- Athletic Facilities Master Plan
- Mechanical, Electrical & Plumbing Master Plan

Total: $335 million

Bond Development Work Group

- Staff, students & board members
- Internal survey
- External polling

Themes and projects identified

1. Prepare students for success in modern learning spaces.
2. Enhance partner and community connections.
3. Preserve and maintain assets.

Bond measure renewal amount: $110-120 million

Clackamas Community College

Prepare students for success in modern learning spac

- Construct a center of excellence for horticulture, farming, welding, and wildland fire, partnering with the Clackamas OSU Extension Service
- Modernize learning spaces for future needs.

Photo: OSU Innovation Center

Enhance partner and community connections

- Improve access to STEM opportunities
- Create workforce partnership building on Wilsonville campus
- Upgrade athletic fields and construct a grandstand
- Complete Douglas Loop walking trail

Photo: Challenger Center

Preserve and maintain assets

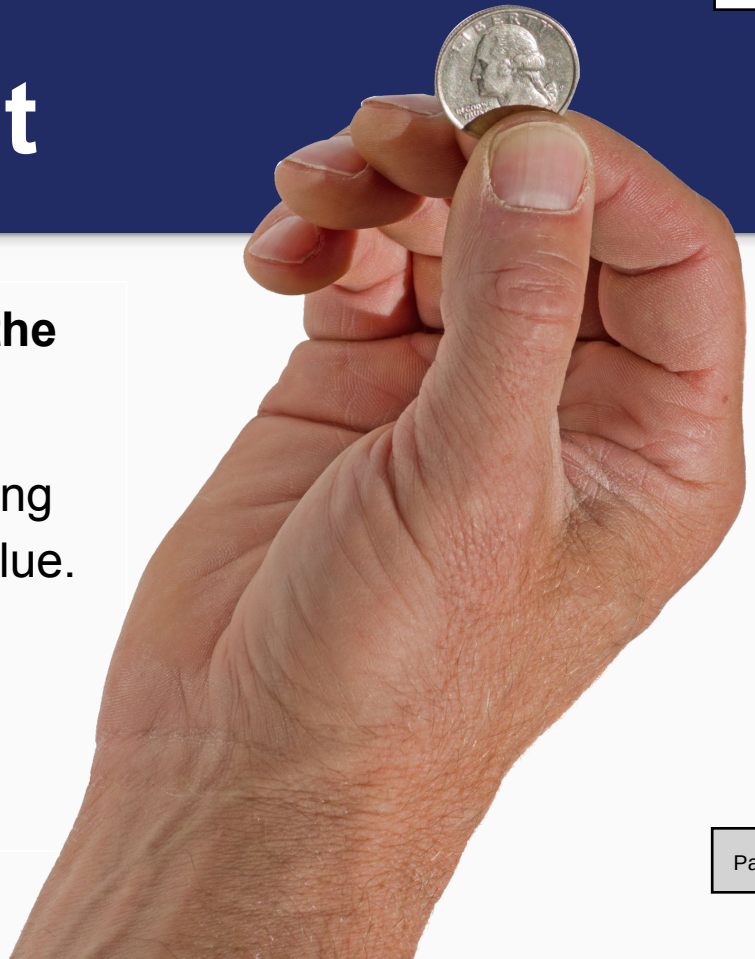
- Upgrade technology and computer labs
- Improve safety and security
- Increase energy efficiency
- Update, maintain and repair aging facilities
- Increase pedestrian safety
- Retire outstanding debt

Leveraging Phase II bond funding

Oregon State University
Extension Service

Federal Grants

Bond measure cost



This proposal is estimated to maintain the current tax rate.

If passed, the bond would **renew** the existing tax rate of 25 cents/$1,000 of assessed value.

Clackamas Community College

Feedback

www.CCCBond.org

Clackamas Community College

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** 03/06/2024

From: Public Works Director John M. Lewis, PE

SUBJECT:

Resolution No. 24-09, A Resolution Vacating a Public Utility Easement on 16176 Oak Tree Terrace

STAFF RECOMMENDATION:

Approve Resolution No. 24-09, authorizing the vacation of a portion of public utility easement on 16176 Oak Tree Terrace.

EXECUTIVE SUMMARY:

An application was received to vacate a portion of an existing public utility easement (depicted in Exhibits A & B) at 16176 Oak Tree Terrace. This easement was established to provide access, use, and maintenance to franchise utility providers serving the area. However, this portion of the easement is not serving any franchise utility providers and will not serve them in the future.

Public Works supports vacation of this portion of the easement, as it is not serving its intended purpose (to be used by franchise utility service providers) and necessity of the easement. Public Works recommends approval of this resolution, to vacate a portion of the easement, as it is in the best interest of the public.

BACKGROUND:

In February 2024, the applicant (representing the property owner of 16176 Oak Tree Terrace) applied to vacate a section of an existing public utility easement on this property. 16176 Oak Tree, is a property located within the Holcomb Hill Subdivision (Plat No. 1902, recorded in 1973). The property was partitioned in 1992 by way of Partition Plat No.1992-15. The subject easement was dedicated as part of this partition, to serve franchise utility distribution.

Per Oregon City Municipal Code Section 16.12.085, public utility easements are required as part of the subdivision platting process. Easements allow utility providers to route utilities through neighborhoods and to homes on private property. Historically,

utility easements were required along all property lines; however, current practices limit public utility easements to only property lines along the frontage of a roadway.

The subject section of this public utility easement begins at the southeast corner of the property boundary of 16176 Oak Tree Terrace and gradually extends in a northwest direction. The easement is extinguished at the west property boundary - approximately 40-feet northwest of the southwest property corner.

In general, a vacation shall be granted only in the event that all of the following conditions (from the street and easement vacation application form) are met:

A. There is no present or future public need for the street, alley, or easement.
B. The vacation is in the best public interest.
C. There would be no impacts to adjacent properties.
D. Consent of adjacent property owners when appropriate.

The application for this vacation provides the following justification for vacating a portion of the easement:

1. No portion of the easement section is in use by franchise utilities which include electric, natural gas, and telecommunications providers.
2. The easement is not in compliance with current practices which require public utility easements along property road frontages only.
3. There is no impact to adjacent properties.

Public Works finds the justification to meet current practices and policies, and the easement serves no current, or future purpose.

The applicant has provided a legal description and depiction (“legals”) for the easement section to be vacated, attached as, “Quitclaim Deed with Map & Legal”. This document will be recorded at the Clackamas County Recording Office following approval of this resolution to affect the release or “quitclaim” of the easement.

City policy allows for vacations of easements via resolution by the City Commission; therefore, approval of this resolution and recording of the quitclaim will result in the vacation of the easement section.

OPTIONS:

1. Approve Resolution No. 24-09, authorizing the vacation of a portion of the public utility easement on 16176 Oak Tree Terrace.
2. Deny Resolution No. 24-09. If the Commission chooses to deny the Resolution, staff respectfully requests direction on how to proceed.

RESOLUTION NO. 24-09

A RESOLUTION VACATING A PUBLIC UTILITY EASEMENT ON 16176 OAK TREE TERRACE

WHEREAS, the Applicant representing the property owner of 16176 Oak Tree Terrace, has applied for a vacation of a portion of a public utility easement (hereinafter called "EASEMENT") on the property; and

WHEREAS, the EASEMENT is legally described and depicted in Quitclaim Deed which includes a legal description provided as Exhibit A and as shown in Exhibit B to the Quitclaim Deed; and

WHEREAS, the EASEMENT is currently serving no purpose and has been verified that it will serve no purpose in the future; and

WHEREAS, Oregon City Public Works staff have determined that the proposed vacation is in the best public interest based on the EASEMENT having no current and/or future purpose; and

NOW, THEREFORE, OREGON CITY RESOLVES AS FOLLOWS:

Section 1. The City Commission of the City of Oregon City hereby vacates that portion of public utility easement as legally described in Quitclaim Deed with which includes a legal description provided as Exhibit A and as shown in Exhibit B and marked thereon as "Easement Vacation".

Section 2. This resolution shall take effect immediately upon its adoption by the City Commission and recording of the quitclaim deed.

Approved and adopted at a regular meeting of the City Commission held on the 6th day of March, 2024.

Denyse C. McGriff
Mayor

Attested to this 6th day of March, 2024:

Approved as to legal sufficiency:

Jakob Wiley, City Recorder

City Attorney

OREGON CITY

Public Works – Development Services

13895 Fir Street | PO Box 3040 | Oregon City OR 97045
Ph (971) 204-4601 | Fax (503) 908-1128

APPLICATION
STREET/ALLEY VACATION

Property Owner/Authorized Agent Richard Adams (Authorized Agent)
Address 16176 Oak Tree Terrace. Oregon City 97045
Telephone 503-708-5244 Location of Property to be Vacated 16176 Oak Tree Terrace.

Note: Legal description of property must be attached for street vacations. The application shall be accompanied by a fully dimensioned accurate and legible site plan, drawn to scale.

Reason for Street/Alley/Easement Vacation and Proposed Use Homeowner is building a detached ADU. ADU is proposed to be placed in the location of the current easement.

A vacation shall be granted only in the event that all of the following conditions exist:

a. There is no present or future public need for the street, alley, or easement.
b. The vacation is in the best public interest.
c. There would be no impacts to adjacent properties.
d. Consent of adjacent property owners when appropriate.

Explain how proposed vacation complies with these four conditions:

The current easement is and was based on where the southern lot line used to be located. Currently the easement is not used by PGE or any utility access. We have gathered the signatures of all property owners adjacent to this lot, and they approve of vacating this easement. This easements location was place here due to it being adjacent to the property line. That property line has previously been relocated. Another easement is located on the southern property line of 16180 Oak Tree Terrace that grants PGE access to back of Lots. Which leaves this requested vacation grantable.

(Attach addendum, if additional space is needed).

1. All applications must be either typed or printed (black ink). Please make the words easily readable. Neatness is important.
2. The application must be submitted with the correct fee.
3. If you mail in the application, please verify with the Development Services Division to ensure that it was received and that all necessary fees and information are with the application form.
4. If you wish to modify or withdraw the application, you must notify the Development Services Division in writing. Additional fees may be charged if the changes require new public notice and/or if additional staff work is necessary.
5. Attach all the information with the application form that you have available that pertains to the activity you propose.
6. Prior to submitting the application, you must make an appointment to discuss your proposal with a member of the Development Services Division. If you wish, Development Services personnel will advise you in completing some portions of the application; however, the entire burden is upon the applicant to provide necessary information to justify approval of the application.
7. Detailed legal descriptions, maps, and other relevant information should be attached to the application form and will be available for public review. All applicable standards and criteria must be addressed prior to acceptance of the application. The content of the attached information should be discussed with the City Engineer prior to submission of the application.
8. Incomplete applications will be returned.

APPLICANT'S NAME & SIGNATURE: Paul Strahm
MAILING ADDRESS: 16176 Oaktree Terrace, Oregon City, OR 97045 (415) 235-3596
City State Zip Phone No.

ABUTTING PROPERTY OWNER'S NAME & SIGNATURE: Anastasia Rantsevich
MAILING ADDRESS: 16211 Tracey Lee Ct Oregon city OR 97045
City State Zip Phone No. (503) 860-6521

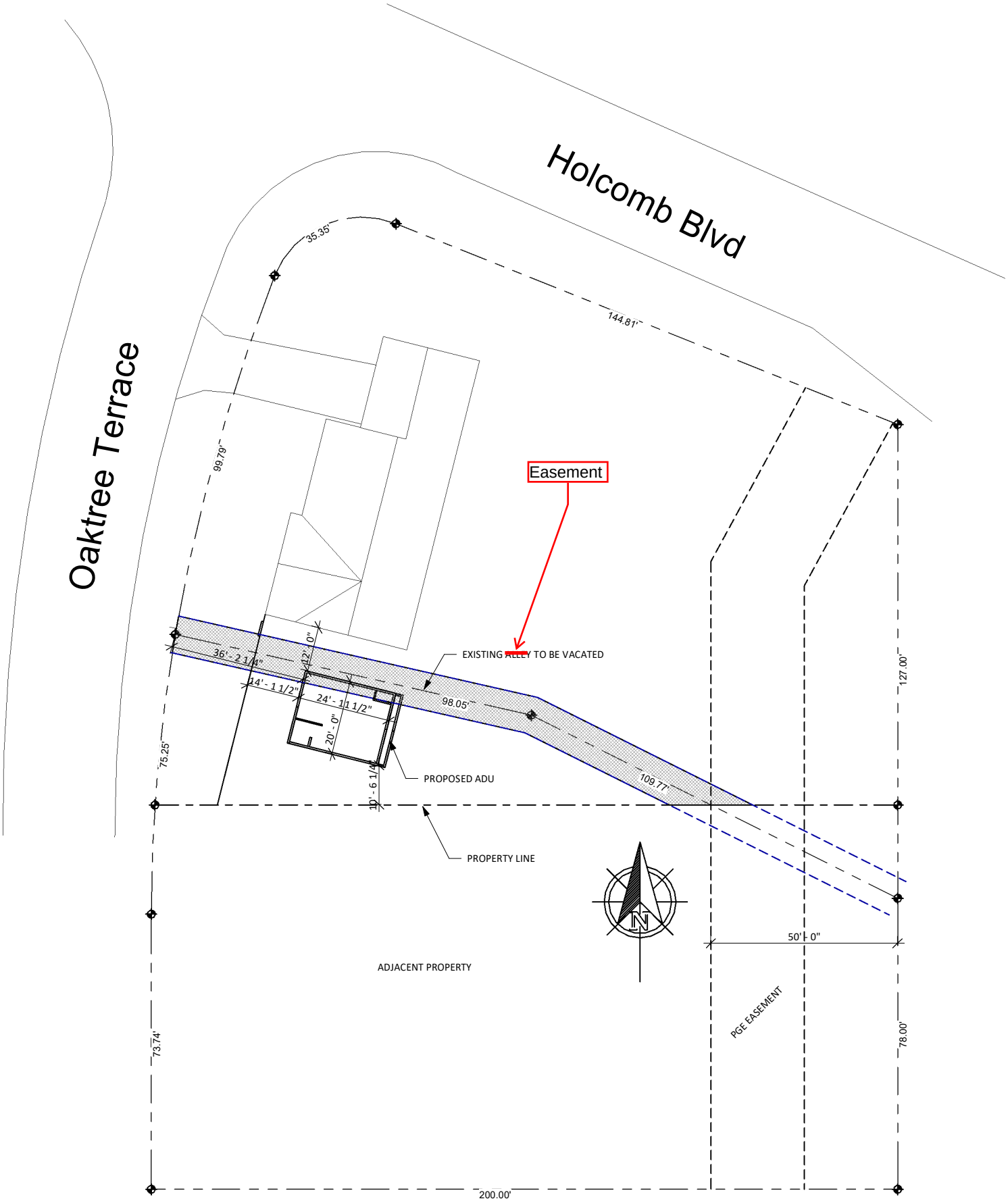
ABUTTING PROPERTY OWNER'S NAME & SIGNATURE: Angela M. Lucas
MAILING ADDRESS: 16180 OAKTREE TERRACE OREGON City 97045 OREGON
City State Zip Phone No.

ABUTTING PROPERTY OWNER'S NAME & SIGNATURE:
MAILING ADDRESS:
City State Zip Phone No.

If the property owner does not sign this application, then a letter authorizing signature by an agent must be attached.

FOR OFFICE USE ONLY

DATE SUBMITTED: 2/8/2024
RECEIVED BY: Patrick Armstrong
FEE PAID: $782.00
RECEIPT NO.: REC-026143-2024
PUBLIC HEARING DATE: 3/6/2024
ENGINEER ASSIGNED: Patrick Armstrong
DATE ACCEPTED AS COMPLETE: 2/10/2024


Holcomb Blvd
Oaktree Terrace
35.35'
144.81'
99.79'
Easement
EXISTING ALLEY TO BE VACATED
36' - 2 1/4"
14' - 1 1/2"
12' - 0"
24' - 11 1/2"
20' - 0"
10' - 6 1/4"
98.05'
109.77'
75.25'
127.00'
PROPOSED ADU
PROPERTY LINE
N
50' - 0"
ADJACENT PROPERTY
PGE EASEMENT
73.74'
78.00'
200.00'

AFTER RECORDING RETURN TO:

City of Oregon City, City Recorder
P.O. Box 3040
Oregon City, Oregon 97045-0304

Planning No.: VAC-24-00001

QUITCLAIM DEED

THE PURPOSE OF THIS CONVEYANCE IS TO RELEASE AND RELINQUISH ALL OF THE RIGHT, TITLE, AND INTEREST OF THE CITY OF OREGON CITY, A MUNICIPAL CORPORATION OF THE STATE OF OREGON (CITY), ALL, OR A PORTION OF, THE EASEMENT RECORDED IN THE PUBLIC RECORDS OF CLACKAMAS COUNTY, OREGON AS DOCUMENT NO. 1992-15.

THE CITY OF OREGON CITY, DOES REMISE, RELEASE AND FOREVER QUITCLAIM UNTO Paul J. Strahm, GRANTEE (AS WELL AS ITS SUCCESSORS AND ASSIGNS), ALL THE RIGHTS, TITLE, INTEREST, CLAIM OR DEMAND THAT THE CITY MAY HAVE TO THAT CERTAIN REAL PROPERTY SITUATED IN THE COUNTY OF CLACKAMAS IN THE STATE OF OREGON, DESCRIBED ON THE ATTACHED **EXHIBIT A**, AND SHOWN ON THE ATTACHED **EXHIBIT B**.

THE TRUE CONSIDERATION FOR THIS CONVEYANCE IS $0

> BEFORE SIGNING OR ACCEPTING THIS INSTRUMENT, THE PERSON TRANSFERRING FEE TITLE SHOULD INQUIRE ABOUT THE PERSON'S RIGHTS, IF ANY, UNDER ORS 195.300, 195.301 AND 195.305 TO 195.336AND SECTIONS 5 TO 11, CHAPTER 424, OREGON LAWS 2007, SECTIONS 2 TO 9 AND 17, CHAPTER 855, OREGON LAWS 2009, AND SECTIONS 2 TO 7, CHAPTER 8, OREGON LAWS 2010. THIS INSTRUMENT DOES NOT ALLOW USE OF THE PROPERTY DESCRIBED IN THIS INSTRUMENT IN VIOLATION OF APPLICABLE LAND USE LAWS AND REGULATIONS. BEFORE SIGNING OR ACCEPTING THIS INSTRUMENT, THE PERSON ACQUIRING FEE TITLE TO THE PROPERTY SHOULD CHECK WITH THE APPROPRIATE CITY OR COUNTY PLANNING DEPARTMENT TO VERIFY THAT THE UNIT OF LAND BEING TRANSFERRED IS A LAWFULLY ESTABLISHED LOT OR PARCEL, AS DEFINED IN ORS 92.010 OR 215.010, TO VERIFY THE APPROVED USES OF THE LOT OR PARCEL, TO DETERMINE ANY LIMITS ON LAWSUITS AGAINST FARMING OR FOREST PRACTICES, AS DEFINED IN ORS 30.930, AND TO INQUIRE ABOUT THE RIGHTS OF NEIGHBORING PROPERTY OWNERS, IFANY, UNDER ORS 195.300, 195.301 AND 195.305 TO 195.336 AND SECTIONS 5 TO 11, CHAPTER 424, OREGON LAWS 2007, SECTIONS 2 TO 9 AND 17, CHAPTER 855, OREGON LAWS 2009, AND SECTIONS 2 TO 7, CHAPTER 8, OREGON LAWS 2010.

CITY OF OREGON CITY

_____
John M. Lewis, Public Works Director

STATE OF OREGON)
)
County of Clackamas)

This record was acknowledged before me on (date) _____, 20_____

by **John M. Lewis** as the Public Works Director of the City of Oregon City.

Stamp notary seal:

WITNESS my hand and official seal.

_____
Signature of Notary Public

My commission expires:_____

_____
Anthony J. Konkol III, City Manager

STATE OF OREGON)
)
County of Clackamas)

This record was acknowledged before me on (date) _____, 20_____

by **Anthony J. Konkol** as the **City Manager** of the City of Oregon City.

Stamp notary seal:

WITNESS my hand and official seal.

_____
Signature of Notary Public

My commission expires:_____

CENTERLINE CONCEPTS
LAND SURVEYING, INC.

19376 Molalla Avenue, Ste. 120, Oregon City, OR 97045
P. 503-650-0188 **F. 503-650-0189**

Exhibit "A"
Easement Vacation
Legal Description

A Tract of land being a portion of that property described in Deed Document Number 2016-039884, Deed records of Clackamas County, located in the Northeast 1/4 of Section 28, Township 2 South, Range 2 East of the Willamette Meridian, City of Oregon City, County of Clackamas, State of Oregon, being more particularly described as follows:

BEGINNING at a point on the South line of that property described in Deed Document Number 2016-039884, Deed records of Clackamas County, said point bears N88°15'52"W, 38.94 feet from the Southeast corner thereof; thence along said South line, N88°15'52"W, 22.41 feet; thence leaving said line, N61°46'00"W, 43.10 feet; thence N75°39'17"W, 97.13 feet to a point on the East right of way line of Oak Tree Terrace; thence along said East line along a non-tangent curve to the right, having a radius of 461.73 feet, through a central angle of 1°14'35", an arc length of 10.02 feet (chord of which bears N11°02'17"E, 10.02 feet) to a point; thence leaving said East line, S75°39'17"E, 98.92 feet; thence S61°46'00"E, 64.38 feet to a point on afore mentioned South line, said point also being the ***POINT OF BEGINNING.***

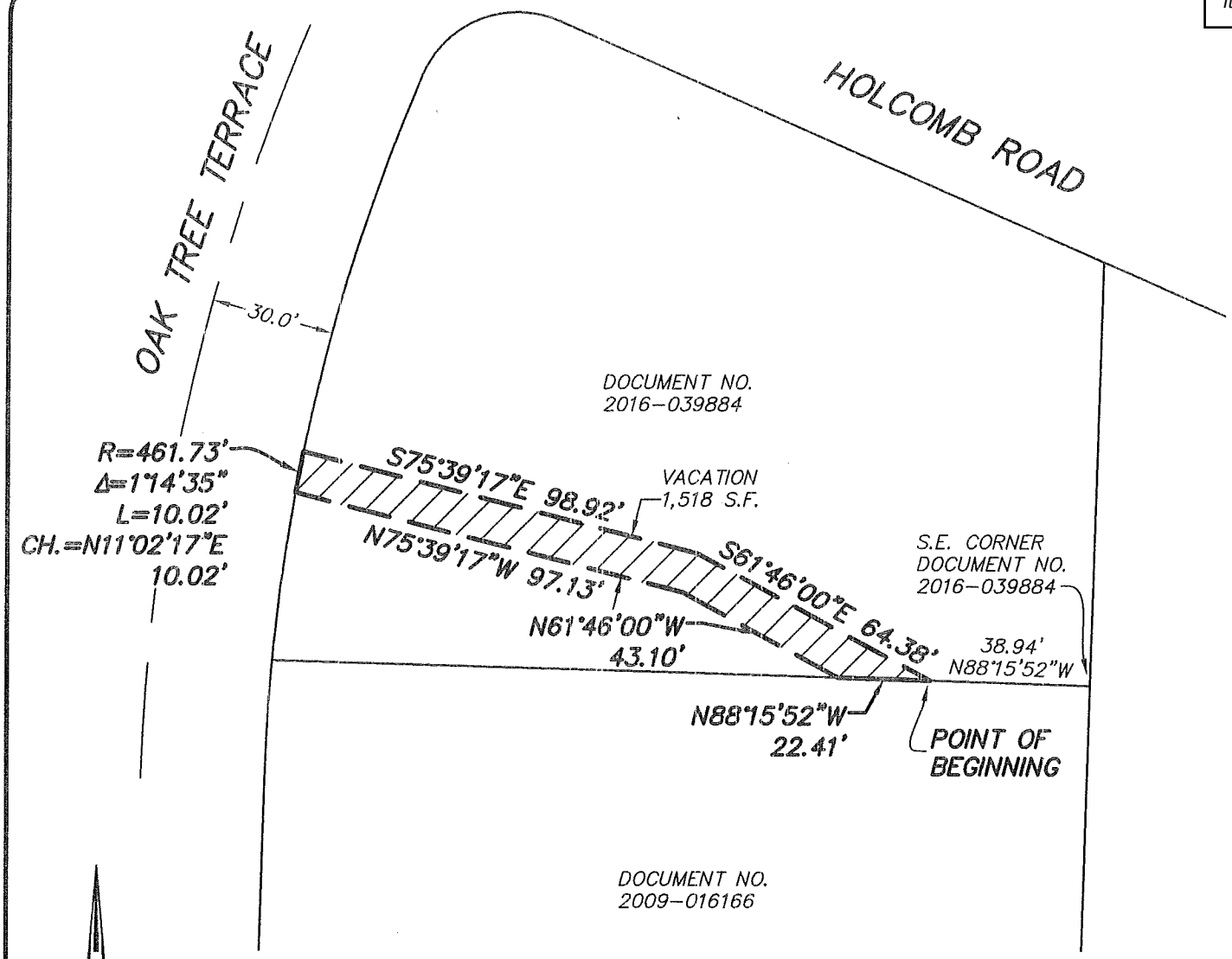
Contains 1,518 square feet, more or less.

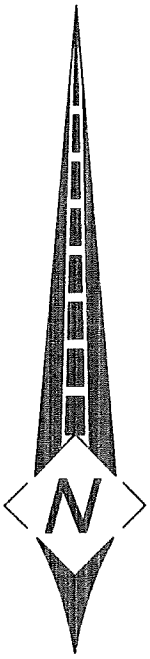
1-30-2024

REGISTERED
PROFESSIONAL
LAND SURVEYOR

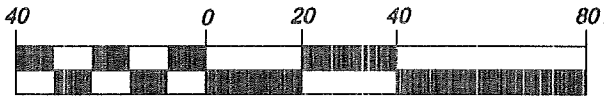
OREGON
NOVEMBER 30, 2007
JAMES BURTON BROWN
60379

THROUGH: 12-31-2025





GRAPHIC SCALE



(IN FEET)
1 INCH = 40 FT.

SIGNED ON: 1-30-2024

REGISTERED
PROFESSIONAL
LAND SURVEYOR

OREGON
NOVEMBER 30, 2007
JAMES BURTON BROWN
60379

RENEWS: DECEMBER 31, 2025

CLIENT:	SHELTER SOL.
ORIG. DATE:	1/29/2024
DRAWN BY:	MPW
SHEET No.	1 OF 1

EXHIBIT "B"

EASEMENT VACATION

CITY OF OREGON CITY, CLACKAMAS COUNTY, OR

Scale: 1"=40'

CENTERLINE CONCEPTS
LAND SURVEYING, INC.
19376 MOLALLA AVE., SUITE 120
OREGON CITY, OREGON 970
PHONE 503.650.0188 FAX 503.

Plotted: 1/29/2024 – 3:27pm, M:\PROJECTS\SHELTER SOLUTIONS–OAK TREE TERR–16176\DWG\EXHIBIT.dwg, Layout: EXHIBIT 8.5X11 – 11X17

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** 03/06/2024

From: Public Works Director John M. Lewis, PE

SUBJECT:

Personal Services Agreement with EcosConnect for Backflow Assembly Testing (PS 23-021)

STAFF RECOMMENDATION:

Award the attached three-year contract to EcosConnect, with the option to renew for up to two (2), one (1) year terms of backflow assembly testing and fulfillment of contracted services, in the amount in the amount of $85,335.00, and authorize the City Manager to execute the contract.

EXECUTIVE SUMMARY:

Per Oregon Administrative Rules (OAR), water suppliers are required to develop, and implement, cross connection control programs to protect the public water systems from pollution and contamination. On January 1, 2020, Oregon City began using EcosConnect to help manage the City's Cross Connection Program and the current contract is set to expire on March 31, 2024. To continue this service, the contract must be renewed.

BACKGROUND:

Per OAR 333-061-0070, water suppliers are required to develop and implement a cross connection control program to protect the public water system from pollution and contamination. Requirements of this program include, but are not limited to, the following:

- Maintain a current list of premises where health hazard cross connections exist.
- Maintain a current list of active backflow assemblies installed in the water system.
- Require the installation of an approved backflow prevention assembly; commensurate with the degree of hazard.
- Maintain copies of backflow assembly test results.
- Verification of current backflow assembly tester certification.

- Ensure inspections and tests are conducted in accordance with OAR 333-061-0070.

On January 1, 2020, Oregon City contracted with EcosConnect to help manage the City's Cross Connection Program. The current contract is set to expire on March 31, 2024.

EcosConnect helps fulfill all the requirements listed above, while also reducing much of the administrative burden of this program. The use of EcosConnect allows staff to spend more time on compliance and inspections, and less time on administrative tasks like data entry and tracking, thus increasing the City's compliance rates.

In January 2024, the city requested quotes from three backflow software companies. The request included use of their backflow tracking software, electronic submittal of backflow test reports, and the printing and mailing of at least two annual reminder notices. EcosConnect had the lowest cost, along with the City's positive experiences with their services over the past four years in meeting the City's needs and requirements.

The new contract, with EcosConnect, will be for three years, with the option to renew for two (2) additional, one (1) year terms, each year increasing 5% to account for the City's growth and need for additional backflow services and fulfillment of letters.

OPTIONS:

1. Authorize the City Manager to execute the contract.
2. Authorize the City Manager to execute the contract, with specific modifications.
3. Deny the contract. If the Commission chooses to deny the contract, staff requests direction on how to proceed.

BUDGET IMPACT:

Amount:	$ 85,335.00
Fiscal Year(s):	2023 – 2027 FY23-24 $6,767.25 FY24-25 $27,407.37 FY25-26 $28,777.74 FY26-27 $22,382.64
Funding Source(s):	510-551-6007 – Water Environmental Funds

Point of Contact: Mallory O
Term of Contract: April 1, 2024 – March 31, 2027

CITY OF OREGON CITY
PERSONAL SERVICES AGREEMENT

BACKFLOW ASSEMBLY TESTING (PS 23-021)

This PERSONAL SERVICES AGREEMENT ("Agreement") is entered into between the CITY OF OREGON CITY ("City") and **ECOSCONNECT** ("Contractor").

RECITALS

A. City requires services that Contractor is capable of providing under the terms and conditions hereinafter described.

B. Contractor is able and prepared to provide such services as City requires under the terms and conditions hereinafter described.

The parties agree as follows:

AGREEMENT

1. Term. The term of this Agreement shall be from the date the contract is fully executed until **March 31, 2027**, **with an option to renew for up to two (2), one (1) year terms** unless sooner terminated pursuant to provisions set forth below. However, such expiration shall not extinguish or prejudice City's right to enforce this Agreement with respect to (i) breach of any warranty; or (ii) any default or defect in Contractor's performance that has not been cured.

2. Compensation. City agrees to pay Contractor on a time-and-materials basis for the services required. Total compensation, including reimbursement for expenses incurred, shall not exceed **eighty-five thousand, three-hundred, thirty-five and 00/100 dollars ($85,335.00)**.

3. Scope of Services. Contractor's services under this Agreement shall consist of services as detailed in Exhibit A, attached hereto and by this reference incorporated herein.

4. Standard Conditions. This Agreement shall include all of the standard conditions as detailed in Exhibit B, attached hereto and by this reference incorporated herein.

5. Schedule. The components of the project described in the Scope of Services shall be completed according to Term, above.

6. Integration. This Agreement, along with the description of services to be performed attached as Exhibit A and the Standard Conditions to Oregon City Personal Services Agreement attached as Exhibit B, contain the entire agreement between and among the parties, integrate all the terms and conditions mentioned herein or incidental hereto, and supersede all prior written or oral discussions or agreements between the parties or their predecessors-in-interest with respect to all or any part of the subject matter hereof.

7. Notices. Any notices, bills, invoices, reports or other documents required by this Agreement shall be sent by the parties by United States mail, by hand delivery or by electronic means. All notices shall be in writing and shall be effective when delivered. If mailed, notices shall be deemed effective forty-eight (48) hours after mailing, unless sooner received.

To the City:

City of Oregon City
13895 Fir Street
Oregon City, OR 97045
Attention: John M. Lewis

To Contractor:

ECOSCONNECT
PO BOX 981
Wilsonville, OR 97070
Attention: Paul Molisani

Contractor shall be responsible for providing the City with a current address. Either party may change the address set forth in this Agreement by providing notice to the other party in the manner set forth above.

8. Governing Law. This Agreement shall be governed and construed in accordance with the laws of the state of Oregon without resort to any jurisdiction's conflicts of law, rules or doctrines.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly appointed officers on this _____ day of _____, 20____.

CITY OF OREGON CITY

By: _____

Name: John M. Lewis, P.E

Title: Public Works Director

DATED: _____, 20___.

By: _____

Name: Anthony J. Konkol III

Title: City Manager

DATED: _____, 20___.

ECOSCONNECT

By: _____

Name: Paul Molisani

Title: _____

DATED: _____, 20___.

ORIGINAL CITY COMMISSION APPROVAL (IF APPLICABLE):

DATE: _____

EcosConnect

Fee Schedule

One Time Set-up Fees	None
- Assembly Data migration from current system	All included at no cost
- Establish Customer Data feed repository	
- Training - online	
- Onboarding training for staff - onsite (up to 2 visits)	
- Set up reminder letters (up to 10 templates)	
- Project Management	
- Set-up Administrator accounts (multiple)	

Optional Set-up activity	
- Convert paper/pdf backflow tests submitted prior to launch	$4/test report

Annual Recurring Fees	
- At launch	$3/active assembly uploaded
- Each January	$3/assembly based on count of total assemblies on January 1st each year

Optional On-going Services	
-Reminder letter print/stuff/mail fulfillment	$1.50/sheet
-Mailing Inserts	$0.50/insert/envelope
-Code development (unique feature requests)	$300/hour

From: Mallory Ott
To: Audrey Meeker
Subject: Fwd: For review: PS 23-021 Backflow Assembly Testing Staff Report
Date: Thursday, February 22, 2024 12:01:56 PM

Begin forwarded message:

From: paul@ecosconnect.com
Date: February 22, 2024 at 11:59:11 AM PST
To: Mallory Ott <mott@orcity.org>
Subject: RE: For review: PS 23-021 Backflow Assembly Testing Staff Report

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

EcosConnect agrees to the pricing outlined below, based on the estimated usage also detailed below, for a period of 3 years commencing on April 1, 2024.
Sincerely,
Paul A. Molisani
Co-founder

Paul Molisani
EcosConnect
503-830-0171
paul@ecosconnect.com
www.ecosconnect.com
<image002.png>

From: Mallory Ott <mott@orcity.org>
Sent: Thursday, February 22, 2024 11:35 AM
To: EcosConnect <paul@ecosconnect.com>
Subject: RE: For review: PS 23-021 Backflow Assembly Testing Staff Report

Hi Paul,

Please see below, could you please reply to this e-mail saying you agree with this pricing for our 3-year contract?

Thanks,
Mallory

From: Audrey Meeker <ameeker@orcity.org>
Sent: Thursday, February 22, 2024 8:58 AM
To: Mallory Ott <mott@orcity.org>
Cc: Audrey Meeker <ameeker@orcity.org>
Subject: FW: For review: PS 23-021 Backflow Assembly Testing Staff Report
Importance: High

Hi Mallory,

We just about have everything we need to get this on the agenda for the 3/6 commission meeting but the quote they provided was an overview of costs and then you and I listed out the amounts.

We need them to review what we've estimated and if they could add it to their quote or an email approval to use these numbers; I could add the approval email as back up for us to provide a contract in the amount of $85,335.00.

Based off of what you provided below, then I added the 5% increase per year for three years
EcosConnect:
$3/assembly * 5,273 assemblies = $15,819/year
$1.50/notice * 7,500 notices = $11,250/year
Total estimated costs for year one: $27,069
Plus, an estimated 5% increase per year, the total for a three (3) year contract is $85,335.02

SUMMARY OF ANNUAL BALANCES:
Estimated 5% increase each year to meet the City's additional assemblies and fulfillments.
April 1, 2024 – March 31, 2025 $ 27,069.00
April 1, 2025 – March 31, 2026 $ 28,422.48
April 1, 2026 – March 31, 2027 $29,843.52
Total contract: $ 85,335.00

The City will only be charged for the number of actual assemblies and fulfillments.

Can you get this from them today?

Thanks,

Audrey

<image001.jpg>

Audrey Meeker
Senior Administrative Assistant
ameeker@orcity.org
City of Oregon City
13895 Fir Street
Oregon City, Oregon 97045
Office Hours:
Mon – Th, 7 am – 4 pm
Fri, 7 am - 3:30 pm
971-204-4656 Direct line
503-793-1633 Cell phone

STANDARD CONDITIONS TO OREGON CITY PERSONAL SERVICES AGREEMENT

1. Consultant Identification. Consultant shall furnish to City its taxpayer identification number, as designated by the Internal Revenue Service, or Consultant's social security number, as City deems applicable.

2. Payment.

(a) Invoices submitted in connection with this Agreement shall be properly documented and shall identify the pertinent agreement and/or purchase order numbers.

(b) City agrees to pay Consultant within thirty (30) days after receipt of Consultant's itemized statement. Amounts disputed by City may be withheld pending settlement.

(c) City certifies that sufficient funds are available and authorized for expenditure to finance the cost of the services to be provided pursuant to this Agreement.

(d) City shall not pay any amount in excess of the compensation amounts set forth in this Agreement, nor shall City pay Consultant any fees or costs that City reasonably disputes.

3. Independent Consultant Status.

(a) Consultant is an independent consultant and is free from direction and control over the means and manner of providing labor or services, subject only to the specifications of the desired results.

(b) Consultant represents that it is customarily engaged in an independently established business and is licensed under ORS chapter 671 or 701, if the services provided require such a license. Consultant maintains a business location that is separate from the offices of the City and bears the risk of loss related to the business as demonstrated by the fixed price nature of the contract, requirement to fix defective work, warranties provided and indemnification and insurance provisions of this Agreement. Consultant provides services for two or more persons within a 12-month period or routinely engages in advertising, solicitation or other marketing efforts. Consultant makes a significant investment in the business by purchasing tools or equipment, premises or licenses, certificates or specialized training and Consultant has the authority to hire or fire persons to provide or assist in providing the services required under this Agreement.

(c) Consultant is responsible for obtaining all assumed business registrations or professional occupation licenses required by state or local law (including applicable City or Metro business licenses as per Oregon City Municipal Code Chapter 5.04). Consultant shall furnish the tools or equipment necessary for the contracted labor or services. Consultant agrees and certifies that:

(d) Consultant is not eligible for any federal social security or unemployment insurance payments. Consultant is not eligible for any PERS or workers' compensation benefits from compensation or payments made to Consultant under this Agreement.

(e) Consultant agrees and certifies that it is licensed to do business in the State of Oregon and that, if Consultant is a corporation, it is in good standing within the State of Oregon.

4. Early Termination.

(a) This Agreement may be terminated without cause prior to the expiration of the agreed-upon term by mutual written consent of the parties or by the City upon ten (10) days written notice to the Consultant, delivered by certified mail, email, or in person.

(b) Upon receipt of notice of early termination, Consultant shall immediately cease work and submit a final statement of services for all services performed and expenses incurred since the date of the last statement of services.

(c) Any early termination of this Agreement shall be without prejudice to any obligation or liabilities of either party already accrued prior to such termination.

(d) The rights and remedies of the City provided in this Agreement and relating to defaults by Consultant shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Agreement.

5. No Third-Party Beneficiaries. City and

STANDARD CONDITIONS TO OREGON CITY PERSONAL SERVICES AGREEMENT

Consultant are the only parties to this Agreement and are the only parties entitled to enforce its terms. Nothing in this Agreement gives, is intended to give, or shall be construed to give or provide, any benefit or right, whether directly or indirectly or otherwise, to third persons unless such third persons are individually identified by name herein and expressly described as intended beneficiaries of the terms of this Agreement.

6. Payment of Laborers; Payment of Taxes.

(a) Consultant shall:

(i) Make payment promptly, as due, to all persons supplying to Consultant labor and materials for the prosecution of the services to be provided pursuant to this Agreement.

(ii) Pay all contributions or amounts due to the State Accident Insurance Fund incurred in the performance of this Agreement.

(iii) Not permit any lien or claim to be filed or prosecuted against the City on account of any labor or materials furnished.

(iv) Be responsible for all federal, state, and local taxes applicable to any compensation or payments paid to the Consultant under this Agreement and, unless Consultant is subject to back-up withholding, the City will not withhold from such compensation or payments any amount(s) to cover Consultant's federal or state tax obligation.

(v) Pay all employees at least time and one-half for all overtime worked in excess of forty (40) hours in any one week, except for individuals excluded under ORS 653.100 to 653.261 or under 29 U.S.C. §§ 201 to 209 from receiving overtime.

(b) If the Consultant fails, neglects or refuses to make prompt payment of any claim for labor or services furnished by any person in connection with this Agreement as such claim becomes due, the City may pay such claim to the person furnishing the labor or services and shall charge the amount of the payment against funds due or to become due to the Consultant by reason of this Agreement.

(c) The payment of a claim in this manner shall not relieve Consultant or Consultant's surety from obligation with respect to any unpaid claims.

(d) Consultant and subconsultants, if any, are subject employers under the Oregon workers' compensation law and shall comply with ORS 656.017, which requires provision of workers' compensation coverage for all workers.

7. Subconsultants and Assignment. Consultant shall neither subcontract any of the work, nor assign any rights acquired hereunder, without obtaining prior written approval from the City. The City, by this Agreement, incurs no liability to third persons for payment of any compensation provided herein to the Consultant.

8. Access to Records. City shall have access to all books, documents, papers and records of Consultant that are pertinent to this Agreement for the purpose of making audits, examinations, excerpts and transcripts.

9. Ownership of Work Product; License. All work products of Consultant that result from this Agreement (the "Work Products") are the exclusive property of City. In addition, if any of the Work Products contain intellectual property of Consultant that is or could be protected by federal copyright, patent, or trademark laws, or state trade secret laws, Consultant hereby grants City a perpetual, royalty-free, fully paid, nonexclusive and irrevocable license to copy, reproduce, deliver, publish, perform, dispose of, use and re-use, in whole or in part (and to authorize others to do so), all such Work Products and any other information, designs, plans, or works provided or delivered to City or produced by Consultant under this Agreement. The parties expressly agree that all works produced (including, but not limited to, any taped or recorded items) pursuant to this Agreement are works specially commissioned by City, and that any and all such works shall be works made for hire in which all rights and copyrights belong exclusively to City. Consultant shall not publish, republish, display or otherwise use any work or Work Products resulting from this Agreement without the prior written agreement of City.

10. Compliance With Applicable Law.

STANDARD CONDITIONS TO OREGON CITY PERSONAL SERVICES AGREEMENT

Consultant shall comply with all federal, state, and local laws and ordinances applicable to the services to be performed pursuant to this Agreement, including, without limitation, the provisions of ORS 279B.220, 279C.515, 279B.235, 279B.230 and 279B.270. Without limiting the generality of the foregoing, Consultant expressly agrees to comply with (i) Title VI of the Civil Rights Act of 1964; (ii) Section V of the Rehabilitation Act of 1973; (iii) the Americans With Disabilities Act of 1990 (Pub. L No. 101-336), ORS 659.425, and all regulations and administrative rules established pursuant to those laws; and (iv) all other applicable requirements of federal and state civil rights and rehabilitation and other applicable statutes, rules and regulations.

11. Professional Standards. Consultant shall be responsible, to the level of competency presently maintained by others practicing in the same type of services in City's community, for the professional and technical soundness, accuracy and adequacy of all services and materials furnished under this authorization.

12. Modification, Supplements or Amendments. No modification, change, supplement or amendment of the provisions of this Agreement shall be valid unless it is in writing and signed by the parties hereto.

13. Indemnity and Insurance.

(a) Indemnity. Consultant acknowledges responsibility for liability arising out of Consultant's negligent performance of this Agreement and shall hold City, its officers, agents, Consultants, and employees harmless from, and indemnify them for, any and all liability, settlements, loss, costs, and expenses, including attorney fees, in connection with any action, suit, or claim caused or alleged to be caused by the negligent acts, omissions, activities or services by Consultant, or the agents, Consultants or employees of Consultant provided pursuant to this Agreement.

(b) Workers' Compensation Coverage. Consultant certifies that Consultant has qualified for workers' compensation as required by the State of Oregon. Consultant shall provide the Owner, within ten (10) days after execution of this Agreement, a certificate of insurance evidencing coverage of all subject workers under Oregon's workers' compensation statutes. The insurance certificate and policy shall indicate that the policy shall not be terminated by the insurance carrier without thirty (30) days' advance written notice to City. All agents or Consultants of Consultant shall maintain such insurance.

(c) Comprehensive, General, and Automobile Insurance. Consultant shall maintain comprehensive general and automobile liability insurance for protection of Consultant and City and for their directors, officers, agents, and employees, insuring against liability for damages because of personal injury, bodily injury, death, and broad-form property damage, including loss of use, and occurring as a result of, or in any way related to, Consultant's operation, each in an amount not less than $2,000,000 combined, single-limit, per-occurrence/$4,000,000 annual aggregate. Such insurance shall name City as an additional insured, with the stipulation that this insurance, as to the interest of City, shall not be invalidated by any act or neglect or breach of this Agreement by Consultant.

(d) Errors and Omissions Insurance Consultant shall provide City with evidence of professional errors and omissions liability insurance for the protection of Consultant and its employees, insuring against bodily injury and property damage arising out of Consultant's negligent acts, omissions, activities or services in an amount not less than $500,000 combined, single limit. Consultant shall maintain in force such coverage for not less than three (3) years following completion of the project. Such insurance shall include contractual liability.

Within ten (10) days after the execution of this Agreement, Consultant shall furnish City a certificate evidencing the dates, amounts, and types of insurance that have been procured pursuant to this Agreement. Consultant will provide for not less than thirty (30) days' written notice to City before the policies may be revised, canceled, or allowed to expire. Consultant shall not alter the terms of any policy without prior written authorization from City. The provisions of this subsection apply fully to Consultant and its Consultants and agents.

14. Legal Expenses. In the event legal action is

STANDARD CONDITIONS TO OREGON CITY PERSONAL SERVICES AGREEMENT

brought by City or Consultant against the other to enforce any of the obligations hereunder or arising out of any dispute concerning the terms and conditions hereby created, the losing party shall pay the prevailing party such reasonable amounts for attorney fees, costs, and expenses as may be set by a court. "Legal action" shall include matters subject to arbitration and appeals.

15. Severability. The parties agree that, if any term or provision of this Agreement is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected.

16. Number and Gender. In this Agreement, the masculine, feminine or neuter gender, and the singular or plural number, shall be deemed to include the others or other whenever the context so requires.

17. Captions and Headings. The captions and headings of this Agreement are for convenience only and shall not be construed or referred to in resolving questions of interpretation or construction.

18. Hierarchy. The conditions contained in this document are applicable to every Personal Services Agreement entered into by the City of Oregon City in the absence of contrary provisions. To the extent there is a conflict, the terms of the Personal Services Agreement will control over the terms of the standard conditions. To the extent there is a conflict between the terms of the standard conditions and any other document, including the scope of services, the terms of the standard conditions shall control those other terms.

19. Calculation of Time. All periods of time referred to herein shall include Saturdays, Sundays and legal holidays in the State of Oregon, except that, if the last day of any period falls on any Saturday, Sunday or legal holiday, the period shall be extended to include the next day that is not a Saturday, Sunday or legal holiday.

20. Notices. Any notices, bills, invoices, reports or other documents required by this Agreement shall be sent by the parties by United States mail, postage prepaid, or personally delivered to the addresses listed in the Agreement attached hereto. All notices shall be in writing and shall be effective when delivered. If mailed, notices shall be deemed effective forty-eight (48) hours after mailing, unless sooner received.

21. Nonwaiver. The failure of City to insist upon or enforce strict performance by Consultant of any of the terms of this Agreement or to exercise any rights hereunder shall not be construed as a waiver or relinquishment to any extent of its rights to assert or rely upon such terms or rights of any future occasion.

22. Information and Reports. Consultant shall, at such time and in such form as City may require, furnish such periodic reports concerning the status of the project, such statements, certificates, approvals, and copies of proposed and executed plans and claims, and other information relative to the project as may be requested by City. Consultant shall furnish City, upon request, with copies of all documents and other materials prepared or developed in relation with or as a part of the project. Working papers prepared in conjunction with the project are the property of City, but shall remain with Consultant. Copies as requested shall be provided free of cost to City.

23. City's Responsibilities. City shall furnish Consultant with all available necessary information, data, and materials pertinent to the execution of this Agreement. City shall cooperate with Consultant in carrying out the work herein and shall provide adequate staff for liaison with Consultant.

24. Arbitration.

All disputes arising out of or under this Agreement shall be timely submitted to nonbinding mediation prior to commencement of any other legal proceedings. The subsequent measures apply if disputes cannot be settled in this manner.

(a) Any dispute arising out of or under this Agreement shall be determined by binding arbitration.

(b) The party desiring such arbitration shall give written notice to that effect to the other party and shall in such notice appoint a disinterested

STANDARD CONDITIONS TO OREGON CITY PERSONAL SERVICES AGREEMENT

person of recognized competence in the field as arbitrator on its behalf. Within fifteen (15) days thereafter, the other party may, by written notice to the original party, appoint a second disinterested person of recognized competence as arbitrator on its behalf. The arbitrators thus appointed shall appoint a third disinterested person of recognized competence, and the three arbitrators shall, as promptly as possible, determine such matter, provided, however, that:

(i) If the second arbitrator is not appointed as described above, then the first arbitrator shall proceed to determine such matter; and

(ii) If the two arbitrators appointed by the parties are unable to agree, within fifteen (15) days after the second arbitrator is appointed, on the appointment of a third arbitrator, they shall give written notice of such failure to agree to the parties and, if the parties fail to agree on the selection of the third arbitrator within fifteen (15) days after the arbitrators appointed by the parties give notice, then, within ten (10) days thereafter, either of the parties, on written notice to the other party, may request such appointment by the presiding judge of the Clackamas County Circuit Court.

(c) Each party shall each be entitled to present evidence and argument to the arbitrators. The determination of the majority of the arbitrators or the sole arbitrator, as the case may be, shall be conclusive on the parties, and judgment on the same may be entered in any court having jurisdiction over the parties. The arbitrators or the sole arbitrator, as the case may be, shall give written notice to the parties, stating the arbitration determination, and shall furnish to each party a signed copy of such determination. Arbitration proceedings shall be conducted pursuant to ORS 33.210 et seq. and the rules of the American Arbitration Association, except as provided otherwise.

(d) Each party shall pay the fees and expenses of the arbitrator appointed by such party and one-half of the fees and expenses of the third arbitrator, if any.

25. Governing Law. This Agreement shall be governed and construed in accordance with the laws of the state of Oregon without resort to any jurisdiction's conflicts of law, rules or doctrines.

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** 3/06/2024

From: Parks and Recreation Director, Kendall Reid

SUBJECT:

Purchase of two (2) Ford F-350 Super Duty trucks with lift gates and upfitting for Parks staff use

STAFF RECOMMENDATION:

Staff recommends the City Commission authorize the purchase of two (2) Ford F-350 Super Duty trucks. One truck is part of the regularly scheduled fleet replacement program, and one truck is budgeted as a new vehicle for the Parks & Cemetery fleet. The new truck will ensure we have enough fleet capacity to support the additional Parks maintenance position scheduled for FY24-25

BACKGROUND:

Each budget cycle, certain vehicles are planned for replacement based on an analysis performed by the Fleet department. Parks Truck #805 is recommended for replacement this budget cycle. Additionally, the biennial Parks and Cemetery budget for fleet vehicles is adequate to support the purchase of a new truck for use by an additional parks maintenance specialist that is planned for FY24-25. This purchase of two (2) Ford F-350 Super Duty trucks will ensure the Parks and Cemetery maintenance team has an adequate number of fleet vehicles to support the additional staff and seasonal maintenance staff. Truck #805 will be retained as part of the Parks Fleet to be used by seasonal staff. This purchase will also ensure the Parks fleet is standardized and capable of towing all equipment utilized in park maintenance.

OPTIONS:

1. Authorize the City Manager to proceed with the purchase of two (2) Ford F-350 Super Duty trucks as specified in the quote from Northside Ford
2. Authorize the City Manager to proceed with the purchase with specific modifications.
3. Deny the purchase request. If the Commission chooses to deny the request, please provide staff direction on how to proceed.

BUDGET IMPACT:

Amount: $124,358.48

FY(s): FY23-24 and FY24-25

Funding Source(s): Parks Transfer to Equip Replacement Fund – 100-310-9932

847 Replacing # 805

Prepared for: Dan Hepler
City of Oregon City
Prepared by: SHARON TUCKER
12/22/2023

Northside Ford Truck Sales, Inc. | 6221 N E Columbia Blvd. Portland Oregon | 972182995

2024 F-350 4x4 SD Super Cab 8' box 164" WB SRW XL (X3B)

Price Level: 420 | Quote ID: OC24X3B

As Configured Vehicle

Code	Description	MSRP	Invoice
Base Vehicle			
X3B	Base Vehicle Price (X3B)	$51,345.00	$48,778.00
Packages			
610A	Order Code 610A *Includes:* *- Engine: 6 8L 2V DEVCT NA PFI V8 Gas Flex fuel.* *- Transmission: TorqShift-G 10-Speed Automatic Includes SelectShift and selectable drive modes: normal, eco, slippery roads, tow/haul and off-road.* *- GVWR: 10,800 lb Payload Package* *- Wheels: 17" Argent Painted Steel Includes painted hub covers/center ornaments.* *- HD Vinyl 40/20/40 Split Bench Seat Includes center armrest, cupholder, storage and driver's side manual lumbar.* *- Radio: AM/FM Stereo w/MP3 Player Includes 4 speakers.* *- SYNC 4 Includes 8" LCD capacitive touchscreen with swipe capability, wireless phone connection, cloud connected, AppLink with app catalog, 911 Assist, Apple CarPlay and Android Auto compatibility and digital owner's manual.*	N/C	N/C
Powertrain			
99A	Engine: 6.8L 2V DEVCT NA PFI V8 Gas *Flex fuel.*	Included	Included
44F	Transmission: TorqShift-G 10-Speed Automatic *Includes SelectShift and selectable drive modes: normal, eco, slippery roads, tow/haul and off-road.*	Included	Included
X4M	Electronic-Locking w/4.30 Axle Ratio	$430.00	$392.00
STDGV	GVWR: 10,800 lb Payload Package	Included	Included
Wheels & Tires			
TBM	Tires: LT245/75Rx17E BSW A/T (4) *Spare may not be the same as road tire.*	$165.00	$150.00
64A	Wheels: 17" Argent Painted Steel *Includes painted hub covers/center ornaments.*	Included	Included

Prices and content availability as shown are subject to change and should be treated as estimates only. Actual base vehicle, package and option pricing may vary from this estimate because of special local pricing, availability or pricing adjustments not reflected in the dealer's computer system. See salesperson for the most current information.

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City of Oregon City
Prepared by: SHARON TUCKER
12/22/2023

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2024 F-350 4x4 SD Super Cab 8' box 164" WB SRW XL (X3B)

Price Level: 420 | Quote ID: OC24X3B

As Configured Vehicle (cont'd)

Code	Description	MSRP	Invoice
Seats & Seat Trim			
A	HD Vinyl 40/20/40 Split Bench Seat *Includes center armrest, cupholder, storage and driver's side manual lumbar.*	Included	Included
Other Options			
164WB	164" Wheelbase	STD	STD
PAINT	Monotone Paint Application	STD	STD
STDRD	Radio: AM/FM Stereo w/MP3 Player *Includes 4 speakers.* *Includes:* *- SYNC 4* *Includes 8" LCD capacitive touchscreen with swipe capability, wireless phone connection, cloud connected, AppLink with app catalog, 911 Assist, Apple CarPlay and Android Auto compatibility and digital owner's manual.*	Included	Included
86M	Dual 68 AH/65 AGM Batteries	$210.00	$191.00
67B	410 Amp Dual Alternators *Includes 250 Amp + 160 Amp.*	$115.00	$104.00
18B	Platform Running Boards	$445.00	$405.00
85S	Tough Bed Spray-In Bedliner *Includes tailgate-guard, black box bed tie-down hooks and black bed attachment bolts.*	$595.00	$542.00
43C	120V/400W Outlet *Includes 1 in-dash mounted outlet.*	$175.00	$160.00
66S	Upfitter Switches (6) *Located in overhead console.*	$165.00	$150.00
76C	Exterior Backup Alarm (Pre-Installed)	$175.00	$160.00
Dealer Installed Options			
CL2AB	12,000 lb Ford Performance Parts Winch by Warn *Shipped separately from the vehicle for dealer installation. Includes wired remote controls, 70-foot high-tensile strength and abrasion-resistant synthetic line.*	$3,855.00	$3,508.00

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2024 F-350 4x4 SD Super Cab 8' box 164" WB SRW XL (X3B)

Price Level: 420 | Quote ID: OC24X3B

As Configured Vehicle (cont'd)

Code	Description	MSRP	Invoice
Fleet Options			
WARANT	Fleet Customer Powertrain Limited Warranty	N/C	N/C
	Requires valid FIN code.		
	Ford is increasing the 5-year 60,000-mile limited powertrain warranty to 5-years, 100,000 miles. Only Fleet purchasers with a valid Fleet Identification Number (FIN code) will receive the extended warranty. When the sale is entered into the sales reporting system with a sales type fleet along with a valid FIN code, the warranty extension will automatically be added to the vehicle. The extension will stay with the vehicle even if it is subsequently sold to a non-fleet customer before the expiration. This extension applies to both gas and diesel powertrains. Dealers can check for the warranty extension on eligible fleet vehicles in OASIS. Please refer to the Warranty and Policy Manual section 3.13.00 Gas Engine Commercial Warranty. This change will also be reflected in the printed Warranty Guided distributed with the purchase of every new vehicle.		
Emissions			
425	50-State Emissions System	STD	STD
Upfit Options			
745665	Cab rack, liftgate, etc to spec	$7,634.02	$7,634.02
	Cab rack, aluminum mesh Pro-Tech with lumber stops 2q and shovel holders x6 to customer specifications *Tommygate 1300 lbs capacity G2-60-1342TP27* *Camera remount*		
SUBTOTAL		$65,309.02	$62,174.02
Destination Charge		$1,995.00	$1,995.00
TOTAL		$67,304.02	$64,169.02

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City of Oregon City
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2024 F-350 4x4 SD Super Cab 8' box 164" WB SRW XL (X3B)

Price Level: 420 | Quote ID: OC24X3B

Pricing Summary - Single Vehicle

	MSRP
Vehicle Pricing	
Base Vehicle Price	$51,345.00
Options	$6,330.00
Colors	$0.00
Upfitting	$7,634.02
Fleet Discount	$0.00
Fuel Charge	$0.00
Destination Charge	$1,995.00
Subtotal	$67,304.02

Pre-Tax Adjustments

Code	Description	MSRP
Delivery	Delivery per contract $2.50 per mile after 60.	$0.00
Govt Disc	Government discount	$0.00
1656	As per state contract #1656	-$6,383.36
Key w/remote	Keys, fully programmed with remote (2 factory, 2 extra, 4 total)	$499.00
Subtotal		$61,419.66

Sales Taxes

Code	Description	MSRP
CAT	Corporate Activity Tax	$245.68
Estimated CAT tax (gross receipts tax) in effect 1/1/20.		
Oregon Tax	Oregon Privilege Tax	$307.10
Oregon Privilege Tax for all new vehicles and any used vehicles with less than 7500 miles that have not previously been registered in Oregon.		
Subtotal		$61,972.44

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City of Oregon City
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12/22/2023

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Price Level: 420 | Quote ID: OC24X3B

Pricing Summary - Single Vehicle

Post-Tax Adjustments

Code	Description	MSRP
CAT Doc 75	Adjustment for CAT on $75 Doc fee	$0.30
CAT tax adjustment for doc fee. Tax is to be collected for document processing fee.		
E-Doc	Doc fee for E-Plates	$75.00
Doc fee for processing E-Plates		
E-RegPlate	Plate and registration for E-Plates	$30.50
$25.50 Plate fee *$5.00 Registration*		
Title-19	Title fee for vehicles getting 0-19 MPG avg	$101.00
Subtotal		$62,179.24
Total		$62,179.24

Customer Signature

Acceptance Date

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CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** 03/06/2024

From: Parks and Recreation Director, Kendall Reid

SUBJECT:

Purchase of one Ventrac 4520P Tractor and various attachments for use by Parks staff

STAFF RECOMMENDATION:

Staff recommends the City Commission authorize the purchase of one Ventrac 4520P tractor and the attachments described in the attached quote from Turf Star, Inc.

BACKGROUND:

Parks maintenance requires a variety of specialized equipment to ensure proper care of our grounds and landscaping. The Parks Division often utilizes many tools that perform a singular function (i.e., mowers, blowers, tillers, etc.). Singular function equipment can be costly to acquire and difficult to maintain. The Ventrac system is a multi-use tool many ground maintenance agencies are switching to because the platform offers multi-functional attachments that replace singular-function equipment. For example, the purchase of this Ventrac and attachments will allow Parks staff to perform the following tasks using the same piece of equipment:

- Groom and recondition skinned infields
- Finish mowing fields and sports turfs
- Till soil
- Grind stumps
- Move material with loader bucket
- Sweep sidewalks and pathways
- Plow snow

Additionally, the Ventrac can mow slopes up to 30 degrees, increasing operator safety while mowing.

The Parks fleet budget planned for $154,755.38 in equipment purchases for this biennium. This figure represents four pieces of specialized singular-function equipment that can be consolidated into the Ventrac system for $78,484.20, providing cost savings

and efficiency to the Parks fleet. This purchase will also provide a multi-use tool that can be adapted for future use as needs change and new attachments are developed.

This procurement is made under an OMNIA cooperative agreement with Turf Star, Inc. Turf Star is the authorized Ventrac dealership for our region.

This purchase has no trade-in value since this is a new piece of equipment that will be added to the Parks fleet.

OPTIONS:

1. Authorize the City Manager to purchase one (1) Ventrac 4520P tractor and various attachments as outlined in the quote from Turf Star, Inc.
2. Authorize the City Manager to proceed with the purchase with specific modifications.
3. Deny the purchase request. If the Commission chooses to deny the request, please provide staff direction on how to proceed.

BUDGET IMPACT:

Amount: $78,484.20

FY(s): FY23-24

Funding Source(s): Parks Transfer to Equip Replacement Fund – 100-310-9932

4520 TRACTOR

4520 TRACTOR

Model Comparison	4520K VANGUARD Big Block	4520P KAWASAKI DFI	4520Y KUBOTA Diesel	4520N KUBOTA	4520Z KUBOTA
Stock Codes	39.51219	39.51216	39.51217	39.51225	39.51215
California Model Stock Code		39.51221		39.51227	
Accessory Kit: Front fenders, foot pegs, 4 rear weights, weight transfer	Optional	Standard	Standard	Standard	Standard
Engines					
Engine	Vanguard M54	Kawasaki FD851D DFI	Kubota D902	Kubota WG972 EFI	Kubota WG972-GL
Max Operating Speed	3600 rpm	3600 rpm	3600 rpm	3600 rpm	3600 rpm
Horsepower	31	31	25	32.5	32.5
Peak Torque	47 ft lb (64 nm)	47 ft lb (64 nm)	42 ft lb (57 nm)	51 ft lb (69 nm)	51 ft lb (69 nm)
Displacement	896cc	824cc	898cc	962 cc	962cc
Cylinders	2	2	3	3	3
Engine Oil	Ventrac Full Synthetic 10W30				
Cooling	Air	Liquid	Liquid	Liquid	Liquid
Fuel Type	Gasoline	Gasoline	Diesel	Gasoline	Gasoline
Fuel Capacity	6 gal (22.7 L)	6 gal (22.7 L)	6 gal (22.7 L)	6 gal (22.7L)	6 gal (22.7 L)
Fuel Economy^^	1.6 gal/hr (6 L/hr)	1.2 gal/hr (4.5 L/hr)	1.1 gal/hr (4 L/hr)	1.5 gal/hr (5.7 L/hr)	1.5 gal/hr (5.7 L/hr)
Slope Rating (continuous/intermittent)	25°/30°	30°/30°	20°/30°	20°/30°	20°/30°
Alternator	50 Amp	30 Amp	60 Amp	60 Amp	60 Amp
Dimensions					
Weight with standard hitch	*1385 lb (628 kg)	1620 lb (735 kg)	1705 lb (773 kg)	1700 lb (771 kg)	1690 lb (767 kg)
Weight with accessories kit	1610 lb (730 kg)	N/A	N/A	N/A	N/A
Weight with 3-point hitch	1690 lb (767 kg) w/ accr kit	1700 lb (771 kg)	1785 lb (810 kg)	1780 lb (807 kg)	1770 lb (803 kg)
Length with standard hitch (ROPS up)	81.5 inches (207 cm)				
Length with 3-point hitch	92 inches (234 cm)				
Width	48.5 inches (123 cm)				
Width with wheel extensions	54.5 inches (138.5 cm)				
Width with duals	73 inches (185.5 cm)				
Wheelbase (front axle to rear axle)	45 inches (114 cm)				
Height (ROPS up)	68 inches (173 cm)				
Height (ROPS down)	54 inches (137 cm)				
Turning Radius (single tires, standard position)	39 inches (99 cm)				
Turning Radius (position 2)	54 inches (137 cm)				
Turning Radius (position 3)	68 inches (173 cm)				
Oscillation amount (@ wheel)	7.5 inches (19 cm)				
Ground Clearance	5 inches (13 cm)				

^^ Fuel Economy tested with HM602 mower for comparison purposes.
Application conditions & attachment will affect fuel economy.

All specifications subject to change without notice or obligation

STANDARD FEATURES

- Pre-Wired Plug & Play Wiring Harness
- Premium Comfort Seat
- Advanced Electronic Instrument Panel
- 6 Function Warning Gauge & Alarm
- Conveniently Located PTO Belt Tensioner
- On-board Diagnostic System
- Sealed Electrical System
- Thermostatically Controlled Oil Cooler
- Battery Disconnect Switch with Circuit Breaker
- Automotive Style Parking Brake
- Universal PTO Switch
- S.D.L.A. Operator Controls
- Weight Transfer System*
  *Optional on 4520K, standard on other 4520 Models
- USB Charger

The Ventrac 4520 tractor was built with you in mind. From the advanced electrical system, redesigned frame, more safety and comfort features; the 4520 offers the reliable performance, astounding versatility and comfortable handling you have come to expect.

Like all Ventrac tractors, the 4520 utilizes All Wheel Drive and an articulating chassis with a low center of gravity to provide superior traction, braking, stability, and security on tough terrain and slopes without disturbing turf when turning.

Optional Accessories:

- Turf Tires, Chains
- Category 1 3-Point Hitch
- Cold Weather Cab
- Additional Lighting & Signaling Packages
- Electrical Power Outlets
- Digital Slope Indicator
- Dual Wheel or Wheel Extensions for Slope

Visit www.ventrac.com/accessories for full list.

Over 30 Ventrac Mount Attachments

Choose from over 30 professional grade Ventrac Mount attachments to transform your Ventrac into a productivity powerhouse. This incredibly rugged and dependable machine is a wise business investment for golf courses, schools and universities, parks, street maintenance departments, commercial mowing services, contractors, wineries, farms, property management associations, estate owners and anyone needing one machine to do it all.

4520 TRACTOR (cont.)

Electrical

Battery	475 CCA (Group 51R)
Voltage	12 volts
Battery Disconnect	Standard, with 150A System Circuit Breaker
Fuses	Sealed, Mini Fuse and J-Case styles

Drivetrain

Hydraulic Pump	Danfoss DDC-20
Pump Drive	Direct Drive (Double U-Joint Drive-shaft)
Hydraulic Motors	MPIM
Transaxles	Peerless 2600 series
Axles	Peerless 40mm (forged) with integrated forged hub
Hydraulic Oil Cooler	Aluminum w/ Thermostatically controlled Electric Fan
Hydraulic Oil Filter (Suction)	25 micron
Hydraulic Oil Filter (Pressurized)	10 micron

Hitch and PTO

Front Hitch	Ventrac Mount System
Electric PTO clutch with Brake	Ogura GT3.5 (250 ft lb) (339 nm)
Rear Hitch	2 inches Receiver
3-Point Hitch	Optional Category 1 3-Point Hitch

Tires

Standard (All Terrain)	22x12-8
Optional Turf	22x11-10

Travel Speed (F/R)

Low Range	5 mph (8 kph) forward / 4 mph (6 kph) reverse
High Range	10 mph (16 kph) forward / 8 mph (13 kph) reverse

Instruments, Gauges, and Alarm

Gauges	Tachometer, Speedometer, Hour Meter, Engine Temperature (liquid cooled engines only), Fuel Level, Volt Meter
Indicator Lights ^ Activates Audible Alarm	Parking Brake, Engine High-Temp^, Hydraulic Oil High Temp^, Low Voltage^,Low Oil Pressure^
Switches	Key, PTO, and Lights

Lights

Head Lights	(4) LED 1000 Lumen
Tail Lights	(2) Red LED Lights

Controls

Forward Reverse	S.D.L.A. (Speed, Direction, Lift, and Auxiliary) Handle; Optional Foot Pedal
Attachment Lift	S.D.L.A. (Primary Handle)
Auxiliary Hydraulics	S.D.L.A (Secondary Handle)
Throttle	Dash Mounted
Front Hitch Lock	Column Mounted (Accessible from Seat)
PTO Belt Tensioner	Front Mounted, Automatic Tension Controlled
Weight Transfer	5 position
High/Low Range	Single Lever, Column Mounted
3 Pt Controls (Optional)	Lift + 2 sets of Auxiliaries
Steering	Power Steering

Other Features

Tool Box	Optional
Cup Holder	Standard
Seat	Deluxe High Back Seat (arm rests and suspension seat optional)

ROPS

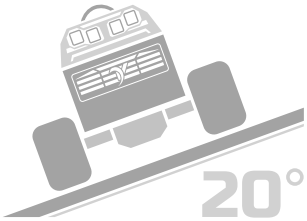
Folding ROPS	Standard
Heavy Duty Off-Road Seat Belt	Standard

All specifications subject to change without notice or obligation

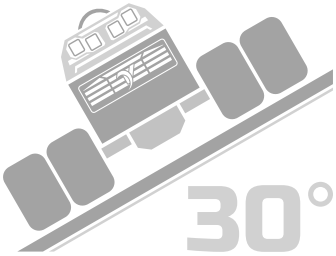
Max Slope Rating (in any direction)

	Single Tires	Dual Wheels
4520* w/Front Attachment (unless specified otherwise below)	20°	30°
4520 w/Cab	10°	Not Recommended
4520 w/Spreader	10°	Not Recommended
4520 w/RV602	10°	15°
4520 w/KH500	5°	Not Recommended
4520 w/MA900	10°	18°

*Attachments, accessories, and tire configuration may reduce the 4520 power unit's maximum angle of operation. Refer to applicable operator manuals for maximum angle of operation of equipment.



Standard



Duals

ENGINE RATINGS

Model #	4520K	4520P	4520Y	4520N	4520Z
Engine	B&S Vanguard Model 54	Kawasaki FD851D	Kubota D902	Kubota WG972 EFI	Kubota WG972-GL
Fuel	Gas	Gas (DFI)	Diesel	Gas	Gas
Max Slope Intermittent Use***	30° (58%)^	30° (58%)	30° (58%)^	30° (58%)^	30° (58%)^
Max Slope Continuous Use***	25° (47%)	30° (58%)	20° (36%)	25° (47%)	20° (36%)

*** For slope operation over 20º, Wheel Extensions are required for up to 25º or Dual Wheels are required for up to 30º

Digital Slope Gauge
Recommended for operation on slopes.

Intermittent Use Defined

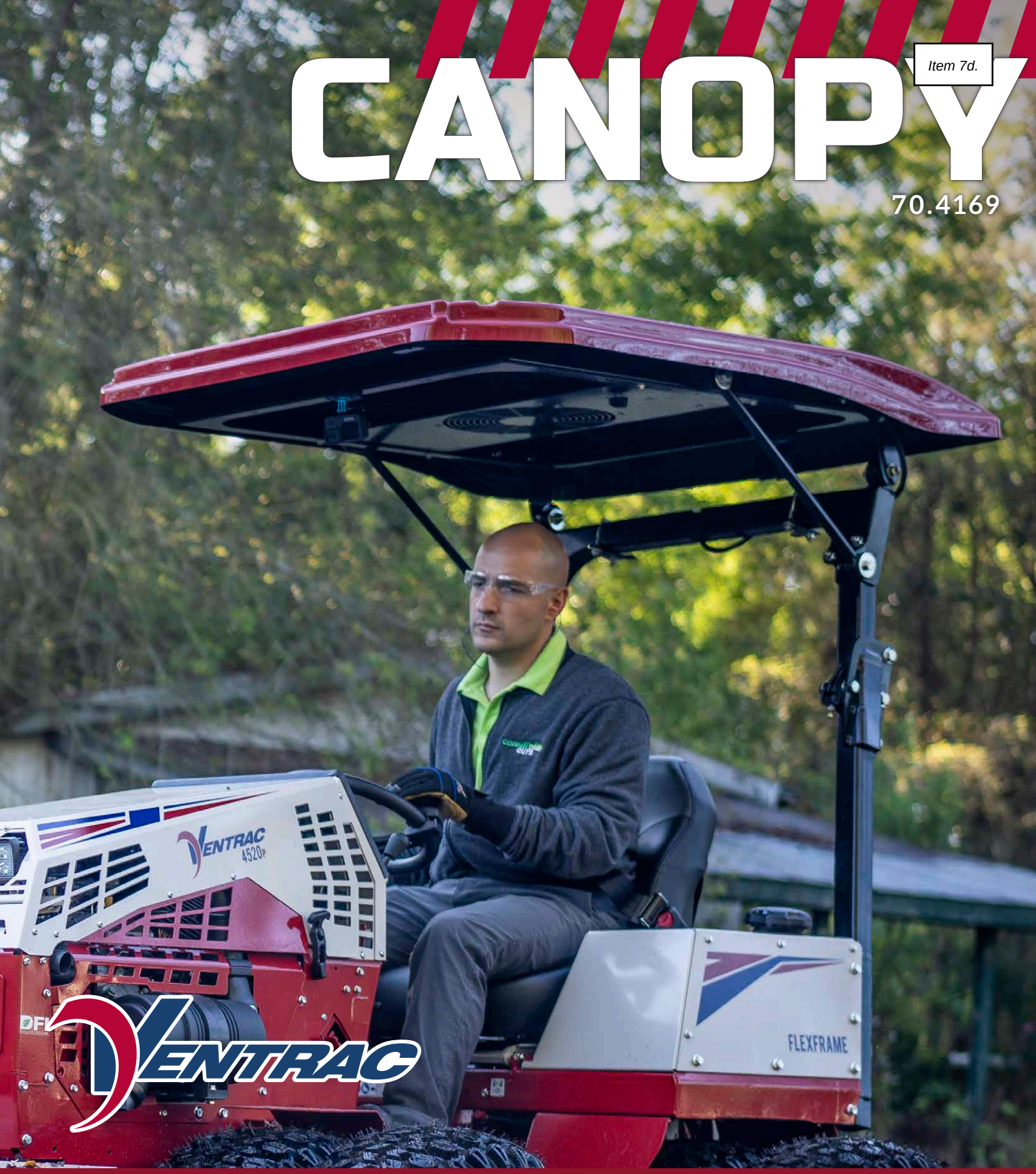
^ The engine may operate between 20° and 30° for up to 10 minutes. If 10 minutes is reached, the engine must be returned to 20° or less to assure proper oil lubrication. After returning to 20° or less, the intermittent cycle can be repeated. The 4520P Kawasaki DFI engine is rated for 30° continuous operation and does not have this requirement.

All specifications subject to change without notice or obligation

VENTRAC
95"
CUT WIDTH

CANOPY

70.4169



CANOPY

Stock Code	70.4169

Dimensions

Weight	62 lbs (28 kg)
Width	42.6 inches (108.2 cm)
Length	56 inches (142.2 cm)
Overall Adjustable Height	1.5 in (3.8 cm)
Standard Height	16 in (40.6 cm) Above top of rollbar to top of canopy
Second Height Option	17.5 in (44.5 cm) Above top of rollbar to top of canopy

Optional Fan Specs

Stock Code	70.4170
Electric Fan	12 in (30.5 cm)
Max Air Flow	1000 CFM
Fan Speeds	3 Options

All specifications subject to change without notice or obligation

AVAILABLE KITS

- 70.4170 – Kit, Fan for Canopy
  - -5 Mounting Options Available
- 70.4171 – Kit, Strobe Light for Canopy
- 70.4172 – Kit, Front Work Light for Canopy
  - -Requires 70.4173 -Kit, Work Light LED 4520/4500

Accessories
Dual Wheel Kit

Shown with Turf Tires

Dual Wheels are available for the 4000 series tractors. They are designed to increase stability, traction, and safety on slopes. Dual wheels are also great for reduction of soil compaction on delicate ground. Once the dual hubs have been installed on each wheel, the duals can be quickly mounted and dismounted.*

Duals are recommended for sandy soils or where a broad distribution of tractor weight is desired, including when driving sideways on slopes greater than 20 degrees (not to exceed 30 degrees).

Duals are only one of numerous considerations for safety on slopes; speed, terrain, irregularities, and stopping the unit are other serious factors to consider for safe operation of the tractor.

*Recommended tire pressure for dual wheels can be found in the 4500 operator manual and also on the sticker inside of the hood

Shown with Standard Tires

SPECIFICATIONS

Stock Code	
All Terrain	70.4067 (1 kit per tractor)
Turf	70.4068 (1 kit per tractor)
Bar	70.4069 (1 kit per tractor)
Weight	80 lbs (36.25 kg) (per axle)
Additional Tractor Width	24 inches (12 inches/tire) (61 cm)

All specifications subject to change without notice or obligation

Note:

(A) Do NOT use dual wheels when using the Ventrac VERSA-Loader.

(B) Engine manufacturers' maximum angle of operation is 25° for continuous use (all directions) and 30° intermittent use*. The 4500P Kawasaki DFI is rated for 30° continuous use.

(C) Do NOT use with Wheel Extensions

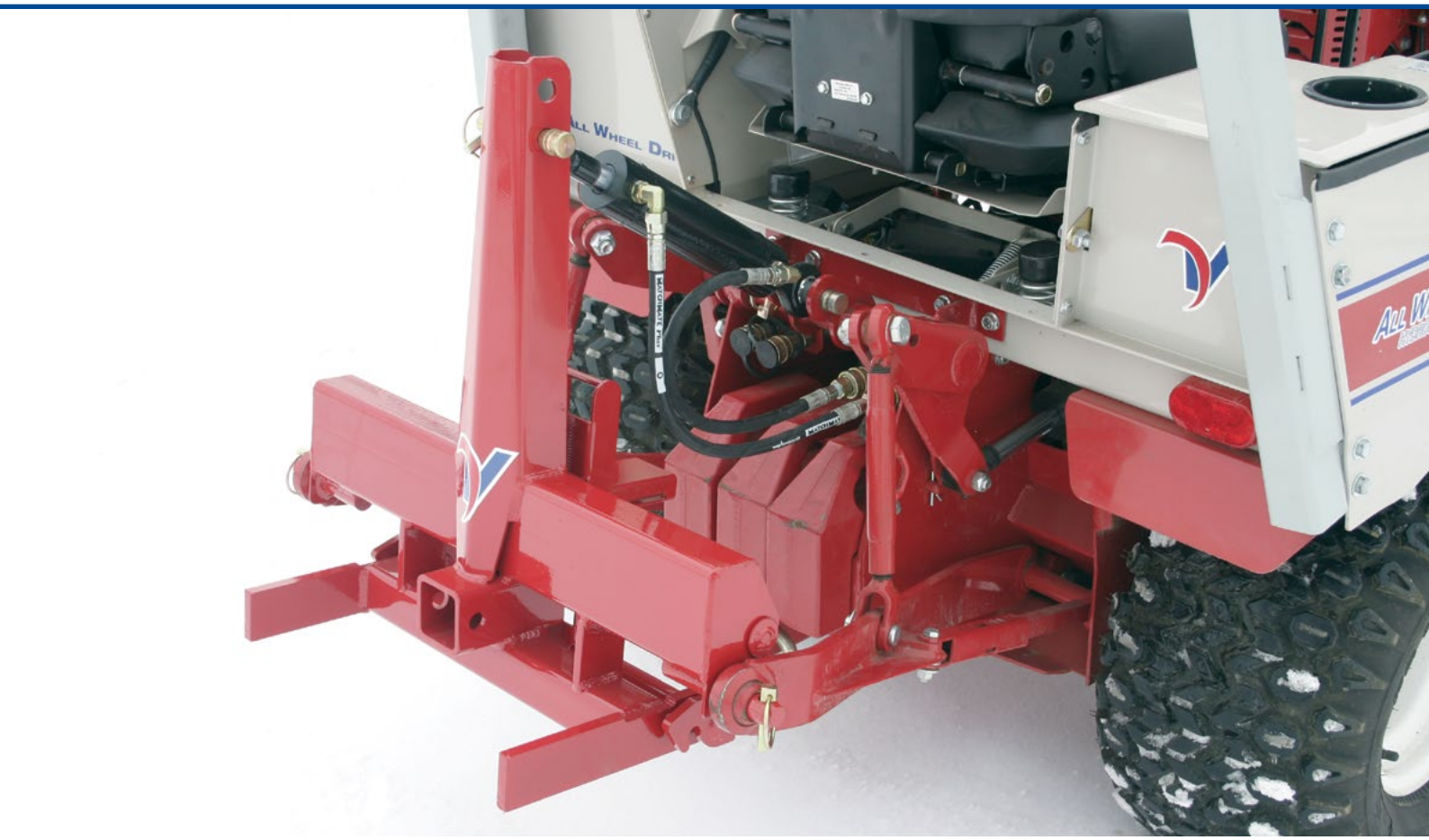
* Intermittent use is up to 10 minutes on the slope, then return to level ground before returning to the slope.

TRACTOR COMPATIBILITY KEY: 3400 4500

500 Venture Drive
Orrville, OH 44667
1.866.836.8722

Fax: 330.683.0000
www.ventrac.com
info@ventrac.com

Accessories
Hydraulic Top Link



SPECIFICATIONS

Stock Code	70.4038
Shipping Weight	15 lbs (6.8 kg)

All specifications subject to change without notice or obligation

The Hydraulic Top Link is a great accessory to use with the Ventrac Category One 3-Point Hitch option. It allows for fast and easy mounting of attachments when used with the Ventrac 3-N-1 Hitch. (Blades, Slip Scoops, Terra Rake, etc.)

When used with standard 3-Point mounted attachments it allows for quick and easy adjustment forward and aft. Mounted to the 3-N-1 Adapter, it makes adjustment simple in varying conditions.

When the Hydraulic Top Link is used with the Ventrac 3-N-1 Hitch it requires using the rear remote outlets.

Note:

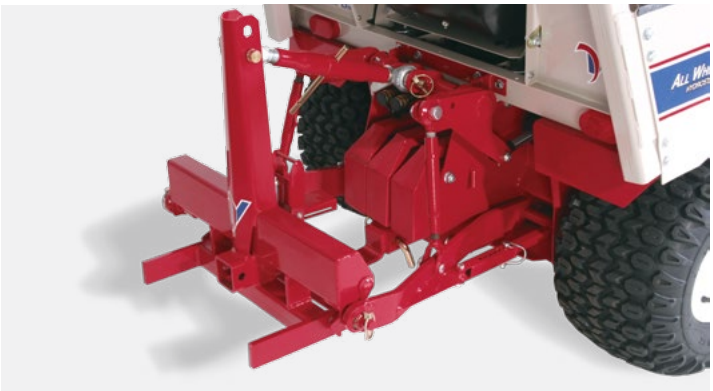
If you are also using an attachment that requires use of the rear outlets, on units prior to serial #4200-WEB2555 and #4100-KDC1391, accessory kit 39.56104 is required to give a second set of rear remote outlets.

TRACTOR COMPATIBILITY KEY: 3400 4500

500 Venture Drive
Orrville, OH 44667
1.866.836.8722
Fax: 330.683.0000
www.ventrac.com
info@ventrac.com

Accessories
Three-N-One Adapter

Rear mounted attachment on 3-N-1 Adapter shown with optional Hydraulic Top Link



TRACTOR COMPATIBILITY KEY: 3400 4500

The 3-N-1 Adapter is an useful accessory for all Ventrac's with a 3-Point Hitch. It allows the tractor to tow with a Reese® style receiver (not included), transport and use select Ventrac attachments on the rear of the tractor, and mount rear weights for front attachments that need extra weight to counter balance the load.

The 3-N-1 Adapter has a lock-in lever for locking on attachments and is able to operate non-PTO-powered attachments. This enables you to mount two attachments for use on the front and rear of the tractor at the same time.

STANDARD FEATURES

- Rear attachment mounting
- Towing capacity

OPTIONAL ACCESSORIES

- Rear Suitcase Weights
- Hydraulic Top Link

3-N-1 ADAPTER REQUIRED FOR:

- KH500 Loader *(for tractors with a 3-Point Hitch)*

Optional Weights (up to six 42lb weights)

SPECIFICATIONS

Stock Code	39.56114
Optional Weight Kit (2 weights/Kit)	70.0102
Optional Hydraulic Top Link	70.4038
All specifications subject to change without notice or obligation	

500 Venture Drive
Orrville, OH 44667
1.866.836.8722

Fax: 330.683.0000
www.ventrac.com
info@ventrac.com

NARROW BROOM

KJ520

NARROW BROOM

Model	KJ520
Stock Code	39.55401
Rotation Direction	Forward/Reverse (with optional actuator)
"Cornerless" Frame	Both Sides
Gauge Wheels/Diameter	2 adjustable/ 9 inches (23 cm)
Nylon Wafer Diameter	24 inches (61 cm)
Broom RPM @ Engine RPM	277 rpm @ 3500 Engine RPM
	*Requires Optional Electrical Actuator

Optional Accessories

Electric Actuator**	70.8211
12V Switch/Plug Kit 4500 Tractor	70.4104
	** Requires 12V Switch/Plug Kit

Dimensions

Length	58 inches (147 cm)
Width	61 inches (155 cm)
Working Width	52 inches (132 cm)
Angled Width	48 inches (122 cm)
Broom Diameter	24 inches (Wafers)
Height	32.5 inches (82.5 cm)
Weight	500 lbs (227 kg)

All specifications subject to change without notice or obligation

The KJ520 Power Broom is optimized to handle a wide variety of snow on sidewalks. With a higher tip speed and increased hydraulic capacity, this broom can clear snow where other brooms struggle.

This broom can be hydraulically angled 30° left and right and lifted up or down all with the S.D.L.A. Control.

An optional electric actuator allows the operator to adjust the speed and direction of the broom rotation, maximizing effectiveness and allowing the operator to reverse broom rotation, all from the seat of the tractor.

STANDARD FEATURES

- 52" working width
- 48" Angled working width
- Center pivot with 30 degree angle left and right
- 24" Broom diameter
- 45% more hydraulic power than HB580
- Faster broom tip speed than HB580
- Dual jack stands for easier connection
- Top-mounted hydraulic motor for tighter working areas
- Easily replaceable wafer bristles

V-BLADE

KV552

V-BLADE

Model	KV552
Stock Code	39.55271
Required 12 Volt Switch/Plug Kit for 4500 Tractor	70.4104
Hydraulic Power Angle	Independent cylinders
Blade Wing Selection	Electric Solenoid
Spring Trip	Mechanical On/Off
Max Wing Angle (Left/Right)	30 Degrees
Adjustable Skid Shoes	Standard
Optional Accessories	
Top Deflection Flap	70.8044
Flare Kit, 12/6 inch extension (31/15 cm)	70.8046
Straight Extension Kit, 6 inch (15 cm)	70.8047
Polyurethane Cutting Edge	70.8048
Dimensions	
Length, Wings Back	38 inches (96 cm)
Length with 4000 Series Tractor	105.75 inches (269 cm)
Width, Wings Back	48 inches (122 cm)
Width, Wings Straight	55 inches (140 cm)
Width, Wings Forward	48.5 inches (123 cm)
Height	24 inches (61 cm)
Weight	240 lbs (109 kg)

All specifications subject to change without notice or obligation

HYDRAULICALLY ANGLE EITHER WING

STANDARD FEATURES

- Hydraulically angle either wing (Requires 12 Volt Switch Plug Kit)
- Adjustable cast iron skid shoe discs
- Adjustable Spring controlled trip mechanism
- Trip Lockout Pin for Digging in material
- Reversible, Changeable Cutting Edge
- Center mounted skid shoe

Optional Accessories

- Top Deflection Flap
- 1½ inch Flare Extension kits
- Polyurethane Cutting Edge
- 6” Straight Ext Kit

The 55-inch wide Ventrac KV552 V-Blade maximizes efficiency with the ability to quickly change from V-plow to scoop to straight blade, all from the convenience of Ventrac’s exclusive S.D.L.A. Control System. With a 48" V width, the KV552 is ideal for walks and areas that larger blades are unable to plow.

Standard features include hydraulically activated wing cylinders, mechanical trip, adjustable cast iron skid shoe discs, reversible high carbon hardened steel cutting edges, and a center shoe for gliding over rough terrain. Pivot points are fully greasable to ensure proper operation, even in the worst environments.

STUMP GRINDER

KC220

STUMP GRINDER

Model	KC220
Stock Code	39.55301
Cutter Head Specifications	
Carbide Tips	18 (3 sided replaceable)
Cutter Head Width	3.5 inches (9 cm)
Overall Cutter Head Diameter	22 inches (56 cm)
Cutter Head Speed	1300 RPM
Cutting Depth Below Ground Level	8 inches (20 cm)
Dimensions	
Length	41 inches (104 cm)
Width	51 inches (130 cm)
Height	23 inches (58 cm)
Weight	420 lbs (191 kg)

All specifications subject to change without notice or obligation

The KC220 Stump Grinder features 18 replaceable heavy-duty carbide cutting teeth on a large 22” rotor for removing large or small stumps.

Cutting action is controlled with the forward and reverse motion using the tractor’s hydrostatic drive. The Stump Grinder features offset, out-front operation to provide excellent visibility resulting in better performance and efficiency.

An increased rotor speed of 1300 RPM equates to a faster tip speed and more significant amounts of material removed with each pass. In addition, with an increased cutting depth of 8 inches, stumps are removed faster than ever.

The new material blade, operated by the hydrostatic hand controls, helps push material away from the working area to uncover portions of the stump that needs to be removed.

The stump grinder works in a sideways orientation, making this attachment’s operation more intuitive, faster, and with an easier learning curve. In addition, set-up and installation on the tractor are easy, and an operator can quickly become a pro at using this attachment effectively.

Combined with the 4520 Ventrac tractor, the Stump Grinder is an agile, powerful, turf-friendly mobile unit for lawns, golf courses, parks, and municipalities.

VENTRAC

TILLER

KL480

TILLER

Model	KL480
Stock Code	39.55220
Working Width	48 inches (122 cm)
Tines	24
Maximum tilling depth	6 inches (15.24 cm)
Final Drive	#80 Chain, enclosed and lubricated
Ground Clearance	Approx. 10 inches (25.4 cm) raised

Dimensions

Length	41 inches (104 cm)
Width	53 inches (135 cm)
Height	22 inches (56 cm)
Weight	356 lbs (162 kg)
Shipping Weight	425 lbs (193 kg)
Shipping Dimensions (L x W x H)	57x43x25 inches (145x109x64 cm)

All specifications subject to change without notice or obligation

The KL480 Tiller is designed for easy preparation of gardens and yards. This power-driven front-end attachment allows the operator to easily monitor the tiller's performance. Designed with the Ventrac Mount System, the tiller can be attached in a minute or less and comes with a stand for storing when not in use.

A number 80 chain in an enclosed final drive is lubricated for heavy-duty performance. Skid shoe adjustments facilitate cutting depth. Twenty-four high carbon steel tines are sequentially spaced to provide smooth and efficient tillage.

STANDARD FEATURES

- Intermediate Gear Reduction for Quiet Running
- Sealed Lubrication Final Drive
- Leveler Shield
- Adjustable Skid Shoes
- 24 High-Performance Carbon Tines
- Stand for holding attachment when not in use
- Ventrac Mount System

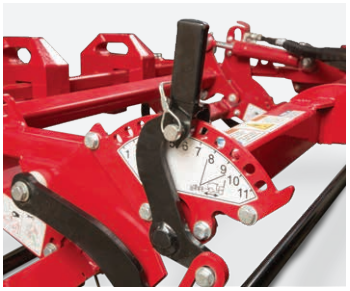
BALLPARK GROOMER & RENOVATOR

DG550 & DR540

BALLPARK RENOVATOR

Model	DG550
Stock Code	39.55280
Dimensions	
Overall Height	19 inches (48 cm)
Overall Length	46 inches (117 cm)
Overall Width	56 inches (142 cm)
Overall Weight	255 lbs (102 kg)
Renovator Blades	(3) 18.5 inch (47 cm) wide blades
Cutting Depth Adjustment	Hydraulic
Cutting Depth - Maximum	2 inches (5.7 cm)
Scarifier Spring Tines	28 Tines
Wheels	9 inch (23 cm) flat free
Optional Accessories	
Suitcase Weight	47.0115
Mid Weight Bar 4500 Kit	70.4137

All specifications subject to change without notice or obligation



Ventrac is your solution to ballpark management, capable of handling everything from daily tasks to seasonal jobs. Reduce the amount of time and equipment needed to maintain your ballpark while improving the end results.

STANDARD FEATURES

- 3 Renovator Blades for weed removal, cutting and maintaining edge lines, and leveling
- Cutting depth of blades is controlled with the power unit's auxiliary hydraulic handle
- Scarifier Tines for breaking up ground cut by the blades and adding surface mix or drying agent
- Leveling Bar carries and distributes material to fill in low areas

Optional Accessories

- Add up to 6 Suitcase Weights to help penetrate compacted surfaces

BALLPARK GROOMER

Model	DR540
Stock Code	39.55280
Dimensions	
Overall Height	26.25 inches (67 cm)
Overall Length	19 inches (48 cm)
Overall Length with Brush Kit	23.5 inches (60 cm)
Overall Length with Drag Kit	69.5 inches (176.5 cm)
Overall Width	60.5 inches (154 cm)
Overall Width with Brush Kit	75.5 inches (192 cm)
Overall Width with Drag Kit	73 inches (185 cm)
Weight	315 lbs (143 kgs)
Weight of Brush Kit	45 lbs (20.5 kgs)
Weight of Drag Kit with Steel Drag	137 lbs (62 kgs)
Weight of Steel Drag	86 lbs (39 kgs)
Weight of Drag Kit with Coco Mat Drag	135 lbs (61 kgs)
Weight of Coco Mat Drag	84 lbs (38 kgs)
Roller Diameter	7 inches (18 cm)
Number of Spikes	28
Optional Accessories	
Hydraulic Top Link	70.4038
Groomer Brush Kit	70.8156
Groomer Drag Kit (Steel and Coco Mat)	70.8154
Suitcase Weight	47.0115

All specifications subject to change without notice or obligation
*Tractor must be equipped with 3-point hitch

Ventrac is your solution to ballpark management, capable of handling everything from daily tasks to seasonal jobs. Reduce the amount of time and equipment needed to maintain your ballpark while improving the end results.

STANDARD FEATURES

- Mount with Category One 3-Point Hitch*
- Leveling Bar carries and distributes material to fill in low areas
- Roller packs down the dirt to give the field consistent play and bounce
- Spike Bar opens up a wet field surface to accelerate the drying process

Optional Accessories

- Optional brush kit for finishing a dry field
- Optional drag kit with both steel and coco mat drags for finishing a field under varying conditions
- Add up to 6 Suitcase Weights to help pack the field and minimize surface ripples
- Hydraulic Top Link

FLEXFRAME
VENTRAC

LOADER

STANDARD BUCKET, ROCK BUCKET & GRAPPLE, LOG GRAPPLE, & LIGHT MATERIAL BUCKET

KM500, KM100, KM300, KM560

LOADER

	KM500	KM100	KM300	KM660
Stock Code	39.55601	70.8241	70.8243	70.8244
Full Description	KM, KM500 Loader	KM, KM100 Rock Bucket w/ Grapple	KM, KM300 Log Grapple	KM, KM660 Bucket, Light Material
Product Type	Attachment	Accessory	Accessory	Accessory
DIMENSIONS				
Overall Width	42 inches (107 cm) (49 inches (124 cm) with Bucket)	51 inches (130 cm)	52 inches (132 cm)	67 inches (170 cm)
Overall Length	47 inches (119 cm) (68 inches (173 cm) with Bucket)	25 inches (64 cm)	37 inches (94 cm)	25 inches (64 cm)
Overall Height	42 inches (107 cm)	21 inches (53 cm)	38 inches (97 cm)	20 inches (51 cm)
Accessory Weight	125 lbs (57 kg) Standard Bucket	250 lbs (113 kg)	193 lbs (88 kg)	183 lbs (83 kg)
Capacity	1/6 y^3 (0.127 m^3)			1/2 y^3 (0.382 m^3)
Weight	475 lbs (215 kg) Loader Only			
GRAPPLE SPECS				
Grapple Opening		22 inches (56 cm)	30 inches (76 cm)	
LOADER DETAILS				
Slope Rating	10°			
Lift Capacity	700 lbs (318 kg)			
Max Lift Capacity	52 inches (132 cm)			
Dump Angle	36°			

All specifications subject to change without notice or obligation

LOADER (W/ STANDARD BUCKET) KM500

The Ventrac KM500 Loader has arrived, adding enhanced versatility for the landscape, hardscape, site work, and tree care industries. With easy operation and effortless installation, the KM500 Loader on the Ventrac 4520 is a dream combination that maximizes the capability of the tractor while serving as a loader and material mover. When combined with a dual-wheeled tractor, it becomes the most turf-friendly loader in the industry, allowing you to move quickly across turf without tracking the ground.

The four attachment options for the Loader add more versatility than ever before. The KM500 comes standard with a loader bucket for lifting, moving, transporting, and positioning any material it can scoop. And adding to the attachment capability line-up are the Rock Bucket with Grapple, the Log Grapple, and the Light Material Bucket.

ROCK BUCKET W/ GRAPPLE KM100

The Rock Bucket with Grapple has a versatile layout to transport anything from whole logs to loose debris. It will sift large rocks from dirt and surrounding material. The independent top grapples effectively trap odd-shaped materials, grasping the load with multiple clamping points for transport. The open structure offers excellent visibility of the bucket's contents. The Rock Bucket is great for removing rocks during new lawn installations, moving debris into a dump trailer, or shuttling material across complex properties.

LOG GRAPPLE KM300

The Log Grapple is a highly maneuverable way to transport whole logs. This time-saving capability means less log-cutting and fewer trips in and out of a work area. The log grapple allows users to place logs directly into a chipper or the back of a dump trailer with ease. In addition, the Log Grapple on the Ventrac Loader can secure whole logs, clusters of large branches, and material sized for the wood chipper, further speeding up tree work and job site clean-ups.

LIGHT MATERIAL BUCKET KM660

The Light Material Bucket is the highest capacity bucket in the Ventrac attachment line-up. Its 1/2 yard size allows for reduced trips, saving time and fuel consumption when hauling light materials. In addition, this bucket is a time-saver for mulch installs and moving, spreading, and leveling any loose materials. Find a multitude of jobs for this bucket by the scoopful from mulch, wood shavings, sawdust, animal bedding, yard waste, compost, and more.

VENTRAC

FINISH MOWERS

MS600, MS720, MT720, & MU720

FINISH MOWERS

	MS600	MS720	MT720	MU720
Stock Code	39.55110	39.55111	39.55112	39.55114
Discharge Type	Side	Side	Side, 6” Offset	Rear
Width of Cut	60 Inches (152 cm)	72 Inches (183 cm)	72 Inches (183 cm)	72 Inches (183 cm)
Number of blades/type	3 x 21 High-lift	3 x 25 High-lift	3 x 25 High-lift	3 x 25 Low-lift
Cutting Height Range	1-5 Inches (25-127 mm)	1-5 Inches (25-127 mm)	1-5 Inches (25-127 mm)	1-5 Inches (25-127 mm)
Cutting Height Increments	Positions 1-3 (1/8”) (3 mm) Positions 4-18 (1/4”) (6 mm)	Positions 1-3 (1/8”) (3 mm) Positions 4-18 (1/4”) (6 mm)	Positions 1-3 (1/8”) (3 mm) Positions 4-18 (1/4”) (6 mm)	Positions 1-3 (1/8”) (3 mm) Positions 4-18 (1/4”) (6 mm)
Deck Construction	High-strength steel	High-strength steel	High-strength steel	High-strength steel
Spindles/Pulleys	Field serviceable with bottom grease fittings	Field serviceable with bottom grease fittings	Field serviceable with bottom grease fittings	Field serviceable with bottom grease fittings
Anti Scalp Rollers	3 Front	3 Front	3 Front	3 Front

OPTIONAL ACCESSORIES

Mulch Kit	70.8165	70.8164	70.8164	70.8167
Flat Free Wheel (2 Required)	53.0148	53.0148	53.0148	53.0148
Hydraulic Flip Up Kit	70.8214	70.8214	70.8214	70.8214

DIMENSIONS

Length	62 5/8 inches (159 cm)	66 1/8 inches (168 cm)	66 1/8 inches (168 cm)	60 5/8 inches (154 cm)
Width	74 5/8 inches (190 cm)	86 1/2 inches (220 cm)	86 1/2 inches (220 cm)	72 7/8 inches (185 cm)
Height	18 1/4 Inches (46 cm)	18 1/4 Inches (46 cm)	18 1/4 Inches (46 cm)	18 1/4 Inches (46 cm)
Weight	490 lbs (222 kg)	550 lbs (249 kg)	550 lbs (249 kg)	540 lbs (245 kg)
Shipping Weight	660 lbs (299 kg)	720 lbs (327 kg)	720 lbs (327 kg)	710 lbs (322 kg)
Shipping Dimensions (LWH)	57 x 65.5 x 25.5 inches (26 x 30 x 12 cm)	60.5 x 77.75 x 25.5 inches (27.4 x 35 x 12 cm)	60.5 x 77.75 x 25.5 inches (27.4 x 35 x 12 cm)	60.5 x 77.75 x 25.5 inches (27.4 x 35 x 12 cm)

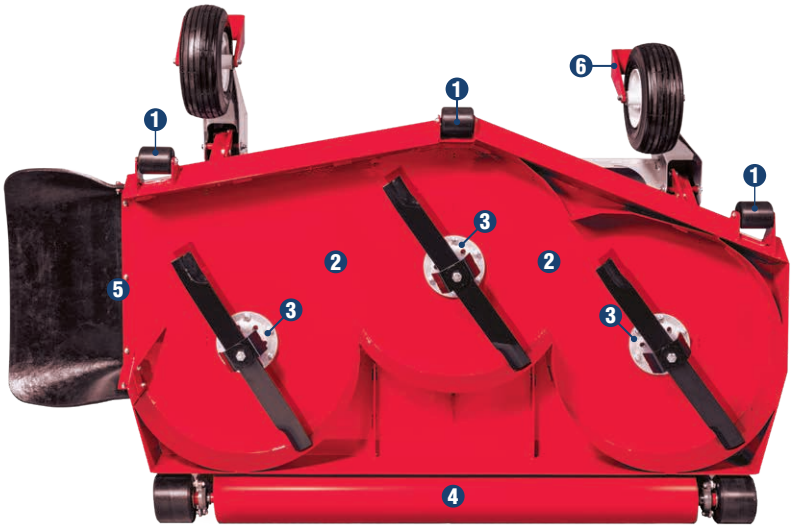
All specifications subject to change without notice or obligation

HYDRAULIC FLIP-UP KIT

The Hydraulic Flip-Up kit makes deck clean-up quick and effortless. Using the SDLA controls, you can flip your mower deck up from the seat!

FEATURES

5” deep deck shell increases airflow & performance, and made from high strength steel for exceptional abrasion and impact resistance. Check out these other game changing features:



BOTTOM VIEW

1. Anti-Scalp Rollers

Anti-scalp rollers help protect the turf

2. Ultra Smooth Deck Shell

Cleaner, smoother deck shell, helps prevent grass buildup

3. Tougher Spindles

Ventrac’s best spindle yet featuring 6 bolt mount, 5/8” retaining bolt, and double row angular contact bearings

4. Stripe Roller

Smoother ride, increased bearing life, and bolder more pronounced stripes

5. Larger Discharge Opening

Large discharge opening improves airflow and cut quality

6. Offset Trim Wheel

Improved quality of cut and better line of sight trimming

7. Low Profile Bearing Caps

Reach under bushes and pine trees without worry of losing the caps

8. Improved Carrier Frame

Strengthened carrier frame arms for increased durability

9. Rubber Discharge Chute

Easy on landscape, will not dent like steel**

10. Improved Casters

Tapered roller bearings and larger diameter pivot bolt provide smoother operation and longer life

11. Tool-Free Belt Tensioner

Our NEW tool-free belt tensioner makes maintenance quick and easy

12. Hydraulic Flip-Up

Optional Hydraulic Flip-Up makes deck clean up quick and effortless (Manual Flip-Up standard)

13. Heavier Roller Mounts

Reinforced rear roller mounts to help carry the load for the long haul

14. Ventrac Mount System

Allows for quick connection of the mower deck with no tools or heavy lifting

15. One Lever Height Adjustment

Broad range of height settings from 1”-5” in 1/4” increments

TOP VIEW

**MU720 does not have a discharge chute

VENTRAC

VENTRAC V-PLUS WARRANTY

All new Ventrac tractors and attachments purchased in the United States and Canada are covered by Ventrac's V-Plus Warranty, so you can purchase with confidence! Under the V-Plus, we will repair, replace, or adjust any part manufactured by Venture Products, Inc. that is defective in material and/or workmanship.

2-Year Commercial Limited Warranty

SSV/3000/4000 series tractors and attachments

- 2 years with **unlimited** hours

Engine Warranty*

Covered by engine manufacturer

- Briggs 3/LC = 2-year w/ 3rd major parts only
- Briggs V-twins = 3-year
- Kawasaki V-twins = 3-year
- Kubota 3 cylinder = 2-year or 2000 hours** with 3rd year major parts only or 3000 hours**

*Please refer to the engine manufacturer's warranty statement included in your owner's manual.

** Whichever occurs first

Exclusions

Replacement parts - limited to 90 days

Limitations and Conditions

Ventrac equipment, including defective parts, must be returned to your authorized Ventrac dealer within the warranty period. The warranty extends to the cost to repair or replace (as determined by V.P.I.) the defective part. The expense of pickup and delivery of equipment, service call drive time or any transportation expense incurred for warranty repair is the responsibility of the owner. Proof of purchase may be required. Warranty work must be completed by an authorized Ventrac dealer.

This warranty extends only to Ventrac turf equipment operated under normal conditions and properly serviced and maintained. The warranty does not cover repair of damage due to normal use, wear and tear, maintenance services, repair of damage related to abuse, neglect, accident or use of the turf equipment which is not in accordance with operating instructions in the operator's manual, or damage resulting from repair of Ventrac turf equipment by person or persons other than an authorized Ventrac service dealer or the installation of parts other than genuine Ventrac parts or Ventrac recommended parts.

Pricing Quote

Quote #: 83026-1003
Contract #: 2017025

Date Quoted: October 3, 2023
Quote Expires: April 7, 2024

Prepared For:

Dan Hepler
City of Oregon City

Prepared By:

Turf Star, Inc.
Aaron Semm
2438 Radley Court
Hayward, CA 94545

Customer's OMNIA Membership ID:

Thank you for the opportunity to quote the following Ventrac product(s) for your review. I have added the items that we feel would best serve your needs. Please feel free to contact me with any questions.

QTY	Model #	Description	OMNIA	Total
1	4520P (39.51221)	Ventrac Tractor: KN, 4520P Kawasaki FD851D Cal *Included Standard: Weight Transfer, SDLA Hand Controls, 4 Rear Weights, Front Fenders, Foot Pegs*	28,170.40	28,170.40
1	70.4161	Accessory: 12V FRONT Kit, 12V Front 4520/4500	354.20	354.20
1	70.4164	Accessory: DUAL FRONT HYD AUX Kit, Dual Front Hyd Aux 4520/4500	570.40	570.40
1	47.0497	Accessory: ARM REST Armrest, Kit - Deluxe Seat 4520	165.60	165.60
1	70.4169	Accessory: CANOPY Kit, Canopy	993.60	993.60
1	70.4171	Accessory: Kit, Strobe Light for Canopy	450.80	450.80
1	70.4173	Accessory: WORK LIGHT LED Kit, Work Light LED 4520/4500	377.20	377.20
1	70.4067	Accessory: DUAL WHEEL KIT Kit, Duals Field Trax Black	1,481.20	1,481.20
1	70.4140	Accessory: DIGITAL SLOPE GAUGE Kit, Slope Indicator	400.20	400.20
1	70.4038	Accessory: HYDRAULIC TOP LINK Kit, Top Link Cylinder	331.20	331.20
1	70.4160	Accessory: THREE-POINT HITCH Kit, 3 Point Hitch 4520	2,235.60	2,235.60
1	39.56114	Accessory: THREE-N-ONE ADAPTER HH, 3PT 3-n-1 Hitch	487.60	487.60
6	47.0115	Accessory: ADDITIONAL WEIGHTS Weight, Suitcase - 42 LBS w/Box	110.40	662.40
1	KJ520 (39.55401)	Attachment: BROOM KJ, KJ520 Broom	5,704.00	5,704.00
1	70.8211	Accessory: Kit, 12V Actuator KJ	377.20	377.20
1	KV552 (39.55271)	Attachment: V-BLADE KV, KV552 V-blade	3,045.20	3,045.20

QTY	Model #	Description	OMNIA	Total
1	70.8048	Accessory: POLYURETHANE CUTTING EDGE KIT Kit, KV Polyurethane Edge	331.20	331.20
1	KC220 (39.55301)	Attachment: STUMP GRINDER KC, KC220 Stump Grinder	4,848.40	4,848.40
1	KL480 (39.55220)	Attachment: TILLER KL, KL480 Tiller	3,965.20	3,965.20
1	DR540 (39.55285)	Attachment: BALLPARK GROOMER DR, DR540 Groomer	2,626.60	2,626.60
1	70.8156	Accessory: GROOMER BRUSH KIT Kit, Groomer Brush	1,352.40	1,352.40
1	70.8154	Accessory: GROOMER DRAG KIT Kit, Groomer Drag DR540	2,387.40	2,387.40
1	70.4137	Accessory: MID-WEIGHT BAR KIT Kit, Weight Bar Mid 4500/4520	303.60	303.60
6	47.0115	Accessory: ADDITIONAL WEIGHTS Weight, Suitcase - 42 LBS w/Box	110.40	662.40
1	KM500 (39.55601)	Attachment: LOADER & TOOLS KM, KM500 Loader	5,428.00	5,428.00
1	KM660 (70.8244)	Accessory: KM, KM660 Bucket, Light Material	1,835.40	1,835.40
1	70.8253	Accessory: Kit, KM500 Relief Valve	73.60	73.60
1	70.4196	Accessory: Kit, Loader Rear Crossbar	151.80	151.80
1	MU720 (39.55114)	Attachment: MOWERS - FINISH MU, MU720 Mower RD	5,055.40	5,055.40
1	70.8214	Accessory: Kit, Hydraulic Flip Up MS/MT/MU	506.00	506.00

Subtotal	75,334.20
	CHARGES
Setup Charges	+1,575.00
Freight	+1,575.00
TOTAL USD $	78,484.20

CITY OF OREGON CITY
CITY COMMISSION WORK SESSION
DRAFT MINUTES

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Tuesday, February 13, 2024 at 6:00 PM

CONVENE WORK SESSION AND ROLL CALL

Mayor McGriff convened the meeting at 6:04 PM.

PRESENT: 5 - Commissioner Mike Mitchell, Commissioner Adam Marl, Commissioner Rocky Smith, Commissioner Frank O'Donnell, Mayor Denyse McGriff

STAFFERS: 11 - City Manager Tony Konkol, Assistant City Manager Alex Rains, City Recorder Jakob Wiley, Assistant City Recorder Evan Lee, Economic Development Manager James Graham, Parks and Recreation Director Kendell Reid, Public Works Director John Lewis, Finance Director Matt Zook, Police Captain David Edwins, Community Development Director Aquilla Hurd-Ravich, Library Director Greg Williams

FUTURE AGENDA ITEMS

1. List of Future Work Session Agenda Items

Tony Konkol, City Manager, reported that Work Session agenda items in March would include updates on the McLoughlin Boulevard Enhancement Project and on the Clackamette Park Master Plan RV Park alternative location. Agenda items for April would include the Parks and Recreation Master Plan Update.

Mayor McGriff observed that the Youth Advisory Committee had requested a briefing on the Parks and Recreation Master Plan, and Mr. Konkol responded that this briefing had been scheduled.

Commissioner Mitchell requested that a future agenda include discussion of a grant program to offset SDCs (System Development Charges) in targeted situations, particularly in light of the Bridge View building project. He also requested a discussion of inclusionary zoning and other possible measures, such as SDC incentives, to increase affordable housing options. Mayor McGriff replied that this topic was under discussion in the Development Stakeholders' Group and agreed that the City Commission ought to discuss it as well. There was consensus to add both items to future agendas.

DISCUSSION ITEMS

2. Downtown Oregon City Association Update

James Graham, Economic Development Manager, introduced Julianna Allen, the new director of the Downtown Oregon City Association (DOCA), who provided the biannual update on the mission and activities of that organization. Mr. Graham added that DOCA and the Chamber of Commerce had been meeting to coordinate responses to the major issues facing the City's business community, including how

to help businesses navigate the surrounding houselessness situation, the prospect of tolling, downtown building vacancies, and planning ahead for natural disasters.

Ms. Allen gave a presentation covering DOCA's activities in Quarters 3 and 4 (July-December 2023), plans for 2024, the issues being expressed by the business community, and successes of the organization in 2023.

Commissioner O'Donnell asked for details about DOCA's interactions with the Houseless Resource Center and Ms. Allen explained that the discussion between these groups would be continued at an upcoming business social in March. Commissioner O'Donnell emphasized the need for clear communication between DOCA, the Economic Development Department, and the Chamber of Commerce. He also requested that DOCA do more to discover potential downtown building vacancies before they occur. Mr. Graham replied that Economic Development engages in Business Retention work that consists of visiting and checking in with businesses regarding matters such as this. Mayor McGriff added that lines of communication also exist between these organizations and realtors with downtown listings.

Commissioner Smith requested that the City and DOCA work together to revisit the topic of shared downtown parking, adding that maintaining cleanliness of the lots was a major obstacle to such schemes, and suggested that DOCA's Clean Team could be extended to address this. Major McGriff added that business owners ought to take responsibility for the cleanliness of the sidewalk in front of their entrances.

Commissioner Marl asked whether the Clean Team is mainly focused on the new public restroom and asked for an update on the restroom's success. Ms. Allen replied that the restroom is one of the Clean Team's multiple projects and that the rollout of the restroom has been successful and uneventful. Commissioner Marl also asked Ms. Allen, as she is a former downtown business owner, what the state of DOCA membership is and what challenges face downtown business owners. Ms. Allen replied that downtown retailers are struggling due to lack of foot traffic and rising rent, and that DOCA is working to increase foot traffic and business visibility. She added that DOCA has been fostering downtown business participation with e-newsletters, business socials, and person-to-person outreach.

Commissioner Mitchell emphasized the importance of encouraging downtown retail businesses, noting that retail was historically the hardest category to maintain there, but that small businesses looking to move from downtown Portland might be encouraged to consider Oregon City.

Mayor McGriff observed that some landlords are charging retail rents in downtown Oregon City which are more appropriate for the retail climate in Portland, and that rent ought to be more affordable in Oregon City. She also observed that some downtown property owners have unsold land because they have an inflated sense of their property's value.

Mr. Graham reiterated the importance of avoiding a vacancy of the courthouse and said that the County needs to either address this issue before an emergency arises or turn it over to the City so the City can address it. Mayor McGriff observed that she has been addressing this with the County for some time and that another meeting on the topic is scheduled to take place soon.

Commissioner Mitchell observed that judging from the new Courthouse's construction schedule, the old Courthouse would probably experience a period of vacancy before a solution is found and that an interim plan must be made and publicized. Commissioner Marl asked for clarity on whether the City wishes to acquire the building or whether they merely wish to have a say in its future, and the Mayor clarified that the City is seeking permission to solicit occupants for the building. She explained that the City would like to find an experienced developer who can take advantage of the tax credits available thanks to the building's historic status.

Commissioner Mitchell asked a question about a recent State grant that DOCA had wanted to apply for, but which the County had not approved. Mayor McGriff said that it would be possible to reapply for this grant.

3. Oregon City 20-year Facility Master Plan

Mr. Konkol introduced Margaret Wilson and Brandon Dole of Scott Edwards Architecture to present updates on the Facility Master Plan, building off the recent presentation at the December 12, 2024 Work Session, incorporating decision points from that occasion, as well as addressing additional items.

Mayor McGriff asked whether the End of the Oregon Trail building and the Pool building were in compliance with the Fire and Safety code, and Ms. Wilson replied that they are currently not up to code. She added that the pool's electrical mechanics are at the end of their usable life. Mr. Dole added that though a full code assessment on the buildings had not been done, if the City were to perform improvements on the buildings they would need to be brought up to code and that other changes like ADA (Americans with Disabilities Act) upgrades would likely be triggered.

Commissioner O'Donnell suggested determining what the cost would be to refurbish the buildings versus the cost to replace them, in order to present a cost-benefit analysis. Mr. Dole agreed that this ought to be part of the City's next step in the project. Mayor McGriff observed that the buildings, for example the pool facility, should be optimized to serve Oregon City residents, not expanded to draw in users from other communities.

Commissioner Mitchell asked whether the forthcoming Parks and Recreation Master Plan would contain information that would help the Commission navigate decisions about these buildings. Kendall Reid, Parks and Recreation Director, and Mr. Konkol, explained that the Parks and Recreation Master Plan would touch on these topics but that actual cost estimates were not yet prepared, and that a cost-benefit analysis of the pool topic would grow out of two master plans as a next step.

Commissioner O'Donnell suggested analyzing the users and usages of the pool and the End of the Oregon Trail building to collect data toward plans for their futures.

There was consensus to move forward on studying refurbishment versus replacement for the pool facility and the End of the Oregon Trail Center building.

Regarding the Cemetery, there was discussion about the benefits of building one new building to be shared by the Cemetery and Parks and Recreation staff or building separate facilities for each department.

Commissioner Mitchell asked whether a two-building solution would be practical for the cemetery staff and the Parks and Recreation staff, and Mr. Reid said it could be if the staff of each department have their own spaces in the first building, and the second building is dedicated to heavy equipment. Commissioner O'Donnell asked how much square footage is needed for cemetery equipment and it was determined that this question would be researched.

There was consensus to plan for two separate buildings, whether as completely separate facilities for Parks and Recreation and Cemetery staff, or as a combined Staff building with space for both departments plus a separate building for heavy equipment.

There was discussion about the long-term location of the Community Development Department in light of ideas to eventually move City Hall. There was discussion about the community benefits of consolidating the locations of City services. Commissioner Mitchell observed that the current Community Development building had been invested in recently and that replacing it ought to be a longer-term priority, not an immediate one. Mr. Konkol explained that this discussion was indeed for the purpose of long-term planning, not immediate changes.

There was consensus to work toward consolidating services available on First Street but to delay considering building a new City Hall.

There was discussion about the possibility of vacating the Center Street site, which would require building

a new dewater decant facility. It was established that this facility would not be feasible as an addition to the First Street campus but could be built at Mountain View Reservoir.

Mayor McGriff suggested that the Center Street site and the Lower Yard area could be repurposed into sites for affordable housing.

Commissioner Smith expressed approval of the idea of adding affordable housing, but suggested waiting until a decision is made about the future of Waterboard Park, adding that the Upper and Lower Yards could potentially be connected with the Promenade.

There was discussion that both affordable housing and connecting the Upper and Lower Yards would be beneficial. Mr. Dole suggested incorporating a repurposing of the Cameron building into such a project as a community space. Alternatives to building an elevator were discussed.

Commissioner Marl mentioned the benefits of placing this property back on the tax rolls and suggested that workforce housing could be more useful than deep restricted affordable housing, adding that a current Metro project was already providing more affordable housing. Mayor McGriff clarified that workforce housing is what she had in mind for the Center Street site and that the City could place requirements on the site to help families enter the housing.

There was discussion about the plans for both the Mountain View Reservoir and the recently acquired Henrici site. It was established that the Henrici site still needed zoning and other work done before it is ready for final decisions, but that the Reservoir site would be sufficient for the proposed decant facility.

There was consensus to request a cost estimate for building the decant facility.

The Commission took a break from 7:52 P.M. – 8:06 P.M.

Commissioner Mitchell suggested treating the two parking lots on Center Street as two separate projects, citing the need to provide parking. Mayor McGriff said that the west side lot presented fewer development difficulties than the east side so it could be beneficial to separate the sites as two projects. There was discussion about rezoning the two Center Street lots.

There was discussion about what to do with the 7th Street Fire Station after the Fire Department vacates it. Mr. Konkol suggested saving this topic to be a future discussion with Clackamas County Fire District so they can express their needs and their reasons for wanting to vacate the station.

There was discussion about the long-term future of the City Hall building if a new City Hall is built. Suggestions for its future use included a medical office or a library annex.

Commissioner Mitchell suggested changing the language about the future vacating of City Hall and the 7th Street Fire Station to refer to "if" the properties are vacated, rather than "when" they are vacated, to communicate the fact that a final decision to vacate them has not been made.

There was consensus to save long term decisions about City Hall and the 7th Street Fire Station for a later date.

There was discussion about the future of the Buena Vista Park, and there was discussion about the pros and cons of retaining and renovating the Buena Vista Clubhouse. Mayor McGriff suggested having a feasibility study done on the building. Commissioner Smith supported returning the building to its former use as a center for meetings and events, saying that the building had fallen out of use due to a lack of maintenance by the City. Commissioner O'Donnell and Commissioner Mitchell expressed skepticism about the cost and value of a renovation. Commissioner Marl expressed support for a feasibility study observing it would not incur immediate costs to the City, as it would be funded by privately organized match funds already raised for this purpose.

There was consensus to undertake a feasibility study on the Buena Vista Clubhouse, with the understanding that the study would not be funded by the City and that it would not obligate the City to respond with a specific course of action.

CITY MANAGER'S REPORT

4. Update on City Projects

Mr. Konkol reported that the City is working with ODOT (the Oregon Department of Transportation) to create a Scope of Work and procurement process for the Quiet Zone project. He reported Staff are working with Bill Kabeiseman, City Attorney, to draft easement language for the Charter Parks.

Regarding the Cayuse Five Memorial, Mr. Konkol reported that a bid package had been sent out but had received no responses. Staff were seeking feedback from contractors to identify issues in the bid package and seeking to encourage more knowledge of and interest in the project. Commissioner O'Donnell suggested turning to the Tribes for insight on contractor candidates.

Mr. Konkol reported that he and Mayor McGriff would meet with the County Administrator the following week to discuss the relocation of the Courthouse and the effect of this relocation on downtown buildings.

Mr. Konkol reported that he would be arranging a work session with the tumwata Village staff to discuss their ideas for the property with the City Commission.

Mayor McGriff asked whether any other Commissioners were planning to attend the League of Oregon Cities meeting in April, and Commissioner O'Donnell said he would determine whether he could attend.

COMMISSION COMMITTEE REPORTS

5. Commissioner O'Donnell

- South Fork Water Board

Commissioner O'Donnell reported that he would soon be undertaking a walkthrough of the South Fork Water Board's facility with West Linn City Mayor Rory Bialostosky and South Fork Water Board CEO Wyatt Parno to study maintenance issues. Mayor McGriff suggested that research should be done concerning the building's ability to withstand a major weather event, and whether there were backup arrangements in place. She expressed interest in attending the walkthrough.

Commissioner O'Donnell reported that he had recently attended a meeting on the water quality in the Cove, and a meeting with Metro Commissioner Christine Lewis, members of the commercial river cruise lines, and Willamette Falls Locks leadership, regarding an integrated approach to dock service.

Commissioner O'Donnell asked for, and obtained, support from the Commissioners to ask Staff to research whether Jon Storm Dock is structurally capable of handling commercial shipping vessels, and whether a waiver could be obtained for the 60-foot dock size requirement.

6. Commissioner Smith

- Clackamas Heritage Partners
- Oregon City Tourism Stakeholder's Group
- South Fork Water Board

Commissioner Smith reported that Clackamas Heritage Partners were to meet on the following Thursday, and would discuss facilities plans, including the future of the Clackamas Heritage Partners' own location.

7. Commissioner Marl

- Citizen Involvement Committee Liaison
- Clackamas County Coordinating Committee (C4)
- Clackamas County I-205 Tolling Strategies Committee
- Youth Advisory Committee Liaison

Commissioner Marl reported on CIC Board elections. He also reported that C4 had received updates on the implementation of the Forward Together transit plan and information regarding the legislative session. He reported that the I-205 Tolling Strategies Committee had had a meeting with stakeholders involved in a statistically valid poll on regional attitudes toward tolling that would hopefully be presented to legislators before the end of the legislative session. Commissioner Mitchell also reported that the Youth Advisory Committee had recently attended the Oregon Youth Advisory Summit at Willamette University.

8. Commissioner Mitchell

- Clackamas County Coordinating Committee (C4) – Metro Subcommittee
- Clackamas County I-205 Tolling Diversion Committee (alternate)
- Metro Policy Advisory Committee (MPAC) (alternate)

Commissioner Mitchell reported that the January 17th C4 Metro Subcommitte meeting had considered the balance between improving Transit service in areas that have it already, and expanding service to new areas, and had included discussion of priorities to the legislative session, including finalizing funding for the new courthouse.

9. Mayor McGriff

- Clackamas Water Environment Services Policy Committee
- Clackamas Heritage Partners (alternate)
- Downtown Oregon City Association Board
- Metro Policy Advisory Committee (MPAC)
- Oregon City Tourism Stakeholder's Group
- South Fork Water Board
- Willamette Falls and Landings Heritage Area
- Willamette Falls Legacy Project Liaisons
- Willamette Falls Locks Authority
- Youth Advisory Committee Liaison

Mayor McGriff offered further observations on the Oregon Youth Advisory Summit and added that there were plans for giving the Youth Advisory Committee tours of more City facilities. She said that the Youth Advisory Committee had considered a variety of potential projects, that they had settled on a clothing drive for their next project and were currently administering a poster contest.

Mayor McGriff reported that she would be speaking at an upcoming Clackamas Water Environmental Services meeting on outfall. The Mayor reported that the Downtown Association is working on recruiting, and also reported some MPAC board membership changes. She reported that MPAC are discussing the Urban Regional Plan and the possible expansion of urban growth boundaries, an idea that met with some resistance. The Mayor reported that MPAC also discussed the Expo Center and the possibility of bonds for it.

Regarding the Willamette Falls Landings Heritage Area, Mayor McGriff reported that outreach to the Tribes was ongoing. She also reported that the Willamette Falls Locks Authority was working on perfecting the legal language for the upcoming transfer, and that they are working to reengage upriver users of the locks.

Mayor McGriff reported on a recent City meeting with Christine Lewis and that Ms. Lewis was in support of workforce housing initiatives but that she had not provided information about the use of hotels for transitional housing. The Mayor also reported that she had recently represented Oregon City at a reception with the Governor of Oregon in celebration of the birthday of the Emperor of Japan.

ADJOURNMENT

Mayor McGriff adjourned the meeting at 9:36 P.M.

Respectfully submitted,

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Jakob S. Wiley, City Recorder

CITY OF OREGON CITY
CITY COMMISSION REGULAR MEETING
DRAFT MINUTES

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Wednesday, December 20, 2023 at 7:00 PM

REGULAR MEETING OF THE CITY COMMISSION

1. CONVENE MEETING AND ROLL CALL

Mayor McGriff convened the meeting at 7:01 PM.

PRESENT: 4 - Commissioner Rocky Smith, Commissioner Mike Mitchell, Commissioner Adam Marl, Mayor Denyse McGriff

ABSENT: 1 - Commissioner Frank O'Donnell

STAFFERS: 12 - City Manager Tony Konkol, City Recorder Jakob Wiley, Community Development Director Aquilla Hurd-Ravich, Parks and Recreation Director Kendall Reid, Economic Development Manager James Graham, Police Chief Shaun Davis, Finance Director Matt Zook, Library Director Greg Williams, Public Works Director John Lewis, Human Resources Director Patrick Foiles, IT Director Mike Dobaj, Communications Manager Jarrod Lyman

2. FLAG SALUTE

3. CEREMONIES AND PROCLAMATIONS

3a. Oath of Office for New Oregon City Police Sergeant

Shaun Davis, Police Chief, introduced new Police Sergeant Jon Neece.

Mayor McGriff administered the oath of office to Sergeant Neece.

3b. 179th Anniversary Proclamation - Oregon City

Mayor McGriff read the proclamation declaring December 24, 2023, as the 179th anniversary of Oregon City. She read the oath of office from the first mayor of the City.

4. CITIZEN COMMENTS

Casey Flesch, resident of Oregon City, asked that the Commission do what it could to prevent the homeless navigation center to be located downtown. He discussed the issues with Father's Heart and how there would be even more issues with this facility. He thought the center should be in a different county, one where the majority had voted in support of the homeless housing tax.

Mayor McGriff noted it was not a navigation center. It would be a resource center.

Alger Marsh, resident of Oregon City, had been asked to remove his friends from his driveway where they were living in their RV. He said homeless were allowed to live on private property per state statutes. He thought the City should update its codes to follow these state policies.

Linda Harrell, resident of Oregon City, said her husband was a disabled veteran and they chose to live in their RV in Mr. Marsh's driveway. Mr. Marsh's wife had recently passed away and they intended to care for Mr. Marsh in his older years.

Tony Konkol, City Manager, said staff would follow up on this matter.

5. PRESENTATIONS

6. ADOPTION OF THE AGENDA

Item 7b was pulled from the consent agenda and would be brought back to a future meeting. The agenda was adopted as amended.

7. CONSENT AGENDA

Motion made by Commissioner Marl, seconded by Commissioner Smith, to approve the consent agenda except Item 7b. The motion carried by the following vote:

Voting Yea: Mayor McGriff, Commissioner Smith, Commissioner Marl, and Commissioner Mitchell

7a. Resolution 23-31, Adoption of the City of Oregon City Investment Policy

7b. Public Improvement Contract for the 2024 Manhole Rehabilitation Project (CI 23-011)

7c. Minutes for September 20, 2023 Regular Meeting

8. PUBLIC HEARINGS

8a. Second Reading of Ordinance No. 23-1011, A Legislative Zoning Code Text Amendment to the MUC - Mixed-Use Corridor Zone District (LEG 23-00001)

Mayor McGriff opened the public hearing.

There was no public testimony.

Mayor McGriff closed the public hearing.

Motion made by Commissioner Mitchell, seconded by Commissioner Marl, to approve the second reading and final adoption of Ordinance No. 23-1011. The motion carried by the following vote:

Voting Yea: Mayor McGriff, Commissioner Smith, Commissioner Marl, and Commissioner Mitchell

9. GENERAL BUSINESS

9a. Diversity, Equity, and Inclusion Initiatives 2023-2025 Biennium

Patrick Foiles, Human Resources Director, provided an update on the diversity, equity, and inclusion (DEI) project for the City. He noted what was accomplished in the last biennium and identified the initiatives from the strategic priorities that would be moving forward. They would be going out for an RFQ for a consultant to help accomplish the next stages of the program and he explained the scope of work.

There was discussion regarding reactivating the task force and contacting those members to participate again, moving forward with the proposed initiatives, and financial sustainability for the next biennium.

There was consensus for staff to move forward as proposed.

9b. City Manager Performance Evaluation, Salary Adjustment, and Merit Pay for Performance

Mr. Foiles said the City Manager's evaluation was conducted in Executive Session on December 6 and based on the review, the Commission could consider a salary adjustment and/or a merit payment. He discussed the options for Commission action.

There was discussion regarding giving the City Manager a salary increase and merit payment, especially due to the leadership he had shown in emergency situations over the last few years.

Motion made by Commissioner Marl, seconded by Mayor McGriff, to increase the City Manager's current salary by 2.5% and award a one-time merit payment of 2.5%. The motion carried by the following vote:

Voting Yea: Mayor McGriff, Commissioner Smith, Commissioner Marl, and Commissioner Mitchell

10. COMMUNICATIONS

11. City Manager

Mr. Konkol thanked the Commission and noted his success was directly related to the excellent work of City staff.

Jakob Wiley, City Recorder, introduced Evan Lee, new Assistant City Recorder.

12. Commissioners

Commissioner Marl said the legislative subcommittee on tolling had scheduled a hearing on January 6 and he encouraged everyone to attend and testify. He thanked the Public Works and Police Departments for their service during the holidays.

Commissioner Mitchell said the Metro Council adopted the Regional Transportation Plan which included all the phases for tolling. He thought they needed to reach out to the School District for input on the Facilities Master Plan. The newspaper had referred to a tolling study by the city of West Linn with a possible contribution from Oregon City.

There was consensus to contribute up to $10,000 to the study as long as it was proportional to what other cities were doing.

Commissioner Smith thanked everyone for a great year.

13. Mayor

Mayor McGriff thanked the Commission and City staff for their work this year.

14. ADJOURNMENT

Mayor McGriff adjourned the meeting at 8:09.

Respectfully submitted,

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Jakob S. Wiley, City Recorder

CITY OF OREGON CITY
CITY COMMISSION WORK SESSION
DRAFT MINUTES

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Wednesday, October 04, 2023 at 6:00 PM

CONVENE WORK SESSION AND ROLL CALL

Mayor McGriff convened the meeting at 6:03 PM.

PRESENT: 4 - Commissioner Adam Marl, Commissioner Frank O'Donnell, Commissioner Rocky Smith, Commissioner Mike Mitchell, Mayor Denyse McGriff

STAFFERS: 4 - City Manager Tony Konkol, City Recorder Jakob Wiley, Economic Development Manager James Graham, Chief of Police Shaun Davis

DISCUSSION ITEMS

1. City Business License Modifications

James Graham, Economic Development Director, offered recommendations for City business license restructuring. The recommended changes included eliminating the current non-refundable $60.00 application fee for new applicants, reducing the number of employee-based categories from four to three, and offering a fifty percent reduction in the cost of a business license to a vendor reapplying for a second year. It was recommended that the Community Safety Advancement fee remain in effect since it is required by an ordinance funding a Safety Bond.

The recommendations maintained the calendar year licensing period of January to December. It was recommended that a late fee be assessed if license fees are not paid by February 1, at the rate of $125.00 per month, with a cap of $500.00.

It was further recommended that in the case of farmer's market vendors, only the primary organizer would be required to pay a business license fee, and that the organizer be required to submit a list of vendors to the Economic Development Department. A similar procedure was recommended for events held in the public right-of-way. It was recommended to offer the option of a two-week temporary business license with a fee of $50.00 for relevant vendors.

Exemptions for obtaining a business license were recommended for vendors under the direction of an event organizer and for garage sales; nonprofit organizations would need to obtain a business license, but their fee would be waived.

Mr. Graham explained that if these recommendations were approved, some municipal codes would need to be changed. It was recommended that an existing municipal code requiring initial business license application fees be removed altogether.

It was recommended that businesses with no fixed place of business in Oregon City pay an annual fee designated by the business operating under this designation. There was discussion about what types of businesses this rule would apply to, and it was confirmed that businesses such as food carts and small businesses operated from the business owner's home would be examples.

Mayor McGriff suggested considering imposing limitations on the number and frequency of garage sales that an individual could offer. There was discussion about the need to examine the existing codes to ensure that they clearly define what constitutes a garage sale as opposed to a retail business.

Mr. Graham offered the recommendation that if an application is received after January 31, a prorated annual fee be charged based on the remaining months in the calendar year. Furthermore, it was recommended that license fees not paid within the program's renewal period shall be deemed delinquent and a late fee be charged in addition to the regular business license fee, and that the City Manager has the authority to waive this payment.

Commissioner O'Donnell asked how a business is categorized for license fee purposes when they have many employees but only a few employees are operating within Oregon City itself; for example, a national corporation that has a franchise location within the limits of Oregon City. Tony Konkol, City Manager, consulted with Matt Zook, Finance Director, and they confirmed that such a business is charged a license fee according to how many employees are based in Oregon City itself. Such fees would be calculated differently in the case of a business based outside Oregon City that sends employees into the City temporarily for a project.

Commissioner Mitchell asked why it was recommended to change the late fee structure. Mr. Graham explained that under the current policy, in which a business is charged a percentage of their license fee as a late fee, businesses are able to postpone actually paying for a considerable period of time. Under the new structure, late fees would be charged each month and would quickly reach the $500.00 limit in case of continued delinquency, in which case the City would have the authority to further address the situation with code enforcement.

Mr. Graham offered the further recommendation that if approved, the business license modifications be implemented in the renewal period of calendar year 2025, in order to provide time to educate businesses about the new policies and to integrate them into the Tyler software system.

Mr. Konkol explained that if the recommended City business license modifications were adopted, it would result in a City revenue reduction of roughly $75,000.00 per year.

Commissioner O'Donnell asked whether code enforcement procedures would apply if a business continued to operate in Oregon City without obtaining a license, and Mr. Konkol responded that they would apply.

Commissioner Mitchell asked for clarification regarding the reference to "original" fee structures on page three of the Staff Report. Mr. Konkol clarified that the term referred to the first three employee ranges listed.

Mayor McGriff asked whether a business appearing temporarily and informally in Oregon City would be a matter for code enforcement and Mr. Konkol clarified that it would be.

There was consensus that Staff should begin implementing the new business license fee schedule this year and process licenses in the traditional paper manner until the Taylor software system is prepared, at which point that electronic system will be used. Furthermore, there was consensus that Staff identify the ordinances that need to be changed in order to implement the new fee schedule.

Mayor McGriff asked Police Chief Shaun Davis if he had an update on the success of the new weekend service offered by the Code Compliance department. Police Chief Davis reported that the public is now able to submit code complaints through an app or online and that the complaints are sent immediately to code compliance officers. He reported that that system has been very successful thus far. He also said that a quarterly report would be offered in one or two months.

Commissioner Marl asked if the City would still accept Metro business licenses under the new license structure and Mr. Konkol confirmed it they would. Mayor McGriff asked whether this policy was clearly

stated in the Oregon City business codes and Mr. Konkol offered to research this point and report back.

Commissioner Mitchell asked whether the Commissioners would be interested in revisiting construction hour policies and there was consensus that this topic be added as a future discussion item.

ADJOURNMENT

Mayor McGriff adjourned the meeting at 6:45 P.M.

Respectfully submitted,

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Jakob S. Wiley, City Recorder

CITY OF OREGON CITY
CITY COMMISSION WORK SESSION
DRAFT MINUTES

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Wednesday, October 18, 2023 at 6:00 PM

CONVENE WORK SESSION AND ROLL CALL

Mayor McGriff convened the meeting at 6:07 PM.

PRESENT: 4 - Commissioner Adam Marl, Commissioner Frank O'Donnell, Commissioner Rocky Smith, Mayor Denyse McGriff

EXCUSED: 1 - Commissioner Mike Mitchell

STAFFERS: 8 - City Manager Tony Konkol, City Recorder Jakob Wiley, Parks and Recreation Director Kendall Reid, Chief of Police Shaun Davis, Library Director Greg Williams, IT Director Mike Dobaj, Community Development Director Aquilla Hurd-Ravich, and HR Director Patrick Foiles

PUBLIC COMMENTS

Damon Mabee, resident of Oregon City and Co-Chair of the Oregon City Parks Foundation, remarked that the Parks Foundation is pleased that a master plan is in place, and said that he felt it was important to maintain an RV dump site. He also suggested that future RV parking ought to be located at the site currently dedicated to boat trailer parking, and that the boat ramp ought to be abandoned.

Brian Shaw, resident of Oregon City, suggested that RV park at Clackamette Park ought to be moved to a proposed location behind the McDonald's.

Kent Ziegler, resident of Oregon City, expressed appreciation for the Commission's work to improve Clackamette Park and emphasized the importance of relocating the RV park. He also suggested that the Commission consider the possibility of mitigation credits.

Jerry Hermann, resident of Oregon City, suggested using permeable pavers at Clackamette Park, and emphasized the importance of mitigating water quality at the Park.

William Gifford, resident of Oregon City, spoke in general favor of moving from decision-making to taking action.

Steve Williams, resident of Oregon City, expressed support for moving the RV park at Clackamette Park and for keeping the RV dump facility. He suggested securing funding in order to mitigate environmental factors limiting the use of the current boat ramp.

At the invitation of Mayor McGriff, Hunter O'Shea of Boy Scout Troop Pack 470, who was present with a contingent of Boy Scouts, discussed the badge project that he and his fellow Scouts were pursuing by their presence at this meeting. The Commissioners introduced themselves individually to the assembled Scouts and briefly discussed their work on the Commission.

Bob LaSalle, resident of Oregon City, suggested that the RV dump site will become unnecessary if the new RV site is a full hookup facility. He suggested that the current boat ramp could be replaced with a

beach style launch site, saying that nonmotorized boats do not require a ramp. Finally, Mr. LaSalle observed that something ought to be done to mitigate the problem of goose feces at the Park.

Carla Laws, resident of Oregon City, observed that all of Oregon City's parks have historic value and emphasized the importance of making decisions that would be sustainable for the long term.

Commissioner O'Donnell offered summary observations from a recent walking tour of the Clackamette Park site undertaken by several Commissioners and City staff. He reported that the topographical maps furnished by the Parks Director revealed that relocating the RV park to the U river section would not improve the flooding potential. He suggested that the upstream area was a possible RV park location but that it held value in its current state, and that though an RV dump site has value it could be relocated. He observed that nearby municipalities are struggling to sell mitigation credits. He also suggested that a concrete boat ramp is valuable to nonmotorized vehicles when they are on wheels, and that there might be financial consequences from the State if Oregon City did not have a boat ramp available at Clackamette Park. He observed that the Commission is working on improving the water quality in the Cove, and that there might be flexibility in the plan to move the boat ramp.

DISCUSSION ITEMS

1. Clackamette Park Master Plan

Kendall Reid, Parks and Recreation Director, introduced Kurt Lango of the Lango Hansen firm. Mr. Hansen was present to discuss two details of the Clackamette Park Master Plan: the park's ability to host events and an exploration of alternative locations for the RV park. Mr. Hansen's presentation also displayed flood plain information relevant to the relocation of the RV park.

There was discussion about flood line levels displayed on the Master Plan elevation drawings. Additionally, there was discussion about the fact that though the master plan had already been adopted, there was work to be done to refine it, including gathering more information about improving plans for the boat launch and RV park.

Mayor McGriff noted that proximity to views like the river at Clackamette Park was not the only benefit an RV park at Clackamette Park offered: its central geographical location was also important for travelers. She also suggested that the general public and persons using the RV facility ought to have equal access to the river. She also reiterated that City would charge a fair rate for use of the improved facilities in order to recoup the City's investment in the improvements.

Commissioner Marl emphasized the importance of respecting the will of the people as reflected in the Master Plan, and providing the amenities that the majority of Oregon City residents desire, rather than becoming too concerned about the boat launch, which was useful to a minority of wealthier people. He also expressed the importance of taking facilities off the one year flood plain and restoring native habitat.

ADJOURNMENT

Mayor McGriff adjourned the meeting at 6:57 P.M.

Respectfully submitted,

_____

Jakob S. Wiley, City Recorder

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: City Commission **Agenda Date:** March 6, 2024

From: Tony Konkol, City Manager

SUBJECT:

Request for Proposals to Develop a Destination Management Organization

STAFF RECOMMENDATION:

Review and approve the draft request for proposals (RFP) and direct staff to distribute the document to obtain responses.

EXECUTIVE SUMMARY:

During early winter of 2023, staff recommended the creation of a destination management organization ("DMO") to further the development of the tourism program within the community. At its November 7th City Commission Work Session, staff presented its research on DMOs in the Portland Metro Region.

Per the City Commission's direction, staff invited the Mt. Hood Territory, "Visit McMinnville, Inc." and "Explore Wilsonville.com" to discuss their respective tourism development operations. During its work session on January 9, 2024, the City Commission had a discussion with the three DMOs.

During the Commission's regularly scheduled meeting on February 7, 2024, it heard from several community groups on the topic of DMOs. After the discussion, the City Commission decided to have staff develop a request for proposals to choose a consultant to help establish a DMO, to set up the appropriate legal structure and to provide guidance on the DMOs' organizational operation.

BACKGROUND:

During winter of 2023, staff recommended the creation of a destination management organization to help further the evolution of the tourism program within the community. With the concurrence of the City Commission, staff proceeded to conduct research that would inform the City Commission on various models used by other communities and offer recommendations to the City Commission to help further discussions on the topic.
The City Commission concurred that staff should conduct research on existing DMOs within the Portland Metro-Region.

After much research, staff determined that the State of Oregon is divided into seven (7) tourism regions. Each region has one destination management organization to act as its Regional Destination Management Organization (RDMO).

Most DMOs function as either chambers of commerce or visitation centers. Although the actual activities of most DMOs interchange between being a destination management organization and/or a destination marketing organization, few behave solely as one or the other. It is important not to get stalled on definitions, nevertheless, what really matters is how the proposed organization operates within their respective communities.

There are 16 DMOs in the Portland Region. Most of these are chambers of commerce with the exception of Columbia County Economic Team, the Affiliated Tribes of Northwest Indians Tourism Center, the Oregon City Regional Visitor Information Center, Oregon's Mt. Hood Territory and Tualatin Valley/Washington County Visitors Association.

Staff identified two communities, McMinnville and Wilsonville, that are among the oldest DMOs in our region. Although both DMOs behave more in line like destination marketing organizations or destination management organizations, they carry out their respective activities in very different ways.

A comparative analysis of the McMinnville and Wilsonville DMOs was produced and submitted by staff as well as recommendations for next steps.

During its November 7th work session, the City Commission, through general consensus, agreed to invite the Mt. Hood Territory, "Visit McMinnville, Inc." and "Explore Wilsonville.com" to discuss their respective operations. Further, the City Commission requested that other local groups interested in the topic of establishing a DMO in Oregon City be invited to take part in the conversation.

During its work session on January 9, 2024, the City Commission heard from Mt. Hood Territory, "Visit McMinnville, Inc." and "Explore Wilsonville.com" about their respective programs, their organizational structure, and marketing strategies.

During the Commission's regularly scheduled meeting on February 7, 2024, it heard from several community groups on the topic of tourism in Oregon City and DMOs. After the discussion, the City Commission decided to have staff develop a request for proposals to choose a consultant to help establish a DMO, set up the appropriate legal structure and provide guidance on organizational operations.

Included in this staff report are the following documents:

- A draft request for proposals ("RFP")
- Tourism Strategic Plan 2017 (will be included as exhibit in the RFP)
- Tourism Strategic Plan 2015 (will be included as exhibit in the RFP)

OPTIONS

1. Review and accept the draft request for proposals ("RFP").
2. Revise the draft RFP and direct staff to distribute the document for responses.

3. Do not approve the draft request for proposals.

BUDGET IMPACT:

Amount	0
FYs	2023/2025
Funding Source	

REQUEST FOR PROPOSALS (RFP)
TOURISM DEVELOPMENT FOR OREGON CITY
DESTINATION MANAGEMENT ORGANIZATION

Establish a legally structured nonprofit that complies with U.S Internal Revenue Service Code and will function as a standalone destination management organization ("DMO"), Further, the respondent will provide recommendations as to the DMO's role, its responsibilities, and its overall organization operational structure.

The resulting outcome of the work should be the creation of a standalone legally operating nonprofit, that operates like a business, and controls and manages its strategic direction. The DMO will be under contract with the City of Oregon and will, under certain conditions, receive annually a portion of the City's Transient Lodging Tax.

James N Graham, CEcD, Economic Development Manager, Oregon City
625 Center Street
Oregon City, OR 97045

REQUEST FOR PROPOSALS (RFP)

Tourism Development for Oregon City
Destination Management Organization Development
Economic Development Department
City of Oregon City

I. GENERAL GUIDELINES AND STIPULATIONS

The anticipated contract start date is **May 1, 2024,** with a contract duration of approximately 7 months. The selected creative agency shall assume responsibility for all contractual matters and services outlined in their proposal.

Proposals must be received by **5:00 pm** on **April 3, 2024,** at the City of Oregon City, Economic Development Department, Attn:

City of Oregon City
c/o James Graham, Economic Development Department
625 Center Street
Oregon City, Oregon 97045-0304

It is projected that proposals will be reviewed and approved by **April 17, 2024**.

II. ELECTRONIC SUBMITTAL

The City allows and will accept electronic submittals, in lieu of an official paper submittal.

a. Electronic submittals are to be e-mailed to the Economic Development Manager's email address on or before the deadline (jgraham@orcity.org).

b. Title the e-mail with the label, DMO RFP.

c. Any risks associated with ensuring the timely response to this RFP are borne by the respondent. The City will send a confirmation email.

d. The City e-mail system will generally allow documents up to, but no larger than, 10 megabytes.

e. If the respondent also submits a hard copy, the City will determine which form takes precedence in the event of discrepancies.

Inquiries shall be directed to James Graham, Economic Development Manager, by phone (503) 496-1552 or email (jgraham@orcity.org). Verbal statements made by representatives of the municipal government are not binding unless confirmed in writing.

Responders to this request for proposals are responsible for ensuring that their contact information is correct and that email updates are being received and not being sent to spam folders. Hence, Oregon City is not responsible for the failure of responders to receive notifications of any changes or corrections made.

An authorized representative of the responding consultant must sign the proposal and their name and title must appear below the person's signature. Signing the proposal certifies that:

a. the person has the legal authority to do so on behalf of the responding firm;
b. no employee of The City of Oregon City, or any partnership or corporation in which the City has an interest, will or has received any remuneration of any description either directly or indirectly, in connection with the approval or performance of resulting from this RFP;
c. the statements contained in the proposal are true and complete to the best of the responding firm's knowledge;
d. the City or Oregon City reserves the right to waive any minor irregularity, informality, or non-conformity with the provisions or procedures of this RFP, and to seek clarification from the respondent if required;
e. the City of Oregon City reserves the right to reject any proposal that fails to substantially comply with all prescribed solicitation requirements and procedures;
f. that respondents understand that by submitting this RFP, the City of Oregon City does not commit to pay any costs incurred by the responding firm's submission or presentation of this RFP, or in making necessary preparation thereof;
g. questions regarding this project proposal must be submitted to jgraham@orcity.org in writing and that necessary, interpretations or clarifications in response to questions will be made by issuance of an "Addendum" to all responding consultants within a reasonable time prior to proposal closing, but in no case less than 72 hours before the proposal closing; and
h. if an addendum is necessary, the City, at its discretion, can extend the closing date; and
i. only questions answered by formal written addenda will be binding. Oral and other interpretations or clarifications will be without legal effect; and
j. the respondent understands that late proposals will not be accepted.

All proposals become part of the public file for the project, without obligation to the City of Oregon City. The City may cancel the procurement or reject any or all proposals in accordance with ORS 279B.100. In such an event, the City is not liable for any costs incurred by the Consultant in the preparation or presentation of the proposal.

III. EXPLANATION AND EXPECTATIONS OF RESPONSES TO THE RFP

It is the intent of the originators of this RFP to enlist the services of a qualified consultant to examine the City's recent historical experience with trying to implement a tourism development strategy. The Economic Development Department of Oregon City seeks proposals from qualified consulting firms or consultants that will recommend how the respondent will proceed to establish a legally structured nonprofit that will function as a destination management organization ("DMO") and with the approval from the City Commission and assistance from staff, proceed to put in place a legal structure that complies with U.S Internal Revenue Service Code.

Considering Oregon City's recent history in trying to develop a tourism program, the respondent will provide recommendations as to the DMO's role, its responsibilities, and its operational structure. Oregon City is not seeking proposals on specific strategies as to how to market its tourism market but what would be the proposed legal business model to eventually implement the community's tourism development strategy. In addition, the respondent will provide guidance on organizational operation strategy that will oversee the marketing and promotion of the community's

tourism program.

a. What is destination management?

Destination management is the coordinated and thoughtful planning of all elements that make up a tourism destination. This can involve anything from attracting visitors to providing amenities for them to enjoy during their stay in a community.

b. What is a destination management organization (DMO)?

A destination management organization (DMO) represents the voice of its destination to potential visitors. It works with travel trade partners to provide travelers with information about the destination before they decide where to go on vacation.

DMOs also bring together organizations that serve all aspects of the visitor experience – from lodging providers, attractions operators, restaurants, and retailers – so that they can share insights into what makes their community stand out as a tourist destination. It is usually comprised of a board of directors, an executive, and staff that provide marketing support to the tourism industry overall within the community. DMOs can provide funding support to events, conferences, education/training to for-profit and non-profit public-facing organizations and staff.

Destinations with a strong DMO will be more competitive, have increased visibility, and have better economic performance than those without one. This careful planning ensures strategic, long-term success of a tourist destination. This in-depth coordination moves beyond marketing and is the reason why the DMO has been more recently referred to as management instead of marketing.

c. What is destination marketing?

Destination marketing is a type of marketing that promotes a specific location and its benefits to potential travelers. The goal of destination marketing is to increase awareness of the target destination, create a positive image in the target audience, and ultimately, bring new visitors and dollars to the community.

d. What is a destination marketing organization (DMO)?

A destination marketing organization is an entity that promotes a location. They primarily exist to provide information to leisure travelers and promote the development of a destination, focusing on convention sales, tourism marketing, and services.

IV. RFP OUTLINE SUBMITTAL

The responding consultant(s) may be a single consultant or a consultant team. Respondents to this RFP will submit their information utilizing the following outline:

a. knowledge of the tourism industry in Oregon and the greater Portland Metro Region;
b. hands on experience in structuring a nonprofit organization that complies with the U.S Internal Revenue Code;
c. hands on experience with filing state business formation documentation that complies with state business formation filing codes;

d. capabilities in survey development, survey interpretation; focus group development and feedback interpretation;
e. expertise in presenting and interpreting market data that is reflective of the Portland Metro Region, comparative market data and analysis of specific communities within the Portland Metro Region that are relatively similar to Oregon City;
f. expertise in conducting comparative tourism market data and analysis of Oregon City over the last seven years;
g. ability to produce marketing materials that convey complex concepts into easy to comprehend methods, utilizing graphics and charts;
h. experience in establishing an operational model designed to function similar to a professional, tourism-related, business-like operation;
i. experience in making public presentations to public officials and industry-focus groups;
j. experience in providing written feedback, examining, and presenting "what went right" and "what went wrong" analysis of past/current efforts of Oregon City's efforts to develop a tourism program; and
k. summary/resume of consultant's background and that of others who will be directly involved in fulfilling the scope of work.

V. BACKGROUND

The State of Oregon is divided into seven (7) regions. Each region has one destination management organization to act as its Regional Destination Management Organization (RDMO).

Most DMO are either chambers of commerce or visitation centers. Also, the actual activities of most DMOs interchange between being a destination management organization and/or a destination marketing organization. Few behave solely as one or the other.

There are sixteen (16) DMOs in the Portland Region. Most of these are chambers of commerce with the exception of Columbia County Economic Team, the Affiliated Tribes of Northwest Indians Tourism Center, the Oregon City Regional Visitor Information Center, Oregon's Mt. Hood Territory and Tualatin Valley/Washington County Visitors Association.

a. Tourism Development in Oregon City

In 2018, the City of Oregon City Commission approved the Oregon City Tourism Strategic Plan. A tourism stakeholder group was established, comprised primarily of nonprofit participants. Many of the participants in the stakeholder group had been involved in the creation of the tourism strategic plan, which had stalled out due to a lack of staffing until September 2019.

The Oregon City Tourism Stakeholder Table first convened in January 2020 and met monthly during the first 8 months of 2020, initially in person, followed by a pivot to virtual meetings as our community and country grappled with the COVID-19. In February of 2020, the new economic development manager held an in-person stakeholder group meeting to discuss the existing tourism strategic plan and how to implement it. On March 23, 2020, Governor Kate Brown issued an Executive Order asking all Oregonians to stay home due to the spread of COVID-19.

In the winter of 2020, deliberate steps to execute this plan began. City staff broadened representation on the tourism stakeholder group to include for-profit visitor-facing businesses as well as more nonprofit organizations. To help facilitate the tourism stakeholder group meetings, the City hired

Destination Management Advisors to help facilitate virtual tourism stakeholder group meetings and provide technical support as the group began to develop specific programs to fulfill the goals and objectives of the tourism strategic plan.

b. The Pandemic

The COVID-19 Pandemic had negatively impacted many industries, institutions, and agencies all over the country. It had greatly challenged the operational profitability of virtually every industry in the United States including nonprofit and for-profit entities in Oregon City. The pandemic had especially hurt the tourism industry, including private nonprofits that support tourism. The restaurant industry had faced its own market challenges including the lack of customer confidence to frequent these establishments, and the inability to garner the level of income to maintain operations over the long term.

The Economic Development Department of Oregon City developed the Oregon City Debt Relief Program to reduce existing debt pressures on small businesses adversely impacted by COVID-19. Grant awards were sent directly to the creditors of the business applicants. On April 27, 2020, Oregon City Commissioners approved this initiative and agreed to provide $200,000 from the City's General Fund to capitalize the program. Applications and program information were in English and Spanish. On May 4, 2020, the application process began awarding 78 businesses. Applicants could receive up to $4,000. A total of $183,000 in grant funding was awarded.

Regrettably, the Economic Development Department could only support a very limited number of businesses due to limited available funds. Further, it is recognized that the program will not make up for all the financial loss experienced by the business grantees. Hence, Oregon City Debt Relief (Round 2). In June of 2020, Business Oregon engaged the Oregon City's Economic Development Department to administer yet another debt relief initiative. The State of Oregon awarded Oregon City $35,000 in grant funding to distribute to the local struggling small business community. Oregon City deployed the funds to 14 eligible applicants who received $2,500 each.

Therefore, on September 19, 2020, the Economic Development Department sought and was approved to utilize $350,000 of funding provided through CARES ACT. The department decided with City Commissioners approval to split the use of the funds between yet another debt relief initiative (grants) and the new Re-Imagine Opportunity Fund (forgivable loans) to help restaurants, tourism-facing businesses, and private nonprofits to establish new processes or to purchase technological innovation to be more resilient and agile going forward. Staff deployed $108,609.28 in debt relief funds to 32 eligible small businesses within Oregon City and distributed $240,296.00 in Re-Imagine Opportunity Funds to 12 eligible applicants.

c. Destination Ready

During the fall/winter of 2021, the Destination Ready strategy was launched to help prepare Oregon City's Tourism industry to greet its guests during a period of reduced COVID-19 restrictions. It was during this period when guests of Oregon City felt more relaxed about traveling, not only because of the reduced threat, but also due to the nature and scope of the welcome that was communicated by the Oregon City Tourism Industry. The implementation of this strategy represented an ongoing effort to build Oregon City's Tourism Industry.

During the biennium of FY 21 – FY 23, guidelines as to how to navigate the pandemic continued to

evolve. Several new initiatives were planned and implemented in direct correlation to the Oregon City Tourism Strategy. These initiatives included the following:

1. The Community Showcase

FY 2021-2023 Budget: $20,000

Quote from existing Tourism Strategic Plan: *Oregon City needs to ensure the value of tourism is understood by the local community so that the community can get behind these efforts and create an authentic experience.*

During the fall and into the winter of 2020, the City's Economic Development Department implemented this initiative. The program promotes community engagement with Oregon City's tourism-related, public facing nonprofits and for-profit organizations. This initiative consisted of web-based virtual tours of different Oregon City historic sites chosen monthly. Only residents of Oregon City could participate in a quiz based on the virtual tours. Fifty city resident winners were identified monthly and by correctly answering 60% of the quiz questions, residents received a $40 gift certificate to redeem at 10 local restaurants.

2. The Concierge Institute

FY 2021-2023 Budget: $100,000

Quote from existing Tourism Strategic Plan: *In order for Oregon City to grow its tourism industry it will need to lead local stakeholders in tourism best practices.*

The Concierge Institute provided training and education courses coordinated through the Oregon City Chamber to several nonprofit public-facing entities. Afterwards, the program participants were asked to be open on a regular schedule so that resources offered would help them build capacity in their respective operations. City staff had numerous conversations with historic houses to discuss their needs. They were offered funding to buy merchandise to sell, and interns to help with giving tours. The historic houses responded that they did not have enough volunteers and/or capacity to even accept what was being offered them.

3. The Arts Treasure Trove

FY 2021-2023 Budget: $100,000 ($40,000 for Arts Commission)

Quote from existing Tourism Strategic Plan: *A destination is its people-they make up the culture and the experience the visitor engages with during their visit.*

This initiative is one that engages the arts community of Oregon City in various ways to help improve community aesthetics, encourage tourism, and nurture community identification through the public display of sculptures, paintings, decorative features, horticulture enhancements, music, dance, poetry, historical portrayals, murals, and other forms of artistic expression.

Economic Development Department staff and the Community Development Department along with approval from the City Commission re-established the Oregon City Arts Commission. The first meeting of the Arts was held on October 26, 2021. Staff drafted program guidelines for the Arts Mural initiative. The Arts Commission approved a total of three Art Murals. The first mural approved was on April 12, 2022.

Staff assisted the Arts Commission with developing a grant program to individuals and organizations based in the Oregon City to support the local art community and to strengthen Oregon City's standing as a community that supports art and art-related businesses.
The program offered two tiers of funding: an Arts Commission Small Grant, from $250 - $2,499, and an Arts Commission Large Grant, from $2,500 - $10,000. A grand total of $35,000 was awarded to a total of eight applicants.

4. City-Sponsored Events

FY 2021-2023 Budget: $100,000

Quote from existing Tourism Strategic Plan: *Create or leverage regional travel itineraries to drive awareness.*

City-Sponsored Events initiative was a program of the City Commission. Staff drafted program guidelines that were approved by the City Commission. City-Sponsored Public Events are recognized by the City of Oregon City as events that are open to the general public. Generally, such activities should occur on a reoccurring basis; however, the City Commission of Oregon City reserves the right to fund a one-time public event if it is deemed worthy of subsidization.

The City of Oregon City provided grants to non-profit formulated organizations as well as for-profit businesses that produce events that are open and accessible to the general public. Such events require the use of public rights-of-way and/or use of publicly owned facilities. The program offered grants up to 50% of eligible costs with a maximum grand award up to $20,000. The City approved two nonprofit organizations and one for-profit business, providing a total of $42,498. A second round of funding was made available, providing up to 60% of eligible cost up to a maximum of $12,000. Unfortunately, no applicants applied.

5. Attraction and Expansion

The City's Economic Development Department along with other partners will be engaged in activities and methods to attract new tourist-related investments to Oregon City. The primary focus was on businesses that are positioned to enhance visitors' experiences regardless of the season.

6. Other activities
   - Established a tourism-related website.
   - Conducted marketing and promotion activities utilizing digital and broadcast media.
   - Installed banners along the major corridors and arteries of the community.
   - Conducted surveys of visitors and residents
   - Promoted several for-profit businesses via digital media
   - Changed the municipal code for business licensing

To obtain a better understanding of what Oregon City has experienced in its attempt to create a viable tourism development program, it will be necessary to click on the various video links below to see recorded deliberations involving the City Commission, staff, and community stakeholders.

November 7, 2023 - City Commission Meeting (start at video time slot 1.13.58 and end at 2.06.08)
https://www.youtube.com/watch?v=DsHAx7i5bOw

January 9, 2024 – City Commission Meeting (at the very start of the video to time slot 1.41.36)
https://www.youtube.com/watch?v=CXq-b8Qqcsc

February 7, 2024 – City Commission Meeting (start at time slot 2.27.17 and end at 2.56.34)
https://www.youtube.com/watch?v=sW_a4LE1COU

VI. CONSULTANT SELECTION

Following the selection of a consultant or consulting firm, the Economic Development Manager and/or designee will negotiate a Personal Service Agreement ("PSA") covering a period of seven (7) months. The consultant selected to perform work under the contract will use the City of Oregon City's standard Personal Services Agreement (attached). The PSA will identify the type of services, work scope, fee, and terms of payment for services.

VII. BUSINESS LICENSE/FEDERAL ID REQUIRED

Once selected, a City of Oregon City Business License is required. Chapter 5.04 of the City Code states no person shall do business within the City without a current, valid City license. No contracts shall be signed prior to the obtaining of the City of Oregon City Business License.

Upon award of proposal, contractor shall complete a W-9 form for the City.

ATTACHMENTS

Exhibit 1: Standard Personal Services Agreement ("PSA")

Exhibit 2: Business License Application

Exhibit 3: Tourism Strategic Plan 2017

Exhibit 4: Tourism Strategic Plan 2015

Oregon City Tourism

STRATEGIC PLAN

November 9th, 2015

point b
destination advisors

Oregon City Tourism

Scope of Services

- Point B Destination Advisors has been contracted to design and recommend a winning tourism strategy for Oregon City. The strategy includes: recommendations on organizational infrastructure, a near and long-term financial strategy, and a step-by-step plan and timeline to implement the strategy.

Methodology and Timeline of Work

- Point B's methodology consists of five phases: 1) due diligence and research, 2) strategic brainstorming and planning, 3) collaboration and consensus building, 4) presentations of recommendations to community leadership, 5) implementation.
- Current status: We have completed our Phase I work of due diligence and research, and our Phase II work of internal strategic brainstorming and planning. This report marks the beginning of Phase III, external collaboration and consensus building.

Sources – Interviews, Meetings, and Research

- Interviews
  - Jonathan Stone, Downtown Oregon City Association
  - Sam Drevo, eNRG Kayaking
  - Claire Blaylock, Clackamas County Historical Society
  - Alice Norris, Willamette Falls Heritage Area Coalition
  - Eric Underwood, Oregon City Economic Development
  - Amber Holveck, Oregon City Chamber of Commerce
  - Dan Fowler, Abernethy Center
  - Danielle Cowan, Oregon's Mt. Hood Territory RDMO/CCTCA
  - Michelle Beneville, Oregon City Finance Department
  - Gail Yazzolino, End of the Oregon Trail Interpretive & Visitor Information Center
  - Jim Mattis, Willamette Falls Heritage Area Coalition and Willamette Falls Heritage Foundation
  - Rocky Smith, Oregon City Commission
  - Denyse McGriff, Clackamas County Heritage Association and McLoughlin Memorial Association
  - Rolla Harding, Oregon City Tourism Council and McLoughlin House
- Source Documents and Websites
  - City of Oregon City
  - CCTCA (RDMO)
  - Clackamas County
  - Willamette Falls Legacy Project/Rediscover the Falls
  - Willamette Falls Heritage Area Coalition
  - Willamette Falls Heritage Foundation
  - All prior tourism studies and reports dating back to 2003

Key Findings and Directional Observations

- There is not a city in the western half of the United States with a more compelling collection of historical attractions than Oregon City. From a tourism perspective, Oregon City's heritage attractions have the potential of supporting a thriving year-round tourism industry with national appeal.

- On the flipside, Oregon City's tourism industry is significantly underachieving in relation to its potential.

- Money is not the obstacle to Oregon City's tourism success, at least not in the near term. To elevate Oregon City's tourism industry to a competitive level, it won't take any additional money than what is currently available. To implement the recommended long-term strategy, additional funding will be required.

- Oregon City's fragmented tourism industry, divided heritage leadership, and the general lack of coordination is the anchor preventing Oregon City's tourism industry from rising to its potential.

- Ownership of Oregon City tourism is a "hot potato" in that none of the organizations or individuals we spoke with expressed a desire to own it (which is unusual, because most often organizations are fighting for control of the money).

- There are enough tourism assets and tourism potential to eventually justify a full-service and dedicated Destination Marketing Organization (DMO) in Oregon City. This is our recommendation for the long term.

- The time to evolve is now. Oregon City is coming of age. There is significant community momentum, and it's time for Oregon City's tourism industry to organize, collaboratively plan for a lucrative future, and implement this plan.

- Everyone we spoke with wants Oregon City tourism to be successful. The general sentiment seems to be that everyone will support a winning tourism strategy once it's implemented.

- The county-wide tourism promotion effort is strong and well-funded, but alone is not enough to achieve Oregon City's tourism potential. A city-specific dedicated DMO is needed.

- Oregon City's heritage assets are the foundation and "the hook" of Oregon City tourism. Even without the Riverwalk Legacy Project, Oregon City possesses enormous unmet heritage tourism potential. Outdoor recreation and agri-tourism are important tourism segments that merit Oregon City's cultivation and promotion, but heritage tourism is the segment that has the power and potential to differentiate Oregon City tourism from every other destination on the West Coast. It is our recommendation to fortify Oregon City's heritage tourism segment, then incorporate the other tourism segments into the rising tide.

Key Findings and Directional Observations (cont'd)

- While anecdotal, there seems to be a defeated and frustrated attitude when it comes to Oregon City tourism. In addition to structural change, there needs to be cultural change.

- Consultants have made recommendations in the past that have not been implemented. Their observations and recommendations are not significantly different from ours. So we asked a lot of questions about why the advice of the previous consultants had not been enacted. What we learned is the previous recommendations required too much change all at once. Additionally the previous recommendations did not provide a manageable implementation plan to achieve the goals and objectives.

- When we distilled the challenges and objectives of the Oregon City tourism landscape down to their foundation, we identified three separate but interdependent pillars, each of which must be strong and effective in order for Oregon City's tourism industry to reach its potential. The three pillars are: 1) Heritage Asset Operations, 2) Tourism Promotion, 3) Financial Strategy.

Options for Organizational Infrastructure and Implementation

- #1. Continue the city's current grant program
  - The advantages (+) and disadvantages (-) of this option include:
    - + It's an easy way to disburse funds.
    - + It makes people happy to receive checks.
    - – It's marginally effective at attracting visitors.
    - – It does not create a consistent year-round, demand-driving tourism program.
    - – It does not cultivate a long-term brand or strategy for Oregon City tourism.
    - – The quality of implementation and outcomes varies amongst grant recipients.
    - – Grants often subsidize private for-profit business models and events. This is not the most equitable or effective use of tourism promotion funds.
    - – The grant program will never lead to Oregon City achieving its tourism potential.

- #2. House the ownership and leadership of Oregon City tourism promotion and development in one of the existing Oregon City organizations (City Administration, Chamber of Commerce, Downtown Association, Clackamas County Historical Society, etc.).
  - The advantages (+) and disadvantages (-) of this option include:
    - + It's been done before so there's precedent.
    - + It's done in other small towns where the tourism promotion budgets are small.
    - – The existing organizations' resources are already stretched to capacity.
    - – Mistrust and lack of confidence exists.
    - – Tourism promotion is not, and should not, be the expertise of the existing organizations.
    - – "Mission creep" would likely be detrimental to each organization.

Options for Organizational Infrastructure and Implementation (cont'd)

#3. Funnel Oregon City's tourism promotion funds to the Mt. Hood Territory RDMO and have the RDMO enhance their marketing efforts for Oregon City.

- The advantages (+) and disadvantages (-) of this option include:
  - + RDMO already has staff and resources.
  - + It's easy.
  - – It relinquishes control of local community destiny and success to a regional entity.
  - – The RDMO promotes a large and diverse area. The RDMO would be stretched thin to give the attention and focus that Oregon City deserves.
  - – It could create political turmoil at the county level.

#4. Establish a full-service DMO for Oregon City in the near term.

- The advantages (+) and disadvantages (-) of this option include:
  - + Oregon City tourism needs and deserves a full-service dedicated DMO.
  - + Having a dedicated DMO is the best way for Oregon City to achieve its full tourism potential.
  - + A dedicated full-service DMO would clearly and permanently establish tourism leadership and accountability in Oregon City.
  - – It takes a lot of work and leadership to set up a DMO.
  - – In the near term, the available funding would be entirely consumed by organizational expenses and little would remain for marketing and promotion.
  - – Until Oregon City's heritage assets are operationally stronger and more coordinated, tourism promotion will only be marginally effective.

#5. Milestone Plan to Long-Term Success:

- When we distilled the challenges and objectives of the Oregon City tourism landscape down to their foundation, we identified three separate but interdependent pillars that must be strong and effective in order for Oregon City's tourism industry to reach its potential. The identified pillars are: 1) Heritage Asset Operations, 2) Tourism Promotion, and 3) Financial Strategy.

- Additionally, we came to understand the reason why the previous consultants' recommendations hadn't been enacted was that the recommendations required too much change all at once, and the implementation plan lacked sufficient direction.

- When we segmented everything required to achieve success into the three pillars, and overlaid that with a phased-in implementation plan, we were convinced the winning tourism strategy for Oregon City should be based on a phased-in milestone implementation plan of manageable and synchronized steps.

- The implementation plan for each pillar will be led by three separate but closely coordinated groups, and will culminate in four years with the development of a dedicated DMO and unified or coordinated heritage assets.

- The milestone projects in each pillar represent key projects that when accomplished and viewed cumulatively will elevate Oregon City tourism to a competitive level.

Options for Organizational Infrastructure and Implementation (cont'd)

#5. Milestone Plan to Long-Term Success (cont'd):

- See attached infographic for descriptions and timelines of Milestone Plan
  The advantages (+) and disadvantages (-) of this option include:
  - + Dividing the responsibilities of the three pillars makes it achievable and not overwhelming for any one group.
  - + Dividing the responsibilities among three separate but coordinated groups allows the responsible organizations to focus on their area of expertise.
  - + Coordinated and synchronized plans foster collaboration, cooperation, and ultimately evolution.
  - + A phased-in coordinated plan provides step-by-step directions for each pillar to achieve the end-goal (i.e. it allows us to walk before we can run).
  - + A phased-in plan allows the tourism industry to evolve simultaneously with the rest of the city (development projects, etc.).
  - + IT'S ACHIEVABLE AND WILL LEAD OREGON CITY TO LONG-TERM TOURISM SUCCESS.

Organizational Infrastructure for the Milestone Plan

Pillar #1: Heritage Assets Operations Pillar

- Heritage Assets Operations Collaboration Coalition ("The Collaboration Coalition")
- The Coalition will be comprised of representatives from each of the heritage assets, plus an independent facilitator who will also work with the leadership groups overseeing the other two pillars.
- The group will meet once per month until the objectives are achieved.
- The facilitator will keep the group on track to achieve the milestones prescribed in the plan and will ensure coordination with other pillars.
- The Coalition may not rewrite the objectives. They must stay on the prescribed course. Expenses related to work will be processed by the city and must stay within the original budget.

Pillar #2: Tourism Promotion

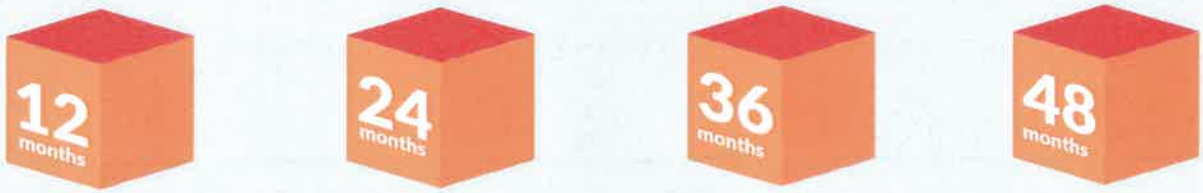
- The Tourism Promotion pillar will be overseen by the Tourism Leadership Council.
- This group will be comprised of tourism leaders similar to Oregon City's existing group of tourism leaders.
- The project facilitator will also work with this group to keep them on track and ensure coordination with the other two pillars.
- The marketing work required in each milestone will be contracted to independent marketing agencies/subcontractors who will report to the Tourism Leadership Council.
- Expenses related to the work will be processed by the city and must stay within the original budget.

Pillar #3: Financial Strategy

- The Financial Strategy pillar will be overseen by the city's economic development staff (intentionally not the city's finance department).
- The city's ownership of this pillar is a clear statement of the city's commitment to and investment in Oregon City's tourism industry. It's also a statement that tourism is a primary and important element of the city's overarching economic development plan.
- The project facilitator will work with city staff to ensure progress and coordination with other pillars.

Project Facilitator

- The project facilitator will guide and "taskmaster" the groups to ensure milestones are met on time and within budget.
- The project facilitator will contract with and report to the city commission and the city manager.
- Why have the facilitator report to the city commission and city manager? If Oregon City tourism is going to achieve its potential and successfully navigate through this implementation plan, we believe the effort should be owned by the highest level of community leadership.



Potential Revenue Sources for Tourism Promotion and Development

- Oregon City's current TRT collections are sufficient to fund the first year of the Milestone Plan.
- An additional increase to Oregon City's TRT rate would provide additional revenue. Even with the recent increase in Oregon City's TRT rate, it's still below the threshold. Case studies reflect little to no consumer resistance to TRT rates. Lodging taxes create important economic development funds without taxing the local community (see TRT comparison chart).
- County, state, federal, and cause-specific grants. Various and many grant opportunities exist, especially for heritage-related economic development projects. The Milestone Plan recommends a common grant writing position housed at the city to pursue grants to fund tourism promotion and economic development.
- The creation of a Tourism Improvement District (TID) to create funds for tourism promotion. TID's can take many forms. They have been implemented in Portland with success.
- We believe the concept of an aerial tram connecting the Riverwalk project to the upper promenade is an excellent idea that merits careful consideration. An aerial tram would create a connecting loop for Oregon City's heritage attractions and could also generate important funding for the heritage attractions and tourism promotion.

The Power and Potential of Heritage Tourism

- A 2009 research study conducted by Mandala Research for the U.S. Department of Commerce, U.S. Cultural Heritage Tourism Marketing Council, National Trust for Historic Preservation and other industry partners, reports that **"78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.3 million adults each year."**
- The study further demonstrates the impact of this industry segment, reporting that **cultural and heritage travelers spend more than other types of travelers – an average of $994 per trip compared to $611 for all U.S. tourists.** This spending translates to a contribution of more than $192 billion annually to the U.S. economy by the cultural heritage tourism segment.
- There are approximately **850 million visits each year to American museums**, more than the attendance for all major league sporting events and theme parks combined (483 million in 2011), according to the American Alliance of Museums.
- **Arts and cultural spending has a ripple effect on the overall economy**, boosting both commodities and jobs. For example, for every 100 jobs created from new demand for the arts, 62 additional jobs are also created.
- **Cultural Heritage Tourism** has been identified by Congressional Research Services as one of the **leading, or rapidly developing, areas of tourism.**

Miscellaneous Notes

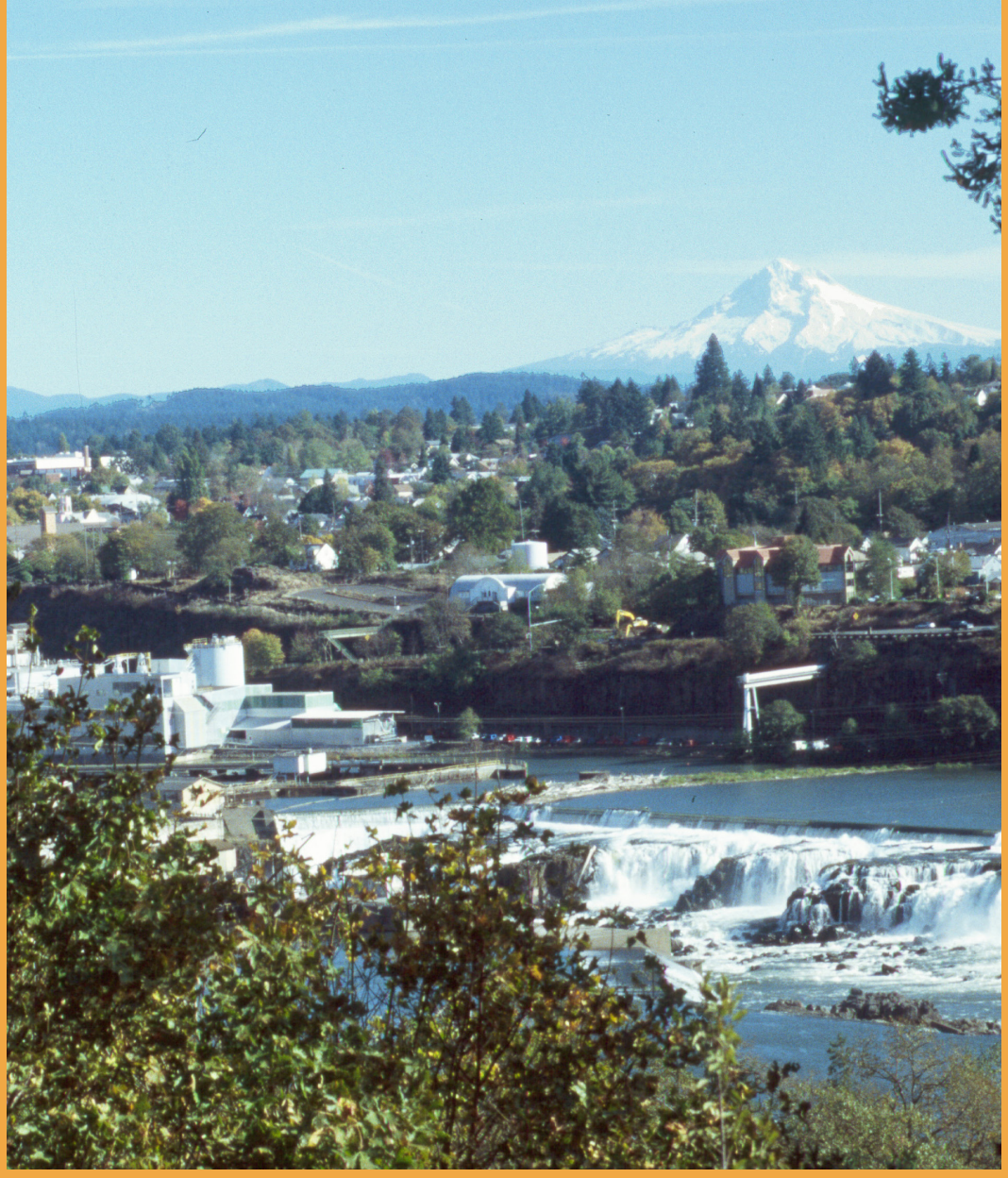
- Tourism promotion is a competitive game, with winners and losers. Oregon City leadership needs to prepare their community for that competition. The team needs leadership, a winning plan, and a competitive culture of winning.
- Having a shared development director/grant writer housed in the city's economic development department to support all cultural organizations and tourism objectives is a smart idea and a good economic development investment for the city.
- The city should lead the Financial Strategy pillar even after a dedicated DMO is established because it institutionalizes the city's role and investment in the tourism industry. The city is the ultimate holder of the purse strings of tourism promotion funds.
- The city's economic development department should draft a clear mission statement pertaining to their commitment to and role in achieving the city's tourism potential. Tourism must be a primary theme in the city's overarching economic development plan.
- Oregon City is positioned perfectly to capitalize on the heritage trail concept. This could be the majority of Oregon City's tourism promotion work. Refer to Boston's Freedom Trail and Bend's Ale Trail for case studies and ideas. This is recommended as the first year milestone for the Tourism Promotion pillar.
- The current shortage in available hotel lodging inventory can be mitigated by encouraging local home owners to operate VRBO's and bed & breakfasts in their homes, especially in the many historic homes throughout Oregon City. Additional lodging inventory would help maximize transient lodging taxes and would enhance Oregon City's tourism experience. City administration can support and encourage this by creating policies that encourage and make it easier for homeowners to operate short term lodging operations out of their homes.

Next Steps

- October and November: collaboration and consensus building amongst all stakeholders
- November: final presentations
- December onward: implementation and success

# # #

point b
destination advisors



OREGON CITY

Tourism Strategic Plan

PROJECT PURPOSE

This plan was developed to assist the City of Oregon City Economic Development Department with development and refinement of the Oregon City Tourism Strategic Plan. The plan will provide guidance for directing future efforts and funds aimed at increasing tourism activity within Oregon City. The updated Oregon City Tourism Strategic Plan will be presented as a recommendation from the Oregon City Tourism Stakeholder Group to the Oregon City City Commission for adoption as an official plan of the City that is a component of the larger Economic Development Strategy.

Ultimately, this project will bring the City closer to meeting the overall tourism objectives of increasing tourism-related revenues and employment opportunities within the City by:

1. Increasing the number of tourists/visitors;
2. Increasing the length of stay of the tourist/visitor;
3. Increasing the average amount of tourist/visitor expenditures.

The City also recognizes that what is attractive to visitors can also be attractive to residents and investors, thus providing a quality of life and business development component to the strategy.

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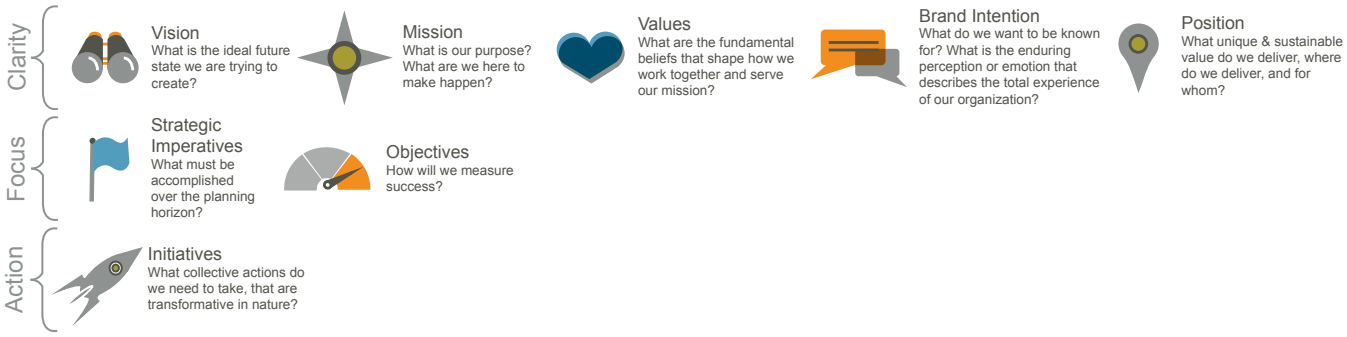
STRATEGIC PLANNING PROCESS OVERVIEW

In the Summer of 2017, The City of Oregon City's Economic Development Department partnered with Coraggio Group, a Portland based strategy and change management consulting firm to develop a strategic plan for Oregon City tourism and begin laying the foundation for more structures and a mission-driven tourism industry. The process began with an immersion session that grounded Coraggio in the past, present and future of the Oregon City tourism industry and an in-depth stakeholder engagement process designed to solicit input from the broader Oregon City travel and tourism industry regarding opportunities and challenges facing the local tourism industry. This information was then summarized, themed and used to inform our strategic planning team and provide guidance in the development of this Plan.

With good guidance in hand, we assembled a strategic planning committee that included local stakeholders from a variety of organizations including lodging, events, attractions, local businesses and City leadership. As a group, this planning committee was responsible for attending and participating in strategic planning meetings designed to develop all the key elements of a strategic plan. They included:



ENGAGEMENT PROCESS AND DEMOGRAPHICS

An in-depth Stakeholder Engagement process was conducted starting in July 2017 to gather insights and input from a broad range of Oregon City tourism stakeholders. The engagement process included an external stakeholder survey and an in-person visioning session with key Oregon City stakeholders. Our process, and plan, was guided by the input from:

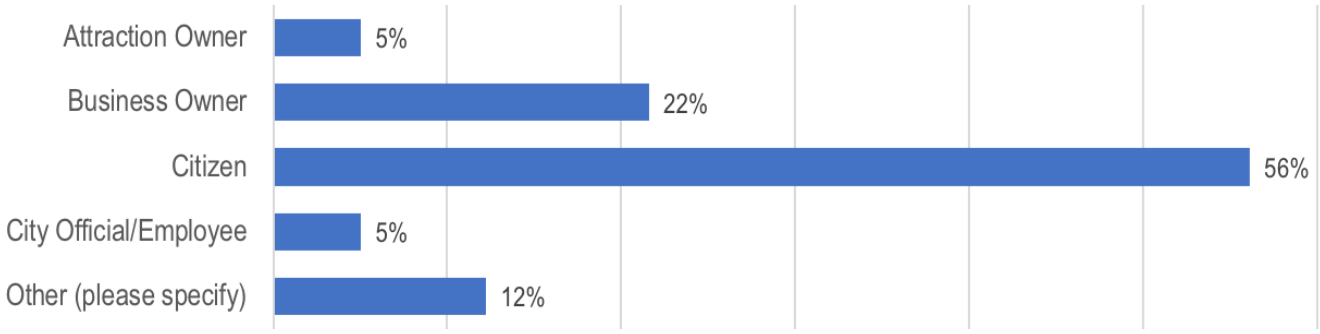
130
EXTERNAL
STAKEHOLDER SURVEY
RESPONSES

26
VISIONING
SESSION
PARTICIPANTS

These stakeholders were asked a number of questions concerning the future of Oregon City tourism, covering topics such as:

- **Brand and Reputation**
- **Tourism Asset Identification**
- **Target Geographic Regions**
- **Target Itinerary Length**
- **Target Demographic**
- **Tourism Support Role**
- **Opportunities & Barriers**

Survey Respondents:



KEY INSIGHTS

Through consolidating and analyzing all the data, Coraggio Group identified the following areas that were top of mind among stakeholders and considered important to consider during the strategic planning process:

Visitor and Brand Insights

- Oregon City is currently a 4-8 hr. tourism destination, with future potential for more overnight visitation
- Oregon City's ideal visitor lives within the greater Portland region or the Pacific Northwest
- The Oregon City visitor is heterogeneous and interested in history and culture
- Key tourism assets are natural attractions, heritage sites and recreational activities, specifically the Willamette Falls and End of the Oregon Trail.
- Stakeholders are looking for leadership to help develop, market and fund tourism development and activity in Oregon City

Strategic Planning Insights

- Primary tourism assets must be historic, authentic and accessible
- History and the Willamette Falls are Oregon City's most attractive assets, but their success is hampered by a limited parking, lodging and business infrastructure, and competition with Portland
- Transportation challenges (access and parking) may be a barrier to success
- Asset development, marketing and governance are needed to drive tourism in the long-term
- Oregon City's current sense of place needs to be maintained
- Community engagement around tourism and its future in Oregon City is important
- Collaboration, coordination and a unified sense of place is needed to advance
- Food and beverage offerings and the riverfront have

STRATEGIC ANCHORS

Vision:

Any tourism destination should have a vision of what it aspires to be, what it wants to achieve as a destination, and an idea of why the destination is important to the world. In Oregon City, that vision is rooted in the town's long lineage of serving as an intersection of cultures, communities, and exploration. It is a place uniquely positioned in the natural world, with an abundance of rich landscapes and opportunity. With those things in mind, the vision for what Oregon City should aspire to be is simple:

- Oregon City, a proud community at the confluence of history, exploration, and prosperity

Mission:

Turning this future vision of Oregon City into reality is something that requires efforts from many people. Like the communities that settled along the Willamette thousands of years ago, each person had something to offer, something that helped build those early communities into what we know Oregon City to be today. Like those people, the City of Oregon City and the Tourism Strategic Plan have a role to play in realizing their vision. The City believes this mission is to:

- Promote Oregon City as a gathering place for all, by providing a variety of experiences through a collaborative, connected, and enduring tourism industry

Position:

In order for our city to be successful at its mission, it is important to understand what makes Oregon City unique and sustainable in the market. This understanding helps guide the efforts of the City as it begins to compete as a destination and market its unique offerings. Oregon City believes its destination's position in the visitor market is to be a vibrant destination in the Portland Metropolitan area, located where the Oregon Trail ended, and the State of Oregon began. Visitors are delighted by:

- A small town feel
- Authentic and diverse experiences centered around heritage
- Outdoor and riverfront adventures near the magnificent Willamette Falls
- Unique Pacific Northwest food and beverage offerings

Reputation:

When a visitor leaves a destination, they are impacted in some way. As a destination we can make decisions and create goals that are aimed at ensuring a certain experience is had by each and every visitor that comes into our market. This is a destination's reputation. Oregon City hopes to pursue a reputation in the tourism industry that describes it as:

- **Welcoming**: glad to entertain or receive
- **Engaging**: causing someone to be involved
- **Inclusive**: not excluding anyone, being a part of the whole
- **Authentic**: done in a traditional or original way

Imperatives:

Strategic Imperatives are the major bodies of work related to tourism development that Oregon City will undertake in the next three years. These represent the major strategic opportunities facing the organization, and each is supported by Initiatives that define specific steps to be taken, and measurable Objectives that gauge what success looks like for each Imperative. The Strategic Imperatives for tourism in Oregon City over the next three years are as follows:

- **Build Tourism Leadership Capabilities**
- **Enhance the Brand**
- **Coordinate Tourism Assets through Collaboration**
- **Cultivate and Curate a Portfolio of Experiences**

IMPERATIVES

IMPERATIVE #1:
BUILD TOURISM LEADERSHIP CAPABILITIES

Oregon City and its stakeholders believe there is something special to offer visitors. We believe tourism can play an economically beneficial role in the Oregon City community. It could help businesses grow and provide a better living experience for residents. This is a belief shared by many stakeholders in the City, who have been vigilant in helping us realize our full tourism potential. It is now believed that this effort needs more focus, structure and direction in order to propel the destination to the next level. In order to create this higher-functioning destination, Oregon City has identified the following four steps required to build tourism leadership capabilities. They are:

1. **Identify and empower a tourism leadership and operational structure**: When a tourism destination reaches a certain level of visitation, and/or decides to pursue tourism as a focused driver of the local economy, it requires a centralized organization. A centralized organization has the ability to rally local tourism stakeholders, align assets, create a shared vision, consolidate efforts and ultimately drive more efficient and impactful funding. Oregon City believes identifying and empowering an organizational body to consolidate and direct tourism efforts in Oregon City is the next logical step in an already successful industry.

2. **Solidify and grow a tourism financing model**: Any tourism-focused organization needs a budget to be effective. Currently, tourism in Oregon City is funded by a lodging tax placed on its two lodging properties. Over the course of the next three years, Oregon City needs to continually evaluate and protect its current funding levels. As the Ccity begins to increase visitation through renewed, focused efforts, funds will grow. These funds need to be solidified into a sustainable and protected model that affords the City the resources necessary to realize the full potential of Oregon City tourism.

3. **Support tourism assets through technical education and programming**: Leadership capabilities do not stop at empowerment and funding. In order for Oregon City to grow its tourism industry it will need to lead local stakeholders in tourism best practices. By providing technical education that supports a variety of tourism assets in operating in a more effective and efficient manner, as well as offering participatory programming that aligns individual tourism assets with a more compelling city-wide vision, Oregon City tourism can ensure its relevancy and competitive stance in a crowded, ever changing market.

4. **Champion the Value of Tourism**: A destination is its people—they make up the culture and the experience the visitor engages with during their visit. Therefore, a tourism product is only as good as the people who support it and its value. Oregon City needs to ensure the value of tourism is understood by the local community so that the community can get behind these efforts and create an authentic experience.

Objectives:
At the end of three years, Oregon City will decide whether we have been successful at building tourism leadership and capabilities in Oregon City. We will measure success against the following Oobjectives:

1. A leadership governance structure has been identified
2. Participation in year-over-year technical education programs has increased
3. A financial funding model has been identified

IMPERATIVE #2:
ENHANCE THE BRAND

A destination's brand is an important differentiator in the travel and tourism industry. It helps distinguish one destination from another and helps influence visitor decision making. A well-communicated and understood brand also helps direct marketing efforts to visitor segments who have the highest affinity to your brand, optimizing activity and spend. Brand also serves as a unifying tool to get various stakeholders to come together under one common understanding of the experience they are trying to create. To this end, Oregon City tourism has realized the importance of establishing a brand that can rally stakeholders, align Oregon City offerings and drive awareness for the destination. Enhancing the Oregon City brand consists of the following three steps:

1. **Develop, approve and deploy Oregon City branding**: Using early brand work completed during strategic marketing sessions, Oregon City will align on a brand for Oregon City tourism. This includes tonality, target personas and other key brand guidelines.

2. **Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses**: Once a brand has been approved, Oregon City will commit to activating that brand throughout the City to create a unified sense of place.

3. **Research and define the Oregon City visitor**: Understanding your visitor and the effectiveness of your brand and marketing activations is key to any destination's continuous improvement. While initial work has been completed during strategic marketing sessions to identify the ORegon City brand, it will be important to reassess as the Oregon City brand grows. Once the brand has had time to take root, Oregon City will begin to dig deeper into how their brand is resonating with initial visitor profiles and determine more clearly what visitor segments are being drawn to their offerings.

Objectives:
Oregon City will track the success of this initiative by striving to accomplish the following objectives:

1. Brand guidelines established
2. Baseline and increase brand awareness

IMPERATIVE #3:
COORDINATE TOURISM ASSETS THROUGH COLLABORATION

Tourism in Oregon City has the benefit of being supported by multiple stakeholders who are passionate about what the City has to offer and are committed to sharing it with prospective visitors. In the past, efforts have been more or less decentralized and not aligned. Key assets at times do not share common operating hours, marketing collateral is at times specific to one in-town experience and city-wide brand ambassadors are limited. In order for Oregon City to develop a multi-experience, compelling destination offering, the strategic planning team found it vital to create a coordinated tourism effort through increased stakeholder collaboration. They say a rising tide lifts all boats— this initiative aims to create that tide through planned and focused collaboration via the following initiatives:

1. **Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience**: Tourism in Oregon City will connect key stakeholders to help create a convenient, accessible and holistic tourism offering. The focus will be on pursuing common operating hours, ticketing options and brand collateral that communicates more inclusive and accessible travel itineraries for potential visitors.

2. **Convene a working group of asset and business operators to share best practices and resources**: With Oregon City tourism being relatively young in its development, resources are scarce. In order for the City to realize its full tourism potential, local stakeholders will have to work together to combine efforts, educate each other on effective practices and share resources where necessary.

3. **Promote "every site is a visitor center" thinking through cross-training opportunities**: Creating brand ambassadors is important in any destination. They are your representatives and help disperse visitors to various locations once they are in-market. This initiative is intended to put a focus on creating brand ambassadors who can promote the Oregon City experience and help keep visitors in-market longer by providing cross-training opportunities that educate individual tourism businesses about broader Oregon City offerings.

Objectives:
The success of this imperative will be directly measured by the accomplishment of the following objectives

1. Baseline and increase % of assets sharing common opening hours
2. Baseline and increase participation rate growth in cross-training and collaborative events

IMPERATIVE #4:
CULTIVATE AND CURATE A PORTFOLIO OF EXPERIENCES

A destination is only as strong as the experiences and assets it has to offer its visitors. Assessing this portfolio of experiences, determining what condition tourism assets are in, understanding the differentiating factors of each asset and experience, and ensuring these offerings are easily accessible are all key to effectively marketing and driving visitation to the destination. To ensure that Oregon City tourism is fully aligned on its portfolio of experiences and the promotion of those experiences, the City will pursue the following initiatives:

1. **Inventory and assess existing tourism assets and experiences for tourism readiness**: Oregon City will inventory and assess what stakeholders have deemed to be primary tourism assets, select which will be primary drivers for the destination and then ensure they are prepared to receive increased visitation. This assessment will also include the identification of any experience gaps or opportunities that may be considered for potential development as the visitor market grows.

2. **Develop a plan to promote existing experiences and activate new experiences**: Having a solid understanding of what Oregon City's primary assets and experiences are, the City will then develop a plan to promote existing experiences that are deemed to be tourist-ready. Additionally, the previous assessment opportunities for new experiences will be evaluated and activated where and when appropriate. The first experiential marketing campaign is already underway and should serve as a model going forward.

3. **Assess and prioritize infrastructure (parking, wayfinding) required to enhance tourism readiness and experience**: Stakeholder engagement highlighted the fact that the infrastructure necessary to absorb increased visitation may be inadequate. This potential inadequacy needs to be evaluated in concert with previous promotional initiatives to ensure that successful marketing campaigns are supported by the capacity to host these new visitors.

4. **Create or leverage regional travel itineraries to drive awareness**: Understanding that an advantage of Oregon City tourism is its location in relation to the Portland Metropolitan area, the City will pursue opportunities to create or be included on new or existing travel itineraries that include Oregon City as a must-see, taking advantage of visitors already in-market who may not be aware of the Oregon City offering.

Objectives:
Tourism in Oregon City will know if it has successfully cultivated and curated a portfolio of experiences when they have achieved the following objectives or measures:

1. Growth in visitor spending
2. Increase number of Itineraries published by 3rd parties

OREGON CITY TOURISM OPERATIONAL PLAN

Oregon City Tourism's Operational Plan can be rolled up into four key steps. They are as follows:

Lead It

First and foremost, Oregon City needs to establish a governance structure and create the capacity necessary to drive the strategic plan. Therefore, this is the first and most important part of the 2019-2021 Oregon City Tourism Strategic Plan to operationalize.

Brand It

Once governance and capacity has been established, Oregon City tourism needs to brand its offering in order to differentiate itself in the market. This early branding exercise will help solidify brand awareness through existing tourism assets that are already receiving visitation.

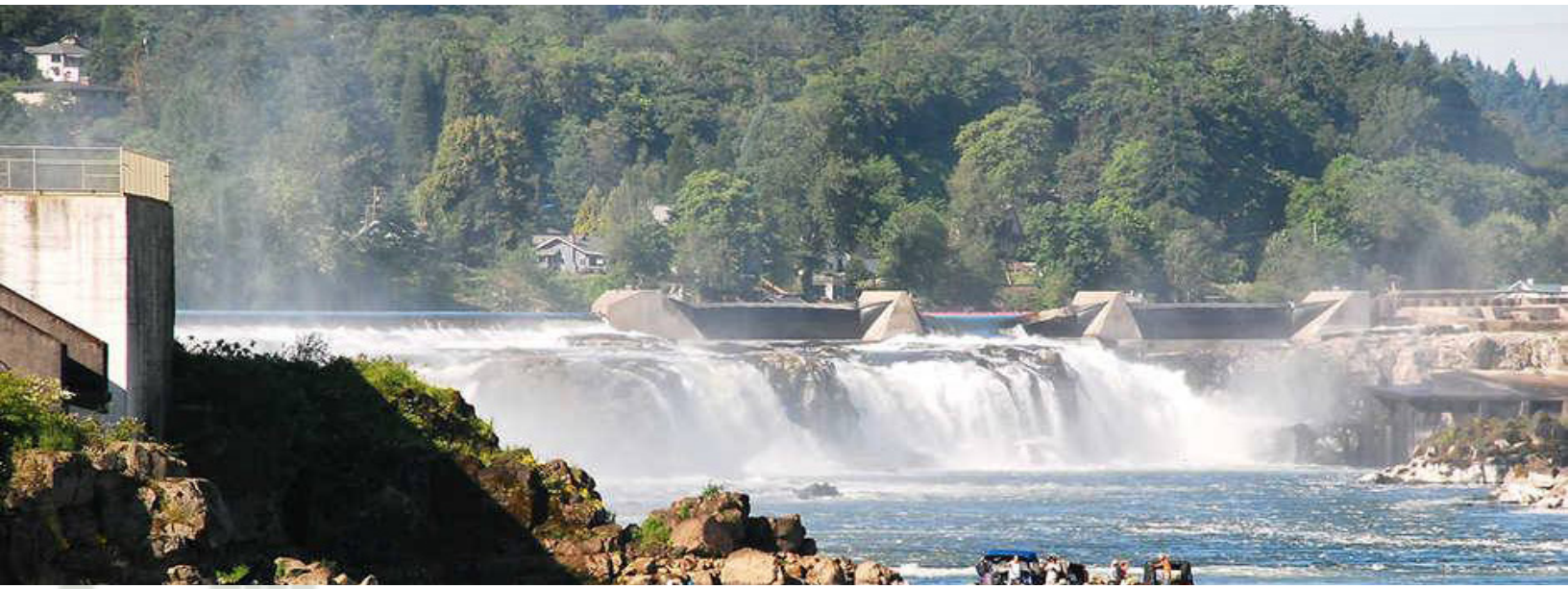
Align It

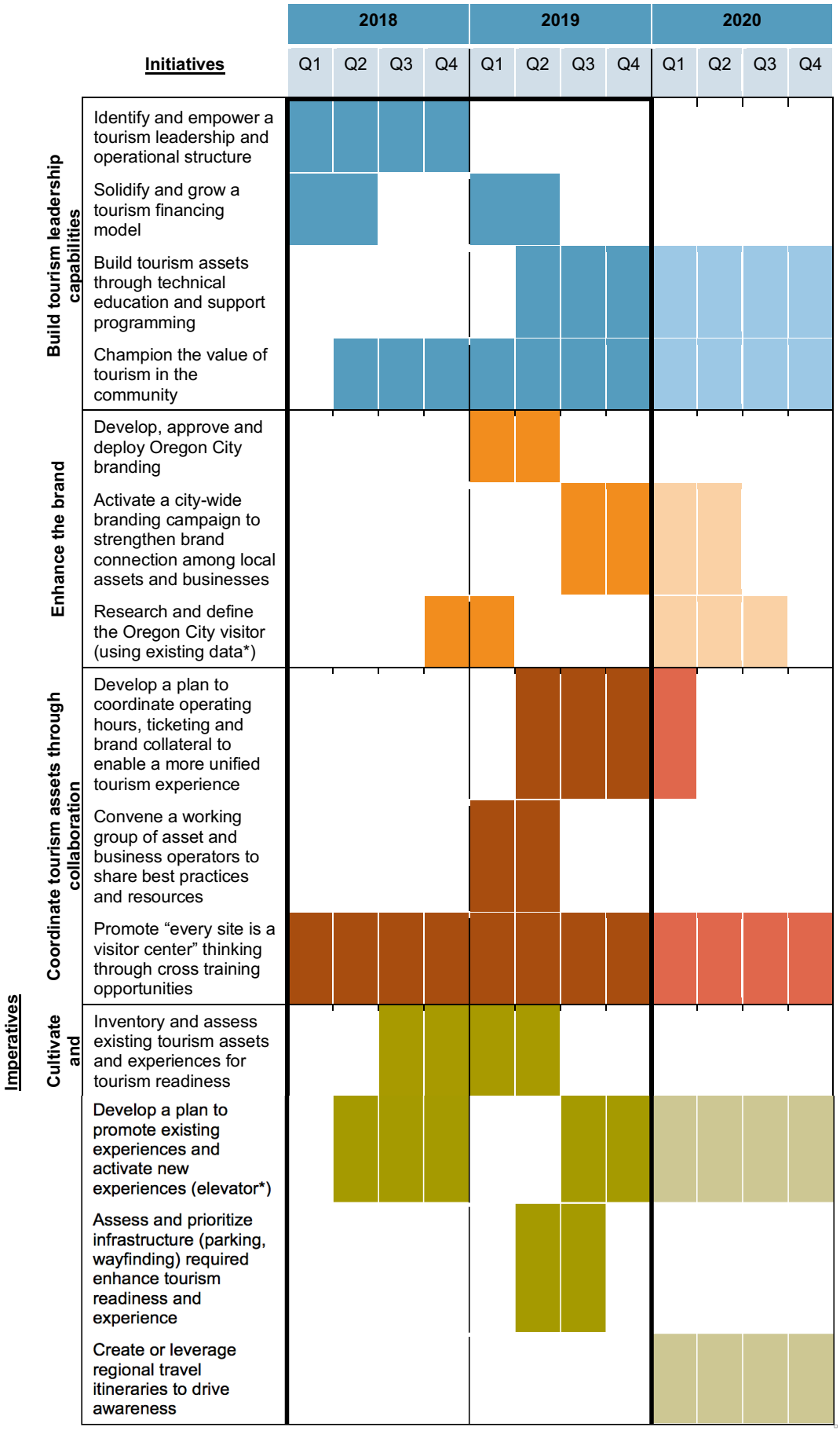
Using the governance structure and new brand, the City will have to work on aligning all stakeholders into a common vision. Ensuring the representatives of your tourism product are all on the same page is important in creating destination momentum and ensuring brand success.

Build It

Once these three steps are in motion, it will be imperative for Oregon City to begin improving, expanding and amplifying its current offerings to continually improve the Oregon City experience, increase brand awareness and generate more funding through increased visitation.

The general timeline and target timeframes for completing each phase of the operational plan is as follows. Each subsequent or concurrent action is subject to change as the representative body continues to make progress, reassess efforts and refocus resources. Given the current capacity to operationalize this plan, it will be very important to focus on 1-year increments and pivot accordingly.




2018
2019
2020
Initiatives
Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4
Imperatives
Build tourism leadership capabilities
Identify and empower a tourism leadership and operational structure
Solidify and grow a tourism financing model
Build tourism assets through technical education and support programming
Champion the value of tourism in the community
Enhance the brand
Develop, approve and deploy Oregon City branding
Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses
Research and define the Oregon City visitor (using existing data*)
Coordinate tourism assets through collaboration
Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience
Convene a working group of asset and business operators to share best practices and resources
Promote "every site is a visitor center" thinking through cross training opportunities
Cultivate and
Inventory and assess existing tourism assets and experiences for tourism readiness
Develop a plan to promote existing experiences and activate new experiences (elevator*)
Assess and prioritize infrastructure (parking, wayfinding) required enhance tourism readiness and experience
Create or leverage regional travel itineraries to drive awareness

USING THIS PLAN AS A MANAGEMENT TOOL

In order to manage to the plan, we recommend quarterly meetings that include those who are active in the implementation of the plan. These meetings should cover the following items:

- Progress made against Initiatives in the previous quarter
- Upcoming activities for the following quarter
- Challenges or barriers encountered, and any course changes necessary as a result
- Progress against Objectives

Dashboard/Key Objectives & Tracking Cadence
Many objectives are tracked on an annual basis, while some can be tracked on an ongoing basis in every quarterly meeting, and others are "pass/fail" and indicate when a major body of work has been completed. The following nine objectives, identified in the strategic plan, should be used by those implementing the plan to track progress:

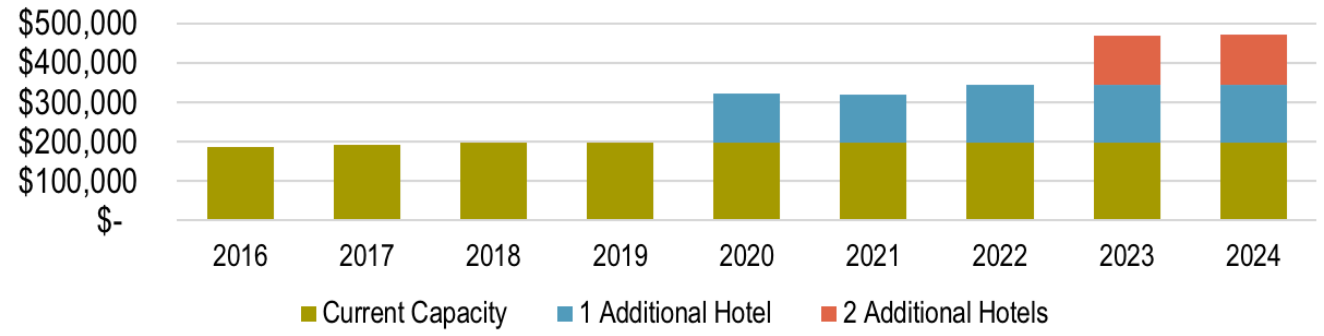
1. A leadership governance structure has been identified
2. Participation in year over year technical education programs has increased
3. A financial funding model has been identified
4. Brand guidelines established
5. Baseline and increase brand awareness
6. Baseline and increase % of assets sharing common opening hours
7. Baseline and increase participation rate growth in cross- training and collaborative events
8. Growth in visitor spending
9. Increase number of Itineraries published by 3rd parties

The high-level objectives for this strategic plan were identified in the original RFP, and we recommend that these three measures be reported to the City Commission on an annual basis as a "dashboard" the Commission can use to verify progress:

1. Increasing the number of tourists/visitors
2. Increasing the length of stay of the tourist/visitor
3. Increasing the average amount of tourist/visitor expenditures

Updating This Plan
This plan is designed to serve Oregon City through 2020. During the course of plan execution, initiatives may be changed on an annual basis, as work is completed and new work is identified in support of the Imperatives. Similarly, Oregon City may choose to track some additional or different Objectives based on work accomplished or other external changes. The full plan should be reviewed and refreshed in time to begin a fresh plan for 2021.

Funding This Plan
Any consolidated and centralized destination marketing effort requires a certain level of funding to be effective. Currently, funds available to the city to promote tourism in Oregon City are generated through transient room taxes assessed at Oregon City lodging properties. In order to understand the potential future state of any centralized tourism effort and the possible funds that may be available to Oregon City, a financial forecast was created with the assistance of Dean Runyan Associates. Using current occupancy rates, average daily hotel rates and the potential of additional room capacity coming online in the market, we projected the following funds available through the transient room tax.



Current TRT Allocation and Org Structure:

- 25% to Economic Development Coordinator position
- 10% to City overhead
- Balance used for grants and reserves

Using current TRT levels, we recommend the following options for allocation of current TRT dollars to fund the Oregon City Strategic Plan. Any additional funds and allocations would need to be reassessed once any additional room capacity comes online. **Both options below are funded completely by Transient Lodging Tax:**

Option 1– Add 1.0 FTE

$200,000 (TLT Annual Revenue)
-20,000 (10% Overhead, State Law)

$180,000
-30,000 (Ec Dev Support)

$150,000 (what is left over)
= $80,000 (FTE, all in)
= $70,000 (Tourism Programs)

- Provides the focus that was originally intended
- More engaging with stakeholders
- Maintains momentum for faster results and return
- Examples of work:
  - support tourism advisory board
  - leads special projects
  - coordinates operating hours among tourism assets
  - create a more uniformed tourism experience
  - marketing and promotion focus
  - identify and apply for tourism grants
  - full time tourism stakeholder engagement
  - monitors tourism metrics and successes
  - leverage regional travel itineraries
  - concentrate on needed infrastructure and tourism readiness

Option 2 – Reallocation of Existing Staff Load; No New Hire

$200,000 (TLT Annual Revenue)
-20,000 (10% Overhead, State Law)

$180,0000
- 70,000 (Ec Dev Support)

$110,000 (Tourism Programs)

- Reduction in City-wide Economic Development Services
- Limited tourism focus
- Less engaging for stakeholders
- Bring contractor in as needed for special projects
- Potentially more operational funds to leverage grants
- Examples of work:
  - support tourism advisory board
  - identify tourism projects
  - hire contractor
  - identify and apply for tourism grants
  - limited stakeholder engagement

BRANDING & MARKETING

THE BRAND OF OREGON CITY

In addition the strategic planning effort, Oregon City's Economic Development team formed a team to specifically identify the key brand message for Oregon City and establish an initial marketing effort to support that brand.

Over the course of several meetings, this team worked to identify key brand attributes, demographics to be targeted, and to frame out an initial experience-based marketing effort. This work became the basis for an RFP that was issued to creative firms:

Attributes
Oregon City is a walkable small-town experience just 20 minutes from Portland. The historic aspects of the city combine with riverfront access to create an attractive place for a weekend getaway or a day trip.

Attractions
Once the end of the Oregon Trail, we now boast an historic Main Street where you can enjoy a Northwest-style selection of food and drink. Take in views of Willamette Falls and the historic bridge. While you're here, ride the unique Municipal Elevator.

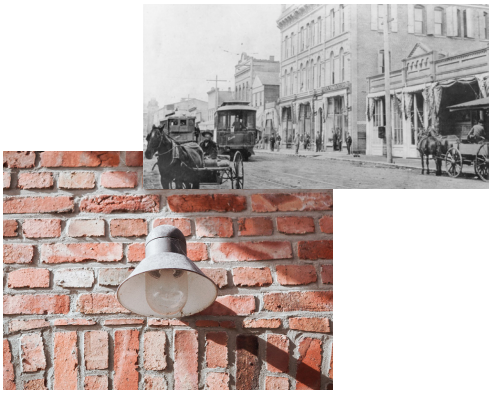
Trends
We know tourists are staying close to home and driving to destinations more, and Oregon City's proximity to the Portland metro area makes this an attractive destination for Portland residents and their visiting friends and relatives. More tourists these days are attracted to places where they can live like a local, enjoy food and beverage options, and take in natural, cultural and heritage attractions.

Preferences
Oregon City embodies a relaxed small-town atmosphere where one can enjoy a city/country balance and a change of pace in a family-friendly setting. In a way, Oregon City is like a comfort food—say, mac 'n cheese—both satisfying and comforting.

Sentiments
Locals and visitors alike will describe Oregon City as friendly, laid-back, warm and approachable. Since its founding, the city has been filled with people who are there to make their own way in life—they're true originals.

Tone
Oregon City is your favorite pair of jeans—just the right blend of fun, comfort and nostalgia. Oregon City's color palette might include earthy greens and blues, with some brick reds and bright, clear tones for interest.

BRAND BRIEF



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coraggiogroup

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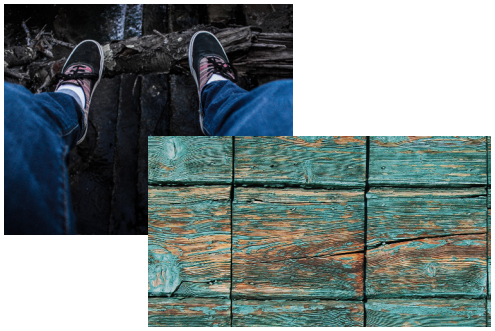


TARGET DEMOGRAPHICS

Rick Stephens and Daniela Fischer: The Millennial Couple

Rick (28) and Daniela (30) met through mutual friends during trivia night in a SE Portland dive bar. They both shouted out the correct answer to the game-winning question about the Louisiana Purchase. Six months later, they moved in together and the rest is history.

Rick studied education at Colorado State University and moved to Portland for a job teaching at a local elementary school. Daniela grew up just south of Portland in Wilsonville. She attended Western Oregon University and now works in the pediatrics unit at Legacy Emmanuel. At night, Rick grades homework and writes his next day's lesson plans to the sound of Daniela's music that helps her focus on studying for her next nursing certification.

When not at work, Rick and Daniela like to get out of the house and venture into the great Pacific Northwest. They don't venture too far, just to places where they can throw their dog Clark in the car and head out for weekend adventure. Rick and Daniela are planning to buy a house, so the trips they used to take to Europe just aren't practical at the moment, as every penny counts.

They recently completed their McMenamin's passport and used their free night to hike a portion of the Pacific Crest Trail, all of which Daniela posts to her Instagram as an aspiring travel vlogger.

Sylvia Roberts: Retired Baby Boomer

Having spent most of her life in the Bay Area, going to Berkley, raising children and working for an NGO, Sylvia (67) is is ready to buy some experiences on a limited annual income of $65K. She is ready to hit the road in her Subaru Outback, complete with a lifetime of books, and knitting supplies to keep her busy. As she drives from place to place, she keeps herself entertained by listening to This American Life on NPR.

Her first leg is up to Napa Valley to pick up her life-long friend Barbara, who like Sylvia was recently widowed. They have been planning this trip for a year and are excited to get going. The two will take in a few Napa wineries and enjoy some fine dining at a local farm to table restaurant before heading north. From here, they intend to wander through Oregon and Washington, choosing each day's destination as they go, letting the road lead the way.

The Jacobs Family: Young Family

The Jacobs family recently relocated to Vancouver, WA from Bellingham to pursue a job opportunity in Portland. Being a family of moderate means and two children, they enjoy the cheaper living in Vancouver.

Having alternating work schedules, it is not often that the Jacobs have the opportunity to spend time together. When they do, they often split their time between laid-back, quality time together playing board games and watching the History or Discovery channel as a family, or on a weekend adventure. Given the lack of time they have to plan, their weekend adventures are often spontaneous, requiring their adventures to be close by, family friendly, and accessible by car.

The Jacobs don't often get the chance to enjoy themselves as a family. By the end of the work week, they are tired and usually spend their nights with the kids. Once the kids are asleep Mrs. Jacobs reads her latest non-fiction interest, while Mr. Jacobs drinks his new craft beer find and plays video games. But lately they are missing the old days when they would take in a museum and enjoy some good food afterwards and their usual weekend trips to Portland are becoming boring. Recently, Mr. Jacobs has been going old school and playing the new version of the Oregon Trail Game, which he finally won and realized Oregon City was just around the corner.

OREGON CITY TOURISM ASSETS—A PARTIAL LIST

DOWNTOWN

Landmarks
- Arch Bridge
- Clackamette Park
- Court House
- John Storm Park
- Oregon City Amtrak Station
- Willamette Falls

Food Service
- Arch Bridge Tap House
- Coasters Crossing
- Mi Famiglia
- Nebbiolo Wine Bar and Market
- Ranee's On Main
- Thirsty Duck Saloon
- Weinhard Grill
- Yvonne's

Retail
- Active Water Sports
- Busch Furniture
- Christmas at the Zoo
- Coin Corner & Hobbies
- Coyote Hobby
- Denim Salvage
- Homelife Furniture
- Ladybird's Vintage
- Maizee Mae's Antiques & Treasures
- Oregon City Sporting Goods
- Ruud's Jewelers
- The Vintage Nest
- White Rabbit Gifts
- Willamette Valley Books & Bullion
- You Can Leave Your Hat On

Historical Sites
- End of the Oregon Trail Interpretive Center
- Oregon City Municipal Elevator
- Willamette Falls Locks

MIDTOWN

Landmarks
- McLoughlin Promenade
- Oregon City Library

Food Service
- The Highland Stillhouse
- Mike's Drive-In Restaurant
- Singer Hill Café
- Super Torta

Historical Sites
- Carnegie Center
- Ermatinger House
- McLoughlin House
- Mountain View Cemetery
- Museum of the Oregon Territory
- Stevens/Crawford House

UPTOWN

Landmarks
- Clackamas Community College
- Environmental Learning Center
- Oregon City Chamber of Commerce

Food Service
- Bugatti's
- Coin Toss Brewery
- Growler Run
- Trail Distilling

Historical Sites
- Ainsworth House & Gardens
- Baker Cabin Historical Site
- Rose Farm

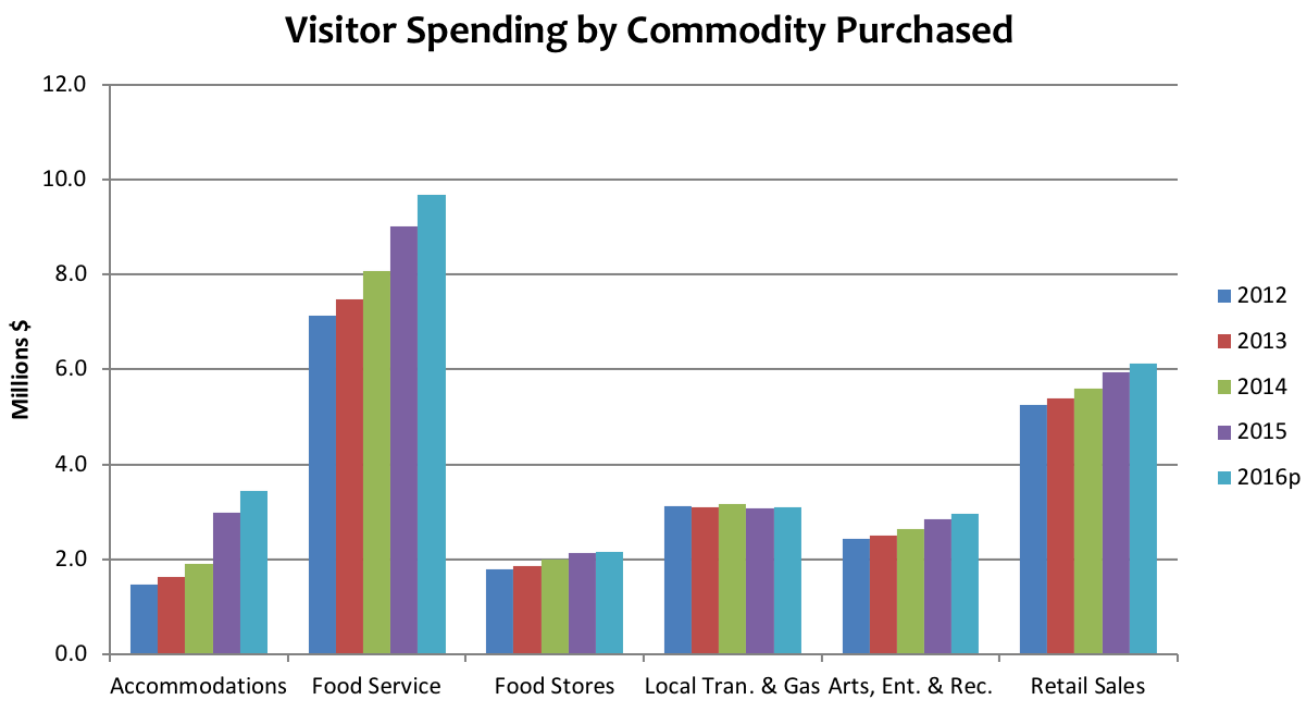
EVENTS

- First City Celebration
- Oregon Trail Brewfest
- Oregon Trail Game 5k + Kids Race
- Willamette Falls Open Air Antique Fair
- Historic Oregon City Cruise
- Brews & Broomsticks Pub Crawl
- Small Business Saturday
- Oregon City Tree Lighting Ceremony

INITIAL EFFORTS TO REACH OUR TARGET DEMOGRAPHIC

Rotator Creative from Tacoma, WA was chosen to develop the initial marketing efforts for Oregon City coming out of this planning effort. Their charge was to target a 25-34 year old demographic across the Portland Metro area, including visiting friends and relatives (VFR), tourists, and residents.

We know from industry research that this younger demographic of traveler is willing to spend more than their Baby Boomer counterparts, particularly for experience-based activities. We also know from the tourism economic impact study performed by Dean Runyan and Associates that the Food Service and Retail sectors make up the great majority of visitor spending in Oregon City.



The strategy in targeting this demographic is to gain the greatest economic impact for the spend, while simultaneously raising the profile of Oregon City within a broader audience. Because the Millennial traveler seeks high-value, authentic experiences, we narrowed down the list of candidate assets for the Rotator Creative work. The Municipal Elevator was ultimately chosen because of its proximity to the Food Service and Retail core of the city, its high profile within the landscape of the city, its unique and quirky character, and the cool factor of its mid-century modern architecture.

The Rotator Creative work is underway, with an estimated activation date of September, 2018.

OTHER RESOURCES AND ORGANIZATIONS

Destination Marketing Partners

Oregon's Mt. Hood Territory

- https://www.mthoodterritory.com/
- "The CCTCA is responsible to develop and promote tourism for [Clackamas] County. By increasing the number of new and repeat visitors to the County, we increase the amount of money visitors spend in our area, and thus contribute to economic development and local vitality. The CCTCA is overseen by the Clackamas County Tourism Development Council (CCTDC) which consists of nine members appointed by the Clackamas County Board of Commissioners. The Council oversees and directs the programs and operations of the CCTCA staff."
- Jim Austin
  Community Relations Lead
  Office: 503-742-5901
  Cell: 503-706-5449
  Fax: 503-742-5907
  jim@mthoodterritory.com
  U.S. Travel/ESTO Conference

Travel Oregon

- https://traveloregon.com/
- "The Oregon Tourism Commission, doing business as Travel Oregon, is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's $11.8 billion tourism industry. The Travel Oregon staff develops and implements a biennial strategic marketing plan which includes advertising and marketing, publication development, cooperative promotions, consumer fulfillment, public relations, international marketing, tourism product development, State Welcome Centers, research, and industry relations. Travel Oregon cooperates extensively with local communities, industry associations, government agencies, and private businesses in the implementation of its strategic plan."
- Alexa Carey
  Specialist, Community-Based Services
  Alexa@TravelOregon.com
  971-717-6178

U.S. Travel/ESTO Conference

- https://www.ustravel.org
- "The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.4 trillion in economic output and supports 15.6 million American jobs. The U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) is the only national forum where destination marketing professionals at the state, regional and local level get critical tools, tips and information to help them better market and grow their destinations."
- Nora Thomas
  Coordinator, National Councils & ESTO
  nthomas@ustravel.org

Data Sources/Partners

Sparkloft Media
- Visitor sentiment and brand perception studies
- sparkloftmedia.com
- Arianna Howe
  Vice President, Client Services
  503 737 9425
  arianna@sparkloftmedia.com

Dean Runyan & Associates
- Tourism economic impact studies
- Dean Runyan
  Founder
  503.226.2973
  dean.runyan@deanrunyan.com

STR Report
- Hotel visitor data
- https://www.strglobal.com/

ACKNOWLEDGMENTS

Visioning Session Participants

Jackie Hammond-Williams, Oregon City Farmers Market
Sam Drevo, eNRG Kayaking
Kent Ziegler, Oregon City Business Alliance
Dan Fowler, Abernathy Center, End of the Oregon Trail, OCBA, Hampton
Phil Lewis, Oregon City Community Services
Ryan Bredehoeft, Oregon City Finance
Eric Underwood, Oregon City Economic Development
Leigh Anne Hogue, Oregon City Economic Development
Jonathan Stone, Downtown Oregon City Association
Nancy Ide, Oregon City City Commission
Gail Yazzolino, Clackamas Heritage Partners
Rocky Smith, Heritage
Claire Blaylock, Formerly Museum of the Oregon Territory
Denyse McGriff, Heritage, Neighborhood Association
Jodi Schmelzle, Best Western Plus Rivershore Hotel
Amy Byers, Best Western Plus Rivershore Hotel
Kevin Yell, Ainsworth House and Garden
Darrell Hames, Tumwater Ballroom
Dennis Anderson, Canemah Neighborhood Association
William Gifford, Hillendale Neighborhood Association
Karin Morey, Rivercrest Neighborhood Association
Jim Austin, Mt. Hood Territory
Bryce Morrow, Oregon City Brewing
Jan Wallinder, Forest Edge Vineyard
Burl Mostul, Villa Catalana Cellars

Planning Team Members

Eric Underwood, Economic Development Manager, Oregon City
Leigh Anne Hogue, Economic Development Coordinator, Oregon City
Christina Robertson-Gardiner, Oregon City Planning
Phil Lewis, Oregon City Community Services
Nancy Ide, City Commissioner
Jonathan Stone, Executive Director, Downtown Oregon City Association
Carrie Crook, Downtown Oregon City Association/Elevator Manager
Claire Blaylock, Heritage
Marge Harding, Heritage
Rolla Harding, Heritage
Thelma Haggenmiller, Heritage
Gail Yazzolino Clackamas, Heritage Partners
Denyse McGriff, Heritage, Neighborhood Association
Dan Fowler, OCBA, Heritage, Hotel, Events
Jim Austin, Mt Hood Territory
Jan Wallinder, Forest Edge Vineyard
Jerry Herman, Recreation/River
Cameron McCredie, Chamber Representative
Blane Meier, OCBA/First City Cycles

Marketing/Branding Team Members

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Leigh Anne Hogue, Economic Development Coordinator, Oregon City
Jonathan Stone, Executive Director, Downtown Oregon City Association
Sarah Vale Rapp, Events and Marketing Manager, Downtown Oregon City Association
Denyse McGriff, Oregon City resident
Jeannine Breshears, Marketing & Programs Manager, Clackamas County Tourism & Cultural Affairs
Matthew Landkamer, Principal, Coraggio Group
Colin Stoetzel, Associate Principal, Coraggio Group

APPENDIX

ECONOMIC IMPACT REPORT
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OREGON CITY INSIGHT REPORT
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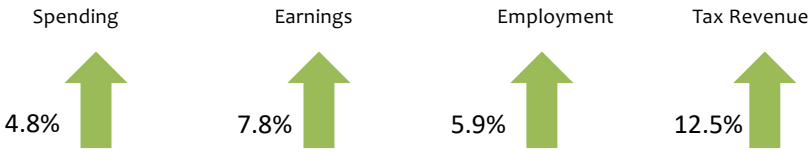
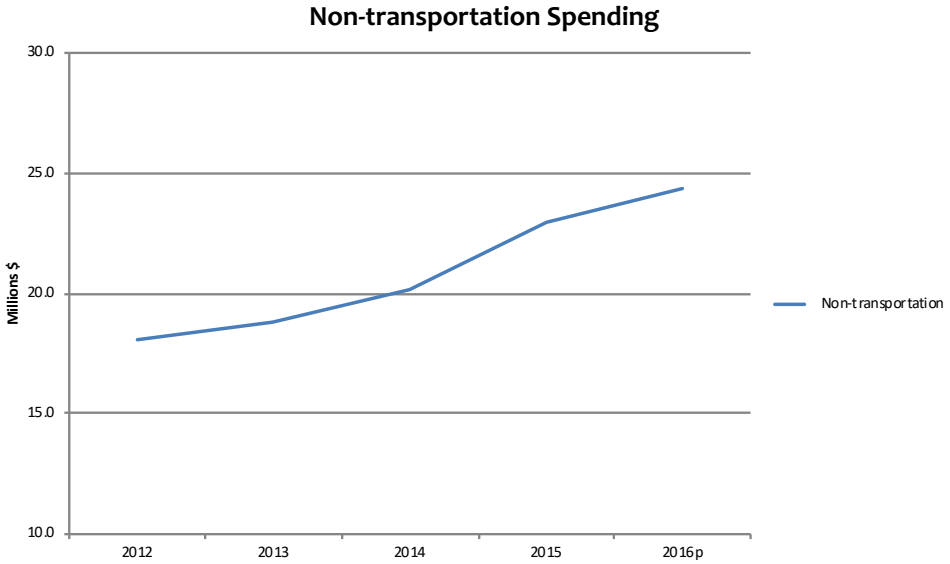
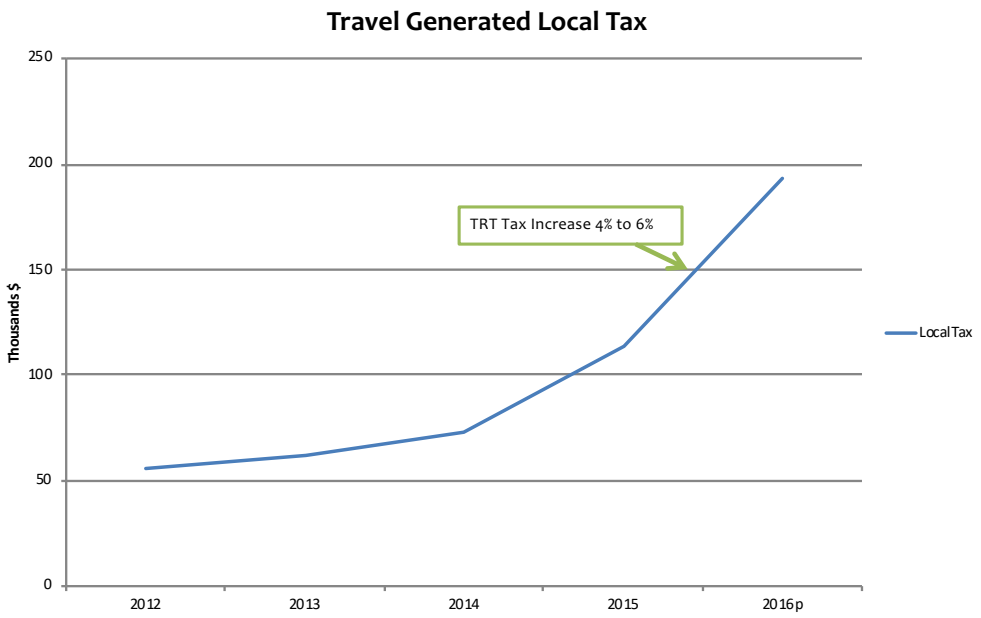
ECONOMIC IMPACT REPORT

Oregon City Direct Travel Impacts, 2012-2016p

	2012	2013	2014	2015	2016p	Ave. Annual % Chg. 15-16p	Ave. Annual % Chg. 12-16p
Spending ($Millions)							
Total	28.9	29.7	31.1	33.1	34.7	4.8%	3.7%
Other	7.7	7.8	7.8	7.1	7.2	1.4%	-1.2%
Visitor	21.2	21.9	23.4	26.0	27.5	5.7%	5.3%
Non-transportation	18.1	18.8	20.2	22.9	24.4	6.3%	6.1%
Transportation	3.1	3.1	3.2	3.1	3.1	1.0%	-0.1%
Earnings ($Millions)							
Earnings	6.7	7.1	7.7	8.9	9.6	7.8%	7.6%
Employment							
Employment	280	290	310	340	360	5.9%	5.2%
Tax Revenue ($Millions)							
Total	0.97	1.01	1.06	1.19	1.34	12.5%	6.7%
Local	0.06	0.06	0.07	0.11	0.19	69.9%	28.2%
State	0.91	0.95	0.98	1.07	1.14	6.4%	4.7%







Oregon City
Travel Impacts, 2012-2016p

	2012	2013	2014	2015	2016p
Total Direct Travel Spending ($Million)					
Destination Spending	21.2	21.9	23.4	26.0	27.5
Other Travel*	7.7	7.8	7.8	7.1	7.2
Total Direct Spending	28.9	29.7	31.1	33.1	34.7
Visitor Spending by Commodity Purchased ($Million)					
Accommodations	1.5	1.6	1.9	3.0	3.4
Food Service	7.1	7.5	8.1	9.0	9.7
Food Stores	1.8	1.9	2.0	2.1	2.2
Local Tran. & Gas	3.1	3.1	3.2	3.1	3.1
Arts, Ent. & Rec.	2.4	2.5	2.6	2.8	3.0
Retail Sales	5.3	5.4	5.6	5.9	6.1
Destination Spending	21.2	21.9	23.4	26.0	27.5
Industry Earnings Generated by Travel Spending ($Million)					
Accom. & Food Serv.	3.7	3.9	4.3	5.2	5.5
Arts, Ent. & Rec.	0.8	0.9	1.0	1.1	1.1
Retail**	0.8	0.9	0.9	1.0	1.1
Ground Tran.	0.3	0.3	0.3	0.4	0.4
Other Travel*	1.0	1.1	1.1	1.3	1.4
Total Direct Earnings	6.7	7.1	7.7	8.9	9.6
Industry Employment Generated by Travel Spending (Jobs)					
Accom. & Food Serv.	160	160	180	200	210
Arts, Ent. & Rec.	50	50	60	60	60
Retail**	30	30	30	30	40
Ground Tran.	10	10	10	10	10
Other Travel*	30	30	30	30	40
Total Direct Employment	280	290	310	340	360
Government Revenue Generated by Travel Spending ($Million)					
Local Tax Receipts	0.06	0.06	0.07	0.11	0.19
State Tax Receipts	0.91	0.95	0.98	1.07	1.14
Total Local & State	0.97	1.01	1.06	1.19	1.34

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and ground transportation impacts for travel to other Oregon visitor destinations, travel arrangement & reservation services, and convention & trade show organizers. ** Retail includes gasoline.

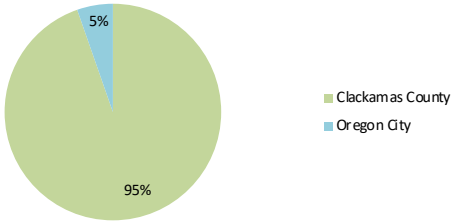
Clackamas County
Travel Impacts, 2008-2016p

	2008	2010	2012	2013	2014	2015	2016p
Total Direct Travel Spending ($Million)							
Destination Spending	405.7	389.5	440.0	444.3	461.4	487.5	513.2
Other Travel*	63.5	74.1	89.3	89.0	89.2	78.6	84.1
Total Direct Spending	469.1	463.5	529.3	533.3	550.6	566.1	597.3
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	66.8	58.5	72.0	73.7	79.5	90.9	101.8
Food Service	118.0	120.1	133.8	137.3	144.3	155.6	166.0
Food Stores	32.4	31.2	34.5	35.1	36.8	39.0	39.3
Local Tran. & Gas	56.2	49.3	59.5	57.4	56.8	51.3	50.9
Arts, Ent. & Rec.	47.6	45.8	49.0	49.3	50.8	53.5	55.7
Retail Sales	84.7	84.6	91.2	91.5	93.2	97.2	99.4
Destination Spending	405.7	389.5	440.0	444.3	461.4	487.5	513.2
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	77.0	72.5	82.4	84.0	89.0	98.0	103.7
Arts, Ent. & Rec.	16.5	15.0	16.0	17.6	18.7	19.9	21.3
Retail**	14.6	14.1	15.3	15.5	16.3	17.5	18.4
Ground Tran.	4.3	4.1	4.6	4.7	5.0	5.4	6.0
Other Travel*	7.1	11.2	12.3	12.8	13.7	14.3	17.7
Total Direct Earnings	119.5	116.9	130.6	134.6	142.7	154.9	167.1
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,460	3,150	3,430	3,450	3,560	3,760	3,880
Arts, Ent. & Rec.	1,120	1,020	1,010	1,070	1,100	1,150	1,210
Retail**	600	560	600	600	600	610	620
Ground Tran.	140	140	150	150	150	160	160
Other Travel*	250	350	350	370	390	390	400
Total Direct Employment	5,580	5,220	5,530	5,630	5,800	6,050	6,260
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	3.8	3.2	3.9	4.3	4.6	5.4	5.9
State Tax Receipts	12.3	12.7	15.1	15.4	15.8	16.7	18.2
Total Local & State	16.1	15.9	19.0	19.6	20.4	22.1	24.1

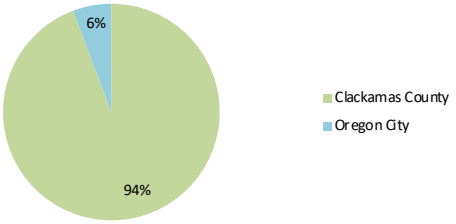
Details may not add to totals due to rounding.

* Other Travel includes resident air travel and ground transportation impacts for travel to other Oregon visitor destinations, travel arrangement & reservation services, and convention & trade show organizers. ** Retail includes gasoline.

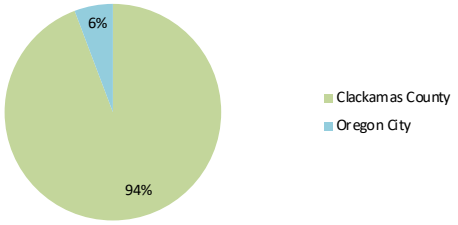
2016p Destination Spending



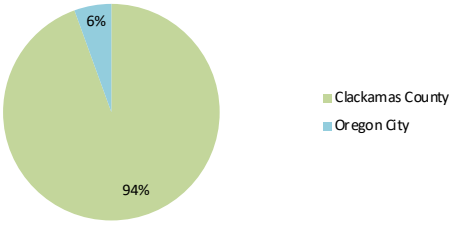
2016p Total Direct Earnings



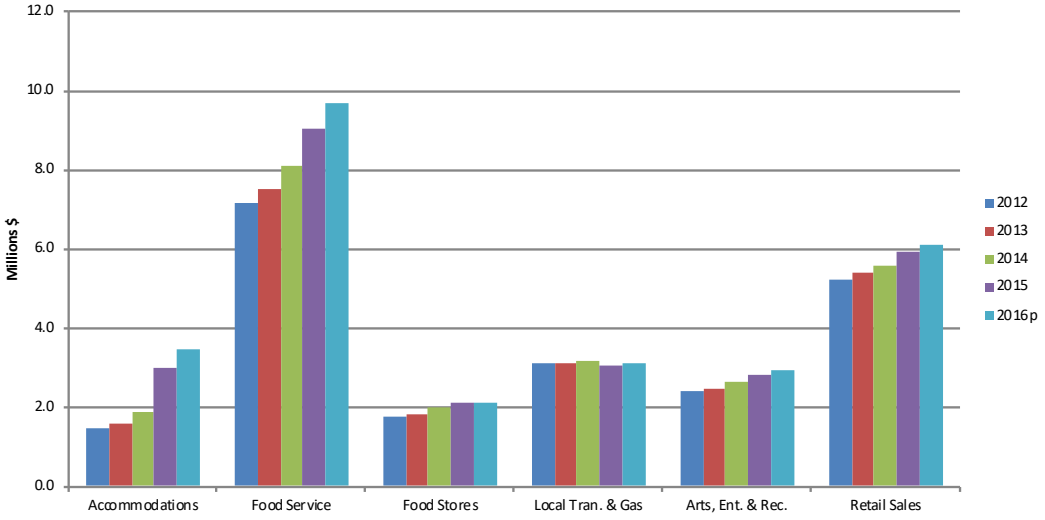
2016p Total Direct Employment



2016p Local & State Tax Revenue

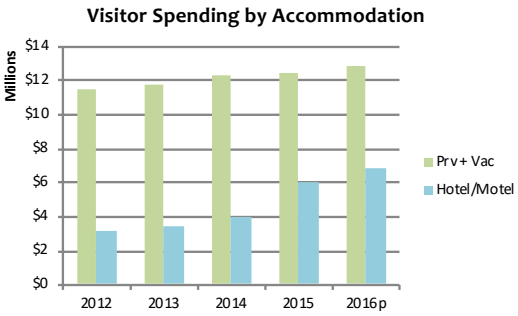


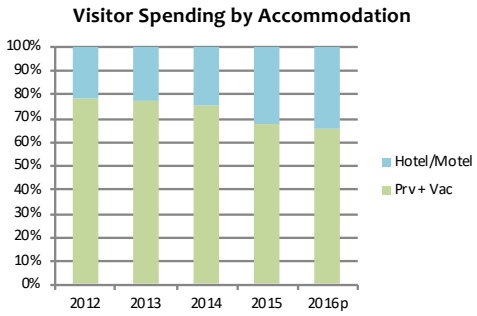
Visitor Spending by Commodity Purchased



Visitor Spending by Type of Traveler Accommodation ($Million), 2012-2016p

	2012	2013	2014	2015	2016p
All Overnight	15.1	15.7	16.8	19.0	20.2
Hotel, Motel*	3.2	3.5	4.0	6.0	6.8
Private Home	11.5	11.8	12.3	12.5	12.9
Other Overnight	0.4	0.4	0.4	0.5	0.5
Campground	0.4	0.4	0.4	0.5	0.5
Vacation Home	0.0	0.0	0.0	0.0	0.0
Day	6.1	6.3	6.6	7.0	7.3
Spending at Destination	21.2	21.9	23.4	26.0	27.5





Overnight Visitor Volume, 2014-2016p

	Person-Nights (000)			Party-Nights (000)		
	2014	2015	2016	2014	2015	2016
Hotel, Motel*	33	47	52	15	22	24
Private Home	462	469	475	199	204	209
Other Overnight	11	12	12	3	4	3
All Overnight	505	528	539	217	229	236

	Person-Trips (000)			Party-Trips (000)		
	2014	2015	2016	2014	2015	2016
Hotel, Motel*	17	25	27	8	11	12
Private Home	152	154	156	62	64	65
Other Overnight	3	4	4	1	1	1
All Overnight	173	183	187	71	76	78

Average Expenditures for Overnight Visitors, 2016p

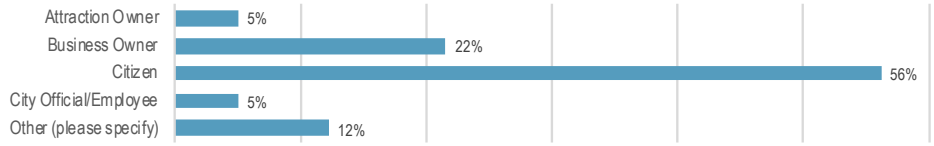
	Travel Party		Person		Party	Length of
	Day	Trip	Day	Trip	Size	Stay (nights)
Hotel, Motel*	$283	$561	$132	$250	2.1	2.0
Private Home	$62	$199	$27	$83	2.3	3.2
Other Overnight	$144	$465	$42	$135	3.4	3.2
All Overnight	$85	$259	$38	$108	2.3	3.0

INSIGHT REPORT

Approach Methodology: Stakeholder Survey

Stakeholder Engagement

From July 20, 2017 to August 11, 2017, Coraggio Group surveyed a wide variety of Oregon City Tourism stakeholders, including attraction owners, business owners, citizens and city officials. Over this period **139** people responded to the survey.



Theme Development

Stakeholders were asked a number of questions intended to shed light on the following categories:

- Brand and Reputation
- Tourism Asset Identification
- Target Geographic Regions
- Target Itinerary Length
- Target Demographic
- Tourism Support Role
- Opportunities & Barriers

Themes were developed using a number of methods. Quantitative questions were analyzed using category percentages compared to the total response rate. Qualitative, open ended, questions were analyzed by assigning themes/categories influenced by response content and Coraggio's interpretation of those responses. Because one response could include numerous topics and themes, qualitative graphs were complied using the total number of times the theme was mentioned. Themes displayed are only those that were comparably significant to the total number of themes per question.

Approach Methodology: Visioning Session

Stakeholder Engagement

On August 3rd, Coraggio group held a tourism visioning workshop with a select and representative population of Oregon City tourism stakeholders. This group was given exercises to help provide guidance to the strategic planning team. Exercises covered the following topics:

- Visitor Profile: Who is Oregon City's Visitor?
- Tourism Asset Criteria: What are the criteria necessary to be marketed as a Oregon City tourism asset?
- Propelling Questions: What are the opportunities and barriers confronting Oregon City in developing a vibrant tourism industry? And how can we address them?
- Long-Term Needs: What are the long-term needs of Oregon City to drive and sustain a tourism industry?
- Oregon City 2022: Looks Like, Sounds Like, Feels Like

Themes were developed using a qualitative method that summarized the common and overarching themes of each exercise. Where applicable, all responses have been included.

Visitor Profiles, Tourism Assets, and Brand Reputation

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Oregon City Tourism Reputation: Today vs. Tomorrow

What are THREE words you would use to describe Oregon City's reputation as a tourism destination TODAY?

Today

Tomorrow

Today, Oregon City is an unknown, historic and quaint town with lots of tourism potential in the Oregon Trail and Willamette Falls. Tomorrow, Oregon City will be a vibrant, historic and unique destination with recreational opportunities grounded by Willamette Falls

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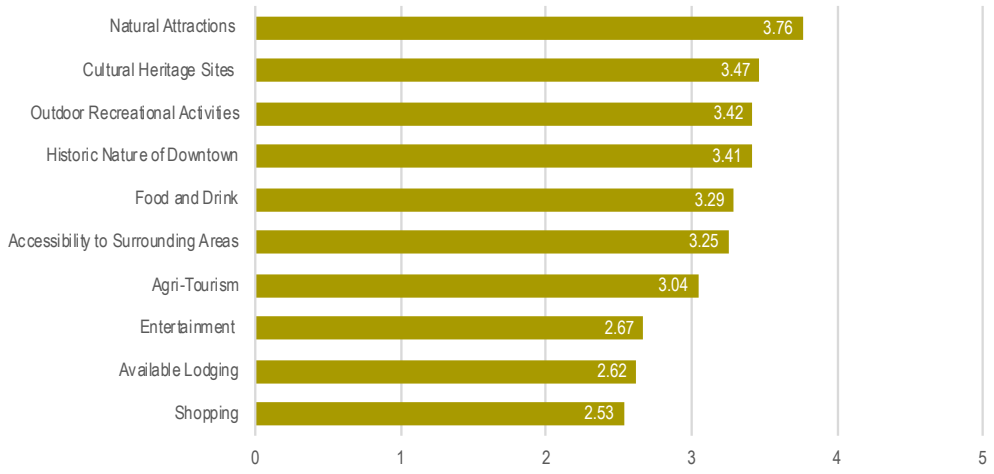
Tourism Asset Inventory and Potential

Please rate the following tourism assets on their potential for creating a successful tourism industry in Oregon City:



Stakeholders believe Oregon City's primary tourism assets are its natural attractions, cultural heritage sites, overall historic nature, and its access to recreational outdoor activities. These are followed by Oregon City's 2nd tier assets of food and drink offerings, accessibility to Portland and the surrounding areas, and agri-tourism.

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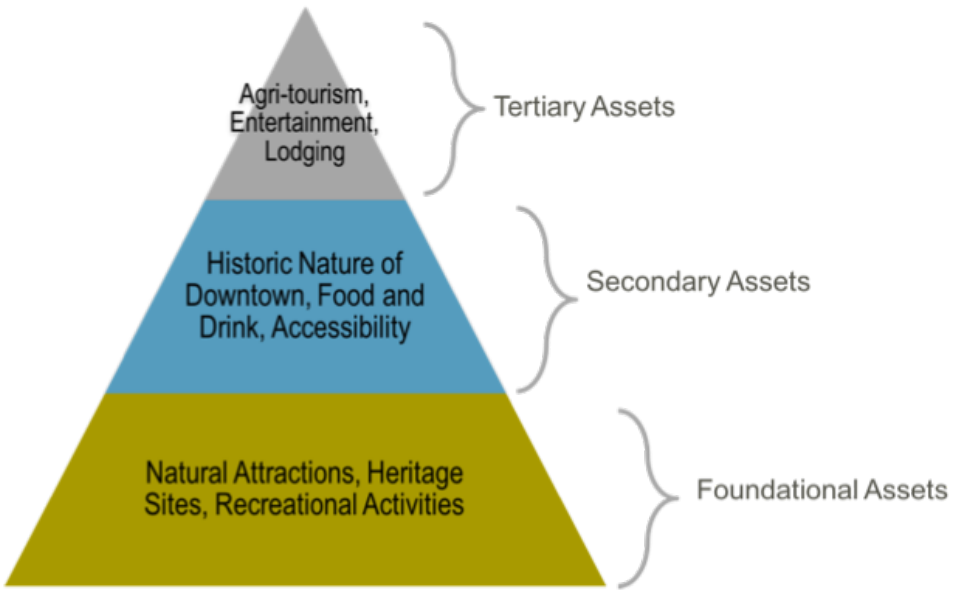
Tourism Asset Hierarchy



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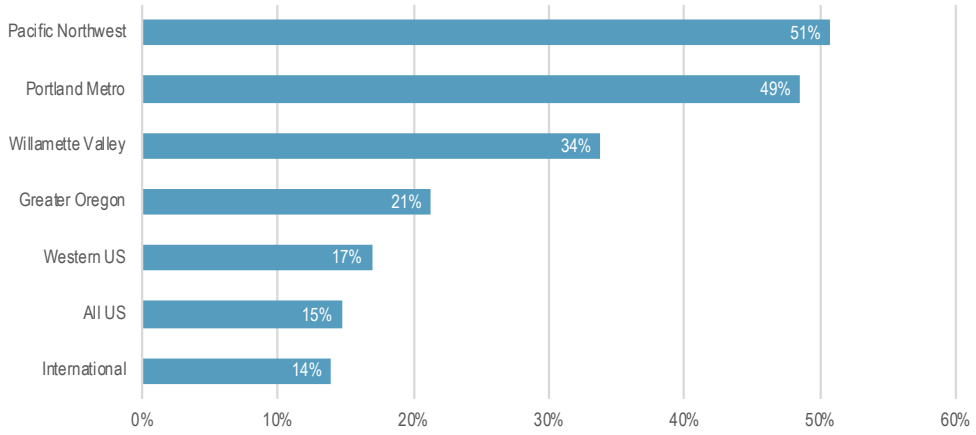
Target Regions

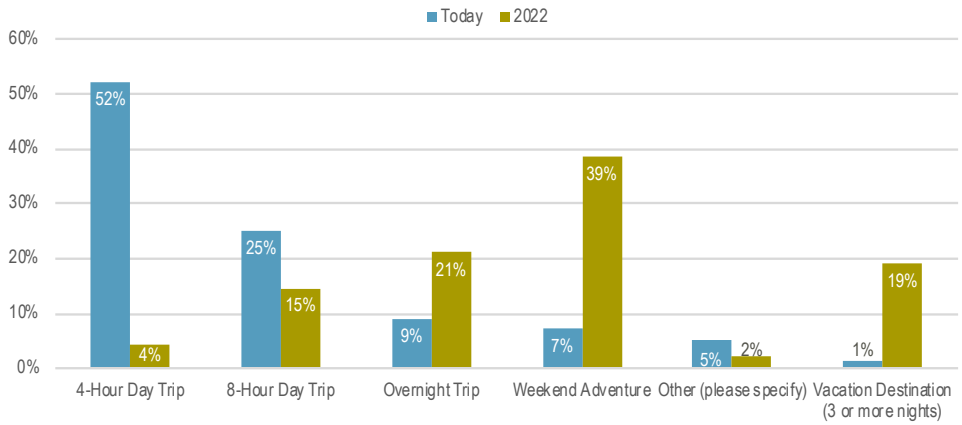
From the options below, please select the TOP TWO REGIONS that you believe provide the best marketing opportunity to drive tourism to Oregon City.



Stakeholders believe that the top two geographic regions that should serve as Oregon City's marketing target are the local Portland Metro area (49%) and the Pacific Northwest as a whole (51%).

Itinerary Lengths

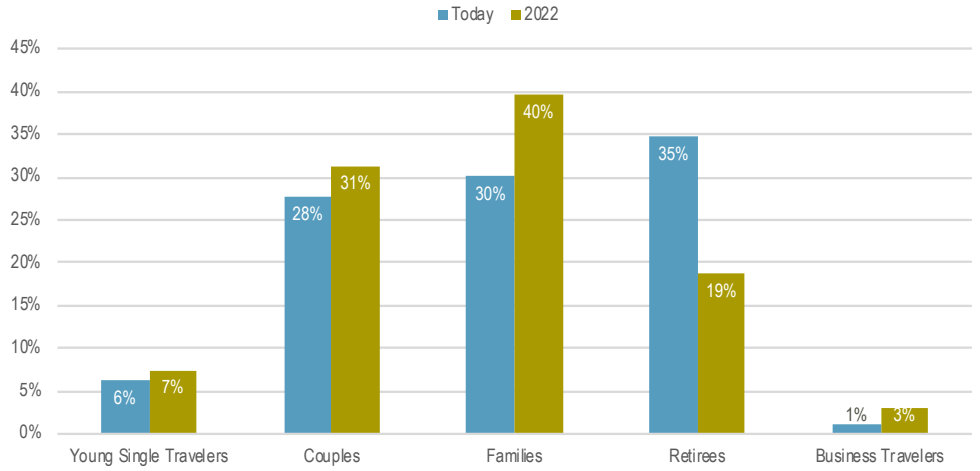
Please select the itinerary/trip length that you believe is the most realistic and ideal for Oregon City Tourism TODAY and in 2022.



Today a typical Oregon City travel itinerary is believed to be a half-day trip, with some visitors extending their visit to a full eight hours. Stakeholders believe the Oregon City itinerary length will, or should, evolve into one that targets and serves overnight and weekend visitors.

Visitor Demographic

Please select the tourist demographic that you believe would be most interested in tourism opportunities in Oregon City TODAY and in 2022



Today, Oregon City stakeholders believe their core visitor is spread across a wide demographic of retirees, families and couples. In 2022, stakeholders feel this core visitor demographic will narrow and will be a destination focused on couples and families.

Visitor Profile

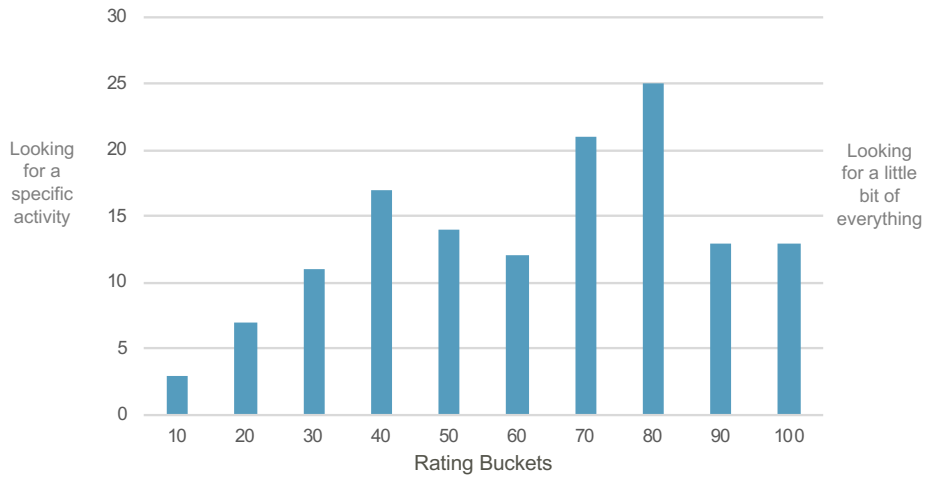
Young Families from various U.S. cities looking for history and recreation through interactive experiences

Retirees on the road looking for a blend of history, good food, and wine

Millennial day-trippers looking for discovery and exploration in the Mt. Hood territory, accompanied by a downtown scene with good food.

Tourism Asset Inventory and Potential

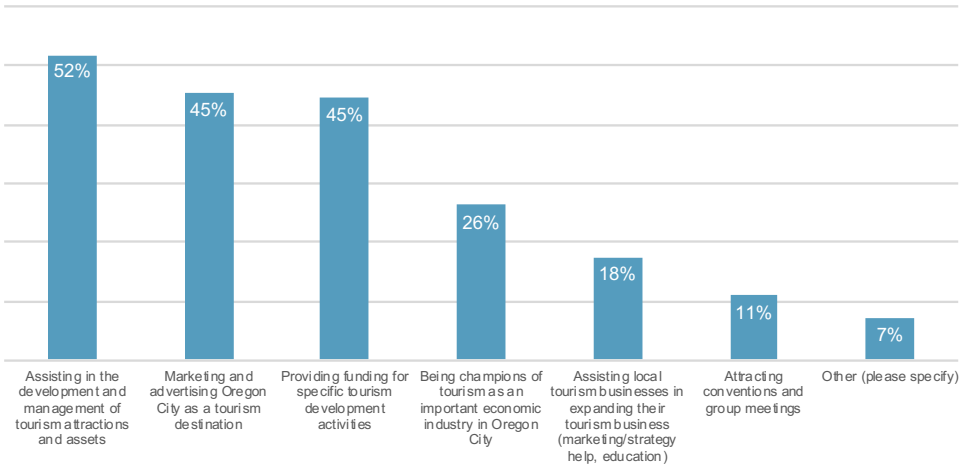
What mix of activity is a potential tourist to Oregon City interested in?



Stakeholders opinions vary on what the standard visitor of Oregon City is looking for when they visit. Some believe targeting visitors who are looking for a breadth of options is ideal, while others believe the Oregon City visitor is more focused on a specific activity or attraction.

Tourism Services

Of the services listed below that could be funded through potential tourism tax revenues, which TWO do you believe would be most beneficial to Oregon City's tourism industry and its stakeholders?



Stakeholders believe that Oregon City's tourism industry would benefit from funds being directed towards the development and management of tourism attractions and assets, marketing Oregon City as a destination, and providing funding for specific tourism development activities (grants).

Oregon City 2022: Looks Like, Sounds Like, Feels Like

Oregon City in 2022 is a historic, connected and active place with sounds of the waterfall intermittently disrupted by laughter and music, creating a vibrant, welcoming, and authentic experience in the Pacific Northwest

Visitor and Brand Summary

- Oregon City is currently a 4-8 hr. tourism destination, with future potential for more overnight visitation
- Oregon City's ideal visitor lives within the greater Portland region or the Pacific Northwest
- The Oregon City visitor is heterogeneous and interested in history and culture
- Key tourism assets are Natural Attractions, Heritage Sites and Recreational Activities, specifically the Willamette Falls and End of the Trail.
- Stakeholders are looking for leadership to help develop, market and fund tourism development and activity in Oregon City

Strategic Planning Guidance

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Tourism Asset Criteria

Stakeholders believe that Oregon City tourism assets must be authentic, historic, accessible and ready to take on a diverse set of visitors while offering a unique American experience

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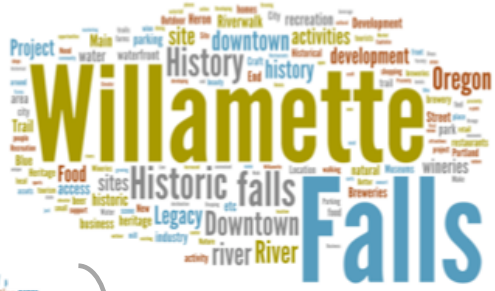
Opportunities and Barriers

What are the top three Barriers and Opportunities facing Oregon City's tourism industry?

Opportunities



Barriers

The Willamette Falls and historic nature of Oregon City afford the tourism industry many opportunities for success. This success is reliant on addressing key barriers such as, a lack of parking and lodging, competition with Portland, and limited funding.

Propelling Questions Facing Oregon City Tourism

How can we become the PNW destination point when there isn't enough to do 7 days a week and no direction on where to go and what to do?	• We can if…we work with current assets to increase open hours • We can if…we create co-marketing materials available at End of Oregon Trail, Elevator, Lodging, and have a central web presence • We can if…we leverage partners at the Mt. Hood Territory and Travel Oregon
How can we attract tourists who choose alternative modes of transit such as cascade linc, m4x, boats, buses, etc., when everyone drives?	• We can if…we add bus parking and help develop coordinated itineraries and routes • We can if…we promote with Amtrak and pursue bike shares, rental cars, and shuttles
How can we be tourism ready when we can't accommodate our local population?	• We can if…get buy-in to a vision • We can if…we provide training and workshops • We can if…encourage business-savvy competition and create more businesses
How can we become a major destination for history and agri-tourism in Oregon City, when we don't have coordination?	• We can if…buy-in to a vision • We can if…get the word out through marketing • We can if…create fees for tourism-related activities (boating, car rentals)
How can we interconnect our tourist assets when there is a lack of coordination?	• We can if…we have a leader and can create a culture of collaboration • We can if…we create an inventory of assets and products • We can if…we ensure our assets are sustainable

Long Term Needs

What are the long-term needs Oregon City needs to address for a vibrant tourism industry?

Asset Development $450	• You can't sell apples from an empty cart • More lunges, its all about the bass • Not currently developed to full potential • Have to have a desirable product to sell • Large group infrastructure (bus parking, hotels) and river connections. All needed to create sustainable industry
Destination Marketing & Brand Awareness $270	• We need to change the perception of Oregon City and the region • If no one knows… • Need unified messaging of a "one stop shop" and social media presence, • Need funds to "wow" and create ongoing marketing • An experienced based destination through coordination
Sustainable Tourism $80	• Resiliency, economic value, and value to visitors • We don't want to fall down, stop, and start again
Public Relations and Political Support $70	• Plays well with others • Need to increase breweries, food processing • Stress green industry • Recreate historic industry of woodworking, milling, etc.
Workforce Needs $20	• Film, Outdoor, Creative/Cultural, Destination Retail

Strategic Planning Guidance Summary

- **Primary tourism assets must be historic, authentic and accessible**
- **History and the Willamette Falls are Oregon City's most attractive assets, but their success is hampered by a limited parking, lodging and business infrastructure, and competition with Portland**
- **How can Oregon City address capacity, coordination and transportation issues?**
- **Asset development and marketing are needed to drive tourism in the long term**

Additional Guidance

Point B

- Oregon City's heritage attractions have the potential to support a thriving year-round tourism industry with national appeal.
- Oregon City's tourism industry is underachieving
- Money is not the obstacle to Oregon City's tourism success, at least not in the near term.
- Oregon City's fragmented tourism industry, divided heritage leadership, and the general lack of coordination are an anchor
- There are enough tourism assets and tourism potential to eventually justify a DMO
- The time to evolve is now. There is community momentum, and it's time for Oregon City's tourism industry to organize and collaboratively plan for a lucrative future
- Everyone we spoke with wants Oregon City tourism to be successful.
- Oregon City's heritage assets are the foundation and "the hook" of Oregon City tourism, even without the Riverwalk Legacy Project.
- Outdoor recreation and agri-tourism are important tourism segments that merit Oregon City's cultivation and promotion
- While anecdotal, there seems to be a defeated and frustrated attitude when it comes to Oregon City tourism.
- Previous recommendations required too much change all at once and did not provide a manageable implementation plan to achieve the goals and objectives.

Additional Guidance

Assets Development & Infrastructure

- The city should reconsider building A waterpark as part of the Willamette falls redevelopment of the old mill property. They also need to address the issue of the increasing number of homeless people that are living on our streets and camping in our open areas
- 1. Burry the utilities downtown. The visual is greatly improved when power lines/poles are gone.
  2. Demand/require ANY light rail extension into Oregon city come only with the capacity for express trains to downtown Portland. It is my opinion that MAX is now A liability and not an asset. It must have better security as well so that families feel safe. Fear spreads easier than good news and the only way to overcome the current image is time.
  3. I need to improve my understanding of the scope of the legacy project. It is my hope that the project guidance represents A WIDE range of inputs and that A case of tunnel vision doesn't develop where things are done A certain way because things have always been done that way
- Better transit connections to Portland (MAX or BRT)
- Bring MAX to the waterfall
- Bring the max to Oregon city!!!!! Visitors (and Portlanders) think it is too far to take the bus, but a light rail makes it doable
- Development of the blue heron mill
- Fixing/developing/showcasing the old blue heron paper mill
- Hoping the falls will be open and views accessible. Also, in the new area being created where the old mill sits, I hope there will be some fun businesses like brew pubs that will bring people in.
- Make sure new rediscover the falls development includes parking.
- Oregon city has tremendous potential! Go for it! Seek out investors and develop the river front!

Additional Guidance

Assets development & infrastructure

- Parking in downtown Oregon city. Traffic flow in downtown Oregon city. How can people come to visit and enjoy the city when parking is marginal?
- Perhaps developing the ross landfill.
- The Riverwalk falls overlook at the Hawley pump house should be opened to the public to let people experience the power of the falls up close, yet safely.
- There is huge potential to make Oregon city into a vibrant destination. There are wineries open year round that no one knows about - create an Oregon city wine tour? The Willamette falls is a huge opportunity, but will take huge development dollars to remove and restructure. Hopefully it happens sooner than later.
- Transportation connectivity to Portland metro is essential. It needs to be easy to get here and feel slower paced Americana when you arrive. If you are stressed about traffic or parking, it won't be worth it.
- We are all waiting eagerly for the waterfront/ river walk project to be approved and I believe this will be a huge asset to OC. Please include a parking structure with the plans, it's called planning for the future, parking is already extremely limited downtown.
- We need more parking for downtown
- Willamette falls is an ace in the hole
- Zip line from Oregon city to west limn over the falls
- Parking in downtown Oregon city. Traffic flow in downtown Oregon city. How can people come to visit and enjoy the city when parking is marginal?
- Perhaps developing the ross landfill.

The Willamette Falls is key to a successful tourism industry

Parking and accessibility needs to be addressed

The Old Mill Site is prime for development

Additional Guidance

Place Making

- A wide vision for a more upscale environment would be nice. Attracting better shopping, new seasons, whole foods, public art. It's depressing driving into town after shopping in Tualatin or LO.
- Businesses need to stay open later (especially in the summer).
- Development of the mill area would really be beneficial. Can not be simply another target, Victoria secret, bath and body works retail. Needs to have a niche and more original. Boutique and non chain dining.
- Focus on everything Oregon city has to offer and not pigeon hole Oregon city into a heritage destination
- I love going downtown because we have great restaurants. But once dinner is over there are no real reasons to hang around. Shops are few and far between n seem to close early making for a very sleepy feel.
- I think the best tourism focuses on creating a great place, rather than new attractions or gimmicks (no Ferris wheels!). I also think the hilltop has almost no developable tourism assets because it feels like every other suburb in the area. Downtown and adjacent areas should be the focus.
- Making more opportunities for business and shops to thrive and draw tourists
- My husband and I recently purchased a home in Oregon city after being unable to buy in Portland. OC is a very desirable place, but I'd love to see more offerings for young adults who can afford OC over Portland.
- Need more stuff for people to do that is cheap but fun.
- OC can be the jewel of the Willamette. Focus on business development and supporting business activities (venues with music, restaurants, beer gardens, etc.). And focus on a few tourism-related things so that when someone says "hey where's the best place to do x?" The answer is always "Oregon city."
- Oregon city is pretty boring, so you would need to add night life besides bars and something for families. There are also homeless people everywhere so it doesn't feel safe. Need to have more shopping options such as a Costco and places for people to stay.
- Much better signage throughout the city.

Creating a unified sense of place is important

Creating more offerings is encouraged

Maintaining the current vibe of Oregon City is important to stakeholders

Additional Guidance

Coordination and Collaboration

- If you cannot get the entire tourist groups working together for the same goal you will fail. Everyone has value in what they say.
- Agritourist is fast becoming a major tourism driver, and that coupled with oc's incredible history and natural features should be enough to make it a destination. Youthful vision, creative, cool branding and good organization would help!
- Coordination of existing organizations; understanding of their priorities and perspectives.
- Creating a position on city staff to coordinate tourism efforts among tourism vendors, business owners, and county and state tourism agencies is a HUGE first step in the right direction. Also, formalizing the Oregon city tourism advisory council will be another positive step forward. OC has an enviable basket of tourism assets; now all we need is coordination and a plan. Finally, rather than focusing efforts on a new Oregon city DMO, why not just coordinate efforts with Mt. Hood territory and travel Oregon. MHT is spending huge amounts of money on Clackamas county tourism, and OC is a major beneficiary of MHT efforts. Why waste a lot of time and money duplicating mht's efforts?
- Downtown Oregon city is often promoted with the exclusion of the midtown and hilltop areas of the city. A more cohesive plan would benefit all businesses, regardless of area.
- Ensure widespread community meetings to obtain citizen comments and address concerns.
- I think its important that we not only promote our unique history in both Oregon and the west coast but allocate resources to help historic homes and other museums develop and be OPEN and READY for the public. You cant have tourism if there is nothing to see half of the week.
- In order to be a tourism destination the entire city needs to be on the same page and needs to be working towards the same goal. Collaboration, consistency, coordination, cooperation and cash (funding for more staff and potential DMO).
- It pleases me that there is a more focused and dedicated effort on the part of the city to promote tourism
- Local businesses & citizens that do not see themselves as directly in tourism industry must believe in the broad benefits to all businesses and citizens of a successful tourism economy
- OC has a lot of potential for tourism, but this survey is the first effort that has been made to promote, and the tone of the survey makes it obvious that any progress is at least five years away. We have great wineries that are open only on weekends, heritage attractions with no set schedule, and only one mediocre motel. Oregon city should be the jumping off point for tourism throughout Clackamas county, but the long term view that tourism is not a real industry has cost us that position.

Creating a coordinated and collaborative environment, inclusive of all Oregon City tourism stakeholders, is key for success and itinerary development

Increased community engagement around the tourism industry in Oregon City is important

Additional Guidance

Benchmark

- Think outside the box, look at bend and the pearl district for a suggestion.

Brand awareness

- A web site listing restaurant, recreational, historic & entertainment options
- Am amazed that so many people do not know the hidden gems in OC. Best trails, few homeless, sea lions, donkey sanctuary, trolley, etc..
- Having a POS system that everyone used would collect the kind of demographic data OC tourism could use to make smart marketing decisions as well as the business/cultural org that uses it.
- Many people who have lived in Portland all their lives have no idea about the rich history and great food and beer we have. Maybe we need to learn from places like the Selwood, or Mississippi areas of Portland, how to be hip and cool.
- Please SHARE the area and don't SELL it out
- The 1st social media picture that shows a pint glass full of craft beer with the falls in the background will go viral and will the hundreds of thousands more and ore. City will be reintroduced and be as prominent a trade make as it was 150 years ago

Breweries and food

- I think it would be important to looks at what other cities are doing to bring in couples and families. Bend has a vibrant craft beer scene and tons of outdoor opportunities, so do hood river and Astoria. We need to model ourselves on their successes, allowing family friendly breweries with food trucks from local chefs to cater affordable yet fun meals and experiences to people coming to explore our city.
- Look at bend as a great representation of how breweries and local food trucks can attract families and tourism. See crux brewing a an example.

Look to other local city success like Bend and Hood River as inspiration

Brand awareness and marketing are needed in the local area to put Oregon City on the map

There is an opportunity to develop food and beverage offerings to drive visitation

Additional Guidance

Destination Management

- Honestly, anything that keeps the small town feel. We're not interested in our town getting busy and touristy??, Or the max line coming in. Keep max in Gladstone or beyond and bring back the trolley when main st expands. Wasn't a big fan of this survey compared to ones past...
- Keep it tasteful. We don't need a tacky tourism industry here -- don't try to drive tourists here with shopping and garish attractions, and especially not chain restaurants or chain stores of any kind. Accentuate the natural beauty and small-town charm of the place. Don't turn it into a cheap tourist trap.
- Have tourism wealth (if it comes,) clearly benefit the whole community, because there will be a cost to locals with the influx of visitors that will diminish quality of life for us. After all, we didn't move here to be in a weekend Disney world production.
- Not really. I am not thrilled with the idea of turning this small city into a touristy destination that disrupts the people who make this town their home.
- Once and for all forgetting the idea of a shopping mall on the landfill site.

Heritage

- Heritage tourism is important to our identify in OC. However, it is a fallacy to think that historic tourism just needs a better marketing campaign to bring people. The heritage tourism market is quite small if not coupled with everything else as a designation. I think the heritage part is implied but we need to work to emphasize non heritage activities within an authentic (e.g. Heritage) experience brand
- It would be nice if both city and county officials would take time to visit our historical sites. How can you promote tourism if you have never visited. In the years I have been the ranger at the Mcloughlin house, I could count on one hand how many have visited this site. I don't know about visitations to the other sites, but I bet it isn't too much different.
- Know our history- there is a great story to tell- tell IT
- The museums must be funded and promoted. OC is the end of the trail, but many people living in the Portland metro know nothing about this key historical fact. Oregon city could be the west's Plymouth rock or Williamsburg. The fact that it isn't already considered in this light, is both perplexing and disturbing.

Maintaining Oregon City's small town feel is on the minds of the community

This includes maintaining and leveraging Oregon City's historic feel

Additional Guidance

Recreational Activities

- Please bring back the idea of having white water rafting on the river.
- Look to the rivers.

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MEMO

To: Oregon City Commission

From: OCHCC - Don Scott, Co-chair

Date: March 5, 2024

In preparation for your discussion on the formation of a DMO by the city to advance the various Tourism Strategic Plans, having reviewed the packet submitted by staff, I offer the following concerns and comments:

1. On page 1 of the Staff Report (page 108), under background, is the statement "During the winter of 2023, staff recommended the creation of a destination management organization to help further the evolution of the tourism program within the community". ***We still have not heard any details about what this recommendation is based on. Of concern is it came as a response to a question raised by the Commission at the October 4, 2023 work session when it was reported that the Tourism Strategic Plan implementation was 100% complete***.

2. On page 2 of the Staff Report (page 109) is the statement "During the Commission's regularly scheduled meeting on February 7, 2024, it heard from several community groups on the topic of tourism in Oregon City and DMOs**.** ***While accurate, we believe it is a mischaracterization of what took place. We were invited to what was described as a "workshop" on the topic. We have been told repeatedly, following the first mention of the DMO in November, don't worry, there would be plenty of time for discussion later. We were then notified just before the time came for giving comments that we would be limited to 2 minutes. And despite the statement made at the beginning of the discussion that "no decisions would be made" the decision was made to proceed with the development of an RFP to attract interested parties to assist with forming a DMO***.

3. On page 4 of the Staff Report (page 115) the draft RFP, includes under point j of section IV, "experience in providing written feedback, examining, and presenting what went right and what went wrong analysis of past/current efforts of Oregon City's efforts to develop a tourism program". ***It is concerning this has not been done to date by the Economic Development Department, the City Manager or the Commission.***

4. Included in the Staff Report are portions of the Tourism Strategic Plan completed by Point B Destination Advisors which was adopted by the Commission in 2016. Two pages have "Key Findings" highlighted which appear to support the current initiative to form a DMO. "The county-wide tourism promotion effort is strong and well-funded, but alone is not enough to achieve Oregon City's tourism potential. A city-specific dedicated DMO is needed". ***This ignores the earlier Key Finding which states "There are enough tourism assets and tourism potential to eventually justify a full-service and dedicated Destination Marketing Organization (DMO) in Oregon City. This is our recommendation for the long term.***

5. The second part of the Point B Destination Advisors report included in the Staff Report with a highlighted section, is also in the "Key Findings" section (page 124). The highlighted finding, "While anecdotal, there seems to be a defeated and frustrated attitude when it

> comes to Oregon City tourism. In addition to structural change, there needs to be cultural change***". It is significant that this observation comes from a report compiled in 2016. This is probably the most important of the Key Findings from the report and <u>remains so today</u>.***

So here we are 6 years on from the adoption of the last Tourism Strategic Plan. It was observed at the last meeting that the first two steps in implementing the plan, building a strong leadership structure and financial model, have yet to be accomplished. Despite our frustration, the OCHCC remains committed to helping develop the tourism-based economy in Oregon City. Many of our members were a part of the large group which participated in the Coraggio report as well as the following Stakeholders Group. We still believe the city's heritage story is a unique one with considerable tourism potential. We recognize heritage tourism is not all Oregon City has to offer, but it has been identified in the previous consultant reports as what differentiates Oregon City from other tourism destinations. The DMO is not a solution by itself. It will be the result of building the firm foundation first, through the leadership of the city.

We look forward to your feedback,

Oregon City Heritage Co-ordinating Committee

Don Scott

Cheryl Rice

We are including a copy of the comments submitted to Commissioners via email following the February 7, 2024 Commission Meeting for context.

MEMO

To: Oregon City Commissioners

From: Don Scott

Re: Oregon City Tourism Plan

Following last week's Commission meeting I am submitting for your consideration additional comments relative to the discussion:

So, to begin, how did we get here?

2016 Tourism Strategic Plan adopted by the City Commission.

2018 Second Tourism Strategic Plan, which expanded on the prior plan, was adopted. The 3-year plan provided detailed implementation steps, beginning in 2019 and included the addition of a full-time staff member dedicated to driving the plan forward. A series of benchmarks to be achieved was listed for each step of the implementation.

10/4/2023: In staff review of 2021-2023 goal status, the Economic Development Department reported Goal #5.2 "Implementing the adopted tourism plan" was 100% complete. With no details to support the completion claim, questions were raised by the Commission regarding this assessment and requested further discussion at a work session. The summary report of the activities supporting the assessment contained no mention of the Tourism Strategic Plan other than the "chair of the OCHCC supports the Economic Development Plan". The report does mention the department's "emphasis on business retention/attraction, workforce development, and childcare".

11/07/2023: The Commission held a work session to discuss the issue further. No discussion of the status of the Tourism Strategic Plan implementation, which had prompted the discussion, took place. **Why?** Instead, staff now recommended the formation of a DMO which completely changed the focus and direction of the discussion from that point on. Our group was told "*No public comment taken – there will be plenty of opportunity for that later".*

1/9/2024: The Commission held a work session discussion to follow up on DMO formation and receive information from the DMO organizations which were mentioned in the staff report for the November 7 work session. A very informative discussion but still no review of what happened with the implementation of the 2018 adopted plan. Our group was told "*No public comment taken – there will be plenty of opportunity for that later".*

2/7/2024: Tourism interested parties were invited by the Economic Development Director to the Commission "workshop" to further the dialog on the tourism plan going forward. The OCHCC prepared to provide comments and engage in a dialog by reviewing both prior plans and proposals. We devoted most of two of our meetings fully discussing the topic and preparing concise, pertinent comments. At the beginning of the Commission meeting, we were assured we would now be able to offer comments and that *"no decision would be made*". We were then offered 2 minutes to provide comments. After listening to the Commission's limited discussion, staff were asked to provide next steps, with their suggestion being to decide which legal structure the DMO should be a 501 (c)3 or a 501(c)6. The Commission then decided to proceed with gathering information regarding the two nonprofit organization types to select the best structure for going forward. Still no discussion of what went wrong with implementing the previous plan.

Needless to say, this was extremely disappointing. We have not yet seen any evidence of a review of the Tourism Strategic Plan implementation to determine what went wrong. Since this lack of progress,

noted in the October 4, 2023, meeting, was the starting point for this renewed push to finally get tourism going, we expected some type of review would have been conducted by now, especially as the City paid for the development of the 2018 plan. As Commissioner O'Donnell commented at the last meeting, the critical first step in the implementation of the plan, "*establish a governance structure and create the capacity necessary to drive the strategic plan. Therefore, this is the first and most important part of the 2019-2021 Oregon City Strategic Plan to operationalize"* was never completed.

I spent 32 years conducting research projects which were an integral part of multi-million-dollar decisions. One of the most important parts of the process was reviewing how actual results aligned with projected results. This was most important when projected results were not achieved.

Our committee has attempted to explore what went wrong – how a plan with such broad-based support failed to launch. Our ability to do so is very limited. So far, we have only heard speculation ranging from not sufficient staff support to harassment by the heritage community. Let us be clear – we are not looking to find blame as that is not productive. What we are interested in is seeing the past mistakes, whatever they were, are not repeated in the current initiative. This is not about support or non-support of a DMO. It is about an objective assessment of what happened so whatever is planned to go forward has the best chance of success.

Thank you, we look forward to hearing your feedback,

Oregon City Heritage Co-ordinating Committee

Don Scott– Co-Chair

Cheryl Rice - Secretary

William Becker

John Salisbury

CITY OF OREGON CITY

Staff Report

625 Center Street
Oregon City, OR 97045
503-657-0891

To: Oregon City Commission Meeting **Agenda Date:** 3/6/24

From: City Manager, Tony Konkol

SUBJECT:

Francis Ermatinger House Auction Items

STAFF RECOMMENDATION:

Staff would like to offer the City Commission an opportunity to comment on the proposal to auction off items stored in the basement of the Ermatinger House.

EXECUTIVE SUMMARY:

The Francis Ermatinger House currently has a surplus of items that are being stored in the basement. These items were previously being stored in a storage unit up until 2019.

All items were declared City property on September 26th, 2019, after going through a robust process of returning items to the appropriate parties.

We held onto several items while re-opening the Ermatinger House, unsure if we would use them. After being open for 6 years, we've determined what to keep and let go. We want to auction the items as we did back in 2019.

BACKGROUND:

For several years, artifacts and items stored at the Ermatinger House were put into a storage facility. When the Ermatinger House re-opened in 2018, an interpretive plan was created, and the site was filled with artifacts from storage, some of which were purchased from grant funding.

In 2019, the Aquatic and Recreation Manager connected with the City Attorney and Friends of the Ermatinger House to talk about the process of going through the storage items. The summary of the timeline overview is as follows:

- March 2019-September 2019: located Diana Power's two children and Ruth's Granddaughter

- April 22, 2019: Harding's, Cheryl Rice, Mike Jarret, and City sorted and documented all items in the storage unit. Harding's items were returned and documented.
- September 26, 2019: Met Diana Power's children, sorted through and provided reclaimed artifacts to the Evans family.
    - All other items in storage officially became City property.

All items left in the storage unit were brought to the Ermatinger House, stored in the basement, or added to the museum. Some items were auctioned back in 2019, but we continued to keep some other items, unsure if we would use them.

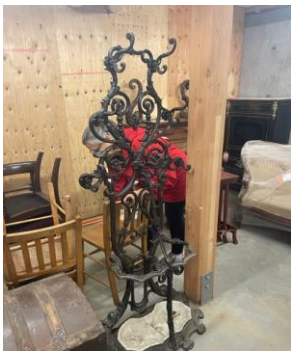
At this time, we would like to part with a series of items in the basement that we will not use in the museum. This is a recommendation of the Aquatic and Recreation Manager and the Friends of the Ermatinger House.

OPTIONS:

1. Support taking the items and auctioning them.
2. Do not support the auctioning of items and provide further directions.

Item To Auction	Discription	Catelog Date	Confirming it is on permanent collection. Reciords on Past Perfect. Permanent Collection means it belongs to the City and is not on lend or borrowed.
	This is a washing basin and pitcher. The pitcher is in fair condition with a piece on the top that has been glued back on. The set has a colorful floral design on it.	12/14/2019	Permanent Collection
	This is a set of 2 kerosene lamps. They are bronze with an engraved flower pattern around the base.	12/14/2019	Loaned Items from CCHS, will return
	This is a large wingback chair with wooden legs that is upholstered with light blue fabric. The seat cushion has a large indent and the fabric is torn. There is also some damage from rats.	3/14/2020	Permanent Collection
	This is a painting of the Sisters Mountains in Sisters, Oregon.	10/26/2019	Permanent Collection
	This is a large mirror. The frame is made out of wood and has gold embellishments.	11/22/2019	Permanent Collection

	This is a wooden gentlemans desk that has 3 parts - the desk with a drawer on the front, the mirror mount that has two smaller drawers and the mirror that attaches to the mount.	3/14/2020	Permanent Collection
	This is a black and gold ebonized secretary desk.	3/14/2020	Permanent Collection.
	This is a set of 2 chairs with wooden frames that are upholstered with blue fabric. One of the chairs is slightly bigger than the other. They are in fair condition. In Past PerUpholstered blue-green chair. Decided to keep on 1.10.20 but on 9.28.23 decided	3/14/2020	Permanent Collection
	This is a set of 3 tables. They are painted red and have a painting of water and grass on the tops. Each table is slightly smaller than the next making it so that they fit underneath each other for storage. They are in poor indition as most of them have broken legs.	8/10/2019	Permanent Collection
	This is a white table with a round top. It is in good condition as it inly has a slight ware to the color.	8/10/2019	Permanent Collection

	Not in Past Perfect: Belonged to Dave McCloskey. Dave wants to add it to the items that goes to the auction house.		
	This is a gift of Nancy and David Cutler. They are black side chairs with gold painted striped along the edges. The back is in the Empire Style and the seats are cane webbing.	6/17/2019	Permanent Collection
	This is a set of 4 small wooden chairs.These likely belong to the Power's Collection.	10/26/2019	Permanent Collection. Only selling 4 as we are using one in the house.
	This is a set of 2 side chairs. They are uphostered with red velvet on the seats and are made out of wood. One of the chairs has a broken leg and the oter is in good condition. These were donated by Marge and Rolla Harding.	8/10/2019	Permanent Collection
	This is brown metal coatrack. It belonged to the Ruth Powers collection.	8/10/2019	Permanent Collection

	This is a double spool bed that is made out of wood and is approximately 53 1/2 inches wide. It possibly belonged to the Powers collection.	7/27/2019	Permanent Collection

McLaren Auction Services

Auction Consignment Contract Agreement for Sale of Personal Property

Agreement made this 13th day of the month of February, 2020 between Oregon City Parks & Recreation, hereafter called Seller and McLaren Auction Services/Gary McLaren (Owner) hereafter called Auctioneer, with Gary McLaren, an authorized representative verifying consignment for auction.

1) The Auctioneer hereby agrees to use professional skill, knowledge and expertise to the best advantage of both parties in preparing for and conducting the sale for items consigned. The Auctioneer is removed harmless of liability for fire, theft, or damage. McLaren Auction Services will charge a standard thirteen (13) percent buyers premium at all auction sales conducted (3% discount for cash transactions). A buyers premium of eighteen (18) percent will apply for items purchased online.

2) The Seller hereby agrees to turn over to the Auctioneer the item(s) to be sold at auction. Seller will list the items with detailed description, using this consignment agreement and/or providing an attached sheet(s) which both parties have signed, with dated reference to original contract. No item will be sold or withdrawn from the sale prior to the auction except by mutual agreement between Seller and Auctioneer. If item is sold or withdrawn after the item is advertised and marketed, Auctioneer shall receive fair compensation on the removed item as agreed upon between Seller and Auctioneer. If the Seller chooses to bid on the item(s) they consigned the Seller will pay full commission and the buyers premium if they are the high bid. This applies as well to all merchandise consigned with multiple interested parties involved. The Seller agrees that he/she has good title, the right to sell and all goods contracted for sale are free from encumbrances. Seller will also maintain adequate insurance on items consigned.

3) Auctioneer will determine when your items will be placed in auction. Most items will be auctioned within 60 days of consignment, however exceptions may apply. Auctioneer reserves the right to sell items on a timed internet auction if deemed to be the most effective sales tool for the time. It is mutually agreed that all said goods will be sold to the highest bidder, with no reserve amount unless otherwise specified in this contract. The merchandise is scheduled to be sold at the Aurora Colony Auction House, 21507 Highway 99E NE, Aurora, OR 97002.

4) **All commission will be calculated per item/lot.** The Seller will be paid by check within twenty-one (21) business days after the last item has sold, unless specified in this signed Auction Consignment Contract. Settlement will be sent by U.S. Mail unless otherwise specified. The following commission schedule will be utilized in calculating the final settlement of this consignment contract:

$20 - $50	50%
$51 - $500	35%
$501 - $1000	25%
$1001 +	15%
Under $20	No Payment to Consignor

Special Notations for Consignment:

Customer Code
433

5) Miscellaneous items not suitable for consignment at McLaren Auction Services are offered the following options:
A) McLaren Auction Services to haul and dispose of items for a flat fee of $_____.
B) Seller to retain miscellaneous items.

6) Pickup fees, if any, are calculated as follows and will be deducted from the auction proceeds before final settlement.
A) **No fee when the Seller delivers the Item(s) directly to the Auctioneer.**
B) Flat pickup fee of $_____.
C) Calculated at $1 per mile plus $20 per man-hour for labor. (_____ miles round trip + $_____ labor = $_____)

Customer to provide list to be cross-checked upon delivery of items

Seller's Printed Name: Oregon City Parks and Recreation
Address: c/o Rochelle Anderholm-Parsch
City of Oregon City, PO Box 3040
Phone Number: Oregon City, OR 97045
Email Address: 503-496-1572
Seller's Signature:

Printed name of the authorized representative for McLaren Auction Services:
Gary McLaren
Signature of Representative:

PO Box 82 • Aurora, OR 97002 • 503·678·2441
www.mclarenauction.com • info@mclarenauction.com

Items to be deaccessioned/sold						
Item Name	Item Number	Item Description and Details	Taken by Evan's Family 9.26.19	12.20.19 FEH discussion notes on k- keep | s=sell ? = one more look	1.10.20 FEH & City agree to keep	FEH & CITY Agree to Sell 1.10.20
hallway table	2	wooden 1/2 hallway table		sell		SELL
coal burning stove	4	black coal burning cast iron stove	#4 / 9.26.19 (going to see if Buck will take this if not will release it to City	xx		
set of 2 chairs	7	set of 2 wooden chairs - one broken seat and 1 broken wood		sell		SELL
arm chair	9	armchair with cream colored stripes	#9 / 9.26.19	xx		
green chair	10	green bamboo/wicker chair		sell		SELL
fruit painting	12	painting of fruit in a gold frame	#12 / 9.26.19	xx		
tall mirror	13	tall mirror with wood frame (belongs to #51)	#13 / 9.26.19	xx		
round table	14	round wood table	#14/ 9.26.19	xx		
fruit painting	17	paiting of fruit in gold frame with worn amrk down the middle	#17 / 9.26.19	xx		
kitchen storage	21	pine kitchen storage with drawers- top opens	#21 / 9.26.19	xx		
wood chest	22	wood chest with 3 drawers		can this go in the childs' room - ??	KEEP	
black chair	28	black chair with cane bottom - egyptian chair?		sell		SELL
foot stool	30	foot stool in poor condition		keep	KEEP	
box of items	31	porcelain chnese statue, chinese cups, rock	#31 / 9.26.19 (statue, cups and rock)	KEEP (what's left in box)	KEEP	
box of items	32	plates, saucers, salt/pepper shaker	Box #32 / 9.26.19 (plate, saucer)	KEEP (what's left in box)	KEEP	
box of items	33	plates, green plate, printed plate, serving bowl, dishes	Box #33 / 9.26.19 (green plate, red & org. plate	KEEP (what's left in box)	KEEP	
wood table	36	dark wood table with small drawer		sell		SELL
3 boxes fo items	38	planters, tea pot, candle sticks, vase	Box #38 / 9.26.19 (planters, vase, crock pot, cinna box)	KEEP (what's left in box)	KEEP	
side board	40	dark wood side board		sell		SELL
book shelves	41	tall bookshelves - set of 2		can it fit in basement for storage - not an artifact - ??		SELL
	42	tall bookshelves (2/2) City of Oregon City's		can it fit in basement for storage - not an artifact - ??		SELL
large mirror	43	floor to ceiling mirror		sell		SELL
tapestry screen	45	3 panel tapestry screen		keep	KEEP	
dining table	49	large dark wood dining room table	#49 / 9.26.19	xx		
bath tub	50	white claw foot bath tub		sell		SELL
table with top	51	dark wood table with top (top is #13)	goes with #13/ 9.26.19	xx		
large rug	52	large oriental rug		??	KEEP	
wood table	53	dark wood table with worn top		sell		SELL
glass pieces	57	set of 2 glass pieces		sell		SELL
wing back chair	59	light blue wing back chair		keep	KEEP	

Items to be deaccessioned/disposed

Item Name	Item Number	Item Description and Details	Items taken by Evan's and date	FEH 12.20.19 discussion notes	1.10.20 FEH & City agree to keep	FEH & CITY Agree to Sell 1.10.20
down mattress	44	down feather mattress		dispose		DISPOSE
blankets	47	down comforter and polyester comforter		dispose		DISPOSE
mattress	48	twin size mattress		dispose		DISPOSE
oriental rugs	56	12 rugs	1 Ort. Aug / 9.26.19	?? Everyone but the large rug		DISPOSE
miscelaneous items		printed plate, white plate, 3 teapots, small vase, fake bread		dispose		DISPOSE

OREGON CITY

Parks and Recreation

1211 Jackson Street | Oregon City OR 97045
Ph (503) 657-8273 | fax (503) 656-0037 | www.ocpool.org

Timeline Overview:

March 2019 – Sept. 2019	Power's Deed and Heirs Discovery - advice from attorney to locate Diana Power's heirs. - April 29, 2019 confirmed Diana Powers was deceased - May interviewed community members to track down heirs. - May 9, 2019 located Nancy Langdon (Ruth's Granddaughter) and confirmed Diana had two children (Elizabeth McBride & Jeffrey Powers) - Advised by legal to contact Diana's heirs and offer artifacts to them. - June 4, 2019 contacted by Jeffrey Evans. Delayed response from Jeffrey and Elizabeth. - Sept. 20 attorney reviewed documents for Evans' storage unit sorting.
April 22, 2019 Sorting & Documentation #1 (storage documents #1)	Harding's, Cheryl Rice, Mike Jarret and City sorted and documented all items in storage unit. Harding's items returned and documented.
Sept. 26, 2019 Sorting & Documentation #2 (with Diana Powers' heirs)	Met Jeffrey and Elizabeth, Mike Jarret and Chery Rice to sort through and provide reclaimed artifacts to the Evans' family. Items in storage officially become City property.
Oct. 2019	Standing Friends' meeting. Discussed next steps. McLaren Auction House suggested. Researched City policy to sell artifacts. Spoke with Mireya and confirmed process (transparent, open to the public and fair priced).
Nov. 11, 2019	Contacted McLaren Auction house, willing to auction our items.
Nov. 22, 2019	Standing FEH meeting agenda item to review McClaren Auction process – agreed it was a good idea. But requested review of items on the lists. FEH & City Dec. 20, 2019 deadline.
Dec. 20, 2019 (due date artifact review requests)	Dec. 11, 2019, learned that the storage unit is increasing from $275/month to $525/month.