

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, March 21, 2019
6 pm

Wilsonville City Hall – Council Chambers

- 1. Welcome** **6:00**
 - a. Committee members and guests introductions
- 2. Clackamas County Community Partnership Grant Review** **6:05**
- 3. Community Tourism Grant Review** **6:35**
- 4. Adjourn**



**EXPLORE
WILSONVILLE**
A POCKET (OF FUN)

VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson,
Vice Chair
Executive Director,
World of Speed
Motorsports Museum

Beth Price,
Director of Sales &
Marketing, Holiday Inn
Portland South

Brandon Roben
CEO, Oaks Park

David Stead
General Manager,
Langdon Farms Golf
Club

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan, Director
Samara Phelps,
Development Lead
(designee)

**Washington County
Visitors Association
(WCVA)**
Carolyn McCormick,
President/CEO
Sylke Neal-Finnegan,
VP/Marketing &
Communications
(designee)

**Wilsonville Area
Chamber of Commerce**
Kevin Ferrasci O'Malley,
CEO

STAFF

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC

Clackamas County Community Partnership Program Wilsonville Award Log

2019 Application Log

Organization	Project	\$ Request	\$ Award
Battle at the Bridge Chris Young	Youth Lacrosse Tournament	\$5,000	
MeSheWe Women's ½ Marathon Kiri Tomasco	Race Marketing	\$5,000	
Salmon Cycling Classic Steven Van Wechel	Advertising and Event Costs	\$15,213	
TOTALS		\$25,213	

Wilsonville Tourism Promotion Committee

Wilsonville Community Tourism Grant

2019 Application Log

Organization	Event	\$ Request	\$ Award
Brews for Community Inc Erin Telles, President	Wilsonville Brewfest	\$5,000	
Wilsonville Bicycle Events Steve Van Wechel, Executive Director	Salmon Cycling Classic	\$6,013	
Wilsonville Arts & Culture Council Sarah Wolfe, Festival President	Festival of the Arts	\$5,000	
Fun in the Park Brady Mordhorst, President	Fun in the Park Festival	\$9,000	
Wilsonville Rotary Foundation John Holley, Concert Co-Chair	Summer Concert Series	\$4,000	
TOTALS		\$29,013	

City of Wilsonville
2019 Community Tourism/Match Grant Guidelines

Grant Information for Applicants

Purpose: This grant is intended to aid 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.

Funding: Funding for this program is \$25,000.00 which is disbursed to multiple organizations. The funds are made available from the City of Wilsonville transient lodging taxes that are assessed to hotels, motels and bed and breakfasts for guests in the City of Wilsonville.

Process: The application packet for the City of Wilsonville Tourism/Matching Grant Program will be the primary way of communicating project funding intentions to the grant review committee. Be sure to include all important information you want the board to be aware of in this application.

- Applicants are strongly encouraged to attend the meeting of the City’s Tourism Promotion Committee (*DATE and TIME TBA*) to make a brief presentation. The presentation will be limited to a maximum of three minutes. The best use of this time is to emphasize the importance or impact of your project, service or program; not to recap or review your written material.
- Please be sure that your request satisfies the conditions of the grant and you provide all the information requested. Incomplete applications will not be considered.
- Completed application (1 paper copy, 1 PDF on USB memory stick) must be received at the Parks and Recreation Administrative Offices (29600 SW Park Place) on or before **Friday, February 1, 2019.**
- The City recommends applicants retain a copy of their completed application for ease in submitting project evaluations and final financial reports after project completion.

Applicant Criteria

- 1) Applicant must be a qualified tax exempt or non-profit organization.
- 2) Only one grant per year fiscal (July – June) is awarded to any one organization.
- 3) Project/event must take place within the City of Wilsonville city limits:
 - Events that are hosted in Wilsonville are eligible for full funding
 - Projects/events that are not hosted in Wilsonville, but have a portion of their program/event taking place in Wilsonville, are eligible for partial funding as determined by the review committee
 - Projects/events outside of Wilsonville city limits are not eligible for funding
- 4) An organization will only be considered for a grant if the previously awarded grant project has complied with grant procedures, including filing a final financial statement and project evaluation.

Types of Projects to be Considered

- 1) A project, event or annual festival that would further tourism in the City of Wilsonville, directly benefiting the economy, culture and image of Wilsonville.
- 2) The production of a new product or event to attract tourism and/or convention business to Wilsonville.

- 3) A one-time festival or event attracting community participation and visitors to Wilsonville.
- 4) An annual Wilsonville event with introduction of new or expanded attractions.
- 5) Media advertising, public relations or marketing projects which are directed towards the consumer or travel trade and promote specific event(s) or site(s) for the purpose of destination tourism to Wilsonville.
- 6) Development of Wilsonville destination attractions to tourists and visitors.

Evaluation Criteria

A review committee of the City of Wilsonville Tourism Promotion Committee will review applications and determine awards according to the criteria and the intent of the grant program.

- All decisions of the Tourism Promotion Committee will be final.

Please address each of the following items as you prepare your application:

- 1) The project must demonstrate a clear need for financial assistance. Factors such as all other available financial resources and the organization's total budget will be considered.
- 2) The project must demonstrate potential for tourism promotion and economic development.
- 3) Consideration will be given to the uniqueness and quality of your project.
- 4) Projects receiving grant funds must be completed by December 31, 2019.
- 5) The project must provide evidence of equal matching resources other than the grant.
 - Matched resources may be in the form of in-kind donations, as well as cash.
 - Matching funds must be documented and must be committed prior to the distribution of grant funds.
- 6) Annual events must show continued access to additional supporting funds other than City resources.

Important Financial Information

- 1) The maximum amount to be granted is limited. Full funding is rare due to the number of applicants competing for the available funds.
- 2) If an organization is awarded and accepts funds less than their request, they will be expected to fulfill the project as presented in their application or notify the City of alterations of the goals of the project. If a project is cancelled for any reason, any grant funds must be returned to the City of Wilsonville.
- 3) Upon receipt of grant funds, the administering organization agrees to be bound to the commitments of their application. If it is determined that grant monies are used for any item not specified within the grant application, or in the timeline specified, the funds in question must be returned to the City of Wilsonville.
- 4) The organization receiving grant funds and the officers named in the application are jointly and severally responsible for the final financial report required with approved applications.
- 5) The final report must include financial income and expense statements related to the project and a copy of any publicity or printed materials that include the statement acknowledging the source of funds. List your achievements, and accurately verify attendance and/or people served.

If you have any questions, please contact:

Brian Stevenson, Program Manager – Parks and Recreation Department

(503) 570-1523

stevenson@ci.wilsonville.or.us

Community Tourism/Match Grant 2019 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
Brews for Community Inc Erin Telles, President 29650 SW Courtside Drive #21 Wilsonville OR 97070 erin.telles@hotmail.com	Wilsonville Brewfest 503-577-6692	\$5,000		
Fun in the Park Brady Mordhorst, President PO BOX 1511 Wilsonville OR 97070 letscreate@events37.com	Fun in the Park Festival 503-277-9238	\$9,000		
Wilsonville Arts & Culture Council Sarah Wolfe, Festival President PO Box 2510 Wilsonville OR 97070 festivaldirector@WilsonvilleArts.org	Festival of the Arts 919-220-6292	\$5,000		
Wilsonville Bicycle Events Steve Van Wechel, Executive Director PO BOX 652 Wilsonville OR 97070 Stevevw.55@gmail.com	Salmon Cycling Classic 503-682-5048	\$6,013		
Wilsonville Rotary Foundation John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 holleyjc46@gmail.com	Summer Concert Series 503-407-0308	\$4,000		
TOTALS		\$29,013	\$25,000	

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CITY OF WILSONVILLE – 2019

COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE

Project Title: Wilsonville Brewfest

Applicant Name: BrewsForCommunity Inc.

Registered Tax Exempt Number: 81-2161264

Street Address: The Piazza at Villebois, Barber St & Villebois Dr.

Contact: Erin Telles

Title: President

Address: 29650 SW Courtside Dr #21, Wilsonville OR 97070

Telephone: 503-577-6692

E-Mail: erin.telles@hotmail.com

Project Duration: Start Date 08/10/2019 Completion Date: 08/10/2019

TOTAL PROJECT BUDGET		\$36,000
APPLICANT CASH MATCH (a)	\$24,000	
IN-KIND RESOURCES (b)	\$ 7000	
TOTAL APPLICANT MATCH (a+b)		\$31,000
GRANT REQUEST		\$ 5,000

Budget Summary

Project Budget

Fiscal Year 2019

Income Sources	Amount
Sponsors	\$7,000
Grant	\$5,000
Sales	\$23,000
Total Project Income	\$35,000

Expenses	Amount
Advertising *Grant funds*	\$2000
City Permits, insurance & venue	\$2000
Fencing	\$1250
Restrooms	\$550
Tent, Tables, etc. *Grant Funds*	\$2700
Beer	\$3000
Glassware	\$1000
Music	\$2800
Misc. Supplies & materials	\$500
Photographer *Grant Funds*	\$300
Web/Graphics	\$500
Officer Compensation	\$2000
Total Project Expense	\$18,600

Budget Summary

Organization Budget Fiscal Year 2019

Income Sources	Amount
An Evening For Freedom Sponsorship	\$1,450
2019 Wilsonville Brewfest	\$35,000
Total Income	\$36,450
Expenses	
An Evening For Freedom Expenses	\$1,485
2019 Wilsonville Brewfest Expenses	\$18,600
Total Expenses	\$20,485

Project Description:

The annual Wilsonville Brewfest is a single day, family friendly beer festival. It features numerous local small breweries, as well as food cart vendors which are also local or from the surrounding counties. Live music is also provided as part of the entry fee, featuring local artists. We provide a root beer garden from a local soda maker and kids play area so that the focus is not just drinking beer, but a full day of fun for every age group. All of our sponsors are local businesses and set up booths with fun interactive games. By making it a family friendly event, with plenty of amenities for everyone, we ensure that a wide range of people are willing to attend, instead of a more traditional, adult only festival. We have created an inclusive all-day event for the community, by the community, that is talked about and looked forward to again and again by the everyone who attends.

This festival requires just about everything to be prepaid for before the event even happens. Given that most of the income is collected the day of the event, it is only possible to pull this off with sponsorship money and grant money. Proceeds after the event are then put right back into the community via Wilsonville Community Sharing.

Tourism:

Beer festivals are a huge tourism draw all over the country, but especially here in the Portland area where we are known for our craft beer and it is the largest employment industry of the state. For the past four years, we have drawn people from Portland, Salem, Beaverton, Clackamas and more, as friends and family of Wilsonville residents attending the festival. Last year the surveyors were in the Piazza for the first several hours of the festival and the initial feedback is that our event is drawing the largest out of area crowd by far. We are waiting for the report with exact numbers. We will once again reach out to local hotels to offer a special "Brewfest Rate" with direct web links so that people can click directly from our Facebook page and website to book directly with hotels in the area. Offering shuttle service to the festival directly to and from the hotels and utilizing the city transit system with the trolley, and recommended local restaurants and attractions will increase overnight stays.

Benefits:

The purpose of the beer festival is to raise money for charity while creating a sense of community through interaction and meeting new neighbors. We have been able to donate our goal amount each year to Wilsonville Community Sharing. Not only do the funds donated directly help this community, but with the awareness of the organization at the festival and promotion before and after the event, it brings awareness for them and encourages others to donate as well. Along with the charity proceeds, the event provides a place for people to gather in a safe and friendly environment. Whether they are coming out to support small businesses in the form of local breweries and the food carts, or to support the local musicians, everyone has a great time. There are so many beer festivals throughout the state, as Oregon is known for being a beer haven, having a beer festival that directly helps people in need, right here in Wilsonville makes it an even more desirable place to live and visit, by contributing to the sense of community that Wilsonville is known for. Having a variety of desirable events and attractions throughout the year benefits citizens and businesses alike by drawing people in rather than having them leave to find fun things to do in other cities.

Goal:

Our goal is to continue to match our yearly donation amount. As our community grows, so does the need for assistance. Our goal is to host an event that not only enhances the community through fun and safe gatherings, increasing Wilsonville's reputation as a destination location for tourism, but also supports those that are in need. As the primary purpose of our non-profit event is to raise money for charity, and it is a one day event, it is a simple matter of accounting cost vs. gross receipts to determine if the goal for the event has been reached. As last year's donation was \$12,500, this year's goal will be to exceed that amount. While achieving this goal is somewhat subject to weather conditions as is every outdoor event in Oregon, given the growth year after year and adjusting and compensating for any last-minute issues, we expect to achieve our goals this year, as we have for the last three years.

Suitability:

With deep roots in this community, Erin Telles and Katie Green along with the entire Green Group Real Estate team, have been planning and successfully executing this event for 4 years. We have the experience, knowledge, contacts and resources to continue that success.

Signature:

I hereby certify that all the facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my board of directors, which is attached to this application.

I agree that all publicity, press releases, publications, materials and/or media advertising produced as a part of this proposed project will acknowledge the Grant program as follows:

“This project is made possible in part by a grant from Wilsonville transient lodging taxes and the City of Wilsonville.”

I agree to carry out this project as outlined within this application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Community Tourism Matching Grant monies to the City of Wilsonville.

Signature of Authorizing Official

Date

Print Name of Authorizing Official

CERTIFICATION LETTER

At the annual January 2019 Board Meeting, all Board Members were present and discussed and agreed to apply for the Community Tourism/Match Grant.

Erin Telles, President

Katherine Green, Secretary

Wilsonville 2018 Tourism Survey

Visitor Tpe		OVERALL
Are you a:	Permanent, year-round resident of the City of Wilsonville	82%
	Day visitor from a nearby area, not staying overnight in the area	16%
	Overnight visitor staying in the Wilsonville area	2%
TOTAL		100%
	n =	56

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Trip Characteristics		OVERALL
Which best describes your lodging accommodations? (if local resident: Thinking about the last time you hosted out-of-town guests, where did they stay)	Stayed with friends/family in private residence	67%
	Other	15%
	Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)	13%
	OR - They didn't stay overnight (locals survey only)	7%
	Paid rent-by-owner lodging (VRBO, Airbnb, etc.)	2%
TOTAL		104%
	n =	46
Where are your lodging accommodations located?		100%
TOTAL		100%
	n =	1
How many nights did you stay in the area on this trip? (cap 21 nights)		100%
TOTAL		100%
Average		2.0
n =		1

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL
With whom are you traveling today?	Spouse / partner	56%
	No one, traveling alone	22%
	Friend(s)	22%
TOTAL		100%
	n =	9
How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)	1	11%
	2	78%
	4	11%
TOTAL		100%
Average		2.1
n =		9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL
Which of the following sources of information were most effective in planning your visit?	Word of mouth / talked to friends or family	56%
	Other website	33%
	Other	11%
TOTAL		100%
	n =	9
Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?		100%
TOTAL		100%
	n =	9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Trip Characteristics</i>		OVERALL
What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)	Visit friends / relatives / social	22%
	Combine business / pleasure	11%
	Special event: (which/what event?)	56%
	Other	11%
TOTAL		100%
	n =	9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the areas?</i>		OVERALL
Summer (May-Oct)	None (or first visit)	22%
	2 to 4	22%
	11 to 20	11%
	21 or more	44%
TOTAL		100%
	n =	9
Winter (Nov-Apr)	None (or first visit)	33%
	2 to 4	11%
	11 to 20	11%
	21 or more	44%
TOTAL		100%
	n =	9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Activities on trip	OVERALL
Dining out	67%
Farmers market	40%
Park visits (city or state)	40%
Winery / vineyard visits	37%
Shopping	35%
Hiking / trail running	33%
Special events (athletic, art, music, etc.)	31%
Music / nightlife	25%
Scenic drive	25%
Golf	15%
Arts / cultural	13%
Museums	13%
Watersports / floating / paddle sports	13%
Other	10%
Biking (road/mountain)	8%
Camping	8%
Family event (wedding, reunion, etc.)	6%
Guided tours	6%
Fishing	2%
TOTAL	427%
n =	52

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Activities on trip	OVERALL
Breweries	72%
Pacific coast	64%
Restaurants & tasting rooms	64%
Farmers Market	60%
Bridgeport Village	50%
Portland	50%
Wineries	50%
Graham Oaks Nature Park	44%
Memorial Park	44%
Champoeg State Park	34%
Family Fun Center	34%
Willamette River	34%
Woodburn Premium Outlets	34%
World of Speed	34%
Evergreen Aviation Museum	32%
Tualatin	32%
North Wilsonville (Argyle Square area)	26%
Wilsonville Town Center	26%
Golf courses	22%
Salem	22%
McMinnville	18%
Aurora	16%
Historic Canby Ferry	16%
Wings & Waves Waterpark	12%
Molalla River State Park	8%
Other	6%
TOTAL	904%
n =	50

Which of the following, if any, have you or do you plan to visit this trip? (if local resident: Which of the following, if any, have you visited or would you plan to visit with out-of-town guests)

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?</i>		OVERALL
How likely are you to recommend Wilsonville to a friend, family member or colleague as a place to visit?	0=Not at all likely	2%
	1	2%
	5=Neutral	6%
	6	11%
	7	25%
	8	19%
	9	6%
	10=Extremely likely	30%
TOTAL		100%
Average		7.7
n =		53
Net Promoter Category	Promoter (% responding 9 & 10)	36%
	Passive (% responding 7 & 8)	43%
	Detractor (% responding 0-6)	21%
TOTAL		100%
Net Promoter Score		15.1%
n =		53

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>From a visitor perspective, on a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate Wilsonville in terms of:</i>		OVERALL
Overall quality of experience	3	19%
	4	36%
	5 - Excellent	45%
TOTAL		100%
Average		4.3
n =		53
Variety and quality of restaurant choices	1 - Poor	8%
	2	15%
	3	47%
	4	23%
	5 - Excellent	8%
TOTAL		100%
Average		3.1
n =		53
Variety and quality of lodging choices	2	23%
	3	37%
	4	27%
	5 - Excellent	13%
TOTAL		100%
Average		3.3
n =		30

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>From a visitor perspective, on a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rate Wilsonville in terms of:</i>		OVERALL
Variety and quality of activities/things to do	2	10%
	3	35%
	4	40%
	5 - Excellent	15%
TOTAL		100%
Average		3.6
n =		52
Information, maps and directions	2	7%
	3	22%
	4	28%
	5 - Excellent	43%
TOTAL		100%
Average		4.1
n =		46

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Likelihood to return to Wilsonville</i>		OVERALL
How likely are you to return to Wilsonville during the next 12 months?	3 - Maybe	22%
	4 - Probably	11%
	5 - Definitely	67%
TOTAL		100%
Average		4.4
n =		9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		OVERALL
Lodging		100%
TOTAL		100%
Average		\$0
n =		10
Food & Drink	None	33%
	\$1 - \$24	11%
	\$25 - \$49	11%
	\$50 - \$74	22%
	\$100 - \$124	11%
	\$200 - \$299	11%
TOTAL		100%
Average		\$51
n =		9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		OVERALL
Shopping / Retail	None	88%
	\$100 - \$124	13%
TOTAL		100%
Average		\$13
n =		8
Recreation / Entertainment	None	50%
	\$25 - \$49	13%
	\$50 - \$74	38%
TOTAL		100%
Average		\$23
n =		8

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Please estimate how much money you and your immediate travel party (the group with whom you are sharing expenses) will spend in total during your visit to Wilsonville.</i>		OVERALL
Other		100%
TOTAL		100%
Average		\$0
n =		8
Total Spending	\$25 - \$49	13%
	\$50 - \$74	50%
	\$100 - \$124	13%
	\$150 - \$174	13%
	\$200 - \$299	13%
TOTAL		100%
Average		\$87
n =		8

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

		OVERALL
Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)	1	44%
	2	44%
	4	11%
TOTAL		100%
Average		1.8
n =		9

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Average expenditures</i>		OVERALL
Estimate of expenditures per person per day	Average	\$42
	n =	8
Total expenditures per person for the trip	Average	\$45
	n =	8
Total travel party expenditures for the trip	Average	\$87
	n =	8

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Respondent Demographics		OVERALL
Age of respondent	18 - 24	4%
	25 - 34	29%
	35 - 44	25%
	45 - 54	11%
	55 - 64	15%
	65 - 74	13%
	75 or older	4%
TOTAL		100%
Average		44.5
n =		55
Your gender	Male	47%
	Female	53%
TOTAL		100%
	n =	55
Which of the following categories best describes the annual income of your household (before taxes)?	\$50,000 to \$74,999	25%
	\$75,000 to \$99,999	38%
	\$100,000 to \$199,999	38%
TOTAL		100%
Average		\$104,688
n =		8

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

Designated Market Area		OVERALL
DESIGNATED MARKET AREA	Portland -- OR, WA	96%
	Austin -- TX	2%
	San Diego -- CA	2%
TOTAL		100%
	n =	54

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

State		OVERALL
STATE / COUNTRY	Oregon	96%
	California	2%
	Texas	2%
TOTAL		100%
	n =	54

28 Jan 19
Source: RRC Associates

Wilsonville 2018 Tourism Survey

<i>Oregon County</i>		OVERALL
COUNTY	Clackamas	83%
	Washington	10%
	Marion	4%
	Polk	4%
TOTAL		100%
	n =	52

28 Jan 19

Source: RRC Associates

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CITY OF WILSONVILLE – 2019 COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE

Project Title: Fun in the Park

Applicant Name Brady Mordhorst

Registered Tax Exempt Number: 93-6068722

Street Address PO Box 1511, Wilsonville, OR 97062
 Street _____ City _____ State _____ Zip _____

Contact Brady Mordhorst Title President

Address 4640 Lower Drive, Lake Oswego, OR 97035
 Street _____ City _____ State _____ Zip _____

Telephone 503-277-9238 E-Mail LetsCreate@events37.com

Project Duration: Start Date August 3rd, 2019 Estimated Completion Date: August 3rd, 2019

TOTAL PROJECT BUDGET*		\$ <u>54,500</u>
APPLICANT CASH MATCH (a)	\$ <u>30,000</u>	
IN-KIND RESOURCES (b)	\$ <u>15,500</u>	
TOTAL APPLICANT MATCH (a+b)		\$ <u>46,000</u>
GRANT REQUEST		\$ <u>9,000</u>
<p><i>*Provide detail on budget page</i></p> <p><i>**Total Applicant Match** must be equal or greater than "Grant Request"</i></p>		

Budget Summary (this format must be used):

Project Budget: This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: 2019 to 2019

Income Sources	Amount
Cash from Sponsorships	\$23,500
Cash from Vendors	\$5,500
Cash from City of Wilsonville Tourism Grant	\$9,000
In-Kind Sponsorships	\$16,500
Total Project Income	\$54,500

Expenses -Must be explicitly defined.	Amount
City Permits, Fees, Dues, Etc.	\$1,000
Marketing, Banners, Signs, Etc.	\$7,000
Logistics, Supply Rentals, Toilets, Truck Rentals, Staffing, Volunteer Care, Etc.	\$9,000
Insurance	\$4,500
Inflatables (15 Inflatables that are scattered throughout the park)	\$10,000
Entertainment/Main Stage	\$17,000
Storage (Our on-going storage unit that holds our supplies)	\$1,560
Miscellaneous	\$4,000
Total Project Expense	\$54,060

Budget Summary Cont. (this format must be used):

Organization Budget: This budget shows how this project fits into your organization. The project should be shown as a line in this budget.

Fiscal Year: 1/1/19 to 12/31/19

Income Sources	Amount
Fun in the Park 2019 Program Income	\$45,500
Fun in the Park 2018 Cash Reserve	\$9,000
Total Organization Income	\$54,400

Expenses	Amount
Fun in the Park 2019	\$54,060
Total Organization Expense	\$54,060

Project Narrative Questions:

1. Provide a project description (*500 words or less*)
2. How will your project promote Wilsonville tourism? (*250 words or less*)
3. How will your project benefit the Wilsonville Community? (*250 words or less*)
4. What are your organization's goals for this project (use measurable data)? Consider the question: How will you know that you succeeded in your goals? (*250 words or less*)
5. If this is an annual event for which you have received Tourism/Match Grant funding for in the past, what new or expanded attractions have been added (please note: annual events must add attractions in order to be eligible for grant funding)? (*250 words or less*)
6. How are you/your organization suited to produce this project/program?
Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.) (*250 words or less*)

Signature and Certification Letter:

I hereby certify that all the facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my board of directors, which is attached to this application.

I agree that all publicity, press releases, publications, materials and /or media advertising produced as a part of this proposed project will acknowledge the Grant Program as follows:

- 1. "This project is made possible in part by a grant from Wilsonville transient lodging taxes and the City of Wilsonville."**
- 2. Inclusion of the "Explore Wilsonville" logo on print and digital material**
- 3. Link to ExploreWilsonville.com on project/event website**

I agree to carry out this project as outlined within this application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Community Tourism Matching Grant monies to the City of Wilsonville.

Brady Mordhorst

Signature of Authorizing Official

1/31/19

Date

Brady Mordhorst

Print Name of Authorizing Official

GRANT FUNDING FOLLOW-UP

This form must be returned within 60 days of your project completion.

1. Who benefited from your project or event?
 - How Many?
 - Where From?

2. Were the measurable evaluation goals listed in your narrative were achieved? How?

3. Will this event or project be recurring? How do you anticipate funding the project in the future?

5. Attach a copy of your final financial income and expense statement for this event or project.
 - If there is a budget surplus, please explain its use.

****Please keep a copy of this evaluation.**

You will be required to submit a copy should you apply for future grant funding.

Community Tourism/Match Grant Application Packet Checklist

For your application packet to be considered complete, all items must be included in the following order:

1. **Grant Application Cover Page**
2. **Budget Summary**
3. **Project Narrative Questions**
4. **Signature and Certification Letter**
5. **Copy of tax-exempt status determination letter**
6. **Completed copy of last year's Project Evaluation – Grant Funding Follow Up form**
(applicable to your organization/project if you received grant funding the prior year)
7. **Appendices** - Attach no more than 2 pages of support materials.

Please submit 1 paper copy and an electronic copy (pdf on usb memory stick) of the entire application to the Wilsonville Parks and Recreation Admin Offices, 29600 SW Park Place.

If you have any questions, please contact:
Brian Stevenson, Recreation Coordinator
(503) 570-1523
stevenson@ci.wilsonville.or.us

Project Narrative Questions:

1. Provide a project description (500 words or less)

Fun in the Park is a project name under the umbrella of Wilsonville Celebration Days, an entity which supplanted Boones Ferry Days at the turn of the century to become a significant festival in Wilsonville's community fabric. Created and serviced by dedicated volunteers, FITP is a non-profit organization exempt from federal taxes under section 501(c)4 of the Internal Revenue Codes (Federal ID Number: 93-6068722). FITP is an annual festival in its 18th year that introduces new and/or expanded attractions each year.

Our identity is in our name. Our purpose/mission is to “create memories through a wholesome festival bringing together the community to amuse, entertain, educate, and delight.” We are spilling over our location at Town Center Park, encompassing the westerly 40' of the Keizer property to the east and two closed off streets south and west of the park. Six categories of offerings bring up to 150 different attractions, including Main Stage performances (bands, dancers, musicians, jugglers, martial arts, etc); “Roving Revelers” who mingle with the crowds (clowns, magicians, mimes, jugglers, etc.); Fun Providers in dozens of canopies providing fun that is creative, creaturely, lively, sportive, decorative, colorful, and informative); A dozen or so large inflatables for large muscle activities; organization Mascots; and Vendors of two varieties, Food & Beverage, and Products/Services.

Uniquely, Fun in the Park is FREE of admission. In addition to annual grants from the Wilsonville Transient Room Taxes and the City of Wilsonville, the cost of FITP is born by about 25 sponsors with cash or in-kind donations. The event is created by an organizing committee (12 members in 2018) and serviced by hundreds of community volunteers representing some 160 organizations, clubs, churches, businesses, practices, schools. The festival runs from 10 a.m. to 4 p.m. the first Saturday of August. It was voted Best Festival in Oregon in 2006 with a budget of under \$150,000 when FITP was a member of the Northwest Festival and Events organization and our budget was around \$40,000. It has won several “best” awards locally. In recent years the park maxes out with about 8,000 to 10,000 visitors, with 9,200 attending in 2018.

2. How will your project promote Wilsonville tourism? (250 words or less)

Annual surveys indicate that about half our attendance comes from outside of Wilsonville. Our 18-year estimate of total attendance is about 134,000, meaning about 70,000 have attended Wilsonville not being a Wilsonville resident. In 2018, we surveyed 105 family/units representing 412 individuals. Of those surveys, we found that 46% of those people came from Wilsonville (49% last year) and 54% came from 21 other locations, including Washington, California, Idaho and 15 other Oregon towns. 74% of the “out-of-towners” came by through learning about the event through Facebook ads. 52% of those interviewed were attending the festival for the first time. As in previous years, feedback was overwhelmingly positive about the event.

From survey statistics and attendance numbers, Fun in the Park brings in an about 4,500 non-Wilsonville citizens into Wilsonville.

The quality of Fun in the Park should make the City of Wilsonville proud, as about half of the out-of-towners attend by invitation from a prior attendee (typically family or friends from Wilsonville), so a significant portion of our promotion is word of mouth testimonial from locals proud of the event. Fun in the Park enhances the overall view and respect of Wilsonville as a city.

This is all done through promoting Fun in the Park through various platforms, including social media, out-of-town and out-of-state magazines, and radio ads.

3. How will your project benefit the Wilsonville Community? (250 words or less)

In a culture of stark social lines regarding diversity, Fun in the Park provides the rare event/ environment that people from all cultures, races, demographics, political views, financial levels, etc., come together and enjoy the exact same activity while interacting with each other. This starts from the mission of Fun in the Park to be a “wholesome, friendly, fun, and educational event for all families and children...” then continues through the planning process, as Fun in the Park actively brings the people and businesses of Wilsonville together. Notable organizations that provide good to the community of Wilsonville whom benefit from the large exposure that Fun in the Park provides include; Wilsonville Parks and Recreation, Community Sharing of Wilsonville, Wilsonville Rotary Club, Evening of Hope Relay and Heart of the City.

Even those living in the community who don't engage directly benefit from its reputation as a unique, award-winning enterprise that fills Town Center Park annually. While we haven't the expertise to quantify the financial impact, local businesses benefit from the expenditure of a \$45,000 budget and the presence of several thousand consumers who didn't have to pay to play, but have proven by anecdotal testimony to swell visits to local stores. FITP sows fun and good will, the community harvests the benefits in many sectors. A not-to-be-forgotten benefit is what the process brings in relationships formed via the dedicated work of committee members.

4. What are your organization's goals for this project?

Our aims each year are:

- Remain a light-hearted, competition-free, all-kids-are-equal, admission FREE, wholesome gathering;
- Enhance the culture and image of Wilsonville through positivity;
- Attract community participation and visitors to Wilsonville;
- Introduce approximately 20% “new” attractions for variety and freshness;
- Continue random surveys of at least 100 families for feedback and enhancement;
- Preserve our safety record and reputation as a wholesome event;

- Recruit creative, servant-heart organizers, fun-providers, and volunteers;
- Be good stewards of the community's investment and pay our bills.

5. How will you know that you succeeded in your goals? (250 words or less)

In 2019 we will continue our survey process and attempt to increase of the number of total families surveyed. We will continue to do our internal review process and evaluate the above at the annual wrap-up meeting within 30 days of festival completion. Goals such as safety, incorporating new attractions, paying our bills, and recruiting new volunteers are easy to evaluate and will be available shortly after the festival ends.

5. If this is an annual event for which you have received Tourism/Match Grant funding for in the past, what new or expanded attractions have been added (please note: annual events must add attractions in order to be eligible for grant funding)? (250 words or less)

Each year our target for new/expanded attractions is at least 20%. We've not yet started booking attractions for 2019, but we're aware of the importance of having "freshness" every year. An editorial in the Spokesman one year captured the essence and "secret" as follows: "The formula is simple. Free fun. Roving revelers. Stage entertainment. Games. Food. Prizes. And a little education thrown in for good measure....The secret is that change is part of the festival's magic formula. The organizing committee makes sure to adjust every year, tinkering with the formula after talking about what worked and what didn't the year before....Fun in the Park is very well deserving of any support the Wilsonville community can give it." (Aug. 9, 2006) (For the record and for which we are most grateful, the Community Tourism/Match Grant program has approved over \$129,000 in grants out of \$144,000 requested in 18 years).

6. How are you/your organization suited to produce this project/program? Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.) (250 words or less)

Fun in the Park is backed by a tremendous committee. As introduced last year, with admittedly some hesitation, Events37 owner Brady Mordhorst will serve as President again. Through sponsorship acquisition, prudent planning and financial maneuvering, Fun in the Park ended the year of 2018 with enough savings to jump right into 2019. With the excellent committee members (and citizens of Wilsonville) and multiple experienced consultants including Bob Woodle (16 years), Fun in the Park is poised to continue to provide a positive event for the City of Wilsonville.

The accompanying copy of the 2018 Festival Program identifies the typical resources we rely upon from the local community for funding and fun provision.

AUGUST 4TH, 2018



FUN IN THE PARK
Days
Wilsonville Celebration

**Enjoy Today's 18th Annual
FITP Festival**

FUN IN THE PARK is a "coming together" as a community—a light-hearted, all-kids-are-equal, wholesome gathering. It is the culmination of much creative planning, coordination, and dedicated teamwork. It happens because all the volunteers you interact with today.

FITP is a 501(c)4 non-profit and has been served well over the past 18 years by the leadership of talented organizers. Their names adjoin this year's team below in gratitude for dedicated, volunteer service to FITP's years of success.

If you've enjoyed the day and would like to offer your time and skills, here's how: visit our web site www.FunInThePark.com and check contact information. Ideas for enriching Fun in the Park are welcomed.

FUN IN THE PARK ORGANIZING COMMITTEE

2018 Committee

Andrew Karr, Treasurer
Bob Woodle, Past President,
Member-at-Large
Brady Mordhorst, President
Carlia Knox, Representative
Chris Owen, Security
Dawn Wilbur, Member-at-Large
John Wilbur, Member-at-Large
Kiri Tomasco, Vice President
Mark Joseph, Electrical
Swapna Gajjala, Permits
Tammy Bradley, "Roving
Revelers" & Main Stage

Previous Committee

Members
Ted Allen
Doris Allen
Julia Avalon
Sheila Barton
Brad Borlin
Julie Brown
Chris Bullard
Lisa Carman
Bob & Dianne Cole
Roger Collingwood
Stacia Crawford
Kirk & Marsha Davis
Jill Feuerhelm
Laurie Johnson
Marian Kahler
Erica Katz
Krista Kays

Julie Lang
Patrice Lans
Debi Laue
Tom & Ann McGranahan
Craig McManus
Lyle & Evelyn Fisher
Cindy Garrison
Jim Gill
Laurie Harris
Becky Nichols
Dave Nieuwstraten
Mary Ott
Eric Slothower
Judi Smith
Sara Stewart
Jeremy Summers
Denn Werst
John Wilbur
Judy Woodle
Brittany Letviska

THANK YOU FOR CONTRIBUTING

Charbonneau Villager
Civil Air Patrol - Aurora
Coffee Creek Correctional Facility
Enterprise-Rent-a-car
Franz Bakery
Fred Meyer
Garron Grounds
Professional Signs and Graphics - Duane
Wagner
Jay Puppo - State Farm

John Ludlow
Kaiser Permanente
Mentor Graphics
Petal Patch Flowers
Portland Reign Photography
Starbucks
The Maids
Wilsonville Library
Wilsonville Parks and Rec
Wilsonville Public Works
Wilsonville Spokesman

THIS PROJECT IS MADE POSSIBLE IN PART BY A GRANT FROM WILSONVILLE TRANSIENT LODGING TAXES AND THE CITY OF WILSONVILLE.



THANK YOU FOR YOUR GENEROUS SUPPORT

MAIN STAGE ENTERTAINMENT

- 10:00 Welcome & Announcements
- 10:05 Civil Air Patrol Flag Ceremony and Anthem
- 10:25 Innovative Dance
- 11:25 Concert School of Music
- 12:10 Cha Cha, Silly Boy, Loopie, and Rudy
- 1:10 Scott Brockett Band
- 2:25 Lee's Martial Arts
- 2:55 T-shirt Contest Winner and more....
- 3:25 Ora Nui Dancers
- 4:00 Farewell & Thank you!

Roving Revelers and Professional Entertainers

- Clowns**
Cha Cha the Clown, Regina Wollrabe
Loopie, Andre Wollrabe
Silly Boy, Eddie Wollrabe
Rudy the Clown, Rudy Wollrabe
Artistic Face Painter
Roger Witter
(sponsored by Wilsonville Orthodontics)
- Mr. Lizard - Reptile Show**
Brett Wilson
Airbrush Tattoos
Time Honored Design
Balloon Art
Joe Mishkin
Juggler Magician Stilt Walker
Heather Pearl
Cartoon Caricaturists
Your Face, My Style





THESE FUN PROVIDERS ARE HERE FOR YOUR ENJOYMENT

Dozens of canopies of fun, food and products are set up today for your fun and enjoyment. The list of participants below shows the map canopy number/letter in parenthesis followed by the offering. Other large attractions are listed by name. Note the Main Stage schedule of performances on the previous page. A public restroom in the Parks and Recreation Building; port-a-potties are located around the park (see map below). A Fun in the Park **information booth is located at 76** if you have questions or "lost and found;" **first aid is at 74**. Free bottled water is available at 3, compliments of Swire Coca-Cola, USA. Enjoy!

Academy Mortgage (132) – Wild West Obstacle Inflatable and Balloons
American Family Insurance (133) – Quarter Pipe Slide Inflatable
American Medical Response (91) – Ambulance; River rescue safety crew
Aurora Squadron, Civil Air Patrol (78) – Flight Simulators
Bizzy Bee Preschool (20) – FITP Memory Quilt
Cascade Sotheby's International Realty (86) – Cake Walk
Clackamas County Head Start (67) – Fun
Coca-Cola Swire, USA (39) – Free Water and Other Coca-Cola Products
Community of Hope Church (10) – Complimentary Cotton Candy
Creekside Bible Church (107) – Slow Motion Video Booth
Cub Scouts of Wilsonville (47) – Giant Dart Board Inflatable, Derby Track
DW Fritz (97) – Interactive Robots
Edge Family Fitness (105) – Bootcamp for Kids
Engineering for Kids Portland (43) – Engineering Fun
Evening of Hope Relay (125) – Hat and Sunscreen Race
Events Unlimited (136) – The Whizzer
Eye to Eye Clinic (72) – Craft Sand Art
Findlay Wilsonville JEEP RAM (94) – Fun
FITP Information Booth (76) – Information; Lost & Found
Gates Family Dental (137) – Football Inflatable
Grace Chapel (58) – PirateShip Inflatable
Green Group Real Estate (88) – Duck for Ducks

Heart of the City (58) – Fun
Hobby Town USA (140) – Race Car Fun
Innovative Dance (55) – Main Stage Entertainment
Jay Puppo – State Farm (129) – Water Slide; Rain Mister
Jewarts Gymnastics NW (86) – Gymnastics Fun
Joy of Life Chiropractic (74) – Skeeball Inflatable; First Aid Station
K-12 (44) – Fun Games
Kids Cove (21) – Fun
Laue Team Real Estate – Hasson Co. (71) – Full Court Press
Lee's Martial Arts Academy (28) – Wheel of Fortune; Main Stage
Meridian United Church of Christ (123) – Frog Frenzy!
Metro Parks and Nature (114) – Fun
Mom's Club of Wilsonville (17) – Face Paint and Tattoos
Mr. Lizard – Brett Wilson (25) – Reptile Shows; Petting Zoo to Follow Each Show
New Creation Church (18) – Cars Inflatable
New Life Church (28) – Potato Putt-Putt golf
Next Level Chiropractic (121) – Skeleton Floop Puzzle
Nichols Family Agency – Allstate (53) – Cornhole for Prizes & Raffle
Oregon Tech (56) – Fun
Pacific Residential (64) – Cupcake Decorating
Parks and Recreation of Wilsonville (57) – Baseball Challenge Inflatable
Pioneer Baptist Church (115) – Face Painting; Carnival Games

Puddle Jumper Preschool and Daycare (8) – Fun
Real Estate Superheroes (45) – Fun
Rotary Club of Wilsonville (99) – Button Making; Chess
Salem Media Group – 104.1 The Fish (5) – Live Radio Show
Senestraro Family Orthodontics (120) – Henna & Spin the Wheel
SHADE (134)
SMART Transit (1) – Trolley Tours
Stage Prep Area (40)
The UPS Store (41) – Stacking cups
Therapeutic Associates (103) – Toss and Balance Games
Tualatin Valley Fire & Rescue (75) – Fun
Twin Star Credit Union (54) – Temporary Tattoos, Dollar Dog mascot
Valley Christian Church (88) – Mini Golf
WashCo Bikes (84) – Bike Fun
Wilsonville Community Sharing (128) – Plinko
Wilsonville Orthodontics – Dr. Restic (49) – Face Painter
Wilsonville Robotics Team 1425 (96) – 2018 Robot Demonstrations
Wilsonville Smiles Dentistry (24) – Painting Fun
Wilsonville Spokesman (87) – Prize Wheel; Subscriptions
World of Speed (31) – Engineering Shoots and Ramps
Your Face, My Style (80) – Caricaturist Heather Nichols
Youth Music Project (82) – Music Fun

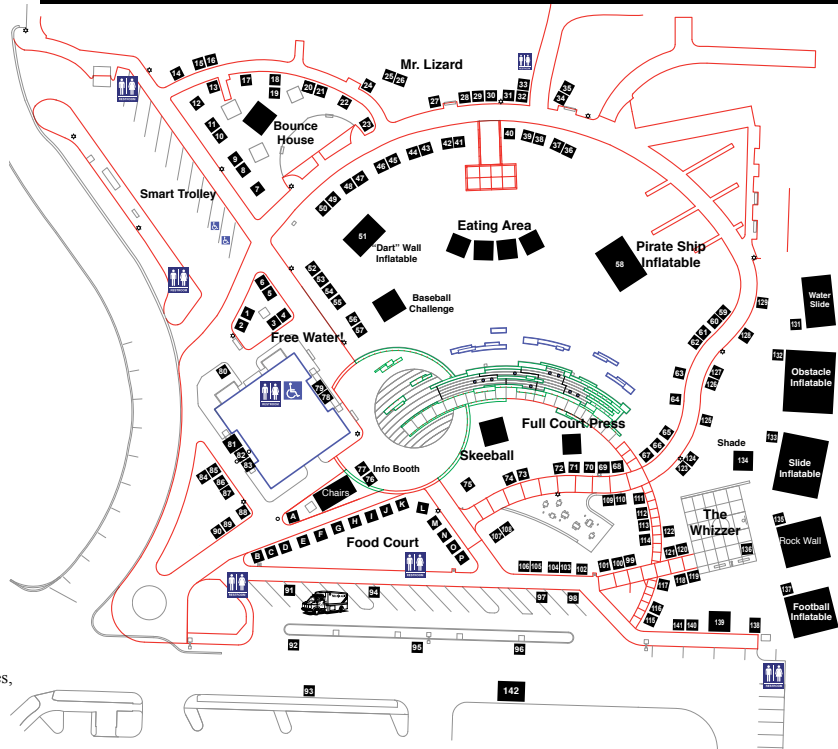
PRODUCT/SERVICE VENDORS

Concert School of Music (113) - Information
 Costco (111) - Information
 Country Financial (70) - Information
 Discovery Toys (7) – Educational Toys
 Essential Oils - Jesse Dolan (101) - Oils
 Family Chiropractic at NW Wellness Center (52) – Information
 Greenridge Solar (126) – Information
 Happy Art Ceramic Studio (22) – Ceramic Tiles
 Haute Candles (4) - Candles
 i9 Sports (66) - Youth Sports
 LeafFilter of Wilsonville (29) - Information
 Life Changing Dinners (127) - Home Meals
 MaryKay - Maren Moore (112) - Makeup
 Monat Hair Products (62) - Hair Styling
 Multiple Drinking Water Systems (65) – Drinking water systems
 Oregon Connections Academy (68) – Information
 Pampered Chef (61) – Cookware
 Renewal by Anderson (30) – Windows & Doors
 Stella & Dot (113) – Jewelry
 Tupperware (23) – Tupperware
 Tutor Doctor (73) - Educational Support

FOOD & BEVERAGE VENDORS

Bahama Mama Oregon - Hotdogs, Hamburgers, Brats, Soda and Water
 Here's the Scoop – Ice Cream
 Island Daydream Shave Ice – Shaved Ice
 Ma's Funnell Cakes - Funnell Cakes, Friend Oreos, Twinkies, Cookie Dough, etc.
 The Pupu Shake - Belgian Waffles on a stick with yummy toppings
 TNT Kettle Korn – Freshly popped Kettle Korn

Town Center Park Map



WILSONVILLE CELEBRATION DAYS

FUN IN THE PARK

STATEMENT OF INCOME & EXPENSES (CASH + IN-KIND)

January 1 - December 31, 2018

	2017	BUDGET	BUDGET	BUDGET	ACTUAL	ACTUAL	ACTUAL
	Cash	Cash	In-Kind	Total	In-Kind	Cash	Total
INCOME:							
City of Wilsonville Grant	\$7,000	\$12,000	\$0	\$12,000	\$0	\$12,000	\$12,000
INCOME FROM SPONSORS							
<i>Premier Sponsors (\$5,000+):</i>							
Kroger - Fred Meyer	\$5,000	\$5,000	\$0	\$5,000	\$0	\$5,000	\$5,000
Elite Realty Group	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0
Findlay Auto of Wilsonville	\$1,000	\$5,000	\$0	\$5,000	\$0	\$5,000	\$5,000
Polygon Homes	\$5,000	\$5,000	\$0	\$5,000	\$0	\$5,000	\$5,000
Xerox	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<i>Major Sponsors (\$2,500-\$4,999):</i>							
Grace Chapel	\$2,500	\$2,500	\$0	\$2,500	\$0	\$2,500	\$2,500
Games Rover	\$0	\$0	\$4,500	\$4,500	\$4,500	\$0	\$4,500
Pivot Group	\$0	\$0	\$2,500	\$2,500	\$2,500	\$0	\$2,500
Professional Sign & Graphics	\$0	\$0	\$2,500	\$2,500	\$2,500	\$0	\$2,500
<i>Minor Sponsors (\$1,000 - \$2,499):</i>							
Dentistry for Kids	\$1,000	\$1,000	\$0	\$1,000	\$0	\$0	\$0
Ultratape Industries	\$1,000	\$600	\$0	\$600	\$0	\$600	\$600
Lamb's Thriftway	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Coca-Cola	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000
Columbia Bank	\$500	\$500	\$500	\$1,000	\$500	\$1,000	\$1,500
Argyle Capital - Burns Bros.	\$1,000	\$1,000	\$0	\$1,000	\$0	\$1,000	\$1,000
Wilsonville Chamber of Commerce	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000
Edge Family Fitness	\$1,000	\$1,000	\$0	\$1,000	\$0	\$0	\$0
Mentor Graphics	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000
Parker Johnstone Wilsonville Honda	\$1,000	\$1,000	\$0	\$1,000	\$0	\$0	\$0
TwinStar Credit Union	\$1,200	\$1,000	\$0	\$1,000	\$0	\$1,000	\$1,000
Bob & Debi Laue	\$1,000	\$1,350	\$0	\$1,350	\$0	\$1,350	\$1,350
Oregon Tech	\$1,000	\$750	\$0	\$750	\$0	\$0	\$0
Republic Services	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000
Tiffany Home Design	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wilsonville Orthodontics - Joe Restic	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000
Wilsonville Spokesman	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000
The UPS Store	\$500	\$500	\$500	\$1,000	\$500	\$500	\$1,000
Wilsonville Dental	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<i>Other Sponsors: (Less than \$1,000)</i>							
American Family	\$400	\$400	\$0	\$400	\$0	\$0	\$0
Therapeutic Associates	\$350	\$350	\$0	\$350	\$0	\$350	\$350
Expedia Cruise Ship Centers	\$300	\$300	\$0	\$300	\$0	\$0	\$0
Marquis Co.	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Real Estate Superheros	\$1	\$400	\$0	\$400	\$0	\$400	\$400
Providence Medical	\$350	\$350	\$0	\$350	\$0	\$0	\$0
West Coast Bank	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL INCOME FROM SPONSORS	\$29,101	\$28,000	\$16,500	\$44,500	\$16,500	\$23,700	\$40,200
INCOME FROM VENDORS	\$4,600	\$4,500		\$4,500		\$3,200	\$3,200
MISC. INCOME	\$0	\$0		\$0		\$0	\$0
TOTAL INCOME	\$40,701	\$44,500	\$16,500	\$61,000	\$16,500	\$38,900	\$55,400
EXPENSES:							
City Permits, fees, dues, etc.	\$954	\$1,000		\$1,000		\$960	\$960
Development, Recruitment, Conferences	\$4,875	\$5,075	\$1,000	\$6,075	\$1,000	\$5,164	\$6,164
Logistics, Police, Toilets, Staffing, etc.	\$2,638	\$2,700	\$1,000	\$3,700	\$1,000	\$2,865	\$3,865
Marketing, signs, banners, posters	\$2,768	\$2,800	\$5,000	\$7,800	\$4,000	\$5,203	\$9,203
Insurance	\$3,621	\$3,650		\$3,650		\$4,226	\$4,226
Inflatables	\$10,000	\$9,000	\$4,500	\$13,500	\$4,500	\$8,083	\$12,583
Main Stage	\$6,626	\$6,700		\$6,700		\$5,197	\$5,197
Entertainment:	\$0	\$0		\$0		\$0	\$0
Fun	\$1,206	\$1,500	\$0	\$1,500	\$0	\$4,500	\$4,500
Walk around	\$4,300	\$4,500	\$1,000	\$5,500	\$1,000	\$500	\$1,500
Storage	\$1,560	\$1,680		\$1,680		\$1,680	\$1,680
Vendors	\$0	\$0		\$0		\$40	\$40
Hospitality	\$232	\$300		\$300		\$244	\$244
Computer	\$0	\$0	\$2,500	\$2,500	\$2,500	\$0	\$2,500
Misc.	\$140	\$500	\$500	\$1,000	\$2,500	\$0	\$2,500
TOTAL EXPENSES	\$38,920	\$39,405	\$15,500	\$54,905	\$16,500	\$38,661	\$55,161
NET GAIN/(LOSS)	\$1,781	\$5,095	\$1,000	\$6,095	\$0	\$239	\$239

FUN IN THE PARK
STATEMENT OF INCOME & EXPENSES (CASH ONLY)
December 31, 2018

	2017 Actual	2018 Budget	2018 Actual	Budget/Actual Variance
INCOME:				
City of Wilsonville Grant	\$7,000	\$12,000	\$12,000	\$0
INCOME FROM SPONSORS				
<i>Premier Sponsors (\$5,000+):</i>				
Kroger - Fred Meyer	\$5,000	\$5,000	\$5,000	\$0
Findlay Auto of Wilsonville	\$1,000	\$5,000	\$5,000	\$0
Elite Realty Group	\$5,000	\$0	\$0	\$0
Polygon Homes	\$5,000	\$5,000	\$5,000	\$0
Xerox	\$0	\$0	\$0	\$0
<i>Major Sponsors (\$2,500-\$4,999):</i>				
Grace Chapel	\$2,500	\$2,500	\$2,500	\$0
<i>Minor Sponsors (\$1,000 - \$2,499):</i>				
Argyle Capital - Burns Bros.	\$1,000	\$1,000	\$1,000	\$0
Dentistry for Kids	\$1,000	\$1,000	\$0	(\$1,000)
Director's Mortgage	\$0	\$0	\$0	\$0
Bob & Debi Laue	\$1,000	\$1,350	\$1,350	\$0
Edge Family Fitness	\$1,000	\$1,000	\$0	(\$1,000)
Oregon Tech	\$1,000	\$750	\$0	(\$750)
Mentor Graphics	\$0	\$0	\$0	\$0
Parker Johnstone Wilsonville Honda	\$1,000	\$1,000	\$0	(\$1,000)
Tiffany Home Design	\$0	\$0	\$0	\$0
TwinStar Credit Union	\$1,200	\$1,000	\$1,000	\$0
Ultratape Industries	\$1,000	\$600	\$600	\$0
Wilsonville Orthodontics - Joe Restic	\$0	\$0	\$0	\$0
<i>Other Sponsors: (Less than \$1,000)</i>				
The UPS Store	\$500	\$500	\$500	\$0
Columbia Bank	\$500	\$500	\$1,000	\$500
American Family	\$400	\$400	\$0	(\$400)
Therapeutic Associates	\$350	\$350	\$350	\$0
Expedia Cruise Ship Centers	\$300	\$300	\$0	(\$300)
Marquis Co.	\$0	\$0	\$0	\$0
Real Estate Superheros	\$1	\$400	\$400	\$0
Providence Medical	\$350	\$350	\$0	(\$350)
West Coast Bank	\$0	\$0	\$0	\$0
TOTAL INCOME FROM SPONSORS	\$29,101	\$28,000	\$23,700	(\$4,300)
INCOME FROM VENDORS	\$4,600	\$4,500	\$3,200	(\$1,300)
(1) MISC. INCOME	\$0	\$0	\$0	\$0
TOTAL INCOME	\$40,701	\$44,500	\$38,900	(\$5,600)

EXPENSES				
City Permits, fees, dues, etc.	\$954	\$1,000	\$960	\$40
Development, Recruitment, Conferences	\$4,875	\$5,075	\$5,164	(\$89)
Logistics, Police, Toilets, Staffing, etc.	\$2,638	\$2,700	\$2,865	(\$165)
Marketing, signs, banners, posters	\$2,768	\$2,800	\$5,203	(\$2,403)
Insurance	\$3,621	\$3,650	\$4,226	(\$576)
Inflatables	\$10,000	\$9,000	\$8,083	\$918
Main Stage	\$6,626	\$6,700	\$5,197	\$1,503
Entertainment:				
Fun	\$1,206	\$1,500	\$4,500	(\$3,000)
Walk around	\$4,300	\$4,500	\$500	\$4,000
Storage	\$1,560	\$1,680	\$1,680	\$0
Vendors	\$0	\$0	\$40	(\$40)
Hospitality	\$232	\$300	\$244	\$56
Computer	\$0	\$0	\$0	\$0
Misc.	\$140	\$500	\$0	\$500
TOTAL EXPENSES	\$38,920	\$39,405	\$38,661	\$744
NET GAIN/(LOSS)	\$1,781	\$5,095	\$239	(\$4,856)

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CITY OF WILSONVILLE – 2019 COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE

Project Title: WFA 2019 - Wilsonville Festival of Arts

Applicant Name Sarah Wolfe

Registered Tax Exempt Number: 93-1210288

Street Address PO BOX 2510, Wilsonville, OR 97070
Street City State Zip

Contact Sarah Wolfe Title Festival Director

Address PO BOX 2510, Wilsonville, OR 97070
Street City State Zip

Telephone (919) 220-6292 E-Mail festivaldirector@wilsonvillearts.org

Project Duration: Start Date June 1, 2019 Estimated Completion Date: June 2, 2019

TOTAL PROJECT BUDGET*	\$ <u>31,965</u>
APPLICANT CASH MATCH (a)	\$ <u>22,965</u>
IN-KIND RESOURCES (b)	\$ <u>4000</u>
TOTAL APPLICANT MATCH (a+b)	\$ <u>27,965</u>
GRANT REQUEST	\$ <u>5000</u>
 <i>*Provide detail on budget page</i>	
 <i>**Total Applicant Match" must be equal or greater than "Grant Request"</i>	

Budget Summary (this format must be used):

Project Budget: This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: 7-1-2018 to 6-30-2019

Income Sources	Amount
Vendor Fees - cash match	\$8800
Sponsors - cash & in-kind	\$5165
Grants - cash match (\$5000 from OCF; \$2500 from Clackamas County Cultural Coalition; others pending)	\$13,000
City of Wilsonville - Community Tourism Matching Grant	\$5000
Applying with Regional Arts & Culture Council and Miller Foundation - notifications pending	
Total Project Income	\$31,965

Expenses -Must be explicitly defined.	Amount
Marketing & Publicity (ads, posters, graphic design, signage)	\$8250
Equipment Rental (potties, van, golf cart, tents, A/V, etc.)	\$ 6800
Insurance, Licenses, Fees, Park Rental	\$2200
Materials (office supplies, electrical, etc.)	\$540
Artists, Performers, Programs (visual, music, dance, craft)	\$12950
Outsourcing (security, jurors)	\$1225
Total Project Expense	\$31965

Budget Summary Cont. (this format must be used):

Organization Budget: This budget shows how this project fits into your organization. The project should be shown as a line in this budget.

Fiscal Year: 7-1-2018 to 6-30-2019

Income Sources	Amount
WFA 2019 - Wilsonville Festival of Arts	\$31965
WACC Donations	\$10150
Total Organization Income	\$42115

Expenses	Amount
WFA 2019	\$31965
Advertising	\$100
Insurance	\$600
Legal / Accounting	\$500
Office Supplies	\$350
Festival Director Contract	\$8500
Miscellaneous	\$100
Total Organization Expense	\$42115

Signature and Certification Letter:

I hereby certify that all the facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my board of directors, which is attached to this application.

I agree that all publicity, press releases, publications, materials and /or media advertising produced as a part of this proposed project will acknowledge the Grant Program as follows:

- 1. "This project is made possible in part by a grant from Wilsonville transient lodging taxes and the City of Wilsonville."**
- 2. Inclusion of the "Explore Wilsonville" logo on print and digital material**
- 3. Link to ExploreWilsonville.com on project/event website**

I agree to carry out this project as outlined within this application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Community Tourism Matching Grant monies to the City of Wilsonville.

Signature of Authorizing Official

Date

Print Name of Authorizing Official

City of Wilsonville Community Tourism Grant Application – WFA 2019

PROJECT NARRATIVE

1. Provide a project description (500 words or less)

Wilsonville Festival of Arts (WFA) is the primary endeavor of Wilsonville Arts & Culture Council (WACC). The annual WFA is held to represent our creative culture, celebrate the arts, educate, engage and entertain. It is designed to raise money for the arts in the local schools and special events within Wilsonville, as well as provide opportunity for professional artists from throughout the Pacific Northwest to introduce their talents to the community. Moreover, it offers a forum for artistic expression within the framework of youth art exhibition and interactivity. This event offers the residents of Wilsonville and its visitors from the entire region an annual event showcasing visual, performing, literary and interactive arts, enriching the lives of Wilsonville's citizens.

WFA has been and continues to be the only community art festival in Wilsonville and creates a communal space for arts and culture there. Collaborations and partnerships are key to creating an event that is community-based, involves other elements of the arts community in the area, expands our creative horizons and offers the public a wide range of artistic exploration. These partnerships also offer area arts organizations the opportunity to share their talents with a wider public, as well as offer WFA visitors the opportunity to learn about other arts offerings throughout the region.

The event highlights:

- Visual Arts - Large-scale site-specific contemporary art installations; Art Market featuring 50+ art vendors; Student Art Exhibition featuring work by local students; NW Film Micro Movie Theatre; artist demonstrations; SMART Art Trolley Tours of City of Wilsonville public art
- Performing Arts – Main Stage, featuring live music, dance, theatre and performance art and roaming performers throughout the festival
- Literary Arts – *Art of the Word*, featuring Oregon Book Award winners doing readings and collaborative performance with partner artists; regional author vendor booths
- Interactive Arts – *Chalk it Up!* Chalkboards and chalk for visitors to create their own art; interactive sound, motion and community installations; Craft station, where kids and kids at heart can create something to take the experience home with them

WFA aims to create a culturally and creatively diverse festival that reflects the community's demographics and talents, and remains ever-contemporary in its exploration of ongoing changes in art currents locally and throughout the country.

About Wilsonville Arts & Culture Council

The Wilsonville Arts & Culture Council (WACC) is an organization that serves the community by enriching the lives of Wilsonville residents through offering opportunities to engage with art and

culture. Our mission is to promote, support, and provide access to arts and culture to all citizens of Wilsonville and to provide a structure where Wilsonville area and culture groups can work together. We have a dedicated diverse core of volunteers that reflect the demographics of the area, and who commit their time and talents towards the goals of WACC and WFA.

2. How will your project promote Wilsonville tourism? (250 words or less)

In 2017, we increased attendance from previous years, bringing over 4000 attendees (+/- 5%) from up to 200 miles away. In 2018, we further broadened our reach – geographically and demographically – to increase and diversify participation and attendance, bringing over 4500 people to Wilsonville. We continue to grow by diversifying our Planning Committee, increasing our marketing efforts along the I-5 corridor, and expanding our reach into the LatinX, Millennial and alter-abled communities.

WFA showcases local and regional artists, dancers, filmmakers and authors, bringing fans from near and far and exposing locals to new sights, sounds, tastes and experiences. Commissioned multi-sensory interactive art installations are developed specifically for WFA, creating engaging experiences available only at our festival. These artists have regional and sometimes national followings, and the chance for fans to check out their latest work can be a compelling reason for a visit.

Through WFA, we also highlight the design and historic significance of Town Center Park, promoting interactive visitation to its fountain, memorial and green spaces. And included in our programming are SMART Art Trolley Tours of public art throughout Wilsonville, showing visitors Wilsonville's creative side, encouraging them to explore further.

Overall, by highlighting both local and remote artists, expanding our marketing reach and creating diverse and compelling content, we can expand our audience, while also retaining our local base and remaining committed to representing what the city has to offer. This bolsters pride in the community and supports the economy through revenue generated from visitors as well as locals.

3. How will your project benefit the Wilsonville community? (250 words or less)

WFA remains the only art festival in Wilsonville and there is a need and demand for the arts here. The arts offer many intangible benefits that are difficult to quantify, but also tangible ones.

Americans For the Arts' latest "Arts & Economic Prosperity 5 survey provides evidence that the nonprofit arts and culture sector is a significant industry in the Greater Portland Area, one that generates \$330.4 million in total economic activity. This spending — \$214.4 million by nonprofit arts and cultural organizations and an additional \$116 million in event-related spending by their audiences — supports 11,505 full-time equivalent jobs, generates \$268.3 million in household income to local residents, and delivers \$27.6 million in local and state government revenue." Town Center Park is surrounded by hotels, restaurants, and gas stations, all benefiting from the increased festival traffic. Likewise, food vendors and artists benefit from the festival, as do companies providing dumpsters, port-a-potties, tents, AV equipment, tables, signage, etc.

Accessibility is key. The event is free, ADA-accessible and we provide sign-language and Spanish-language interpreters to create a more inclusive environment for more of the community. The festival includes arts and programming by, about and for alter-abled, LatinX and culturally diverse community members. And with reflection of Wilsonville's demographics in our planning and programming, the event will be more relevant to more of the area's population, offering deeper connection with the arts through commonality.

We want WFA to be diverse, accessible and compelling, to both reflect and engage the wider Wilsonville community and beyond.

4. What are your organization's goals for this project (use measurable data)? Consider this question: How will you know that you succeeded in your goals? (250 words or less)

WFA is continuing a 3-year plan to develop and expand our connections with the LatinX, 25-44 GenX/Millennial and alter-abled communities, which make up 12%, 32% and 8% (respectively) of Wilsonville's population, and to feature more elements that reflect currents in today's art world. We seek to create more diverse and regional content, bringing a larger and more diverse audience, while also keeping the event relevant to, and inclusive of, the Wilsonville community.

Big-Picture Goals for WFA 2019:

- Increase event attendance by 10+% (has increased from 3000-4500 from 2016-2018)
- Increase LatinX participation and attendance by 3% (aiming for 12% by 2020)
- Increase alter-abled participation and attendance by 4% (aiming for 8% by 2020)
- Maintain our goal of 32% attendance by the 25-44 age group
- Maintain our involvement of the 60+ community, who make up 26%+ of the population
- Establish two new substantial programmatic partnerships

We will continue to use stickers to measure attendance. Stickers will be handed out at the Info Booth and by roaming volunteers, making sure everyone attending gets one. To gauge demographics, geographic makeup and quality of the event, we will have both a print survey at the event, and a post-event online survey sent out via email and social media as well. These will be dispersed among volunteers, sponsors, partners, performers, artists and attendees.

Success will be meeting the goals stated above and in general creating an event that is an enjoyable and enriching time for as many visitors as possible.

5. If this is an annual event for which you have received Tourism/Match Grant funding for in the past, what new or expanded attractions have been added (please note: annual events must add attractions in order to be eligible for grant funding)? (250 words or less)

In 2019, we are stepping up efforts to create a diverse, inclusive and contemporary event featuring an array of different art forms. To this end, here are partnerships, programs and artists we plan to add to our 2019 event:

- Four new WFA-commissioned interactive **art installations** exploring art through sound, motion, light, vibration and language, offering sensory artistic exploration for everyone, including those with vision, hearing, developmental and/or mobility impairment.

Confirmed artists:

- Myles de Bastion – Cymaspace
 - Deaf musician translating sound waves into vibration and light through body movement
 - Scott Wayne Indiana / Benjamin Stagl
 - Collaborative creating large-scale Braille interactive
 - Olga Oseth
 - Musician creating interactive soundscapes through visual art, motion and light
 - Jeremy Rotsztain
 - Virtual reality artist creating a space where visitors can “paint” in a virtual environment, creating visuals through body motions
- **New Partnership with Milagro Theatre**
 - Bilingual theatre performance, costuming for kids, and culturally-relevant face-painting are part of our efforts to expand participation and attendance of the LatinX community.
 - **New Partnership with Disability Art & Culture Project (DACP)**
 - To further the artistic expression of alter-abled people, we seek to include the Director on our Planning Committee for creative infrastructural and programmatic ideas.
 - **New partnership with Willamette Writers** on the *Art of the Word* program.
 - Executive Director Kate Ristau has joined our Planning Committee to help revamp this long-standing program of WFA, sharing goals to reach younger, more diverse audiences.

6. How are you/your organization suited to produce this project/program? Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.) (250 words or less)

WFA has been a core element of Wilsonville’s arts and culture scene for two decades. Over that time, the Planning Committee has developed a wide range of community relationships, and with the Festival Director, they are dedicated to creating a successful and sustainable annual event - adapting, improving and growing with the times.

The majority of sponsors, planners and volunteers making this event happen are based in and around Wilsonville. In seeking to diversify and expand participation and attendance, we continue to develop new partnerships that reflect area demographics. Partners participate in art juries, planning committees, art programs and volunteer teams.

The Festival Director has 15+ years experience planning art programs, from conception to completion – fundraising, logistics, budgeting, partnerships, marketing, volunteer coordination and

management. Our Planning Committee includes members of WACC board, Co-Founder of WFA, and members of Wilsonville communities we seek to represent and attract.

Confirmed funds:

- \$5000 – Oregon Community Foundation
- \$2500 – Clackamas County Cultural Coalition
- \$5500 – Sponsorship

Seeking funding from:

- Regional Arts & Culture Council - \$3000 (notif. March 1)
- Miller Foundation - \$3000 (notif. in March)
- City of Wilsonville - \$5000 (notif. mid-March)

Past & present funders:

- City of Wilsonville - \$5000 multiple years
- Oregon Community Foundation - \$3000 in 2018; \$5000 for 2019
- Fred Meyer - \$5000 – 2016-2018 (have changed focus to Zero Waste/Zero Hunger)
- Clackamas County Cultural Coalition - \$2500 in 2018 & 2019
- Burns Brothers - \$2500 in 2018; \$3000 for 2019

City of Wilsonville Tourism Matching Grant – Grant Funding Follow-Up Report

WFA 2018 – Wilsonville Festival of Arts

1) Who benefited from your project or event?

- a) Approximately 4,500 attendees
- b) (see attached map and graph)

2) Were the measurable evaluation goals listed in your narrative achieved? How?

- a) Due to expanded outreach and research, 11% of our authors, musicians, artists, art vendors, food vendors and other participants were Latino. Our ultimate goal is 12%, to reflect the Latino demographic population in the area. We haven't quite met our goal of 12% attendance by the Latino demographic, but overall cultural diversity improved, and we feel we will reach that 12% in 2019.
- b) Likely due to outreach to participants in this age range, as well as expanded marketing through publications, magazines and other publicity aimed at this age range, 33% of attendees were between 25 to 44. Our ultimate goal has been 32%.
- c) We increased sponsorship and grant funds by over \$7000, allowing us to pursue better art sources to improve the overall quality of the event.

Other Statistics

Those surveyed said they spent the following amounts of money while in the Wilsonville area:

\$0-50	47%
\$51-100	10%
\$101-250	4%
\$251+	6%

Some Survey Comments

- Excellent artwork
- Incredible diversity of art & talent
- Something for everyone
- Music was exceptional
- Excellent quality of vendors
- Very well done!
- It was lovely
- Much improved over previous years
- Food selection awesome & delicious
- Fab mix of musical genres

Long-term Statistics (2017-2018)

Facebook

Since early 2017, increased WFA page likes from 711 to 1017

Instagram

As of 7/6/18, 304 followers (no cumulative date as with Facebook)

Funds Raised (grants; sponsorships; artist, author & food vendor booth fees)

\$25,147.50 in 2017 to \$32,419 in 2018 - an increase of \$7272

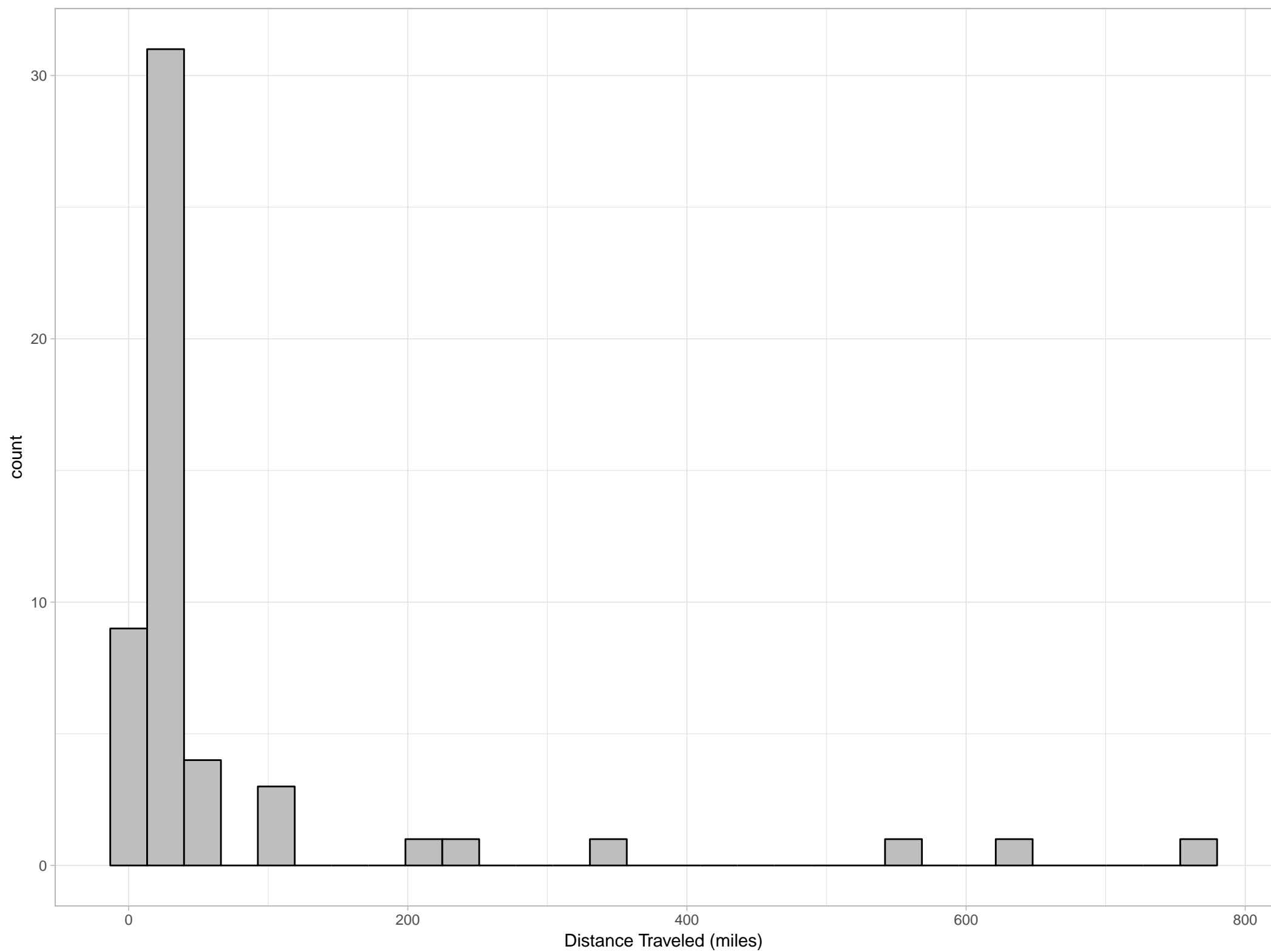
3) Will this event or project be recurring? How do you anticipate funding the project in the future?

Indeed, we plan to continue this annual art festival tradition into the future. In addition to pursuing grants and sponsorships acquired for 2018, we will be applying for an additional two grants. In addition, we have made it possible to add a few more vendors (additional income), and collectively, we have a goal of \$35,000 for income generated in 2019.

4) Attach copy of your final financial income and expense statement for this event or project.

(see attached excel file)

Distance traveled by Survey Takers (n = 121)



Sheet1

WFA 2018 – Wilsonville Festival of Arts Income & Expenditures

Sources of Cash (Revenue)	Cash	In-Kind
Entrythingy application fees - 83 entries	\$1,620.00	
Artist & novelty vendor booth fees	\$6,885.00	
Author booth fees	\$550.00	
Food Vendor Fees	\$1,200.00	
Income from beer sales (Vanguard)	\$64.00	
City of Willsonville Matching Tourism Grant	\$5,000.00	
Oregon Community Foundation Small Arts & Culture grant	\$3,000.00	
Clackamas County Cultural Coalition 2018 Project Grant	\$2,500.00	
Other Sponsorships	\$11,600.00	
Pamplin Media Group		\$3,000.00
NW Natural – some tents		\$2,700.00
SMART – Art Trolley		\$1,000.00
Republic Services – trash/recycling		\$400.00
Graphic Design (by Kenny Norris)	partial donation	\$2,000.00
Volunteer Coordination – by board member	\$0.00	
	\$32,419.00	\$9,100.00

Uses of Cash (Expenses) Cost

	Actual
STAFFING	
Police officers	\$909.00
Art Market Jurors	\$225.00
EQUIPMENT RENTAL	
Port-a-potties	\$594.00
Cargo van rental	\$417.00
Golf Cart	\$80.00
Corvallis	\$2,973.50
Fire extinguishers - 7 - corvallis	\$199.50
PA, speakers, cords, mics, amps, projector, screen	\$2,635.00
OFFICE SUPPLIES	
Amazon.com - materials	\$98.72
FedEx Office	\$106.90
INSURANCE, FEES & LICENSES	
Entrythingy tokens	\$120.00
PayPal Fees	\$200.00
Liability Insurance (\$1M policy)	\$1,200.00
Event fee via CoW	\$1,250.00
MATERIALS	
Electrical cord & connectors	\$379.82

Sheet1

Scholarship printing (Joan) - UPS Store	\$37.94
Amazon.com	\$203.64
ACE Hardware	\$9.99

ARTISTS, PERFORMERS, PROGRAMS

Installation #1 - interactive craft installation	\$1,000.00
Installation #2 - optical illusion installation	\$1,200.00
Installation #3 - interactive sound installation	\$500.00
Main Stage & Art of the Word	\$6,250.00
Performer & Artist hospitality	\$232.70
Demo Artists	\$400.00
Micro Movie Theatre	\$200.00
Chalk artist	\$300.00
Heartbeat Silent Disco	\$990.00
Mask-Making	\$700.00

MARKETING & PUBLICITY

Facebook Boosts	\$400.00
Extra posters printed by Christopher (50)	\$50.00
Amazon.com - mktg materials	\$539.39
FedEx Office	\$664.19
Pamplin (printing & ads)	\$2,000.00
ProGraphics (banners & yard signs)	\$992.56
Print, online & social media ads	\$1,189.50
Graphic Design (by Kenny Norris)	\$200.00

MISCELLANEOUS

Scholarship for HS student	\$1,000.00
Postage	\$4.16

TOTAL EXPENDITURES **\$30,452.51**

Budget Surplus **\$1,966.49**
(rollover cushion for 2019 event)

Partners & Artists – WFA – Wilsonville Festival of Arts – Past & Present

PARTNERS

- NW Film Center - <https://nwfilm.org/> - partnering to create a Micro-Movie Theatre featuring short films by PNW filmmakers of diverse ages, ethnicities and abilities.
- Willamette Writers - <https://willamettewriters.org/> - partnering on *Art of the Word* program featuring authors, craft, live readings and more focused on the word
- Milagro Theatre - <https://milagro.org/> - organization focused on LatinX arts and culture; partnering on more thoroughly integrating LatinX culture into our planning & programming
- Disability Arts & Culture Project - <https://dacphome.org/> - organization with a mission to further the artistic expression of people with both apparent and non-apparent disabilities - partnering on more thoroughly integrating alter-abled culture into our planning & programming

ARTISTS

Installation Artists

- Aaron Whelton – sculpture - <https://wheltonarch.com/>
- Jessica Hickey – community weaving project - <https://jessicahickey.com/home.html>
- Damien Gilley – interactive multi-media - <https://www.damiengilley.com/>
- Palmarin Merges (Philippino) – textile community project - <http://www.palmarinmerges.com/>
- Tiana Husted (Hawaiian) – sound/motion interactive – grad student, UofO School of Music & Dance
- Scott Wayne Indiana – giant Braille interactive - <http://39forks.com/>
 - Partnering with Benjamin Stagl - <https://www.benstagl.com/>
- Jeremy Rotsztain – Virtual reality art creation - <http://www.mantissa.ca/>
- Myles de Bastion (deaf) – tactile / light installation by and for hearing impaired - <https://myles.debastion.com/>
- Olga Oseth (Ukrainian) – motion / sound interactive – PhD candidate in Musical Arts, UofO

LatinX Artists, Musicians, Dancers, Other

- Angennette Escobara – Planning Committee member
- William Hernandez – Peruvian Painter, Art Market Jury member - http://www.williamhernandezart.com/HOME_PAGE.html
- Mexica Tiahui – Aztec dance group - <https://www.facebook.com/Mexicatihui/>
- Ivonne Saed – Mexican/Jewish author - <https://literary-arts.org/organizer/ivonne-saed/>
- Melao de Cuba – band - <https://www.cubanmusicpdx.com/>
- Eduardo Cruz – metal etching, demo artist - <http://www.gleanpdx.org/eduardo-cruz-torres/>
- Kichana - Peruvian food booth - <http://www.kichana.com/>
- Veronica Guzman – Potter - <https://veronicaguzman.com/>
- Salsanova – salsa band - <https://www.facebook.com/SalsaseriousBusiness/>
- Danielle Cadena – author - <http://www.danielledeulen.net/>
- Margarita Castillo-Bernard – artist vendor - <https://fantasyfigurativeart.com/>
- Bilingual volunteers at Info Booth

Alter-Abled Artists, Art Created with the Alter-Abled Community In Mind

- DanceAbility – dance troupe integrating dancers with and without disabilities, featured on our Main Stage in 2018 - <http://www.danceability.com/>
- Wobbly – filmmakers, choreographers, dancers with Cerebral Palsy – film by them and featuring them in Micro Movie Theatre - <https://www.wobblydance.com/>
- McKenzie Black – filmmaker w/hearing impairment, feature film in Micro Movie Theatre about her experience getting a cochlear implant – youth filmmaker
- Myles de Bastion – deaf musician/artist creating installation work that turns sound into light and/or tactile sensations
- Interactive art installations commissioned to incorporate more than one of the senses, so they can be experienced by a wider audience (see installation artist list above)
- ASL volunteers working Info Booth



OREGON ARTSWATCH

OREGON'S ARTS & CULTURE NEWS

[NEWS & NOTES](#)

Festivals, awards, a college dies

News & notes: an arts festival in Wilsonville, the PAMTA musical theater awards, Marylhurst's loss to the arts, PassinArt goes deep east side

May 29, 2018 // [NEWS & NOTES](#) // [Bob Hicks](#)

It's not quite summer, but it's festival season – and Wilsonville, just a short skip south of Portland on the freeway, is leading the charge. Coming up Saturday and Sunday, June 2-3, is this year's [Wilsonville Festival of Arts](#), which will spread out over the city's Town Center Park with contemporary music, dance, visual art, theater, literary events, film, design, and performance art.



Master maskmaker and director Tony Feummeler will lead maskmaking events at the Wilsonville Festival of Arts.

"This year, we are introducing three commissioned interactive art installations by artists Damien Gilley, Palmarin Merges and Tiana Husted," festival director Sarah Wolfe noted in a press release. "Also new is a partnership with NW Film Center in Portland. We are teaming up to offer a Micro Movie Theatre, featuring short films by filmmakers throughout the Pacific Northwest. And we will be featuring several Oregon Book Award winners and finalists as special guests for our focus on literary arts, *Art of the Word*. Latinx and altered contemporary artists will also be highlighted."



Singer Saeeda Wright

The lineup looks ambitious and intriguing, with attractions ranging from a reading by this year's Ken Kesey Award fiction winner Omar El Akkad (*American War*); to demonstrations in skills from etching to 3D printing to weaving and spinning; to performances by R&B star Saeeda Wright and the innovative troupe DanceAbility. And of course, there'll also be artists' and crafters' booths, ice cream and other food stands, and beer: It wouldn't be a festival without 'em. Festival entry is free; hours are 10 a.m.-6 p.m. Saturday and 10 a.m.-5 p.m. Sunday.



Black with colored amoeba-shaped pieces from artist Palmerin Merges' installation art in Wilsonville.

The granddaddy of 'em all, the [Portland Rose Festival](#), is working up a head of steam, too. The city's annual extravaganza kicked off Friday, May 25, with a Memorial Day weekend CityFair on the riverfront (much more to come, from elephant ears to open-air concerts, in Tom McCall Waterfront Park), and the big event, the Grand Floral Parade, is June 9. After that, dig out your maps and fill in your calendars: you can pretty much hop from festival to festival around Oregon all summer long.

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**CITY OF WILSONVILLE – 2019
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: Salmon Cycling Classic – Event and Marketing and Site Fees

Applicant Name: Wilsonville Bicycle Events

Registered Tax Exempt Number: 82-4498447

Street Address: P.O. Box 652 Wilsonville, OR 97070

Contact: Steven L. Van Wechel Title: Executive Director

Address: 30730 SW Magnolia Wilsonville, OR 97070

Telephone: 503-682-5048 E-Mail stevevw.55@gmail.com

Project Duration: January 1, 2019 Estimated Completion Date: June 30, 2019

TOTAL PROJECT BUDGET *		\$ <u>45,963.00</u>
APPLICANT CASH MATCH (a)	\$ <u>16,000</u>	
IN-KIND RESOURCES (b)	\$ <u>23,950</u>	
TOTAL APPLICANT MATCH (a+b)		\$ <u>39,950.00</u>
GRANT REQUEST		\$ <u>6,013.00</u>

* Provide detail on budget page

**"Total Applicant Match" must be equal or greater than "Grant Request"

Budge Summary (this format must be used):

Project Budget: This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: January 1, 2019 to December 31, 2019

INCOME SOURCES	AMOUNT
City of Wilsonville Community Tourism Match Grant (Grant Request)	\$6263.00
Community Partnership Grant (Applicant Cash Match – a)	\$16,000.00
Corporate/Business Sponsorships (In-kind Resources – b)	\$23,950.00
Event Registrations (counted to be used for seed money for following year)	\$6,500.00
TOTAL PROJECT INCOME	\$52,713.00

EXPENSES – Must be explicitly defined.	AMOUNT
1. ADVERTISING	\$5325.00
The advertising program is still being determined as of this writing, but the following options are being looked at from this grant ... 1) Social Media blitz - \$525; 2) Window Posters to be placed in Portland, Salem, Eugene, The Dalles, Lincoln City, Vancouver, and/or other NW cities - \$250; 3) Flyers to be place in bicycle shops around PDX, and other cities; also to be place on car windshields at area bicycle events whose participants come from all over Pacific Northwest - \$150.00; 4) Newspaper ads in various newspapers from Seattle to Eugene/Corvallis, and Coast to Spokane, and./or Boise - \$4000; and 5) for the costs related to the web site - \$400.	
2. CITY FEES	
This covers: 1) River Shelter rental - \$107.50; 2) Alcohol fee - \$100.00; 3) Special Event Fee - \$200.00; 4) Rental of two ball fields for parking purposes - \$140.00; and 5) City Required \$2,000.000.0	\$688.00
Insurance to cover the City. \$140.50 (Cleaning Deposit of \$250 has already been paid or would be added herein)	
<i>(It should be noted that expenses related to the other direct event costs, (such as signs, dinner, OBRA fees/registration, etc., various course expenses, administration, etc. are covered via some in the Community Partnership Grant and the largest part in the corporate sponsorship sides of the budget and not herein)</i>	
TOTAL PROJECT EXPENSE	\$6013.00

Budget Summary Cont. (this format must be used):

Organization Budget: This budget shows how this project fits into your organization. The project should be shown as a line in this budget

Fiscal Year: January 1, 2019 to December 31, 2019

INCOME SOURCES	AMOUNT
Salmon Cycling Classic income	\$52,463.00
(City Tourism Grant, Community Partnership Program Grant, Corporate Sponsorships, and Registration Monies)	
TOTAL ORGANIZATION INCOME	\$52,463.00

EXPENSES – Must be explicitly defined.	AMOUNT
Salmon Cycling Classic	\$ 46,213.00
(Includes: 1) Advertising, 2) Salmon Dinner, 3) Wilsonville Fees; 4) Directly related event expenses; 5) various county and other fees, 6) Office supplies, 7) OBRA related expenses, 8) various business expenses (insurance, etc.)	
other cities; also to be placed on car windshields at area bicycle events whose participants come from all over the	
TOTAL ORGANIZATION EXPENSE	\$46,213.00

Note: Wilsonville Bicycle Events is a new non-profit organized specifically to sponsor this event, the events that will be added to it in the future, and as things go other programs as well. Thus, at this time there is no difference between the two budgets - the project & the organization budgets are the same. Organizational expenses are calculated into the corporate sponsorship numbers.

PROJECT NARRATIVE QUESTIONS:

1. Provide a project description

This is the beginning of a multi-year project to bring national level bicycling to the Wilsonville/Portland area. As with most beginnings, it is currently small in comparison to the ultimate goal - which is to develop a 3-5 day “Bicycle Extravaganza” with headlining events designed to bring the big names of national bicycling to Wilsonville to compete. With them, of course, will come considerable national exposure, tourist influx, and prominence of Wilsonville in the Portland Metropolitan and Pacific Northwest regions. This goal makes this event different from the nearly 500 other annual Oregon bicycle events - as none of them have anything to do with national level bicycling. Filling this empty niche will also demonstrate to the Wilsonville community the huge economic potentials the French Prairie Bicycle-Pedestrian Bridge will bring to the area.

The 2019 endeavor is a single event – the Salmon Cycling Classic – and is classified a “Grand Fondo”. The focus is on one event done well to base future plans on and ensure success. A fondo is not a bicycle “race”. A fondo is a large group of people going out on a designated course together enjoying the bicycle camaraderie, the beautiful day, the scenic vistas - a social event on bicycles – and in our case a genuine Cedar Plank Salmon Dinner afterwards catered by *Wilsonville Catering*. Formal races and other events will be added year-by-year dependent on participation and funding levels.

As stated above, we are just starting out and the overall effects of this multi-year project will be minimal this year – but everything has to start somewhere.

It has been said, “Advertising is everything!” **Therein is the first of two major purposes for which this grant will be used – the provision of a large portion of the overall advertising budget to get the word out about the event and draw people to Wilsonville.** Being a new event, we need to build community awareness and acceptance - essential aspects to the ultimate goal - and, obviously, we must reach out to the bicycle communities throughout the Northwest. A variety of approaches will be used to accomplish both targets. In the future a change in advertising strategy will occur to add an effort to attract both spectators and participants as events are added that lend themselves more towards spectators.

Social media and the Internet will probably be primary areas of promotion as we are being told that things are shifting away from print media. However, newspaper and bicycle magazine ads still give credibility and a solid aura toward the event. As of this writing the balance is in flux of where the heavier emphasis will be.

The second purpose for this grant is to cover the fees required by the City of Wilsonville. Outside of advertising and catering, those fees are the largest single budget item we have, and it takes quite a number of individual registrations to cover that amount. Therein, it will be a huge help to have those fees covered (or waived entirely).

2. How will your project promote Wilsonville tourism?

The very purpose of the event is to draw people to Wilsonville. This will be accomplished in varied ways.

- 1) The project will provide a “tourist destination” and reason to come to Wilsonville.
- 2) It will promote Wilsonville’s reputation as a great place to come.
- 3) While boosting Wilsonville’s appeal and name recognition, it will attract people to come to other local events.
- 4) The project will hopefully inspire other new events to be created (especially ones related to the bridge).
- 5) The project, conjointly with the bicycle bridge, will bring regional and national attention to Wilsonville.
- 6) As the event grows, the economic influx will contribute to making Wilsonville an economic hotspot – which is attractive to people.
- 7) Additional tourists and participants will come simply as events are added to the line up in future years.
- 8) In emphasizing a quality, first-rate project, Wilsonville will reap the results of encouragement to participants and spectators alike to return and to give positive ‘vibes’ of the City to others.

Last year, our inaugural year, there was no advertising money at all. None-the-less, participants came from Calgary, Seattle, Tacoma, Idaho, and from around Oregon. Through a national fondo calendar, we are aware that people from 30-some Oregon cities, 17 states, and 7 countries (including Russia, Italy, etc.) at least looked at our web site. So it is clear that the project indeed creates high interest from more than 50-miles away.

3. How will your project benefit the Wilsonville Community?

1) It will demonstrate/promote the benefits of the bicycle-pedestrian bridge with community residents.

It will encourage residents to see the bridge as an economic engine.

2) It will focus positive regional, West Coast, and even national attention on the area

Interest in Wilsonville as a destination will grow due to eventual event related national advertising

3) It will promote economic development in Wilsonville and the area

A national event centered in Wilsonville will pull tourists and their money to the State and to the City, and may encourage new businesses to locate here.

4) It provides the business community an opportunity for a common effort that promotes them and the City.

By promoting the event, the business community wins too.

5) It will increase the prominence and stature of Wilsonville within the Greater Portland Metropolitan area

Nobody in the Greater Portland area hosts a national, non-professional, event of any kind – annual or otherwise. It will create a brand new, creative alternative revenue stream coming into Wilsonville.

6) Bringing national bicycling to Wilsonville adds much without raising taxes, or building new infrastructure, and allows benefits without population gain or public outlay.

With the benefits identified, note that public coffers have not been infringed upon, and nothing has had to be built. What a fantastic combination for the City!

7) It will provide residents an encouragement to be active.

8) It will provide greater support for the City's tourism and economic development plans.

It coincides with the City's Tourism Committee's goals.

4. What are your organizations goals for this project? (use measurable data)?

Consider the question: How will you know that you succeeded in your goals?

For 2019, still being new, the initial goals are indeed necessarily small. We had 37 riders in the inaugural event last year with no advertising money at all - none. We hope to push that number to 100-150 or more this year with the addition of considerable advertising and the now- developed quality base to build from.

Down the road, things will be much different as we grow. Many of the national Grand Fondos have between 2,000 – 4,000 participants in their single event. As only one event of a major 3-5 day Bicycle Extravaganza, which also includes headlining events of national prominence, the total numbers could potentially be astronomical.

The quantifiable numbers, however, must be combined with necessary non-quantifiable aspects. This includes three goals. First, as stated elsewhere, is excellence in every aspect of the project to promote the return of participants as well as to increase the participation level(s) as the overall definitive goal. Second, make sure that every participant and visitor has a great experience, and has a warm, welcoming encounter with the Wilsonville community. And lastly, the goal is to integrate the project into the community and in everyway possible work diligently to make it a ‘community-owned’ event. This will be led in the future by dedicating a person to work with the community - creating ways to incorporate clubs, groups, organizations, and businesses into fundraising opportunities; and to crafting opportunities to encourage ‘tourist’s to spend money here.

5. If this is an annual event for which you have received Tourism/match Grant funding for in the past, what new or expanded attractions have been added (Please note: annual events must add attractions in order to be eligible for grant funding?)

This is the second year for the Salmon Cycling Classic – 2018 was the inaugural event. We did not receive any grants or supports of any kind last year. Due to the initial small numbers, it was not felt appropriate to enlarge the event listing for this year yet. None-the-less, major changes for this year include: (1) the creation of a corporate/business sponsorship opportunity program; and (2) the addition of grant-seeking efforts to finance an advertising campaign and to cover City Fees.

6. How are you/your organization suited to produce this project/program?

Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.)

Our 501-c-3 status is totally set up. It was specifically established to sponsor this project

Comparatively, a Fondo is much lower organizational level than ‘races’, and can be handled with the current organization.

We are starting this year seasoned after an inaugural year.

Last year help was enlisted from *Wilsonville Catering*, *Hughes Water Garden*, *Chehalem Parks & Recreation District*, *Otto Bicycle Locks*, *Wilsonville Dental Group*, *Metro*, *Boy Scout Troop 294*, *OBRA* (Oregon Bicycle Racing Association), the *Portland Bicycle Blog*, and a handful of friends, volunteers, and pro bono help. This puts us ahead for this year.

Free Geeks of Portland recently donated a new computer system and a laptop that will be integral to the preparations this year. A public relations person is working with us. Contacts have been made with advertising professionals and *Clackamas County Tourism*. *Bob’s Red Mill* will be enlisted to assist with various rest stop food items. Additionally, the *Chamber of Commerce* is being consulted as this goes to its deadline to engage their assistance.

The development of a sponsorship program this year is major in helping to produce the project and lend stability to our plans.

We have been energized by the enthusiasm of literally everyone who has heard of the concept. Example - when *Hughes Water Garden* was approached last year, the concept was not even fully explained and they were asking, “What can we do to make this happen?” – an example of the local business community being ready for something like this!

Signature and Certification Letter:

I hereby certify that all the facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my board of directors, which is attached to this application.

I agree that all publicity, press releases, publications, materials and /or media advertising produced as a part of this proposed project will acknowledge the Grant Program as follows:

1. "This project is made possible in part by a grant from Wilsonville transient lodging taxes and the City of Wilsonville."
2. Inclusion of the "Explore Wilsonville" logo on print and digital material
3. Link to ExploreWilsonville.com on project/event website

I agree to carry out this project as outlined within this application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Community Tourism Matching Grant monies to the City of Wilsonville.



Signature of Authorizing Official



Date



Print Name of Authorizing Official



**Wilsonville
Bicycle
Events**

A 501-C-3 Organization

The below signed Board members of Wilsonville Bicycle Events approve of the corporation applying to the City of Wilsonville Tourism Matching Grant Program

Terrance Clark

Jake VanderZanden

Tammy Faro

Mary Joyce Van Wechel

Steve Van Wechel

Dated: January 31, 2019



Salmon Cycling Classic June 29, 2019

SalmonCyclingClassic@gmail.com

Date of this notice: 02-21-2018

Employer Identification Number:
82-4498447

Form: SS-4

Number of this notice: CP 575 A

WILSONVILLE BICYCLE EVENTS
% STEVEN VAN WECHEL
PO BOX 652
WILSONVILLE, OR 97070

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 82-4498447. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1120

04/15/2019

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, Accounting Periods and Methods.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, Entity Classification Election. See Form 8832 and its instructions for additional information.

IMPORTANT INFORMATION FOR S CORPORATION ELECTION:

If you intend to elect to file your return as a small business corporation, an election to file a Form 1120-S must be made within certain timeframes and the corporation must meet certain tests. All of this information is included in the instructions for Form 2553, Election by a Small Business Corporation.

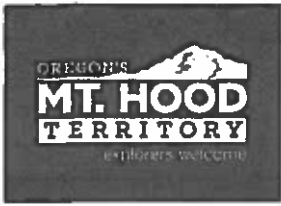


City of Wilsonville Tourism/Match Grant Application

Attached is a letter from Samara Phelps of Clackamas County Tourism & Cultural Affairs that she wrote a few months ago for another grant application (unfortunately that grant was unsuccessful for various reasons) that seems appropriate to pass on here.



Salmon Cycling Classic June 29, 2019
SalmonCyclingClassic@gmail.com



August 28, 2018

Travel Oregon Small Grant Committee

RE: Wilsonville Bicycle Events

Dear Committee Members,

Clackamas County Tourism & Cultural Affairs is writing in support of Wilsonville Bicycle Events' application for Travel Oregon Matching Grant funds to build a signature cycling event in Wilsonville. Outdoor Recreation is a pillar of tourism in Clackamas County with cycling an identified niche we have seen success in developing. Sports tourism is also identified by Wilsonville Tourism Committee as a growth opportunity for tourism. Bicycle events align nicely with both community and county tourism initiatives.

Wilsonville is positioned at the edge of the Willamette Valley farm and wine country but with the amenities of the Portland Metro area and adjacent to I-5 for easy access from around the region. Today, cyclists in the know enjoy the low traffic country roads as well as a community with restaurants, lodging, attractions and public transportation. Amenities for cyclists will only improve with the addition of a bike ped bridge over the Willamette being sited now. A signature cycling event will elevate Wilsonville's reputation among cyclists bringing enthusiasts to the event and to the area throughout the year.

The identified goal of growing the event into a sanctioned event allowing competitors to earn points toward national rankings makes this event a unique and needed asset in Oregon's robust bicycle tourism product. Through Travel Oregon's leadership, bicycle tourism has grown to truly a statewide asset. Events are an effective tool to grow awareness and garner media attention for the state. A point qualifying event is a strong story to reach cyclist outside of Oregon as well as throughout the state keeping Oregon's reputation for quality cycling top of mind.

With a big vision and community support, Wilsonville Bicycle Events is building a bright future for the community through cycling. Clackamas County Tourism & Cultural Affairs looks forward to signature cycling events in Wilsonville. Your support will build a solid foundation for the event through professional, technical assistance and increased awareness.

Sincerely,

Samara Phelps
Destination Development Lead
Clackamas County Tourism & Cultural Affairs
samara@mthoodterritory.com

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**City of Wilsonville - 2019
Community Tourism/Match Grant Application Cover Page**

Project Title: 2019 Wilsonville Rotary Summer Concert Series

Applicant Name: Wilsonville Rotary Foundation

Registered Tax Exempt Number: 93-1114902

Street Address: PO Box 362, Wilsonville, OR 97070

Contact: John Holley & Curt Kipp Title: Concert Co-Chairs

Address: 31447 SW Country View Lane, Wilsonville, OR 97070

Telephone: 503-407-0308

E-Mail: holleyjc46@gmail.com

Total Project Budget*		\$ 18,450
Applicant Cash Match (a)	\$12,950	
In-Kind Resources (b)	\$ 1,500	
Total Applicant Match (a+b)		\$14,450
Grant Request:		\$ 4,000
<i>* Provide detail on budget page</i>		
<i>* "Total Applicant Match" must be equal or greater than "Grant Request"</i>		

1 Community Tourism/Match Grant Applicatio

Budget Summary (this format must be used):

Project Budget: This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from the grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: 2019

Income Sources	Amount
Sponsor Fees	\$12,550
Tourism Grant	\$4000
In-kind (Printing & Advertising)	\$1500
Vendor Fees	\$400
Total Projected Income	\$18,450

Expenses - Must be explicitly defined	
Talent	\$9,500
Sound	\$3,200
Rentals	\$1,500
Advertising	\$1,500
In-Kind	\$1,500
Park Fees (Net of refund)	\$950
Misc	\$300
Total Project Expenses	\$18450

2 Community Tourism/Match Grant Application
Budget Summary Cont. (this format must be used):

Organization Budget: This budget shows how this project fits into your organization. The project should be shown as a line in this budget.

Fiscal Year: 2019 to _____

Income Sources	Amount
Heart of Gold	\$66,000
Summer Concerts	\$4,400
Other	\$1,750
Total Organization Income	\$72,150

Expenses			
Heart of Gold			\$21,745
Summer Concerts			\$16,950
Scholarships			\$10,000
Other			\$18,200
			\$66,895

3 Community Tourism/Match Grant Application

Project Narrative Questions:

1. Provide a project description (500 words or less): The Wilsonville Summer Concert Series will take place the last two Thursday's in July and the first two Thursday's in August. Each concert will feature a well known band: 7/8 - Johnny Limbo and the Lugnuts, 7/25 - Dancehall Days Band, 8/1 - Jennifer Batten, 8/8 - Tony Starlight, that will play a 2 hour headline act with intermission and a 45 minute opening act with local artists. Vendors will be located aroundnTown Center Park to provide food, water, and information. Wilsonville Rotary will make sure that trash is removed and bathrooms are maintained.
2. How will your project promote Wilsonville Tourism (250 words or less)? Wilsonville Rotary will advertise the concerts in the Spokesman, City event guide, as well as on the Rotary website (www.wilsonvillerotary.com), and our Facebook and Twitter feeds. There will be signs placed in all accepting local businesses as far away as Tigard and Canby.
3. How will the project benefit the Wilsonville Community (250 words or less)? The concerts provide residents and visitors with a fun evening listening to great artists, enjoying a picnic, dancing, and watching their children play in the water features or dance to the music. It will enhance Willsonville's image as a family friendly community.
4. What are your organization's goals for this project (use measurable date)? How will you know that you succeeded in your goals? Our goal is to entertain between 4,000 and 5,000 concert goers at the four concerts and attract visitors from other communities (see attached schedule 1). Additionally, we will be raising money to eradicate polio by passing buckets for donations during the intermissions. Our goal is to raise \$10,000 in 2019.
5. What new or expanded attractions have been added in 2019? As in prior years we always add new bands to the concert series in order to keep the music fresh and to make sure that past concert goers return and new ones attend. We also have increased our advertising budget to reach a broader audience and attract more visitors. Additionally, we are constantly looking for new vendors that will add new food choices or new services. We expanded the vending options last year and are looking to expand them further this year.
6. How are you/your organization suited to produce this project /program?
The Wilsonville Summer Concert Series has been going since 2002. This is our 16th year.

4 Community Tourism/Match Grant Application

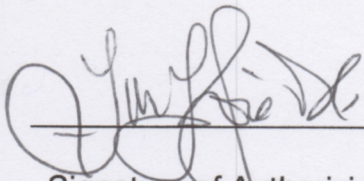
Signature and Certification Letter:

I hereby certify that all the facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my board of directors, which is attached to this application.

I agree that all publicity, press releases, publications, materials and/or media advertising produced as part of this proposal will acknowledge the Grant Program as follows:

1. **“This project is made possible in part by a grant from Wilsonville transient lodging taxes and the City of Wilsonville”.**
2. **Inclusion of the “Explore Wilsonville” logo on print and digital material**
3. **Link to ExploreWilsonville.com on project/event website**

I agree to carry out this project as outlined within this application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Community Matching Grant monies to the City of Wilsonville.



Signature of Authorizing Official

1-24-19

Date

Laura LaJoie - President, Wilsonville Rotary & Wilsonville Rotary Foundation

Print Name of Authorizing Official



Wilsonville Rotary Foundation
PO Box 362
Wilsonville, OR 97070
Tax ID 93-1114902

January 22, 2019

Re: Tourism Grant Application

This confirms that the Wilsonville Rotary and Wilsonville Rotary Foundation have asked John Holley & Curt Kipp to prepare and submit the 2019 Wilsonville Tourism Grant Application.

A handwritten signature in black ink, appearing to read "Laura Lajeie".

Laura Lajeie - President

Grant Funding Follow-Up:

This form must be returned within 60 days of your project completion.

1. Who benefited from your project or event?

- How Many? Approximately 4,000 enjoyed the 2018 summer concerts. The concerts were affected by severe heat that caused the rescheduling of one of the concerts. The rescheduling adversely affected attendance.
- Where From? Attendees came from Wilsonville and surrounding communities. See exhibit 1 attached.

2. Were the measurable evaluation goals listed in your narrative achieved? How?

The attendance goals were not achieved due to severe heat that caused the rescheduling of our last concert.

3. Will this event or project be recurring? How do you anticipate funding the project in the future?

We plan on continuing the summer concerts in their current form. However, we reevaluate the program each year and make adjustments depending on funds available.

4. Attach a copy of your final financial income and expense statement for this project or event.

See exhibit 2

Exhibit 1:

Attendance Detail for 2018 Concert Series

	Johnny Limbo	Ty Curtis	Hit Machine	Cloverdale	Total
Survey Responses*					
Wilsonville	4	3	5	2	14
Aurora	1	1	1		3
Beaverton			1		1
Canby	1	1	1		3
Tualatin		1		1	2
Portland				1	1
Milwaukie	1		1		2
Tigard	1		1		2
King City	1		1		2
Est. Concert Attendance					
Limbo	1810				
Curtis	420				
Hit Machine	1262				
Cloverdale	600				
Grand Total	4092				

* Survey forms were handed out at each concert to get information on attendance and audience comments. Response was light. Rotary is looking for ways to increase audience participation.

Wilsonville Rotary Foundation			
Budget Worksheet			
	Actual		
	Jan 1 - Dec 12, 2018	2018 Budget	2019 Budget
Revenue			
4200 Contributions Received	348		250
Scholarships Donations	1,500	1,500	1,500
Special Programs Donations	4,719		
Total 4200 Contributions Received	6,567	1,500	1,750
4300 Summer Concerts	-		
Grants	4,000	4,000	4,000
Vendors & Other Income	536	-	400
Total 4300 Summer Concerts	4,536	4,000	4,400
4400 Scouts Donations Received	10,400		
4900 Heart Of Gold Event	-		
Auction	18,577	15,000	15,000
Dinner/Tickets	9,120	6,500	9,000
Donations	2,740		2,500
Heads & Tails	1,900		750
Other	200	-	
Raffle	9,508	7,600	8,750
Sponsor	35,400	32,000	30,000
Total 4900 Heart Of Gold Event	77,444	61,100	66,000
Total Revenue	98,948	66,600	72,150
Cost of Goods Sold			
Auctioneer Fee	500	500	500
Bank Fees	1,522	1,200	1,500
Entertainment	250	-	250
Facilities/Dinner Expense	14,097	12,500	14,000
Misc Heart of Gold Expense	969	1,500	1,000
Printing, Postage, Plaques	615	500	600
Publicity & Marketing	574	500	500
Raffle Expense / Payout	2,600	2,600	2,600
Software	795	150	795
Total Cost of Goods Sold	21,922	19,450	21,745
Gross Profit	77,025	47,150	50,405
Expenditures			
6200 Concerts	-		
Advertising	1,490	2,250	1,500
Fees	950	1,700	950
Misc	319	450	300
Rentals	1,500	1,050	1,500
Signs	-	1,000	
Sound	3,200	3,000	3,200
Talent	8,900	9,000	9,500
Total 6200 Concerts	16,359	18,450	16,950
6400 Misc Expenses	-		
6500 Scouts	10,000	2,000	2,000
6600 Special Program Exp / Distrib.	6,020		
6700 Administration	-		
Accounting Expense	1,700	1,000	1,000
Bank Charges	-	500	

	Jan 1 - Dec 12, 2018	2018 Budget	2019 Budget
Fees & Licenses	272	250	350
Printing Postage & Supplies	158	500	250
Storage Rental & Insurance	2,928	2,000	3,000
Total 6700 Administration	5,058	4,250	4,600
Program Expenses / Distribution	-		
Chess Expenses	1,109	1,000	4,000
Community Projects Other	-	1,750	900
High School Volunteer Awards	-	550	
Omelet Breakfast Expense	1,602	1,900	1,750
Relay for Life	800		1,000
RYLA	-	650	650
Scholarships	10,500	10,500	10,500
Youth Exchange - Fees	2,824	3,400	3,600
Youth Exchange - Stipend & Sch	1,425	1,800	1,200
Total Program Expenses / Distribution	18,260	21,550	23,600
Total Expenditures	55,696	46,250	47,150
Net Operating Revenue	21,330	900	3,255

Internal Revenue Service

Department of the Treasury

District
Director

P.O. Box 2350 Los Angeles, Calif. 90053

Wilsonville Rotary Foundation
30300 SW Pky
Wilsonville, OR 97070-7739

Person to Contact:

Gilda Lewis

Telephone Number:

(213) 894-2336

Refer Reply to:

EO012795

Date:

January 31, 1995

RE: Wilsonville Rotary Foundation EIN: 93-1114902

Dear Taxpayer:

This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal Income Tax in July 1993 as described in Internal Revenue Code Section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in Section 509(a) of the code, because it is an organization described in Section 170(b)(1)(A)(vi).

The exempt status for the determination letter issued in July 1993 continues to be in effect, subject to an advance ruling period until

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,

Gilda Lewis
Gilda Lewis

Disclosure Assistant



Community Partnership Program Grant Application Evaluation Sheet

Community: _____

Reviewer: _____

Reviewer Instructions:

Please evaluate each application using the below criteria and scoring distribution. Also, please consider proposals within the context of the Program Guidelines (see attached) and their competitiveness relative to other proposals as it pertains to elevating tourism promotion and development in your community.

Applicant: _____

Project: _____

Can project be completed within this calendar year? Program Year ends Dec. 31. (* No, but)	(circle one) Y / N
Does the project support the community's tourism goals/plans?	Y / N
Does project fit within the program's guidelines and eligibility standards?	Y / N

MAX POINTS	Evaluation Criteria	Evaluators		Post Discussion Revised Score
		Initial Score	Notes	
20	Likelihood of attracting visitors from outside the community			
20	Ability to create additional overnight stays within the County			
15	Includes/involves multiple community/tourism partners			
15	Leverages additional dollars and/or resources			
15	Project is self-sustaining, has growth potential, or is capacity building			
15	Project has measurable or attainable ROI			
100	Evaluator's Initial Scoring Total: _____		Post Discussion Scoring Total: _____	

Notes/Suggested Conditions:

(* No, but) - A project whose scheduled completion date is after December 31 of the current program year can be eligible for funding that cycle if the program's timeline precludes funding in the next program year. Please seek clarification if there are questions.

**Clackamas County Community Partnership Program
Wilsonville
2019 Application/Award Log**

Organization	Project	\$ Request	\$ Award
Battle at the Bridge Chris Young Chris351young@gmail.com (503) 351-2096	Youth Lacrosse Tournament	\$5,000	
MeSheWe Women's ½ Marathon Kiri Tomasco Meshewerun@gmail.com (503) 201-3866	Race Marketing	\$5,000	
Salmon Cycling Classic Steven Van Wechel Stevevw.55@gmail.com (503) 682-5048	Advertising and Event Costs	\$15,213	
TOTALS		\$25,213	

2019 CPP Applications

Wilsonville

COMPLETED

MeSheWe Women's Half Marathon

CPP Application ID:

Submitted By:

Email:

Phone:

Lead Organization:

Website:

Project Description:

For You. For Her. For Us.

Our Mission:

- Create a space that empowers women beyond just running.
- Be an event that is an anomaly in the endurance events field.
- Execute an event of the highest quality.

Our Vision:

- Be a model of a well-organized running event.
- Create a platform that empowers and supports women beyond physical activity.
- Generate a spirit of community and support among women through running.
- A running event that is not intimidating and is happily welcoming of all.

In 2016, 1.9 million people completed a half-marathon and half a million people completed a full marathon. The additional number of 5k participants is uncountable. But what often goes unnoticed, running is no longer just a physical activity, but a communal event.

Me.She.We. embraces the communal aspect of running while creating a welcoming, non-intimidation environment that welcomes all women, regardless of running ability. Me.She.We. is about bringing women together with encouragement and support. The physical and mental challenge of running cultivates feelings of empowerment beyond the pavement.

Aspects That Make Me.She.We. Different:

Support and encouragement before, during, and after the race. All participants will experience some very unique encouragement as they are running!

Communal connection through various running groups. Any and all participants are welcome to join up with a supportive group of women to train in locations all through Oregon/SW Washington

Celebration. Running should be (and is) a challenge, and accomplishing this race should be celebrated! Me.She.We. celebrates

Eliminating intimidation by not including traditional elements of endurance events, including; chip timing and the posting of finish times (we aren't focused on finish times, we are "focused on finishing), course pacers, prizes for first, second, and third place finishers (we have prizes for all!), finish time requirement.

Community :

Single Community Amount Requested:

OR Multiple Communities

Canby

Estacada

Government Camp

Happy Valley

Lake Oswego

Milwaukie

Molalla	<input type="text"/>	North Clackamas	<input type="text"/>	Oregon City	<input type="text"/>
Sandy	<input type="text"/>	Villages	<input type="text"/>	West Linn	<input type="text"/>
Wilsonville	<input type="text"/>	TOTAL:	<input type="text" value="\$0.00"/>		

Project Total Cost: **Received CPP Funds in Past?**

Completion Date:

How would you use any awarded funds?

Funds awarded to the Me.She.We. Women's Half Marathon will go directly to marketing the event. In 2018, we only spent \$500 advertising/marketing and we look to increase that drastically. Specifically, we will utilize grant funds in the following ways:

- 1) Race Center NW (\$2,000) - The leader in online race searches, advertising with Race Center NW would gain the most race specific attraction in the NW market.
- 2) Facebook Ads (\$2,000) - The ability to have our reach extended through post shares, connect and prop up sponsors, etc. is a huge benefit that Facebook provides. With our Facebook page at 5,000, this invest would come with a goal to increase that number to 7,500.
- 3) Run Oregon Blog - (\$1,000) -Run Oregon Blog is quickly becoming the best source for advertising races in the State of Oregon, especially for runners coming from Salem and extending south. The reach and personal touch they provide is very valuable.

How will the project create additional overnight stays or increase tourism activity?

In 2018, Me.She.We. 36% participants came from outside Wilsonville (and the Mt. Hood Territory region), extending all the way to SW Washington, Central Oregon, Southern Oregon, and even Northern California. We greatly anticipate that number to stay the same, if not increase, with our plan to increase our advertising budget.

Regarding overnight stays, Me.She.We. collaborated with hotels in the Wilsonville area last year and advertised those special rates on our website, emails, and Facebook page. We plan to do that again this year, as well as negotiated event better deals with hotels to increase the appeal of staying over night in Wilsonville.

How will you measure return on investment (ROI) or performance for the project?

With all registrations, we know where the participants are coming from, which provides very clear details on where our participants are coming from. After the completion of the run, we will create a post-race survey that includes asking participants if they spent the night in the area, if they purchased food in the area, etc.

What is the anticipated (ROI) or what performance numbers do you project for your project?

With the increase advertising budget, we are anticipating 650 runners with 250 spectators, with 40% of those runners coming from outside of the Mt. Hood Territory area.

What changes/improvements to the project do you propose for 2017 that could increase its success?

Please list any additional sources of funding that would be leveraged by CPP grant award.

Sources of funding for Me.She.We. include:
 - Ticket Sales (\$25,000)
 - Sponsorships (\$5,000)

Please describe any confirmed partnerships connected with this project that will help with its execution.

Partnerships for Me.She.We. include:

- e37, LLC who will assist with event production
- City of Wilsonville
- DW Fritz
- Therapeutic Associates Physical Therapy
- Columbia Distributing

Please provide contact information for partners - name, organization, phone, e-mail, etc.

Brian Stevenson, City of Wilsonville, 503-570-1523, stevenson@ci.wilsonville.or.us

Brady Mordhorst, e37 LLC, 503-277-9238, letscreate@events37.com

Jon Burkhardt, DW Fritz, 503-682-4771, JBurkhardt@dwfritz.com

Nichole McDonald, Therapeutic Associates, 503-570-7600, nicholem@taipt.com

Additional Comments:

It's no secret; we are in a time in history where our culture is calling for the public support and encouragement of women. It also isn't a secret that companies/businesses/organizations sponsor events for one of two (or both) reasons: 1) for financial/advertising/public relation benefits and/or 2) because they believe in and support the effort of the event, as they see the positive effects that the event creates.

With an award of a Grant from Mt. Hood Territory, we understand that your financial contribution comes with expectations, often that your name is associated with a well-run, influential, well-liked event and that we are increase the rate of tourism in the area. With your award, it is our mission to meet your expectations and to make sure that you see a return value of your grant.

Submission Date:

12/14/2018

Application Status:

Complete

Battle at the Bridge

CPP Application ID: 391

Submitted By: Chris Young

Email: chris351young@gmail.com

Phone: 5033512096

Lead Organization: Wilsonville Youth Lacrosse

Website: https://wilsonvillelacrosse.website.siplay.com/

Project Description:

Battle at the Bridge Youth Lacrosse Tournament is put on by the Wilsonville Youth Lacrosse Foundation. Started in 2018 as an opportunity to give second level Youth Lacrosse teams an opportunity to play in a competitive year end event that is also affordable. We DID NOT apply for any CPP funding last year. The 2018 tournament brought 7 out of town Lacrosse clubs with 3 age level teams per club(21 teams). The typical team will have 20 to 25 kids. So in 2018 we had right at 500 kids(not counting the Wilsonville players) come to Wilsonville from some where else. With supporting family, parents and siblings, we estimated at least 1200 people came to Wilsonville from out of town. We had a team from Washington state, as well as from the Columbia River Gorge and the Lower Willamette Valley. This year we have these teams plus 2 sign-ups from Central and Eastern Oregon. This year we are wanting to expand from an 8 to a 12 Club tournament. This means even more out of town visitors using motels and restaurants and other services. We partner with the WLWV School District for field space, but they do charge us for field rental and they are already informed us field costs will increase this year. Last year with Field rental, Paid Referee's, Signage, Player T-Shirts, Food.... we were at a break even. We are striving to be in the Black this year to add to our funds for our non-profit youth lacrosse program. We have measured our ROI from last year by the over whelming positive feedback we received from the 2018 event.

Thank you for your consideration.

Community : Wilsonville

Single Community Amount Requested: \$5,000.00

OR Multiple Communities

Canby	<input type="text"/>	Estacada	<input type="text"/>	Government Camp	<input type="text"/>
Happy Valley	<input type="text"/>	Lake Oswego	<input type="text"/>	Milwaukie	<input type="text"/>
Molalla	<input type="text"/>	North Clackamas	<input type="text"/>	Oregon City	<input type="text"/>
Sandy	<input type="text"/>	Villages	<input type="text"/>	West Linn	<input type="text"/>
Wilsonville	<input type="text"/>	TOTAL:	<input type="text" value="\$0.00"/>		

Project Total Cost: \$5,000.00

Received CPP Funds in Past? No

Completion Date:

6/8/2019

How would you use any awarded funds?

Funds would be used to expand our Tournament so other youth programs can participate. Ultimately, CPP funding would allow us to keep our normal season funds to enhance our regular season programs rather than use them for the tournament.

How will the project create additional overnight stays or increase tourism activity?

Last year we had as estimated 1200 people come to Wilsonville from out of town. All of these people used local services. Retail, Restaurants... 3 Clubs(9 teams) came from far enough away to require at least one over night stay. This year we hope to grow that to 6 clubs(18 teams of 20-25 kids per team with family) which will increase not only the daytime services, but also Hotel stays.

How will you measure return on investment (ROI) or performance for the project?

ROI will be measured by if we can at least break even on this event and not have to use regular season funds to pay for this tournament. We are also measuring ROI by the very positive feedback we received from 2018. We put on a first rate tournament and our guests appreciated it.

What is the anticipated (ROI) or what performance numbers do you project for your project?

Last year's ROI was negative. Our costs were about \$5,000.00(with 8 teams) while our income was a little over \$3,000.00. If we expand to 12 teams we are expecting a small profit, based on higher income, off-setting our fixed costs of field rental, Referee's, signage and advertising...

What changes/improvements to the project do you propose for 2017 that could increase its success?

Please list any additional sources of funding that would be leveraged by CPP grant award.

None at this time.

Please describe any confirmed partnerships connected with this project that will help with its execution.

No partners other than Playing Fields provided by the School District.(at a cost)

Please provide contact information for partners - name, organization, phone, e-mail, etc.

West Linn Wilsonville School District.

Additional Comments:

Submission Date: 2/13/2019

Application Status: Complete

Salmon Cycling Classic - Advertising and Event Assistance

CPP Application ID: 393

Submitted By: Steven L. Van Wechel

Email: stevevw.55@gmail.com

Phone: 5036825048

Lead Organization: Wilsonville Bicycle Events

Website: www.salmoncyclingclassic@gmail.com

Project Description:

This is the beginning of a multi-year project aimed at bringing national-level bicycling to Oregon and Wilsonville specifically. The plan is to start small and build over the years dependent on participation levels and funding options. The outcomes at this time will not be overly impressive as we take the first steps down the path towards the goal. The goal is to have a 3-5 day "bicycle extravaganza" with headlining events designed to bring big names of national bicycling to Wilsonville to compete. With them will come considerable national exposure and tourist influx. The ultimate goal is economic development in our City and area without increasing taxes or the need for major infrastructure expenditures. Going national is the concept that sets this bicycle event apart from all others in the State. Filling this empty niche will give the Wilsonville community a specific example of the huge economic benefits the French Prairie Bicycle-Pedestrian Bridge will bring.

The intent of the 2019 endeavor is to have a successful event to build on toward the future goal. It's called the Salmon Cycling Classic - and is classified as a "Grand Fondo." A fondo is not a race. It is a large group of people going out on a designated course together enjoying the bicycle camaraderie, the scenic vistas, physical fitness, fresh air - a social event on bicycles. It ends with a catered Cedar Plank Salmon Dinner - a very unique element among bicycle events.

This proposal is aimed at funding two elements of the 2019 effort - providing an advertising budget, and, second, to cover some of the costs of the event itself. Funding is anticipated to come from four sources - this grant, a grant through the City of Wilsonville Tourism Grant Program, the development of a Corporate/Business sponsorship Program, and of course the registration monies. As the event grows the Corporate/Business Sponsorship Program will create less dependence on grant funding.

Expenses for items like the promoter, office supplies, business expenses, etc. are not a part of this grant.

As for the event itself - riders will gather in Memorial Park in Wilsonville and will all take off together. Everyone rides at a pace comfortable to them. The course goes over Pete's Mountain to the east of the City, into West Linn and back through north Wilsonville before going over Parrott Mountain and into Yamhill County. It then heads back to Memorial Park and finishes with a Cedar Plank Salmon dinner to savor and enjoy. Chicken breasts are offered for those who want an alternative to the salmon. The course has three options riders can choose from that vary in length and the amount of elevation gain. The full 80K course includes over 5000 feet in elevation and, on the back side of Parrott Mountain, includes some stretches of gravel - appealing to some bicyclists. For those who want to avoid some of the elevation and the gravel, 60K and a 50K options are marked out to take if they choose.

Upon return, participants are awarded a crushed glass signature medallion as the keepsake swag rather than "just another t-shirt." A program that hires unwed, single mothers makes these beautiful medallions, using recycled glass.

The Salmon Cycling Classic supports "Choice Adoptions" as our cause. This agency in Clackamas County works with unwed mothers, foster placements, and open adoptions. They have recently changed the name of their agency and the

event exposure will be of great benefit to them.

Additionally, the Classic also seeks to emphasize and publicize the future French Prairie Bicycle-Pedestrian Bridge being planned over the Willamette River in Wilsonville. Growing our event to national status will demonstrate the positive economics of the Bridge and increase support for it.

Finally, it should be noted that our inaugural event was last summer - 2018 was described as a first-class event. The single exception was the small number of riders caused by the total lack of any advertising money. None-the-less, riders came from Calgary (Alberta), Seattle, Tacoma, Boise, Eugene and a number of other Oregon cities. Analytics from a national fondo calendar on which the event was listed showed that people at least looked at our event web site, after clicking on theirs, from 40 different Oregon cities, 17 States, and even from 7 foreign countries - i.e. Russia, Italy, etc. This clearly demonstrates that even in its infancy last year, the event created great interest from many far-reaching areas well over 50 miles away! Add the bicycle mania in the Portland area as well, and this event has tremendous potential of accomplishing its ultimate goal!

The budget for this year is based on about 100 riders. With solid advertising based on grant money, we could see the total surpass 300. Obviously we will have to wait and see.

Community : **Single Community Amount Requested:**

OR Multiple Communities

Canby	<input type="text"/>	Estacada	<input type="text"/>	Government Camp	<input type="text"/>
Happy Valley	<input type="text"/>	Lake Oswego	<input type="text"/>	Milwaukie	<input type="text"/>
Molalla	<input type="text"/>	North Clackamas	<input type="text"/>	Oregon City	<input type="text"/>
Sandy	<input type="text"/>	Villages	<input type="text"/>	West Linn	<input type="text"/>
Wilsonville	<input type="text"/>	TOTAL:	<input type="text" value="\$0.00"/>		

Project Total Cost: **Received CPP Funds in Past?**

Completion Date:

How would you use any awarded funds?

The grant would be used in two categories - an advertising fund and for a portion of the event expenses.

With no advertising money in our inaugural year, we are exploring cost effective ways to reach all Northwest bicyclists. However, building local support is equally important as the event gets started towards its goals.

We are focusing on the following alternatives and their related estimated dollar values" ;

Newspaper ~~\$4000~~ The list is not definitive at this time with the amount unknown as to what we'll be working with. We would like to utilize newspapers in a variety of cities such as The Dalles, Bend, Eugene, Corvallis, Salem, the Coast, Vancouver, Olympia, Seattle, Spokane, Yakima, Tri Cities, and Boise. We also know we can't spread our money too thin.

Bicycle Magazines ~~\$2000~~ With an undetermined amount to work with, we hope to utilize bike magazines and other printed publications in similar locations

Radio Spots \$3000 Due to costs, this will probably be limited to only a few markets. Portland and potentially one other major city.

Tri Met Bus ads \$1000 Instead of 'billboards', bus ads run around the community and are seen by a greater variety of people - not just the same people day after day driving the same route.

Internet Advertising \$1500 The information we are being given is that print advertising is not as effective as on-line advertising. We are currently researching and seeking input on how to balance this.

TOTAL FOR ADVERTISING \$11,500

At this beginning stage, advertising establishes the brand name and credibility of the new event throughout the region. It also builds community acceptance locally in Wilsonville and the Greater Portland Metropolitan area. National-level advertising will become needed as the event grows.

The other area where this grant money will be used is for various costs of the event itself. These are as follows:

Route signage \$200 Signs that are made to put on the course at every intersection to communicate which way riders are to go. They need to be big and bright enough to be easily noticed and distinguished from the surrounding elements. (Some of the jurisdictions the route goes through do not allow anything 'painted' on the roadways)

Medallions \$2500 These are the first-class, signature swag gifts that each rider is given. They are representative of the quality standard and image we want to establish.

Volunteer Thank You's \$750 Volunteers are critical to the success of the whole event.

Balloons \$500 Balloons columns for the START/FINISH Line to add excitement and color to the scene.

Paths \$250 A bundle of these will be utilized in both the course signs and signs marking off the area to be used by the wine/beer vendor.

Safety ribbon \$300 Used in marking off area to be used by the wine/beer vendor.

Course Drivers \$100 Drivers are needed for four reasons: 1) to distribute the course signs; 2) to make a daily check (for 10-days by requirement) on the signs where the course goes through Yamhill County; 3) for safety checks

during the ride; and 4) to drive back around and pick up the signs after the event.

OBRA Fees \$3150 covers half of the anticipated OBRA fees (OR Bicycle Racing Association). This is being split with the Corporate Sponsorship Program. The fees include rental of various OBRA equipment, the truck to transport that equipment, the event permit fee, the provision of first aid personnel and mileage, to cover "additional insureds" and for OBRA to handle the registration process for us.

West Linn Fees \$3660 covers half of various fees to allow the route to go on about a mile of city streets in City of West Linn; These include: Special Event Fee, required flaggers, Application Fee, and required insurance.

Yamhill County Fees \$ 77.50 covers half of the various fees related to using about three miles of Yamhill County roads. This is being split with Corporate Sponsorship Program. The fees include: Special Event Fee, special required signage for each intersection 10 days prior to event; and various special required Yamhill County forms .

Rest Stop Expenses \$ 410 amount covers port-a-potties at both sites for use by volunteers at the stops as well as the riders when they stop for breaks - and for snacks for the riders as they stop and replenish their energy. (Pop-up tents, tables, chairs, etc. will be from OBRA)

Salmon Dinner \$1213 This covers half of the anticipated cost of the Salmon dinner. The other half is to be covered via the Corporate Sponsorship Program.

TOTAL FOR MISC. COSTS EVENT COSTS \$5334.50

\$ 5,334.50 for Miscel

How will the project create additional overnight stays or increase tourism activity?

This project has tremendous potential of making a colossal impact on tourism in Wilsonville, Clackamas County, all of the Portland Metropolitan area, and even the entire State of Oregon as the event grows to a national-level bicycle event. When that point is reached, the unofficial generic hope is that we will be able to fill every hotel room in Wilsonville, the surrounding areas, and have some that have to stay in Portland due to lack of room space for the 3-5 day length of the whole event. Obviously, that mind-picture is down the road a few years because we are only at the beginning of this project!

As for this year, we do hope to pull in a percentage of our participants from over 50-miles away. Some will stay the night. Some won't. There is no way to foretell those plans at this point as plans so often change the last moment.

The following are ways that we will be pursuing to get the word out and draw people to Wilsonville.

1) We will have a web site which literally reaches around the world. We have several "bicycle friends" who are working on it as this is written.

- 2) We will have a presence on social media - including Twitter and Facebook. These, too, are far reaching to where ever friends, relatives, and other connections may be.
- 3) A newsletter went out in February to last year's participants. We received word that in less than 24-hours it had been sent to almost double the number of people it was originally sent to - obviously unknown where all these may have found their way.
- 4) We plan to have some internet marketing going on that specifically targets people interested in bicycling throughout the Pacific Northwest.
- 5) The traditional modes of publicity via advertisements in printed media in various newspaper outlets across the Northwest will be used.
- 6) The Advertising in bicycle related magazines as widely spread as possible will be used.
- 7) Getting on as many bicycle club calendars as possible, and in their newsletters. We will also have the event listed on the national fondo calendar as we did last year.
- 8) If arrangements can be made we hope to have a few radio spot ads.
- 9) We plan to have posters put in local bicycle stores in a number of cities - besides Wilsonville and Portland, including stores that are over 50-miles away.
- 10) We plan to distribute flyers to participants and/or place on cars at area bicycle events. The events themselves may be local, but most have participants that come from all over the Northwest.
- 11) An email campaign is also being done to reach out to as many 'bicycle people' as we can reach about the event and encouraging people to come - this will go to where ever those 'friends' reside!
- 12) We will work with the Chamber of Commerce to hopefully reach out to draw people via websites and/or other means of hotels and motels with facilities in Wilsonville by including us on their calendars, web sites, as well in other ways; etc.

If we project potential numbers that will show up for the 2019 Salmon Cycling Classic of between 100 and 300, and if last year was an indication, we would predict that around one third to maybe one half will come from over that 50-mile mark.

How will you measure return on investment (ROI) or performance for the project?

As part of the registration process, all participants will provide their home address on the registration forms. These can be tallied and totals with that information provided to whomever is appropriate as needed.

Also, a brief form will be drawn up for each participant to fill out at registration. Questions can be included for statistical purposes around things like: "Do you plan to/or did you spend the previous night in an area hotel/motel/bed and breakfast, or with friends or relatives in the local area (within "X" number of miles)." This information, too, can be made available to whoever needs it.

The Return on Investment will also be seen on a year to year comparison of the numbers resulting each year.

A key indicator of ROI will be the rate that we can expand the program to begin including multiple events - as well as increasing the whole affair to multiple days in the years to come. This will be dependent on participation and funding levels - especially funding for advertng dollars. Research methods will need to be employed down the road to determine numbers as they relate to spectators, family members and other tourists coming to the event.

One of the future plans is to include a full scale 'study' in the budget numbers (possibly yearly/to be determined) to develop information in terms of the economic impact on the Wilsonville community in relation to the entire bicycle event. Two such studies, both done in Bend, OR, show that the multiple-day event brought in over \$1 million dollars to the Bend

economy both times. As the primary goal of the entire effort of this event is to demonstrate the positive economic impact the French Prairie Bridge can bring to the community, such a study will be absolutely necessary when our event grows to be large enough to warrant such to demonstrate to the public that the Bridge is a positive investment in Wilsonville!

A final note is that starting in the next year or so (depending on funding availability) it is the intent of Wilsonville Bicycle Events to hire at least a part time person whose job will be to specifically work on projects around economic development as it relates to the event. Examples of included jobs could be: 1) to devise and develop local programs that encourage people, while they are here, to spend money (This could include something like a coupon book with local merchants, area agri-businesses and wineries, area cultural/heritage options, etc., to attract business to participating businesses.) 2) It might include a 'passport' program where people (local residents and tourists alike) would get a passport book stamped for going into any participating business - and more stamps if they actually buy something from them: once the passport book is filled, they can turn it in and their name goes into a drawing for special prizes, etc. 3) Another area for this person would be to help identify and to some degree engineer parts of the bicycle event itself whereby local clubs, groups, organizations, and local businesses can participate in the bicycle event with their own money-raising projects - booths, raffles, provision of specific services, whatever the imagination can dream up. This position is a primary way that we want to make this whole affair a 'community -owned' event - by making it so that as many people, groups, and businesses as possible can make their own money for their own cause and/or themselves. We plan to work closely with the Chamber of Commerce in this process when it happens.

What is the anticipated (ROI) or what performance numbers do you project for your project?

Last year being our inaugural year and doing it without any advertising money of any kind, the result was a small group of participants. It was decided that as a first year we would proceed with the event because whoever we had would become ambassadors for us through word-of-mouth advertising for the coming/now current year. As seen from the forwarding of a recent newsletter to them, etc., it seems that is just what is happening. In fact, two riders from last year are now on our Board of Directors. So our conservative estimate this year will be over 100 riders (which we feel could have been reached without much advertising this year due to simple word of mouth). Some have had projections exceeding 300. Most likely it will be somewhere in the middle. With a variety of advertising efforts, with many of them reaching out to the entire Pacific Northwest (and the world via national listings and the Internet), it could be suggested that 1/3 or more will be from over 50-miles away.

As we project for future years, we look at the participation numbers for other Grand Fondos across the county. Most are in the southern half of the country and are thus pulling from a larger population base, but their numbers often are exceeding 3000 for their single event program. As we eventually move to a 3-5 day program, the Salmon Cycling Classic, our Gran Fondo event, will always be our biggest participant event. However, as competitive events are added that will increase the participant numbers, these will also be more inviting and stimulating to spectators and media coverage.

It is hoped that looking from an ROI perspective that each year will see an overall increase in participation and soon also in the spectator numbers.

What changes/improvements to the project do you propose for 2017 that could increase its success?

Please list any additional sources of funding that would be leveraged by CPP grant award.

The CPP funding will enable (leverage) the other anticipated sources of funding to address the projected costs of the 2019 event.

It is anticipated that there will be four sources of income for the project.

- a) The Community Partnership Program Grant
- b) The City of Wilsonville Community Tourism/Match Grant
- c) Funding from our initial Corporation/Business Sponsorship Program with local and area corporations and businesses.

This is intended to cover the balance of the expenses that the two grants do not cover. Although this is not a major total to be covered in terms of traditional fundraising efforts, it is our first time to do it and the first time for such a drive in our area. Funding of the advertising and a portion of the event expenses this year enables us to direct more of our time and efforts toward this comparatively small amount and ensuring its success.

d) Registration monies.

In relation to the actual budget, it is well known that registration monies are definitely not ever adequate to cover the expenses of an event like this. As a new non-profit getting its feet on the ground to work towards a major goal, the budget has been developed around the registration monies simply being applied as seed money for the following year. This will enable us to get park reservations made so the date and the facility can be secured, and other related expenses that are needed up front to get things going. The registration money can also be looked at as a safety net in the event the corporate/business sponsorship program falls short of its goals.

With the assistance that the Community Partnership Grant monies provide, a solid foundation is formed enabling us to launch a Corporate/Business Sponsorship Program (CBSP). The anticipation is that the CBSP will grow to be the primary funding source in the future and replace the major reliance on grant funding. The budget will naturally be many multiple times larger as we get into a national level event, and the CBSP will be the entity to make that happen.

Besides being the primary funding source in the future, the CBSP will be important because it will inherently draw the business community into the project and this will be a prime factor in what builds community support/ownership of the whole event. The opportunity to get this program working right is vital to the entire operation. It should be noted here that the Sponsorship program this first year is being done via Board Members and volunteers and is thus not supported in any direct or indirect way by this grant request outside of allowing more attention on getting this done.

Last year, we had the support of businesses like Wilsonville Catering, Hughes Water Garden, Otto Bicycle Locks, Wilsonville Dentistry, Chehalem County Parks and Recreation office, the local Boy Scout Troop, METRO of Portland, and a number of volunteers. These will be incorporated again this year. Indeed, the list has already enlarged this year to also include the donation of a computer system and lap top to the business from Free Geeks of Portland.

An incidental and indirect stream of funding will also be affected by support of this grant request beyond those of the event itself. The City of Wilsonville recently included a photo of last summer's event in its new POCKET GUIDES brochure promoting the City. It could be expected that the City will take advantage of this growing event and will most likely continue, if not expand, notice of the event in its future tourism publications. So the effects of grant monies in this project will have the bonus affect of aiding the City of Wilsonville's efforts to promote itself and increase its tourism. That in turn aids Clackamas County in its own tourism goals as well.

Please describe any confirmed partnerships connected with this project that will help with its execution.

As of this writing a number of things are confirmed, some are in process, and some are too early to get underway yet.

The venue has been secured with the City of Wilsonville Parks and Recreation Department. Both Memorial Park and specifically the River Shelter have been reserved and the initial deposit has been made. Wilsonville Catering is set with the date of the event on its calendar and is ready to go with the Cedar Plank Salmon Dinner again. The event is scheduled on the OBRA (Oregon Bicycle Racing Association) calendar. The web site for the event (www.salmoncyclingclassic.com) is on-line. A newsletter has gone out to the participants from last summer - and the analytics indicate that the newsletter has been forwarded to many others. Ammon Spencer has the event placed on Twitter and Facebook and is doing an emailing campaign. Connections have been made with the Wilsonville Chamber of Commerce and its Executive Director Kevin O'Mally who has agreed to reach out to various contacts to help make some connections. We've gotten a couple new board members to join recently as we are getting underway with planning for this year (TammieFaro and Joe Derting). We've also received an internal company recommendation from a major restaurant chain as something they would like to become involved with and help sponsor (information not provided below as things are not finalized yet). As mentioned earlier, Free Geeks has donated a complete computer system and a lap top computer to the business for the cause. The

Wilsonville Spokesman had an article as recently as February 20th concerning the start of our Corporate/Business Sponsorship Drive and the general plans for this summer's event. An advertising specialist, Ted Eaton, is in the process, as of this writing, of creating the posters and the flyers we will be using for promotion in late spring and prior to the event.

Contacts and/or meetings have occurred reaching out to the Oregonian and other print media options as to how to access them and talking about how to target our audience through them. It is expected that the City of Wilsonville will again include the event on the summertime calendar of major summertime events going on in Wilsonville (Brian Stevenson). The course is being examined for tweaks that could be made to make it flow better and ensure safety for the riders (Jake VanderZanden). Mr. VanderZanden will also be asked to provide some highly prized OTTO BICYCLE LOCKS as prizes for registering early. A professional copywriter has agreed to look at our web site and do some cleaning up there (final arrangements still in process as of this writing). Details are currently being developed about how to best feature Choice Adoptions as our cause. Prospectively this will include a taped message from the Executive Director to hook to our web site and social media feeds, and related literature that can also be linked. Also their presence at the event will be arranged.

We are exploring how to set up a group challenge program to increase attendance/participation where a group of employees can challenge another group within the same business, or with another business - a college related group could challenge a similar group from another college, etc.

During the month of March the initial contacts will be made with the various jurisdictions to get the written permission for the course. Determining the arrangements for the two rest stops will be started after the course has been finalized (last year one stop was at Hughes Water Garden in north Wilsonville, and the other was at Bob's Corner - an undeveloped park on top of Parrott Mountain under the jurisdiction of the Chehalem Parks and Recreation District). Along the way the local police/sheriff departments will be personally contacted for coordination and awareness of the event, and any suggestions they have to make for safety. Another planned connection is Bob's Red Mill in Milwaukie for the donation of bread for sandwiches at the rest stops, and another contact for CLIF Bars for the same purpose. METRO OF PORTLAND indicated last year that we could again get a donation from them of new, empty paint cans and five-gallon buckets to use to hold the course signs as well as the sand to put in them. Connection was also made last year with Clackamas County to utilize some special recycling containers we put out for use for the salmon dinner - these will hopefully be used again. The same with display easels that were borrowed from the Wilsonville Library that were used to hold posters with directions, maps, etc. at last year's event. The registration process is now live on the OBRA web site - with our web page hooked directly to it. In mid-April arrangements will be made with OBRA officials to reserve the various equipment they have available for use in OBRA-related events - metal "BICYCLES ON ROADWAY AHEAD " type signs, a security radio system, first aid boo

Please provide contact information for partners - name, organization, phone, e-mail, etc.

Below are the 'confirmed partnership connections' that have been established this year to date:

Wilsonville Parks and Recreation Department -
Brian Stevenson, Parks and Recreation Program Manager
503-570-1523
bstevenson@ci.wilsonville.or.us
29600 Park Place Court
Wilsonville, OR 97070
?

Choice Adoptions -
Scott Smith, Marketing Manager
541-602-6007
mail@ChoiceAdoptions.org
12901 SE 97th Avenue
Clackamas, OR 97015

Wilsonville Catering -
Tom Kerr Owner

Wilsonvillecatering@outlook.com
(cell) (503-880-0943 (work)503-682-2379
29040 SW Town Center Loop East
Wilsonville, OR 97070

Board Member

Dr. Terrance Clark (Dentists, Wilsonville Dental Group)
503-504-4377
clarkdmd@msn.com
29292 SW Town Center Loop East - "A"
Wilsonville, OR 97070

Board Member

Pake VanderZanden (owner OTTO Bicycle Locks, Owner and CEO of F.W. Fritz Company)
503-806-1837
pake@ottodesignworks.com
600 Boeckman Road
Wilsonville, OR 97070

(new) Board Member

Pammie Faro (OREPAC representative to Home Depot)
971-212-2369
pfaro@frontier.com

(new) Board Member

Pbe Derting (self-employed)
--
bederting@gmail.com

Volunteer

Ted Eaton (posters, flyers, web site)
503-682-3588
tedeaton@gmail.com

Volunteer

Quinn Walker (web site)
503-476-741
qcwalker@gmail.com

Volunteer

Ammon Spencer (social media expert)
801-885-5212

OBRA Executive Director (Oregon Bicycle Racing Association)
Chuck Kenlan

541-480-6970
ckenlan@obra.org
320 SW Century Dr Ste 405-396
Bend, OR 97702

FREE GEEKS

Emily Wong, Digital Inclusion Program Associate
503-232-9350
1731 SE 10th Avenue
Portland, OR 97214

Wilsonville Chamber of Commerce
Kevin Ferrasci O'Malley, CEO
503-682-0411 ext 101
Kevin@WilsonvilleChamber.com
8565 SW Salish Lane, Suite 150
Wilsonville, OR 97070

Hughes Water Garden
Eamon Hughes - owner
503-638-1709
25289 SW Stafford Rd
Tualatin OR 97062

METRO (2018 event - too early to contact this year)

Mike Fleze
503-289-0047

Wilsonville Spokesman - Reporter

Rody Buchanan

rbuchanan@pamplinmedia.com
P.O. Box 548
Lake Oswego, OR 97034

Additional Comments:

Our beginning last year started from literally ground zero. That solid event, however, has enabled us to truly start building toward the goal of bringing a national bicycling event to Wilsonville. The opportunity to have a solid advertising campaign and a major portion of this year's costs covered will enable us to center our attention on other aspects of the event. Especially this will include the initial development of the long-term funding base of the whole project - the Corporate/Business Sponsorship Program (CBSP).

We admit that the overall 'results' of the grant this year will be comparatively minimal due to just starting out. However, we hope that you can see the benefits of looking at this project from the perspective of a multi-year project that is bigger than most anything that has happened in Clackamas County. The benefits will be huge and will affect a lot more than just the City of Wilsonville. Tourists will be attracted to the area who will spend money across the State in all sorts of mom and pop businesses, department stores, malls, gas stations, restaurants, amusement parks, other tourist attractions, National Parks, hotel/motels, and even in other local events across the State!

The accompanying letters of support say a lot about what 'others' are thinking of the plan.

A crucial concept going forward is that we want this whole event to be truly 'community owned'. To do this, we want to incorporate into the plans as many groups, clubs, organizations, businesses, cultural attractions, agri-businesses, and even surrounding cities where competitive race routes will go through. As all these realize that the bicycle event is an opportunity to them for their own benefit, the natural progression is to become supportive of the whole effort and community ownership is achieved.

Furthermore, if all these groups take advantage of money raising opportunities afforded by the national bicycle event, their appreciation for the relationship between the national event being located here in Wilsonville and the coming of the French Prairie Bridge will be an easy step. The event's affects could also be multiplied beyond itself should other events and area attractions spring up with similar connections to the existence of the Bridge. In the big picture, your support for this 2019 grant request will ultimately be a positive support for the Bridge and a strong encouragement for the community to increase its support for the Bridge as well. In a further domino affect, as the national bicycling event draws attention to the Bridge, the Bridge itself will attract even more tourists to the City. This could mean the encouragement of potentially year-round positive economic benefits to the City over just the direct positive impact of the event itself.

Further yet, when the national goal is reached, it will also provide a huge 'feather in the cap' for the entire State of Oregon - having a national level event around one of its most prized outdoor activities. It will just take a few years to get it all developed. When it does, the event will be right here in Wilsonville - right on the edge of the entire Portland Metropolitan area - a traditional number one city in the entire nation for bicycling!

Thank you for the opportunity you provide through this grant. It will mean so much to untold numbers of people and businesses as we travel down the path that is being laid out here. Thank you!

Submission Date:

Application Status: