

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Thursday, March 19, 2020  
6 - 8pm

Wilsonville City Hall – Council Chambers

- |   |             |
|---|-------------|
| <b>1. Welcome</b>   | <b>6:00</b> |
| a. Committee members and guests introductions                 |             |
| <b>2. Clackamas County Community Partnership Grant Review</b> | <b>6:05</b> |
| <b>3. Community Tourism Grant Review</b>                      | <b>6:45</b> |
| <b>4. Adjourn</b>   | <b>8:00</b> |



**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

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

**Brandon Roben**  
CEO, Oaks Park

**Rohit Sharma**  
Owner, RR Hotels  
Portland LLC

### 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)**  
Samara Phelps, Director

### 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

Zoe Monahan,  
Assistant to the City  
Manager  
Mark Ottenad,  
Public/Government  
Affairs Director

### OPERATIONS AND DEVELOPMENT COORDINATOR

Jay Ray, LLC Bridget  
Baeth, Principal  
Ryan Millard, Associate  
Advisor, Genny Boots,  
Advisor

Time frames for agenda items are not time certain (i.e. Agenda items may be considered earlier than indicated.) Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting if required at least 48 hours prior to the meeting. The city will also endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting: Qualified sign language interpreters for persons with speech or hearing impairments. Qualified bilingual interpreters. To obtain services, please contact the City Recorder, (503) 570-1506 or [cityrecorder@ci.wilsonville.or.us](mailto:cityrecorder@ci.wilsonville.or.us).

## Wilsonville Tourism Promotion Committee

# Clackamas County Community Partnership Program Wilsonville Award Log

### 2020 Application Log

### 2020 Application/Award Log

Organization	Project	\$ Request	\$ Award
<b>MeSheWe Women's Half Marathon</b> Kiri Tomasco <a href="mailto:meshewerun@gmail.com">meshewerun@gmail.com</a> (503) 201-3866	Race Marketing	\$5,000	
<b>Oregon Agritourism Partnership</b> Dan Hoynacki <a href="mailto:dan@ceioregon.org">dan@ceioregon.org</a> (503) 551-3455	OAP Farm Loop Development	\$900	
<b>World of Speed Motorsports Museum</b> Kelly Harms <a href="mailto:kelly@worldofspeed.org">kelly@worldofspeed.org</a> (503) 563-6444 ext 242	Out-of-Area Marketing	\$10,000	
<b>Willamette Falls &amp; Landings Heritage Area Coalition</b> Siobhan Taylor <a href="mailto:siobhan@wfheritage.org">siobhan@wfheritage.org</a> (503) 704-5880	Tourism Engagement Video	\$5,000	
<b>TOTALS</b>		<b>\$20,900</b>	<b>\$15,000</b>

## Wilsonville Tourism Promotion Committee

# Wilsonville Community Tourism Grant

### 2020 Application Log

Organization	Event	\$ Request	\$ Award
<b>Brews for Community Inc</b> Katie Green 27350 SW 95 <sup>th</sup> Ave Suite 3030 Wilsonville OR 97070 <a href="mailto:katie@greengroupprealestate.com">katie@greengroupprealestate.com</a>	<b>Wilsonville Brewfest</b>  503-686-3557	\$5,000	
<b>Fun in the Park</b> Brady Mordhorst, Director PO BOX 1511 Wilsonville OR 97070 <a href="mailto:FITP.Wilsonville@gmail.com">FITP.Wilsonville@gmail.com</a>	<b>Fun in the Park Festival</b>  503-277-9238	\$4,000	
<b>Wilsonville Arts &amp; Culture Council</b> Benjamin Mefford, Director PO Box 2510 Wilsonville OR 97070 <a href="mailto:festivaldirector@wilsonvillearts.org">festivaldirector@wilsonvillearts.org</a>	<b>Festival of the Arts</b>  425-943-0215	\$9,000	
<b>Korean War Memorial Foundation of Oregon</b> Jenny Kim, Board Secretary/Treasurer 3105 SW Bennington Dr. Portland OR 97205 <a href="mailto:jenkim@gmail.com">jenkim@gmail.com</a>	<b>Korean War Interpretive Center</b>  971-400-8730	\$25,000	
<b>Wilsonville Rotary Foundation</b> John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 <a href="mailto:Holleyjc46@gmail.com">Holleyjc46@gmail.com</a>	<b>Summer Concert Series</b>  503-407-0308	\$5,000	
<b>World of Speed Motorsports Museum</b> R. Lewis Ferguson, Interim Director 27490 SW 95 <sup>th</sup> Ave. Wilsonville OR 97070 <a href="mailto:rlewis@worldofspeed.org">rlewis@worldofspeed.org</a>	<b>First Annual World of Speed Car Show</b>  503-563-6440	\$3,000	
<b>Me.She.We Women's Half Marathon</b> Kiri Tomasco, Director <a href="mailto:kiritomasco@yahoo.com">kiritomasco@yahoo.com</a>	<b>Me.She.We Women's Half Marathon</b>  503-201-3866	\$4,000	
<b>TOTALS</b>		<b>\$55,000</b>	<b>\$25,000</b>

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

**Tuesday, February 18, 2020 • 1 – 3 pm**  
Willamette River Room, Wilsonville City Hall

### 1. Welcome

**a. Voting members attending:** Jeff Brown, Chair Darren Harmon, Al Levit, and Vice Chair Beth Price; **Excused:** Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** Mike McCarty, Zoe Monahan, Mark Ottenad, Samara Phelps and Kevin O'Malley, Sylke Neal-Finnegan, and Brian Stevenson

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of October 17, 2019 and November 13, 2019.** Committee members reviewed the meeting minutes. Jeff Brown moved and Al Levit seconded approval of the minutes as presented; motion passed unanimously.

**c. Open Positions for Appointment/Re-appointment:** Mark Ottenad reviewed open positions for appointment, including Position #1, formerly held by Dave Pearson with a term expiring 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Committee members discussed potential participation by Rohit Sharma, owner of new Hilton Garden Inn hotel who has expressed interest in joining the committee.

**d. Positions expiring June 30, 2020:** Mark Ottenad reviewed the terms that will be expiring at the end of the fiscal year including Position #3 held by Jeff Brown and Position #4 held by Al Levit. Mr. Brown identified that he will not be seeking reappointment while Mr. Levit expressed interest in continuing to serve on the committee.

**e. Recruitment:** Mark Ottenad provided an update on current outreach for potential committee members to fill the open positions including outreach to Rohit Sharma and discussion with the World of Speed.

**f. Update on City RFP for Market Feasibility Study for Year-Round Sports/Event Facility with Possible Adjacent Hotel:** Brian Stevenson provided an update on the facility and asked for any input on questions to be sent to him. He is working to schedule the interviews. Appears that the applicants will be in person. The committee members are invited to attend but must commit to both days. 1-4pm on March 10 and 12. The study is expected to be complete by the end of the year.

Mr. Stevenson also provided an update on the Community Tourism Program (\$25,000) and Clackamas County Partnership program (\$15,000). There was conversation about the Fun and the Park. This may be the last year of the program. They need volunteer support.

The committee could make a recommendation to City Council to increase the award amount for the community tourism funding for future grant cycles.

**g. Update on Arts, Culture, and Heritage Strategy:** Mark Ottenad provided a brief update. This project will be moving forward and he has been in communication with a possible consultant to help finalize this project.



**h. Upcoming meeting dates:** Zoe Monahan provided a reminder to the committee about upcoming meeting dates. The next Tourism Promotion Committee Meeting will take place on March 19, 2020, to review the community tourism program grants and the Clackamas County Partnership Program grant. Committee members will receive a doodle poll to select the April and May meeting dates.

### 3. Jay Ray Report

**i. Explore Wilsonville Tourism Promotion and Development and Destination Marketing Services Audit:** Bridget Baeth started off the discussion. She reminded the committee that they have a team of 12 to support the account. She asked that the committee “think big picture” during the discussion.

Goals – The goals were prepared based on the past RFP and conversations. They should be a broad level action

Goal - Visitors choose to stay in Wilsonville – basecamp to explore the greater area- 25 mile radius

Objectives – Increase destination awareness, differential from others, grow local love, grow shoulder season, influence destination development, extend stays and repeat visits

Visitor Profile Study Overview was presented:

- Visitors are 35- 54 (35%), Most travel with a companion (81%)
- People come back – 83%
- Most don't recall Explore Wilsonville – 98%
- Most people are not planning based on brochures and newspapers
- 84% day trip
- 43% from Oregon
- 24% Portland
- 15% Sea – Tac Washington
- Most stayed with friends/ Family (57%)
- 86% positive impressions
- People want to be reached by social media
- Sentiment is low from the resident's perspective –little to do, shopping not good, terrible traffic, need festivals that celebrate our history.
- Unsure of tourism assets, quality of restaurants, and lodging is fair

There was a discussion about the findings from the audit:

- Brand identity confusion – 10 brand propositions (need to narrow)
- Discussion about the the current logo?
- Ads focus on a specific audience, but not all pocket guides
- Discussion about visitor guide distribution
- Pocket trips need more information.
- Past funds have been spent on print advertising
- Advertising is not placed in Wash. Rest stops
- Provide a map with points of interest
- Suggesting spending more in social medial and less on hardcopy
- Will focus on four public relations techniques
- Micro influencer will be brought to the market to blend the conversation

- Main focus on the website is focused on the peak season. Destination are currently only provided from one season.
- Need to optimize the mobile experience.
- Pocket trips landing is the most viewed site.
- Redesign home page to make it more user friendly
- Doesn't answer the "Why Wilsonville?" – too generic
- Use user generated content – other people's pictures
- More communication between other groups in the area
  - Be respectful to the radius (promoting the Coast and Multnomah Falls are not the best options)
  - Focus on under tourism
  - Provide examples of half and full day opportunities.
  - Supporting the collaboration of the Oregon21.

#### **j. Progress Update:**

The next year and with the marketing plan there may be some more work being done. Can fit brand identity – expand (minor logo and color). More budget will be required for research (Brand promise, position and personality)

Making a social calendar and will have a strategic plan. Suggestion to reduce print and to use the funds for a rebrand. (\$9,000 certified, \$18,000 printing) suggestion is to move to digital advertising. Certified contract will be up in April – requested that they are not renewed.

Future needs and project would require a request as a part of the city budget.

#### **4. Adjourn**

The meeting adjourned at 3:09 pm. Next meeting is March 19, 6-8 pm.

Respectfully submitted by Zoe Monahan on March 10, 2020.

# Clackamas County Community Partnership Program Wilsonville

## 2020 Application/Award Log

Organization	Project	\$ Request	\$ Award
<b>MeSheWe Women's Half Marathon</b> Kiri Tomasco <a href="mailto:meshewerun@gmail.com">meshewerun@gmail.com</a> (503) 201-3866	<b>Race Marketing</b>	\$5,000	
<b>Oregon Agritourism Partnership</b> Dan Hoynacki <a href="mailto:dan@ceioregon.org">dan@ceioregon.org</a> (503) 551-3455	<b>OAP Farm Loop Development</b>	\$900	
<b>World of Speed Motorsports Museum</b> Kelly Harms <a href="mailto:kelly@worldofspeed.org">kelly@worldofspeed.org</a> (503) 563-6444 ext 242	<b>Out-of-Area Marketing</b>	\$10,000	
<b>Willamette Falls &amp; Landings Heritage Area Coalition</b> Siobhan Taylor <a href="mailto:siobhan@wfheritage.org">siobhan@wfheritage.org</a> (503) 704-5880	<b>Tourism Engagement Video</b>	\$5,000	
<b>TOTALS</b>		<b>\$20,900</b>	

# Grant Review Detail

**Project:** MeSheWe Women's Half Marathon

## PROJECT SPECIFICS

### Funding Amounts Requested by Community

**List the amount you are requesting from each community:**

Wilsonville: \$5,000.00

**Total Amount Requested:** \$5,000.00

**What is the total project cost?**

20,000

## PRIMARY INFORMATION

**Application submitted by (person first and last name)**

Kiri Tomasco

**Position within Organization**

Race Director

**Organization (Entity applying for and to receive funds if an award is granted.)**

Me.She.We. Women's Half

**Email Address**

meshewerun@gmail.com

**Phone Number**

5032013866

**Organization Website**

www.meshewe.run

**Date of proposed activity or project completion date**

06/06/2020

## PROJECT EXPLANATION

**Describe your project. Please be specific. (2500 character limit)**

Me.She.We. Women's Half Marathon is an endurance event that features distances of 1/2 Marathon, 15k and 10k, open to both runners and walkers. Our three part mission is to create a space that empowers women beyond just running, be an event that is an anomaly in the endurance events field, and execute an event of the highest quality. We envision Me.She.We. to be a platform for women that empowers and supports women beyond just the physical activity of running/walking while generating a spirit of community and support amount women through running/walking. At the core, Me.She.We. is an event that comes with no intimidating factors for new or well seasoned runners and regardless of running ability. This event is about bringing women together with encouragement and support, showing that the physical and mental challenges of running cultivates feelings of empowerment beyond the pavement. Aspects That Make Me.She.We. Different: <sup>SEP</sup> Support. We provide support and encouragement before, during, and after the race. All participants will experience some very unique encouragement

as they are running! Communal. We offer a 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 all women equally, regardless of finish time. This means we do not celebrate the person coming in first any more than the person coming in last. No Intimidation. We eliminate intimidation by not including traditional elements of endurance events, including; the posting of named 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 requirements, etc.

**How would you use these grant funds? Please provide details. (2500 character limit)**

We would use the funds in the following ways, all for marketing purposes: Targeted Facebook Ads - \$3,000 In-Person/Grassroots Efforts/Events - \$1,000 Targeted LinkedIn Ads - \$760 (For corporate based teams) RunOregon Ads - \$240

**How will your project generate overnight stays, increase tourism activity, or entice visitors to linger longer in the community/communities you are seeking support from? (2500 character limit)**

With support from the Mt. Hood Territory grant, we will again be implementing and offering our "Weekend Getaway" offer, which with booking an overnight stay, participants can register for any distance, registering at any time, for just \$20. For reference, the Half Marathon distance can cost \$75, but with booking an overnight stay, that can be reduced to just \$20. Not only does this ensure that overnight stays are increased, it also ensures that participants in those overnight stays stay in the area longer. Typically, most stays we saw from last year were for two nights, which meant participants were able to linger in Wilsonville for the entire weekend.

**What are your return on investment/performance measurements for this project AND what are your target goals? (2500 character limit)**

For this, our ROI measurements will be: 1) Total number of 'weekend packages' redeemed and the number of people that those packages bring in (for example, a 2-person room or a 4-person room) 2) Total number of registered participants and what zip code they have traveled from. For goals, we have: 1) A total of 10 'weekend packages' totaling 40 people. 2) Total number of registered participants being 300 with 50% coming from over 50 miles away.

**Have you received a CPP grant award for this project/event/activity in the past?**

Yes

**If Yes - What changes to the project's execution do you plan on making that could result in greater project performance/success? (2500 character limit)**

Increasing collaborations and partnerships is always a desire, especially increasing our nonprofit and working group programs, which benefits local nonprofits/groups/organizations. Through their partnership, all aspects of the event are executed easier. Corporate partnerships are always key to success as well. For 2020, we will continue to develop new partnerships and expand on partnerships already created. Logistically, having a high percentage of returning staff will help the execution, as we had a significant number of new staff and volunteers last year.

**List all other sources of funding that have either been pledged or contributed to date by other organizations for your project AND any other sources of funding you are seeking. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

To date we have received funding from two sources; Therapeutic Associates Physical Therapy, Sarah Macomber, (503) 570-7600, wilsonville@taipt.com, who have agreed to be our Title Sponsor for the third straight year at \$2,000 Bridgeport Family Medicine, Stan Adamek, (503) 603-9087, contact@bridgeportfamilymedicine.com, who have also sponsored for three straight years at \$350. We are also seeking funding from the City of Wilsonville Tourism Grant.

**Describe any in-kind contributions that are being leveraged AND/OR the nature of any partnerships that will support your project. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

We have agreed with the following organizations for in-kind donations: Les Schwab, Duane, (503) 682-8489, email N/A/, who have agreed to provide all of our water needs. Fleet Feet PDX, Rachel, Phone N/A, rachel@fleetfeetpnw.com, who has agreed to support the event with marketing.

**Additional Comments. Please include any other information you would like to share with the grant review committee about your project. Particularly as it pertains to supporting the goals and purpose of this grant program. (2500 character limit)**

2/24/2020

<https://www.mthoodterritory.com/grant-review-detail?id=123>

The main purpose with Me.She.We. is to create a different, more meaning race experience and we would love to do that in what is, for most of us, our home town of Wilsonville where we are so connected to the community!

# Grant Review Detail

**Project:** OAP Farm Loop Development

## PROJECT SPECIFICS

### Funding Amounts Requested by Community

**List the amount you are requesting from each community:**

Canby: \$900.00  
Lake Oswego: \$100.00  
Milwaukie: \$85.00  
Molalla: \$900.00  
Oregon City: \$200.00  
West Linn: \$200.00  
Wilsonville: \$900.00

**Total Amount Requested:** \$3,285.00

**What is the total project cost?**

\$11,295

## PRIMARY INFORMATION

**Application submitted by (person first and last name)**

Dan Hoynacki

**Position within Organization**

Vice-President. OAP Board of Directors

**Organization (Entity applying for and to receive funds if an award is granted.)**

Oregon Agritourism Partnership

**Email Address**

dan@ceioregon.org

**Phone Number**

503-551-3455

**Organization Website**

oregonfarmloop.com

**Date of proposed activity or project completion date**

12/18/2020

## PROJECT EXPLANATION

**Describe your project. Please be specific. (2500 character limit)**

2020 Farm Loop Performance Study (FLPS) The Molalla/Canby and Farmlandia Farm Loops have been active for almost a decade. They continue to be productive and are enjoyed by producers and visitors alike. Loop performance has evolved and strengthened over time via implemented marketing ideas and changes, there has not been a holistic in-depth success potential study. In the past decade, how visitors receive and evaluate decision making has

dramatically changed. A fresh, approach engages producers, loop chairs, OAP and local and regional tourism development professionals, we can make informed strategic changes as well as validate previous strategies to continue. Key answers may include whether OAP has the right internal structure to maintain growth within mature farm loops or should focus on new loop development. It is also an opportunity to demonstrate effective collaboration and alignment of development and outcome goals between OAP and a DMO - Mt. Hood Territory in this case – which would further inform future development in Oregon. FLPS starts with an agreed scope, then sets forth questionnaire design, assignments, and timeline. Early input from loop producers and loop chairs would inform visitor experience questions, as well as need for technology training, professional development, new reporting and tracking standards, facilities compliance. FLPS needs to be sensitive to peak visitor and business and be presented as a win-win for participating producers. By late Spring, all participants have initial input and support the scope, value and anticipated outcome of this year-long study. OAP shall establish a FLPS work committee to include an MHT liaison, two OAP board members, OAP program coordinator, OSUES development advisor, loop chairs. Hands-on field work will be primarily the program coordinator and loop chairs. Data input and collection from producers would primarily occur pre and post peak season. March – FLPS committee formed; coordinator hired April - FLPS scope, structure and implementation timetable approved April/May – FLPS presented/discussed with individual loop participants June-September – Visitor data collection; loop participant feedback as appropriate October – Preliminary FLPS committee update; timeline and outcome adjustments November – Meetings, final input from loop producers; professional development training schedule established; early outcomes/findings announced December – Refine and deliver final report and Winter 2020-2021 Act

**How would you use these grant funds? Please provide details. (2500 character limit)**

This \$3285 in grant funds would add an average of 10 hours per month for the 9 months of FLPS needed for the OAP Coordinator to implement field the study and oversee additional activities by the loop chairs. The budget would also cover PVM reimbursement up to 100 miles average per month. Obviously, there will be some months with considerably more time/mileage than others during the 9- month period. The loop chairs currently receive a modest stipend for loop oversight. This budget includes a 30% increase for their additional work/training for FLPS. OSP Coordinator: 10 hours per month @ \$21 90 hours \$ 1890 100 miles per month @ \$.55 495 Loop Chairs: 30% stipend increase \$150 x 3 450 Loop training meetings reserve: 3 @ \$150 450 TOTAL GRANT BUDGET: \$ 3285

**How will your project generate overnight stays, increase tourism activity, or entice visitors to linger longer in the community/communities you are seeking support from? (2500 character limit)**

We believe that the Farm Loops add both visitor spending and overnight stays within our region. One of the components of the study will be a direct ask of visitors if they spent more than anticipated and /or extended their stay. Any enhancements that the completed study could recommend we consider adding to the experiences at our farm loop participants will increase visitor spending as well as encourage return visits.

**What are your return on investment/performance measurements for this project AND what are your target goals? (2500 character limit)**

This study will help us establish a benchmark for performance measurement, as well as help create added business goals for individual loop producers. Up to now, I do not believe we have an indication of what percent of their business can be attributed to the farm loop brochure or a referral from another loop producer. We will attempt to access a level of business at the beginning of the farm season. Target goals for sales increases will be an outcome of the study for the following year.

**Have you received a CPP grant award for this project/event/activity in the past?**

Yes

**If Yes - What changes to the project's execution do you plan on making that could result in greater project performance/success? (2500 character limit)**

The outcome of this study will enable us to access how we structure our brochures in relation to other marketing efforts. Under consideration is a Farm Loop app, for example, which could only be activated while at a Farm Loop participant or at a DMO visitor center as a tool to measure its interest and eventual use. Another study outcome could be specialty highlights in our brochures vs. only linear geographical reference. There could be emphasis on Kid Friendly vs. Adult friendly, a Holiday shopping feature where items selected for purchase would be freshly shipped to you in time to share for the Holidays. Another assessment would be if we are missing a category of farm product/experience with the existing farm loops, we would be able to specifically recruit new members, as well as encourage additional diversification.

**List all other sources of funding that have either been pledged or contributed to date by other organizations for your project AND any other sources of funding you are seeking. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500**



**character limit, references may be contacted)**

Item Amount OAP Coordinator – Funded Portion Clackamas Farm Loops: 12 hours per month \$21 x 12 = \$252 \$  
2268 Loop Chairs \$500 annual stipend x 3 1500 TOTAL CASH MATCH \$ 3768

**Describe any in-kind contributions that are being leveraged AND/OR the nature of any partnerships that will support your project. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

In-Kind OSUES Agritourism Development Faculty 5 hours/mo. @ \$55 = \$275 \$ 2475 OAP Board FLPS work committee participation on 10 hours/mo. @ \$25 = \$250 2250 TOTAL IN-KIND MATCH \$ 4725

**Additional Comments. Please include any other information you would like to share with the grant review committee about your project. Particularly as it pertains to supporting the goals and purpose of this grant program. (2500 character limit)**

OAP deeply appreciates the financial support, guidance and leadership of Clackamas County Tourism/Mt. Hood Territory. Without this support, there would not likely be the Farm Loops as they exist today. I wish we could say now what the estimated positive financial impact has been as a result of this support – especially in terms of additional overnight stays and increased spending. Once we have completed this 2020 Farm Loop Performance Study, we should be able to more clearly estimate current impact as well as offer future projections. Beyond the direct economic impact, this study should be able to inform continued agritourism growth within Clackamas county, as well as guide strategies for growth of agritourism statewide. To recap, this application requests \$3285 to be matched by \$3768 in paid direct work and an additional estimated \$ 4725 of in-kind, or a total match of \$8493. This makes the total project at \$11,295

# Grant Review Detail

**Project:** Out-of-Area Marketing for World of Speed Motorsports Museum

## PROJECT SPECIFICS

### Funding Amounts Requested by Community

**List the amount you are requesting from each community:**

Wilsonville: \$10,000.00

**Total Amount Requested:** \$10,000.00

**What is the total project cost?**

\$60,000

## PRIMARY INFORMATION

**Application submitted by (person first and last name)**

Kelly Harms

**Position within Organization**

Grant Writer

**Organization (Entity applying for and to receive funds if an award is granted.)**

World of Speed Motorsports Museum

**Email Address**

kelly@worldofspeed.org

**Phone Number**

503-563-6444 ext 242

**Organization Website**

worldofspeed.org

**Date of proposed activity or project completion date**

12/31/2020

## PROJECT EXPLANATION

**Describe your project. Please be specific. (2500 character limit)**

In 2020, World of Speed Motorsports Museum is hosting new events and exhibits with the capability of bringing out-of-area visitors. In March, the Museum is opening a new exhibit Ferrari: Racing, Style, and Innovation which will run through November 2020. This is an exhibit that will appeal to many different types of automotive enthusiasts, showcasing 13 iconic race and street cars. In July, the Museum is hosting its first annual Car Show, with over 17 different classes, and a new Women in Racing exhibit, curated by famous racer Lyn St. James, will also be unveiled. In September, the Museum will open a new motorcycle exhibit followed by a Camaro exhibit in November. World of Speed is a non-profit museum, and as such our marketing budget is very modest and is focused on making inroads in the local Portland/Metro market. This market is where the majority of our visitors are from and where there is also significant potential for growth (within the constraints of our existing budget). However, we do draw people from around the Pacific Northwest and across the nation, as well as several foreign countries. This grant offers an

opportunity to use these events and exhibits to drive visits to the Museum and the Wilsonville area from outside a 50-mile radius of the city. Without this Community Partnership Program grant we will not be able to invest in out-of-area advertising/marketing or may only do so on a very limited basis (specifically around the Car Show.) We plan to focus our out-of-area marketing on digital advertising in several areas in Oregon as well as some areas in Washington. We will use visitor zip code data, along with website and social media analytics to determine the best places to target. We want to wait until closer to the launch of the out-of-area campaign to select the specific geographic areas to focus on and may shift areas at some point in the campaign based on response. This out-of-area digital marketing campaign (if funded) will be part of the Museum's overall marketing effort which is being coordinated with KGW. The current overall marketing plan calls for a mix of billboards, posters, postcards, email blasts, newsletters, social media campaigns (including a Facebook contest with KGW), a broadcast commercial ad campaign through KGW, and targeted pre-roll and OTT (Over The Top, delivered via internet streaming devices) commercials. This grant will fund the targeted OTT out-of-area campaign highlighting the Car Show and our new exhibits.

### **How would you use these grant funds? Please provide details. (2500 character limit)**

We will be using the grant funding to run a targeted digital campaign and commercials (primarily OTT and pre-roll) using Premon with Tegna attribution. This technology is new to the digital marketing industry, and allows tracking with remarkable precision. It is highly recommended by our marketing partner KGW. Ad campaigns use an "Alphonso pixel" which captures the OTT impressions through the pixel; that data is then married to the smart device ID. This will allow us to know when a person who's viewed the ad goes to our website or comes to the Museum. The geo-targeted areas for the out-of-area marketing campaign are: Roseburg/Sutherlin, Medford/Ashland area (including White City and Central Point), Bend, and Eugene/Springfield in Oregon; Bellevue/Seattle/Tacoma, and Spokane in Washington; San Jose and San Diego, California; Boise, Idaho; Missoula, Montana; and Reno/Sparks and Las Vegas/Henderson, Nevada. Our marketing efforts will be further targeted and refined through demographics, brand affinity, and interest in motorsports. We have developed an extensive list of key words to use in the campaign. We may also decide to use some of the funds to deliver targeted ads through social media in our selected geographic areas. Using a digital platform gives us the flexibility to make changes quickly – in terms of areas targeted, the content delivered since we'll use existing digital resources (like ads or video), and the specific marketing channels (like social media or OTT) based on the responses we get.

### **How will your project generate overnight stays, increase tourism activity, or entice visitors to linger longer in the community/communities you are seeking support from? (2500 character limit)**

The exhibits and events at the Museum during the summer and fall seasons have great potential to bring in out-of-area visitors. The Car Show will bring in visitors during the weekend of the event (scheduled for July 18) and also increase longer-term brand awareness even with people who don't attend but see the ads. The Ferrari exhibit runs during most of this project's timeframe, and will bring several unique Ferraris to the Museum. These cars are rarely exhibited in museums or seen on the road, and will offer our patrons a truly one-of-a-kind and a once-in-a-lifetime experience of seeing these expensive and beautiful cars together and in person. World of Speed has limited food and beverage options within the Museum itself, so even out-of-area patrons making day trips to see the exhibits or Car Show will use the dining and beverage options available in Wilsonville. Because of the Museum's proximity to Oregon's wine country and other cultural attractions, we anticipate many visitors will also take advantage of these attractions and make a multi-day stay of their trip to Wilsonville. Developing strategic partnerships with these types of attractions is part of World of Speed's long-term efforts to increase tourism visits to the Museum and the Wilsonville/Northern Willamette Valley, and we will continue to pursue and solidify these partnerships prior to the start of the grant-funded marketing campaign.

### **What are your return on investment/performance measurements for this project AND what are your target goals? (2500 character limit)**

World of Speed will evaluate the success of this out-of-area marketing effort in a number of different ways including: increased attendance over the baseline attendance; increased attendance over baseline attendance from the targeted areas; and increased memberships from the targeted areas. We will also measure our impact through Facebook, Instagram, and other social media in the following ways: the number of out-of-area visitors reached, number of impressions, and the number of click throughs to the website. We expect our attendance figures to increase as follows: • Increased attendance over 2019 baseline: from 39,940 to 41,100 (this is 3% growth – did the budget project an increase in attendance?) • Increased attendance from targeted areas over 2019 baseline: (In almost all cases, I did the increase to the full year count – I think it's pretty conservative estimate) o Roseburg/Sutherlin, Oregon – from 88 to 150 o Medford/Ashland, Oregon – from 123 to 200 o Bend, Oregon – from 161 to 210 o Eugene/Springfield, Oregon – from 222 to 400 o Bellevue/Seattle/Tacoma, Washington – from 234 to 375 o Spokane, Washington – from 34 to 75 o San Jose, California – from 38 to 60 o San Diego, California – from 27 to 50 o Boise, Idaho – from 46 to 65 o Missoula, Montana – from 19 to 25 o Reno/Sparks, Nevada – from 57 to 70 o Las Vegas/Henderson, Nevada – from 38 to 60 • Increased memberships from target areas: net increase of 5

memberships. We also anticipate the following results: • Number of impressions through OTT - 208,000 impressions • Click-thru-rate (CRT) from OTT to website - 1.3% • Video completion rate from OTT advertisements - 98% (from info from KGW) • Number of out-of-area visitors reached through Facebook and Instagram - 58,000 • Number of impressions through Facebook and Instagram - 130,000 • Number of click throughs to the website from Facebook and Instagram - 200

**Have you received a CPP grant award for this project/event/activity in the past?**

Yes

**If Yes - What changes to the project's execution do you plan on making that could result in greater project performance/success? (2500 character limit)**

We have used CPP funds for out-of-area marketing in the past, and the challenges in tracking actual impact have guided our selection of this approach. Our new media partner KGW, a well-known and trusted media source in Oregon, has crafted a specific out-of-area campaign for this grant request that has comprehensive analytics and precision targeting capabilities. Since our first CPP grant in 2017, we have developed robust zip code collection and analysis processes which help us measure our impact of campaigns. We want to have a better understanding of how our efforts impact local businesses so will be working with local businesses (like hotels and restaurants) to have discount or promo code programs that will help us quantify the local impact.

**List all other sources of funding that have either been pledged or contributed to date by other organizations for your project AND any other sources of funding you are seeking. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

We have applied for a \$3,000 Wilsonville Community Tourism Matching grant for advertising (both local and out-of-area) for our Car Show (Brian Stevenson, Program Manager, Parks and Recreation Department, 503-570-1523, [stevenson@ci.wilsonville.or.us](mailto:stevenson@ci.wilsonville.or.us)). Local Ferrari dealership, Ron Tonkin Gran Turismo, is the presenting sponsor of the Ferrari exhibit and has committed \$15,000 (Sheri Harbour de Vos, Marketing and Events Director, Ron Tonkin Gran Turismo, 503-255-7560, [Sheri.harbourdevos@rtgt.com](mailto:Sheri.harbourdevos@rtgt.com))

**Describe any in-kind contributions that are being leveraged AND/OR the nature of any partnerships that will support your project. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

World of Speed is partnering with the new Hilton Garden Inn, which is opening in July 2020. Later this spring we will finalize the details of what this partnership looks like once the marketing team is in place at the Hilton – at a minimum, we will do a campaign-specific discount or promo code program. This will be another way we can measure impact of the campaign. Owner Rohit Sharma is facilitating our partnership until his team is in place. (Rohit Sharma, owner, Hilton Garden Inn, 503-457-0355, [rohit@pnwpetro.com](mailto:rohit@pnwpetro.com)) We will also be finalizing partnerships with dining and beverage establishments, again using campaign-specific promo codes. We already have a commitment from Wanker's Corner. Wankers Corner was selected because the owner is a racing enthusiast and the establishment is a popular destination on its own. Wankers Corner has themed décor that captures the imagination, excellent and friendly service, a great comfort food menu, and offers music on selected evenings. Outdoor dining is available in the warm months. (Cooper Maixner, owner, 503-682-9673, [coop@wankerscorner.com](mailto:coop@wankerscorner.com)) Visitors from afar could spend an afternoon at World of Speed, the dinner hour at Wankers Corner — or longer if there is a musical event — and then find rest and relaxation and the new and specially appointed Hilton Garden Inn for the evening. World of Speed is open to including other partners as the program grows. World of Speed could also print the URL for the Explore Wilsonville website on admission tickets for out of town visitors to direct them to other places to visit, stay, or dine while in the area.

**Additional Comments. Please include any other information you would like to share with the grant review committee about your project. Particularly as it pertains to supporting the goals and purpose of this grant program. (2500 character limit)**

World of Speed, now going into its fifth year of operations, is a unique and affordable family attraction in the Wilsonville area. Our world-class exhibits and museum space, coupled with easy visible access from the I-5 freeway make it uniquely positioned to draw people just passing through the area as well as those who make it a destination trip. Our major exhibit changes about every six months, with our smaller exhibits rotating more frequently to entice car enthusiasts to keep coming back. Once visitors tour the museum, we believe they will continue to come back to see new exhibits or become donors to support our educational and preservation activities. These educational opportunities – our automotive training program for high school student offered in collaboration with Clackamas Community College, our summer camps, the Start Line Club and Otto's Storytime Garage for younger children, as well as special events and lectures – help make the Museum an exciting place for people of all ages and demonstrate our commitment to the area's youth. The Museum has an ambitious long-term plan which will enhance

its role as a vibrant and vital part of the Wilsonville and Clackamas County communities through a growing menu of educational offerings and by becoming a prime location for both motorsport and non-motorsports gatherings and events. Each year the World of Speed hosts 200 events at the Museum.

## SUPPORTING DOCUMENTS

**Please be aware there is a 75MB limit per upload. Combined images or files can lead to failure so UPLOAD FILES ONE AT A TIME.** If you have uploaded successfully you will find the items listed below. Please contact Daniel Gering (503-723-4985) if this does not work. We can arrange for another method to get the files to your application.

[5633-impactsheet\\_2020-final-2-20-20.pdf](#)

### **Description of attached/uploaded materials:**

This World of Speed's Local Impact datasheet, which provides a snapshot of the work we do and our impact in the community.

# WORLD OF SPEED LOCAL IMPACT

EDUCATION AND ENTERTAINMENT THROUGH THE CELEBRATION AND PRESERVATION OF MOTORSPORTS

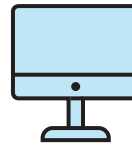
## VISITORS

176,000+



10,263

AVERAGE MONTHLY  
WEBSITE USERS  
IN 2019



f 14,956

@ 4,091

790



SOCIAL MEDIA  
FOLLOWERS

## VOLUNTEERS

51,670

VOLUNTEER HOURS



\$1,313,968

VALUE OF VOLUNTEER  
HOURS TO THE MUSEUM

## ARCHIVES

32,750

NUMBER OF ITEMS OR  
ITEM GROUPS IN COLLECTION

3,900+

NUMBER OF COLLECTION ITEMS  
SHARED ONSITE AND ONLINE

375

NUMBER OF  
DONORS AND LENDERS

## EDUCATION

767

NUMBER OF STUDENTS:  
WINTER/SUMMER CAMPS

44

CAMP  
SCHOLARSHIPS  
GIVEN

\$10,040

CAMP  
SCHOLARSHIPS  
VALUE



## NAAMYS

AWARD OF EXCELLENCE FOR  
EDUCATIONAL AND ARCHIVE PROGRAMS  
(National Association of Automobile Museums)

7,783

NUMBER OF STUDENTS:  
SCHOOL TOURS

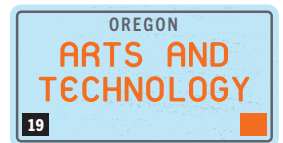
6,461

NUMBER OF PEOPLE:  
FAMILY DAYS

1,222

NUMBER OF PEOPLE:  
OTTO'S STORYTIME GARAGE

## OREGON HIGH SCHOOLS SERVED IN CTE PROGRAM



## WHAT STUDENTS ARE SAYING

*There are loving teachers here who love the kids. If you aren't convinced how important this program is, just spend a couple of hours with the students and watch their faces."*

—Tualatin High School Student, Grade 12

*Your collection is unbelievable! I liked learning about how the cars and engines work.*

—Rock Creek Middle School Student, Grade 7

*Thanks for teaching us about aerodynamics and letting us race cars in the workshop.*

—Amity Elementary Student, Grade 4

*Thank you for letting us visit. I didn't know much about cars, but now I want to learn more.*

—Amity Elementary Student, Grade 4



# Grant Review Detail

**Project:** Willamette Falls & Landings Heritage Area Tourism Engagement Video

## PROJECT SPECIFICS

### Funding Amounts Requested by Community

**List the amount you are requesting from each community:**

Canby: \$5,000.00

North Clackamas (Chamber of Commerce): \$5,000.00

Oregon City: \$5,000.00

West Linn: \$5,000.00

Wilsonville: \$5,000.00

**Total Amount Requested:** \$25,000.00

**What is the total project cost?**

\$34,150

## PRIMARY INFORMATION

**Application submitted by (person first and last name)**

Siobhan Taylor

**Position within Organization**

Executive Director

**Organization (Entity applying for and to receive funds if an award is granted.)**

Willamette Falls & Landings Heritage Area Coalition

**Email Address**

siobhan@wfheritage.org

**Phone Number**

5037045880

**Organization Website**

www.wflha.org

**Date of proposed activity or project completion date**

12/02/2020

## PROJECT EXPLANATION

**Describe your project. Please be specific. (2500 character limit)**

The project is a 25-minute Heritage Tourism video covering the Willamette Falls & Landings Heritage Area (WFL). We begin at Willamette Falls and fly over the falls in either direction along the Willamette and Clackamas rivers. Using drone and handheld camera we will film from canoe, kayak, paddle board, bikes, hikers and minivan. Visitors will experience the 56 River Miles of Heritage. Key emphasis will be on each CPP sponsoring community: Canby, Oregon City, North Clackamas, West Linn, and Wilsonville. The purpose of the video is to highlight the Heritage Assets in each community and combine those with other attractions. This will draw a diverse range of visitors who

will linger longer in each community . Participating communities receive the full video, plus an additional video production focused on their community and its Heritage Assets and tourism attractions. Heritage Assets are strapped for resources to creatively promote their attraction. This will help with that challenge. The river focus fits with CCTCA's water tourism plan. The video will be featured on WFL's website and we will distribute links to travel partners including Travel Oregon, DMO's, CCTCA's website, Chambers of Commerce, and the commercial tourism industry, city websites and libraries. With WFL's Heritage Center at the Foot of the Falls in West Linn fully funded, the video will be showcased in the new Center, driving visitors to explore the entire Heritage Area. This will allow tourists to plan extended visits, creating longer stays in each community, increased tourism spending, and promoting more sustainable cross promotional ways to market all the assets of a community from festivals to farms to heritage assets. When our National Heritage Area is declared by Congress, we can add more sites and expand boundaries and partners on the video.

#### **How would you use these grant funds? Please provide details. (2500 character limit)**

All CPP grant fund will go directly toward creating 25 minutes of finished video product plus the individual video product for each supporting funding participant. Willamette Falls & Landings Heritage Area Coalition (WF&L) has committed to a 15% cash match on this project because we are convinced of the ROI. Total cost for this project is \$34,150. Our videographer has already agreed the project can be accomplished for this amount. Script writing will be created by staff at WFL as will narrative work. Justice Productions has worked with members of our staff and member organizations on our Board; and their work product as well as their ability to come in under budget is well known. In addition, Justice Productions will donate additional drone video footage for our ongoing use.

#### **How will your project generate overnight stays, increase tourism activity, or entice visitors to linger longer in the community/communities you are seeking support from? (2500 character limit)**

Not all tourists want to spend all day or every day of their vacation paddling on the river. Nor do visitors want to spend days at one or two heritage sites. But if we can create a video that promotes Heritage Attractions in combination with recreational opportunities, agritourism, festivals and events, wineries, and unique districts then visitors have a reason to plan a longer trip and the attractions we promote will bring visitors in from outside the 50-mile radius. We want the partner who spent all day fishing at the Falls to look forward to spending the late afternoon enjoying a glass of wine that evening with his better half who started her morning with alpaca yoga. And those kids who thought the grandparents were Heritage Assets learned that Pops is a pretty chill guy who knew all about those cool cars at World of Speed. As for Grandma, she would have killed it on the real Oregon Trail back in the day. Who knew? Those same intergenerational visitors can mix it up with more amazing-only-found-in-Oregon experiences tomorrow, and the day after that. We are talking heads in beds. Whether they want to do activities together: Explore Oregon City's Main Street, rafting on the Clackamas, or need some quiet downtime: Dinner at a fine restaurant, beauty at Swan Island Dahlias, a visit to TDK Creamery or a comfy hotel bed. They will NEED the time to stay over, shop, dine, linger longer. They will be visitors from outside our 50-mile radius because we will be giving them all kinds of inspiration because of our video.

#### **What are your return on investment/performance measurements for this project AND what are your target goals? (2500 character limit)**

We will measure our ROI a few different ways. One way is by using Google Analytics and working with our local DMO analytics staff. We will measure the number of visits to our website and the video views we receive. We will also measure those video views on partner city/tourism/chamber/heritage area sites. We will ask Tourism organizations, DMOs, and Heritage sites to add questions to their visitor surveys, exit surveys etc. regarding the video: did visitors see the video; did the video influence their decision to visit, did the video influence their decision to stay an additional day/night in the Community featured on the video, which community in particular did they visit. Long term we will also use Google Analytics, but take it a few steps further measuring Website Conversions. This includes outbound clicks to partner sites, download or viewing our Heritage Brochure, Heritage Map, subscribing to our Heritage Area newsletter and the newsletters/resources of our heritage partners and participating video partners making those metrics available to us. Using analytics, we should also be able to track those who watch the video to 50%+ completion. This positions WFL's video as a Heritage Visitor planning tool and focuses on driving quality site traffic. We will also track visitors to our Event Booth (another CPP funded project) who learned of our activities/sites through the video project. When wi-fi is available we plan to have the video available on a loop and play it on iPad at community events. And, when our Heritage Center Building is complete we will be able to survey visitors to the center about their visits to the Heritage Area and how our Video influenced their decision to travel, as well as the places they have arrived from. Our target goal for the first full year the video is in play is to see an awareness level of 35% for those surveyed at Heritage Assets and other tourism attractions about the video. Once our Heritage Center is operational our target goal is 50% awareness for the video. The goal for numbers using it as a planning tool in our first year is 25%, that is 25% who would not have planned to visit heritage assets in combination with other community attractions, and activities prior to the video being available.



**Have you received a CPP grant award for this project/event/activity in the past?**

No

**If Yes - What changes to the project's execution do you plan on making that could result in greater project performance/success? (2500 character limit)**

The video project is one that lends itself to updates. As Heritage Attractions offer more opening hours and new programming and as the communities sponsoring the video add more options for Outdoor Recreation and Agritourism we will be able to make affordable and timely changes to the video. Last year's River Tourism Study taught us that Clackamas County's water bodies are equally good or better than the State average for recreational value. But it also said that as a County we are attracting below average visitation to these waters due to a combination of physical access, water-recreation management, lack of awareness, and niche product development. It is WFL's hope that as our River Tourism improves and expands we will be able to add more River/Heritage offerings to our video. After all Canby, Oregon City, N. Clackamas Chamber, West Linn and Wilsonville all have connections to the waterways of Clackamas County. This will not only keep the video current to makes sure we are matching cultural travelers needs while identifying key experiences that would motivate their friends and family to travel with them, giving them reason to inspire and motivate overnight travel to the Mt. Hood Territory. This will help stimulate consumers to linger longer and see an increased generation of revenue streams for our partners: The Communities who support us through CPP funding and our Heritage Partners, many of whom are in underserved regions of those communities. We hope this video project helps all of us look at ways to develop and implement strategies for recreation, agritourism and heritage/culture marketing opportunities as appropriate and resources allow. This will lead to great project performance/success.

**List all other sources of funding that have either been pledged or contributed to date by other organizations for your project AND any other sources of funding you are seeking. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

Willamette Falls & Landings Her. Area Coalition 15% Cash Match \$3750 - you have our contact info on page 1

**Describe any in-kind contributions that are being leveraged AND/OR the nature of any partnerships that will support your project. Please provide the following information: organization name, contact name, phone, email, and level of pledge/contribution. (2500 character limit, references may be contacted)**

WFL staff time for script writing, editing (\$60/hr. @ 50 hrs. ) \$3000 WFL staff time for coordination of venues and heritage assets and participants (\$60/hr @ 40 hrs.) \$2400 WFL Staff time In Kind \$2500 Justice Productions extra drone footage \$1650 Contact info: Shawn Justice: Phone: 503-702-3459 Email: shawnjustice@justicepictures.com

**Additional Comments. Please include any other information you would like to share with the grant review committee about your project. Particularly as it pertains to supporting the goals and purpose of this grant program. (2500 character limit)**

WFL and our community partners need this project because nothing like it exists for the 56 River Miles of Heritage Area. The video will work specifically to promote our Heritage Partners and their assets within each of the communities we are seeking funding from. But the video will also help build out other reasons visitors will want to create trips to those communities that will last longer than a day answering CCTCA's call to 1) increase overnight stays in lodging facilities, 2) bring visitors into a community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer in a community within Clackamas County. WFL truly believes this project is competitive because it offers tremendous potential to increase tourism activity within Canby, North Clackamas Chamber, Oregon City, West Linn and Wilsonville. Heritage & Culture is one of the three pillars of Tourism in Clackamas County. It is a component that interests many but is overlooked because Heritage Assets are strapped for the resources to creatively promote themselves. And, not all Tourists want to spend all day or every day of their vacation in museums or listening to historic narratives and watching videos - we get it. This video provides ideas and a combination of opportunities for visitors that will promote each one of these communities and their Heritage Groups. WFL recently presented a successful Management Plan to the State Heritage Preservation Organization. Part of that plan is helping our Heritage Partners showcase their offerings to visitors. This video does just that while also helping communities within the Heritage Area boost tourism revenues and, in turn, prepare to become a better Heritage Area for National and International visitors in the future.

**SUPPORTING DOCUMENTS**

**Please be aware there is a 75MB limit per upload. Combined images or files can lead to failure so UPLOAD FILES ONE AT A TIME. If you have uploaded successfully you will find the items listed below. Please**

**contact Daniel Gering (503-723-4985) if this does not work. We can arrange for another method to get the files to your application.**

5611-cpp-budget-2020.xlsx

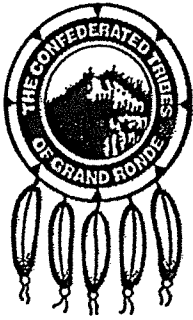
5611-eot-cpp-support-letter.pdf

5611-grant-budget-(3).xlsx

5611-w-f-landings-h-a-c-video-project-letter-(1).pdf

**Description of attached/uploaded materials:**

Files attached include: 5611-cpp budget2020 A proposed budget for the video project WF&Landings HAC Video Project Letter - a support letter from the City of Canby Landmarks & Heritage Commission End of the Oregon Trail Interp. Center support letter



The Confederated Tribes of the Grand Ronde Community of Oregon  
*Umpqua Molalla Rogue River Kalapuya Chasta*

Tribal Council  
Phone (503) 879-2301  
Fax (503) 879-5964

1-800-422-0232  
9615 Grand Ronde Road  
Grand Ronde, OR 97347

Jim Austin  
Community Partnership Coordinator  
Clackamas Co. Tourism & Cultural Affairs  
Oregon's Mt Hood Territory  
1830 Blankenship Rd. Suite 100  
West Linn, OR 97068 Dec. 3, 2019

Dear Mr. Austin:

The Confederated Tribes of Grand Ronde is pleased to lend their support to Willamette Falls & Landings Heritage Area Coalition's (WFL) proposal for a video of 56 river miles of the WFL Heritage Area. It will do much to promote the Willamette Falls Heritage Area communities of our ceded lands including Canby, Oregon City, North Clackamas, West Linn and Wilsonville. Yes, and even give some attention to our culturally significant Willamette Falls and to our evolving interpretation of the recent purchase of the Blue Heron mill. We can already see the value of adding onto the project and partnering in the future as things progress. The Grand Ronde Tribe has a long, steadfast partnership, with WFL and we work together to support each other and our community with events, marketing and fundraising support.

The Willamette Falls Landings Heritage Area is in the midst of our ceded lands. As the Willamette Valley Treaty Tribe, it is critical for us to promote our ongoing cultural and current active commercial and tourism potential in this region. Our experience with CCTCA and these communities has been a positive one. And, while the Falls are iconic to the Heritage Area, the 'plus' message of this video project for all of us is that the Mt. Hood Territory and the communities supporting this video project have Heritage activities, river recreation, farms, and TRIBES to experience. We know that the Tribal perspective resonates with European audiences. This WFL video proposal falls into more than one of your tourism pillars Recreation, Agricultural Tourism and Heritage/Cultural Tourism. It also fits beautifully with your new emphasis on River Tourism. We are a canoe people and with our annual canoe journey, fish ceremony and dip netting at the Falls we can only cheer for a video that will honor this cultural story as well.

This WFL video of 56 River Miles of Heritage Area proposal provides so much opportunity to bring people to our area to linger longer. People who have never visited our communities before. The Confederated Tribes of Grand Ronde is looking forward to participating in this project. We look forward to working not only with this video project but with CCTCA.

Hayu masi (many thanks),

Stacia Martin  
Tribal Council Chief of Staff  
Confederated Tribes of Grand Ronde

*Treaties*

*Rogue River 1853 & 1854 ~ Umpqua-Cow Creek 1853 ~ Chasta 1854 ~ Umpqua & Kalapuya 1854  
Willamette Valley 1855 ~ Molalla 1855*



# City of Canby

City of Canby Heritage & Landmark Commission  
PO Box 930  
222 NE 2<sup>nd</sup> Avenue  
Canby, Oregon, 97013

February 20, 2020

Jim Austin, Community Partnership Coordinator  
CCTA, Oregon's Mt. Hood Territory  
1830 Blankenship Road, Suite 100  
West Linn, Oregon 97068

Re: Willamette Falls & Landings Heritage Area Coalition Video Project

Dear Mr. Austin,

Canby's Heritage and Landmark Commission (HLC) reviewed the project proposed by the Willamette Falls & Landings Heritage Area Coalition and voted unanimously to endorse their grant request. This initiative will directly support Canby's tourism strategies relative to our agricultural and cultural heritage while providing a superior platform on which to market these assets.

The Canby area is home to a rich array of agricultural enterprises offering unique experiences. At the nationally recognized Swan Island Dahlia Festival, visitors can walk the fields, view dahlia displays, buy unique gifts, and order tubers, which are delivered the following spring, a post-visit reminder of time in the North Willamette Valley. At TMK creamery, guests explore a small, family-owned farm, meet cow-lebrities, and shop for dairy items produced on site. Since visits to these locales requires navigating country roads and a bit more drive-time, convincing prospective visitors that it is worth that extra effort is critical. Unlike a website or brochure image, a video can provide a preview of the experience inherent in a site, making a more compelling case for making the extra effort to visit. Juxtaposing video of agricultural locales with Canby's restaurants and shops featuring their products could convince potential visitors to add yet another stop and extend their stay.

The above is just one example of how this project will allow Canby and our upriver sister communities to extend our reach and enhance our message in terms of marketing our many unique visitor experiences. We encourage you to fund this project.

Sincerely,

A handwritten signature in cursive script that reads "Carol Palmer".

Vice-Chair, Canby Heritage and Landmark Commission





Clackamas Heritage Partners  
End of the Oregon Trail Interpretive and Visitor Information Center

February 20, 2020

Jim Austin  
Clackamas County Tourism Office  
Community Partnership Program (CPP) Grants  
1830 Blankenship Rd., Suite 100  
West Linn, OR 97068

RE: Community Partnership Program (CPP) Grants – Video of 56 river miles of Heritage Area

Dear Jim:

We are pleased to have this opportunity to support the Willamette Falls Heritage Area Coalition, Video of all the 56 river miles promoting many communities to include: Canby, North Clackamas, Oregon City, West Linn and Wilsonville. We have an ongoing partnership, with WFHAC, working together to support each other and our community with events, marketing and fundraising. We have a shared vision of being inclusive, diverse and authentic!

This project will include all partner communities in the 56-river mile heritage area. Upriver Heritage Partners will be able to feature their Heritage Assets on the video and in addition the local communities will also be able to feature other area activities and attractions that will get visitors from outside the region a reason to linger longer in our communities. This project is sustainable as partners can be added in the video and features can be changed. Each community/asset can have the video segmented to their specific attraction. In addition, a link will be on the WFHAC Interactive map.

The End of the Oregon Trail Interpretive and Visitor Center attracts thousands of visitors to Oregon. When visitors come to Oregon State and Clackamas County Welcome Center, we give brochures, maps and information to send them on to further their journey. We would love to have this video to show guests the 56 river miles of heritage and adventure! When visitors view the video, they will be impressed with the diversity and the history available today. We ask that you support this video project as this will be a significant marketing tool.

Sincerely,

Gail Yazzolino  
Executive Director  
[gail@historicoregoncity.org](mailto:gail@historicoregoncity.org) - 503-307-1773

1726 Washington Street, Oregon City, OR 97045  
503.557.1151 ext 101 • Fax 503.557.8590 • [www.HistoricOregonCity.org](http://www.HistoricOregonCity.org)

A project of Clackamas Heritage Partners

## Community Tourism/Match Grant 2020 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
<b>Brews for Community Inc</b> Katie Green 27350 SW 95 <sup>th</sup> Ave Suite 3030 Wilsonville OR 97070 <a href="mailto:katie@greengroupprealestate.com">katie@greengroupprealestate.com</a>	<b>Wilsonville Brewfest</b>  503-686-3557	\$5,000		
<b>Fun in the Park</b> Brady Mordhorst, Director PO BOX 1511 Wilsonville OR 97070 <a href="mailto:FITP.Wilsonville@gmail.com">FITP.Wilsonville@gmail.com</a>	<b>Fun in the Park Festival</b>  503-277-9238	\$4,000		
<b>Wilsonville Arts &amp; Culture Council</b> Benjamin Mefford, Director PO Box 2510 Wilsonville OR 97070 <a href="mailto:festivaldirector@wilsonvillearts.org">festivaldirector@wilsonvillearts.org</a>	<b>Festival of the Arts</b>  425-943-0215	\$9,000		
<b>Korean War Memorial Foundation of Oregon</b> Jenny Kim, Board Secretary/Treasurer 3105 SW Bennington Dr. Portland OR 97205 <a href="mailto:jenkim@gmail.com">jenkim@gmail.com</a>	<b>Korean War Interpretive Center</b>  971-400-8730	\$25,000		
<b>Wilsonville Rotary Foundation</b> John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 <a href="mailto:Holleyjc46@gmail.com">Holleyjc46@gmail.com</a>	<b>Summer Concert Series</b>  503-407-0308	\$5,000		
<b>World of Speed Motorsports Museum</b> R. Lewis Ferguson, Interim Director 27490 SW 95 <sup>th</sup> Ave. Wilsonville OR 97070 <a href="mailto:rlewis@worldofspeed.org">rlewis@worldofspeed.org</a>	<b>First Annual World of Speed Car Show</b>  503-563-6440	\$3,000		
<b>Me.She.We Women's Half Marathon</b> Kiri Tomasco, Director <a href="mailto:kiritomasco@yahoo.com">kiritomasco@yahoo.com</a>	<b>Me.She.We Women's Half Marathon</b>  503-201-3866	\$4,000		
<b>TOTALS</b>		<b>\$55,000</b>		

**CITY OF WILSONVILLE – 2020  
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: Wilsonville Brewfest 2020

Applicant Name BrewsforCommunity {current name}

Registered Tax Exempt Number: 81-2161264

Street Address 27350 SW 95th Ave Suite 3030 Wilsonville, OR  
Street City State Zip 97070

Contact Katie Green Title \_\_\_\_\_

Address 27350 SW 95th Ave Suite 3030, 97070  
Street City State Zip

Telephone 503-606-3557 E-Mail katie@greengrouprealestate.com

Project Duration: Start Date Aug 7th, 2020 Estimated Completion Date: Aug 8th, 2020

<b>TOTAL PROJECT BUDGET*</b>		\$ <u>57,250</u>
<b>APPLICANT CASH MATCH (a)</b>	\$ <u>42,500</u>	
<b>IN-KIND RESOURCES (b)</b>	\$ <u>9,750</u>	
<b>TOTAL APPLICANT MATCH (a+b)</b>		\$ <u>52,250</u>
<b>GRANT REQUEST</b>		\$ <u>5,000</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 2020 to \_\_\_\_\_

Income Sources	Amount
Sponsors	9,750
Sales	42,500
Grant	5,000
Total Project Income	\$ 57,250

Expenses -Must be explicitly defined.	Amount
Advertising /Marketing *Grant	2,000
City Permits/Insurance/Permits	3,200
Fencing	1,250
Restrooms	550
Tent/Tables/Stage *Grant	4,000
Beer *New Expense/wine	8,000
Glassware	2,000
MUSIC	3,800
Total Project Expense	1,000
MISC	
photographer/videographer	500
officer comp	2500
T-shirts	500

TOTAL PROJECT EXP: \$ 29,300



**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: 2020 to \_\_\_\_\_

Income Sources	Amount
2020 Brewfest ticket sales	42500
Est @	
Friday 500 attendees	
Saturday 1200 attendees	
* Ticket @ \$25 EACH *	
Total Organization Income	

Expenses	Amount
Friday & Saturday Brewfest	29,300
Total Organization Expense	

*The Event Description:*

*The Annual Wilsonville Brewfest is a time for bringing local breweries, musicians and food vendors together to celebrate community. The day kicks off at noon with 15-20 different brews available for tasting. Live music keeps the venue hopping while local food trucks offering BBQ, hot dogs to popcorn are lined up ready to serve. This family friendly event engages all ages, beer drinkers and non-drinkers. It's a perfect day to kick back enjoy great conversation, beer or root beer, friends, games and being in the August sun.*

*Wilsonville Tourism:*

*We have held the festival for five years now. The growth has been steady with many come year after year. Friends and families have started marking their calendars for their summer visits to Wilsonville around the event. This event will promote visitors to enjoy Wilsonville restaurants and family fun establishments from Bullwinkles to the movie theater. We are beyond excited to be growing this year from a one day event to a two day event. We believe this will be a move that will greatly increase overnight visitors to our town year after year.*

*Wilsonville Community:*

*The community will not only benefit from having out of town visitors but from the mission of the Wilsonville Brewfest. Our mission is to bring the community together*

*for a cause. We have had the honor of donating almost \$60,000 back into local non-profits. Since year one we have given back to Wilsonville Community Sharing. Over the past few years we have added other local organizations making a big difference in the lives of others.*

*Our Goals:*

*We plan to continue growing the festival by the number of attendees. More numbers means reaching our goal of giving more to the community we love. In order to reach this goal we need targeted marketing through social media and the local beer/events community. This is something we have felt has been a struggle with our limited marketing skills as far as reaching outside a 20 mile radius. As we take on the 2020 year a community member who puts on large scale events has offered to volunteer his expertise! This is going to be key to getting the Brewfest out to all the right outlets. We have no doubt this will increase local traffic and the numbers attending from outside our area. We will fully know the results once we wrap this year up based on pre-sale tickets and day of ticket sales.*

*Why we can do this:*

*This year brings some change in our leadership for the event. Erin Telles has handed the reins over to Vanguard owners, Lin and Don Anderson. Lin and Don know beer*

*and are valued assets to the goal of growing the festival. With their brewery connections and knowledge they will be vital in ensuring a quality event when it comes to the beer vendors we are able to pull from around the area. Through the last five years we have grown a volunteer base of over 75+ that have continued to step up in making the day a success. Our connections with local businesses and the popularity of the event has also brought the same sponsors back year after year. We also live in a community that thrives on giving back. It is an honor to be an event that focuses on not only fun but the give. We see the support of the mission embraced by many and feel that support will continue to keep us going for many years to come.*

GRANT FUNDING FOLLOW-UP *2019 Copy*

1. Who benefited from your project or event?

Wilsonville as a community benefits from the annual Wilsonville Brewfest. Residents have an event they look forward to each year and plan to attend with their neighbors, friends and family. Many of them have family members plan their visits to coincide with this event. The proceeds from this event benefit the community that needs the most help. Proceeds are donated to charities that directly impact Wilsonville residents. This year we donated to Wilsonville Community Sharing and Catalyst Partnerships NW. WCS serves the community by providing food, toiletries and emergency assistance to Wilsonville residents. Catalyst is an organization that does construction repairs and remodeling for the elderly, disabled and under-resourced community members.

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

Our goal was to exceed what we donated last year, \$12,500. With additional sponsors, sales and grant funds we were able to donate \$15,000 this year. Although part of our goal is to grow the festival, the biggest reason and goal for us putting the festival on each year is to donate proceeds to those in need while creating an event that brings value to the city. We're thrilled to have met our goal and exceeded last year's donation.

3. Will this event or project be recurring? This is an annual event that we plan on continuing each year. How do you anticipate funding the project in the future? In the future, we plan on additional sponsor funds, as well as Grant funds. We had new sponsors this year, and plan to continue looking for more community partners.

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.

Income Sources	Forecasted Amount	Actual
Sponsors	\$7,000	\$7950
Grant	\$5,000	\$5000
Sales	\$23,000	\$22,565
<b>Total Project Income</b>	<b>\$35,000</b>	<b>\$35,515</b>

Expenses	Forecasted Amount	Actual
Advertising	\$2000	\$500
City Permits, insurance & venue	\$2000	\$2750
Fencing	\$1250	\$1150

Restrooms	\$550	\$550
Tent, tables, etc.	\$2700	\$3315
Beer	\$3000	\$3000
Glassware	\$1000	\$1425
Music	\$2800	\$3000
Misc. Supplies & materials	\$500	\$600
Photographer	\$300	\$500
Web design & Hosting	\$500	\$595
Officer Compensation	\$2000	\$2500
Total Project Expense	\$18,600	\$19,885





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Vanguard Brewing Company 27501 SW 95th Ave., Suite 945

# 2020 Sponsorship Invitation

## WILSONVILLE BEWFEST SPONSORSHIP INVITATION



For the last five years we've brought the community together to celebrate the end of summer with a fantastic Beer Festival right here in Wilsonville! Back by popular demand, Green Group Real Estate and Vanguard Brewing are partnering to put on the 6th annual Wilsonville Brewfest. This is an event that locals and their families continue to look forward to, and plan their vacations around year after year. This year's Brewfest will be held on **Friday, August 7<sup>TH</sup>, 2020 from 4-8pm and Saturday, August 8th from 12-8pm**

**Variety?** We'll have beer, cider and this year we have a local winery, Tumwater offering tastings along with multiple food trucks.

**Location?** For the past 5 years we've utilized Wilsonville's own Piazza Villebois on the corner of SW Barber St and SW Villebois Drive in the Villebois Master Planned Community and we'll keep the festival there as long as we can, as it is the perfect set up for an outdoor event. There is no shortage of ambiance - a beautiful fountain, large shade trees, twinkle lights, a bocce ball court, and plenty of room to move around!

**Other stuff?** We'll have live music, meet the brewers, and sponsor booths!

**Why be involved?** The Wilsonville Brewfest was created as both a celebration and a cause, utilizing the great craft brews our region is known for and using that success to support local non-profits. 2014 was the inaugural year for this event and was a huge success! Each year we continue to build on that success and to date have donated \$60,000 to local charities.

Rain or scorching sunshine, this event brings people out from not only the local neighborhood, but the surrounding areas as well. The Brewfest has become an annual do-not-miss event here in Wilsonville! This is your opportunity to get involved with this special event, get great exposure for your business and give back to our community!





### Major Sponsor – \$3000 {Limit 3, one per industry at this amount}

- Logo placement on our 2 event banners displayed at event
- Vendor space available for tent space, plus additional space for display/interaction. {must be communicated and approved by event coordinators}
- Logo on event website with a link to your web page
- Logo on all posters and flyers distributed to local businesses throughout Wilsonville
- Logo on entertainment stage banner
- Extra sponsor banner allowed at event (to be supplied by you)
- Social media recognition
- 6 Entrance tickets with mugs/tokens
- Sponsorship mentioned at event
- Text on glassware
- Logo on event t-shirt

### Entertainment Sponsor – \$2,500 {Limit 1}

- Logo on entertainment stage banner stating company as Entertainment Sponsor
- Logo on event website with a link to your web page
- Logo on all posters and flyers distributed to local businesses throughout Wilsonville
- Extra sponsor banner allowed at event (to be supplied by you)
- Social media recognition
- 4 Entrance tickets with mugs/tokens
- Sponsorship mentioned at event
- Vendor space available

### Partnering Sponsor– \$1250

- Logo placement on our 2 event banners displayed at event
- Sponsor banner displayed at event (to be supplied by you)
- Sponsor space available for tent placement
- Logo on event website with a link to your web page
- Social media recognition
- Logo on all posters and flyers
- 2 Entrance tickets with mugs/tokens

### Water Boy Sponsor – \$250 + \*Provides Water for Refill Station (Limit 1}

- Logo on event website with a link to your web page
- Logo on thank you banner
- Logo on all event posters and flyers
- Show your TEAM spirit & wear company gear
- Social media recognition

### Give Back Sponsor – \$200 & UP {because it just feels good to give back}

- Logo on event website with a link to your web page
- Logo on thank you banner
- Social media recognition
- 2 Entrance tickets with mugs/tokens

### Helping Hand Sponsor – Provide 5-10 (min) Day of Event Volunteers

#### \*Biggest Need: Last shift of the event

- Logo on event website with a link to your web page
- Logo on thank you banner
- Show your TEAM spirit & wear company gear
- Social media recognition

# CITY OF WILSONVILLE – 2020 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 97070  
Street City State Zip

Contact Brady Mordhorst Title Executive Director of Fun in the Park

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

Telephone 503-277-9238 E-Mail FITP.Wilsonville@gmail.com

Project Duration: Start Date August 1st, 2020 Estimated Completion Date: August 1st, 2020

<b>TOTAL PROJECT BUDGET*</b>		\$ <u>38,000</u>
<b>APPLICANT CASH MATCH (a)</b>	\$ <u>28,500</u>	
<b>IN-KIND RESOURCES (b)</b>	\$ <u>5,500</u>	
<b>TOTAL APPLICANT MATCH (a+b)</b>		\$ <u>34,000</u>
<b>GRANT REQUEST</b>		\$ <u>4,000</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: 2020 to 2020

Income Sources	Amount
Cash Sponsorships	\$23,500
Vendors	\$5,000
Wilsonville Tourism Grant	\$4,000
In-Kind Sponsorships	\$5,500
Total Project Income	\$38,000

Expenses -Must be explicitly defined.	Amount
City Permits, Fees, Dues, Etc.	\$1,000
Marketing, Banners, Signs, Etc.	\$4,000
Logistics, Supply Rentals, Toilets, Truck Rentals, Staffing, Volunteer Care, Etc.	\$7,000
Insurance	\$4,000
Inflatables (15 Inflatables that are scattered throughout the park)	\$10,000
Entertainment/Main Stage	\$8,000
Storage (Our on-going storage unit that holds our supplies)	\$1,600
Miscellaneous	\$2,000
Total Project Expense	\$37,600

**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: \_\_\_\_\_ to \_\_\_\_\_

Income Sources	Amount
Total Organization Income	

Expenses	Amount
Total Organization Expense	

## Fun in the Park 2020

### 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 21<sup>st</sup> 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 to attend. 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 (7 members in 2019) 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.

#### 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 19-year estimate of total attendance is about 155,000, meaning about 77,000 have attended Wilsonville not being a Wilsonville resident. In 2019, out of 396 people surveyed, 31% of them lived outside of a 50 mile radius from Wilsonville, including California, Washington, Idaho and last year, a family from Russia! We expect this to continue in 2020 as it has ever year. Most notably, we typically have over half of our 50 mile+ visitors visiting Wilsonville solely because of Fun in the Park. 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.



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, from major corporations such as Fred Meyer and Coca-Cola to locally owned businesses such as Innovative Dance to at-home businesses led by Wilsonville citizens.

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 \$40,000 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.

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

In 2020 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 2020, 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)*

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. Brady Mordhorst will serve as Executive Director for the 4th straight year along with a committee composed of six other local, dedicated volunteers whom all live here in Wilsonville. We, of course, have access to multiple experienced consultants including Bob Woodle who started Fun in the Park in 2000. Fun in the Park is poised to continue to provide a positive event for the City of Wilsonville.

To produce such an event, everyone in Wilsonville needs to come together, as had happened every year of Fun in the Park, receiving continued support from businesses such as Fred Meyer, TwinStar Credit Union, and Wilsonville Carpet and Tile; from local event partners that provide services to make Fun in the Park happen such as Kurt Jones Productions and Events Unlimited; from local organizations that lend support such as the High School National Honor Society and the Civil Air Patrol; and finally and most importantly all of the individual volunteers who want to provide fun for the youth in our community.

## **Fun in the Park 2019 Recap**

### **Who benefitted from your project or event? How Many? Where From?**

Directly: 8,150 attendees, 16 company sponsors, 97 fun bringers (Wilsonville and surrounding companies), vendors and suppliers, over 350 volunteers. Directly and indirectly, the entire community of Wilsonville benefits from the positive reputation and “livability asset” of good will and spirit of unity engendered in the festival.

The positive snowball effect that Fun in the Park provides for many companies, organizations, churches, and non-profits are highly valuable. 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, Wilsonville Lacrosse, Community Sharing of Wilsonville, Wilsonville Rotary Club, World of Speed, Oregon Mt. Hood Territory, and Heart of the City.

Our annual survey was composed of 102 family/units representing 396 individuals. Of those surveys, we found that 47% of those people came from Wilsonville (48% last year) and 53% came from 23 other locations, including California, Washington, Idaho, 15 other Oregon towns and most notably a family from Russia! Of those 15 other towns, 62% of the “out-of-towners” came by through learning about the event through Facebook. 41% of those interviewed were attending the festival for the first time. As in previous years, feedback was overwhelmingly positive about the event. Finally, of those surveyed, 31% of total attendees came from over 50 miles away.

### **Were the measurable evaluation goals listed in your narrative achieved? How?**

After review of Fun in the Park 2019, our goals that were listed in our narrative were all successfully achieved. We remained an admission free, positive event which enhanced the culture and image of Wilsonville. We attracted attendees outside the Wilsonville area (53%, 4,325 people). We introduced new attractions (23% new). We conducted over 100 surveys (102). Maintained our safety record (zero incidents). Recruited new fun-providers and volunteers (19 new fun providers). And met all of our financial obligations.

This all happened because of the dedicated voluntary efforts of our 6 servant-heart organizers. With Fun in the Park being down on volunteers and committee members, we all picked up the slack and, even with less numbers, outdid all of our goals this year. As a bonus, the event during the set up, open hours, and clean up went smoother and quicker than any previous year.

And it is not possible for Fun in the Park to come together without the “Day-of” volunteers that donated anywhere from one hour to eight hours of time. Notably, the National Honor Society students from Wilsonville High School were a new addition the year. The “day-of” team included parking directors, program givers, fan givers, etc.

One non-positive note is that we did have a financial short fall on the year, spending \$2,497.00 this year. This doesn't directly influence next year's event, as this money came out of our savings, but we always strive to cleanly break even.

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

We have high hopes to bring another fun-filled Festival to Town Center Park on Saturday, August 9th, 2020. We are currently in the middle of recruiting 6 new committee members and increasing our funding by at least \$10,000 to continue Fun in the Park for 2020. Assuming that happens, we are attempting to create a Friday night concert as well.

Financially, we brought on a new and dedicated sponsor this year in Wilsonville Carpet & Tile, as well as reestablished an on-going agreement with Fred Meyer. This year, we were also able to acquire much more in-kind donations, which helped reduce our costs. In the event that the proposed stage in Town Center Park is completed, that will save us an estimated \$3,000 each year, as well.

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

Attached is the statement.

Submitted by

Brady Mordhorst  
Current President  
Cell 503-277-9238

Fun in the Park

WILSONVILLE CELEBRATION DAYS								
FUN IN THE PARK								
STATEMENT OF INCOME & EXPENSES (CASH + IN-KIND)								
January 1 - December 31, 2019								
	2018	BUDGET	BUDGET	BUDGET	ACTUAL	ACTUAL	ACTUAL	
	Cash	Cash	In-Kind	Total	In-Kind	Cash	Total	
<b>INCOME:</b>								
City of Wilsonville Grant	\$12,000	\$9,000	\$0	\$9,000	\$0	\$9,000	\$9,000	
<b>INCOME FROM SPONSORS</b>								
<i>Premier Sponsors (\$5,000+):</i>								
Kroger - Fred Meyer	\$5,000	\$5,000	\$0	\$5,000	\$0	\$5,000	\$5,000	
Elite Realty Group	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Findlay Auto of Wilsonville	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	
Polygon Homes	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	
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	
Wilsonville Carpet & Tile	\$0	\$2,500	\$0	\$2,500	\$0	\$2,500	\$2,500	
<i>Minor Sponsors (\$1,000 - \$2,499):</i>								
Dentistry for Kids	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Ultratrape Industries	\$600	\$0	\$0	\$0	\$0	\$0	\$0	
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	\$1,000	\$500	\$500	\$1,000	\$500	\$500	\$1,000	
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	
Providence Medical	\$0	\$1,000	\$0	\$1,000	\$0	\$1,000	\$1,000	
Mentor Graphics	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000	
Parker Johnstone Wilsonville Honda	\$0	\$350	\$0	\$350	\$0	\$350	\$350	
TwinStar Credit Union	\$1,000	\$1,000	\$0	\$1,000	\$0	\$1,000	\$1,000	
Bob & Debi Lawe	\$1,350	\$0	\$0	\$0	\$0	\$0	\$0	
Oregon Tech	\$0	\$1,000	\$0	\$1,000	\$0	\$0	\$0	
Republic Services	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000	
Wilsonville Orthodontics - Joe Restic	\$0	\$0	\$0	\$0	\$1,000	\$0	\$1,000	
Wilsonville Spokesman	\$0	\$0	\$1,000	\$1,000	\$1,000	\$0	\$1,000	
The UPS Store	\$500	\$0	\$500	\$500	\$500	\$0	\$500	
Wilsonville Dental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
<i>Other Sponsors: (Less than \$1,000)</i>								
American Family	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Therapeutic Associates	\$350	\$350	\$0	\$350	\$0	\$350	\$350	
Expedia Cruise Ship Centers	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Marquis Co.	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Real Estate Superheros	\$400	\$0	\$0	\$0	\$0	\$0	\$0	
Empty	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
West Coast Bank	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
<b>TOTAL INCOME FROM SPONSORS</b>	<b>\$23,700</b>	<b>\$15,200</b>	<b>\$15,500</b>	<b>\$30,700</b>	<b>\$16,500</b>	<b>\$14,200</b>	<b>\$30,700</b>	
<b>INCOME FROM VENDORS</b>	<b>\$3,200</b>	<b>\$3,000</b>		<b>\$3,000</b>		<b>\$3,685</b>	<b>\$3,685</b>	
<b>MISC. INCOME</b>	<b>\$0</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>	<b>\$0</b>	
<b>TOTAL INCOME</b>	<b>\$38,900</b>	<b>\$27,200</b>	<b>\$15,500</b>	<b>\$42,700</b>	<b>\$16,500</b>	<b>\$26,885</b>	<b>\$43,385</b>	
<b>EXPENSES:</b>								
1	City Permits, fees, dues, etc.	\$960	\$1,000	\$500	\$1,500	\$500	\$900	\$1,400
2	Development, Recruitment, Conferences	\$5,164	\$4,500	\$2,000	\$6,500	\$2,000	\$4,500	\$6,500
3	Logistics, Police, Toilets, Staffing, etc.	\$2,865	\$3,000	\$1,000	\$4,000	\$1,000	\$2,024	\$3,024
4	Marketing, signs, banners, posters	\$5,203	\$0	\$4,000	\$4,000	\$4,000	\$59	\$4,059
5	Insurance	\$4,226	\$4,500		\$4,500		\$4,226	\$4,226
6	Inflatables	\$8,083	\$10,000	\$4,500	\$14,500	\$4,500	\$10,000	\$14,500
7	Main Stage	\$5,197	\$5,000		\$5,000		\$5,119	\$5,119
	Entertainment:	\$0	\$0		\$0		\$0	\$0
8	Fun	\$500	\$0	\$0	\$0	\$0	\$577	\$577
8.5	Walk around	\$4,500	\$0	\$0	\$0	\$1,000	\$0	\$1,000
9	Storage	\$1,680	\$1,800		\$1,800		\$1,764	\$1,764
10	Vendors	\$40	\$0		\$0		\$0	\$0
11	Hospitality	\$244	\$500		\$500		\$178	\$178
12	Computer	\$0	\$0	\$2,500	\$2,500	\$2,500	\$0	\$2,500
13	Misc.	\$0	\$1,000	\$1,000	\$2,000	\$1,000	\$35	\$1,035
<b>TOTAL EXPENSES</b>	<b>\$38,662</b>	<b>\$31,300</b>	<b>\$15,500</b>	<b>\$46,800</b>	<b>\$16,500</b>	<b>\$29,382</b>	<b>\$45,882</b>	
<b>NET GAIN/(LOSS)</b>	<b>\$238</b>	<b>(\$4,100)</b>	<b>\$0</b>	<b>(\$4,100)</b>	<b>\$0</b>	<b>(\$2,497)</b>	<b>(\$2,497)</b>	

**CITY OF WILSONVILLE – 2020  
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: Wilsonville Festival of Arts 2020

Applicant Name Wilsonville Arts & Culture Council

Registered Tax Exempt Number: 93-1210288

Street Address PO Box 2510 Wilsonville Oregon 97070  
Street City State Zip

Contact Benjamin Mefford Title Festival Director

Address 7983 SW Sacajawea Way Wilsonville Oregon 97070  
Street City State Zip

Telephone 425-943-0215 E-Mail festivaldirector@wilsonvillearts.org

Project Duration: Start Date 5/23/2020 Estimated Completion Date: 6/1/2020

<b>TOTAL PROJECT BUDGET*</b>		\$ <u>35400</u>
<b>APPLICANT CASH MATCH (a)</b>	\$ <u>21900</u>	
<b>IN-KIND RESOURCES (b)</b>	\$ <u>4500</u>	
<b>TOTAL APPLICANT MATCH (a+b)</b>		\$ <u>26400</u>
<b>GRANT REQUEST</b>		\$ <u>9000</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: 7/1/20 to 6/30/20

Income Sources	Amount
Vendor fees	\$10,600
Received grant (Clackamas County Cultural Coalition)	\$2500
In-Kind Goods & Services	\$4500
Received Sponsorships	\$3000
Pending grant (Regional Arts & Culture Council)	\$4000
Anticipated Grant (City of Wilsonville)	\$9000
Anticipated sponsorships	\$1800
<b>Total Project Income</b>	<b>\$35400</b>

Expenses -Must be explicitly defined.	Amount
Marketing & Publicity (ads, brochures, posters, graphic design)	\$8000
Equipment Rental (porta-potties, truck, golf cart, tents, A/V, etc.)	\$7500
Insurance, Licenses, Fees, Park Rental	\$2800
Materials (office supplies, electrical, etc.)	\$750
Performers, Demo Artists (Music, Dance, Visual)	\$7250
Major Interactive Projects (Portraits, Art Car Derby, Stone Carving)	\$8000
Security	\$1100
<b>Total Project Expense</b>	<b>\$35400</b>

**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: 7/1/19 to 6/30/20

Income Sources	Amount
WFA 2020	\$35400
In-kind Services: Legal/Accounting	\$1000
Donations	\$10950
<b>Total Organization Income</b>	<b>\$47350</b>

Expenses	Amount
WFA 2020	\$35400
Insurance	\$650
Legal/Accounting	\$1000
Office Supplies/Equipment	\$450
Festival Director contract	\$8500
Volunteer Coordinator contract	\$1000
Website	\$350
<b>Total Organization Expense</b>	<b>\$47350</b>

**Project Narrative Questions:**

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 WFA 2020 theme is “Make Your Mark”, with a special focus on opportunities to try new hands-on art making activities. This annual event is held to represent our creative culture, as well as educate, engage, and entertain. It provides a needed gathering place to celebrate local arts and introduce new ideas and energy into the community. The diversity of artistic offerings provided create an enriching environment that benefits residents directly, as well as indirectly by raising Wilsonville’s profile in the region.

We are centered around families of the community, as demonstrated by timing our festival early enough in the year to make student participation practical at our Student Art Pavillion. This is a rare opportunity for youth to show their work in a public setting to a large audience. Such exposure is essential to developing confidence in one’s voice and identity, which we consider essential to the development of the future leaders of our community.

Collaborations and partnerships are vital to hosting an event that is community-based, and WFA is working with local artists and arts organizations, local schools, scout troops, non-profits organizations like World of Speed, and more. We offer free space at the event for relevant local non-profits, which helps WACC fulfill one of its goals of acting as a networking hub and supporter of all arts and culture in Wilsonville.

**The event highlights:**

- Visual Arts - Temporary Public Art; Art Market featuring 60+ art vendors; Student Art Pavilion featuring work by local students; artist demonstrations; SMART Art Trolley Tours 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 regional author vendor booths.
- Interactive Arts - “Chalk it Up!” Chalkboards for visitors to create their own art, and many more hands-on art making opportunities including printmaking, paper-making, calligraphy, and stone carving.

WFA is a culturally and creatively diverse festival that reflects community demographics and talents, and remains dynamic in its celebration of art in all its forms.

**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 opportunities to engage with art and culture. Our mission is to promote, support, and provide access to arts and culture to all residents and neighbors of Wilsonville. We have a dedicated and diverse core of volunteers that reflect the interests of the community, and who commit their time and talents towards these goals.

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

Built into the festival are inherent drivers of Wilsonville tourism. A vibrant arts & culture scene is essential to attracting visitors. The event attracts vendors from around the region, nearly all of whom are committed to at least 2 if not 3 days of being on the premises. We encourage artists who are traveling to spend the night at local hotels and provide a list of nearby food and lodging options. These artists actively amplify our own marketing efforts, especially now through social media. While WFA has had a social media presence in the past, in February of 2020 we will begin a much more organized campaign after having brought onto the planning committee a graphic designer who is an expert at this sort of marketing. This adds to our print advertising, press releases, and calls to artists to substantially increase the virtual footprint of Wilsonville in the creative economy of the region. Every dollar we spend and every social media post we can inspire essentially doubles as advertising for the culture and vitality of Wilsonville, which we can expect to be a substantial and sustained factor in driving local tourism. By partnering with other businesses and non-profits, they likewise benefit from our promotion, and vice versa. From 2017 to 2019, attendance increased significantly to an average of 4500 attendees per year. While most of these attendees are residents, neighbors, or from the greater Portland area, there have been visitors from up to 200 miles away.

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

WFA benefits Wilsonville by generating unique experiences for visitors, building pride and collaboration through community engagement, and by promoting local resources.

Our Festival Planning Committee is diverse and is committed to provide service to all members of our community. Improved outreach to underrepresented parts of our community has been very effective, and as of 2019 we have been able to bring the demographics of attendees closely in line with estimated city demographics. Serving an average of 4500 attendees per year, we utilize grants, sponsorships, vendor fees, and donations to keep the festival free and open to all. This year we are asking for support equal to \$2 per person served, and believe that this is a valuable investment for the City of Wilsonville.

The quality and depth of WFA makes it stand out. This year we want attendee's to have unique hands-on art experiences they can remember forever. For example, opportunities to carve stone are rare, and we think we can provide a chance for every single attendee to try it. This ancient medium is completely unique in how it frames the creative thought process. Presenting this at Town Center Park has the benefit of drawing attention to the massive red granite Korean War Memorial. Additionally, the SMART Trolley will be present on Saturday of the event to take visitors on tours of Wilsonville's public art, both directly benefitting from and highlighting the recently completed Public Art Virtual Tour on the City of Wilsonville website.

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

City of Wilsonville Tourism Match Grant 2020  
WACC Grant Application  
Wilsonville Festival of Arts (WFA) 2020

WFA previously completed a 3-year plan to grow overall attendance, and to improve attendance by underrepresented parts of the community.

This year we are adding new goals for growth and quality:

- Maintain or improve average attendance at 4500+.
- Maintain accurate representation of Wilsonville demographics.
- Build community participation through new programming, include a majority of local art and culture non-profit groups, and celebrate important contributors to Wilsonville culture with the Community Portraits Project.
- Launch new programs and provide at least 1000 significant art making experiences for attendees at the event.
- Raise social media profile by adding 1500 Instagram followers (from 350 up to 1850).

We will measure success of these goals both quantitatively and qualitatively. We will continue to use stickers to measure attendance, which we hand out at the Info Booth and at event entrances, 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. These will be dispersed among volunteers, sponsors, partners, performers, artists and attendees. Improvements in social media outreach are readily tracked online and will be directly measurable. A careful inventory of materials before and after the event will give us clear figures on how many hands-on creative experiences we provided. Finally, we will be paying close attention to the “feel” of the event to create an environment that is safe, welcoming, and inspiring.

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)*

There are three major program additions in 2020. First is our Community Portrait Project: a multi-discipline collaboration to result in several 8' tall wooden columns covered in drawings, paintings, and mixed media portraits that celebrate important members of the Wilsonville community. This is being integrated into school curriculum at Wood Middle School and Wilsonville High School, and we expect these exhibits to live on after the festival by traveling to other parts of town for temporary exhibition. Recognizing the popularity of our hands-on educational art offerings, we are substantially expanding this area. The second new program is our amped up Pine Car Derby: a partnership with World of Speed and the scouts to create the opportunity for community members of all ages to make their own Art Cars to race and display. There will be an informational meeting and an exhibition race leading up to the festival so that participants get engaged and excited. Awards will be given to the most creative designs. The third new program is our Stone Carving Area: a three tiered project that we are planning to include a public hand carving demonstration in the park during the week leading up to the festival, a stone sculpture exhibition at the festival with a safe demo booth where adult visitors can pick up a hammer and chisel and experience reductive sculpture, and a youth soapstone carving area where ages 8-18 will get a chance to make their own animal carvings to take home.



City of Wilsonville Tourism Match Grant 2020  
WACC Grant Application  
Wilsonville Festival of Arts (WFA) 2020

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)*

WACC has been responsible for hosting WFA for 17 of its 20 year history, and the founder of WFA is still an active member of the board and festival planning committee. Following the 2019 event, former director Sarah Wolfe left her position to relocate out of state, and WACC hired Wilsonville resident Benjamin Mefford as the new Festival Director. Benjamin is a working artist and arts administrator. He has formerly been Director of three international sculpture symposiums in two states, is currently the Editor of the regional journal Sculpture NorthWest, is the Vice-President of the Northwest Stone Sculptors Association, and the Co-chair of the Public Art Committee for the Arts Council of Lake Oswego. His recent accomplishments include having conceived of, planned, negotiated, and implemented a new rotating public art program at the flagship park in King County, WA which boasts attendance of 5 million visitors annually.

WFA is made possible by hundreds of hours of work donated by a committed core of volunteers. We continue to actively develop relationships with local businesses to sponsor the event, and to provide in-kind material and service donations for various projects. For 2020, we already have committed grant funds, anticipated grant funds, and a donation 8000+ lbs of imported carving stone (to be utilized over multiple years). We have the experience and knowledge to produce an outstanding event for the residents and visitors of Wilsonville.

**City of Wilsonville Tourism Matching Grant  
Wilsonville Arts & Culture Council**

**GRANT FUNDING FOLLOW-UP**

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

**1. Who benefited from your project or event?**

The following info is according to surveys, head counts (using stickers) and comparison to 2018, focused on specific goals layed out in proposal:

- Total attendance was approximately 5000+
- Participants/attendees hailed mostly from the entire Portland Metro, but also Salem and as far as Eugene & Springfield (maps attached).
- LatinX & bi-racial attendance was approximately 15% (goal was 13%)
- Disabled attendance was almost 6.5% (first year surveying this community; goal is 8%)
- Those between ages 25-44 attended at a rate of almost 36% (goal was 32%), and many brought their kids
- The event was free to the public and though we didn't survey income level in our survey, we do hope that many low-income and homeless community members took part in our festivities.
- Wilsonville and Clackamas County benefited from the event, as the event spent \$10,000+ in the county, mostly in Wilsonville. Expenditures by participants for participation came to about \$9600. 60+% of attendees spent money up to the \$250 range. That local income could amount to tens of thousands of additional dollars.

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

Our primary goals for 2019 were:

- Increase event attendance by 10+% (has increased from 3000-4500 from 2016-2018)
  - We met this goal, increasing attendance from approximately 4500-5000+
- Increase LatinX participation and attendance by 3% (aiming for 12% by 2020)
  - We met this goal, increasing participation significantly from 2017 & 2018
- Increase alter-abled participation and attendance by 4% (aiming for 8% by 2020)
  - We are very close to our goal – still 1.5% to go!
- Maintain our goal of 32% attendance by the 25-44 age group
  - We exceeded this goal by reaching almost 36%
- Maintain our involvement of the 60+ community, who make up 26%+ of the population
  - We surveyed 55-64 and 65+, which totaled almost 29% attendance
- Establish two new substantial programmatic partnerships
  - We established a partnership with Willamette Writers, our new partner for our *Art of the Word* (literary arts) program, injecting that program with vitality, diversity, additional programming, and a wider range of publishers and authors than ever before.

- We established partnerships with Milagro Theatre, a highly-respected bilingual theatre and cultural institution based in Portland, as well as Baile de Colores, a Wilsonville-based cultural group, to further integrate the LatinX community into our event.

There were several elements I believe led us to reach these goals:

- 1) We integrated people from those core communities onto our Planning Committee, so they were directly involved in the execution of the event. They also offered connections with other individuals and entities and helped to spread the word with their cohorts, family and friends in these communities.
- 2) We partnered or collaborated with organizations such as Milagro Theatre and Baile de Colores, Disability Arts & Culture, Willamette Writers, NW Film Center and others to integrate members of these core communities into our programming.
- 3) We featured members of these communities in programming – artist demos, dance performances, interactive art installations, music, film and more. One art installation was created by a deaf musician who translates sound into both vibration and light. Another art installation explored Braille through a large-scale interactive low-tech game. Still another installation was focused on sound and movement, allowing even those without sight to interact with it. At least 10% of our artists, groups and non-profits were LatinX. We featured a talented debut author on stage who is in a wheelchair.
- 4) We focused more marketing efforts on the LatinX community, and reached out to new entities to communicate with disabled and low-income or homeless community members.

All of these efforts together helped to increase the overall attendance at our festival, making it more diverse, inclusive, family-focused, engaging and interesting.

**3. Will this event or project be recurring?**

Yes, this event just hit its 20<sup>th</sup> year and will continue into the foreseeable future.

**4. How do you anticipate funding the project in the future?**

We hope to acquire funding from the same sources as in past years, as well as tap new sources, expanding our support network and continuing to enhance and grow programming and attendance.

**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

We always seek to keep a financial cushion on hand in case of unexpected expenses. Sometimes it is needed, others it is not. This year, we acquired more funding than expected and were not only able to cover some large unexpected expenses early on, but also have some money left over in case of any other unexpected costs.

Income / Expense Statement attached.



# A GLIMPSE OF WFA 2019



To Whom It May Concern,

8/22/18

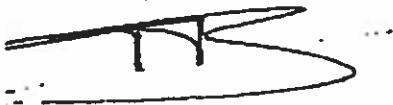
My name is Tyler Burns and I am the Real Estate Manager of Burns Bros. Inc., which owns Argyle Shopping Square in Wilsonville. We also owned the Burns Bros. Truck Stop that used to be in the same location, several decades ago.

We believe that successful businesses help communities thrive, but we also know that the arts are equally crucial. Founded in 1998, the Wilsonville Festival of Arts is the annual capstone event of the Wilsonville Arts & Culture Council, a local 501(c)(3) non-profit organization. It is one of the most important annual events in Wilsonville and is a fantastic opportunity for local and regional artists to showcase their work. It is also an opportunity to educate Wilsonville's youth about the arts.

Burns Bros. Inc. has financially supported the Wilsonville Festival of Arts for many years. We believe it is culturally essential and enhances the livability of the city. Wilsonville cannot thrive on successful commerce alone; it must be supportive of the arts. After all, the arts are the breeding ground of creativity, which is the seed of success in every facet of life.

Thank you for your time.

Best,

A handwritten signature in black ink, appearing to read 'Tyler Burns', with a stylized flourish at the end.

**Tyler Burns**

**Real Estate Manager**

**Burns Bros. Inc.**

**4949 Meadows Road**

**Lake Oswego, OR 97035**



**CITY OF WILSONVILLE – 2020  
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: Korean War Interpretive Center

Applicant Name Korean War Memorial Foundation of Oregon (KWMFO)

Registered Tax Exempt Number: 45-4942018

Street Address 3105 SW Bennington Dr. Portland, OR 97205  
Street City State Zip

Contact Jenny Kim Title Board Secretary / Treasurer

Address same as above  
Street City State Zip

Telephone 971-400-8730 E-Mail jenkim@gmail.com

Project Duration: Start Date 3/1/2020 Estimated Completion Date: 6/20/2022

<b>TOTAL PROJECT BUDGET*</b>		\$ <u>127,000</u>
<b>APPLICANT CASH MATCH (a)</b>	\$ <u>103,000</u>	
<b>IN-KIND RESOURCES (b)</b>	\$ _____	
<b>TOTAL APPLICANT MATCH (a+b)</b>		\$ <u>103,000</u>
<b>GRANT REQUEST</b>		\$ <u>25,000</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: 1/1/2020 to 12/31/2020

Income Sources	Amount
Donations (individuals, businesses)	\$91,000
Korean War Veterans Association (KWVA)	\$10,000
Grants (city, county, state)	\$25,000
Grants from local foundations	\$5,000
Total Project Income	\$131,000

Expenses -Must be explicitly defined.	Amount
Design Services including planning, concept + final design, travel, materials, printing	\$31,500
Fabrication and installation	\$94,500
Directors liability + general liability insurance premium	\$1,000
Total Project Expense	\$127,000

**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: 1/1/2020 to 12/31/2020

Income Sources	Amount
Donations from individuals + businesses	\$ 91,000
Korean War Veterans Association (KWVA)	\$ 10,000
Grants from city, county, state	\$ 25,000
Grants from local foundations	\$ 5,000
Sponsorship from Korean Consulate office in Seattle	\$ 2,600
<b>Total Organization Income</b>	<b>\$ 132,600</b>

Expenses	Amount
June Korean War Memorial Event	\$ 2,600
Korean War Interpretative Center	
Paid to Formations of Design \$31,000	\$ 100,000
Fabrication \$69,000	
** \$25,500 additional payment in 2021.	
Insurance - liability and directors	\$ 1,000
<b>Total Organization Expense</b>	<b>\$ 103,600</b>

**Korean War Interpretive Center Project  
by Korean War Memorial Foundation of Oregon (KWMFO)**

**1. Project Description**

The Korean War Memorial Foundation of Oregon (KWMFO) has hired an exhibit design and build company, Formations, to establish a Korean War Memorial Interpretive Center inside the Wilsonville Parks and Recreation Administration Building next to the Oregon Korean War Memorial. It will be an area of approximately 350 sq/ft. We will share stories to showcase audio visual interviews of Korean War Veterans, display their artifacts, provide materials about the Korean War and the participation of Oregonians in that war, and emphasize hands-on learning for children.

**2. Promotion of Wilsonville Tourism**

The new Interpretive Center will draw more visitors, including K-12 students, who will visit the Memorial and the Interpretive Center to learn about the Korean War and to gain a better understanding of and appreciation for those Oregonians who served. Combined, the Memorial and the Interpretive Center, will be the only West Coast alternative to the Korean War Memorial in Washington, D.C. and is likely to be a draw both regionally and internationally.

**3. Benefit for the Wilsonville Community**

The Korean War Memorial, with the addition of the Interpretive Center, will make the Wilsonville site even more popular as a "must see" destination for Oregonians and for Korean visitors, who often include the site on their travel itineraries. In the past, for example, Korean dignitaries, including a former president, mayors, governors, and politicians, have visited Wilsonville to visit the Memorial. These Korean emissaries usually meet with the local elected officials and business leaders to discuss possibilities for mutual development and growth. More visitors to the Memorial and the Interpretive Center is sure to bring more business opportunities and increased visibility to the City of Wilsonville.

Many Korean and American dignitaries have and still visit the Memorial and all express their pleasure at the serenity and beauty of the Memorial. Former South Korean President Kim Dae-jung and his wife Lee Hee Ho visited the memorial in April 2008 and Olympic taekwondo gold medalist Moon Daesung has also visited while President of the International Sport Relations Foundation.

**4. KWMFO's Goals for The Interpretative Center**

One of the primary goals of KWMFO is to educate the next generation of young people about the Korean War and the costs of war in general. For the past two years KWMFO has partnered closely with the Korean War Veterans Association (KWVA) Oregon Trail Chapter and with Athey Creek Middle School, an institution that has a long-established student exchange with schools in Korea. We have brought approximately six groups of students (around 50 each time) to the space where the Interpretive Center will be established. The Korean War veterans have told their stories to the students and escorted them to the Memorial. These trips have been a great success--emotional for both sides--but valuable in teaching

**Korean War Interpretive Center Project  
by Korean War Memorial Foundation of Oregon (KWMFO)**

young people about the causes, the sacrifice, and the history of the Korean War. We know that our goals are being met. But, our veterans are dying rapidly, as they are in their 80's and 90's. We want to preserve those stories for future students to hear.

**5. KWMFO's suitability for this project**

KWMFO has been a good and reliable partner with the City of Wilsonville for more than 20 years, since planning for the Memorial began in the late 1990's. It is led by a group of board members who have deep connections in both Korea and Oregon and access to resources in both. KWMFO successfully raised funds for the completion of the Memorial in 2000, and we have begun a fundraising campaign that has yielded approximately half of the needed funds for the Interpretive Center. Our board is confident that, as in the past, we can accomplish our goal. Note too that we also have other partners. We work closely with the Korean War Veterans Association. We also partner with Athey Creek Middle School, within the West Linn/Wilsonville School system, on a number of programs at the Memorial. KWMFO's reach is broad and our resources are adequate. Our purpose is to educate the next generation about the Korean War, so this project fits directly into our goals.

For this particular Interpretive Center Project, KWMFO Board and City of Wilsonville Parks and Recreation will have joint project managers to make sure the needs of all parties are met.

**Oregon Korean War Memorial**  
***Interpretive Center Exhibits / enhanced level***  
**Total Project Cost Overview**  
**May 14<sup>th</sup>, 2019**

**Project Fabrication Assumptions:** \$94,500

Approximately 350 sq.ft. of interior interactive, interpretive exhibits @ \$270 sq.ft. This approach would include an enhanced level of dimensional exhibits as outlined in the Formations project's costs per sq.ft. document. This budget level will allow for more elaborate hands-on interactives, custom A/V element, casework, artifact mounting, custom thematic graphics and exhibit lighting.

Includes site visit project charette start-up meeting.

Formations' fee structure is based on an exhibit project total as follows:

Design Services	25%	\$31,500
Fabrication/Installation	<u>75%</u>	<u>\$94,500</u>
<b>Project Total</b>	<b>100%</b>	<b>\$126,000</b>

**Exhibit Design Services**

Phase I Planning/Programming	30%	\$ 9,450
Phase II Concept Design	35%	\$11,025
Phase III Final Design	32%	\$10,080
Travel, Reimbursable, Materials	3%	<u>\$ 945</u>
	<b>100%</b>	<b>\$31,500</b>

**Fabrication/Installation Services (Typical)**

Phase IV Fabrication	<u>88%</u>	\$83,160
Graphics	40%	
Structural	35%	
Specializations	7%	
AV/Multimedia	15%	
Misc. Costs	<u>3%</u>	
	<b>100%</b>	
Phase V Installation/Warranty	<u>12%</u>	<u>\$11,340</u>
<b>Project Fabrication Total</b>	<b>100%</b>	<b>\$ 94,500</b>



## Korean War Veterans Association – Oregon Trail Chapter

August 15, 2019

To whom it may concern:

This letter is in support of the development of a 'Korean War Memorial Interpretive Center' at the Korean War Memorial site in the City of Wilsonville. The Korean War Veterans Association – Oregon Trail Chapter, first initiated the proposal to build the memorial in 1995 and partnered with the Oregon, Korean community and the City of Wilsonville to accomplish that goal and dedicate the Oregon Korean War Memorial on September 30<sup>th</sup>, 2000.

KWVA members have recognized the need to have a means to more fully tell the story of the Korean War to visitors and future generations. The impact and significance of the Korean War to those that served and the Korean civilian population did not end with the cessation of hostilities as seen by the many relationships that have unfolded these last 69 years. An 'Interpretive Center' that provides a window into these relationships is the perfect addition to a Memorial that has presented 'part' of the story these past 19 years.

The City of Wilsonville has dedicated a 350 square foot area in the Parks and Recreation Administrative Offices, adjacent to the 'Memorial', for installation of this Korean War Memorial Interpretive Center, this space looks out directly at the 'Memorial' and provides a seamless vista for visitors and tour groups.

KWVA - Oregon Trail Chapter and our Korean War and Korean Service Veterans look forward to working with KWMFO and the City of Wilsonville in bringing this Interpretive Center on line, to honor those that served and educate the generations that will guide our future.

Sincerely,



Charles Lusardi, President

Korean War Veterans Association - Oregon Trail Chapter



**City of Wilsonville - 2020  
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](mailto:holleyjc46@gmail.com)

Total Project Budget*		\$ 18,450
Applicant Cash Match (a)	\$12,950	
In-Kind Resources (b)	\$ 1,000	
Total Applicant Match (a+b)		\$13,450
Grant Request:		\$ 5,000
 <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 Application

**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: 2020

Income Sources	Amount
Sponsor Fees	\$12,450
Tourism Grant	\$5,000
In-kind (Printing & Advertising)	\$1,000
<b>Total Projected Income</b>	<b>\$18,450</b>

Expenses - Must be explicitly defined	
Talent	\$9,700
Sound	\$3,500
Rentals	\$1,500
Advertising	\$1,500
In-Kind	\$1,000
Park Fees (Net of refund)	\$950
Misc	\$300
<b>Total Project Expenses</b>	<b>\$18450</b>

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: 2020

Income Sources	Amount
Heart of Gold	\$63,100
Summer Concerts	\$5,000
Other	\$2,000
Total Organization Income	\$70,100

Expenses			
Heart of Gold			\$24,845
Summer Concerts			\$17,850
Scholarships			\$10,500
Other			\$21,669

			\$74,895

### 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: Johnny Limbo and the Lugnuts will kick off the concerts on July 23rd. Petty Fever, an award-winning tribute to the music of Tom Petty, will follow on July 30. On August 6, the 11-piece Soul Vaccination funk and soul band, with three vocalists and a full horn section, will perform for the first time at our series. An then August 13, My Happy Pill, a pop/dance band playing hits from the 70s to today, will wrap up the season. Each band will play a 2 hour headline act with intermission. Before each headline act, a local opening artist will perform for 45 minutes, resulting in a total event window of 3 hours each evening. Vendors will be located around Town Center Park to provide food, water, and information. Wilsonville Rotary will make sure that trash is removed and bathrooms are maintained. Porta-Potties will be located on the east and west sides of the park.

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](http://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 2020.

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. Three of the four acts performing in 2020 are new to the series, but all are very highly regarded and proven strong draws in other communities where they have performed. 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](http://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.

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Signature of Authorizing Official

---

Date

Laura LaJoie - President, Wilsonville Rotary & Wilsonville Rotary Foundation

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Print Name of Authorizing Official

## 5 Community Tourism/Match Grant Application

### **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 5,000 enjoyed the 2019 summer concerts.
- 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 achieved and we raised approximately \$10,000 to fight polio.

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 re-evaluate 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



## 6 Community Tourism/Match Grant Application

### Exhibits:

#1 Curt's Table showing attendance by city

#2 2019 Wilsonville Rotary Foundation P&L

Exhibit I

City	Zip	Parties	People	Avg group size
Flathead, MT	59913	1	6	6.00
Woodland, WA	98674	1	2	2.00
Aurora, OR	97002	3	8	2.67
Beaverton, OR	97003	2	8	4.00
Beaverton, OR	97007	1	1	1.00
Canby, OR	97013	1	6	6.00
Oregon City, OR	97045	1	7	7.00
Tualatin, OR	97062	3	8	2.67
Woodburn, OR	97071	1	11	11.00
Gresham, OR	97080	1	14	14.00
Hillsboro, OR	97123	1	5	5.00
Newberg, OR	97132	2	4	2.00
Sherwood, OR	97140	3	8	2.67
Portland, OR	97219	1	4	4.00
Portland/Tigard, OR	97223	2	3	1.50
Portland/King City, OR	97224	1	4	4.00
Portland, OR	97233	1	2	2.00
Portland/Milwaukie, OR	97267	1	2	2.00
Monmouth, OR	97361	1	3	3.00
Silverton, OR	97381	1	1	1.00
OUTSIDE WILSONVILLE TOTAL		29	107	3.69
WILSONVILLE	97070	38	130	3.42

Exhibit II

<b>Wilsonville Rotary Foundation</b>			
<b>2020 Budget Worksheet</b>			
	<b>2019 Actual</b>	<b>2019 Budget</b>	<b>2020 Budget</b>
<b>Revenue</b>			
4200 Contributions Received	494	250	\$500
4210 Scholarships Donations	1,500	1,500	\$1,500
<b>Total 4200 Contributions Received</b>	<b>\$ 1,994</b>	<b>\$ 1,750</b>	<b>\$2,000</b>
4300 Concerts - Grants	4,000	4,000	\$5,000
<b>4900 Heart Of Gold Event</b>			
4910 Sponsor	34,200	30,000	\$32,500
4920 Auction	14,650	15,000	\$12,500
4930 Dinner/Tickets	8,273	9,000	\$8,000
4940 Donations	2,350	2,500	\$1,500
4950 Heads & Tails	1,170	750	\$1,000
4960 Raffle	6,250	8,750	\$7,500
4980 Other Heart of Gold Revenue	75		\$100
<b>Total 4900 Heart Of Gold Event</b>	<b>\$ 66,968</b>	<b>\$ 66,000</b>	<b>\$63,100</b>
<b>Total Revenue</b>	<b>\$ 72,962</b>	<b>\$ 71,750</b>	<b>\$70,100</b>
<b>Cost of Goods Sold</b>			
Auctioneer Fee	500	500	\$500
Bank Fees	1,528	1,500	\$1,500
Entertainment	250	250	\$250
Facilities/Dinner Expense	16,347	14,000	\$17,500
Misc Heart of Gold Expense	1,127	1,000	\$1,000
Printing, Postage, Plaques	230	600	\$250
Publicity & Marketing	521	500	\$600
Raffle Expense / Payout	2,600	2,600	\$2,450
Software	795	795	\$795
<b>Total Cost of Goods Sold</b>	<b>23,898</b>	<b>21,745</b>	<b>\$24,845</b>
<b>Gross Profit</b>	<b>\$ 49,064</b>	<b>\$ 50,005</b>	<b>\$45,255</b>
<b>Expenditures</b>			
<b>6100 Concerts</b>			
Advertising, Printing & Promotion	1,602	1,500	\$1,500
Fees & Rentals	2,850	2,450	\$2,850
Misc	252	300	\$300
Sound	3,478	3,200	\$3,500
Talent	9,700	9,500	\$9,700
<b>Total 6100 Concerts</b>	<b>17,882</b>	<b>16,950</b>	<b>\$17,850</b>
<b>6200 Program Expenses / Distribution</b>			
Chess Expenses	1,024	4,000	\$1,250
Community Projects Other	4,224	900	\$2,500
Omelet Breakfast Expense	1,368	1,750	\$1,750
Relay for Life	625	1,000	\$350
RYLA		650	\$700
Scholarships	9,000	10,500	\$10,500



Exhibit II

	2019 Actual	2019 Budget	2020 Budget
Youth Exchange - Fees	3,269	3,600	\$3,400
Youth Exchange - Stipend & Sch	900	1,200	\$2,100
Interact Club			\$500
Internatiional Service			\$2,000
<b>Total 6200 Program Expenses / Distribution</b>	<b>20,409</b>	<b>23,600</b>	<b>\$25,050</b>
6500 Scouts	2,215	2,000	\$2,000
6700 Administration			
Accounting Expense	750	1,000	\$1,000
Bank Charges	67		\$100
Fees & Licenses	601	350	\$450
Printing Postage & Supplies	359	250	\$400
Storage Rental & Insurance	3,168	3,000	\$3,200
<b>Total 6700 Administration</b>	<b>4,945</b>	<b>4,600</b>	<b>\$5,150</b>
<b>Total Expenditures</b>	<b>45,450</b>	<b>47,150</b>	<b>\$50,050</b>
<b>Net Operating Revenue</b>	<b>\$ 3,613</b>	<b>\$ 2,855</b>	<b>(\$4,795)</b>
Other Revenue			
Special Programs Donations	16,359		
<b>Total Other Revenue</b>	<b>\$ 16,359</b>	<b>\$ 0</b>	
Other Expenditures			
Special Program Exp / Distrib.	17,918		
<b>Total Other Expenditures</b>	<b>\$ 17,918</b>	<b>\$ 0</b>	
<b>Net Other Revenue</b>	<b>-\$ 1,560</b>	<b>\$ 0</b>	<b>\$0</b>
<b>Net Revenue</b>	<b>\$ 2,054</b>	<b>\$ 2,855</b>	<b>(\$4,795)</b>
Saturday, Nov 30, 2019 05:05:46 PM GMT-8 - Accrual Basis			

**CITY OF WILSONVILLE – 2020  
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: \_\_\_\_\_

Applicant Name \_\_\_\_\_

Registered Tax Exempt Number: \_\_\_\_\_

Street Address \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

Project Duration: Start Date \_\_\_\_\_ Estimated Completion Date: \_\_\_\_\_

<b>TOTAL PROJECT BUDGET*</b>		\$ _____
<b>APPLICANT CASH MATCH (a)</b>	\$ _____	
<b>IN-KIND RESOURCES (b)</b>	\$ _____	
<b>TOTAL APPLICANT MATCH (a+b)</b>		\$ _____
<b>GRANT REQUEST</b>		\$ _____
<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: \_\_\_\_\_ to \_\_\_\_\_

Income Sources	Amount
Total Project Income	

Expenses - Must be explicitly defined.	Amount
Total Project Expense	

**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: \_\_\_\_\_ to \_\_\_\_\_

Income Sources	Amount
Total Organization Income	

Expenses	Amount
Total Organization Expense	



## **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)*

# WORLD OF SPEED®

*Education and entertainment through the celebration and preservation of motorsports*

## Wilsonville Community Tourism/Match Grant Application Project Narrative Questions

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

The first annual World of Speed Motorsports Museum Car Show in 2020 builds off success of a car show held in conjunction with Mario Andretti's two-day visit to the Museum in 2019 as well as the vibrant car show circuit in the Pacific Northwest. Encouraged by the enthusiastic response last year, World of Speed decided to create an annual event to celebrate lovingly restored vintage vehicles, fast and powerful contemporary cars and motorcycles, and American car culture.

The free-to-spectators event is Saturday, July 18 in the two parking lots of the Museum. It features 17 different classes, including: pre-1941 cars and trucks in stock, hot rod, and custom categories; stock, hot rod, and custom cars from 1946-1963; muscle cars since 1964 (two classes); street machines since 1964; Asian imports; European imports; competition cars; and stock and custom motorcycles. There are three special awards for Best of Show, Best Paint, and People's Choice. Car Show participants pay a per car entrance fee.

The event begins at 8 a.m. and opens to the public at 9 a.m. Judging is from 11 a.m. to 2 p.m. with the trophy presentation at 4 p.m. Staff and volunteers of World of Speed will organize and run the event. The Car Show is a family-friendly event and there will be games and activities for children of all ages, in addition to the kid-centric Start Line Club inside the Museum.

Several food truck vendors will be onsite to provide food and beverage service, including a beer garden area. Nearby restaurants and pubs will also benefit from people wanting to get out of the sun for a sit-down meal or beverage. A Disc Jockey will provide music and entertainment throughout the event.

World of Speed will be using targeted, paid digital and social media to publicize the Car Show to potential entrants, both locally and outside the region. The Museum will also use its own social media channels and website to promote the Car Show. We will be working over the coming months to secure other sponsorship and partnerships for the event.

The Museum has been working the past few years to become both a learning and a social hub for the Wilsonville community. This Car Show is the latest effort by World of Speed to be a place where Wilsonville residents can bring their families and connect with others — from near and far — around a shared love of cars and community.

This grant will allow us to do a specific, targeted digital marketing campaign, both within our region and outside our region, along with the social media campaign we have planned.



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

The targeted digital and social media advertising World of Speed will be doing should bring in Car Show entrants and spectators from both the Portland Metro area and outside our region. This should increase business for hotels, restaurants, and pubs/bars in Wilsonville as people stay overnight or have meals before, during, and after the event. We hope to partner with other area attractions in Wilsonville to give out-of-towners a full range of activities for a weekend in the area.

Longer-term, World of Speed hopes to create a weekend of automotive events with the Car Show as the anchor event. Other communities with established car shows find hundreds-to-thousands of spectators coming into their towns during the weekend shows. The Museum believes the same potential exists here in Wilsonville, and the work we do during this first year to develop partnerships and out-of-area outreach/marketing will help us develop a baseline for future years' events and establish the Car Show and Wilsonville as a premier destination event and location in the Northern Willamette Valley.

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

Community car shows can pull in people from across a region or state, which can be an economic boon to cities and their local businesses as detailed in Question 2. They can also be a place to build community within a city through a mutual passion for cars, motorcycles, and motorsports. Car shows are events where a \$10,000 car can sit next to a \$300,000 car and the owners have an instant connection and place to start a conversation because of their shared love for the cars.

As the reach and prestige of the Car Show grows over time, the City of Wilsonville and the Museum itself stand to gain recognition as a preeminent regional destination (which will benefit local businesses and attractions) and benefit from the positive publicity generated by the car show. Some examples of successful car shows that have grown into significant community events and tourism attractions are the Forest Grove Concours d'Elegance and Graffiti Weekend in Roseburg, Oregon. These events have participants from all over the West Coast and bring in thousands of visitors to their respective communities.

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

For World of Speed, hosting this event is an opportunity to expose new visitors to the Museum and its mission through our exhibits, programs, and activities. The impact of these new connections may take months to manifest and are hard to quantify, but we believe we will gain four to five new memberships due to the Car Show and grow our mailing list.

This first year will help us set a baseline for future events. We hope to have 250 entrants, with an additional 250-350 spectators for a total of 500-600 people (we're not selling tickets to this free-to-

spectators event but will estimate the attendance). We expect the Museum to have increased attendance as well, approximately 200 more visitors than a typical Saturday.

We'll be working with our Wilsonville partners (we're finalizing details with a local hotel and restaurant) to track how many people redeem promo codes from the event. This will give us a baseline to use in future years to track impact on the local business community over time.

Our targeted digital advertising and social media advertising methodologies will reach users searching for and consuming content related to car events and family entertainment. Using contextual and keywords searching, event targeting, geofencing, and retargeting strategies, we will know how many people who viewed the ads actually click through to our website to get more information and how many people end up at the Museum (using geofencing). We'll compare our results against industry averages and make adjustments for subsequent events.

**5. If this is an annual event for which you 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)**

We have not received a Tourism/Match Grant for this event.

**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)**

As a motorsports museum, we are uniquely qualified to host a car show – we have automotive experts both on staff and as volunteers, and we have two large parking lots to exhibit the cars. World of Speed hosted a one-time car show in 2019 in conjunction with a visit by Mario Andretti, so we understand the staffing and staging needs, as well as the food and beverage demands for an event of this size.

We have an in-house event staff that has handled hundreds of events at the Museum, including galas and other large-scale events, and will handle much of the logistics involved with catering, beverage service, tent set up, etc. Through their connections, we will have area food and beverage vendors onsite during the event.

The Museum has more than 80 active volunteers, and will use 10-12 volunteers along with several Museum staff to run the Car Show. The event staff will handle checking in cars, help direct traffic within the Museum's parking lots, answer questions, and help organize activities for children. World of Speed has provided child play areas at several offsite events, like the Grand Prix of Portland and the One Moto Show.

# **WORLD OF SPEED<sup>®</sup>** **MOTORSPORTS MUSEUM**

*Education and entertainment through the celebration and preservation of motorsports*

February 1, 2020

City of Wilsonville  
C/O Brian Stevenson  
Wilsonville Parks and Recreation Administrative Offices  
29600 SW Park Place  
Wilsonville, OR 97070

Dear Mr. Stevenson,

World of Speed Motorsports Museum is proud to be a part of the thriving and vibrant community here in Wilsonville. This year we are celebrating our fifth birthday with a series of events throughout the year. One of those events is a car show in July which will be bringing in visitors from around the state for an all-day show here at the Museum. We will be partnering with several local businesses to develop entertainment and lodging packages to entice people to make a weekend of their stay in Wilsonville.

On behalf of the Board of Directors for World of Speed Motorsports Museum, we approve this application for a City of Wilsonville Community Tourism/Match Grant to provide some additional funding for the event.

Sincerely,



David Loney  
Board President



## MUSEUM HIGHLIGHTS



# EDUCATION AND ENTERTAINMENT THROUGH THE CELEBRATION AND PRESERVATION OF MOTORSPORTS



### WORLD OF SPEED MOTORSPORTS MUSEUM PROVIDES WORLD-CLASS VISITOR AND EDUCATIONAL EXPERIENCES WHILE CELEBRATING THE PACIFIC NORTHWEST'S CONTRIBUTIONS TO MOTORSPORTS

World of Speed is an educational nonprofit museum based in Wilsonville, Oregon, where historic race cars, motorcycles, and other vehicles tell the story of America's iconic car culture and its leadership role in the world of racing. The Museum chronicles the history of many types of motorsports, like drag racing, road racing, land speed racing, motorcycle racing, open-wheel racing, NASCAR, air racing (planes), and hydroplane (boat) racing.

Much of the Museum's content comes from the Pacific Northwest, and celebrates the history of local tracks like Woodburn Drag Strip and Portland International Raceway. The Museum also highlights local racing luminaries like legendary Indy race car builder Rolla Vollstedt, NASCAR champion Hershel McGriff, and drag racer Herm Petersen.

Through interactive exhibits and hands-on activities, World of Speed offers visitors a behind-the-scenes view of the racing world. We've created a rich learning environment for all ages using the Museum's automotive bays, classrooms, archive, and exhibits. Our educational programs are based on Science, Technology, Engineering, Art, and Math (STEAM) and Career and Technical Education (CTE) approaches to learning.

### MUSEUM HIGHLIGHTS (SINCE OPENING IN APRIL 2015)

- 176,000+ visitors
- 7,783 students on school tours
- 767 campers for summer and winter break camps
- 6,461 people participating in Family Day events
- Over 51,670 volunteer hours valued at over \$1.3M
- Over 32,750 items in the Museum's collection

World of Speed is a 501(c)3 nonprofit organization and relies on income from sponsorships, foundations, admissions, corporate and individual memberships, and funds from events held at the Museum. For more information about the Museum, please visit our website at [www.worldofspeed.org](http://www.worldofspeed.org) or email us at [info@worldofspeed.org](mailto:info@worldofspeed.org).

To learn how your support can impact our programs, please contact Lewis Ferguson, interim executive director, at 503-563-6440 or [rlewis@worldofspeed.org](mailto:rlewis@worldofspeed.org).

**World of Speed Motorsports Museum**  
27490 SW 95th Avenue  
Wilsonville, OR 97070  
503-563-6444 | [worldofspeed.org](http://worldofspeed.org)



# WORLD OF SPEED LOCAL IMPACT

EDUCATION AND ENTERTAINMENT THROUGH THE CELEBRATION AND PRESERVATION OF MOTORSPORTS

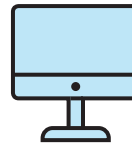
## VISITORS

176,000+



10,263

AVERAGE MONTHLY  
WEBSITE USERS  
IN 2019



f 14,956

@ 3,991

775



SOCIAL MEDIA  
FOLLOWERS  
IN 2019

## VOLUNTEERS

51,670

VOLUNTEER HOURS



\$1,313,968

VALUE OF VOLUNTEER  
HOURS TO THE MUSEUM

## ARCHIVES

32,750

NUMBER OF ITEMS OR  
ITEM GROUPS IN COLLECTION

3,900+

NUMBER OF COLLECTION ITEMS  
SHARED ONSITE AND ONLINE

375

NUMBER OF  
DONORS AND LENDERS

## EDUCATION

767

NUMBER OF STUDENTS:  
WINTER/SUMMER CAMPS

44

CAMP  
SCHOLARSHIPS  
GIVEN

\$10,040

CAMP  
SCHOLARSHIPS  
VALUE



## NAAMYS

AWARD OF EXCELLENCE FOR  
EDUCATIONAL AND ARCHIVE PROGRAMS  
(National Association of Automobile Museums)

7,783

NUMBER OF STUDENTS:  
SCHOOL TOURS

6,461

NUMBER OF PEOPLE:  
FAMILY DAYS

1,222

NUMBER OF PEOPLE:  
OTTO'S STORYTIME GARAGE

## OREGON HIGH SCHOOLS SERVED IN CTE PROGRAM



## WHAT STUDENTS ARE SAYING

*There are loving teachers here who love the kids. If you aren't convinced how important this program is, just spend a couple of hours with the students and watch their faces."*

—Tualatin High School Student, Grade 12

*Your collection is unbelievable! I liked learning about how the cars and engines work.*

—Rock Creek Middle School Student, Grade 7

*Thanks for teaching us about aerodynamics and letting us race cars in the workshop.*

—Amity Elementary Student, Grade 4

*Thank you for letting us visit. I didn't know much about cars, but now I want to learn more.*

—Amity Elementary Student, Grade 4



**CITY OF WILSONVILLE – 2020  
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: Me.She.We. Women's Half Marathon

Applicant Name Kiri Tomasco

Registered Tax Exempt Number: N/A

Street Address \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Kiri Tomasco Title Race Director

Address \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone 503-201-3866 E-Mail kiritomasco@yahoo.com

Project Duration: Start Date June 6th, 2020 Estimated Completion Date: June 6th, 2020

<b>TOTAL PROJECT BUDGET*</b>		\$ <u>\$20,000</u>
<b>APPLICANT CASH MATCH (a)</b>	\$ <u>\$15,000</u>	
<b>IN-KIND RESOURCES (b)</b>	\$ <u>\$1,000</u>	
<b>TOTAL APPLICANT MATCH (a+b)</b>		\$ <u>\$16,000</u>
<b>GRANT REQUEST</b>		\$ <u>\$4,000</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: 1/1/20 to 1/1/20

Income Sources	Amount
Ticket Sales (Projected 300 Registrations at an average of \$60 per registration.)	\$18,000
Sponsorships	\$3,000
Total Project Income	\$21,000

Expenses -Must be explicitly defined.	Amount
Wilsonville/Metro Permits	\$690
Website	\$310
Aid Stations	\$700
Traffic Control	\$200
Running Bibs	\$250
Medals	\$1,250
Advertising	\$4,500
Event Banners	\$1,500
Total Project Expense	(\$21,200)

**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: \_\_\_\_\_ to \_\_\_\_\_

Income Sources	Amount
<b>Total Organization Income</b>	

Expenses	Amount
After Race Food	\$400
Insurance	\$600
Toilets	\$800
Undefined Surprises	\$3,000
Volunteer/Staff Gear	\$1,000
Non-Profit Program	\$3,500
T-shirts	\$2,500
<b>Total Organization Expense</b>	<b>(\$21,200)</b>

## **Project Narrative Questions:**

### **Provide a project description (500 words or less)**

The Me.She.We. Women's Half Marathon, now in our 3rd year, is a women's focused running event that features distances of half marathon, 15k and 10k.

#### **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.

Me.She.We. embraces the communal aspect of running while creating a welcoming, non-intimidating 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 challenges 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 all women equally, regardless of finish time. This means we do not celebrate the person coming in first any more than the person coming in last.
- Eliminating intimidation by not including traditional elements of endurance events, including; 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 requirements, etc.

### **How will your project promote Wilsonville tourism? (250 words or less)**

In 2019, Me.She.We. had 85% of our participants comes from outside of Wilsonville, with a total of 25% coming from over 50 miles away. With such a large percentage coming from over 50 miles away, we would like to create a "Weekend Getaway" special where we offer race registration for just \$25 for anyone who books an overnight stay at a hotel in Wilsonville.

### **How will your project benefit the Wilsonville Community? (250 words or less)**

Outside of the tourism benefit of participants purchasing meals, drinks, snacks and attending attractions in Wilsonville after the race, Me.She.We. has a nonprofit program in which nonprofits can receive \$25 per registration. Last year, Wilsonville nonprofits/groups that received funds from Me.She.We. included Boones Ferry Primary School and Reason to Run (Coffee Creek related program), which is planned to continue this year.

Me.She.We. also features local Wilsonville businesses, including our Title Sponsor, Therapeutic Associates Physical Therapy, which is included in all advertisements and is carried out with 80% volunteers from Wilsonville.

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

A main goal for every race event is of course participant numbers. For this year, we aim to have at least 300 registered participants and a total of 500 total people in attendance for the event. After that, we of course enjoy receiving solid feedback via our survey that we send out to all participants, with at 80%+ satisfaction rate as a baseline goal.

**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)**

Me.She.We. has not received tourism grant funding from Wilsonville before. However, we have added professional chip timing to our event this year that was absent last year as well as a 15k distance.

**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)**

Me.She.We. is headed up by a committee of three and carried out by an average of 5 sponsors, 10 vendors, and 50 volunteers. One of the most important aspects that help make Me.She.We. happen is our professional chip timing, Eclectic Edge, who not only handles all individual race times, but also provides a professional looking finish line, emcee duties, and provides all of our event music.