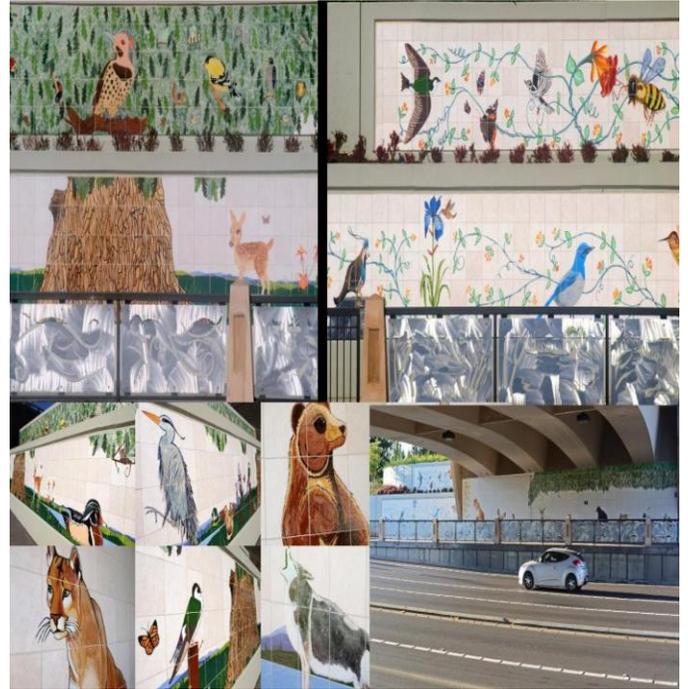


**Wilsonville Community
Investment Strategy for
Arts, Culture and Heritage**

D R A F T

November 19, 2018



CONTENTS

Executive Summary Page 2

Methodology Page 4

Overview of Findings Page 6

Strategic Direction Page 8

Action Plan Page 11

Funding Page 17

Appendix Page 20

EXECUTIVE SUMMARY

The Wilsonville Community Investment Strategy for Arts, Culture and Heritage presents the city's residents, visitors and businesses an opportunity to advance a leadership role in developing the creative fabric of the community. This report documents an investigation into the attitudes and opinions of Wilsonville's community members regarding Arts, Culture and Heritage. The project's mission and purpose was to facilitate a process of citizen engagement intended to measure interest in local cultural activities. A combination of community input sessions, surveys, and conversations with key stakeholders and partners was used to accomplish that. The resulting data and community feedback was synthesized with the objective of developing specific recommended strategies and tactics to address the findings, and guide development of a community investment strategy for Arts, Culture and Heritage.

Citizen opinions were garnered from stakeholders and the general public through surveys, interviews and community meetings from January 26 through November 16, 2018. Throughout the survey period, responses were assessed, analyzed and tested against various hypotheses. Together, these resulted in the options described fully in this report, including Recommendations for both Actions and Funding.



Wilsonville has evolved from a predominately farming community to a growing city that is an economic engine for the region. That growth has been guided by careful planning to high standards resulting in a community that is engaged, environmentally sensitive, diverse and welcoming. Wilsonville is a community with a rich cultural, political, economic and environmental history. Community Investment in Arts, Culture and Heritage is integral to the careful planning and community appeal that

draws residents, families and businesses who want to benefit and participate in an authentic community.

The city is poised for great success with a Community Investment Strategy for Arts, Culture and Heritage that engages community stakeholders, elected officials and area residents jointly to participate in supporting, coordinating, and building capacity within Wilsonville's current Arts, Culture and Heritage organizations. This is a community investment strategy that incorporates community needs, goals, visions and available resources.

City Staff, through current Parks and Recreation Planning, the Town Center Plan, and ongoing support of Arts events in Wilsonville have made key commitments to support investment of time and resources in Arts, Culture and Heritage. They, along with community volunteers, business owners, school district personnel, and families, realize that an investment in arts and humanities builds and strengthens communities. Together they helped the consultant team to explore and develop the following options for a Community Investment Strategy in Arts, Culture and Heritage that is responsive, scalable, and actionable. It is a strategy that will evolve with the community of Wilsonville. It is an investment strategy that will be vital to Wilsonville's current and long-range vision.

Arts and culture will enhance the image of Wilsonville as an attractive place to visit, study, spend time in and spend money in. Investing in Arts, Culture and Heritage supports community infrastructure and enhancements that will benefit both residents and visitors to the Wilsonville community.



METHODOLOGY

The development of recommendations for a Community Investment Strategy for Arts, Culture and Heritage involved a variety of activities, including:

KICK-OFF MEETING: An initial work session with the Project Steering Committee to confirm project details and define schedules and outcomes. The Steering Committee is comprised of:

- Cheryl Snow, Clackamas County Arts Alliance Executive Director
- Susan Schenk, Wilsonville Resident, Boones Ferry Historical Society Member, Clackamas County Arts Alliance Advisory Council Member,
- Charlotte Lehan, Wilsonville City Councilor, Boones Ferry Historical Society Member
- Pat Duke, Wilsonville Library Director
- Mike McCarty, Wilsonville Parks and Recreation Director
- Angela Handran, Assistant to the City Manager and City of Wilsonville liaison later replaced by Mark Ottenad, City Public/Government Affairs Director

EXISTING CONDITIONS ASSESSMENT: The team closely examined changing demographics, volunteer fatigue, leadership gaps, fluctuating economic realities, awareness of existing cultural assets and activities and levels of interest residents have in their local cultural access (including Arts, Culture and Heritage.) The process included enrolling key stakeholders in individual interviews, and in strategic input sessions. This approach allowed the team to: (1) reach consensus on the framework of what might be considered a successful Arts, Culture and Heritage Investment Strategy and, (2) simultaneously permit the planning process to proceed with a solid balance of input and impactful results.

REVIEW OF EXISTING STATISTICAL DATA AND REPORTS INCLUDING:

- 2018-2021 Clackamas County Cultural Plan for Arts, Heritage, Humanities
- Recently published Arts and Economic Prosperity report for Clackamas County
- Clackamas County Tourism Development Commission statistics and reports on Arts and Culture findings
- Reports and statistics made available by Wilsonville Arts and Culture organizations, the School District, and the City of Wilsonville
- Reports and research made available by Americans for the Arts
- Information made available by Travel Oregon and Clackamas County Tourism and Cultural Affairs

NEEDS Assessment: The assessment was conducted through the following tactics:

- A community wide survey accessible online and publicized by the City of Wilsonville and local media also made available at three community events (126 responses),
- A total of 35 in person interviews with local business, community and Arts, Culture and Heritage leaders,
- Two community workshops with residents, business and community leaders (54 participants)
- Interviews with City of Wilsonville executives.
- Interviews with School District board members and executives.
- Interviews with County Tourism officials.
- Interviews with individuals outside of Wilsonville with relationships with the city regarding Arts and Culture
- Interviews with non-area residents attending events in the Wilsonville area.
- Report before the Wilsonville City Council in July 2018
- Work Session with Wilsonville City Council Dec. 2018

The team's goal was to cast a wide net for community input. This was accomplished through stakeholder interviews, community feedback meetings held within the City of Wilsonville, through online surveys utilizing social media-based tools, and through print media. Stakeholder participants included members of Wilsonville's Arts, Culture and Heritage community including: Wilsonville Arts and Culture Council (WACC), Music and Arts Partners (MAP), Wilsonville STAGE (Theatre Company), Boones Ferry Historical Society, and the West Linn-Wilsonville School District key staff/leadership. The survey was also distributed to the general Wilsonville population through a link in the Boones Ferry Messenger, at the Wilsonville Festival of the Arts, and the Wilsonville 50th Birthday Block Party Celebration. Outreach to businesses and property managers, and tourism partners for the area for the community meetings was also conducted.



Over 100 Requests Made for Interviews

Taylor
CONSULTING

The initial scope of work for this project called for the involvement of at least 10 key stakeholders, but 35 personal interviews were completed. The public engagement and input process was extensive; more than 100 interview invitations were extended to Wilsonville's private citizens, business owners, community organizations, elected officials, artists, government officials, elected officials, city employees, tourism experts, educators, residents and students. (see Appendix).

An extensive review of existing and projected statistical data (see Appendix) was also conducted, related to local interest and participation in cultural activities. Taylor Consulting coordinated two community input sessions within the City of Wilsonville and led a survey process to further collect broad input digitally and at community events: Wilsonville Festival of the Arts and the Wilsonville Block Party – 50th Birthday Bash. In all, 126 individuals participated in the survey component of this project.

Finally, interview and survey results were presented at a concluding community meeting. 35 people attended the meeting to review survey findings and offer ideas and information to inform recommendations. The entirety of this information has been evaluated and incorporated into the details of the Action Plan of this report.

OVERVIEW OF FINDINGS

The Inclusive Approach: People Want to be Heard

This strategy is deeply rooted in outreach to residents in both the City of Wilsonville and surrounding area, including families, students, retirees, business owners, community volunteers, and employees of area businesses and city staff. It was critical that outreach be conducted throughout the process in ways that were inclusive and approachable. Arts, Culture and Heritage is multi-dimensional in its interpretation and appeal whether it be a piece of public sculpture, the production of a new play, archiving of historic documents or the celebration of a community's ethnic tradition. Arts, Culture and Heritage are relevant and all-important to the development and appeal of a healthy, vital community. The complexity of these issues requires the cooperation of the entire community: city departments, public entities, private businesses, volunteer organizations, community groups. And, because Arts, Culture and Heritage impacts such a broad and diverse cross-section of the Wilsonville population, all those groups need to have input and influence in the planning process.

The Vision for the Future

Wilsonville is recognized as a regional leader in Arts, Culture and Heritage.

Wilsonville has a thriving Arts, Culture and Heritage sector supported by community collaboration, creative use of existing facilities and programs, private/public partnerships and sustainable funding methods. As a result, the community is growing, business is booming, Wilsonville is a destination to live in, to work, to spend time and money in. Wilsonville is aspirational to other communities in terms of economic viability, and quality of life.

Opportunities

Current development described in Wilsonville's Town Center Plan and Parks and Recreation Plan present great opportunities for Arts, Culture and Heritage, including designing new performance space by repurposing old spaces like the Regal Theater or funding and developing new performance areas in the Town Center Park similar to the Sherwood Performing Arts Center; or featuring new public art at various Town Center and park locations much like the Lake Oswego concept of a Gallery Without Walls. In addition, keen public interest is a core driver that can be mobilized. Leadership from City Council and City staff offer tremendous opportunity to build support for Arts, Culture and Heritage through infrastructure, programs and staffing.

Challenges:

Community members, City officials and City staff all recognize that the dominant threat to successful Arts, Culture and Heritage efforts is volunteer burn-out and/or age out, because most of the Arts, Culture and Heritage assets and events are led by volunteers. The challenge of re-engaging and recruiting new committee members and volunteers is an ongoing one and will not be easily resolved. To realize the vision embraced by stakeholders, a general increase in capacity for Arts, Culture and Heritage assets will be necessary, and that will require funding beyond what is available today.

STRATEGIC DIRECTION

This strategy is designed to provide several options for Wilsonville’s investment in support of Arts, Culture and Heritage. It is built around improving current capacity and increasing awareness of existing cultural assets and activities. This includes supporting community Arts, Culture and Heritage organizations with more volunteers and city staff support; exploring new opportunities in partnership with planned development; and cultivating potential revenue sources for funding. The following are key components of the strategy:

Enhancing Current Capacity and Increasing Awareness:

- **Arts, Culture and Heritage organizations in the Wilsonville community**
 - Current organization members cite burnout, and lack of community engagement, volunteers and city support for projects. Helping those community groups access city email lists, newsletters and calendars will be tremendously useful in recruiting new members, drawing audiences to events, helping with scheduling to avoid double booking, finding new venues, and recruiting from untapped volunteer resources.
- **Wilsonville Parks and Recreation Staff**
 - Staff have addressed Arts and Culture in the City Parks and Recreation Master Plan. Some support staff have expressed ability and interest in working as a liaison with Arts, Culture and Heritage organizations for planning, scheduling and communications purposes.
 - Current Parks space can be expanded to accommodate outdoor performance, and staff is open to working on parking and transportation shuttles. This is particularly useful for existing arts events like the Wilsonville Arts Festival.
- **Wilsonville Schools, School Board and District Staff, Families and Students**
 - The School District has a full-time staff member assigned specifically to school district calendar tasks. This staff member is responsible for listing all school facilities and the events scheduled by the schools at their athletic fields/facilities as well as public performance venues. The online calendar can be viewed by the public and facilities can be booked online for a fee. The fee is sliding-scale and the closer an organization is tied to the Wilsonville community, the lower the fee, making it affordable for the non-profit Arts, Culture and Heritage community.

- If volunteers in the community have difficulty accessing online calendars, the staff member is available to assist them by phone.
- The Music and Arts Partners (MAP) of the Wilsonville School District has many talented students and parent volunteers. The students would welcome opportunities to volunteer with the local arts and theater groups, diversifying their volunteer and talent base. Often students are looking for senior credit for their graduation programs. They can also be available to help with event planning, and because they know their school auditoriums can volunteer at events as ushers etc. Using school performance space for events also draws a larger demographic – school families - because they are familiar with the venue and drawn more readily to it. Currently students from Wilsonville High School volunteer at the Wilsonville Festival of the Arts.
- **Resource -- Clackamas County Arts Alliance**
 - The Arts Alliance is a resource for Arts, Culture and Heritage best practices, information, consultation, and funding in the form of grants. The Arts Alliance realizes that Arts, Culture and Heritage are directly tied to local economic prosperity. They are deeply networked throughout the community and will help with calls for volunteers, promoting projects and programs, and access to grant funding opportunities for community groups.
 - A recent study released by the national advocacy organization Americans for the Arts reveals that a majority of Americans believe the arts benefits local economies. In Clackamas County alone, arts spending by nonprofit cultural organizations totaled over \$14.6 million in 2015. In Clackamas County arts and culture supported 415 full-time employees in 2015, resulting in over \$8 million in household income, contributing \$1.2 million in local and state revenue. The Arts means business for Wilsonville! Since 2017 the Clackamas County Arts Alliance has contributed nearly \$200,000 in support of operating and project costs for Arts, Culture and Heritage organizations.
- **Currently Utilized Space**
 - The strategy for Arts, Culture and Heritage outlines several exhibit, meeting and performance spaces throughout Wilsonville that can be better utilized by community organizations, including:

Library	Regal Cinema
Vacant storefronts	Starbucks at Fred Meyer
Albertsons	Murase Park

ACTION PLAN: THE ARTS, CULTURE AND HERITAGE ACTION PLAN

This portion of the report outlines the opportunities and challenges present and our key takeaways and recommendations based upon community response and desire. Based upon these takeaways, we have divided the Plan into Immediate Actions (these can be considered low-hanging fruit, actions that can be immediately implemented and may already be underway to some degree) and Future Recommendations (these can be enacted as development and capacities evolve).

IMMEDIATE ACTIONS:

1. Inclusion of Arts, Culture and Heritage Goals in City development and planning processes and master plans.
2. A City staff position dedicated to facilitating Arts, Culture and Heritage Goals, potentially staffed via the Parks and Recreation Department. Such a position could also act as a tourism development coordinator to advance the City's tourism program and staff the Tourism Promotion Committee.

These basic recommendations are already in discussion among City Parks staff. We applaud their vision and commitment to the community. That vision and commitment will lead to the other recommend steps laid out in this community investment strategy. A strategy that strengthens the residents and the staff of the Wilsonville community as they move forward together to build a better community through the embrace of vital Arts, Culture and Heritage.

FUTURE RECOMMENDATIONS: Citizen engagement shaped these recommendations. Those citizens can also help the city prioritize these recommendations.

Working within the Existing Framework

1. **Collaborate with Existing City Programs and Facilities to Expand, Communication, Exhibit and Performance Space**
 - A. **Create an Arts, Culture and Heritage Welcome Package for New Arrivals: This idea emerged from a community input session and received warm reviews from attendees.**
 - Wilsonville Area Arts, Culture and Heritage groups compile a package that describes their programs, activities available during the year, meeting times, volunteer opportunities, meeting place, and contacts to learn more.
 - The Chamber of Commerce can work with local groups to design the welcome package.

- The package would be a downloadable file, available at the library, Wilsonville real estate offices, school districts, and a link from the city's website. Other venues can make the packages available to new residents.
- B. Utilize Parks Staff to Coordinate Arts, Culture and Heritage Groups/Events: Both community organizations and Parks staff listed this option independently in interviews.**
- Administrative support from the Parks and Recreation Department in the form of a position to coordinate with community Arts, Culture and Heritage groups and associated tourism development programs.
 - Tasks would include: meeting coordination, events schedules, event planning assistance across city and media channels, coordinate event set up and tear down more consistently and efficiently and streamline the communications process between volunteer organizations and city departments.
- C. Establish a new website or modify tourism ExploreWilsonville.com website to better promote Arts, Culture and Heritage event listings**
- The website would be managed by Parks and Recreation or contractor and be cross-tabbed on the City website.
 - All Arts, Culture and Heritage events would be listed on the calendar, preventing booking conflicts and allowing for advance planning.
- D. Make School District Facilities website more accessible by adding it to the City website and offering clear booking guidelines for groups desiring to utilize these facilities.**
- E. Leverage the Wilsonville Library space for more public programming. With the renovation they have the space for:**
- a. Increased Book and Poetry readings
 - b. Small Concerts and performances
 - c. Rehearsals
 - d. Art Exhibits
 - e. Community Arts, Culture and Heritage Meetings
- F. Community Development and Parks and Recreation Department staff advance Arts and Culture components of the pending Town Center Plan and Parks and Recreation Master Plan**
- Town Center area: Design, fund, and develop new performance area. (timeframe: 1-5 years)

- Explore opportunities to feature existing and future public art at various park locations while acknowledging some barriers must be addressed (timeframe: ongoing)
 - Example: Use of Murase Plaza area of Memorial Park for performing arts
 - Use larger upper area of Memorial Park for Arts and Culture Festival, engaging trees, greenery, and paths similar to Salem Art Festival held in Bush's Pasture Park.
 - Use Hillside for audience, recognizing that power source needs to be addressed
 - 'Stage' at the bottom of hill near the Grove Pavilion.

Barriers to the concept:

- Potential problem for Parks staff with increased utilization of this area
 - Limited parking and difficult access, although mitigated somewhat by new parking lot at community garden. A shuttle service from city hall to Murase also possible.
 - The site may present some topographical challenges~
 - Look for opportunities to expand and enhance special event programming
- Look for new special events, either community or seasonally themed. Build on existing community events and activities:
 - Expand farmers markets
 - Expand arts and cultural events in the parks
 - Add new events that will attract all members of the Wilsonville community and ways for community organizations to team up, partner and enhance some of the big events. Here are some examples:
 - Wilsonville Festival of the Arts
 - Charbonneau Arts Festival
 - Wilsonville STAGE Theatre
 - Opportunities for students to act with them?
 - Oregon Pageant like Champoeg
 - Music Festival/Dance/Multicultural festival
 - Something like the Ten Tiny Dances Festival Tualatin Hills Parks and Recreation District does
 - Día des los Muertos
 - World of Speed Events
 - Equine Events
 - History Talks at McMenamins

- Arts on the Water – Drawing back to the river
 - o Tribal History
 - o Paddle and Ferry boat stories

2. Explore Options to Share School District Performing Arts Space

A. There is history, availability and a willingness to discuss. The West Linn/Wilsonville School District Superintendent is firmly committed to building community partnerships and is keenly aware of the obligation/cooperative use agreements between the school district and the cities of Wilsonville and West Linn. If the District decides to move forward with a General Obligation bond in the next year, they may recommend applying funds toward an expanded performing arts center. But it is still in the research stage at present and research will determine how the voter base will react to the concept.

B. Cooperative Use Agreements exist between the School District and the City for joint use of athletic, culture and public assembly facilities.

- Urban Renewal Funds: 1992 \$2 million for joint community/high school facilities
- 2000 Urban Renewal Plan Program: Joint use of Athletic, Cultural and Public Assembly Facilities
- New High School: Public educational, cultural and assembly facilities. Joint use community high school facilities
- Community groups can access School District Calendar and Resource person to reserve performance space and athletic fields
- If school district expands performing arts center, more space will become available to the community.
- Facility rental includes custodial staff and is based on a sliding fee scale.

C. Schools listed in the agreement include:

- o Boeckman Creek Primary*
- o Wood Middle School*
- o Boones Ferry Primary School*
- o Wilsonville High School

* School District cautions that primary and middle schools may not be appropriate for performing arts use due to multi-use and setup so probably best to focus on the High School Performing Arts Center.

3. Expand within Existing Physical Frameworks- see prior list of parks, library, community center, senior center, coffee shops etc.

A. Explore Options to Work with Clackamas Community College/Wilsonville Campus PGE Training Center Space

- CCC students are currently using space for performance and exhibits.
- Explore viability of Wilsonville arts and culture organizations using CCC space for exhibits and meetings.

B. Explore a Network of Smaller, Available Community Spaces: galleries, vacant storefronts, meeting rooms, churches, coffee shops

4. Repurpose Vacant Buildings

A. Work within the Town Center Plan to Create a Cultural Center

- Repurpose a vacant building to create a Community Cultural Center. The former Albertson's is an example of a building that could be repurposed for community meeting space, performance space, exhibit space etc.
- The Regal Cinema could be a Cultural Hub: It is a walkable destination, has parking, creates more civic spaces, gives people a reason to linger longer, provides year-round experiences: shopping, dining, culture and entertainment. It also fits nicely into the Town Center Plan that is part of the City's focus for development.

B. Build It Out - Launch a Wilsonville Center for the Humanities

- A community gathering space with indoor and outdoor components and a modern well-equipped multi-purpose performance space (repurposed or new construction)
- A facility that Town Center businesses will be interested in because there is shared community value in the development of a gathering space – with a café, art gallery and exhibit space
- A catalyst for personal, economic and cultural growth as well as increased civic pride and engagement

5. Tap into Wilsonville's Human Potential

The vibrancy that makes Wilsonville hum as a community and a business hub comes from its human potential, whether a restaurant owner, the director of the local Wilsonville Theater or the newest entrepreneur to open a local coffee shop. Wilsonville encourages creativity and ingenuity. Tap into that human potential and energy to create boards or

commissions that in turn support a vibrant and thriving Arts, Culture and Heritage community.

A. Create a Cultural Arts Commission

- The Commission purpose is to provide resources and support to community organizations, advise City Council on Art, Culture and Heritage initiatives and goals and be a visible reference point for the community.
- Appointment to the Commission will be made by the City Council via an application process, and would be open to Wilsonville area residents, business owners and students.
- A staff member from Parks and Recreation will be assigned to the Commission to assist with meeting, communications and coordinating Arts, Culture and Heritage events.

FUNDING

Options for Funding Mechanisms to Enhance and Sustain Wilsonville's Arts, Culture and Heritage investment

1. Transient Lodging Tax (TLT)

- Explore giving a percentage of the Transient Lodging Tax to the Arts. Transient Occupancy Tax Funds Oregon Tourism Commission Programs
- In FY 2017/18 the city received over \$450,000 in TOT from six hotels.
- Currently the Tourism Committee gives grants, from the TLT, for projects that bring out of town visitors to Wilsonville to linger longer.
- City of Wilsonville receives a variable rate Transient Lodging Tax from hotels in the Clackamas and Washington County portions of Wilsonville
 - Part goes to Community Tourism Matching Grant program

2. Community Tourism Matching Grant

- The grant structure aids organizations that produce projects, programs or events that promote local business and tourism and for festivals and special events for the benefit of the Wilsonville community.
- Part of the funding could be specifically dedicated to Arts funding. Consider a \$25,000 grant awarded on a yearly basis. The tourism fund could dedicate a percentage of the fund to Arts, Culture and Heritage.

3. Metro Community Enhancement Grants

- Metro provides community enhancement grants in areas near the region's garbage transfer facilities. Wilsonville is one such recipient.
- \$5 million in communities across the Portland metropolitan area.
- Wilsonville Community Enhancement Committee awards about \$70,000 each winter to projects that serve city residents.
- The Community Opportunity Grant is an example of such funding. This project was funded by such a grant.

4. City Council Adoption of a Percent-for-Art Ordinance

Communities like Wilsonville embrace public art because they believe that it contributes directly to their quality of life and enhances public and civic spaces for residents and visitors. Public art reflects and communicates the history, character and values of the

community and helps to create a sense of place. A Percent-for-Art Ordinance is a tool to ensure that a designated percentage of future public building budgets are set aside, in perpetuity, for public art construction, installation and maintenance. Ordinances may also be constructed to provide for private development incentives, using system-development fees as a lever, although this is not universal. Percent-for-Art Ordinances have been adopted by the nearby cities of Portland, Lake Oswego, West Linn, Estacada and by Multnomah County and the State of Oregon. Much latitude exists in structuring an Ordinance, but it typically will include these stipulations and definitions:

- *Any capital project in excess of a stated budget, paid for wholly or in part by the City'*
- A stated percentage to be set aside for art fabrication, installation and future maintenance, based on the total budget of the qualifying capital project;
- A specific description of what comprises *Public Art, typically* all forms of original works of art accessible to the general public;
- *A means for holding set-aside funds, often a* Public Art Trust Fund within a City fund or account;
- A route for distributing and coordinating use of Ordinance funds, typically a City Commission comprised of people qualified to administer public art funds and projects. This group typically develops Public Art Policies and Guidelines and is empowered to serve as or designate an Art Selection Committee for oversight of specific projects.

5. Create a Cultural Tourism Fund:

- The City of Bend currently has such a program. The grant program was created to enhance Bend's economy through cultural tourism. It funds arts and culture from musical productions to art exhibits, film festivals and more. The fund supports cultural opportunities that bring visitors to Bend.
- Funding comes from 7.5% of Visit Bend's city funding, the program gave \$205,000 in 2018 grants.
- Some of the projects supported by the fund include the library's Author! Author! Festival, the Bend A Capella music festival, and a Nordic skiing exhibit at the Bend Historical Museum. Serving Arts, Culture and Heritage.

6. Establish a Wilsonville Community Foundation Dedicated to Arts, Culture and Heritage funding

- Partner with an existing funding organization to accept donations from various donors and make grants on behalf of the Wilsonville Community Foundation to support local Arts, Culture and Heritage programs, working collaboratively with the Cultural Arts Commission. Be guided by the organization's policies for grantmaking for efficiency:

- The Oregon Community Foundation could provide due diligence, research and evaluation of proposals and management of non-charitable objectives for a fee, OCF staff would ensure grant recipients are qualified organizations and capable of fulfilling funding obligations.
- The Clackamas County Cultural Coalition could provide similar services as Oregon Community Foundation, offering a specialized knowledge of Wilsonville, and likely a lesser fee attached to those services.

7. Model an Arts, Education and Income Tax Fund (Similar to Portland's Flat Tax of \$35 per person)

- The City collects the flat tax for Arts, Culture and Heritage and administers the fund.
- An independent citizen oversight committee reviews expenditures, progress and outcomes
- The fund can be used for Arts, Culture and Heritage organizations operating support, and grants that increase arts access for Wilsonville area residents.

8. Creative Placemaking Grants

Incorporate Wilsonville's Arts, Culture and Heritage Strategy into government and foundation grant applications. This could be part of the city's overall planning effort and as a stand-alone to funders including the National Endowment for the Arts and the Kresge Foundation's ArtPlace America Funding programs.

APPENDIX

Wilsonville Community Investment Strategy for Arts, Culture and Heritage

November 2018

City Council

Tm Knapp, Mayor

Scott Starr, Council President

Kristin Akervall, Councilor

Charlotte Lehan, Councilor

Susie Stevens, Councilor

Arts, Culture and Heritage Strategy Steering Committee

Charlotte Lehan, City Councilor and Boones Ferry Historical Society

Cheryl Snow, Clackamas County Arts Alliance Executive Director

Michael McCarty, City of Wilsonville Parks and Recreation Director

Susan Schenk, Clackamas County Arts Alliance Advisory Council Member, Wilsonville resident

Angela Handran, Assistant to Wilsonville City Manager

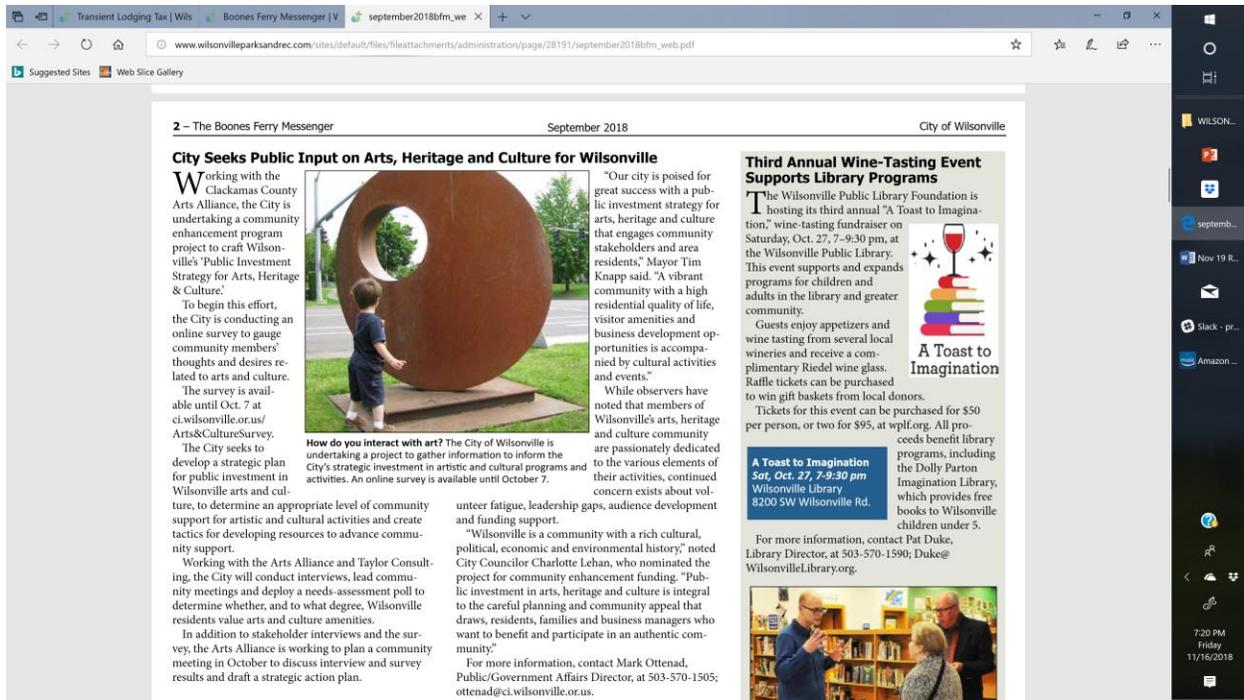
Pat Duke, Wilsonville Library Director

Mark Ottenad, City of Wilsonville, Public/Government Affairs Director

CITY OF WILSONVILLE, OREGON
29799 SW Town Center Loop East
Wilsonville, OR 97070
Phone 503-570-1505

Email publicaffairs@cici.wilsonville.or.us

Web www.ci.wilsonville.or.us



Help Craft Wilsonville's Public Investment Strategy for Arts, Heritage & Culture.

Join the Clackamas County Arts Alliance and the City of Wilsonville for a public

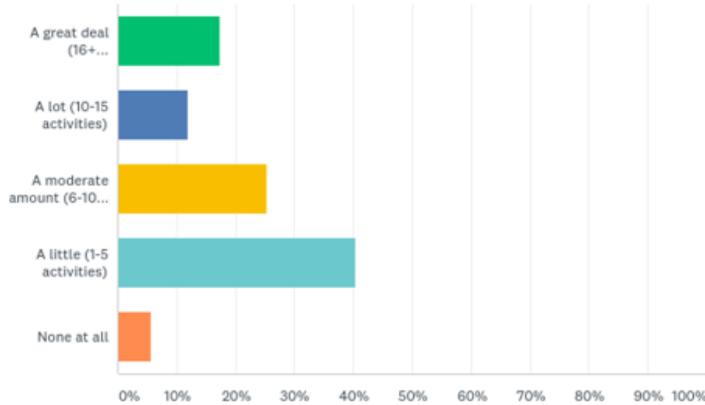
Community Meeting

Monday, Oct. 29, 6-9 p.m.
Wilsonville Public Library

Refreshments will be served

Q1: 1. In the last 12 months, how frequently have you attended or participated in an arts, culture or heritage activity? For example: attended a history talk, concert or festival.

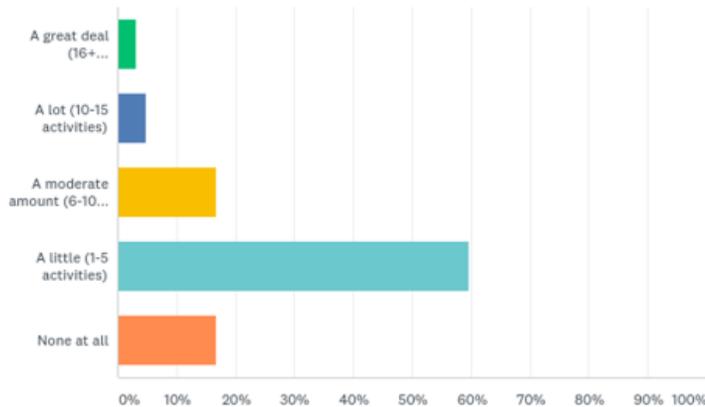
Answered: 126 Skipped: 0



Powered by  SurveyMonkey

Q2: How many arts, culture, or heritage activities did you do within the city of Wilsonville during the last 12 months?

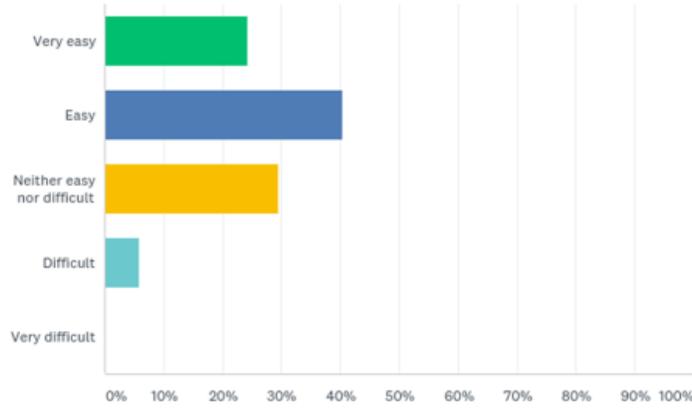
Answered: 126 Skipped: 0



Powered by  SurveyMonkey

Q4: How do you rate your access to these activities?

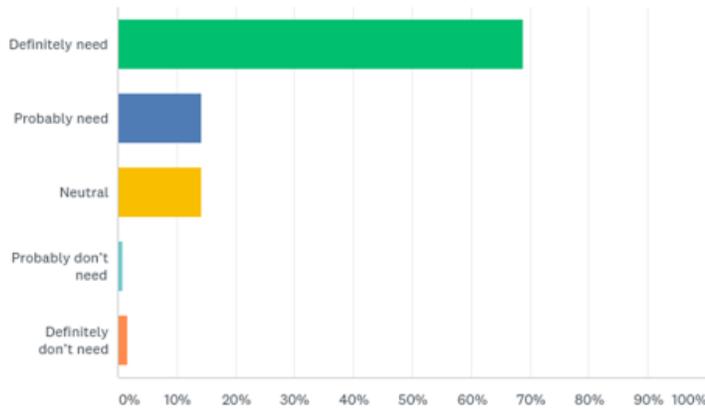
Answered: 119 Skipped: 7



Powered by SurveyMonkey

Q5: When you think about the arts, culture, and heritage, do you think of it as something you need or don't need?

Answered: 119 Skipped: 7



Powered by SurveyMonkey

Q6: Which of these recent arts, culture, or heritage events have you attended in Wilsonville?

- ▶ 30% of all respondents were actively creating
 - ▶ Writing poetry, stories
 - ▶ Performing in a musical or theatrical event
 - ▶ Painting, drawing
 - ▶ Filmmaking
 - ▶ Textile crafts
 - ▶ Computer Design
- ▶ 70% of all respondents demonstrated active consumption of arts, culture & heritage activities
 - ▶ Concerts
 - ▶ Theatre
 - ▶ Dance
 - ▶ Acquisition of arts, crafts
 - ▶ Attending a film

The logo for Taylor Consulting, featuring the word "Taylor" in a blue script font and "CONSULTING" in a blue sans-serif font below it.

7. In your own words, what are the arts, culture, and heritage activities you would like to have greater access to in Wilsonville?

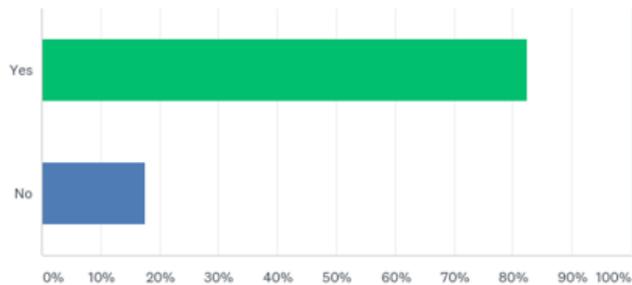
Answered: 84 Skipped: 42 (word size illustrates frequency/strength)

need theatre concerts musical plays
events festivals performance
theater art music activities
Wilsonville parks history classes
public art town

Powered by  SurveyMonkey

Q8: Do you live in Wilsonville?

Answered: 120 Skipped: 6



Powered by  SurveyMonkey

10. Do you attend other cultural events in other local cities?

If so, please list those cities. Answered 58 Skipped 68 (word size illustrates frequency/strength)

Tualatin McMinnville Beaverton Aurora Sherwood
Hillsboro Lake Oswego, OR West Linn Portland
Bend Tigard Salem Oregon City, OR Ashland Canby
Yes

Powered by  SurveyMonkey

11. When you attend cultural events in other cities what kinds of events or venues do you tend to attend?

Word size illustrates frequency/strength

Symphony lectures theater history events dance
festivals fairs concerts shows art craft
plays food music etc. museums performances
exhibits musicals

Powered by  SurveyMonkey

LINKS

<https://www.dropbox.com/s/fzhmmv5voet2nzp/WilsonvilleState%20of%20ArtsCulture%20Report-Sept2016%20Report.pdf?dl=0>

IN WILSONVILLE?



Presented by:



Clackamas County Arts Alliance

Advisory Council

Facilitators:

Susan Schenk, Advisory Council Member

Cheryl Snow, Executive Director

Elizabeth Klein, Associate Director



State of Arts & Culture in Wilsonville Part II
Monday, November 14, 2016, 4 – 5:30 pm
Wilsonville Library



the grant would be funded in May 2017, and the polling project could be launched next summer. To reach maximum number of respondents, polling would be deployed via many avenues (social media, online, kiosks, events, newsletter announcement, etc.) Through a show of hands, those present supported moving forward with this suggestion.

Demographics / Audience

- Less than 30% of households in Wilsonville have children under the age of 18 residing in them.
- Diversification of activities and events will attract new audiences:
 - Día de los Muertos (Day of the Dead) event very successful.
 - Festival of the Arts expanding offerings to attract Latino audiences
 - Parks & Recreation adding Latino festivals
 - Taking theatre to new venues can attract different audiences
 - Youth Theatre is not currently available and presents an opportunity

Engagement with City

- Appearing at City Council meetings twice monthly to report on and publicly represent arts & culture activities is an important strategy. Council meetings are televised, and this is an excellent opportunity to consistently bring arts & culture news to the public as part of the community's fabric. Susan Schenk volunteered to attend and report at meetings and/or coordinate other presenters each month. The Mayor and Councilor Lehan advised including visuals and contact information at each appearance.
- Beauty & The Bridge – Interpretive information is essential for full understanding of this highly visible and unique project abutting I-5, and is not readily available. Interpretive signage is highly desired at the four corners of the project, and that is being pursued, but an immediate solution is to post a page on the City's website providing interpretive and background information about the project, including names of the hundreds of schoolchildren who participated.

Conclusions

Prior to ending the meeting, the group reviewed the four discussion subjects in relation to what was discussed, and determined the following:

INTERVIEWS

Terry D Kester, Artistic Director Wilsonville Stage

Brian Stevenson, Wilsonville Parks and Recreation

Pat Duke, Wilsonville Library

Laurie Tarter, Wilsonville Chamber of Commerce

Mark Ottenad, City of Wilsonville, Public/Government Affairs

Susan Schenk, Boones Ferry Historical Society, Arts Alliance

Cheryl Snow, Arts County Arts Alliance Executive Director

Brian Cosgrove, Wilsonville City Manager

Christopher Shotola-Hardt, Wilsonville School District Arts Teacher, Wilsonville Festival of the Arts

John Schenk, Wilsonville Resident

Dave Pearson, World of Speed, Wilsonville Tourism Committee

Melody Ashford, Willamette Falls Media Center

Maggie Decker, Wilsonville Festival of the Arts

Susie Stevens, Wilsonville Councilor, Charbonneau Country Club

Sarah Wolf, Wilsonville Festival of the Arts

Bev Schalk, Boones Ferry Historical Society, Clackamas Arts Alliance Advisory Council

Charlotte Lehan, Wilsonville City Councilor, Boones Ferry Historical Society, Steering Committee

Jesse Swickard, Wilsonville resident, arts advocate and sculptor

Mike McCarty, Wilsonville Parks and Recreation Director

Eric Hoen, Charbonneau Arts Festival

Steve Van Wechel, Boones Ferry Historical Society

Angela Hadrian, former director, Wilsonville citizens Academy

Kevin O'Malley, Wilsonville Chamber of Commerce

Jaimy and Sherine Beltrane, area residents and Real Estate Business Owners

Tim Knapp, Wilsonville Mayor

David Stead, Langdon Farms General Manager, Tourism Committee

Ginger Fitch, West Linn/Wilsonville School District School Board Chair

Shelley Wong-Kamikawa, Music and Arts Partners, Wilsonville High School Parent

Tim K. Woodley, Director of Operations, West Linn-Wilsonville School District

Chelsea King Martin, West Linn-Wilsonville School District Board

Steve Turner, Wilsonville Library Genealogist

Jim Austin, Clackamas County Tourism and Cultural Affairs

Samara Phelps, Clackamas County tourism and Cultural Affairs

Kathy Ludwig, West Linn/Wilsonville School District Superintendent

City of Wilsonville NEWS RELEASE

For Immediate Release

September 25, 2018

CONTACT: Bill Evans, Communications and Marketing Manager
503-570-1502; evans@ci.wilsonville.or.us



Public Input Needed to Inform Arts, Heritage and Culture Strategy

WILSONVILLE, OR — The City and the Clackamas County Arts Alliance are collaborating on a community enhancement program project to develop Wilsonville’s Community Investment Strategy for Arts, Heritage and Culture.

Project partners are hosting a Community Meeting on Monday, Oct. 29, 6-9 pm, at the Wilsonville Public Library to hear from community stakeholders with an interest in developing the City’s arts and cultural programming.

Until Oct. 7, community members may visit ci.wilsonville.or.us/ArtsandCultureSurvey to share thoughts and opinions in a short survey that also is informing the strategy.

“A vibrant community with a high residential quality of life, visitor amenities and business development opportunities is accompanied by cultural activities and events,” Wilsonville Mayor Tim Knapp said. “Our city is poised for great success with a public investment strategy for arts, heritage and culture that engages community stakeholders and area residents,”

To develop its plan, project leaders will conduct interviews, lead community meetings and deploy a needs-assessment poll to determine whether, and to what degree, Wilsonville residents value arts and culture amenities.

The project aims to develop a strategic plan for public investment in Wilsonville arts and culture, to determine an appropriate level of community support for artistic and cultural activities and to create tactics for developing resources to advance community support.

For more information, contact Mark Ottenad, Public/Government Affairs Director, at 503-570-1505; ottenad@ci.wilsonville.or.us.

- # # # -

City of Wilsonville NEWS RELEASE

For Release After Sept. 1, 2018

August 24, 2018

CONTACT: Mark Ottenad, Public/Government Affairs Director
503-570-1505; ottenad@ci.wilsonville.or.us



City Seeks Public Input on Arts, Heritage and Culture for Wilsonville

WILSONVILLE, OR — Working in conjunction with the Clackamas County Arts Alliance, the City of Wilsonville is undertaking a community enhancement program project to craft a ‘Public Investment Strategy for Arts, Heritage and Culture’ for Wilsonville. As part of this effort, the City is undertaking through October 7 a public survey online to gauge community members’ thoughts and desires on arts and culture at www.ci.Wilsonville.or.us/ArtsandCultureSurvey.

The City seeks to develop a strategic plan for public investment in Wilsonville arts, heritage and culture, to determine an appropriate level of community support for artistic and cultural activities and create tactics for developing resources to advance community support. Working with the Arts Alliance and Taylor Consulting, the project scope includes conducting stakeholder interviews, leading community meetings and deploying a needs-assessment poll to determine whether, and to what degree, Wilsonville residents have interest in and value arts and cultural amenities.

In addition to stakeholder interviews and the survey, the Arts Alliance is working to plan a community meeting in October to discuss interview and survey results and draft a strategic action plan.

For more information, contact Mark Ottenad, Public/Government Affairs Director, at 503-570-1505; ottenad@ci.wilsonville.or.us.

- # # # -

Wilsonville Parks and Recreation Master Plan:

<http://www.wilsonvilleparksandrec.com/parksrec/page/parks-and-recreation-comprehensive-master-plan>

Objective 1.6: Upgrade convenience and customer service amenities to existing facilities As identified by focus groups and survey respondents, making upgrades to and improving existing parks and facilities shall be a priority. The Department shall explore opportunities to add security lighting and other amenities appropriately at existing parks and facilities as identified in the facilities assessment.

Section VIII: Recommendations and Action Plans

Parks and Recreation Master Plan 125

Actions Capital Cost Estimate

Operational Budget Impact

Timeframe to Complete

1.6.a* Explore opportunities to add restrooms, drinking fountains/water filling stations, shade, storage, seating, etc. appropriately at existing facilities.

Will vary based on location and future amenities added

TBD Short-Term

1.6.b* Implement Sign Design and Wayfinding Signage Plan. Sign parks and trails with interpretive, directional, informative signs as needed.

\$120,000 TBD Short-Term

1.6.c* Explore opportunities to feature existing and future public art at various park locations.

Will vary based on projects Ongoing

Objective 1.7: Develop additional recreation facilities and amenities Actions Capital Cost Estimate

Operational Budget Impact

Timeframe to Complete

1.7.a* Construct Community Scale Skate Park. \$800,000 Staff time Short-Term

Other Resource Links:

<https://www.dropbox.com/s/9z39cnacouawj3j/List%20of%20Potential%20Sites%20for%20Visitor%20Intercept%20Surveys%204%2011%202018.pdf?dl=0>

<https://www.dropbox.com/s/9x1k9g0efcuxkqb/WILSONVILLE%20VISITOR%20SURVEY%2005%202018.pdf?dl=0>

<https://www.dropbox.com/s/zsawtu3twyztv9y/Visitor%20Surveys%20This%20Summer%2C%2005%202018.docx?dl=0>

<https://www.dropbox.com/s/7b5sh5uzhnh8390/Year%202000%20OUR%20Plan%2C%201989-2007.pdf?dl=0>

<https://www.oregonmetro.gov/tools-partners/grants-and-resources/community-placemaking-grants>

A SAMPLE OF COMMENTS GATHERED AT PUBLIC MEETINGS:

There's a lack of "follow through"

There is volunteer burn out

The business community is not tapped into much.

The high school performing arts center was rebuilt with city development funds, so the public should be able to use it.

Shows and Permanent Facilities = Success for events

Hood River and Lake Oswego are examples

We desire access to the arts

There's a lack of storage

There's a need for space

Performance space

Meeting space

Creative space

Exhibit space

Don't spend Transient Occupancy Tax more than once
need more collaboration

for resources and fundraising

public response is non-committal

champions of arts and culture in the community: Rotary
Wilsonville Celebration Days group.

Are we to the point that people care or don't care?

Where is the art?

Galleries - Vendors

This is the first time I've seen it.

We need something that says we
need galleries

Where's the cultural shift?

Memorial Park Plaza water
feature draws people.

Money from the city is needed

Movie theater complex w/parking
but it is an underperformer

Original art group wanted people to run into art
serendipitously

All successful art programs are keyed around a facility

Wilsonville area is an entertainment desert for retired
people at night

THE URBAN RENEWAL AGENCY OF THE CITY OF WILSONVILLE

RESOLUTION NO. 6

A RESOLUTION RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A MAJOR AMENDMENT AND REPORT TO THE YEAR 2000 PLAN OF THE CITY OF WILSONVILLE, AN URBAN RENEWAL PLAN AND PROGRAM.

WHEREAS, the Wilsonville Urban Renewal Agency (the "Agency") has prepared an amendment to the Urban Renewal Plan and Program, known as the Wilsonville Year 2000 Plan, a copy of the amendment and accompanying report are marked Exhibit "A" and "B", respectively, attached hereto, and incorporated by reference herein; and

WHEREAS, such Plan amendment and its accompany Report have been prepared in conformity with the requirements of ORS 457.085 and with public involvement in all stages of development of the Plan Amendment; and

WHEREAS, pursuant to applicable state and local law, public notice has been provided, including additional notice as required by ORS 457.120, and considered public testimony regarding the Plan amendment; and

WHEREAS, this amendment to the Plan and Report, were forwarded to the Wilsonville Planning Commission for recommendations and the Planning Commission, on May 10, 1993, recommended approval of this amendment and supporting Report in Planning Commission Resolution No. 93 PC 15; and

WHEREAS, the Agency has viewed this amendment and supporting Report to the Year 2000 Plan; and

WHEREAS, the Agency finds this amendment should be adopted and approved based upon these recitals and the findings listed below.

NOW, THEREFORE, THE WILSONVILLE URBAN RENEWAL AGENCY RESOLVES AS FOLLOWS:

FINDINGS:

1. That the area described in the Wilsonville Urban Renewal Plan, as amended, has previously been found to be blighted.
2. That the citizens of the City of Wilsonville have previously voted to advise



Memo



To: Roger Woehl, Superintendent
School Board

From: Tim Woodley, Director of Operations

Date: October 6, 2004

Re: Cooperative Use Agreement
City of Wilsonville

Final Draft

Attached please find a copy of the Cooperative Use Agreement between District and City of Wilsonville for facility use at Boeckman Creek Primary, Boones Ferry Primary, Wood Middle and Wilsonville High.

The Agreement has been revised per Board instructions in cooperation with City staff.

Staff recommends approval.

Thanks tim

RESOLUTION NO. 915

A RESOLUTION CALLING FOR AN AMENDED URBAN RENEWAL PLAN WHICH INCLUDES \$2,000,000 FOR JOINT COMMUNITY/HIGH SCHOOL FACILITIES IN WILSONVILLE.

WHEREAS, the Wilsonville City Council has recommended a ballot title be submitted for the June 30, 1992, Special Election to amend the Urban Renewal Plan to include \$2,000,000 for joint community/high school facilities in Wilsonville; and

WHEREAS, the Wilsonville City Council wishes to obtain voter approval before implementing an amended urban renewal plan.

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

1. A Special Election is hereby called for the purpose of submitting to the voters of the City of Wilsonville an Advisory Vote amending the Urban Renewal Plan which includes \$2,000,000 for joint community/high school facilities in Wilsonville.
2. The measure advises the Urban Renewal Agency that it may amend the Urban Renewal Plan and contribute \$2,000,000 to the cost of a new high school in Wilsonville for joint community facilities, prioritize among the projects and activities described in the plan, issue up to \$5,000,000 in bonds and implement and finance other projects and activities described in the plan, including roads, sanitary, sewer, storm drain and water system, and parks and recreation facilities.
3. The election hereby called shall be held on June 30, 1992.
4. The election shall be conducted by mail ballot.
5. The City Recorder shall cause to be delivered to the Elections Officers of Clackamas and Washington Counties a Notice of Measure Election, a copy of which is marked "Exhibit A", attached hereto and incorporated herein, not later than May 27, 1992, which is the filing deadline for ballot measures for the June 30, 1992, Special Election. The Elections Offices shall conduct the election as required by law.
6. The City Recorder shall give notice of the election posting notice in three public places at least two weeks prior to the election.

RESOLUTION NO. 915
CB-R-589-92

PAGE 1 OF 2

RESOLUTION NO. 1097

A RESOLUTION CALLING FOR A THREE-YEAR SERIAL LEVY FOR STREET MAINTENANCE, PARKS MAINTENANCE, GANG PREVENTION PROGRAMS, AND PUBLIC USE OF THE WILSONVILLE HIGH SCHOOL AND SPORTS FIELDS TO BE VOTED UPON AT THE PRIMARY ELECTION TO BE HELD MAY 17, 1994.

WHEREAS, the Wilsonville Budget Committee has recommended to the City Council that they call for a Special Election for a three-year tax rate serial levy of \$.50 per \$1,000 outside of the City's tax base; and

WHEREAS, the purpose of this tax levy is to provide funds for street and parks maintenance, programming of Wilsonville High School and sports fields, gang prevention activities for youth, and a full-time DARE officer.

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

- A. A Special Election is hereby called for the purpose of submitting to the voters of the City of Wilsonville a three-year tax rate serial levy outside of the City's tax base. The tax rate proposed by the levy shall be \$.50 per \$1,000 of assessed valuation. It is estimated that the levy will raise \$500,000 in year one, \$550,000 in year two, and \$605,000 in year three. The levy will be in effect beginning with the 1994-95 fiscal year.
- B. The election hereby called shall be held on May 17, 1994.
- C. The election shall be held by mail ballot.
- D. The City Recorder shall cause to be delivered to the Elections Officers of Clackamas and Washington Counties the attached Notice of Measure election not later than March 17, 1994, which is the filing deadline for ballot measures for the May 17, 1994, Special Election. The Elections officers shall conduct the election as required by law.
- E. The City Recorder shall give notice of the election by posting notice in three public places at least two weeks prior to the election.
- F. The actual ballot title, which is marked "Exhibit A" and incorporated herein, is hereby adopted.

**RESOLUTION NO. 1097
CB-R-790-94**

Page 1 of 2