



# CITY COUNCIL & STATE OF THE CITY ADDRESS AGENDA

May 05, 2025 at 7:00 PM

Wilsonville City Hall & Remote Video Conferencing

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## **PARTICIPANTS MAY ATTEND THE MEETING AT:**

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

YouTube: <https://youtube.com/c/cityofwilsonvilleor>

Zoom: <https://us02web.zoom.us/j/81536056468>

## **TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:**

Register with the City Recorder:

CityRecorder@wilsonvilleoregon.gov or 503-570-1506

Individuals may submit comments online at: <https://www.wilsonvilleoregon.gov/bc/speaker-card>,

via email to the address above, or may mail written comments to:

City Recorder - Wilsonville City Hall

29799 SW Town Center Loop East, Wilsonville, OR 97070

## ***CITY COUNCIL MISSION STATEMENT***

*To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage.*

## **REVIEW OF AGENDA AND ITEMS ON CONSENT [5:00 PM]**

## **COUNCILORS' CONCERNS [5:05 PM]**

## **PRE-COUNCIL WORK SESSION [5:10 PM]**

- A. [Community Enhancement Program \(Mombert\) \[15 min.\]](#)
- B. Tourism Promotion Marketing Contract (Mombert) [15 min.]
- C. [French Prairie Road Pedestrian Plan Project Update \(Kraushaar\) \[15 min.\]](#)

## **ADJOURN [5:55 PM]**

**EXECUTIVE SESSION [6:00 PM]**

- D. ORS 192.660(2)(f) Exempt Public Records
- E. ORS 192.660(2)(h) Legal Counsel/Litigation

**ADJOURN [6:55 PM]**

**CITY COUNCIL MEETING**

*The following is a summary of the legislative and other matters to come before the Wilsonville City Council a regular session to be held, May 5, 2025 at City Hall. Legislative matters must have been filed in the office of the City Recorder by 10:00 a.m. on April 22, 2025. Remonstrances and other documents pertaining to any matters listed in said summary filed at or prior to the time of the meeting may be considered there with except where a time limit for filing has been fixed.*

**CALL TO ORDER [7:00 PM]**

- 1. Roll Call
- 2. Pledge of Allegiance
- 3. Motion to approve the following order of the agenda.

**MAYOR'S BUSINESS [7:05 PM]**

- 4. [State of the City Address](#)

**RECESS [7:25 PM]**

*(A brief recess for refreshments will be taken.)*

**COMMUNICATIONS [7:45 PM]**

**CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS [7:45 PM]**

*This is an opportunity for visitors to address the City Council on any matter concerning City's Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.*

**COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS [8:00 PM]**

- 5. Council President Berry
- 6. Councilor Dunwell

7. Councilor Cunningham
8. Councilor Shevlin

**CONSENT AGENDA [8:20 PM]**

9. [Resolution No. 3186](#)

[A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute A Professional Services Agreement With JayRay Ads & PR, Inc, For 'Explore Wilsonville' Tourism Promotion And Development And Destination Marketing Services. \(Mombert\)](#)

10. [Minutes of the April 21, 2025 City Council Meeting. \(City Recorder\)](#)

**NEW BUSINESS [8:25 PM]**

11. [Adoption of Council Goals](#)

**CONTINUING BUSINESS [8:35 PM]**

**PUBLIC HEARING [8:35 PM]**

**CITY MANAGER'S BUSINESS [8:35 PM]**

**LEGAL BUSINESS [8:40 PM]**

**ADJOURN [8:45 PM]**

AN EXECUTIVE SESSION WILL IMMEDIATELY

FOLLOW THE WORK SESSION

*Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting Kimberly Veliz at [CityRecorder@wilsonvilleoregon.gov](mailto:CityRecorder@wilsonvilleoregon.gov) or 503-570-1506: assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.*

*Habr  interpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1506.*



**CITY COUNCIL MEETING  
STAFF REPORT**

<b>Meeting Date:</b> May 5, 2025		<b>Subject:</b> Wilsonville – Metro Community Enhancement Grant Update	
		<b>Staff Member:</b> Zoe Mombert, Assistant to the City Manager	
		<b>Department:</b> Administration	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable  <b>Comments:</b> The Wilsonville-Metro Community Enhancement Committee (CEC) recommended Fiscal Year 2025-26 project allocations at their April 19, 2025, meeting.	
<b>Staff Recommendation:</b> N/A			
<b>Recommended Language for Motion:</b> N/A			
<b>Project / Issue Relates To:</b> Wilsonville – Metro Community Enhancement Program			
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input checked="" type="checkbox"/> Not Applicable	

**ISSUE BEFORE COUNCIL:**

Receive an update on the Wilsonville – Metro Community Enhancement grants for fiscal year (FY) 2025-26.

**EXECUTIVE SUMMARY:**

The City of Wilsonville receives funds through Metro to offset the impacts of the waste processing plant operated by Republic Services in the City. The City receives \$1 per ton of waste processed at the Wilsonville location. The City also accepts Community Investments Fees (CIF) through Metro to contribute to the grant funding. The Wilsonville-Metro Community Enhancement Committee meets annually to discuss the project nominations and make a recommendation to City Council.

This year, the City received six applications including:

- Heart of the City Building Security Improvements
- Wilsonville Community Sharing Relocation
- Charbonneau Community Foundation Landscape Improvement
- Villebois Village Center Piazza Fountain Repair
- Memorial Park Pedestrian Wayfinding
- Watching Wilsonville Wildlife

The Committee met on April 19, 2025, to conduct annual business and review the applications. After a thorough review of the applications, the committee made a recommendation to approve five applications. The Committee, made up of two city councilors, four community members and recommend awarding funds to the following projects:

- |   |          |
|---|----------|
| • Heart of the City Building Safety Project,      | \$41,905 |
| • Wilsonville Community Sharing Relocation,       | \$11,350 |
| • Memorial Park and Murase Pedestrian Wayfinding, | \$31,000 |
| • Community Wildlife Connection,                  | \$8,650  |
| • Charbonneau Community Foundation Landscaping,   | \$10,000 |

The total recommended project allocation for FY 2025-26 is \$102,905.

The Villebois Piazza Fountain Project was not forwarded to the committee for review because it was not supported by staff. Staff had multiple concerns about the Villebois Piazza Repair project submitted by the Villebois Village Center Master Association (application attached for reference). While the Piazza is located in Wilsonville's largest neighborhood and is open to all, staff expressed many concerns about this project and did not feel comfortable supporting this project.

- Staff is concerned that the fountain will not be maintained.
- There is concern about coordination and permits (electrical, building permits), has this project been discussed with staff to determine which permits are required and the costs associated with the permits?
- A functioning fountain would be a benefit; however, this appears to be a deferred maintenance problem.
- More details with revised scope, ongoing maintenance and clear budget are needed.

The application was provided to the committee and discussed at their April meeting.

### **Community Enhancement Program Projects Background**

City Resolution No. 2543 (July 2015) that created the Community Enhancement Program (CEP) provided for City Council approval of the project recommendations made by the Wilsonville-Metro Community Enhancement Committee.

Project nominations were accepted from the public and public agencies from November 2024 – March 2025. A total of six projects were submitted.

Community Enhancement Funds may be used immediately on smaller projects or accumulated for up to three years to underwrite a larger project; Metro provides flexibility for communities to design a local version of the program.

The Community Enhancement Program funding is used for “enhancing the host community of the facility from which the fees have been collected” to fund projects that “rehabilitate and enhance the area within the city.” Eligible projects can improve the appearance or environmental quality of the community, increase reuse and recycling opportunities or improve recreational areas and programs.

#### **Goals for community enhancement projects include:**

- a) Improve the appearance or environmental quality of the community.
- b) Reduce the amount or toxicity of waste.
- c) Increase reuse and recycling opportunities.
- d) Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Code.
- e) Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them.
- f) Result in improvement to, or an increase in, recreational areas and programs.
- g) Result in improvement in safety.
- h) Benefit youth, seniors, low-income persons or underserved populations.
- i) Foster and enhance community enrichment through educational programming, arts and cultural projects.

The last goal, foster and enhance community enrichment through educational programming, arts and cultural projects, was added to the goals by the Wilsonville-Metro Community Enhancement Committee in the fall of 2024.

Proposals are scheduled to be accepted again in the late fall and early winter 2025 with additional project award recommendations in the spring 2026 by the committee. Staff generally begins advertising the program in early to mid-fall.

#### **EXPECTED RESULTS:**

Completion of the funded projects by June 30, 2026.

**TIMELINE:**

Funding will be available July 1, 2025, and the project should be complete by June 30, 2026.

**CURRENT YEAR BUDGET IMPACTS:**

The Wilsonville- Metro Community Enhancement Program is funded through a Metro program and included in the fiscal year 2025-26 budget. The City receives revenue on a quarterly basis, which can only be used for these projects.

**COMMUNITY INVOLVEMENT PROCESS:**

The Wilsonville-Metro Community Enhancement Committee is made up of four community members, two city councilors, and a Metro Councilor. The meetings were advertised and open to the public.

**POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY:**

The community will benefit from all of these projects in different ways.

**ALTERNATIVES:**

N/A

**CITY MANAGER COMMENT:**

N/A

**ATTACHMENTS:**

1. Project Applications and Review Materials

**Charbonneau  
Community  
Foundation**

**French Prairie  
Corners  
Enhancement  
Project**

## Project Assessment by City Staff

**Project Title**     Charbonneau Country Club

**Reviewed By**     Dan Pauly, Chris Neamtzu, Zach Weigel, Kerry Rappold, Kelsey Lewis, Brian Stevenson, Kris Ammerman  
Date: March 11, 2025

### Assessment Summary

**Based on the Assessments of Project Compared to the Program Eligibility Criteria and Program Goals, the project appears to be:**

**Eligible:** Meets both eligibility criteria and program goals;  **Ineligible:** Does not meet both criteria and goals.

**Based on the assessment of additional issues for consideration, the project appears to be:**

**Appropriate:** The project appears to be of community value and is supported by staff as appropriate.\*

**Inappropriate:** The project appears not to be of community value and is not supported by staff as appropriate.

### 1. Assessment of Project to Program Eligibility Criteria (Metro Code 5.06.070)

**Bold \* items are required eligibility criteria for all projects; if asterisked criteria not met, project is ineligible.**

- (a) \* The project location is in the city limits of the City of Wilsonville
- 
- (b) If program funds are to be used by other than City, then the project sponsor/contractor is either (*check only one*):
- A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status; or
  - A school or institution of higher learning; or
  - A local government, local-government advisory committee, department or special district provided that they include documented support from the local government executive officer.
- 
- (c) \* The project funds do not replace any other readily available source of federal, state, local or regional funds.
- (d) \* The project must not promote or inhibit religion.
- (e) \* The project must not discriminate based on race, ethnicity, age, gender or sexual orientation.
- (f)  For a project located on private land, project establishes a clear public benefit and documents landowner permission. (*These areas are owned by City – is there support*)

### 2. Assessment of Project to Program Goals (Metro Code 5.06.080)

**An eligible project must meet at least one of the goals listed below.**

- (a)  Improve the appearance or environmental quality of the community.
- (b)  Reduce the amount or toxicity of waste.
- (c)  Increase reuse and recycling opportunities.
- (d)  Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having IRS 501(c)(3) tax-exempt status.
- (e)  Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve public awareness and opportunities to enjoy them.
- (f)  Result in improvement to, or an increase in, recreational areas and programs.
- (g)  Result in improvement in safety.

### 3. Assessment of Additional Issues for Consideration

#### *Additional criteria to evaluate a project.*

Issue 1 Does the project demonstrate a clear community benefit?

Response *The project enhances the beautification of the Charbonneau neighborhood, which is one of the largest neighborhoods in the community.*

Issue 2 Is the cost estimate realistic? Is the project scalable? Is there a match or contribution from the applicant?

Response *Based on the information provided this estimate appears to be low. Staff has requested additional information to better understand what went into this estimate. It might be possible to scale the project since there are multiple locations. The applicant has provided a match for this project.*

Issue 3 What kind of on-going maintenance needs might be required by project?

Response *This project will require ongoing landscape maintenance.*

Issue 4 What impact might the project have on nearby homes and businesses?

Response *N/A*

Issue 5 Does the project appear to have community support?

Response *It is unclear, if is this supportive by Charbonneau community. This would be helpful information.*

Issue 6 Is the project consistent with existing planning documents (master plans, strategic plans, etc)?

Response *This project will need to be consistent with Charbonneau's Memorandum of Understanding (MOU) with the City.*

#### **4. Does the applicant have any active Community Enhancement Grant projects, if applicable, and do they require an exemption? N/A**

##### *Staff Comments:*

- *Staff noted that Charbonneau is working on an irrigation replacement and improvements. Is this a part of this project?*
  - *Irrigation – looking for a solution and need to communicate the partnership.*
- *Will this require a modification of MOU?*
  - *Visual changes needed may require updates.*
- *Charbonneau to confirm that this project will not be replacing existing funds.*
- *Needs to be on City right of way (ROW) or property owner approval is needed if private. If this is private, is there property owner approval? Provide additional information.*

***\*Staff support is contingent on this following the MOU and additional information about the funding sources and estimate.***

Published on *City of Wilsonville Oregon* (<https://www.wilsonvilleparksandrec.com>)

[Home](#) > [2025 Project Nomination Form–Community Enhancement Program](#) > [Webform results](#) > Submission #6

#### Submission information

Form: [2025 Project Nomination Form–Community Enhancement Program](#) [1]  
Submitted by Visitor (not verified)  
Fri, 02/28/2025 - 11:33am  
73.96.41.153

#### Applicant Information

**Sponsor:**

Charbonneau Community Foundation

**Tax ID#**

33-1389869

**Contact Person:**

Dave Mauk

**Daytime Phone:**

206-920-4442

**Email Address:**

charbonneaufund@gmail.com

**Address:**

31160 SW Country View Loop

**City:**

Wilsonville

**State:**

Oregon

**Zip code:**

97070

**Type of Organization:**

A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status

Item A.

## Project Information

### **Project Title:**

French Prairie Corners Enhancement Project

### **Amount Requested:**

\$ 10,000

### **Mark all of the goals below which your project meets and explain how in the boxes below:**

- Improve the appearance or environmental quality of the community
- Result in improvement in safety
- Benefit youth, seniors, low income persons and/or underserved populations

### **How project meets 'Improve the appearance or environmental quality of the community' (be clear & specific)**

The current appearance of the corner landscapes are unattractive, muddy, weed-filled, with exposed soil, that causes excessive erosion & is visually unappealing. Landscaping the corners along this section of French Prairie Road with drought tolerant & native plants enhances its appearance & improves its environmental quality.

### **How project meets 'Result in improvement in safety' (be clear & specific)**

These corners are along the busiest roadway in the Charbonneau District of Wilsonville, with substantial vehicle & pedestrian use, & numerous crosswalks across French Prairie Road. Having landscapes at these intersections designed & maintained for pedestrian & driver safety is a marked improvement over current conditions.

### **How project meets 'Benefit youth, seniors, low income persons and/or underserved populations' (be clear & specific)**

Senior citizens comprise 80% of the Charbonneau community being served by this project, where the average age is 70 years old.

### **Brief Project Description and Explanation of how the CEP funds will be used, include project start and end dates:**

The project consists of landscaping five corners intersecting French Prairie Road to adjacent residential streets to the East/SE side of French Prairie Road, at the second, eastern-most entrance to Charbonneau. Parts of two intersections have been completed as pilot projects, which upon completion, demonstrated the merits & benefits of enhancing the other corners which is the subject of this project. The start date for the project would be July, 2025, & the end date is projected to be October, 2025.

### **Where would the project be located and who owns the property if applicable?**

The property on which the project would take place is 100% owned by the City of Wilsonville by virtue of it's 30' easement along the East/SE side of French Prairie Road at the locations for the project. The Memorandum of Understanding between the City of Wilsonville & Charbonneau County Club dated June 1, 1998, states that 'Charbonneau Country Club is responsible for ground cover maintenance /replacement activities in planting strips adjacent to French Prairie Road,' which is referred to as 'commonly maintained landscape areas.'

**For a project located on private or other public land (property not owned by the City of Wilsonville), written documentation from the landowner that gives the project sponsor and City permission for the project to occur on the land is required. Indicate here if the project is located on private or other public land (property not owned by the City of Wilsonville) and indicate if written permission from the landowner is to be submitted.**

N/A

**What impact might the project have on nearby homes and businesses?**

None

**What kind of on-going maintenance needs and costs might be required by the project?**

Very little, as a goal of the project is sustainability, which by planting drought tolerant landscapes, minimizes maintenance. The city owned property where the project is located is maintained by Charbonneau as stated in the 1998 Memorandum of Understanding.

**Who will benefit if this project is funded? Estimate how many Wilsonville residents will benefit if this project is funded.**

The French Prairie Roadway is used by thousands on a daily basis. These users are comprised of local residents in hundreds of homes, who drive & walk along it, & visitors to the community, including families & friends of residents, workers in the community, & those who pass along it to play over 72,000 rounds of golf further down French Prairie Road from the project.

**How does the project serve diverse or traditionally underserved populations?**

If seniors fit this definition, they are served by the scenic enhancement of the project in the enjoyment they feel living, walking & driving by the project.

**Does this project serve a specific cultural or ethnic group in Wilsonville? If so, please specify.**

No

Project Budget

Upload project budget sheet available at [www.ci.wilsonville.or.us/cep](http://www.ci.wilsonville.or.us/cep) [2]

**Upload Budget:**

[fp\\_project\\_budget\\_worksheet.pdf](#) [3]

**How were these costs estimated (quotes, catalog, previous projects, etc.)?**

Actual costs are from the pilot project, quotes & estimates for this specific project in consultation with the landscape contractor & property manager.

**Is there secure funding for Sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?**

Yes, funds are included in the approved budgets of the Charbonneau HOA & community neighborhood group, as well as a firm grant commitment from the sponsor.

**Will the project be completed with the proposed funding or will future funding be necessary?**

The project, as described & whose budget is included, completes the entirety of the project.

**Funds are available for projects after July 1, 2024. Is this project compatible with that timing? How and when might this project be implemented?**

Yes, the sponsor & other funding partners will pay for design & site preparation costs from their budgets if they are incurred prior to July 1, 2025. Landscape improvements will not be undertaken until project grant funds from this application are approved.

**Identify if the project is included in an adopted Master Plan or Strategic Plan. (City of Wilsonville, school district, non-profit, etc.)**

This is not part of a master plan.

**Project Management****Provide a brief narrative outlining the major tasks and projected time schedule for completing of each task:**

March 1: funding applications submitted (foundation); April 1-June 30: landscape design & materials list finalized, (contractor, neighborhood committee, property manager); July 1-October 31: project construction (contractor); Nov. 1: project completion sign-off (city, contractor, committee, property manager, sponsor).

**Describe prior experience managing similar projects. Include prior Community Enhancement Projects:**

The president of the sponsor has significant landscape management experience, as does the property manager, & chair of the neighborhood committee overseeing the project. This committee was responsible for the pilot project preceding this application, which was successfully completed & serves as the model for this project.

**Does this project require coordination with other public and private organizations? Has the necessary coordination been completed? If yes, please describe.**

Yes, coordination with the property manager of Charbonneau Country Club, a (501(c)(4) organization, is ongoing & critical for dealing with the landscape contractor for the project. The property manager, who has deep expertise & experience in this subject matter, has been instrumental in project quotes & assessments of the pilot project, on which this project is based.

**If the project is located on private land, discuss the public benefit of the project and provide landowner permission for the project with this application:**

N/A

**Do you currently have an active CEP grant?**

No

**If yes, will you be seeking an exception?**

No, an exception is not needed or requested.

**Project Certifications:**

- This project will not promote or inhibit religion in any way.
- This project will not discriminate based on race, ethnicity, age, gender or sexual orientation in any way.

**Signature:**

Dave Mauk

**Date Signed:** Fri 2/28/25

**Electronic signature agreement.** By selecting the "I Accept" button, you are signing this agreement electronically. You agree your electronic signature is the legal equivalent of your manual signature on this Agreement. By selecting "I Accept" you consent to be legally bound by this Agreement's terms and conditions. You further agree that your use of a key pad, mouse or other device to select an item, button, icon or similar act/action, or in accessing or making any transaction regarding any agreement, acknowledgement, consent terms, disclosures or conditions constitutes your signature (hereafter referred to as "E-Signature"), acceptance and agreement as if actually signed by you in writing. You also agree that no certification authority or other third party verification is necessary to validate your E-Signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-Signature. You also represent that you are authorized to enter into this Agreement for all persons who own or are authorized to access any of your accounts and that such persons will be bound by the terms of this Agreement.

**I accept:** Yes**Source URL:**<https://www.wilsonvilleparksandrec.com/node/129062/submission/64581>**Links**

[1] <https://www.wilsonvilleparksandrec.com/bc-mce/webform/2025-project-nomination-form%E2%80%93community-enhancement-program> [2] <http://www.ci.wilsonville.or.us/cep> [3] [https://www.wilsonvilleparksandrec.com/system/files/webform/fp\\_project\\_budget\\_worksheet.pdf](https://www.wilsonvilleparksandrec.com/system/files/webform/fp_project_budget_worksheet.pdf)

<b>Project Budget: French Prairie Corners Enhancement Project</b>					
	CEP	Neighborhood Committee	Charbonneau HOA	Sponsor: Foundation	<b>Total</b>
Professional Services	0	0	0	0	0
Supplies	0	0	0	0	0
Capital	0	0	0	0	0
Materials	4,000	1,000	500	1,000	6,500
Landscape Contractor	6,000	1,000	500	1,000	8,500
<b>Total Project Cost</b>	<b>10,000</b>	<b>2,000</b>	<b>1,000</b>	<b>2,000</b>	<b>15,000</b>
<b>Total Project Funding</b>	<b>10,000</b>	<b>2,000</b>	<b>1,000</b>	<b>2,000</b>	<b>15,000</b>
% of Total Budget	66.7%	13.3%	6.7%	13.3%	100%

MOLLALA BEND

N  
pilot project  
(completed)



S



ARMITAGE

N



S



COUNTRY VIEW LANE (SE END)

N  
pilot project  
(not completed)



S



ARBOR LAKES DR

N  
(Largest Site)  
(plants to be removed  
& relocated to other sites)



S



COUNTRY VIEW LANE (NW END)

N  
pilot project  
(completed)



S



French Prairie Corners Landscape Enhancement

<u>Location</u>	<u>Status</u>	<u>Pilot Project</u> - \$	<u>Grant Project</u>	<u>Budget</u> - <u>Grant</u> - <u>Actual</u>
Mollala Bend				
S	GP		✓	500
N	PP/C	✓		
Armitage				
S	GP		✓	2,000
N	GP		✓	2,000
Country View Lane I				
S	GP		✓	2,000
N	PP/GP	✓	✓	1,000
Arbor Lakes Dr - * CCE Sign				
S	GP		✓	500
N*	GP		✓	6,000
Country View Lane II				
S	GP		✓	1,000
N	PP(C)	✓		
Totals		3	8	15,000

\* Sign space substantially larger square footage

PP - Pilot Project      GP - Grant Project      C - Completed

**City of Wilsonville  
Natural Resources  
Department**

**Community  
Wildlife  
Connection**

## Project Assessment by City Staff

**Project Title** Wildlife Connection

**Reviewed By** Dan Pauly, Chris Neamtzu, Zach Weigel, Kerry Rappold, Kelsey Lewis, Brian Stevenson, Kris Ammerman\_  
Date: March 11, 2025

### Assessment Summary

**Based on the Assessments of Project Compared to the Program Eligibility Criteria and Program Goals, the project appears to be:**

**Eligible:** Meets both eligibility criteria and program goals;  **Ineligible:** Does not meet both criteria and goals.

**Based on the assessment of additional issues for consideration, the project appears to be:**

**Appropriate:** The project appears to be of community value and is supported by staff as appropriate.

**Inappropriate:** The project appears not to be of community value and is not supported by staff as appropriate.

### 1. Assessment of Project to Program Eligibility Criteria (Metro Code 5.06.070)

***Bold \* items are required eligibility criteria for all projects; if asterisked criteria not met, project is ineligible.***

- (a) \* The project location is in the city limits of the City of Wilsonville
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- (b) If program funds are to be used by other than City, then the project sponsor/contractor is either (*check only one*):
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  - A school or institution of higher learning; or
  - A local government, local-government advisory committee, department or special district provided that they include documented support from the local government executive officer.
- 
- (c) \* The project funds do not replace any other readily available source of federal, state, local or regional funds.
- (d) \* The project must not promote or inhibit religion.
- (e) \* The project must not discriminate based on race, ethnicity, age, gender or sexual orientation.
- (f)  For a project located on private land, project establishes a clear public benefit and documents landowner permission.

### 2. Assessment of Project to Program Goals (Metro Code 5.06.080)

***An eligible project must meet at least one of the goals listed below.***

- (a)  Improve the appearance or environmental quality of the community.
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- (d)  Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having IRS 501(c)(3) tax-exempt status.
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- (f)  Result in improvement to, or an increase in, recreational areas and programs.
- (g)  Result in improvement in safety.

### 3. Assessment of Additional Issues for Consideration

#### *Additional criteria to evaluate a project.*

Issue 1 Does the project demonstrate a clear community benefit?

Response *The community seems to be very interested in the information collected by these wildlife cameras.*

Issue 2 Is the cost estimate realistic? Is the project scalable? Is there a match or contribution from the applicant?

Response *The cost includes the monitoring of cameras, gathering the information and compiling the information to share with the community. No additional cameras are needed.*

Issue 3 What kind of on-going maintenance needs might be required by project?

Response *Maintenance of the cameras (battery and data cards) and gathering data is included in the estimated costs.*

Issue 4 What impact might the project have on nearby homes and businesses?

Response *No know impacts.*

Issue 5 Does the project appear to have community support?

Response *This project seems to have community support.*

Issue 6 Is the project consistent with existing planning documents (master plans, strategic plans, etc)?

Response *This is consistent with the Natural Areas Management Plan which is underway.*

#### **4. Does the applicant have any active Community Enhancement Grant projects, if applicable, and do they require an exemption? Request to continue the same wildlife monitoring project. Field Guide project is ongoing.**

*Staff suggested that there is an opportunity to increase the visibility of this project and share the photos and data with the community. This is an area that could also use additional resources to communicate the results of the program to the community.*

*There is also a question of how this project will continue to be funded in the future. Staff has mentioned partnerships in the past, is this being actively being explored. Possible funding sources? Is there a match? Could this be for publication*

*Staff Questions:*

*Consultant gathers data, does the city have access to this information? How is the information stored and made available the the community?*

*Annual report is on website? How is this information shared with the community/ how is this information made more visible?*

*Opportunity to share with the community and make more visible*

*What are the measurements of success?*

Published on *City of Wilsonville Oregon* (<https://www.wilsonvilleparksandrec.com>)

[Home](#) > [2025 Project Nomination Form–Community Enhancement Program](#) > [Webform results](#) > Submission #5

Submission information

Form: [2025 Project Nomination Form–Community Enhancement Program](#) [1]  
Submitted by Visitor (not verified)  
Thu, 02/27/2025 - 12:04pm  
67.171.203.208

Applicant Information

**Sponsor:**  
City of Wilsonville

**Tax ID#**

**Contact Person:**  
Kerry Rappold

**Daytime Phone:**  
503-570-1570

**Email Address:**  
rappold@ci.wilsonville.or.us

**Address:**  
29799 SW Town Center Loop E

**City:**  
Wilsonville

**State:**  
Oregon

**Zip code:**  
97070

**Type of Organization:**

A local government, local-government advisory committee, department or special district provided that the agency includes documented support from the local-government executive officer.

## Project Information

### **Project Title:**

Community Wildlife Connection

### **Amount Requested:**

\$ 8,650.00

### **Mark all of the goals below which your project meets and explain how in the boxes below:**

- Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them
- Benefit youth, seniors, low income persons and/or underserved populations

### **How project meets 'Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them' (be clear & specific)**

The wildlife monitoring project collects data on Wilsonville's wildlife, which raises public awareness of the diversity of wildlife found throughout the community and the role residents play in conserving habitats and supporting local wildlife.

### **How project meets 'Benefit youth, seniors, low income persons and/or underserved populations' (be clear & specific)**

The wildlife monitoring data is shared with the community, especially within the school system, which creates opportunities for place- and nature-based learning within Wilsonville.

### **Brief Project Description and Explanation of how the CEP funds will be used, include project start and end dates:**

We are seeking a third year of funding for the Community Wildlife Connection project. Currently, the project monitors wildlife year-round using a network of city owned and managed motion detect cameras. Community members, including students involved in the project, learn about the diversity and abundance of Wilsonville's wildlife through media content and access to the wildlife monitoring data.

A consultant, Samara Group, installed and maintains the cameras located on city-owned and School District property (see attached proposal). In addition, the consultant collects, reviews, and organizes the photos, and then works with City staff to make the monitoring data available through the City's website and other types of engagement.

To document the progress of the project, the consultant provides an annual summary of wildlife data collected, which is engaging to a wide range of audiences. The consultant also works with the city to ensure the updates are useful in the various outreach methods (e.g., newsletter, city website, and social media).

For almost two decades, in cooperation with Portland State University and Samara Group, the City has documented through

wildlife monitoring the extensive use and effectiveness of the Boeckman Road and Kinsman Road wildlife passages. This project extended the network of wildlife monitoring and provided community members with a unique opportunity to learn about Wilsonville's wildlife.

If the committee chooses to fund the project, the monitoring will continue for one more year. However, if it's not funded, other funding sources would need to be obtained. Future funding and support may include the City and sponsorships (e.g., local businesses). A small annual sponsorship has already been secured from a local business, but additional sponsorships are necessary to support the project.

**Where would the project be located and who owns the property if applicable?**

The motion detect cameras are located on city-owned and School District property, including Memorial Park, Boones Ferry Park, Boeckman Creek corridor, Boones Ferry Primary School, and Boeckman Creek Primary School. Working with City and School District staff, the consultant determined the best locations for the six cameras, taking into consideration viewshed, wildlife activity, and potential for theft/vandalism.

**For a project located on private or other public land (property not owned by the City of Wilsonville), written documentation from the landowner that gives the project sponsor and City permission for the project to occur on the land is required. Indicate here if the project is located on private or other public land (property not owned by the City of Wilsonville) and indicate if written permission from the landowner is to be submitted.**

The project includes School District property. Written permission was obtained from the School District before the cameras were installed.

**What impact might the project have on nearby homes and businesses?**

There's no impact to nearby homes and businesses.

**What kind of on-going maintenance needs and costs might be required by the project?**

The consultant maintains the motion detect cameras.

**Who will benefit if this project is funded? Estimate how many Wilsonville residents will benefit if this project is funded.**

The project benefits the entire community because it offers an opportunity to learn about Wilsonville's wildlife and participate in the project.

**How does the project serve diverse or traditionally underserved populations?**

The project reaches a broad array of community members, including diverse or traditionally underserved populations.

**Does this project serve a specific cultural or ethnic group in Wilsonville? If so, please specify.**

No.

## Project Budget

Upload project budget sheet available at [www.ci.wilsonville.or.us/cep](http://www.ci.wilsonville.or.us/cep) [2]

### Upload Budget:

[project\\_budget\\_worksheet.xlsx](#) [3]

### How were these costs estimated (quotes, catalog, previous projects, etc.)?

Based on the proposal provided by the consultant.

### Is there secure funding for Sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?

The project is sponsored by the City of Wilsonville.

### Will the project be completed with the proposed funding or will future funding be necessary?

Over the next year, starting July 1, 2025, the project will be completed with the proposed funding.

### Funds are available for projects after July 1, 2024. Is this project compatible with that timing? How and when might this project be implemented?

Yes, the availability of the funds is compatible with the project.

### Identify if the project is included in an adopted Master Plan or Strategic Plan. (City of Wilsonville, school district, non-profit, etc.)

No.

## Project Management

### Provide a brief narrative outlining the major tasks and projected time schedule for completing of each task:

See attached proposal from Samara Group. The project will be managed by Kerry Rappold, Natural Resources Manager.

### Describe prior experience managing similar projects. Include prior Community Enhancement Projects:

As previously noted, the City has worked with Samara Group on wildlife monitoring for almost two decades. In addition, Kerry Rappold has successfully managed previous Community Enhancement projects, which have included partnering with the School District.

### Does this project require coordination with other public and private organizations? Has the necessary coordination been completed? If yes, please describe.

The consultant and City staff coordinated with the School District.

**If the project is located on private land, discuss the public benefit of the project and provide landowner permission for the project with this application:**

Item A.

It's not located on private land.

**Do you have currently have an active CEP grant?**

Yes

**If yes, will you be seeking and exception?**

Yes, an exception is requested since we have an active grant and the project will not be complete by May 24, 2024.

**Project Certifications:**

- This project will not promote or inhibit religion in any way.
- This project will not discriminate based on race, ethnicity, age, gender or sexual orientation in any way.

**Signature:**

Kerry Rappold

**Date Signed:** Thu 2/27/25

**Electronic signature agreement.** By selecting the "I Accept" button, you are signing this agreement electronically. You agree your electronic signature is the legal equivalent of your manual signature on this Agreement. By selecting "I Accept" you consent to be legally bound by this Agreement's terms and conditions. You further agree that your use of a key pad, mouse or other device to select an item, button, icon or similar act/action, or in accessing or making any transaction regarding any agreement, acknowledgement, consent terms, disclosures or conditions constitutes your signature (hereafter referred to as "E-Signature"), acceptance and agreement as if actually signed by you in writing. You also agree that no certification authority or other third party verification is necessary to validate your E-Signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-Signature. You also represent that you are authorized to enter into this Agreement for all persons who own or are authorized to access any of your accounts and that such persons will be bound by the terms of this Agreement.

**I accept:** Yes

**Source URL:** <https://www.wilsonvilleparksandrec.com/node/129062/submission/64576>

**Links**

[1] <https://www.wilsonvilleparksandrec.com/bc-mce/webform/2025-project-nomination-form%E2%80%93community-enhancement-program> [2] <http://www.ci.wilsonville.or.us/cep> [3] [https://www.wilsonvilleparksandrec.com/system/files/webform/project\\_budget\\_worksheet.xlsx](https://www.wilsonvilleparksandrec.com/system/files/webform/project_budget_worksheet.xlsx)

<b>Project Budget</b>				
	CEP	Sponsor	Other #1	Other #2
Personal Services	\$8,650			
Supplies				
Capital				
Materials				
Other (please explain)				
<b>Total</b>	<b>\$8,650</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Total Estimated Cost** **\$8,650**  
% of Total Budget provided by  
Sponsor \$



SAMARA GROUP LLC  
10940 SW BARNES RD #426  
PORTLAND, OR 97225  
(971) 266 - 4307

# City of Wilsonville

## Community Wildlife Connection 2025 - 2026

*Prepared by Samara Group, LLC for the City of Wilsonville*

### Scope of Work

#### **Coordination and Planning**

Includes internal Samara Group planning, as well as coordination with the City of Wilsonville, as needed, to plan, prepare, and align project objectives.

#### **Camera Maintenance & Photo Data Management**

Camera maintenance and photo data management of six cameras located throughout Wilsonville. As community engagement evolves, the cameras located at Boones Ferry Primary school and Boeckman Creek Primary school may transition to being managed by associated teachers or staff, as appropriate.

#### **Community Member & School Engagement**

In order to increase awareness about this project and engage interested members of the community, Samara Group will continue sharing a curated selection of wildlife photos and videos that can be added to the City of Wilsonville website. Samara Group will also continue sharing photo data collected from Boones Ferry Primary school and Boeckman Creek Primary school with designated school contacts.

#### **Progress & Final Reports**

Samara Group will provide the City of Wilsonville with a progress report at the halfway point and a final report at the conclusion of the project.

Fee Estimate

Scope Item	Cost (\$100/hr)
<b>Coordination and Planning</b>	\$1,000
<b>Camera Maintenance &amp; Photo Data Management</b>	\$4,650
<b>Community Member &amp; School Engagement</b>	\$1,500
<b>Progress &amp; Final Reports</b>	\$1,500
<b>Total:</b>	<b>\$8,650.00</b>

**City of Wilsonville  
Parks and Recreation  
Department**

**Memorial and  
Murase Pedestrian  
Wayfinding**

## Project Assessment by City Staff

**Project Title** Wayfinding in Memorial Park

**Reviewed By** Dan Pauly, Chris Neamtzu, Zach Weigel, Kerry Rappold, Kelsey Lewis, Brian Stevenson, Kris Ammerman\_  
**Date:** March 11, 2025

### Assessment Summary

**Based on the Assessments of Project Compared to the Program Eligibility Criteria and Program Goals, the project appears to be:**

**Eligible:** Meets both eligibility criteria and program goals;

**Ineligible:** Does not meet both criteria and goals.

**Based on the assessment of additional issues for consideration, the project appears to be:**

**Appropriate:** The project appears to be of community value and is supported by staff as appropriate.

**Inappropriate:** The project appears not to be of community value and is not supported by staff as appropriate.

### 1. Assessment of Project to Program Eligibility Criteria (Metro Code 5.06.070)

**Bold \* items are required eligibility criteria for all projects; if asterisked criteria not met, project is ineligible.**

(a) \* The project location is in the city limits of the City of Wilsonville

(b) If program funds are to be used by other than City, then the project sponsor/contractor is either (*check only one*):

A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status; or

A school or institution of higher learning; or

A local government, local-government advisory committee, department or special district provided that they include documented support from the local government executive officer.

(c) \* The project funds do not replace any other readily available source of federal, state, local or regional funds. The project must not promote or inhibit religion.

(e) \* The project must not discriminate based on race, ethnicity, age, gender or sexual orientation.

(f)  For a project located on private land, project establishes a clear public benefit and documents landowner permission.

### 2. Assessment of Project to Program Goals (Metro Code 5.06.080)

**An eligible project must meet at least one of the goals listed below.**

(a)  Improve the appearance or environmental quality of the community.

(b)  Reduce the amount or toxicity of waste.

(c)  Increase reuse and recycling opportunities.

(d)  Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having IRS 501(c)(3) tax-exempt status.

(e)  Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve public awareness and opportunities to enjoy them.

(f)  Result in improvement to, or an increase in, recreational areas and programs.

- (g)  Result in improvement in safety.

### 3. Assessment of Additional Issues for Consideration

#### ***Additional criteria to evaluate a project.***

Issue 1 Does the project demonstrate a clear community benefit?

Response *Yes, the wayfinding signage would provide a benefit to anyone exploring Memorial Park.*

Issue 2 Is the cost estimate realistic? Is the project scalable? Is there a match or contribution from the applicant?

Response *The project appears to be scalable, although staff inquired about having some of the mapping done internally by GIS to reduce the costs. Also, Community Development staff noted that \$15,000 is available in the capital improvement (CIP) budget for wayfinding. The Parks & Recreation Director confirmed that the CIP funds could be used as a match since there are no other planned wayfinding projects in fiscal year 2025-2026. Sign permit and building permit fees need to be factored into the project estimate. An updated project estimate with CIP match, sign permit and building permit fees and possible internal GIS mapping support is requested.*

Issue 3 What kind of on-going maintenance needs might be required by project?

Response *The wayfinding signs would be added to the Parks maintenance plan.*

Issue 4 What impact might the project have on nearby homes and businesses?

Response *The wayfinding signs will provide additional information about how residents and local employers and employees can enjoy the trails in Memorial Park.*

Issue 5 Does the project appear to have community support?

Response *Yes, the application notes that parks field staff regularly receive questions about the location and distance of trails.*

Issue 6 Is the project consistent with existing planning documents (master plans, strategic plans, etc)?

Response *The project will need to comply with the City of Wilsonville Wayfinding signage standards, regional trails must comply with Intertwine standards and sign permits and building permits may be required.*

#### ***4. Does the applicant have any active Community Enhancement Grant projects, if applicable, and do they require an exemption? N/A***

*Please incorporate the following; regional trail – intertwine standards, wayfinding funds available in CIP, sign permit and building permit fees. Staff also suggested partnering with GIS for internal mapping services.*

*Staff also requested information about the naming process for “trails”.*

Published on *City of Wilsonville Oregon* (<https://www.wilsonvilleparksandrec.com>)

[Home](#) > [2025 Project Nomination Form–Community Enhancement Program](#) > [Webform results](#) > Submission #1

Submission information

Form: [2025 Project Nomination Form–Community Enhancement Program](#) [1]  
Submitted by Visitor (not verified)  
Wed, 02/19/2025 - 9:38am  
143.244.98.165

Applicant Information

**Sponsor:**

City of Wilsonville Parks Department

**Tax ID#**

**Contact Person:**

Zack Morse

**Daytime Phone:**

503-826-2315

**Email Address:**

morse@ci.wilsonville.or.us

**Address:**

29600 SW Park Place.

**City:**

Wilsonville

**State:**

Oregon

**Zip code:**

97070

**Type of Organization:**

A local government, local-government advisory committee, department or special district provided that the agency includes documented support from the local-government executive officer.

## Project Information

### **Project Title:**

Memorial and Murase Pedestrian Wayfinding

### **Amount Requested:**

\$ 46,000

### **Mark all of the goals below which your project meets and explain how in the boxes below:**

- Improve the appearance or environmental quality of the community
- Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them
- Result in improvement to, or an increase in, recreational areas and programs

### **How project meets 'Improve the appearance or environmental quality of the community' (be clear & specific)**

The proposed informational signage in Memorial and Murase Parks will highlight and inform Park users of our amenities as well as provide navigation throughout our vast trail system. In the Memorial Park 2015 Master Plan, a listed improvement states for "Improve clarity of trail system." Memorial Park Trails see thousands of walkers, joggers, and cyclists in the height of summer months. Having a detailed trails map will benefit every one of them.

### **How project meets 'Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them' (be clear & specific)**

With the addition of the Informational signs and designated trail markers, we foresee a positive impact in our riparian zones. It will clearly state where our trails systems are located causing less foot traffic in our natural spaces. It is important to stay on trails while exploring outdoors. Doing so reduces the risk of getting lost, helps prevent erosion, protects wildlife, and preserves the natural beauty of our forest.

### **How project meets 'Result in improvement to, or an increase in, recreational areas and programs' (be clear & specific)**

Throughout this process, we will be naming each of our looped trails and color coordinate them accordingly with ¼ Mile trail markers. Our Parks Maintenance team is often asked the question, "How long is this loop?" Having an information board for the community to refer to would be a great addition to our trail system.

### **Brief Project Description and Explanation of how the CEP funds will be used, include project start and end dates:**

This grant request will fund the Planning, Design, Fabrication, and Install of the 2 trailhead panels, 12 trail directional markers complete with 45 vinyl directional plaques.

We are currently in the 'quotes and cost breakdown stage' and plan to have a design completed by July. Once design and Fabrication is complete, we anticipate and Install date around October/November.

**Where would the project be located and who owns the property if applicable?**

The project will be located throughout the trails systems in Memorial Park and Murase Plaza Park. We would have an information board in Murase, close to the Parking lot. The second information board would be in Memorial Park, in between the parking lot and the bathroom. Our trail system would have visible trail markers with milage posted on them. Both properties are owned by the City of Wilsonville

**For a project located on private or other public land (property not owned by the City of Wilsonville), written documentation from the landowner that gives the project sponsor and City permission for the project to occur on the land is required. Indicate here if the project is located on private or other public land (property not owned by the City of Wilsonville) and indicate if written permission from the landowner is to be submitted.**

The project will be located on City of Wilsonville land.

**What impact might the project have on nearby homes and businesses?**

This project would positively impact the nearby homes and businesses by enhancing the Park patrons' experience in Memorial and Murase Plaza.

**What kind of on-going maintenance needs and costs might be required by the project?**

This project would require minimal maintenance over the life span of the Signs and Trail Markers. We would need to occasionally remove graffiti or other vandalism throughout its lifespan.

**Who will benefit if this project is funded? Estimate how many Wilsonville residents will benefit if this project is funded.**

This project would not be attainable without the Metro Community Enhancement Grant funding for the purchase of the equipment. The Parks Department has multiple major projects allocating funds for 2025-2026 and 2026-2027, we would not be able to complete it without the help of the Community Enhancement grant.

Memorial Park and Murase Plaza have consistently been Wilsonville's most visited Parks. In 2024, Memorial Trails saw over 800,000 users with the majority of them in the summer months.

**How does the project serve diverse or traditionally underserved populations?**

The Wayfinding Signs and Trail markers will serve as addition information for not only diverse or underserved populations, but every community member who uses our Parks.

**Does this project serve a specific cultural or ethnic group in Wilsonville? If so, please specify.**

This project will serve all cultural and ethnic groups who come to visit Memorial and Murase Plaza.

**Project Budget**

Upload project budget sheet available at [www.ci.wilsonville.or.us/cep](http://www.ci.wilsonville.or.us/cep) [2]

**Upload Budget:**

[project\\_budget\\_worksheet.xlsx](#) [3]

**How were these costs estimated (quotes, catalog, previous projects, etc.)?**

Costs were estimated based on a quote from Sea Reach for the Plan, Design, Fabrication, and Installation. The initial quote was received in mid-January.

**Is there secure funding for Sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?**

Yes, the sponsors share will be funded through the Parks Maintenance General Fund.

**Will the project be completed with the proposed funding or will future funding be necessary?**

This project will be completed with no future funding necessary.

**Funds are available for projects after July 1, 2024. Is this project compatible with that timing? How and when might this project be implemented?**

If this project is fortunate to be funded, the project will begin in July when the funds are made available. This project is expected to take 5 months.

**Identify if the project is included in an adopted Master Plan or Strategic Plan. (City of Wilsonville, school district, non-profit, etc.)**

In the Memorial Park 2015 Master Plan, a listed improvement states for "Improve clarity of trail system." The proposed informational signage in Memorial and Murase Parks will highlight and inform Park users of our amenities as well as provide navigation throughout our vast trail system.

**Project Management****Provide a brief narrative outlining the major tasks and projected time schedule for completing of each task:**

Design – March 2025

Enter the contract for Signs and Markers – July 2025

Prepare and construct location of equipment – September 2025

Sea Reach to Install Signs and – October/November 2025

Open to the community – December 2025

**Describe prior experience managing similar projects. Include prior Community Enhancement Projects:**

The Wilsonville Parks Team and Wilsonville – Metro Community Enhancement Grant and Grant Committee have an excellent record of collaborative community focused projects. These past projects continue to be exemplary grant projects that are loved by the community and have even received recognition through state agency awards. Recent successful projects include: Murase Arboretum, Boones Ferry North Trail, Murase Musical Garden, The Nature Play Area in Memorial Park, The Pollinator Garden in Murase Plaza and The Community Stump Grinding project following the 2021 ice storm.

**Does this project require coordination with other public and private organizations? Has the necessary coordination been completed? If yes, please describe.**

The Parks team has already connected with Sea Reach to ensure pricing is reflective of the work done. Pricing includes the planning, design, final design, fabrication, and installation.

**If the project is located on private land, discuss the public benefit of the project and provide landowner permission for the project with this application:**

This project will be located on City owned Park land.

**Do you currently have an active CEP grant?**

No

**If yes, will you be seeking an exception?**

No, an exception is not needed or requested.

**Project Certifications:**

- This project will not promote or inhibit religion in any way.
- This project will not discriminate based on race, ethnicity, age, gender or sexual orientation in any way.

**Signature:**

Zack Morse

**Date Signed:** Wed 2/19/25

**Electronic signature agreement.** By selecting the "I Accept" button, you are signing this agreement electronically. You agree your electronic signature is the legal equivalent of your manual signature on this Agreement. By selecting "I Accept" you consent to be legally bound by this Agreement's terms and conditions. You further agree that your use of a key pad, mouse or other device to select an item, button, icon or similar act/action, or in accessing or making any transaction regarding any agreement, acknowledgement, consent terms, disclosures or conditions constitutes your signature (hereafter referred to as "E-Signature"), acceptance and agreement as if actually signed by you in writing. You also agree that no certification authority or other third party verification is necessary to validate your E-Signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-Signature. You also represent that you are authorized to enter into this Agreement for all persons who own or are authorized to access any of your accounts and that such persons will be bound by the terms of this Agreement.

**I accept:** Yes

**Source URL:** <https://www.wilsonvilleparksandrec.com/node/129062/submission/64502>

**Links**

[1] <https://www.wilsonvilleparksandrec.com/bc-mce/webform/2025-project-nomination-form%E2%80%93community-enhancement-program> [2]  
<http://www.ci.wilsonville.or.us/cep> [3] [https://www.wilsonvilleparksandrec.com/system/files/webform/project\\_budget\\_worksheet\\_1.xlsx](https://www.wilsonvilleparksandrec.com/system/files/webform/project_budget_worksheet_1.xlsx)



# **Heart of the City Building Safety Improvements**

## Project Assessment by City Staff

**Project Title** Heart of the City Safety Improvements

**Reviewed By** Dan Pauly, Chris Neamtzu, Zach Weigel, Kerry Rappold, Kelsey Lewis, Brian Stevenson, Kris Ammerman\_  
Date: March 11, 2025

### Assessment Summary

**Based on the Assessments of Project Compared to the Program Eligibility Criteria and Program Goals, the project appears to be:**

**Eligible:** Meets both eligibility criteria and program goals;  **Ineligible:** Does not meet both criteria and goals.

**Based on the assessment of additional issues for consideration, the project appears to be:**

**Appropriate:** The project appears to be of community value and is supported by staff as appropriate.\*

**Inappropriate:** The project appears not to be of community value and is not supported by staff as appropriate.

### 1. Assessment of Project to Program Eligibility Criteria (Metro Code 5.06.070)

***Bold \* items are required eligibility criteria for all projects; if asterisked criteria not met, project is ineligible.***

- (a) \* The project location is in the city limits of the City of Wilsonville
- 
- (b) If program funds are to be used by other than City, then the project sponsor/contractor is either (*check only one*):
- A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status; or
  - A school or institution of higher learning; or
  - A local government, local-government advisory committee, department or special district provided that they include documented support from the local government executive officer.
- 
- (c) \* The project funds do not replace any other readily available source of federal, state, local or regional funds.
- (d) \* The project must not promote or inhibit religion.
- (e) \* The project must not discriminate based on race, ethnicity, age, gender or sexual orientation.
- (f)  For a project located on private land, project establishes a clear public benefit and documents landowner permission.

### 2. Assessment of Project to Program Goals (Metro Code 5.06.080)

***An eligible project must meet at least one of the goals listed below.***

- (a)  Improve the appearance or environmental quality of the community.
- (b)  Reduce the amount or toxicity of waste.
- (c)  Increase reuse and recycling opportunities.
- (d)  Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having IRS 501(c)(3) tax-exempt status.
- (e)  Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve public awareness and opportunities to enjoy them.
- (f)  Result in improvement to, or an increase in, recreational areas and programs.
- (g)  Result in improvement in safety.

### 3. Assessment of Additional Issues for Consideration

#### ***Additional criteria to evaluate a project.***

Issue 1 Does the project demonstrate a clear community benefit?

Response *The project seems to have a community benefit; however, the safety concerns were not clear. Have they had any safety issues? Please provide brief examples of safety concerns.*

Issue 2 Is the cost estimate realistic? Is the project scalable? Is there a match or contribution from the applicant?

Response *Staff expressed concerns about the cost estimate for tree removal and required mitigation and noted that it was not realistic. Please update cost estimates.*

Issue 3 What kind of on-going maintenance needs might be required by project?

Response *Ongoing equipment and landscaping maintenance will be required.*

Issue 4 What impact might the project have on nearby homes and businesses?

Response *Increased security and more lighting is expected to increase safety to nearby homes and businesses in addition to Heart of the City.*

Issue 5 Does the project appear to have community support?

Response *Increased security is generally supported in the community.*

Issue 6 Is the project consistent with existing planning documents (master plans, strategic plans, etc)?

Response *Tree removal and mitigation standards must be met, see the planning department. The lighting must also comply with dark sky standards and receive all required permits.*

#### ***4. Does the applicant have any active Community Enhancement Grant projects, if applicable, and do they require an exemption? The applicant is actively working to complete their current project.***

*Staff Suggestions:*

*Replacement/ mitigation trees are required –see Planning for appropriate replacement trees and cost.*

*Why are the six trees being replaced with three?*

*Consider trees being removed, this will reduce some darkness. For more information about dark sky requirements – talk to the planning department about lighting to comply with regulations*

*\*Staff support if mitigation costs are accurate, light standards, tree standards and dark sky standards are met – see Planning*

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[Home](#) > [2025 Project Nomination Form–Community Enhancement Program](#) > [Webform results](#) > Submission #4

Submission information

Form: [2025 Project Nomination Form–Community Enhancement Program](#) [1]  
Submitted by Visitor (not verified)  
Sun, 02/23/2025 - 11:39pm  
50.45.241.27

Applicant Information

**Sponsor:**

Grace Chapel

**Tax ID#**

93-1251371

**Contact Person:**

Lyn Whelchel

**Daytime Phone:**

503-582-8680

**Email Address:**

info@theheartofthecity.org

**Address:**

28925 SW Boberg Rd

**City:**

Wilsonville

**State:**

OR

**Zip code:**

97070-8593

**Type of Organization:**

A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status

Item A.

## Project Information

### **Project Title:**

Heart of the City Building Safety Project

### **Amount Requested:**

\$ \$41,904.46 with the high estimate tree replacement cost

### **Mark all of the goals below which your project meets and explain how in the boxes below:**

- Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Service code
- Result in improvement in safety
- Benefit youth, seniors, low income persons and/or underserved populations

### **How project meets 'Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Service code' (be clear & specific)**

This project will involve significant upgrades to the property operated by Grace Chapel and serves as the headquarters for The Heart of the City's outreach programs. The upgrades will address vital safety concerns, including removing hazardous trees and installing security cameras and floodlights. As the property is owned and operated by a nonprofit organization with 501(c)(3) status, the project aligns with the goals of enhancing and rehabilitating the facility for the benefit of the public and community members.

### **How project meets 'Result in improvement in safety' (be clear & specific)**

The Heart of the City Building Safety Project will lead to a substantial improvement in safety for both clients and staff. Key safety improvements include:

**Tree Removal:** The trees on the property are either dead or infested with pine beetles, creating a serious safety hazard. Following an incident in March 2024 when a tree snapped, The Heart of the City engaged an arborist to assess the property. The removal of these hazardous trees, especially those that are 60 feet or taller, will reduce the risk of injury and property damage during windstorms and severe weather events.

**Security Cameras and Floodlights:** Installing cameras and floodlights will increase the visibility of the property, especially in the evenings, when evening programming takes place. These additions will help prevent vandalism, ensure security, and create a safer space for people seeking services in the evening. These improvements will protect both community members and staff, ensuring the safety of all.

These safety improvements will foster a welcoming and secure environment, where individuals can feel protected while accessing essential services such as food, shelter, clothing, and case management.

### **How project meets 'Benefit youth, seniors, low income persons and/or underserved populations' (be clear & specific)**

The Heart of the City Building Safety Project aims to enhance safety, security, and accessibility for vulnerable populations in Wilsonville, Oregon, by addressing specific safety concerns on the property. This project will address the urgent need to remove

hazardous trees, install security cameras and floodlights. These upgrades will directly benefit youth, seniors, low-income individuals, and underserved populations, ensuring they can safely access the critical services and programs offered at The Heart of the City.

The statistics from Heart of the City's services in 2024 paint a clear picture of the organization's impact on the community of Wilsonville, particularly in serving vulnerable populations. Here's how the data showcases the organization's influence and connects to the potential of the grant:

Heart of the City's Impact on the Community:

People Served:

People Renting (510): Many individuals in rental situations may face housing instability or financial hardship. The Heart of the City has provided assistance to 510 individuals renting homes, demonstrating its role in supporting low-income renters and preventing potential housing displacement.

People Unhoused (54): The organization directly impacted unhoused individuals by offering resources, shelter, and support. This aligns perfectly with the goal of the project to improve safety for vulnerable groups, particularly those experiencing homelessness.

Addiction Recovery Resources (10) and Violence/Abuse Resources (23): These figures highlight Heart of the City's role in offering specialized support for individuals with a substance use disorder, further emphasizing the broad scope of needs being addressed.

People in 97070 Zipcode (264): The majority of those served were from within the immediate area of Wilsonville, highlighting Heart of the City's deep integration into the local community. It also reflects the importance of maintaining a safe, welcoming space for these residents.

How the Organization Has Served:

643 Resource Requests: This statistic demonstrates the high demand for resources provided by the Heart of the City, showing that many individuals are seeking help with their basic needs, housing, financial support, and more.

298 Financial Assistance through Benevolence Funds: The organization is actively engaged in assisting individuals facing immediate financial crises, which directly ties into the need for safe and stable environments where clients can access these critical resources.

32 Spanish Services: The inclusion of Spanish services highlights Heart of the City's commitment to accessibility and inclusivity, particularly for the Latine community in the area.

Community Partnerships:

Trained Volunteers (21) and GU4School Volunteers (76): Heart of the City's partnership with local volunteers strengthens its outreach and service capacity. Volunteers support programs and community events, ensuring that services are delivered efficiently.

Business/Organizational Partners (14): The organization's partnerships with local businesses and organizations demonstrate community-wide support for Heart of the City's work. These collaborations create a network that enhances the overall impact of the services.

Programs/Services:

Financial Wellness Services (7) and Employment Empowerment Services (62): These programs provide clients with tools for long-term stability, focusing on financial literacy and employment opportunities, key factors for breaking the cycle of poverty.

Counseling Referral Services (112) and Low-Fee Counseling Services (24): Mental health and emotional support are integral parts of Heart of the City's offerings. Counseling services cater to clients dealing with trauma, stress, or emotional strain, particularly those who are unhoused or facing abuse.

Emergency Mailing Program (4): This small but important service helps individuals access essential services, such as health benefits or housing information, ensuring that all barriers are removed from accessing vital resources.

Client Services (472 Completed Intakes): The number of clients who completed intakes shows a direct engagement with the

center's offerings. Each completed intake represents a person who has received tailored services and support from Heart of the City, making this organization a pivotal community resource.

#### Connection to the Grant and Community Impact:

The data from 2024 shows how the Heart of the City directly serves vulnerable populations, addressing a range of issues including housing instability, financial challenges, addiction recovery, and violence/abuse. The proposed Heart of the City Building Safety Project will play a critical role in enhancing the safety and security of these services, ensuring that vulnerable individuals feel safe and supported when accessing resources.

**Improving Accessibility for Underserved Populations:** The safety improvements, such as tree removal, security cameras, and floodlights, will create a more secure environment for individuals and families to access services such as financial wellness, job support, and counseling. The need for these services is clearly shown by the 643 resource requests and the high number of individuals benefiting from financial assistance.

**Creating a Safer Environment for Vulnerable Groups:** The 54 unhoused individuals and 510 renters in need of support will benefit greatly from a safer and more accessible building. Security improvements will ensure that these individuals, who are already facing significant challenges, can receive services without fear of harm or danger.

**Encouraging Increased Engagement:** The improvements in security will make it possible for more individuals to access evening programs, such as employment empowerment services or financial literacy workshops. This is particularly beneficial for low-income individuals who work during the day and need access to services in the evening.

**Fostering Stronger Community Connections:** The improvement of the physical environment will enhance Heart of the City's ability to partner with local businesses and organizations. The 9 business and organizational partners can further engage with the organization, which will lead to even more community-driven solutions for vulnerable populations.

#### How the Project Will Strengthen Community Impact:

The Building Safety Project will address essential safety issues, which will, in turn, increase the ability of Heart of the City to serve those in need, specifically in ways that are more comfortable, welcoming, and secure. With this project, the facility will be able to increase its capacity to serve clients, particularly at night, and provide a safe environment where people can seek assistance without concern for their personal safety. This is vital as the center works with 54 unhoused individuals, many of whom have experienced trauma or unstable living conditions.

The grant's funding will provide crucial resources for tree removal, security cameras, and floodlights, ensuring that Heart of the City's facility continues to operate as a hub for support, empowerment, and resource access for all individuals in the Wilsonville community, particularly those who are most vulnerable.

In summary, the Heart of the City's impactful services in 2024 are a testament to its central role in supporting the Wilsonville community. The proposed safety improvements will only strengthen this impact, ensuring that the facility remains a secure, welcoming space where all individuals can seek the support they need to improve their lives.

#### **Brief Project Description and Explanation of how the CEP funds will be used, include project start and end dates:**

The Heart of the City Building Safety Project will significantly benefit the local community, particularly those who rely on the services provided. As mentioned earlier, our statistics show how community members will benefit from this project.

#### Cost Estimation Breakdown for Heart of the City Building Safety Project

##### 1. Tree Removal Costs:

The estimated cost for removing 18 trees, each over 50 feet tall and posing safety risks, is \$27,000. This includes:

Tree Removal: Removal of 18 pine trees, each over 50 feet tall, infested with beetles, and posing a danger of falling.

Hauling wood

Stump grinding (8–10 inches below ground level) and removal of exposed roots within 4 feet

Clean-Up: Cleanup and removal of tree branches

Breakdown:

Tree Removal (18 trees): \$27,000

Clean-Up (tree branches): \$0 (included in the removal cost)

Total Tree Removal Cost: \$27,000.00

2. Tree Removal Permit Fees:

The Type B Tree Removal Permit for 18 trees has the following cost structure:

Base Cost: \$377 (for 11–25 trees)

Additional Cost: \$13 per tree for 8 additional trees

Total Permit Fee:

\$377 (base) + \$104 (8 additional trees) = \$611

Estimate provided by Evergreen Tree Removal Services.

3. Security Cameras and Floodlights:

The estimated cost for installing security cameras and floodlights is \$4,998.00. This includes the necessary wiring, installation, and electrical work.

Breakdown:

Ring Vision Cameras with Floodlights (3 Ring Floodlight Cam Pro Wired Security Cameras):

Floodlight Installation

Electrical Work (wiring, splicing time clock circuits, and bucket truck rental)

Minor Electrical Labeling for Code Compliance: Included in total

Total for Security Cameras and Floodlights: \$4,998.00

Estimate provided by Atlas Electrical Contractors, Inc.

4. Building Permit/Planning Review Fee: Building Permit and Review Fees for Security Cameras and Floodlights Installation:

For the installation of security cameras and floodlights at the Heart of the City building, the following fees will apply based on the City of Wilsonville's fee schedule:

Building Permit Fee:

The total Building Permit Fee is calculated as follows:

\$112.89 (Base Fee) + \$13.24 (Additional Fee) + \$13.24 (Additional Fee) = \$139.37.

Building Plan Review Fee:

The Building Plan Review Fee is 100% of the Building Permit Fee, which is \$139.37.

State Surcharge:

The State Surcharge is calculated as 12% of the Building Permit Fee, which equals \$16.72 ( $\$139.37 \times 12\%$ ).

The total fees associated with the building permit for this project are as follows:

Building Permit Fee: \$139.37

Building Plan Review Fee: \$139.37

State Surcharge: \$16.72

Total Estimated Fees: \$295.46

These fees are required for the installation of security cameras and floodlights as part of the building modifications for the Heart of the City project.

5. Replanting Costs (Separate from Main Budget):

The suggested replacement species for the removed trees are Dogwood Trees. These trees are aesthetically appealing and well suited for public and private spaces. Replanting costs can range from \$150 to \$500 per tree depending on size and quality.

Breakdown:

Low-End Estimate: \$150 per tree × 18 trees = \$2,700

High-End Estimate: \$500 per tree × 18 trees = \$9,000

Total Replanting Costs:

Low-End Estimate: \$2,700

High-End Estimate: \$9,000

Total Project Budget:

1. Tree Removal & Permit:

Tree Removal & Stump Grinding: \$27,000

Tree Removal Permit: \$611

Total Tree Removal & Permit: \$27,611

2. Security Cameras and Floodlights: \$4,998

Total Estimated Building Fees: \$295.46

Total Project Cost:

Tree Removal & Permit: \$27,611

Security Cameras and Floodlights: \$4,998

Building Fees: \$295.46

Total Project Cost: \$32,904.46

Total Project Estimate (Including Replanting):

Low-End Estimate:

Total Project Costs: \$32,904.46

Replanting Costs (Low-End): \$2,700

Total: \$35,604.46

High-End Estimate:

Total Project Costs: \$32,906.46

Replanting Costs (High-End): \$9,000

Total: \$41,904.46

Project Start Date and Estimated Duration:

Project Start Date: July 1st, 2025 (subject to grant approval)

Estimated Duration: 6–8 weeks (including tree removal, replanting, and security infrastructure installation)

The Need for CEP Funds:

Current Budget: The Heart of the City has a limited budget for all building costs (\$32,700), including landscaping (\$5,000), but these funds are insufficient for larger projects such as tree removal and security upgrades.

Grant Request: This project requires additional funding through the CEP grant to ensure safety upgrades and replanting are completed.

Impact on the Community:

The project will enhance safety for all users of The Heart of the City by improving lighting and surveillance. The replanting of trees will help mitigate environmental impacts and maintain aesthetic value. The upgrades will provide a stable, welcoming, and safer environment for vulnerable community members seeking support.

**Where would the project be located and who owns the property if applicable?**

The project will be located at The Heart of the City building, situated at 28925 SW Boberg Rd, Wilsonville, OR 97070. The property is owned and operated by Grace Chapel, a nondenominational church based in Wilsonville.

Grace Chapel owns and manages the Boberg campus, which serves as a community outreach and services hub, in alignment with the church's vision of "giving itself away" to those in need.

As the proprietor of the Boberg campus, Grace Chapel provides dedicated spaces where professionals offer counseling services and host The Heart of the City's Resource Center, ensuring that critical resources and services are available to community members in need.

The benevolence funds provided by Grace Chapel are specifically allocated to support the vision of The Heart of the City, focusing on direct outreach and assistance to individuals and families facing challenging circumstances. This collaboration between Grace Chapel and The Heart of the City reflects their shared commitment to stewardship and community impact, working together to provide financial assistance, resource connections, and counseling services to those most in need.

**For a project located on private or other public land (property not owned by the City of Wilsonville), written documentation from the landowner that gives the project sponsor and City permission for the project to occur on the land is required. Indicate here if the project is located on private or other public land (property not owned by the City of Wilsonville) and indicate if written permission from the landowner is to be submitted.**

The project is located on private land owned by Grace Chapel, a nondenominational church in Wilsonville. As the property owner, Grace Chapel has granted permission for The Heart of the City project to take place on their property at 28925 SW Boberg Rd, Wilsonville, OR 97070.

Written documentation from Grace Chapel granting permission for the project sponsor and the City of Wilsonville to proceed with the project will be submitted as required.

**What impact might the project have on nearby homes and businesses?**

The project at The Heart of the City located at 28925 SW Boberg Rd, Wilsonville, OR 97070 is expected to have a positive impact on nearby homes and businesses, with a few potential considerations. Here's a breakdown:

**Positive Impacts:**

**Increased Community Support:** As a community outreach and service hub, The Heart of the City provides critical resources, such as financial assistance, counseling services, and resource connection, which benefits local families and individuals. This enhances the quality of life for residents and may lead to a safer, more connected community.

**Economic Benefits for Local Businesses:** Through partnerships with local businesses, the project can create opportunities for collaboration and increased foot traffic in the area. For example, the GU4School Volunteers and event business partnerships could result in local businesses receiving exposure to more clients.

**Beautification of the Property:**

Removal of dead or damaged trees will be replaced with dogwood trees, known for their stunning blooms. Dogwood trees will enhance the aesthetic appeal of the site, creating a visually pleasing environment. Replanting dogwoods will contribute to the overall beautification of the surrounding area, supporting environmental sustainability. Dogwoods will also provide habitat and support for local wildlife, contributing to biodiversity.

#### Improved Safety and Security:

The installation of security floodlights and cameras will improve the safety of the site, deterring potential risks of crime or vandalism.

These security upgrades will maintain the visual harmony of the space while ensuring a safer environment for visitors and residents alike.

Combined with the replanting efforts, these enhancements will create a more inviting, functional, and visually appealing space.

#### Potential Considerations:

**Noise and Traffic:** Depending on the scale of the project, there could be temporary increases in noise levels or traffic flow, particularly during construction phases (i.e., tree removal and site improvements) or large community events. However, these disruptions are expected to be minimal and short-term, with efforts made to manage noise and traffic during work hours.

**Visual Changes:** The project's planned tree removals and any new security infrastructure, such as cameras and floodlights, may alter the visual appearance of the site and surrounding area. While this could slightly impact the aesthetic, the replanting of trees—specifically dogwood trees—is part of the project's design to enhance the site's beauty and ensure environmental sustainability. Dogwood trees are known for their beautiful blooms and are a great choice for landscaping, adding both aesthetic value and supporting local wildlife. These trees will replace the dead or damaged ones, contributing to the overall beautification of the area. Additionally, the installation of security measures, like floodlights and cameras, is aimed at improving safety without detracting from the site's visual appeal. Together, these efforts will enhance both the functionality and beauty of the space, benefiting the community and surrounding areas in Wilsonville.

**Parking Demand:** If the project results in increased attendance at events or expanded services, there could be higher demand for parking in the area. However, this impact is expected to be managed by providing clear guidelines for parking and possibly coordinating with local businesses for additional parking space availability when needed.

The project is primarily designed to improve access to community resources, safety, and economic opportunities, creating a stronger, more resilient community. While there are a few considerations regarding noise, traffic, and visual changes, these are expected to be minor and managed to minimize disruption. Ultimately, the project should have a positive and lasting impact on nearby homes and businesses in Wilsonville.

#### **What kind of on-going maintenance needs and costs might be required by the project?**

Grace Chapel will manage the ongoing maintenance of key project elements—tree care, security infrastructure, and lighting—through its dedicated budget and community resources. Here's how:

##### Tree Maintenance (Dogwood Tree Replanting)

**Ongoing Needs:** Regular watering, pruning, pest control, and health monitoring by an arborist.

**Cost Estimate:** \$500-\$1,000 annually for arborist services.

**Management:** Covered by the church's building budget with volunteer support for basic tasks. Additional funds may be raised through community donations if needed.

##### Security Camera System & Floodlights

**Ongoing Needs:** Software updates, camera cleaning, battery replacements, and bulb replacements for floodlights.

**Cost Estimate:** \$300-\$500 annually for camera maintenance; \$100-\$200 for floodlight upkeep.

Management: Maintained through the building budget with staff and volunteer involvement. For technical issues, outside service providers may be hired, funded through the maintenance budget.

#### Administrative Review & Compliance

Ongoing Needs: Periodic reviews and permit renewals to ensure compliance with local regulations.

Management: Covered by the facility improvement budget, ensuring the project remains compliant and continues to serve the community.

#### General Facility Maintenance (Landscaping & Upkeep)

Ongoing Needs: Grounds maintenance (lawn care, debris removal) and building upkeep (painting, cleaning, HVAC maintenance).

Cost Estimates: \$3,000-\$5,000 annually for grounds; \$5,000-\$7,000 for building upkeep.

Management: Funded through the general building budget, supported by volunteers for tasks like lawn care and cleaning. Larger repairs will be addressed through fundraising efforts.

#### Budget Breakdown:

Grace Chapel's YTD Budget allocates funds to support ongoing maintenance of the Heart of the City project:

Rental Income: \$12,000 (supports general operations and improvements).

Facility Improvements: \$5,000 (covers tree maintenance, security upgrades, and permit renewals).

Landscaping: \$5,000 (funds grounds care, including dogwood maintenance).

Repairs and Maintenance: \$4,000 (covers minor building repairs and upkeep).

Utilities: \$9,700 (supports electricity, garbage, gas, water, and internet needs).

By leveraging its financial resources, volunteer network, and fundraising efforts, Grace Chapel ensures the sustainability of the Heart of the City project, aligning with its mission of community service and stewardship.

### **Who will benefit if this project is funded? Estimate how many Wilsonville residents will benefit if this project is funded.**

If this project is funded, several groups of Wilsonville residents will benefit, including individuals who utilize The Heart of the City's services and the broader community. The benefits can be outlined as follows:

#### 1. Vulnerable Community Members

Residents in Need of Support Services: Those who are unhoused, low-income, or facing personal crises will directly benefit from the expanded resources available at The Heart of the City. The project includes improvements such as better security infrastructure and the beautification of the property, which will create a safer and more welcoming environment.

Estimated Number of Beneficiaries: The Heart of the City provides direct services to around 510 people renting, 54 unhoused individuals, and 23 individuals in need of violence or abuse resources. In total, these are approximately 587 people who will benefit from the enhanced services and the safer, more accessible space.

#### 2. Local Families and Children

Families Seeking Counseling and Support: The Heart of the City offers financial wellness, counseling referral services, and low-fee counseling partnership, which can help families in crisis or those facing financial challenges. With the improvements to security and the addition of dogwood trees that will beautify the space, the center will become a more supportive environment for these families.

Estimated Number of Beneficiaries: Around 472 people (families and individuals) are currently accessing client services through completed intake processes. These individuals, along with their families, will continue to benefit from an enhanced and secure resource center.

#### 3. Local Businesses

**Small Business Owners and Employees:** The installation of security cameras, floodlights, and beautification efforts will enhance the safety of the area around The Heart of the City. This will create a more inviting and secure environment for surrounding businesses, potentially attracting more customers and supporting the local economy.

**Estimated Number of Beneficiaries:** Approximately 9 business/organizational partners and surrounding business owners will benefit indirectly from the increased security and visual improvement of the area.

#### 4. Volunteers and the Broader Community

**Community Volunteers:** The Heart of the City regularly engages 21 trained volunteers and 76 GU4School volunteers. As the site becomes more welcoming and secure, the volunteer base may grow, increasing community involvement and strengthening the overall impact of the services offered.

**Estimated Number of Beneficiaries:** Volunteer involvement and community engagement could increase, indirectly benefiting around 100-200 individuals who support or are impacted by the center's activities.

#### 5. General Public

**Residents in the 97070 Zip Code:** The improvements to the facility will enhance the overall environment of the area, benefiting not only those directly involved with the center but also residents who live in the surrounding area. The project will improve the aesthetics and safety of the site, which could positively influence the broader community, including those who may not be directly served by the Heart of the City.

**Estimated Number of Beneficiaries:** The 264 people in the 97070 zip code who are connected to the project either directly or indirectly will benefit from the positive impact on the community environment.

#### Summary of Estimated Beneficiaries:

**Direct Beneficiaries (Service Users):** ~587 people (renting, unhoused, needing violence/abuse resources)

**Families and Children (Client Services):** ~472 people

**Local Businesses:** ~9 organizations, additional business owners nearby

**Volunteers:** ~100-200 individuals

**General Public (97070 Zip Code):** ~264 people

#### Total Estimated Impact:

The total number of Wilsonville residents and stakeholders who will benefit from this project is estimated to be around 1,300–2,000 individuals. This includes direct service users, volunteers, local businesses, and the surrounding community.

By improving the safety, appearance, and functionality of The Heart of the City's facility, this project will not only support vulnerable individuals but will also enhance the community as a whole, providing lasting benefits to a significant number of Wilsonville residents.

### **How does the project serve diverse or traditionally underserved populations?**

The project at The Heart of the City directly serves diverse and traditionally underserved populations in Wilsonville through its inclusive approach to providing essential services and resources. The following outlines how the project supports these groups:

#### 1. Unhoused and Low-Income Residents

**Unhoused Population:** The Heart of the City has a dedicated focus on providing resources for unhoused individuals, with approximately 54 unhoused people currently served. The improvements to security infrastructure (such as cameras and floodlights) and the beautification of the space will make the center more accessible and secure for these individuals, providing a safe environment to access resources such as food, clothing, financial assistance, and counseling.

**Low-Income Families:** The facility supports low-income families, many of whom are renters (about 510 people renting) and struggling to make ends meet. These residents benefit from financial wellness services, low-fee counseling, and employment

empowerment programs. The project's improvements ensure these services remain available in a safe, welcoming environment improving the overall well-being of economically vulnerable families.

## 2. Minority and Immigrant Populations

**Spanish Services:** The Heart of the City offers services in Spanish, helping to bridge the language barrier for 32 Spanish-speaking individuals. This is particularly important for immigrant populations who may face challenges accessing resources in English. The improved security and beautification efforts will create a more inclusive and accessible space for all members of the community, including those from Spanish-speaking backgrounds, ensuring they feel welcomed and supported.

## 3. Survivors of Violence and Abuse

**Victims of Violence or Abuse:** The Heart of the City provides specialized services for individuals needing violence or abuse resources, serving 23 people in this category. These individuals often come from marginalized communities and face unique barriers when seeking help. The project's upgrades—such as improved security infrastructure—will help create a safer and more secure environment, making it easier for these survivors to access the support they need without fear of further harm.

## 4. People Facing Mental Health or Addiction Challenges

**Mental Health Support and Addiction Recovery:** The Heart of the City connects individuals to mental health resources and addiction recovery services. The installation of security cameras and floodlights, alongside the beautification efforts with tree replanting, will help provide a safe, peaceful environment for individuals accessing counseling services, thus encouraging more people facing mental health or addiction challenges to seek help.

## 5. General Community Support

**Community and Volunteer Support:** The Heart of the City engages a diverse range of volunteers, including people from various cultural backgrounds, income levels, and life experiences. The community partnerships and volunteers support 76 GU4School volunteers and 21 trained volunteers who directly help in assisting underserved populations. As the project creates a more welcoming environment with its security enhancements and landscaping efforts, it will attract more volunteers and make the space more inclusive for all community members.

## 6. Environmental Justice for All

**Environmental Sustainability:** The replanting of dogwood trees (or other city-approved trees) aims not only to beautify the area but also to contribute to environmental sustainability. This effort will benefit all residents, particularly those from lower-income communities who may have fewer green spaces to enjoy. The addition of aesthetically pleasing, nature-filled spaces can have a positive mental health impact on diverse populations, especially those who rely on community centers for support.

By focusing on these diverse and traditionally underserved groups, the project fosters inclusivity, improves access to critical resources, and strengthens the overall fabric of Wilsonville's community.

### **Does this project serve a specific cultural or ethnic group in Wilsonville? If so, please specify.**

This project serves specific cultural and ethnic groups within Wilsonville, particularly through its targeted services and resources designed to meet the needs of underrepresented populations.

#### 1. Spanish-Speaking Community:

The Heart of the City provides services in Spanish, which directly benefits Spanish-speaking individuals in Wilsonville. The inclusion of Spanish-language services ensures that members of the Hispanic and Latino communities—who may face language barriers when accessing resources—can receive assistance in their native language. This support allows them to engage with financial wellness programs, counseling, employment services, and more without the stress of overcoming a language barrier.

#### 2. Immigrant Populations:

Wilsonville, like many other communities, has immigrant residents from various countries. These individuals often face challenges

related to cultural integration, language, and access to services. The Heart of the City aims to serve this population by offering a safe and accessible space where they can find resources such as food assistance, housing support, legal referrals, and mental health services. The project also provides a community-centered environment where immigrants can connect with others who understand their experiences, further fostering a sense of belonging.

### 3. Low-Income Families:

While not based on ethnicity or culture, the low-income community, which can include a mix of cultural and ethnic groups, is also a key focus of this project. Many families in Wilsonville face economic challenges, and this project serves them by offering financial assistance, counseling, and employment support, which helps to alleviate the pressures of poverty.

### 4. Minority Groups Facing Abuse or Violence:

The project also specifically serves individuals from minority groups who have experienced violence or abuse. These individuals may come from diverse cultural or ethnic backgrounds, and the Heart of the City's services aim to provide them with the support, safety, and resources they need to rebuild their lives.

While the project is not solely focused on one ethnic or cultural group, it prioritizes the needs of Spanish-speaking populations, immigrant communities, and minorities facing challenges in Wilsonville. By offering inclusive services in Spanish and creating a culturally sensitive environment, the project aims to support these communities, helping them feel empowered and integrated into the broader Wilsonville community.

## Project Budget

Upload project budget sheet available at [www.ci.wilsonville.or.us/cep](http://www.ci.wilsonville.or.us/cep) [2]

### Upload Budget:

[heart\\_of\\_the\\_city\\_safety\\_project\\_budget\\_worksheet\\_1.pdf](#) [3]

### How were these costs estimated (quotes, catalog, previous projects, etc.)?

The costs for this project were estimated based on a combination of factors, including quotes from contractors and vendors, catalog pricing, and industry standards. Below is a breakdown of how each element of the project's costs was estimated:

#### 1. Tree Removal and Permits

**Tree Removal Costs:** The estimated cost for the removal of 18 pine trees is \$27,000.00. This includes the complete removal of all 18 trees, hauling away all wood, and grinding the stumps 8-10 inches below ground level along with exposed roots within a 4-foot radius. The shavings will be left in place. Should additional work be required to chase roots, an extra cost will be added. It's important to note that we are not liable for any damage to irrigation systems or wires that may occur during the stump grinding process. The tree removal is necessary to allow for the installation of a security fence, as all 18 trees are infested and pose a danger of falling. The cleanup and removal of tree branches resulting from the work performed is included in the estimate, unless specified otherwise.

**Permit Costs:** The City of Wilsonville's fee schedule for tree removal permits was directly referenced. These permit costs were provided by the city and are detailed in their regulations for removing 18 trees, with specific fees for Type B and possible additional review fees. These fees range from \$130 for the base permit to an estimated total of \$416 based on the number of trees being

removed.

## 2. Security Camera System

Camera System and Floodlight Installation Pricing: The estimated total cost is \$4,998.00. This includes the installation of three Ring Vision Cameras with Floodlights, replacing existing wall pack locations. The project also involves the removal of six existing flood lights mounted on stanchion posts, the installation of a triple bullhorn attachment with three new LED flood lights on the south side, and the installation of two new LED flood lights on the east side using existing dual stanchion support. Additionally, the small exterior wall pack on the southwest corner will be replaced with a new LED wall pack. The electrical work includes splicing through time clock circuits to provide constant power to the cameras and new flood lights, as well as the rental of a bucket truck for installation and minor electrical labeling for code compliance. All new exterior lights will be equipped with integral photocells for dusk-to-dawn operation. The estimate was provided by Atlas Electrical Contractors, Inc. and covers all necessary wiring, installation, and electrical work.

## 4. Administrative Review

Review Fees: Review Fees:

The City of Wilsonville requires the following fees for the building permit and review process related to the installation of security cameras and floodlights at the Heart of the City project. The Building Permit Fee is \$139.37, the Building Plan Review Fee is the same amount at \$139.37, and the State Surcharge is \$16.72, calculated at 12% of the building permit fee. The total estimated cost for these fees is \$295.46, which covers the necessary permits and review requirements for the project. These review fees may also be included in the estimate from Atlas Electrical Contractors, Inc.

## 5. Tree Replanting (Dogwood Trees)

Replanting Costs: The estimated costs for replacing the removed trees with dogwood trees were based on nursery catalog pricing for the purchase of healthy dogwood saplings. The costs were calculated based on the number of trees needed to replace the dead ones (18 trees) and the typical market cost of these trees, which ranges from \$50 to \$150 per tree, plus the costs of planting, labor, and site preparation. The total for replanting was estimated to range from \$900 to \$2,700 depending on the exact number of trees purchased and any required soil amendments or site work.

## 6. Arborist and Additional Costs

Arborist Report and Site Visit: The arborist report provided by Evergreen Tree Removal included an onsite assessment and a detailed quote for the removal process. The costs associated with arborist services were factored into the total cost of the tree removal process.

The overall cost estimates for this project were derived from a combination of direct quotes, city fees, and industry standards. These estimates are designed to reflect a comprehensive picture of the costs involved in the tree removal, site improvements (security infrastructure), and ongoing maintenance needed to support the project long-term.

## **Is there secure funding for Sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?**

### Secure Funding for the Sponsor's Share of Total Costs

Grace Chapel has committed to providing secure funding for the initial costs of the project. This funding will cover essential project expenses, including tree removal, security infrastructure (cameras and floodlights), and necessary permits. This financial support from Grace Chapel is crucial for the successful execution of the project.

### Funding Sources

Grace Chapel's Contribution: Grace Chapel will be the primary sponsor, providing the necessary upfront funds for the project.

These funds will cover a significant portion of the project costs, ensuring that we can move forward with the tree removal, security improvements, and site enhancements.

**Reimbursement through the CEP Grant:** While Grace Chapel is funding the initial costs, we plan to seek reimbursement through the CEP (Community Enhancement Project) Grant. This will allow us to replenish the benevolence fund, which is specifically designated for client services, including financial assistance to community members in need.

**No Matching Funds Required:** This project does not require matching funds from other sources, as Grace Chapel's financial support will serve as the sponsor's share. The attached detailed budget outlines the full allocation of project costs and funding sources.

#### Strategic Approach

By securing this sponsorship from Grace Chapel, we are confident in our ability to successfully implement the project and maintain financial sustainability. The planned reimbursement through the CEP grant will allow us to replenish our benevolence fund, which is essential for continuing to provide vital financial assistance to the Wilsonville community.

This approach ensures that the project not only addresses immediate needs but also allows us to sustain long-term support for individuals and families in vulnerable circumstances, contributing to the overall mission of The Heart of the City and Grace Chapel.

#### **Will the project be completed with the proposed funding or will future funding be necessary?**

##### Completion of the Project with Proposed Funding

The project will be completed with the proposed funding, contingent on the grant we receive. Given the substantial costs involved, there is a possibility that some parts of the project may need to be delayed if we are not able to secure the full funding. While this is a crucial project for The Heart of the City and the community, we recognize that it is large in scope. Therefore, even completing the project in stages is important and will allow us to make meaningful progress toward the overall goals.

##### Future Funding

We will continue to pursue additional funding opportunities to address any remaining needs if full funding is not achieved through the grant. We are committed to finding the necessary resources to ensure the success and completion of the project, even if some parts must be phased in. The flexibility to complete steps as funding becomes available will allow us to move forward and fulfill our mission, regardless of any potential funding gaps.

##### Ongoing Maintenance and Care

No additional funding will be necessary for the maintenance or care of the project items once they are completed. Grace Chapel, the property owner, will oversee and manage the upkeep of all enhancements, including tree replanting, security infrastructure, and any other elements added to the site. Maintenance responsibilities will be handled by Grace Chapel's staff or through their dedicated technology services.

This ensures that continued functionality of these improvements will be maintained without the need for future funding, making the long-term sustainability of the project assured and well-managed within the existing structure of Grace Chapel.

#### **Funds are available for projects after July 1, 2024. Is this project compatible with that timing? How and when might this project be implemented?**

Yes, this project is compatible with the timing of funds becoming available after July 1, 2024. However, since the project cannot begin until July 1, 2025, due to grant requirements, we plan to align the project's implementation with this timeline.

##### Timeline and Implementation:

##### July 1, 2025 - Project Start:

We will initiate the project as soon as we are able to begin in 2025, following the approval of the grant.

The first step will be to secure the necessary permits and begin the tree removal process, which includes acquiring the Type B Tree Permit and other approvals as needed.

#### Early Stages (2025):

The initial phase will include the tree removals, site preparation, and planning for the installation of security measures (such as floodlights and cameras).

Simultaneously, we will begin the process of replanting the dogwood trees or other approved species to replace the removed trees.

#### Mid-Project (2025):

As the replanting and site work continue, the security camera system and floodlight installation will be completed.

Any required administrative reviews or additional project steps will be processed and implemented during this phase.

#### Final Stages (Late 2025 or Early 2026):

We aim to complete the installation of all security infrastructure and the final landscaping work (including tree replanting and beautification efforts).

The project will be thoroughly inspected, and any final adjustments will be made.

By leveraging the availability of funds starting July 1, 2024, we will be able to move forward with the necessary preparations for the project and hit the ground running when the project officially starts in July 2025. The comprehensive timeline ensures that the Heart of the City will continue to make progress, while also allowing flexibility for securing additional resources and meeting project milestones.

#### **Identify if the project is included in an adopted Master Plan or Strategic Plan. (City of Wilsonville, school district, non-profit, etc.)**

The project was not included in an adopted Master Plan or Strategic Plan. It emerged as a priority due to the urgent need to address both the deteriorating trees and the growing security concerns. Financial constraints initially prevented us from addressing both simultaneously, but as the Heart of the City has grown, the need to replace the trees and install flood lights and security cameras has become essential to ensuring a safer and more vibrant environment for the community.

#### Project Management

#### **Provide a brief narrative outlining the major tasks and projected time schedule for completing of each task:**

Major Tasks and Projected Schedule for Completing the Heart of the City Project

Pre-Project Planning and Fund Allocation (July 2024 - June 2025)

Task: Secure necessary funds and finalize grant application.

Description: We will secure the necessary funding to begin the project, leveraging the CEP grant and internal financial support from Grace Chapel. Final details of the budget and scope will be aligned during this phase.

Completion Target: June 2025

Permitting and Approvals (July 2025)

Task: Obtain all necessary permits and approvals for tree removal, security infrastructure, and any site modifications.

Description: Apply for the Type B Tree Permit for the removal of 18 trees, submit required documentation including an arborist's report, and seek approval for security infrastructure (cameras and floodlights). Secure Class 2 Administrative Review if necessary for installations.

Completion Target: July 2025

### Final Estimate from Evergreen Tree Removal (July 2025)

Task: Receive final estimate and breakdown from Evergreen Tree Removal based on site assessment.

Description: We will receive a final estimate from Evergreen Tree Removal, which will provide the exact costs for the tree removal, debris disposal, and stump grinding based on the tree types, size, and site conditions.

Completion Target: July 2025

### Tree Removal and Site Preparation (August - October 2025)

Task: Begin removal of dead trees and prepare the site for new installations.

Description: The team will work with the arborist, Evergreen Tree Removal, to remove the trees identified as dead or infested. Stumps will also be ground down as part of the process. The area will be cleared for replanting and security infrastructure.

Completion Target: October 2025

### Tree Replanting and Landscaping (October - December 2025)

Task: Replant dogwood trees and other greenery to replace the removed trees.

Description: The replanting process will begin immediately after tree removal. We plan to plant dogwood trees, which are ideal for beautifying the space, with a focus on environmental sustainability.

Completion Target: December 2025

### Security Infrastructure Installation (November - December 2025)

Task: Install floodlights, cameras, and other security measures.

Description: Once the site preparation is complete, floodlights and security cameras will be installed to ensure the safety of the area. The security system will include high-quality cameras for surveillance and floodlights to deter potential risks.

Completion Target: December 2025

### Final Review and Site Inspection (January 2026)

Task: Conduct a final review of the project, ensuring all installations and improvements meet safety, aesthetic, and functional standards.

Description: A thorough inspection will be carried out to ensure the completed work adheres to city regulations and project specifications. Any final adjustments will be made.

Completion Target: January 2026

### Project Completion and Ongoing Maintenance (February 2026 and Beyond)

Task: Complete final touch-ups and initiate regular maintenance of the site.

Description: As the project is officially completed, ongoing maintenance (such as tree care, security system monitoring, and general upkeep) will be provided by Grace Chapel through their dedicated maintenance and property management team. This will ensure the long-term health and safety of the area.

Completion Target: Ongoing Maintenance starting February 2026

### Summary of the Projected Timeline:

Pre-Project Planning and Fund Allocation: July 2024 - June 2025

Permitting and Approvals: July 2025

Final Estimate from Evergreen Tree Removal: July 2025

Tree Removal and Site Preparation: August - October 2025

Tree Replanting and Landscaping: October - December 2025

Security Infrastructure Installation: November - December 2025

Final Review and Site Inspection: January 2026  
Ongoing Maintenance: Starting February 2026

**Describe prior experience managing similar projects. Include prior Community Enhancement Projects:**

The Heart of the City is seeking the CEP grant for the second time. Our first successful award enabled us to enhance client accessibility through the purchase of necessary technology, such as laptops, iPads, and a phone system. This experience has been pivotal in strengthening our operational efficiency, which is essential for supporting the community.

With the previous grant, we were able to:

**Purchase Technology:** We acquired laptops and iPads, which are crucial for client services and community outreach. These devices were set up with IT and are now being used both inside and outside the office for meetings, allowing us to extend our services beyond our physical location.

**Improve Communication Infrastructure:** With the previous grant it freed funds so we could meet some of our other needs. We were able to upgrade our phone system from a single line to three phone lines, improving our communication capacity and responsiveness.

**Furniture and Office Setup:** By carefully managing the funds, we saved money by purchasing technology at a discounted cost. This allowed us to allocate funds toward purchasing much-needed office furniture, enhancing our workspace environment.

**Efficiency Gains:** These improvements have significantly boosted our efficiency in delivering services, from outreach to client support, and we are excited to complete the remaining purchases to further enhance our operations.

This experience has equipped us with valuable skills in managing funding, making strategic purchases, and ensuring that resources are effectively allocated to meet both immediate and long-term needs. The success of our first grant has proven our ability to execute such projects and we are confident in our capacity to manage the proposed project, should we receive the CEP grant for this initiative.

**Prior Experience Managing Similar Projects:**

Grace Chapel has a strong track record of overseeing and managing projects related to building care, maintenance, and landscaping. For example, Grace Chapel has successfully managed the Parkway building, ensuring that building maintenance and landscaping needs are met, which includes ongoing care, security infrastructure, and ensuring the property remains a safe and welcoming space for the community.

As The Heart of the City has expanded to meet the growing needs of the Wilsonville community, Grace Chapel has consistently leveraged its resources to support these initiatives. This includes not only maintaining physical spaces but also ensuring that our programs and services are operating effectively and efficiently.

Grace Chapel's experience in managing large-scale building projects, like those for the Parkway building, directly informs the successful execution of the Heart of the City project. The collaboration between Grace Chapel and The Heart of the City allows for seamless integration of community outreach programs, efficient use of resources, and sustainability in ongoing project management. This strong foundation ensures that we can successfully manage the proposed project and that the facilities, infrastructure, and services remain maintained and beneficial for the community.

**Does this project require coordination with other public and private organizations? Has the necessary coordination been completed? If yes, please describe.**

Yes, this project does require coordination with several public and private organizations to ensure its successful implementation.

Here is a summary of the coordination efforts:

**Coordination with Public and Private Organizations:**

**City of Wilsonville:**

Coordination with the City of Wilsonville has been critical, especially for the required permits and approvals for tree removal and any infrastructure changes. We have worked with the City Planning Department to understand the specific regulations and permit requirements for tree removal and the installation of security measures.

The Type B Tree Permit application has been submitted, and we are in the process of securing approval. We have also reviewed the need for a Class 2 Administrative Review for additional infrastructure changes, including floodlights and security cameras.

**Evergreen Tree Removal (Arborist):**

Coordination with Evergreen Tree Removal has been essential to assess the trees to be removed and to provide a final estimate for the tree removal and replanting project. Their expertise ensures that the project is executed according to environmental and safety standards, and their input on tree replacement (such as the dogwoods) has been incorporated into our plan.

**Security Infrastructure Providers:**

Coordination with Atlas Electrical Contractors, Inc is underway to assess the specific requirements for installing floodlights and security cameras. They have been consulted to ensure that the system meets both safety and budget requirements.

**Grace Chapel:**

As the property owner and sponsor, Grace Chapel has provided oversight and support for the project, ensuring that all necessary resources and coordination efforts are aligned. Grace Chapel's experience with managing building and landscaping projects further strengthens the collaboration, ensuring that resources will be available for both the implementation and maintenance of the project.

**Coordination Status:**

The coordination with the City of Wilsonville is in process, with required permits under review and set to be finalized before project commencement.

The Evergreen Tree Removal team has already conducted a site visit and is finalizing their estimate and work plan.

Security infrastructure provider Atlas Electrical Contractors, Inc have been identified, and preliminary quotes have been obtained. They have already submitted an estimate and work plan.

**Next Steps:**

Finalize the permit application process with the City of Wilsonville.

Secure final quotes and contracts for tree removal, security infrastructure, and floodlights.

Confirm budget allocations and schedule work with contractors and service providers.

Coordination with public and private organizations is actively in progress, with necessary steps for permitting, tree removal, and security infrastructure already initiated.

**If the project is located on private land, discuss the public benefit of the project and provide landowner permission for the project with this application:**

The project is located on private land, specifically at The Heart of the City, which is owned by Grace Chapel, a non-denominational church in Wilsonville. As the property owner, Grace Chapel is fully committed to supporting and overseeing this project, which is aimed at enhancing both the aesthetic and functional aspects of the property while providing long-term benefits to the broader Wilsonville community.

**Public Benefit of the Project:****Community Outreach and Support:**

The Heart of the City serves as a vital community outreach and services hub, offering a variety of resources to vulnerable individuals and families in Wilsonville. This project aims to enhance the safety and beauty of the site, making it more welcoming

and accessible to those seeking support.

**Safety and Security Enhancements:**

The installation of security cameras and floodlights will improve safety in the area, helping to deter potential threats and making the site safer for all who visit. These upgrades will particularly benefit vulnerable community members who rely on the services provided by The Heart of the City.

**Environmental Sustainability and Beautification:**

The tree removal and subsequent replanting of dogwood trees will contribute to the beautification of the property and surrounding area. This effort will improve the visual appeal of the space, support local wildlife, and enhance environmental sustainability—benefiting both the property itself and the broader community.

**Increased Community Engagement:**

By improving the site's functionality and aesthetics, the project will encourage more individuals and families to utilize the services offered, thereby increasing community engagement and outreach. The enhancements will also foster a stronger sense of community pride and ownership among local residents.

**Landowner Permission:**

Grace Chapel, as the landowner, has fully approved the project and is committed to its successful execution. A signed statement of landowner permission is included with this application, confirming Grace Chapel's support for the project and granting the necessary authorization for the planned improvements to take place.

In conclusion, this project will provide substantial public benefit by improving safety, supporting community programs, enhancing the environment, and fostering greater engagement with local residents. Grace Chapel's support and commitment to the project are central to ensuring that these benefits are realized for the community of Wilsonville.

**Do you currently have an active CEP grant?**

Yes

**If yes, will you be seeking an exception?**

No, an exception is not needed or requested.

**Project Certifications:**

- This project will not promote or inhibit religion in any way.
- This project will not discriminate based on race, ethnicity, age, gender or sexual orientation in any way.

**Signature:**

Lyn Whelchel

**Date Signed:** Sun 2/23/25

**Electronic signature agreement.** By selecting the "I Accept" button, you are signing this agreement electronically. You agree your electronic signature is the legal equivalent of your manual signature on this Agreement. By selecting "I Accept" you consent to be legally bound by this Agreement's terms and conditions. You further agree that your use of a key pad, mouse or other device to select an item, button, icon or similar act/action, or in accessing or making any transaction regarding any agreement, acknowledgement, consent terms, disclosures or conditions constitutes your signature (hereafter referred to as "E-Signature"), acceptance and

agreement as if actually signed by you in writing. You also agree that no certification authority or other third party verification is necessary to validate your E-Signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-Signature. You also represent that you are authorized to enter into this Agreement for all persons who own or are authorized to access any of your accounts and that such persons will be bound by the terms of this Agreement.

**I accept:** Yes

**Source URL:** <https://www.wilsonvilleparksandrec.com/node/129062/submission/64540>

#### Links

[1] <https://www.wilsonvilleparksandrec.com/bc-mce/webform/2025-project-nomination-form%E2%80%93community-enhancement-program> [2]

<http://www.ci.wilsonville.or.us/cep> [3] [https://www.wilsonvilleparksandrec.com/system/files/webform/heart\\_of\\_the\\_city\\_safety\\_project\\_budget\\_worksheet\\_1.pdf](https://www.wilsonvilleparksandrec.com/system/files/webform/heart_of_the_city_safety_project_budget_worksheet_1.pdf)

Heart of the City Safety Project Budget				
	CEP	Sponsor	Other #1	Other #2
<b>Personal Services</b>				
Evergreen Tree Removal & Stump Grinding: 18 Pine trees = remove trees -haul all wood Grind Stumps 8-10 inches belowground level and exposed roots within 4 feet(leave shavings) -to chase roots an additional cost will be added. **We are notliable for irrigation orwires that get damaged in the process of grinding the stump** -removal is so security fence can be installed -all 18 trees are infested& a danger of falling	27,000.00			
Replanting Services- AI estimate	9,000.00			

Floodlight Installation:-Provide and install (3) new "Ring Vision Cameras with Floodlight" in place of existing wall pack locations -Remove (6) existing flood lights currently mounted on stanchion posts -Install a new triple bullhorn attachment and (3) new LED flood lights for south side -Install (2) new LED flood lights on east side of building utilizing existing dual stanchion support -Remove small exterior wall pack on SW corner and replace with a new LED wall pack -Splice through time clock circuits; providing constant hot to ring camera locations and new flood lights -Bucket Truck Rental -Electrical minor label	\$4998.00			
<b>Supplies</b>				
<b>Capital</b>				
<b>Materials</b>				
<b>Other (Please Explain)</b>				
Tree Removal Permits	611.00			
Building Permit Fee/Planning Review Fee/State Surcharge (278.74+16.72=295.46)	295.46			
<b>Total</b>	41904.46	0	0	0
<b>Total Estimated Cost</b>	<b>\$41,904.46</b>			
% of Total Budget provided by Sponsor	0.00			



4403 S.E. ROETHE ROAD  
MILWAUKIE, OREGON 97267  
PHONE (503) 659-2212  
FAX (503) 659-4944  
CCB#1532

02/21/2025

ATTN: KARL EICHELT  
keichelt@gracechapelonline.org  
GRACE CHAPEL  
DIRECTOR OF FACILITY OPERATIONS  
27501 SW PARKWAY AVE.  
WILSONVILLE, OR 97070  
#503-351-8584

HEART OF THE CITY  
NEW RING CAMERAS/EXTERIOR LGHTS

PROVIDE THE BELOW SCOPE OF WORK FOR HEART OF THE CITY LCOATED AT:  
28925 SW BOBERG ROAD, WILSONVILLE, OREGON 97070.

\$4,998.00

Includes:

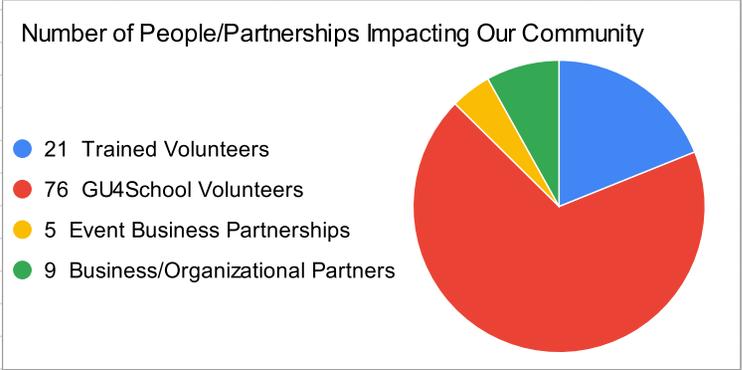
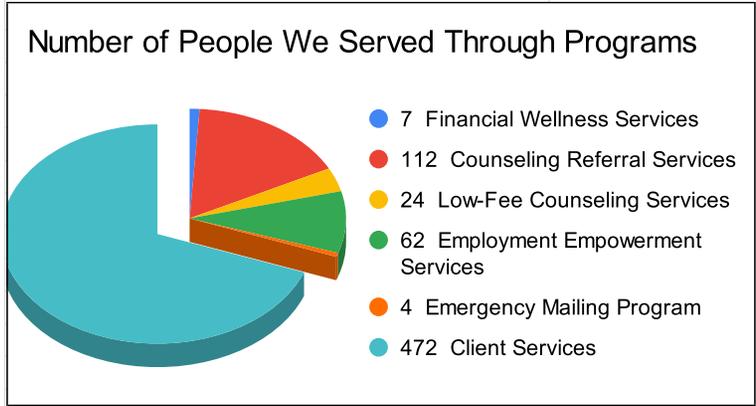
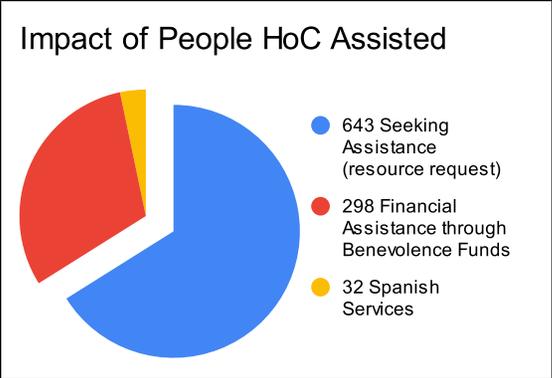
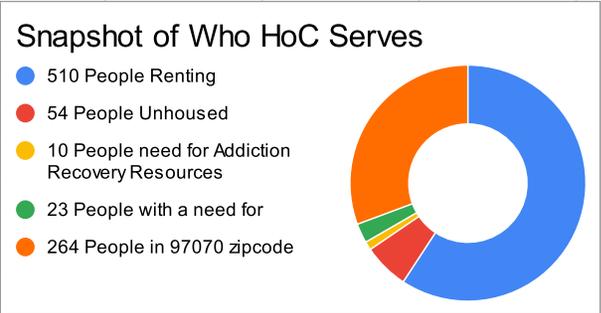
- Provide and install (3) new “Ring Vision Cameras with Floodlight” in place of existing wall pack locations
- Remove (6) existing flood lights currently mounted on stanchion posts
- Install a new triple bullhorn attachment and (3) new LED flood lights for south side
- Install (2) new LED flood lights on east side of building utilizing existing dual stanchion support
- Remove small exterior wall pack on SW corner and replace with a new LED wall pack
- Splice through time clock circuits; providing constant hot to ring camera locations and new flood lights
- Bucket Truck Rental
- Electrical minor label

\*All new exterior lights will have integral photocells for dusk to dawn operation\*

**THIS ESTIMATE IS FOR COMPLETING THE JOB AS DESCRIBED ABOVE. IT IS BASED ON OUR EVALUATION AND DOES NOT INCLUDE MATERIAL PRICE INCREASES OR ADDITIONAL LABOR AND MATERIALS WHICH MAY BE REQUIRED SHOULD UNFORESEEN PROBLEMS OR ADVERSE WEATHER CONDITIONS ARISE AFTER THE WORK HAS STARTED.**

## People the Heart of the City Impacted in our Community from 2024-2025

Who we served snapshot	
People Renting	510
People Unhoused	54
People need for Addiction Recovery Resources	10
People with a need for violence/abuse resources	23
People in 97070 zipcode	264
How we Served	
Seeking Assistance (resource request)	643
Financial Assistance through Benevolence Funds	298
Spanish Services	32
Community Partnerships	
Trained Volunteers	21
GU4School Volunteers	76
Event Busines Partnerships	5
Business/Organizational Partners	9
Programs/Services	
Financial Wellness Services	7
Counseling Referral Services	112
Low-Fee Counseling Services	24
Employment Empowerment Services	62
Emergency Mailing Program	4
Client Services (Completed an Intake)	472





# Evergreen Tree Services CCB# 199579

15532 SW PACIFIC HWY, PMB #304  
TIGARD OR 97224

Item A.

## Proposal #26925

Date:  
From: Diane G.

### Proposal For

Karl Eichelt

28925 SW Boberg Rd  
Wilsonville, OR

main: 503-351-8584

mobile:

[karl@gracechapelonline.org](mailto:karl@gracechapelonline.org)

### Location

28925 SW Boberg Rd  
Wilsonville, OR 97070

### Terms

Due on receipt

28925 SW Boberg Rd

ITEM DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT
------------------	----------	------------	--------

#### Tree Removal

18 Pine trees = remove trees  
-haul all wood

1 \$27,000.00 \$27,000.00

Grind Stumps 8-10 inches below ground level and exposed roots within 4 feet (leave shavings)

-to chase roots an additional cost will be added.

\*\*We are not liable for irrigation or wires that get damaged in the process of grinding the stump\*\*

-removal is so security fence can be installed  
-all 18 trees are infested & a danger of falling

#### Clean up

Clean up and removal of tree branches from work performed INCLUDED -(Unless specified)

1 \$0.00 \$0.00

### Tags

Diane Gurley

### Client Notes

No other services are promised other than the ones listed above.

If applicable, the client is liable for contacting the neighbors to get written permission to trim their trees.

Payment is due per contract agreement. Any payment received 10 days after the due date will be considered late and a 2% penalty fee will be added to your invoice. Balances past due for more than 90 days will be sent to a collection agency, if no payment arrangements have been made.

We require half of the total amount as a down payment when the job is scheduled, and the remainder of the balance is due upon completion.

Evergreen Tree Services reserves the right to refuse service to anyone.

Customer may cancel the contract within 24 hours after signing. A \$50 fee will be due if service is canceled after 24 hours.

Thank you for your business!



**Evergreen Tree Services CCB# 199579**

15532 SW PACIFIC HWY, PMB #304  
TIGARD OR 97224

Item A.

**Proposal #26925**

Date:  
From: Diane G.

To pay with a debit/credit card please call us at 503-625-4595

Licensed-Bonded-Insured- [www.EvergreenTSL.COM](http://www.EvergreenTSL.COM)  
CCB#199579

*All services will be provided by professionally trained staff. No other services are promised other than the ones listed above. Any service performed outside of this contract will be an additional charge on your account. We require half of the total amount as a down payment when the job is scheduled, and the remainder of the balance is due upon completion. Any payment received 10 days after the due date will be considered late and a 2% penalty fee will be added to your invoice. Balances past due for more than 90 days will be sent to a collection agency if no payment arrangements have been made. Evergreen Tree Services reserves the right to refuse service to anyone. Customer may cancel contract within 24 hrs after signing. A \$50 fee will be due if service is canceled after 24 hours.*

SUBTOTAL	\$27,000.00
SALES TAX	\$0.00
<b>TOTAL</b>	<b>\$27,000.00</b>

**Signature**

x

Please sign here to accept the terms and conditions



**Evergreen Tree Services CCB# 199579**  
 15532 SW PACIFIC HWY, PMB #304  
 TIGARD OR 97224

Item A.

**Proposal #26925**  
 Date:  
 From: Diane G.

Photos



Assigned To

Diane G.  
 Office: 503-625-4595  
 Mobile: 971-227-5199  
[diane@evergreentsl.com](mailto:diane@evergreentsl.com)

**ANSI A300 TREE CARE STANDARD DEFINITIONS**

*The following definitions apply to specifications detailed in this proposal:*

**CLEAN:** Selective pruning to remove one or more of the following parts: dead, diseased, and/or broken branches. Unless noted otherwise on this proposal, all cleaning will be of branches one inch in diameter or greater throughout the entire crown.

**CROWN:** The leaves and branches of a tree measured from the lowest branch of the trunk to the top of the tree.

**RAISE:** Selective pruning to provide vertical clearance.

**REDUCE:** Selective pruning to decrease height and/or spread by removing specified branches.

**RESTORE:** Selective pruning to improve the structure, form, and appearance of trees that have been severely headed, vandalized, or damaged.

**THIN:** Selective pruning to reduce density of live branches, usually by removing entire branches.

# **Wilsonville Community Sharing**

## **WCS Relocation**

## Project Assessment by City Staff

Project Title Wilsonville Community Sharing Relocation

Reviewed By **Dan Pauly, Chris Neamtzu, Zach Weigel, Kerry Rappold, Kelsey Lewis, Brian Stevenson, Kris Ammerman\_**  
Date: March 11, 2025

### Assessment Summary

**Based on the Assessments of Project Compared to the Program Eligibility Criteria and Program Goals, the project appears to be:**

**Eligible:** Meets both eligibility criteria and program goals;  **Ineligible:** Does not meet both criteria and goals.

**Based on the assessment of additional issues for consideration, the project appears to be:**

**Appropriate:** The project appears to be of community value and is supported by staff as appropriate.

**Inappropriate:** The project appears not to be of community value and is not supported by staff as appropriate.

### 1. Assessment of Project to Program Eligibility Criteria (Metro Code 5.06.070)

**Bold \* items are required eligibility criteria for all projects; if asterisked criteria not met, project is ineligible.**

- (a) \* The project location is in the city limits of the City of Wilsonville
- 
- (b) If program funds are to be used by other than City, then the project sponsor/contractor is either (*check only one*):
- A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status; or
  - A school or institution of higher learning; or
  - A local government, local-government advisory committee, department or special district provided that they include documented support from the local government executive officer.
- 
- (c) \* The project funds do not replace any other readily available source of federal, state, local or regional funds.
- (d) \* The project must not promote or inhibit religion.
- (e) \* The project must not discriminate based on race, ethnicity, age, gender or sexual orientation.
- (f)  For a project located on private land, project establishes a clear public benefit and documents landowner permission.

### 2. Assessment of Project to Program Goals (Metro Code 5.06.080)

**An eligible project must meet at least one of the goals listed below.**

- (a)  Improve the appearance or environmental quality of the community.
- (b)  Reduce the amount or toxicity of waste.
- (c)  Increase reuse and recycling opportunities.
- (d)  Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having IRS 501(c)(3) tax-exempt status.
- (e)  Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve public awareness and opportunities to enjoy them.
- (f)  Result in improvement to, or an increase in, recreational areas and programs.
- (g)  Result in improvement in safety.

**Benefit youth, seniors, low-income persons and/or underserved populations**

**3. Assessment of Additional Issues for Consideration**

***Additional criteria to evaluate a project.***

Issue 1 Does the project demonstrate a clear community benefit?

Response The project will help Wilsonville Community Sharing support the community.

Issue 2 Is the cost estimate realistic? Is the project scalable? Is there a match or contribution from the applicant?

Response *Limited information was provided so it was unclear. What types of tools, technology, office supplies will be purchased and how much are these items expected to cost (please provide quotes).*

Issue 3 What kind of on-going maintenance needs might be required by project?

Response *There is not anticipated maintenance required.*

Issue 4 What impact might the project have on nearby homes and businesses?

Response *There are no intended impacts on nearby businesses or homes.*

Issue 5 Does the project appear to have community support?

Response Wilsonville Community Sharing's services are supported by the community.

Issue 6 Is the project consistent with existing planning documents (master plans, strategic plans, etc)?

Response N/A

***4. Does the applicant have any active Community Enhancement Grant projects, if applicable, and do they require an exemption? N A***

*Staff requested additional information about the requested supplies and an itemized budget. Staff were also concerned about moving costs, is this an eligible expense. (Metro confirmed this is an eligible expense.)*

Published on *City of Wilsonville Oregon* (<https://www.wilsonvilleparksandrec.com>)

[Home](#) > [2025 Project Nomination Form–Community Enhancement Program](#) > [Webform results](#) > Submission #2

#### Submission information

Form: [2025 Project Nomination Form–Community Enhancement Program](#) [1]  
Submitted by Visitor (not verified)  
Thu, 02/20/2025 - 1:19pm  
73.11.124.141

#### Applicant Information

**Sponsor:**

Wilsonville Community Sharing

**Tax ID#**

93-0851927

**Contact Person:**

Leigh Crosby

**Daytime Phone:**

5036826939

**Email Address:**

Leigh@wilsonvillecommunitysharing.org

**Address:**

29796 SW Town center loop E

**City:**

WILSONVILLE

**State:**

OR

**Zip code:**

97070

**Type of Organization:**

A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status

Item A.

## Project Information

**Project Title:**

WCS relocation

**Amount Requested:**

\$ 11350.00

**Mark all of the goals below which your project meets and explain how in the boxes below:**

Benefit youth, seniors, low income persons and/or underserved populations

**How project meets 'Benefit youth, seniors, low income persons and/or underserved populations' (be clear & specific)**

Community Impact: Our project is dedicated to providing critical support to youth, seniors, low-income persons, and underserved populations through our food pantry and rent and utility assistance programs. By addressing basic needs, we aim to alleviate financial stress and enhance the overall quality of life for these vulnerable groups.

Food Pantry Services: We operate a well-stocked food pantry that ensures individuals and families have access to nutritious food. Our pantry supports youth, who need healthy meals to grow and learn, and seniors, who may have limited access to fresh food. This service helps low-income individuals stretch their budgets and ensures that no one in our community goes hungry.

Rent and Utility Assistance: Our project offers rent and utility assistance to prevent homelessness and ensure safe living conditions for those in need. This program targets seniors who may be on fixed incomes, low-income families struggling to make ends meet, and underserved populations facing unexpected financial hardships. By providing financial relief, we help individuals maintain stable housing and avoid utility disconnections.

**Brief Project Description and Explanation of how the CEP funds will be used, include project start and end dates:****Project Overview:**

Organization: WCS (Wilsonville Community Services)

Purpose: Relocation to a permanent home

Timeline: July 2025 July 2026

**Project Needs:**

New Equipment: Modern tools and technology to support efficient operations.

Office Supplies: Essential supplies for daily operations, such as paper, pens, and other stationery.

Furniture: Comfortable and functional furniture to create a welcoming and productive environment.

Moving Assistance: Professional services to facilitate a smooth transition.

WCS is relocating to its permanent home in 2026, the move will require new equipment, office supplies, furniture and moving assistance. Project start and end dates July2025-July2026

**Where would the project be located and who owns the property if applicable?**

The project will be located in the TOD building which will house Wilsonville Community sharing/food bank.

**For a project located on private or other public land (property not owned by the City of Wilsonville), written documentation from the landowner that gives the project sponsor and City permission for the project to occur on the land is required. Indicate here if the project is located on private or other public land (property not owned by the City of Wilsonville) and indicate if written permission from the landowner is to be submitted.**

Written permission is not needed from the landowner as it is for office equipment to fill the space

**What impact might the project have on nearby homes and businesses?**

none

**What kind of on-going maintenance needs and costs might be required by the project?**

General maintenance and upkeep

**Who will benefit if this project is funded? Estimate how many Wilsonville residents will benefit if this project is funded.**

Our data indicates that 4072 individuals and 1549 families used our emergency food pantry last year.

- Individuals: the number of individuals served by WCS increased by slightly more than 6 percent from 4072 in 2024 and 3817 in 2023.
- Families: The number of families saw the greatest increase with slightly more than 15 percent from 1549 families in 2024 up from 1312 families in 2023.

We anticipate the need growing over the next year and in the new location

**How does the project serve diverse or traditionally underserved populations?**

yes

**Does this project serve a specific cultural or ethnic group in Wilsonville? If so, please specify.**

We serve everyone and anyone

**Project Budget**

Upload project budget sheet available at [www.ci.wilsonville.or.us/cep](http://www.ci.wilsonville.or.us/cep) [2]

**Upload Budget:**

[project\\_budget\\_worksheet.xlsx](#) [3]

**How were these costs estimated (quotes, catalog, previous projects, etc.)?**

Home depot

**Is there secure funding for Sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?**

We have stable funding to cover the costs as this is a reimbursement program. We have many public and private agencies that work with us.

**Will the project be completed with the proposed funding or will future funding be necessary?**

This will complete our funding

**Funds are available for projects after July 1, 2024. Is this project compatible with that timing? How and when might this project be implemented?**

yes, the timeline is compatible as we are tentatively scheduled to move in April 2026

**Identify if the project is included in an adopted Master Plan or Strategic Plan. (City of Wilsonville, school district, non-profit, etc.)**

N/A

Project Management

**Provide a brief narrative outlining the major tasks and projected time schedule for completing of each task:**

Once we gain access to the building we can begin the process of acquisition of the needed furniture and additional equipment needed.

**Describe prior experience managing similar projects. Include prior Community Enhancement Projects:**

we have received a CEP grant many years ago. I have a lot of experience with grants and the process of reporting.

**Does this project require coordination with other public and private organizations? Has the necessary coordination been completed? If yes, please describe.**

no

**If the project is located on private land, discuss the public benefit of the project and provide landowner permission for the project with this application:**

N/A

**Do you currently have an active CEP grant?**

No

**If yes, will you be seeking an exception?**

No, an exception is not needed or requested.

**Project Certifications:**

- This project will not promote or inhibit religion in any way.
- This project will not discriminate based on race, ethnicity, age, gender or sexual orientation in any way.

**Signature:**

Leigh Crosby

**Date Signed:** Thu 2/20/25

**Electronic signature agreement.** By selecting the "I Accept" button, you are signing this agreement electronically. You agree your electronic signature is the legal equivalent of your manual signature on this Agreement. By selecting "I Accept" you consent to be legally bound by this Agreement's terms and conditions. You further agree that your use of a key pad, mouse or other device to select an item, button, icon or similar act/action, or in accessing or making any transaction regarding any agreement, acknowledgement, consent terms, disclosures or conditions constitutes your signature (hereafter referred to as "E-Signature"), acceptance and agreement as if actually signed by you in writing. You also agree that no certification authority or other third party verification is necessary to validate your E-Signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-Signature. You also represent that you are authorized to enter into this Agreement for all persons who own or are authorized to access any of your accounts and that such persons will be bound by the terms of this Agreement.

**I accept:** Yes**Source URL:**<https://www.wilsonvilleparksandrec.com/node/129062/submission/64514>**Links**

[1] <https://www.wilsonvilleparksandrec.com/bc-mce/webform/2025-project-nomination-form%E2%80%93community-enhancement-program> [2] <http://www.ci.wilsonville.or.us/cep> [3] [https://www.wilsonvilleparksandrec.com/system/files/webform/project\\_budget\\_worksheet.xlsx](https://www.wilsonvilleparksandrec.com/system/files/webform/project_budget_worksheet.xlsx)

<b>Project Budget</b>				
	CEP	Sponsor	Other #1	Other #2
Personal Services				
Supplies	11,350			
Capital				
Materials				
Other (please explain)				
<b>Total</b>	<b>11350</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Total Estimated Cost** **11,350**  
% of Total Budget provided by  
Sponsor \$

# **Villebois Village Center Master Association**

## **Villebois Piazza Fountain Repair**

Published on *City of Wilsonville Oregon* (<https://www.ci.wilsonville.or.us>)

[Home](#) > [2025 Project Nomination Form–Community Enhancement Program](#) > [Webform results](#) > Submission #7

#### Submission information

Form: [2025 Project Nomination Form–Community Enhancement Program](#) [1]  
Submitted by Visitor (not verified)  
Mon, 03/03/2025 - 1:34pm  
50.53.91.68

#### Applicant Information

**Sponsor:**

Villebois Village Center Master Association

**Tax ID#**

263452412

**Contact Person:**

Elaine SMith-Koop

**Daytime Phone:**

503-910-2934

**Email Address:**

elaine@salemlaw.cc

**Address:**

29026 SW Villebois Dr. S.

**City:**

Wilsonville

**State:**

OR

**Zip code:**

97070

**Type of Organization:**

A non-profit organization, a neighborhood association or charitable organization with IRS 501 (c)(3) tax-exempt status

Item A.

## Project Information

### Project Title:

Villebois Piazza Fountain Repair

### Amount Requested:

\$ 70,000

### Mark all of the goals below which your project meets and explain how in the boxes below:

- Improve the appearance or environmental quality of the community
- Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Service code

### How project meets 'Improve the appearance or environmental quality of the community' (be clear & specific)

The Villebois Piazza fountain currently does not function as intended. Restoring it to its original and intended function will improve the appearance of the Piazza, and thus of Villebois, and of Wilsonville.

The neighborhoods of Villebois are grouped around the Village Center, which serves as the physical and social heart of the community. Villebois contains "Community Elements" including parks, open space, trails, bike racks, barbecues, drinking fountains, decorative fountains, statuary, pavers, and water features. The Piazza and its fountain are such Community Elements. The Piazza is intended to support activities such as public market, street fairs, outdoor dining, holiday celebrations and performances.

The Piazza is the central gathering space and symbolic heart of the Villebois community. In addition to the fountain, the Piazza contains two bocce ball courts, large old oak trees, a coffee kiosk, a tent, benches, picnic tables, artwork for children, a historic plaque, and an open courtyard ("piazza") for people to enjoy and gather and for children to play.

The fountain is the visual centerpiece of the Piazza. However, the fountain is not functioning properly and has not for some time. This detracts from the Piazza's appearance and appeal. Residents post questions and negative comments about the fountain on community Facebook pages and raise concerns at homeowner meetings.

In addition to being the centerpiece of Villebois, the Piazza is also intended to be a central gathering place for the residents of the City of Wilsonville. The space can be rented. Each summer it is the site of the Wilsonville Brewfest. Every Friday afternoon / evening, a food truck comes to the Piazza, and, in good weather, a Vanguard beer truck also comes. This invites neighbors to gather, eat and drink, and play.

Having a functional fountain would improve the appearance and appeal of the Piazza. The fountain looks beautiful when it is functioning, and the sound of the cascading water creates a relaxing atmosphere that attracts residents to gather nearby. When it does not function, it detracts from the appearance of the Piazza, because it is then just a piece of concrete.

### How project meets 'Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Service code' (be clear & specific)

The Villebois Village Center Master Association ("VVCMA" or "Association") is a nonprofit organization. (See Secretary of State filings.) It covers the central portion of Villebois, including the Piazza. The Piazza is the centerpiece of the Villebois community.

(See discussion above.)

The Piazza is privately owned real property of VVCMA. The fountain is privately owned personal property of VVCMA.

The Piazza and the fountain are subject to the Villebois Ownership and Maintenance Agreement between the City of Wilsonville, the Developer, and VVCMA, recorded October 17, 2013 ("O & M Agreement"), which requires VVCMA to bear the cost of maintaining the Piazza. That Agreement states:

"The Piazza is a unique featured park with a large fountain and pervious pavers that will require regular maintenance, all of which shall be the sole responsibility of the Obligor [VVCMA]. The City has invested significant City funds and federal funds into the Piazza, as well as other areas covered by the Agreement. As a condition of such investment the City required and the Obligor agreed to diligently maintain the Piazza and those other areas in clean and functioning condition and repair at all times. As with other requirements, if the Obligor fails to maintain the Piazza to a high quality standard, the City shall have the right but not the obligation to perform the maintenance or repair and to bill Obligor for its actual costs incurred, plus interest at prime plus two percent until the City has been fully reimbursed."

However, the VVCMA does not have the funds to pay for a major overhaul of the fountain. The potential to increase HOA dues to cover a major overhaul has been met with discussions of turning the fountain into a planter, which would not be in compliance with the O & M Agreement.

**Brief Project Description and Explanation of how the CEP funds will be used, include project start and end dates:**

This is a construction project. The funds will be used to repair and restore the fountain to its original and intended functioning.

The project will be started in July, 2025, and completed by December, 2025.

**Where would the project be located and who owns the property if applicable?**

The fountain is located on the Piazza in Villebois, and the project would be located there. The fountain and the Piazza are privately owned by VVCMA, as discussed above.

**For a project located on private or other public land (property not owned by the City of Wilsonville), written documentation from the landowner that gives the project sponsor and City permission for the project to occur on the land is required. Indicate here if the project is located on private or other public land (property not owned by the City of Wilsonville) and indicate if written permission from the landowner is to be submitted.**

The project is located on private real property owned by VVCMA. Written permission from VVCMA for the project has been granted and will be submitted.

**What impact might the project have on nearby homes and businesses?**

During work, there will be some construction noise, and the section of the Piazza surrounding the fountain will be closed off. Once the work is completed, the project will add to the appearance, appeal and community use of the Piazza.

**What kind of on-going maintenance needs and costs might be required by the project?**

The fountain requires regular cleaning and maintenance. The VVCMA has maintenance costs included in its budget.

**Who will benefit if this project is funded? Estimate how many Wilsonville residents will benefit if this project is funded.**

All 2,300 households in Villebois will benefit. And all residents of Wilsonville will benefit.

**How does the project serve diverse or traditionally underserved populations?**

This project serves diverse and traditionally underserved populations to the same extent it serves the general population of Wilsonville.

**Does this project serve a specific cultural or ethnic group in Wilsonville? If so, please specify.**

No.

**Project Budget**

Upload project budget sheet available at [www.ci.wilsonville.or.us/cep](http://www.ci.wilsonville.or.us/cep) [2]

**Upload Budget:**

[city\\_grant\\_project\\_budget\\_worksheet.xlsx](#) [3]

**How were these costs estimated (quotes, catalog, previous projects, etc.)?**

Quotes from Teufel Landscaping.

**Is there secure funding for Sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?**

The 2023 reserve study includes only \$817.67 for a “fountain pump replacement” in 2025. Additional VVCMA’s share of the costs must be approved by the board to be paid out of operating funds and reserve funds. Homeowner dues will need to be increased to cover costs not paid by other means. VVCMA has a management contract with AMS, whose fees are included in the budget, and who will manage the contractors, invoices, banking, etc. relating to the grant. The Board is volunteer, and all grant application time is being volunteered by the Board President.

**Will the project be completed with the proposed funding or will future funding be necessary?**

The project will be completed with the proposed funding. Future maintenance costs are included the VVCMOA budget. (See above paragraph.)

**Funds are available for projects after July 1, 2024. Is this project compatible with that timing? How and when might this project be implemented?**

Yes, this project is compatible with that timing, because work needs to be done during warm weather months, as it is turned off during winter.

**Identify if the project is included in an adopted Master Plan or Strategic Plan. (City of Wilsonville, school district, non-profit, etc.)**

Yes, the Piazza and fountain are included in the Villebois Village Master Plan.

**Provide a brief narrative outlining the major tasks and projected time schedule for completing of each task:**

Teufel Landscape attempted to flush the lines out on Feb. 5, 2025, and provided us with the following project description:

1. There is a lot of debris lodged in the gate valve that adjusts the flow of water. The fountain needs to be thoroughly cleaned before the fountain can be turned back on to do additional flushing/testing.
2. Several of the metal plates are missing from the fountain spillways in the lower and upper bowls, which is creating an uneven flow of water and allowing some of the water to run down the side of the fountain.
3. The return line to the upper bowl is clogged and the flow of water is being restricted. Teufel is researching contractors that can scope the return line with a camera so they can try to find the obstruction.
4. Teufel is concerned about the size of the return line to the upper bowl. The return line is 1" when it leaves the vault and ¾" when it exits the fountain, but they don't know where it changes size. Increasing the size of the return line would help with water flow, however, replacing the return line under the fountain will require completely disassembling the fountain and redoing everything.
5. There is a chance the fountain will need a major overhaul to get it running as desired. First, though, Teufel recommends seeing the fountain in operation once the metal plates are replaced and the return lines are flushed and flowing at their capacity.
6. One of the biggest challenges will be running new lines through the fountain itself. There is a good chance that the fountain will need to be moved with a crane to be able to access the lines below the fountain and run new lines inside the fountain. Teufel assumes the fountain can be disassembled and removed in sections, but it might need to be moved as one section.
7. We also don't know whether the lines running under the water feature are in a sleeve, or, if so, whether the sleeve has space for larger lines to be installed. The sleeve may need to be replaced with a larger sleeve, which will require cutting the bottom of the water feature and running a new sleeve to the base of the fountain.
8. Another option is to install a second pump to run the upper bowl and pineapple. This option would eliminate the need to remove the fountain, but they would still need to modify the existing pump sump to make room for a second return line running to the vault in the adjacent bed.
9. If a second pump needs to be installed, an electrician will need to install a new breaker on the fuse panel and run a new line to the pump sump to power the pump. The main breaker on the fuse panel might need to be replaced with a larger breaker, but we won't know until an electrician looks at it and determines what needs to be done. Also, the pump sump will need to be modified to make room for the second pump and a second return line will need to be installed. This will require a masonry repair company to make the adjustments and waterproof everything.

**Describe prior experience managing similar projects. Include prior Community Enhancement Projects:**

None.

**Does this project require coordination with other public and private organizations? Has the necessary coordination been completed? If yes, please describe.**

No, this project does not require coordination with other public or private organizations.

**If the project is located on private land, discuss the public benefit of the project and provide landowner permission for the project with this application:**

The Piazza is privately owned real property of VVCMA. The Piazza fountain is privately owned personal property of VVCMA. As discussed above, the Piazza is the central gathering space and symbolic heart of the Villebois community. The Piazza is open to the public. It can also be rented for private and community events, such as the Wilsonville Brewfest, which takes place at the Piazza every July.

**Do you currently have an active CEP grant?**

No

**If yes, will you be seeking an exception?**

No, an exception is not needed or requested.

**Project Certifications:**

- This project will not promote or inhibit religion in any way.
- This project will not discriminate based on race, ethnicity, age, gender or sexual orientation in any way.

**Signature:**

Elaine D. Smith-Koop

**Date Signed:** Mon 3/3/25

**Electronic signature agreement.** By selecting the "I Accept" button, you are signing this agreement electronically. You agree your electronic signature is the legal equivalent of your manual signature on this Agreement. By selecting "I Accept" you consent to be legally bound by this Agreement's terms and conditions. You further agree that your use of a key pad, mouse or other device to select an item, button, icon or similar act/action, or in accessing or making any transaction regarding any agreement, acknowledgement, consent terms, disclosures or conditions constitutes your signature (hereafter referred to as "E-Signature"), acceptance and agreement as if actually signed by you in writing. You also agree that no certification authority or other third party verification is necessary to validate your E-Signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-Signature. You also represent that you are authorized to enter into this Agreement for all persons who own or are authorized to access any of your accounts and that such persons will be bound by the terms of this Agreement.

**I accept:** Yes

Item A.

**Source URL:**<https://www.ci.wilsonville.or.us/node/129062/submission/64595>

**Links**

[1] <https://www.ci.wilsonville.or.us/bc-mce/webform/2025-project-nomination-form%E2%80%93community-enhancement-program> [2]  
<http://www.ci.wilsonville.or.us/cep> [3] [https://www.ci.wilsonville.or.us/system/files/webform/city\\_grant\\_project\\_budget\\_worksheet.xlsx](https://www.ci.wilsonville.or.us/system/files/webform/city_grant_project_budget_worksheet.xlsx)

<b>PIAZZA FOUNTAIN REPAIR</b>		<b>Minimum</b>	<b>Maximum</b>
Based upon Teufel Landscape bid 2/21/25			
Pumps	Replace the existing 1.5 HP pump	\$2,500	\$3,500
	Install additional pump for upper bowl and pineapple	\$1,500	\$2,500
	Rebuild the valve manifold in the vault	\$1,500	\$2,000
Electrical	Run new power for second pump	\$3,000	\$5,000
	Upgrade the power to 220V for larger / more efficient pump	\$5,000	\$7,500
	Replace the lights under the fountain	\$1,500	\$2,500
	Waterproof splices for the pumps	\$500	\$750
Fountain	Replace the existing metal plates in the spillways	\$3,125	\$3,125
	Replace / increase the size of the return lines	\$7,500	\$10,000
	Crane fees to remove and replace the fountain	\$3,000	\$5,000
Paver and concrete repairs	Remove and replace section of pavers to run new return lines	\$5,000	\$7,000
	Repair / seal the fountain	\$2,000	\$3,000
	Repair / seal the pump basin	\$2,000	\$3,000
	Repair / Seal the fountain basin	\$7,000	\$10,000
Miscellaneous	Permits, unanticipated costs, etc.	\$3,000	\$5,000
<b>TOTALS</b>		<b>\$48,125</b>	<b>\$69,875</b>



**CITY COUNCIL MEETING  
STAFF REPORT**

<b>Meeting Date:</b> May 5, 2025		<b>Subject:</b> Project Update - French Prairie Road Pedestrian Plan (CIP #4218)	
		<b>Staff Member:</b> Zach Weigel, City Engineer; Nancy Kraushaar, Project Engineer	
		<b>Department:</b> Community Development	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable	
		<b>Comments:</b> N/A	
<b>Staff Recommendation:</b> N/A			
<b>Recommended Language for Motion:</b> N/A			
<b>Project / Issue Relates To:</b>			
<input type="checkbox"/> Council Goals/Priorities:	<input checked="" type="checkbox"/> Adopted Master Plan(s): 2016 Transportation Systems Plan: Project BW-10	<input type="checkbox"/> Not Applicable	

**ISSUE BEFORE COUNCIL:**

Receive an update on the French Prairie Road Pathway Plan project – a pathway project located in Charbonneau.

**EXECUTIVE SUMMARY:**

The French Prairie Road Pathway Plan (Plan) project is underway. The existing pathway is characterized by sections of disrepair and deficient width, lack of continuity (gaps), and ADA non-compliance. On November 6, 2023, Charbonneau residents submitted a petition to City Council requesting the City repair and upgrade the French Prairie Road pathway. The Plan represents the first step in addressing the neighborhood concerns raised in the petition, identifying a preferred alternative to provide a safe route for pathway users along the full extent of French Prairie Road.

In the fall of 2024, two surveys were prepared and distributed to receive input from the community about how French Prairie Road serves the various transportation needs in Charbonneau (walking, cars and trucks, golf carts, bicycles, service vehicles, etc.) One survey was sent out through Let's Talk, Wilsonville! and the second survey was distributed to the Charbonneau community by the Country Club Board. Over 300 responses were received.

At the same time, staff selected a consultant for the project, Wallis Engineering (Wallis), and together they established the project scope and schedule.

In January and February, the resulting City project team met several times with Charbonneau County Club Board representatives to discuss coordination on the project, receive feedback on the Public Engagement Plan prepared by Wallis, and prepare for the March 20 Fireside Chat that the board sponsored for the project.

At the Fireside Chat, Wallis presented the scope and schedule for the project and the results from the two surveys. A breakout session included small group discussions around existing French Prairie Road travel characteristics and ideas on what type of improvements could be made to better serve community needs. Safety, speed, what's good, and what's bad were discussed.

**EXPECTED RESULTS:**

The project will engage the community, determine what needs the pathway should serve based on existing and future users, document existing conditions and inadequacies, identify constraints, and consider and evaluate design alternatives which may vary along the route if determined necessary or appropriate. The Plan will develop concepts and a preferred alternative for how to best serve the non-auto mobility needs of the Charbonneau community – including all active transportation modes and possibly golf carts. The Plan will include planning level cost estimates that can be used for City budgeting and Capital Improvement Project (CIP) programming.

**TIMELINE:**

The project schedule targets plan completion for Council presentation and consideration for adoption in October 2025.

**CURRENT YEAR BUDGET IMPACTS:**

The adopted budget for Fiscal Year (FY) 2024-25 includes funding for the Plan:

CIP #	Project Name	Funding Source	Adopted FY 24-25 Budget
4218	French Prairie Road Pathway	Road Operating	\$ 185,040
		Road SDC	<u>\$ 71,960</u>
		Total	\$257,000

**COMMUNITY INVOLVEMENT PROCESS:**

A Public Engagement Plan was developed in coordination with Charbonneau County Club Board representatives and will direct the community involvement process. Two community surveys have been conducted and meetings with the board and the Charbonneau Fireside Chat have occurred to date. Additional coordination with the Board and outreach with the Charbonneau community for further feedback will occur as the project team develops pathway concepts based on input received to date.

**POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:**

The existing French Prairie Road pathway is characterized by sections of disrepair and deficient width, lack of continuity (gaps), and ADA non-compliance. The project will develop a Plan to provide a safe route for pathway users along the full extent of French Prairie Road. While the Charbonneau community has expressed varying ideas about how best to serve non-auto users, the project aims to produce a plan that has achieved community common goals and consensus that should and can be implemented, with their support.

**ALTERNATIVES:**

N/A

**CITY MANAGER COMMENT:**

N/A

**ATTACHMENTS:**

N/A



# May 2025

« Prev   Next »

## Boards and Commissions

- Any - ▾

## Departments

- Any - ▾   Apply   Reset

- Asian American and Pacific Islander Heritage Month (All day) 05/01/2025 (All day) »
- Jewish American Heritage Month (All day) 05/01/2025 (All day) »
- Bike Month Challenge**  
 05/01/2025 - 6:00am
- I-5 Connection Chorus Group**  
 05/01/2025 - 10:00am
- Improving Your Bridge**  
 05/01/2025 - 10:00am
- Family Storytime**  
 05/01/2025 - 10:30am

**Ladies Afternoon Out**

05/01/2025 - 1:00pm

**Beginning Tai Chi -Session II**

05/01/2025 - 2:00pm

**Tai Chi Continuing -Session II**

05/01/2025 - 3:00pm

**"Samurai in the Oregon Sky" documentary and Q&A with director**

05/01/2025 - 6:00pm

**Prenatal and Postpartum Yoga: Session II**

05/01/2025 - 7:15pm

**Bike Month Challenge**

05/02/2025 - 6:00am

**WIC Pop-Up Clinic**

05/02/2025 - 10:00am

**Play Group**

05/02/2025 - 10:30am

**Conversational Spanish Group**

05/02/2025 - 10:30am

**Sit, Stand, and Be Fit**

05/02/2025 - 11:00am

**Bridge Group Play**

05/02/2025 - 11:30am

**Lunch at the Community Center**

05/02/2025 - 12:00pm

**Mexican Train Dominoes**

05/02/2025 - 1:00pm

**WIC Pop-Up Clinic**

05/02/2025 - 1:00pm

**First Friday Films**

05/02/2025 - 3:00pm

**Bike Month Challenge**

05/03/2025 - 6:00am

**Space Talks**

05/03/2025 - 11:00am

**Japanese Cooking Class**

05/03/2025 - 11:00am

**Mental Health Fair**

05/03/2025 - 12:00pm

**Return of the Jedi Goats**

05/03/2025 - 3:00pm

« **Asian American and Pacific Islander Heritage Month** (All day) 05/01/2025 (All day) »

« **Jewish American Heritage Month** (All day) 05/01/2025 (All day) »

**Bike Month Challenge**

05/04/2025 - 6:00am

**Watercolor Impressionism**

05/04/2025 - 12:00pm

**Bike Month Challenge**

05/05/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/05/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/05/2025 - 9:30am

**Rent Well Lab**

05/05/2025 - 10:00am

**Sit, Stand, and Be Fit**

05/05/2025 - 11:00am

**Lunch at the Community Center**

05/05/2025 - 12:00pm

**Mexican Train Dominoes**

05/05/2025 - 1:00pm

**Chicago Bridge**

05/05/2025 - 1:00pm

**Creative Corner**

05/05/2025 - 2:00pm

**Work Session**

05/05/2025 - 5:00pm

**Body Sulpt with Jules**

05/05/2025 - 6:00pm

**City Council & State of the City Address**

05/05/2025 - 7:00pm

**Parenting the Love & Logic Way**

05/05/2025 - 7:00pm

**Bike Month Challenge**

05/06/2025 - 6:00am

**Ukulele Jam**

05/06/2025 - 9:30am

**Piecemakers Quilters**

05/06/2025 - 9:45am

**Intermediate English class**

05/06/2025 - 10:00am

**POSTPONED - ODHS Drop-In Assistance**

05/06/2025 - 10:00am

**Toddler & Baby Time**

05/06/2025 - 10:30am

**101 Lecture Series-Estate Planning**

05/06/2025 - 10:30am

**Toddler & Baby Time**

05/06/2025 - 11:15am

**Lunch at the Community Center**

05/06/2025 - 12:00pm

**Partners Bridge**

05/06/2025 - 12:30pm

**Poetry Club**

05/06/2025 - 1:00pm

**POSTPONED - ODHS Drop-In Assistance**

05/06/2025 - 1:00pm

**Virtual Reality Fitness**

05/06/2025 - 1:00pm

**Municipal/Traffic Court**

05/06/2025 - 2:00pm

**Diversity, Equity and Inclusion Pride Subcommittee**

05/06/2025 - 4:00pm

**Oil Painting: Oriental Falls**

05/06/2025 - 5:30pm

**Barre Tone with Jessica Norman**

05/06/2025 - 5:45pm

**Soul Flow Yoga with Andrea-Session I**

05/06/2025 - 7:15pm

**Walk+Roll May Challenge**

05/07/2025 (All day)

**Bike Month Challenge**

05/07/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/07/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/07/2025 - 9:30am

**Digital Photography Club**

05/07/2025 - 10:00am

**Family Storytime**

05/07/2025 - 10:30am

**Sit, Stand, and Be Fit**

05/07/2025 - 11:00am

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**Lunch at the Community Center**

05/07/2025 - 12:00pm

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**Pinochle/Cribbage**

05/07/2025 - 1:00pm

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**Bingo**

05/07/2025 - 1:00pm

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**Wilsonville Historical Society**

05/07/2025 - 1:00pm

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**Teen Afterschool Drop-In Activities**

05/07/2025 - 3:00pm

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**Budget Committee**

05/07/2025 - 6:00pm

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**Bike Month Challenge**

05/08/2025 - 6:00am

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**I-5 Connection Chorus Group**

05/08/2025 - 10:00am

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**Improving Your Bridge**

05/08/2025 - 10:00am

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**Family Storytime**

05/08/2025 - 10:30am

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**Ladies Afternoon Out**

05/08/2025 - 1:00pm

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**Parks and Recreation Advisory Board**

05/08/2025 - 4:00pm

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**Prenatal and Postpartum Yoga: Session II**

05/08/2025 - 7:15pm

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**Restorative Yoga with Andrea-Session I**

05/08/2025 - 7:15pm

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**Bike Month Challenge**

05/09/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/09/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/09/2025 - 9:30am

**WIC Pop-Up Clinic**

05/09/2025 - 10:00am

**Play Group**

05/09/2025 - 10:30am

**Conversational Spanish Group**

05/09/2025 - 10:30am

**Sit, Stand, and Be Fit**

05/09/2025 - 11:00am

**Bridge Group Play**

05/09/2025 - 11:30am

**Lunch at the Community Center**

05/09/2025 - 12:00pm

**Mexican Train Dominoes**

05/09/2025 - 1:00pm

**WIC Pop-Up Clinic**

05/09/2025 - 1:00pm

**Bike Month Challenge**

05/10/2025 - 6:00am

**WERK Day, Earth Day + Free Goat Petting Event**

05/10/2025 - 8:00am

**Book Notes Concert**

05/10/2025 - 2:00pm

« **Asian American and Pacific Islander Heritage Month** (All day) 05/01/2025 (All day) »

« **Jewish American Heritage Month** (All day) 05/01/2025 (All day) »

**Bike Month Challenge**

05/11/2025 - 6:00am

**Bike Month Challenge**

05/12/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/12/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/12/2025 - 9:30am

**Travel Training**

05/12/2025 - 10:30am

**Sit, Stand, and Be Fit**

05/12/2025 - 11:00am

**Lunch at the Community Center**

05/12/2025 - 12:00pm

**Mexican Train Dominoes**

05/12/2025 - 1:00pm

**Chicago Bridge**

05/12/2025 - 1:00pm

**Diversity, Equity and Inclusion Pride Subcommittee**

05/12/2025 - 4:00pm

**TAB meeting**

05/12/2025 - 4:30pm

**Body Sulpt with Jules**

05/12/2025 - 6:00pm

**Development Review Board Panel A - CANCELLED**

05/12/2025 - 6:30pm

**Parenting the Love & Logic Way**

05/12/2025 - 7:00pm

**Bike Month Challenge**

05/13/2025 - 6:00am

**Ukulele Jam**

05/13/2025 - 9:30am

**Piecemakers Quilters**

05/13/2025 - 9:45am

**Intermediate English class**

05/13/2025 - 10:00am

**POSTPONED - ODHS Drop-In Assistance**

05/13/2025 - 10:00am

**Toddler & Baby Time**

05/13/2025 - 10:30am

**Medicare 101**

05/13/2025 - 11:00am

**Toddler & Baby Time**

05/13/2025 - 11:15am

**Lunch at the Community Center**

05/13/2025 - 12:00pm

**Partners Bridge**

05/13/2025 - 12:30pm

**Art Club-BACK ON!**

05/13/2025 - 1:00pm

**POSTPONED - ODHS Drop-In Assistance**

05/13/2025 - 1:00pm

**Virtual Reality Fitness**

05/13/2025 - 1:00pm

**Beginning Tai Chi-Session I**

05/13/2025 - 2:00pm

**Barre Tone with Jessica Norman**

05/13/2025 - 5:45pm

**Budget Committee**

05/13/2025 - 6:00pm

**Urban Renewal Budget Committee**

05/13/2025 - 6:00pm

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**Soul Flow Yoga with Andrea-Session I**

05/13/2025 - 7:15pm

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**Bike Month Challenge**

05/14/2025 - 6:00am

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**Healthy Bones and Balance-Session I**

05/14/2025 - 8:30am

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**Advance Healthy Bones and Balance-Session I**

05/14/2025 - 9:30am

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**Digital Photography Club**

05/14/2025 - 10:00am

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**Family Storytime**

05/14/2025 - 10:30am

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**Sit, Stand, and Be Fit**

05/14/2025 - 11:00am

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**Lunch at the Community Center**

05/14/2025 - 12:00pm

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**Pinochle/Cribbage**

05/14/2025 - 1:00pm

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**STEAM Stuff**

05/14/2025 - 2:30pm

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**Teen Afterschool Drop-In Activities**

05/14/2025 - 3:00pm

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**Kitakata Sister City Advisory Board**

05/14/2025 - 6:00pm

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**Core, Floor & More + Stretch**

05/14/2025 - 6:00pm

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**Planning Commission**

05/14/2025 - 6:00pm

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**Bike Month Challenge**

05/15/2025 - 6:00am

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**I-5 Connection Chorus Group**

05/15/2025 - 10:00am

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**Improving Your Bridge**

05/15/2025 - 10:00am

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**Family Storytime**

05/15/2025 - 10:30am

---

**Travel Training**

05/15/2025 - 10:30am

---

**Ladies Afternoon Out**

05/15/2025 - 1:00pm

---

**Book Walk**

05/15/2025 - 1:00pm

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**Beginning Tai Chi-Session I**

05/15/2025 - 2:00pm

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**Restorative Yoga with Andrea-Session I**

05/15/2025 - 7:15pm

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**Bike Month Challenge**

05/16/2025 - 6:00am

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**Healthy Bones and Balance-Session I**

05/16/2025 - 8:30am

---

**Advance Healthy Bones and Balance-Session I**

05/16/2025 - 9:30am

---

**WIC Pop-Up Clinic**

05/16/2025 - 10:00am

---

**Play Group**

05/16/2025 - 10:30am

---

**Conversational Spanish Group**

05/16/2025 - 10:30am

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**Sit, Stand, and Be Fit**

05/16/2025 - 11:00am

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**Bridge Group Play**

05/16/2025 - 11:30am

**Lunch at the Community Center**

05/16/2025 - 12:00pm

**Mexican Train Dominoes**

05/16/2025 - 1:00pm

**WIC Pop-Up Clinic**

05/16/2025 - 1:00pm

**Bike Month Challenge**

05/17/2025 - 6:00am

**Oil Painting: Lakeside Sunset**

05/17/2025 - 10:00am

**Spanish Storytime**

05/17/2025 - 11:00am

« **Asian American and Pacific Islander Heritage Month** (All day) 05/01/2025 (All day) »

« **Jewish American Heritage Month** (All day) 05/01/2025 (All day) »

**Bike Month Challenge**

05/18/2025 - 6:00am

**Bike Month Challenge**

05/19/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/19/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/19/2025 - 9:30am

**Rent Well Lab**

05/19/2025 - 10:00am

**Sit, Stand, and Be Fit**

05/19/2025 - 11:00am

**Lunch at the Community Center**

05/19/2025 - 12:00pm

**Mexican Train Dominoes**

05/19/2025 - 1:00pm

**Chicago Bridge**

05/19/2025 - 1:00pm

**Genealogy Club**

05/19/2025 - 1:00pm

**Work Session**

05/19/2025 - 5:00pm

**Body Sulpt with Jules**

05/19/2025 - 6:00pm

**City Council**

05/19/2025 - 7:00pm

**Parenting the Love & Logic Way**

05/19/2025 - 7:00pm

**Bike Month Challenge**

05/20/2025 - 6:00am

**Ukulele Jam**

05/20/2025 - 9:30am

**Piecemakers Quilters**

05/20/2025 - 9:45am

**Intermediate English class**

05/20/2025 - 10:00am

**POSTPONED - ODHS Drop-In Assistance**

05/20/2025 - 10:00am

**Lunch at the Community Center**

05/20/2025 - 12:00pm

**Partners Bridge**

05/20/2025 - 12:30pm

**POSTPONED - ODHS Drop-In Assistance**

05/20/2025 - 1:00pm

**Virtual Reality Fitness**

05/20/2025 - 1:00pm

**Poetry Club**

05/20/2025 - 1:00pm

**Municipal/Traffic Court**

05/20/2025 - 2:00pm

**Beginning Tai Chi-Session I**

05/20/2025 - 2:00pm

**Boeckman Bridge Ribbon Cutting**

05/20/2025 - 4:30pm

**Barre Tone with Jessica Norman**

05/20/2025 - 5:45pm

**DEI Speaker Series - Celebrating Jewish American Heritage Month**

05/20/2025 - 6:00pm

**Soul Flow Yoga with Andrea-Session I**

05/20/2025 - 7:15pm

**Bike Month Challenge**

05/21/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/21/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/21/2025 - 9:30am

**Digital Photography Club**

05/21/2025 - 10:00am

**Sit, Stand, and Be Fit**

05/21/2025 - 11:00am

**Lunch at the Community Center**

05/21/2025 - 12:00pm

**Pinochle/Cribbage**

05/21/2025 - 1:00pm

**Bingo**

05/21/2025 - 1:00pm

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**Book Club at the Center**

05/21/2025 - 1:00pm

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**Core, Floor & More + Stretch**

05/21/2025 - 6:00pm

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**Bike Month Challenge**

05/22/2025 - 6:00am

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**I-5 Connection Chorus Group**

05/22/2025 - 10:00am

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**Improving Your Bridge**

05/22/2025 - 10:00am

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**Ladies Afternoon Out**

05/22/2025 - 1:00pm

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**Beginning Tai Chi-Session I**

05/22/2025 - 2:00pm

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**Budget Committee (If Needed)**

05/22/2025 - 6:00pm

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**Restorative Yoga with Andrea-Session I**

05/22/2025 - 7:15pm

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**Bike Month Challenge**

05/23/2025 - 6:00am

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**Healthy Bones and Balance-Session I**

05/23/2025 - 8:30am

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**Advance Healthy Bones and Balance-Session I**

05/23/2025 - 9:30am

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**WIC Pop-Up Clinic**

05/23/2025 - 10:00am

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**Conversational Spanish Group**

05/23/2025 - 10:30am

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**Sit, Stand, and Be Fit**

05/23/2025 - 11:00am

**Bridge Group Play**

05/23/2025 - 11:30am

**Lunch at the Community Center**

05/23/2025 - 12:00pm

**Blood Drive**

05/23/2025 - 12:30pm

**Mexican Train Dominoes**

05/23/2025 - 1:00pm

**WIC Pop-Up Clinic**

05/23/2025 - 1:00pm

**Bike Month Challenge**

05/24/2025 - 6:00am

« **Asian American and Pacific Islander Heritage Month** (All day) 05/01/2025 (All day)

« **Jewish American Heritage Month** (All day) 05/01/2025 (All day)

**Bike Month Challenge**

05/25/2025 - 6:00am

**Library Closed**

05/26/2025 (All day)

**Bike Month Challenge**

05/26/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/26/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/26/2025 - 9:30am

**Memorial Day Remembrance Ceremony**

05/26/2025 - 10:00am

**Bike Month Challenge**

05/27/2025 - 6:00am

**AARP Smart Driver**

05/27/2025 - 9:00am

**Ukulele Jam**

05/27/2025 - 9:30am

**Piecemakers Quilters**

05/27/2025 - 9:45am

**Intermediate English class**

05/27/2025 - 10:00am

**POSTPONED - ODHS Drop-In Assistance**

05/27/2025 - 10:00am

**Lunch at the Community Center**

05/27/2025 - 12:00pm

**Partners Bridge**

05/27/2025 - 12:30pm

**POSTPONED - ODHS Drop-In Assistance**

05/27/2025 - 1:00pm

**Virtual Reality Fitness**

05/27/2025 - 1:00pm

**Beginning Tai Chi-Session I**

05/27/2025 - 2:00pm

**Diversity, Equity and Inclusion Pride Subcommittee**

05/27/2025 - 4:00pm

**Barre Tone with Jessica Norman**

05/27/2025 - 5:45pm

**Soul Flow Yoga with Andrea-Session I**

05/27/2025 - 7:15pm

**Bike Month Challenge**

05/28/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/28/2025 - 8:30am

---

**Advance Healthy Bones and Balance-Session I**

05/28/2025 - 9:30am

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**Digital Photography Club**

05/28/2025 - 10:00am

---

**Sit, Stand, and Be Fit**

05/28/2025 - 11:00am

---

**Lunch at the Community Center**

05/28/2025 - 12:00pm

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**Pinochle/Cribbage**

05/28/2025 - 1:00pm

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**Core, Floor & More + Stretch**

05/28/2025 - 6:00pm

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**Library Board**

05/28/2025 - 6:30pm

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**Bike Month Challenge**

05/29/2025 - 6:00am

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**I-5 Connection Chorus Group**

05/29/2025 - 10:00am

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**Improving Your Bridge**

05/29/2025 - 10:00am

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**Ladies Afternoon Out**

05/29/2025 - 1:00pm

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**Beginning Tai Chi-Session I**

05/29/2025 - 2:00pm

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**Development Review Board Panel B**

05/29/2025 - 6:30pm

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**Restorative Yoga with Andrea-Session I**

05/29/2025 - 7:15pm

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**Bike Month Challenge**

05/30/2025 - 6:00am

**Healthy Bones and Balance-Session I**

05/30/2025 - 8:30am

**Advance Healthy Bones and Balance-Session I**

05/30/2025 - 9:30am

**WIC Pop-Up Clinic**

05/30/2025 - 10:00am

**Conversational Spanish Group**

05/30/2025 - 10:30am

**Sit, Stand, and Be Fit**

05/30/2025 - 11:00am

**Bridge Group Play**

05/30/2025 - 11:30am

**Lunch at the Community Center**

05/30/2025 - 12:00pm

**Mexican Train Dominoes**

05/30/2025 - 1:00pm

**WIC Pop-Up Clinic**

05/30/2025 - 1:00pm

**Bike Month Challenge**

05/31/2025 - 6:00am

**Wilsonville HS Robotics Team**

05/31/2025 - 1:00pm

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 **Select Language** | ▼

# TOP REQUESTS

**Job Opportunities**  
**Utility Billing**

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## CURRENT INFO

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## CITY INFO

Phone: 503-682-1011  
Fax: 503-682-1015  
After hours emergency:  
503-682-1231

### Email

### Staff Directory

City Hall Address:  
29799 SW Town Center Loop E  
Wilsonville, OR 97070

### Staff Login

## SITE INFO

[Home - City of Wilsonville](#)  
[Home - Economic Development](#)  
[Home - Parks & Rec](#)  
[Home - Public Library](#)





**CITY COUNCIL MEETING  
STAFF REPORT**

<b>Meeting Date:</b> May 5, 2025		<b>Subject: Resolution No. 3186</b> A Resolution of the City of Wilsonville Authorizing the City Manager to Execute a Professional Services Agreement with JayRay Ads & PR, Inc, for ‘Explore Wilsonville’ Tourism Promotion and Development and Destination Marketing Services.  <b>Staff Member:</b> Zoe Mombert, Assistant to the City Manager  <b>Department:</b> Administration	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable  <b>Comments:</b> N/A	
<b>Staff Recommendation:</b> Staff recommend Council adopt the Consent Agenda.			
<b>Recommended Language for Motion:</b> I move to adopt the Consent Agenda.			
<b>Project / Issue Relates To:</b>			
<input type="checkbox"/> Council Goals/Priorities:	<input checked="" type="checkbox"/> Adopted Master Plan(s): Tourism Development Strategy, April 2025	<input type="checkbox"/> Not Applicable	

**ISSUE BEFORE COUNCIL:**

The City Council adoption of Resolution No. 3186 advances a professional services agreement with JayRay Ads & PR, Inc., for ‘Explore Wilsonville’ tourism promotion and development and destination marketing services for the period of July 1, 2025, through June 30, 2030.

**EXECUTIVE SUMMARY:**

The City Council adopts a Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and Tourism Promotion & Destination Marketing Services Plan on an annual basis. The Tourism Promotion and Marketing Services consultant provides support to staff to develop and implement the marketing strategy for the Explore Wilsonville program and supports the implementation of the Tourism Development Strategy.

The agreement is for a three-year period and contains a provision for two optional one-year renewals.

**BACKGROUND INFORMATION**

In 2019, the City execute a Professional Services Agreement with JayRay Ads & PR, Inc, for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services as approved by Resolution 2776. The City has amended the contract three times, once to modify the scope of work due to the pandemic, second to reassess the tourism promotion activities as a result of the ongoing pandemic (Res. No. 2891), and finally, an amendment to increase the contract amount and increase service (Res. No. 2934). Resolution No. 2944 continued professional tourism promotion services from fiscal year (FY) 2022-23 to FY 2024-25.

The current agreement will end on June 30, 2025. The City published a request for proposals (RFP) on February 3, 2025, to identify a consultant and execute a contract before the current contract ends. The City received five responsive proposals by the March 3, 2025, deadline. The Tourism Promotion Committee reviewed the proposals at their March 19, 2025, meeting. The committee interviewed two finalists on April 2, 2025. During the review, one firm stood out as the consensus choice of the committee with the highest criteria evaluation: JayRay of Tacoma, Washington.

- The committee was impressed with the quality of the proposal provided by JayRay. They also liked JayRay's experience with small destinations, experience in the Pacific Northwest, and suggested marketing ideas for the upcoming fiscal year. The proposed plan includes a local campaign increasing brand recognition in Wilsonville and encouraging community members to promote the destination to family and friends. The committee unanimously recommended that the City execute a contract with JayRay for Tourism Promotion and Development and Destination Marketing Services from July 1, 2025 – June 30, 2030. The contract includes a three-year period with two optional one-year extensions.

The City issued the notice of intent to award on April 9, 2025, and did not receive any award protests.

**EXPECTED RESULTS:**

Continue to advance the Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. The contract will provide consistent and professional marketing efforts to encourage people to stay in the heart of it all (in Wilsonville).

**TIMELINE:**

Resolution No. 3186 advances a professional services agreement with JayRay Ads & PR, Inc., for 'Explore Wilsonville' tourism promotion and development and destination marketing services for the period of July 1, 2025, through June 30, 2030.

**CURRENT YEAR BUDGET IMPACTS:**

There are no budget impacts to the current fiscal year. The scope of work in the proposal attached to the Professional Services Agreement is in line with the funds anticipated to be budgeted in fiscal year (FY) 2025 –26 of \$200,000 and \$200,000 subsequent years.

**COMMUNITY INVOLVEMENT PROCESS:**

The development of the underlying Tourism Development Strategy had considerable public engagement during the development of the Tourism Development Strategy (April 2025) timeframe that included participation and interviews/surveys with residents and tourism stakeholders. The Tourism Promotion Committee oversees the development of annual business plans, adopted by the Council, that have been advertised to the community. Members of the Tourism Promotion Committee represent a wide spectrum of community and tourism industry interests.

**POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:**

Potential benefits to the community included increased awareness of Wilsonville as a viable tourism destination, development of better visitor services and new revenues to local businesses and increased transient lodging tax collections for the City.

**ALTERNATIVES:**

N/A

**CITY MANAGER COMMENT:**

N/A

**ATTACHMENTS:**

1. Resolution No. 3186
  - A. JayRay Ads & PR, Inc. Professional Services Agreement
2. JayRay Ads & PR, Inc. Proposal

**RESOLUTION NO. 3186**

**A RESOLUTION OF THE CITY OF WILSONVILLE AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH JAYRAY ADS & PR, INC, FOR ‘EXPLORE WILSONVILLE’ TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES.**

WHEREAS, the City Council adopted on May 5, 2014, Resolution No. 2468 approving the *Wilsonville Tourism Development Strategy* (“Strategy”), which set forth a blueprint for implementing a tourism strategy for the greater Wilsonville community, including forming a Destination Marketing Organization (DMO) or committee to develop and promote tourism; and

WHEREAS, the City Council adopted on June 15, 2015, Resolution No. 2541 to establish the Tourism Promotion Committee that, among other duties, is to oversee the implementation of the Strategy and develop an annual business plan; and

WHEREAS, the City Council adopted on April 4, 2016, the first annual *FY 2016/17 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council has adopted a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program for each subsequent year, most recently the City Council on April 7, 2025, Resolution 3194 adopted the Plan for fiscal year 2025-26; and

WHEREAS, the City Council adopted on Feb. 22, 2018, Resolution No. 2669, which approved the *FY 2017/18 & 18/19 Tourism Promotion Marketing Plan* composed of the “FY 2017/18 & 18/19 Marketing Playbook” Plan, dated February 2018, and supporting “Scope of Work 2018/2019 Advertising & Marketing Services,” dated January 19, 2018, to implement the *Wilsonville Tourism Development Strategy*; and

WHEREAS, the City Council adopted on March 19, 2018, Resolution No. 2681 that approved a Tourism Advertising and Marketing Services Professional Services Agreement that exercised a first one-year contract extension with a tourism operations and marketing development consultant that supports implementation Resolution No. 2669; and

WHEREAS, the City Council adopted on December 16, 2019, Resolution 2776 a professional services agreement with JayRay Ads and PR, Inc. to implement the remaining FY 2019/20 and FY 2020/21 Tourism Promotion & Destination Marketing Services Plan; and

WHEREAS, the COVID-19 Pandemic necessitated a first amendment dated June 4, 2020, to modify the scope of work and reduce the budget; and

WHEREAS, the City Council adopted on May 3, 2021, Resolution No. 2891 that authorized the City Manager to execute a second amendment to the Professional Services Agreement with JayRay Ads & PR, Inc., for the purpose of extending the time for performance from July 1, 2021, through December 31, 2022 with contract payments not to exceed \$120,000.00 during FY2021/22 and FY2022/23, and

WHEREAS, the City Council adopted on January 20, 2022, Resolution No. 2944, The City Council approves and authorizes the City Manager to execute on behalf of the City of Wilsonville a Professional Services Agreement with JayRay Ads & PR, Inc., for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services for the period of July 1, 2022, through June 30, 2023, with contract payments not to exceed \$150,000.00 during FY2022/23; and

WHEREAS, the City Council approved amendment renewals of the contract for up to \$200,000.00 during fiscal year 2023/24 and fiscal year 24/25 not to exceed a total of \$550,000; and

WHEREAS, the City of Wilsonville published a Request for Proposals (RFP) on February 3, 2025, and accepted proposals until 2:00pm on March 3, 2025, and posted a notice in the Daily Journal of Commerce; and

WHEREAS, the City received five responsive proposals which the Tourism Promotion Committee reviewed on March 19, 2025, and interviewed two finalists on April 2, 2025; and

WHEREAS, the City and members of the Tourism Promotion Committee believe that the proposal by JayRay Ads & PR, Inc., provides the needed tourism promotion and development and destination marketing services by City and is in the best interest of the City to continue the tourism-promotion program.

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

Section 1. The City Council approves and authorizes the City Manager to execute on behalf of the City of Wilsonville a Professional Services Agreement with JayRay Ads & PR, Inc., for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services for the period of July 1, 2025, through June 30, 2028, with contract payments up to \$200,000 per year not to exceed \$600,000, which Professional Services Agreement must be substantially similar to **Exhibit 1** attached hereto and incorporated by reference herein.

Section 2. The City Council approves up to two (2) renewals of the contract for up to \$200,000.00 during FY2028/29 and FY 2029/30 not to exceed a total of \$400,000.

Section 3. Effective Date. This Resolution is effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 5<sup>th</sup> day of May, 2025, and filed with the Wilsonville City Recorder this date.

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Shawn O'Neil, Mayor

ATTEST:

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Kimberly Veliz, MMC, City Recorder

SUMMARY OF VOTES:

Mayor O'Neil

Council President Berry

Councilor Cunningham

Councilor Dunwell

Councilor Shevlin

EXHIBIT:

- A. JayRay Ads & PR, Inc. Professional Services Agreement

## CITY OF WILSONVILLE PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement (“Agreement”) for the “Explore Wilsonville” Tourism Promotion and Destination Marketing Services Project (“Project”) is effective as of July 1, 2025 (“Effective Date”) by and between the **City of Wilsonville**, a municipal corporation of the State of Oregon (hereinafter referred to as the “City”), and **JayRay Ads & PR, Inc.**, a Washington corporation (hereinafter referred to as “Consultant”).

### RECITALS

WHEREAS, the City requires services which Consultant is capable of providing, under terms and conditions hereinafter described; and

WHEREAS, Consultant represents that Consultant is qualified to perform the services described herein on the basis of specialized experience and technical expertise; and

WHEREAS, Consultant is prepared to provide such services as the City does hereinafter require.

NOW, THEREFORE, in consideration of these mutual promises and the terms and conditions set forth herein, the parties agree as follows:

### AGREEMENT

#### **Section 1. Scope of Work**

Consultant shall diligently perform the tourism promotion and destination marketing services according to the requirements and deliverable dates identified in the Scope of Work for the Project, attached hereto as **Exhibit A**, and incorporated by reference herein (the “Services”).

#### **Section 2. Term**

Unless earlier terminated in accordance herewith, the term of this Agreement shall be for a period of three (3) years from July 1, 2025, through June 30, 2028. (“Initial Term”), with two (2) one-year extension options (“Extension Term”), which may be exercised in the City’s sole discretion. Except in the event of an extension of time, agreed to in writing by the City, all Services for the Initial Term must be completed by no later than June 30, 2028, as outlined in the Scope of Work. Any extension option must be exercised by the City, in writing, prior to the expiration of the Initial Term of this Agreement or any subsequent Extension Term.

#### **Section 3. Consultant’s Services**

3.1. All written documents, drawings, and plans submitted by Consultant in conjunction with the Services shall bear the signature, stamp, or initials of Consultant’s authorized Project Manager. Any documents submitted by Consultant that do not bear the signature, stamp, or initials

of Consultant's authorized Project Manager, will not be relied upon by the City. Interpretation of plans and answers to questions regarding the Services or Scope of Work given by Consultant's Project Manager may be verbal or in writing, and may be relied upon by the City, whether given verbally or in writing. If requested by the City to be in writing, Consultant's Project Manager will provide such written documentation.

3.2. Consultant will not be deemed to be in default by reason of delays in performance due to circumstances beyond Consultant's reasonable control, including but not limited to strikes, lockouts, severe acts of nature, or other unavoidable delays or acts of third parties not under Consultant's direction and control ("Force Majeure"). In the case of the happening of any Force Majeure event, the time for completion of the Services will be extended accordingly and proportionately by the City, in writing, but the City will not be responsible for any additional costs as a result of the Force Majeure event. Lack of labor, supplies, materials, or the cost of any of the foregoing shall not be deemed a Force Majeure event.

3.3. The existence of this Agreement between the City and Consultant shall not be construed as the City's promise or assurance that Consultant will be retained for future services beyond the Scope of Work described herein.

3.4. Consultant shall maintain the confidentiality of any confidential information that is exempt from disclosure under state or federal law to which Consultant may have access by reason of this Agreement. Consultant warrants that Consultant's employees assigned to the Services provided in this Agreement shall be clearly instructed to maintain this confidentiality. All agreements with respect to confidentiality shall survive the termination or expiration of this Agreement.

#### **Section 4. Compensation**

4.1. Except as otherwise set forth in this **Section 4**, the City agrees to pay Consultant on a time and materials basis, guaranteed not to exceed guaranteed not to exceed TWO HUNDRED THOUSAND DOLLARS (\$200,000), for performance of the Services ("Compensation Amount") for each year of the Initial Term. Any compensation, in any particular year of the Initial Term, in excess of the Compensation Amount will require an express written Addendum to be executed between the City and Consultant.

4.2. As set forth in **Section 2**, this Contract allows for up to two (2) one-year extensions. The Compensation Amount for each one-year extension shall be on a time and materials basis, guaranteed not to exceed TWO HUNDRED THOUSAND DOLLARS (\$200,000), for performance of the Services for that Extension Term ("Extension Compensation Amount"). Any compensation, in any particular year of that Extension Term, in excess of this amount requires an express written Addendum to be executed between the City and Consultant. The Total Compensation for this Contract, including two extensions, shall not exceed ONE MILLION DOLLARS (\$1,000,000); any compensation in excess of this amount requires an express written Addendum to be executed between the City and Consultant.

4.3 During the course of Consultant’s performance, if the City, through its Project Manager, specifically requests Consultant to provide additional services that are beyond the Scope of Work described on **Exhibit A**, Consultant shall provide such additional services and bill the City at the hourly rates outlined on Consultant’s Rate Schedule, as set forth in **Exhibit A**. Any Additional Services beyond the Scope of Work, or any compensation above the amount shown in **Subsection 4.1**, a written Addendum executed in compliance with the provisions of **Section 16**.

4.4 Except for amounts withheld by the City pursuant to this Agreement, Consultant will be paid for Services for which an itemized invoice is received by the City within thirty (30) days of receipt, unless the City disputes such invoice. In that instance, the undisputed portion of the invoice will be paid by the City within the above timeframe. The City will set forth its reasons for the disputed claim amount and make good faith efforts to resolve the invoice dispute with Consultant as promptly as is reasonably possible.

4.5 The City will be responsible for the direct payment of required fees payable to governmental agencies, including but not limited to plan checking, land use, zoning, permitting, and all other similar fees resulting from this Project, that are not specifically covered by **Exhibit A**.

4.6 Consultant’s Compensation Amount is all-inclusive and include, but are not limited to, all work-related costs, expenses, salaries or wages, plus fringe benefits and contributions, including payroll taxes, workers compensation insurance, liability insurance, profit, pension benefits and similar contributions and benefits, technology and/or software charges, licensing, trademark, and/or copyright costs, office expenses, travel expenses, mileage, and all other indirect and overhead charges, including, but not limited to, the Oregon Corporate Activity Tax (CAT).

## **Section 5. City’s Rights and Responsibilities**

5.1. The City will designate a Project Manager to facilitate day-to-day communication between Consultant and the City, including timely receipt and processing of invoices, requests for information, and general coordination of City staff to support the Project.

5.2. Award of this contract is subject to budget appropriation. Funds are approved for Fiscal Year 2025-26. If not completed within this fiscal year, funds may not be appropriated for the next fiscal year. The City also reserves the right to terminate this contract early, as described in **Section 14**.

## **Section 6. City’s Project Manager**

The City’s Project Manager is Zoe Mombert. The City shall give Consultant prompt written notice of any re-designation of its Project Manager.

## **Section 7. Consultant’s Project Manager**

Consultant’s Project Manager is Bridget Baeth. In the event that Consultant’s designated Project Manager is changed, Consultant shall give the City prompt written notification of such re-designation. Recognizing the need for consistency and knowledge in the administration of the

Project, Consultant's Project Manager will not be changed without the written consent of the City, which consent shall not be unreasonably withheld. In the event the City receives any communication from Consultant that is not from Consultant's designated Project Manager, the City may request verification by Consultant's Project Manager, which verification must be promptly furnished.

## **Section 8. Project Information**

Except for confidential information designated by the City as information not to be shared, Consultant agrees to share Project information with, and to fully cooperate with, those corporations, firms, contractors, public utilities, governmental entities, and persons involved in or associated with the Project. No information, news, or press releases related to the Project, whether made to representatives of newspapers, magazines, or television and radio stations, shall be made without the written authorization of the City's Project Manager.

## **Section 9. Subcontractors and Assignments**

9.1. Unless expressly authorized in **Exhibit A**, Consultant shall not subcontract with others for any of the Services prescribed herein. Consultant shall not assign any of Consultant's rights acquired hereunder without obtaining prior written approval from the City, which approval may be granted or denied in the City's sole discretion. Some Services may be performed by persons other than Consultant, provided Consultant advises the City of the names of such subcontractors and the work which they intend to perform, and the City specifically agrees in writing to such subcontracting. The City consents to Consultant subcontracting with Datafy LLC. Consultant acknowledges such work will be provided to the City pursuant to a subcontract(s) between Consultant and subcontractor(s) and no privity of contract exists between the City and the subcontractor(s). Unless otherwise specifically provided by this Agreement, the City incurs no liability to third persons for payment of any compensation provided herein to Consultant. Any attempted assignment of this Agreement without the written consent of the City shall be void. Except as otherwise specifically agreed, all costs for work performed by others on behalf of Consultant shall not be subject to additional reimbursement by the City.

9.2. The City shall have the right to enter into other agreements for the Project, to be coordinated with this Agreement. Consultant shall cooperate with the City and other firms or subcontractors on the Project so that all portions of the Project may be completed in the least possible time and within normal working hours.

9.3. Consultant shall include this Agreement by reference in any subcontract and require subcontractors to perform in strict compliance with this Agreement.

## **Section 10. Consultant Is Independent Contractor**

Consultant is an independent contractor for all purposes and shall be entitled to no compensation other than the Compensation Amount provided for under **Section 4** of this Agreement. Consultant will be solely responsible for determining the manner and means of accomplishing the end result of Consultant's Services. The City does not have the right to control or interfere with the manner

or method of accomplishing said Services. The City, however, will have the right to specify and control the results of Consultant's Services so such Services meet the requirements of the Project.

## **Section 11. Consultant Responsibilities**

11.1. Consultant must make prompt payment for any claims for labor, materials, or services furnished to Consultant by any person in connection with this Agreement as such claims become due. Consultant shall not permit any liens or claims to be filed or prosecuted against the City on account of any labor or material furnished to or on behalf of Consultant. If Consultant fails, neglects, or refuses to make prompt payment of any such claim, the City may, but shall not be obligated to, pay such claim to the person furnishing the labor, materials, or services and offset the amount of the payment against funds due or to become due to Consultant under this Agreement. The City may also recover any such amounts directly from Consultant.

11.2. Consultant must comply with all applicable Oregon and federal wage and hour laws, including BOLI wage requirements, if applicable. Consultant shall make all required workers' compensation and medical care payments on time. Consultant shall be fully responsible for payment of all employee withholdings required by law, including but not limited to taxes, including payroll, income, Social Security (FICA), and Medicaid. Consultant shall also be fully responsible for payment of salaries, benefits, taxes, Industrial Accident Fund contributions, and all other charges on account of any employees. Consultant shall pay to the Department of Revenue all sums withheld from employees pursuant to ORS 316.167. All costs incident to the hiring of assistants or employees shall be Consultant's responsibility. Consultant shall defend, indemnify, and hold the City harmless from claims for payment of all such expenses.

11.3. No person shall be discriminated against by Consultant or any subcontractor in the performance of this Agreement on the basis of sex, gender, race, color, creed, religion, marital status, age, disability, sexual orientation, gender identity, or national origin. Any violation of this provision shall be grounds for cancellation, termination, or suspension of the Agreement, in whole or in part, by the City. References to "subcontractor" mean a subcontractor at any tier.

## **Section 12. Indemnity**

12.1. Indemnification. Consultant acknowledges responsibility for liability arising out of the performance of this Agreement, and shall defend, indemnify, and hold the City harmless from any and all liability, settlements, loss, costs, and expenses in connection with any action, suit, or claim resulting or allegedly resulting from Consultant's negligent acts, omissions, errors, or willful or reckless misconduct pursuant to this Agreement, or from Consultant's failure to perform its responsibilities as set forth in this Agreement. The review, approval, or acceptance by the City, its Project Manager, or any City employee of documents or other work performed, prepared, or submitted by Consultant shall not be considered a negligent act, error, omission, or willful misconduct on the part of the City, and none of the foregoing shall relieve Consultant of its responsibility to perform in full conformity with the City's requirements, as set forth in this Agreement, and to indemnify the City as provided above and to reimburse the City for any and all costs and damages suffered by the City as a result of Consultant's negligent performance of this Agreement, failure of performance hereunder, violation of state or federal laws, or failure to adhere

to the standards of performance and care described in **Subsection 12.2**. For those claims based on professional liability (as opposed to general liability or automobile liability), Consultant shall not be required to provide the City's defense but will be required to reimburse the City for the City's defense costs incurred in any litigation resulting from the negligent acts, omissions, errors, or willful or reckless misconduct by Consultant.

12.2. Standard of Care. In the performance of professional services, Consultant agrees to use at least that degree of care and skill exercised under similar circumstances by reputable members of Consultant's profession practicing in the Portland metropolitan area. Consultant will re-perform any Services not meeting this standard without additional compensation. Consultant's re-performance of any Services, even if done at the City's request, shall not be considered as a limitation or waiver by the City of any other remedies or claims it may have arising out of Consultant's failure to perform in accordance with the applicable standard of care of this Agreement and within the prescribed timeframe.

### Section 13. Insurance

13.1. Insurance Requirements. Consultant must maintain insurance coverage acceptable to the City in full force and effect throughout the term of this Agreement. Such insurance shall cover all risks arising directly or indirectly out of Consultant's activities or work hereunder. Any and all agents or subcontractors with which Consultant contracts for any portion of the Services must have insurance that conforms to the insurance requirements in this Agreement. Additionally, if a subcontractor is an engineer, architect, or other professional, Consultant must require the subcontractor to carry Professional Errors and Omissions insurance and must provide to the City proof of such coverage. The amount of insurance carried is in no way a limitation on Consultant's liability hereunder. The policy or policies maintained by Consultant shall provide at least the following minimum limits and coverages at all times during performance of this Agreement:

13.1.1. Commercial General Liability Insurance. Consultant and all subcontractors shall obtain, at each of their own expense, and keep in effect during the term of this Agreement, comprehensive Commercial General Liability Insurance covering Bodily Injury and Property Damage, written on an "occurrence" form policy. This coverage shall include broad form Contractual Liability insurance for the indemnities provided under this Agreement and shall be for the following minimum insurance coverage amounts: The coverage shall be in the amount of **\$2,000,000** for each occurrence and **\$3,000,000** general aggregate and shall include Products-Completed Operations Aggregate in the minimum amount of **\$2,000,000** per occurrence, Fire Damage (any one fire) in the minimum amount of **\$50,000**, and Medical Expense (any one person) in the minimum amount of **\$10,000**. All of the foregoing coverages must be carried and maintained at all times during this Agreement.

13.1.2. Professional Errors and Omissions Coverage. Consultant agrees to carry Professional Errors and Omissions Liability insurance on a policy form appropriate to the professionals providing the work hereunder with a limit of no less than **\$2,000,000** per claim. Consultant shall maintain this insurance for damages alleged to be as a result of errors, omissions, or negligent acts of Consultant. Such policy shall have a retroactive date

effective before the commencement of any work by Consultant on the Services covered by this Agreement, and coverage will remain in force for a period of at least three (3) years after termination of this Agreement.

13.1.3. Business Automobile Liability Insurance. If Consultant or any subcontractors will be using a motor vehicle in the performance of the Services herein, Consultant shall provide the City a certificate indicating that Consultant and its subcontractors have business automobile liability coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than **\$2,000,000**.

13.1.4. Workers Compensation Insurance. Consultant, its subcontractors, and all employers providing work, labor, or materials under this Agreement that are subject employers under the Oregon Workers Compensation Law shall comply with ORS 656.017, which requires them to provide workers compensation coverage that satisfies Oregon law for all their subject workers under ORS 656.126. Out-of-state employers must provide Oregon workers compensation coverage for their workers who work at a single location within Oregon for more than thirty (30) days in a calendar year. Consultants who perform work without the assistance or labor of any employee need not obtain such coverage. This shall include Employer's Liability Insurance with coverage limits of not less than **\$500,000** each accident.

13.1.5. Insurance Carrier Rating. Coverages provided by Consultant and its subcontractors must be underwritten by an insurance company deemed acceptable by the City, with an AM Best Rating of A or better. The City reserves the right to reject all or any insurance carrier(s) with a financial rating that is unacceptable to the City.

13.1.6. Additional Insured and Termination Endorsements. The City will be named as an additional insured with respect to Consultant's liabilities hereunder in insurance coverages. Additional Insured coverage under Consultant's Commercial General Liability, Automobile Liability, and Excess Liability Policies, as applicable, will be provided by endorsement. Additional insured coverage shall be for both ongoing operations via ISO Form CG 2010 or its equivalent, and products and completed operations via ISO Form CG 2037 or its equivalent. Coverage shall be Primary and Non-Contributory. Waiver of Subrogation endorsement via ISO Form CG 2404 or its equivalent shall be provided. The following is included as additional insured: "The City of Wilsonville, its elected and appointed officials, officers, agents, employees, and volunteers." An endorsement shall also be provided requiring the insurance carrier to give the City at least thirty (30) days' written notification of any termination or major modification of the insurance policies required hereunder. Consultant must be an additional insured on the insurance policies obtained by its subcontractors performing any of the Services contemplated under this Agreement.

13.1.7. Certificates of Insurance. As evidence of the insurance coverage required by this Agreement, Consultant shall furnish a Certificate of Insurance to the City. This Agreement shall not be effective until the required certificates and the Additional Insured

Endorsements have been received and approved by the City. Consultant agrees that it will not terminate or change its coverage during the term of this Agreement without giving the City at least thirty (30) days' prior advance notice and Consultant will obtain an endorsement from its insurance carrier, in favor of the City, requiring the carrier to notify the City of any termination or change in insurance coverage, as provided above.

13.2. Primary Coverage. The coverage provided by these policies shall be primary, and any other insurance carried by the City is excess. Consultant shall be responsible for any deductible amounts payable under all policies of insurance. If insurance policies are "Claims Made" policies, Consultant will be required to maintain such policies in full force and effect throughout any warranty period.

#### **Section 14. Early Termination; Default**

14.1. This Agreement may be terminated prior to the expiration of the agreed upon terms:

14.1.1. By mutual written consent of the parties;

14.1.2. By the City, for any reason, and within its sole discretion, effective upon delivery of written notice to Consultant by mail or in person; or

14.1.3. By Consultant, effective upon seven (7) days prior written notice in the event of substantial failure by the City to perform in accordance with the terms through no fault of Consultant, where such default is not cured within the seven (7) day period by the City. Withholding of disputed payment is not a default by the City.

14.2. If the City terminates this Agreement, in whole or in part, due to default or failure of Consultant to perform Services in accordance with the Agreement, the City may procure, upon reasonable terms and in a reasonable manner, services similar to those so terminated. In addition to any other remedies the City may have, both at law and in equity, for breach of contract, Consultant shall be liable for all costs and damages incurred by the City as a result of the default by Consultant, including, but not limited to all costs incurred by the City in procuring services from others as needed to complete this Agreement. This Agreement shall be in full force to the extent not terminated by written notice from the City to Consultant. In the event of a default, the City will provide Consultant with written notice of the default and a period of ten (10) days to cure the default. If Consultant notifies the City that it wishes to cure the default but cannot, in good faith, do so within the ten (10) day cure period provided, then the City may elect, in its sole discretion, to extend the cure period to an agreed upon time period, which agreed upon extension must be in writing and signed by the parties prior to the expiration of the cure period. Unless a written, signed extension has been fully executed by the parties, if Consultant fails to cure prior to expiration of the cure period, the Agreement is automatically terminated.

14.3. If the City terminates this Agreement for its own convenience not due to any default by Consultant, payment of Consultant shall be prorated to, and include the day of termination and shall be in full satisfaction of all claims by Consultant against the City under this Agreement.

14.4. Termination under any provision of this Section shall not affect any right, obligation, or liability of Consultant or the City that accrued prior to such termination. Consultant shall surrender to the City items of work or portions thereof, referred to in **Section 18**, for which Consultant has received payment or the City has made payment.

### **Section 15. Suspension of Services**

The City may suspend, delay, or interrupt all or any part of the Services for such time as the City deems appropriate for its own convenience by giving written notice thereof to Consultant. An adjustment in the time of performance or method of compensation shall be allowed as a result of such delay or suspension unless the reason for the delay is within Consultant's control. The City shall not be responsible for Services performed by any subcontractors after notice of suspension is given by the City to Consultant. Should the City suspend, delay, or interrupt the Services and the suspension is not within Consultant's control, then the City shall extend the time of completion by the length of the delay.

### **Section 16. Modification/Addendum**

Any modification of the provisions of this Agreement shall not be enforceable unless reduced to writing and signed by both the City and Consultant. A modification is a written document, contemporaneously executed by the City and Consultant, which increases or decreases the cost to the City over the agreed Compensation Amount in **Section 4** of this Agreement, or changes or modifies the Scope of Work or the time for performance. No modification shall be binding or effective until executed, in writing, by both Consultant and the City. In the event Consultant receives any communication of whatsoever nature from the City, which communication Consultant contends gives rise to any modification of this Agreement, Consultant shall, within five (5) days after receipt, make a written request for modification to the City's Project Manager in the form of an Addendum. Consultant's failure to submit such written request for modification in the form of an Addendum shall be the basis for refusal by the City to treat said communication as a basis for modification or to allow such modification. In connection with any modification to this Agreement affecting any change in price, Consultant shall submit a complete breakdown of labor, material, equipment, and other costs. If Consultant incurs additional costs or devotes additional time on Project tasks, the City shall be responsible for payment of only those additional costs for which it has agreed to pay under a signed Addendum to this Agreement. To be enforceable, the Addendum must describe with particularity the nature of the change, any delay in time the Addendum will cause, or any increase or decrease in the Compensation Amount. The Addendum must be signed and dated by both Consultant and the City before the Addendum may be implemented.

### **Section 17. Access to Records**

The City shall have access, upon request, to such books, documents, receipts, papers, and records of Consultant as are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcripts during the term of this Agreement and for a period of four (4) years after termination of this Agreement, unless the City specifically requests an extension. This clause shall survive the expiration, completion, or termination of this Agreement.

**Section 18. Property of the City**

All documents, reports, and research gathered or prepared by Consultant under this Agreement, including but not limited to spreadsheets, charts, graphs, drawings, tracings, maps, surveying records, mylars, modeling, data generation, papers, diaries, inspection reports, photographs, and any originals or certified copies of the original work forms, if any, shall be the exclusive property of the City and shall be delivered to the City prior to final payment. Any statutory or common law rights to such property held by Consultant as creator of such work shall be conveyed to the City upon request without additional compensation.

**Section 19. Notices**

Any notice required or permitted under this Agreement shall be in writing and shall be given when actually delivered in person or forty-eight (48) hours after having been deposited in the United States mail as certified or registered mail, addressed to the addresses set forth below, or to such other address as one party may indicate by written notice to the other party.

To City: City of Wilsonville  
Attn: Zoe Mombert, Assistant to the City Manager  
29799 SW Town Center Loop East  
Wilsonville, OR 97070

To Consultant: JayRay Ads & PR Inc.  
Attn: Bridget Baeth  
1102 A Street Suite 300 #311  
Tacoma, WA 98402

**Section 20. Miscellaneous Provisions**

20.1. Integration. This Agreement, including all exhibits attached hereto, contains the entire and integrated agreement between the parties and supersedes all prior written or oral discussions, representations, or agreements. In case of conflict among these or any other documents, the provisions of this Agreement shall control, and the terms most favorable to the City, within the City’s sole discretion, will apply.

20.2. Legal Effect and Assignment. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representatives, successors, and assigns. This Agreement may be enforced by an action at law or in equity.

20.3. No Assignment. Consultant may not assign this Agreement, nor delegate the performance of any obligations hereunder, unless agreed to in advance and in writing by the City.

20.4. Adherence to Law. In the performance of this Agreement, Consultant shall adhere to all applicable federal, state, and local laws (including the Wilsonville Code and Public Works Standards), including but not limited to laws, rules, regulations, and policies concerning employer

and employee relationships, workers compensation, and minimum and prevailing wage requirements. Any certificates, licenses, or permits that Consultant is required by law to obtain or maintain in order to perform the Services described on **Exhibit A**, shall be obtained and maintained throughout the term of this Agreement.

20.5. Governing Law. This Agreement shall be construed in accordance with and governed by the laws of the State of Oregon, regardless of any conflicts of laws. All contractual provisions required by ORS Chapters 279A, 279B, 279C, and related Oregon Administrative Rules to be included in public agreements are hereby incorporated by reference and shall become a part of this Agreement as if fully set forth herein.

20.6. Jurisdiction. Jurisdiction and venue for any dispute will be in Clackamas County Circuit Court.

20.7. Legal Action/Attorney Fees. If a suit, action, or other proceeding of any nature whatsoever (including any proceeding under the U.S. Bankruptcy Code) is instituted in connection with any controversy arising out of this Agreement or to interpret or enforce any rights or obligations hereunder, the prevailing party shall be entitled to recover attorney, paralegal, accountant, and other expert fees and all other fees, costs, and expenses actually incurred and reasonably necessary in connection therewith, as determined by the court or body at trial or on any appeal or review, in addition to all other amounts provided by law. If the City is required to seek legal assistance to enforce any term of this Agreement, such fees shall include all of the above fees, whether or not a proceeding is initiated. Payment of all such fees shall also apply to any administrative proceeding, trial, and/or any appeal or petition for review.

20.8. Nonwaiver. Failure by either party at any time to require performance by the other party of any of the provisions of this Agreement shall in no way affect the party's rights hereunder to enforce the same, nor shall any waiver by the party of the breach hereof be held to be a waiver of any succeeding breach or a waiver of this nonwaiver clause.

20.9. Severability. If any provision of this Agreement is found to be void or unenforceable to any extent, it is the intent of the parties that the rest of the Agreement shall remain in full force and effect, to the greatest extent allowed by law.

20.10. Modification. This Agreement may not be modified except by written instrument executed by Consultant and the City.

20.11. Time of the Essence. Time is expressly made of the essence in the performance of this Agreement.

20.12. Calculation of Time. Except where the reference is to business days, all periods of time referred to herein shall include Saturdays, Sundays, and legal holidays in the State of Oregon, except that if the last day of any period falls on any Saturday, Sunday, or legal holiday observed by the City, the period shall be extended to include the next day which is not a Saturday, Sunday, or legal holiday. Where the reference is to business days, periods of time referred to herein shall exclude Saturdays, Sundays, and legal holidays observed by the City. Whenever a time period is

set forth in days in this Agreement, the first day from which the designated period of time begins to run shall not be included.

20.13. Headings. Any titles of the sections of this Agreement are inserted for convenience of reference only and shall be disregarded in construing or interpreting any of its provisions.

20.14. Number, Gender and Captions. In construing this Agreement, it is understood that, if the context so requires, the singular pronoun shall be taken to mean and include the plural, the masculine, the feminine and the neuter, and that, generally, all grammatical changes shall be made, assumed, and implied to individuals and/or corporations and partnerships. All captions and paragraph headings used herein are intended solely for convenience of reference and shall in no way limit any of the provisions of this Agreement.

20.15. Good Faith and Reasonableness. The parties intend that the obligations of good faith and fair dealing apply to this Agreement generally and that no negative inferences be drawn by the absence of an explicit obligation to be reasonable in any portion of this Agreement. The obligation to be reasonable shall only be negated if arbitrariness is clearly and explicitly permitted as to the specific item in question, such as in the case of where this Agreement gives the City “sole discretion” or the City is allowed to make a decision in its “sole judgment.”

20.16. Other Necessary Acts. Each party shall execute and deliver to the other all such further instruments and documents as may be reasonably necessary to carry out this Agreement in order to provide and secure to the other parties the full and complete enjoyment of rights and privileges hereunder.

20.17. Interpretation. As a further condition of this Agreement, the City and Consultant acknowledge that this Agreement shall be deemed and construed to have been prepared mutually by each party, and it shall be expressly agreed that any uncertainty or ambiguity existing therein shall not be construed against any party. In the event that any party shall take an action, whether judicial or otherwise, to enforce or interpret any of the terms of the Agreement, the prevailing party shall be entitled to recover from the other party all expenses which it may reasonably incur in taking such action, including attorney fees and costs, whether incurred in a court of law or otherwise.

20.18. Entire Agreement. This Agreement and all documents attached to this Agreement represent the entire agreement between the parties.

20.19. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall constitute an original Agreement but all of which together shall constitute one and the same instrument.

20.20. Authority. Each party signing on behalf of Consultant and the City hereby warrants actual authority to bind their respective party.

*[Signature page(s) follow.]*

The Consultant and the City hereby agree to all provisions of this Agreement.

**CONSULTANT:**

**CITY:**

JAYRAY ADS & PR INC.

CITY OF WILSONVILLE

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

As Its: \_\_\_\_\_

As Its: \_\_\_\_\_

EIN/Tax I.D. No. \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_

Name: \_\_\_\_\_

Title: Legal Counsel for the City

[https://wilsonville.sharepoint.com/sites/legal/shared documents/city/contract \(k\)/dir/tourism/promotion/fy25-28/doc/psa tourism promotion and marketing-jayray ads.docx](https://wilsonville.sharepoint.com/sites/legal/shared%20documents/city/contract%20(k)/dir/tourism/promotion/fy25-28/doc/psa%20tourism%20promotion%20and%20marketing-jayray%20ads.docx) #253590

# SCOPE OF WORK

Item 9.

FY 2025-2026

Marketing Services (Includes Collateral, Shipping/Distribution)	Cost
<ul style="list-style-type: none"> <li>Media buying: Identify advertising opportunities, negotiate favorable rates, identify insertion dates based on editorial calendar, define ad specs, oversee design and production, and upload ads to publications.</li> </ul>	\$1,160
<ul style="list-style-type: none"> <li>Art and creative direction, including concepts for an off-season marketing campaign running Winter through Spring (when hotels need the most support to attract heads in beds).</li> </ul>	\$3,430
<ul style="list-style-type: none"> <li>Ad design, production and copywriting — this includes landing page design and copy for campaigns/marketing collateral (e.g., visitor guide brochure with locator map).</li> </ul>	\$13,150
<ul style="list-style-type: none"> <li>Advertising allowance to reach target markets and grow followers. Primary focus on digital ads, geolocation marketing, Travel Oregon Visitor Guide and PNW-based leisure publication. Work with partners/regional DMOs on co-op ad buys/joint promotion efforts as available.</li> </ul>	\$24,210
<ul style="list-style-type: none"> <li>Geolocation Datafy subscription to include custom analysis dashboard for six clusters (hotels, parks, attractions, high-visitation areas, etc.). Track points of interest with charts, graphs, maps and historical data. Includes quarterly report reflecting visitor data (number of visits, geographic markets, spending, hotel stays and more) with access to live dashboard.</li> </ul>	\$21,720
<ul style="list-style-type: none"> <li>Geofencing management and data analysis, including monthly meeting with Datafy.</li> </ul>	\$4,440
<ul style="list-style-type: none"> <li>Marketing collateral print allowance (e.g., FY 25-26 leisure brochure).</li> </ul>	\$2,400
<ul style="list-style-type: none"> <li>Certified Folder poster display at I-5 French Prairie Rest Area, northbound (use poster from FY 24-25). Distribute visitor guide brochure at Oregon Welcome Centers and the Portland Visitor Center (cost includes freight and shipping to outlets as contracted by CF).</li> </ul>	\$4,140
<ul style="list-style-type: none"> <li><b>NEW:</b> Email marketing campaign. Build visitor contact list through geolocation marketing ads, develop template and draft content for monthly email distribution. Includes fees for the MailChimp email platform.</li> </ul>	\$5,140
<ul style="list-style-type: none"> <li><b>NEW:</b> Run a Google Ads campaign to increase traffic to the website during shoulder seasons.</li> </ul>	\$6,420

**Subtotal: \$86,210**

Exhibit A - Scope of Work



# SCOPE OF WORK

Item 9.

FY 2025-2026

## Website Services

## Cost

- Annual maintenance including software/paid plug-in renewals, website hosting, domain renewal, SSL certificate renewals, security/hack alert scanning, and a technical support plan (necessary theme and plug-in updates, daily cloud backups, 24/7 uptime monitoring and website restored when down within an hour) and SEO plug-in.

*Includes domain name & SSL Certificate renewals for ExploreWilsonville.com*

\$5,400
- Provide ongoing content maintenance (events calendar, business listings) for up to six hours a month. Update itineraries once per year, including maps and graphics. A searchable events calendar (filtered by event length, category, price and city) will feature community and tourism events occurring 24 miles south, east and west of Wilsonville and 5 to 15 miles north.

\$13,370
- Develop a campaign landing page to track advertising using FB Pixels/UTMs.

\$1,370
- Website content development (seasonal homepage image and copy; featured landing pages and travel blog (**NEW**: four stories "blogs" written by guest travel writers) is changed and maintained every quarter. Guest travel writers are paid roughly \$500/blog to share their authentic experiences in Wilsonville. Content can then be shared on the website, social media and through e-newsletters to grow interest and engagement.

\$5,160
- NEW**: Run technical/accessibility site audit using axe DevTools quarterly and address any issues in quarterly reports. Leverage built-in SEO premium Yoast plug-in to refine content based on keywords research and run insights report.

\$1,532

**Subtotal: \$26,832**

Exhibit A - Scope of Work



# SCOPE OF WORK

Item 9.

FY 2025-2026

## Social Media Services

### Cost

- Write and produce social content following social media strategy/editorial calendar, posting three times per week on Instagram, Facebook and Pinterest. Includes one round of revision; content produced for four weeks at a time. \$15,840
- Provide "day-to-day" community management and engagement (schedule and post content on three channels, find photos from followers to share, grow followers and respond to comments/messages). Reshare content from local businesses, including stories on Instagram throughout each week. \$7,040
- Ad allowance to increase website traffic/grow social media followers among target audience. Includes a mix of boosted organic posts and social ads. \$2,616

**Subtotal: \$25,496**

## Public Relations Services

### Cost

- Continue software subscription to robust Cision Media Database (\$1,000 annually— a \$10,000 savings by splitting the cost with other JayRay clients) to provide monthly monitoring, media contact lists, distribution (AP Wire available) and reporting. \$1,000
- Subscribe to database of relevant reporter inquiries, respond to media content/photo requests and opportunities. Monitor on a weekly basis. \$2,520
- Develop an annual story calendar with tourism media lists for four approved themes, with corresponding tactics including media pitches and news releases. Quarterly, conduct targeted PR outreach and provide ongoing media follow-up. \$12,600
- Micro influencer/travel blogger campaign (bring two IG influencers with travel blogs, each tasked to promote a different Wilsonville itinerary during shoulder season). Includes influencer selection, contracts, itinerary building, services fee (\$1,500 each) and hosting. \$6,240
- Media hosting allowance for additional FAMS and approved media visits. \$1,200
- Attend media conference to pitch Explore Wilsonville content to travel writers in person (e.g., Travel & Words, PRSA, IMM TravMedia Summit). \$5,760

**Subtotal: \$29,356**

Exhibit A - Scope of Work

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# SCOPE OF WORK

Item 9.

FY 2025-2026

## Management Services

## Cost

<ul style="list-style-type: none"> <li>Management of the overall tourism promotion and destination marketing program (includes workplan and monthly virtual meetings to encompass strategy decisions) with City staff. Follow operating procedures/systems in conjunction with City staff for public communications to respond timely in various preferred methods (e.g., email, online, phone, mail, in-person).</li> </ul>	\$9,780
<ul style="list-style-type: none"> <li>Accounting for itemized expenses, invoiced monthly (<b>no charge</b>).</li> </ul>	\$0
<ul style="list-style-type: none"> <li>The annual STR (soon CoStar) hotel report data subscription renewal for Wilsonville is for 2026 (costs are increasing with the CoStar merger; consider splitting with the City of Wilsonville).</li> </ul>	\$2,640
<ul style="list-style-type: none"> <li>Renew memberships to Travel Oregon, Travel Portland and Oregon Destination Association as agreed upon. Review and consider annually as opportunities arise.</li> </ul>	\$1,440
<ul style="list-style-type: none"> <li>Provide a quarterly report (roughly 20 pages) of key performance indicators (KPIs) for contracted services, including website, marketing/advertising, social media, geolocation data and PR. Reports include STR hotel data (occupancy, revpar, demand, revenue) and a high-level dashboard to track progress against annual goals and the previous year's results. Includes a 2025 annual report (roughly 10 pages).</li> </ul>	\$5,380
<ul style="list-style-type: none"> <li>Conference attendance at one Oregon destination marketing conference (e.g., ODA, Oregon Governor's Conference on Tourism). The allowance covers conference expenses. <b>No charge for JayRay time.</b></li> </ul>	\$1,200
<ul style="list-style-type: none"> <li>Attend Tourism Promotion Committee meetings (up to four virtual meetings based on the current contract). In-person attendance may be requested in advance and billed under Reserve/Contingency.</li> </ul>	\$4,100

**Subtotal: \$24,540**

Exhibit A - Scope of Work



# SCOPE OF WORK

Item 9.

FY 2025-2026

Reserve/Contingency (Includes Photographic & Video Services)	Cost
Consider the following destination marketing opportunities for reserve/contingency fund use, if not otherwise needed throughout the year:	TBD
<ul style="list-style-type: none"> <li>• Arrange for a new photography/video shoot of attractions and events as needed. Includes models and releases and full, unlimited usage rights (<b>\$5,000-\$7,500</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Develop an industry webpage to gather giveaways (products, experiences) from local/regional businesses to feature in seasonal social media/email marketing contest giveaways. Includes form development to submit item(s) and timing preference. Align contest themes with the annual editorial calendar and promote via marketing channels. (<b>\$3,600</b>). <i>Note: this would also be a good tool to gather any tourism packages that partners would be willing to collaborate on (for example, Holiday Inn and Lady Hill Wine Package) that we could support with "Book now" promotions in email marketing and social media.</i></li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Create an accessible travel itinerary, highlighting places in and around Wilsonville that meet and exceed accessibility standards. Includes write-up, images and map of each point of interest (<b>\$2,400</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Create a Willamette Valley blooms itinerary, highlighting flower fields (which have been Wilsonville's top searched content) in the area by season. The itinerary includes a write-up, images and a map of each point of interest (<b>\$2,400</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Freshen up itineraries that are now "light" due to business closures (e.g., dog-friendly trips, gift-givers guide) (<b>\$1,200</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Purchase an asset management library (<b>\$5,000-\$12,000/year with CrowdRiff</b>) to store/organize Explore Wilsonville images and video, making them more easily accessible to City and industry partners with detailed licensing for each asset. Consider splitting fees with the City.</li> </ul>	TBD
<b>Subtotal:</b>	<b>\$7,602</b>

Exhibit A - Scope of Work



# INVESTMENT SUMMARY

Item 9.

FY 2025-2026

## Tourism Promotion and Destination Marketing Services

Marketing Services	\$86,210
Website Services	\$26,832
Social Media Services	\$25,496
Public Relations Services	\$29,320
Management Services	\$24,540
Reserve/Contingency	\$7,602

**ANNUAL PROJECT TOTAL \$200,000**

Exhibit A - Scope of Work

### Billing Cadence

We bill monthly for services provided the prior month.

### Rate Schedule

Principal: \$210/hour | account lead

Senior Advisor: \$200/hour | PR strategist

Advisor: \$185/hour | digital content manager | art director

Assistant Advisor: \$165/hour | data & website coordinator

### Experiential Visit

During the first quarter, three JayRayers will visit Wilsonville to experience newly opened businesses and top attractions through the eyes of visitors. We will not charge for our time; we bill for outside travel costs, which are often waived by partner hosting.



# JAYRAY

Item 9.

## CITY OF WILSONVILLE DBA EXPLORE WILSONVILLE

Tourism Promotion and  
Destination Marketing Services

Creative Marketing | Strategic Communications



# BASECAMP BRILLIANCE

We've been "In the Heart of it All" with Explore Wilsonville since 2020, navigating a global pandemic together. JayRay has loved every moment of helping Wilsonville shine — highlighting its charm, community and unique place as a dual gateway between the Portland metro and the Willamette Valley.

## A Strong Foundation For the Future

With Wilsonville's vibrant 2035 vision in mind, we're excited about the opportunity to continue this partnership. Wilsonville is brimming with culture, heritage and adventure. From its family-friendly vibe and the largest inventory of affordable lodging near the Portland metro to its deep-rooted history and expansive outdoor recreation, Wilsonville is the perfect basecamp.

**+** *Together, we've built a strong foundation. Now, let's elevate Wilsonville's story, growing multi-night stays and turning business into bleisure.*

## Turning Day-Trippers into Overnights

We're eager to support the new Destination Strategy, focusing on boosting visits during the shoulder seasons. Whether promoting wine tours, tax-free shopping sprees or biking routes, we're ready to craft campaigns that turn day-trippers into overnights.

In a few short years, we've rebranded, reskinned the website, developed 30 itineraries, collaborated with regional DMOs, implemented geolocation marketing, showcased the destination through new imagery and videos, gathered data on who visits, and grew the visitor economy through successful advertising campaigns.

Let's keep building on what we've started — making Wilsonville the go-to hub "In the Heart of it All."



**Jen Willey**

**Senior Advisor**

JWilley@JayRay.com  
253.284.2531



**Bridget Baeth**

**Principal**

BBaeth@JayRay.com  
253.722.2690

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## ABOUT JAYRAY

Item 9.

PR agency. Creative shop. Brand consultancy. Communications firm. We defy labels because we believe that the best solutions rarely fit into a silo. Whether we're shaking things up or settling things down, chalking the streets or owning the floor in a conference room, we're constantly blurring the lines of creativity and communications.

Since 1970 we've turned challenges on their head and ignited big ideas into action.

### + Our Mission

Spark curiosity, inspire adventure and build lasting connections. Our mission is simple: craft meaningful stories that bring destinations to life and ensure every visitor feels the magic of the journey.

#### JAYRAY

1102 A Street, Suite 300 #311  
Tacoma, WA 98402  
253.627.9128  
Hello@JayRay.com [JayRay.com](http://JayRay.com)

#### SUB-CONSULTANTS

##### STROM NELSEN

Puyallup, WA  
Michelle Strom  
Michelle@StromNelsen.com  
253.677.3113

##### SOUTH SOUND CREATIVE

Tacoma, WA  
Jack Saffle  
SouthSoundCreative@gmail.com  
253.370.2114

##### MVESTOR MEDIA

Las Vegas, NV; Olympia, WA  
Ian Rogers  
ian@MvestorMedia.com  
702.530.7360

*JayRay was honored to be named "Best Ad Agency/Marketing Firm" by South Sound Business in 2024.*

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# A FULL-SERVICE PARTNER

From one-time projects to ongoing support

Item 9.



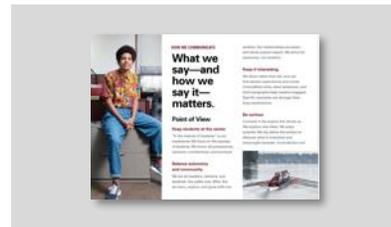
## ADVERTISING & MARKETING



## PR & SOCIAL MEDIA



## BRANDING & IDENTITY



## GRAPHIC DESIGN



## STRATEGIC COMMUNICATION



## DIGITAL & WEB DEVELOPMENT

## What We Do:

- + Branding and visual identity
- + Messaging and PR strategy
- + Destination marketing programs
- + Collateral development, print and digital assets
- + Social media strategy and channel management
- + Advertising
- + Media pitching and hosting
- + Blogger and media relations
- + Issue management
- + Internal communications
- + Content strategy and creation
- + Research and planning
- + Promotions and events
- + Art direction and graphic design
- + Video storytelling
- + Website design and development
- + Search engine marketing (SEM)



# AWARD-WINNING DESTINATION MARKETING

JayRay opened 55 years ago and continues to be dedicated to clients' success, helping them communicate and market effectively. Here's a sampling of recent awards earned for our tourism clients:

**2024**

Explore Wilsonville *Telly Awards – Silver; video series*  
 Visit Big Sky *Communicator Awards – Excellence; “Kindness” campaign*  
 Visit Gig Harbor *MarCom Awards – Gold; logo design*  
 Visit Kent *dotComm Awards – Gold; website design*  
 Visit Kitsap Peninsula *MarCom Awards – Gold; website design*  
 Visit Yuma *Communicator Awards – Excellence; 2024 Travel Guide*  
 Visit Yuma *Summit Creative Awards – Gold; “Hello. I’m Yuma.” campaign*  
 Visit Yuma *Telly Awards – Bronze; destination video*

**2023**

Explore Wilsonville *MarCom Awards – Gold; visual identity design*  
 Visit Yuma *Arizona Office of Tourism – Best Marketing Campaign Award; “Soak up Every Minute” campaign*  
 Visit Yuma *Communicator Awards – Excellence; 2023 Travel Guide*  
 Visit Yuma *Summit Creative Awards – Bronze; 2023 Travel Guide*  
 Visit Yuma *Viddy Awards – Platinum; destination video*

**2021**

City of Puyallup *Communicator Awards – Excellence; “Choose Puyallup” campaign*  
 Experience Olympia + Beyond *Communicator Awards – Distinction; “Decidedly Different” holiday gift guide*  
 Explore Wilsonville *MarCom Awards – Honorable Mention; “10 Trips” campaign*  
 South Sound Together *dotComm Awards – Platinum; South Sound gift guide*  
 Visit Renton *Communicator Awards – Excellence; “Make Yourself at Home” campaign*



**ON TRAVEL & TOURISM**



## ON TRAVEL & TOURISM

Every community has a unique experience and inspiring story to share. We focus on finding the audience that wants to hear it. When done right, visitors engage, locals find pride and destinations create economic value.

Tourism transforms not only towns but also the people who travel. The more we can help connect travelers and destinations, the more meaningful our work becomes. Our favorite destination: one that welcomes and celebrates cultural differences, like Wilsonville does.



Item 9.

### Experience:

- + Experience Olympia & Beyond
- + Explore Wilsonville
- + Discover Gilbert
- + Discover Forest Grove
- + Maritime Washington
- + Olympic Peninsula Visitor Bureau
- + Visit Big Sky
- + Visit Gig Harbor
- + Visit Kent
- + Visit Kitsap Peninsula
- + Visit Kittitas County
- + Visit Renton
- + Visit Tacoma
- + Visit Vancouver
- + Visit Yuma
- + Woodinville Wine Country

### What we do:

- Brand strategy and development
- Place branding
- Marketing plans
- Advertising
- Media relations
- Marketing campaigns
- Social media
- Web design and development
- Content creation:
  - Visitor guides
  - Itineraries
  - Blogs
  - Videos
  - Photography
  - Content partnerships

## WILSONVILLE

### What makes a place a great place to live – makes it a great place to visit.

Wilsonville is in the heart of it all. An overnight stay gives you access to artisanal wine, expansive parks and historic sites. Sweeping farmlands and urban nightlife are also within reach.

Today's travelers first think of Portland and the Coast as they build their Willamette Valley itineraries. Let's continue to add Wilsonville to the mix. Over 40% of travelers seek places they've never been before. Wilsonville can be that "new place" as we tap travelers from Eugene and Seattle-Tacoma — your top two drive markets.



Item 9.

### What happens when you look at your community through the eyes of a visitor?

You find joy in discovering new things. Located 2.5 hours away, we can see the destination with fresh eyes. Creative ideas begin to flow. While the destination may look the same to you, it starts to feel different.

### Exploration:

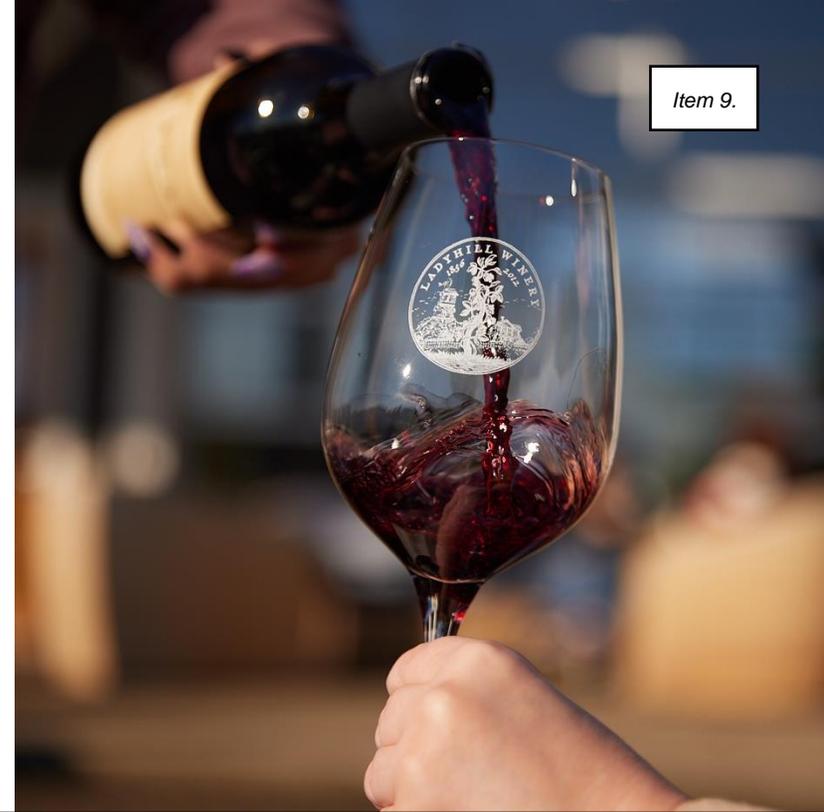
We begin our partnership with an exploratory visit to Wilsonville to experience your top list of things to do, food to try and beds to crash in firsthand. We look for unnoticed splendor, meeting locals along the way. We consider this a crucial part of the process, even for contract renewal, and there's no charge for our time!



# YOUR VISITORS' JOURNEY

**For Explore Wilsonville, connecting with your audience at every stage of the travel journey is vital.**

Destination marketing is about inspiring the right person with the right message, at the right time. Through research, we learn what motivates and interests those most likely to visit Wilsonville, revealing opportunities that guide us through developing and implementing your bespoke strategy.



Item 9.



## DREAMING

**Awareness**

*Inspire people to travel; drive brand consideration.*



## PLANNING

**Engagement**

*Make it easy to act on any device or channel.*



## BOOKING

**Conversion**

*Provide clear benefits and incentives to choose Wilsonville.*



## EXPERIENCING

**Loyalty**

*Create an exceptional experience they'll share with others.*



**EXTEND STAYS**

Item 9.

**FROM DAY TO OVERNIGHT**

**For every one hour traveled, visitors need four hours of activity.**



## RESEARCH & DATA

**Investing in research and sourcing data is key to our approach to strategy development, performance measurement and optimization processes.**

Every day, we have our hands in STR, geolocation technology, state and national travel trends, industry conferences and association connections. We'll pair data you have at the ready with new data — shaping decisions, driving change and enhancing outcomes based on key motivators for travel.



Item 9.

### **What if you could clearly track the success of your campaigns?**

Your board and funding partners would be delighted. Leveraging geolocation technology, we can help you understand visitation to your destination and the direct impact advertising efforts have on not only hotels but the community overall.

#### **Success snapshot:**

Geolocation campaigns with three destination partners ran 90 days during shoulder seasons, making a big impact:

- \$100: \$1 est. return on ad spend
- 94,191 total trips
- 74,829 room nights booked
- \$14,012,400 destination impact
- 21,764,455 total impressions

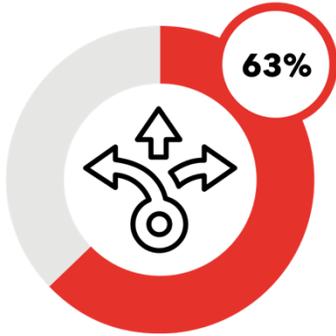
# KEY TRENDS ON VISITOR BEHAVIOR

Item 9.

## Global Travel Trends

Expedia, Hotels.com and VRBO share what travelers will do in 2025:

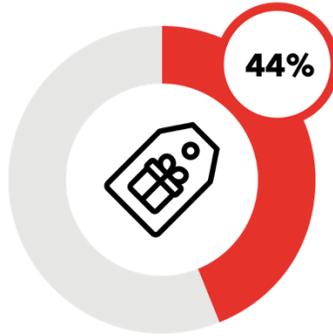
### Detour Destinations



#### 63% will make detours on their next trip

Travelers seek less well-known and less crowded places, either as an add-on or as the main destination

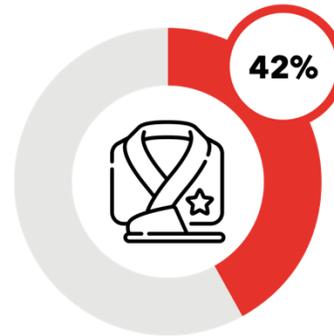
### Goods Getaways



#### 44% will shop to buy local goods

Travelers are going the distance in search of treasures they can't get at home

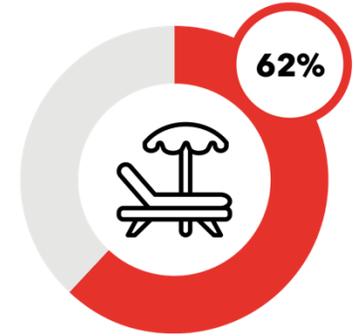
### All-Inclusive Era



#### 42% of Gen Zers are opting in on all-inclusive

#allinclusive is trending – “one-click trips” offer less stress and ease of booking

### JOMO Travel



#### 62% seek stress-reducing activities

Beach and mountain relaxation are top ways to experience “the joy of missing out,” improving overall well-being



## The Phenomena-List Booms in 2025

80% of travelers say it's important to stay in a place that offers a front-row seat to breathtaking natural wonders. Think Northern Lights, sea turtle hatching, volcano activity, dark skies, firefly season, high tides and hot springs.

Expedia Group Unpack '25 data draws on first-party data and res

**TEAM**



## Bridget Baeth

Principal, Account Lead



### EDUCATION

BA in Communications, PR;  
Minor in Publishing and Printing  
Arts; Minor in Sociology, Pacific  
Lutheran University

### AFFILIATIONS

State of Washington Tourism,  
Board of Directors  
Pacific Lutheran University,  
Alumni Board of Directors

### CLIENTS

City of Astoria  
City of Kent dba Visit Kent  
City of Wilsonville dba Explore  
Wilsonville  
Discover Forest Grove  
Discover Gilbert  
Olympic Peninsula Tourism  
Visit Big Sky  
Visit Yuma

BBaeth@JayRay.com  
253.722.2690

 BridgetBaeth

### EXPERIENCE

#### JayRay

Senior Advisor  
& Principal  
2013-Present  
Tacoma, WA

#### Tacoma Regional Convention + Visitor Bureau "Visit Tacoma"

Director of Marketing &  
Communications  
2008-2013  
Tacoma, WA

#### Washington Tourism Alliance

Newsletter Editor  
2008-2013  
Statewide

#### Scout Media (Fox Sports)

Production Designer  
2007-2008  
Seattle, WA

#### Tacoma Community College Foundation

Marketing Assistant  
2005-2008  
Tacoma, WA

Bridget lives and breathes destination strategy. From working in-house at Visit Tacoma to serving on the State of Washington Tourism board, she's been the driving force behind campaigns that create powerful narratives and authentic connections. Bridget's sharp eye for design and knack for messaging ensures brands flourish and visitors feel welcomed. Born and raised in Oregon, she frequents often.

Led collaborative marketing and communication efforts, branding and promotion of Tacoma and Pierce County as a tourism destination. Served as spokesperson for the organization.

Partnered with DMOs, chambers and city leaders across the state on tourism advocacy messaging. Produced monthly tourism e-newsletter including story writing and design.

Used InDesign and Photoshop to design up to 10 college and professional sports team magazines within a two-week period each month.

Provided graphic design, writing, editing and public relations support for the college. Supported college-wide rebranding effort including content development for website and class schedule.



## Jen Willey

Senior Advisor, PR Strategist



### EDUCATION

BA in Liberal Studies,  
Communications and Applied  
Psychology, Eastern Washington  
University

### AFFILIATIONS

Public Relations Society of America  
Gamma Phi Beta, Volunteer  
Annie Wright Schools  
Health and Wellness Subcommittee

### CLIENTS

City of Monroe  
City of Wilsonville dba Explore  
Wilsonville  
Discover Gilbert  
Snohomish County  
Tacoma Art Museum  
Visit Kitsap Peninsula  
Visit Yuma

JWilley@JayRay.com  
253.284.2531

 JenWilley

### EXPERIENCE

#### JayRay

Senior Advisor  
2022-Present  
Tacoma, WA

#### Annie Wright Schools

Marketing &  
Communications Director  
2012-2022  
Tacoma, WA

#### Qualis Health

Communications  
Consultant  
2005-2012  
Seattle, WA

#### Nordstrom, Inc.

Business Public Relations  
Specialist  
2001-2005  
Seattle, WA

#### Starwood Properties

Regional Human  
Resources Associate  
2000-2001  
Seattle, WA

#### Onvia

Corporate Affairs  
1999-2000  
Seattle, WA

Jen is the PR powerhouse you want by your side, keeping destinations top of mind for travelers and media. Her connections to writers and travel publications across the Pacific Northwest are vast — she's garnered 15 travel-related articles for Explore Wilsonville in less than three years.

Developed and implemented marketing strategies and community outreach, managed public relations, internal and external communications, advertising, branding, publications and social media.

Managed and executed communications and marketing projects, developed and edited content for industry publications, crafted communications templates for fellow Quality Improvement Organizations across the U.S and managed website and social media.

Served on the corporate communications team providing business public relations and media coverage, crisis communications management, and brand and reputation stewardship.

Supported human resource efforts, managed and resolved employee calls to crisis hotline and led hiring, training and opening activities for new properties.

Launched an events calendar and program with staffing, onsite resources and promotions to support customer acquisition strategy.

## Cara Sjogren

Advisor, Digital Content Manager



### EDUCATION

BAC in Public Relations and Advertising, Pacific Lutheran University

### CLIENTS

City of Pasco  
 City of Wilsonville dba Explore Wilsonville  
 Discover Forest Grove  
 Discover Gilbert  
 OHME Gardens  
 Rural Economic Alliance  
 Starfire Sports  
 Visit Kitsap Peninsula  
 Woodinville Wine Country

### EXTRA

Bilingual Spanish Proficiency

CSjogren@JayRay.com  
 541.977.7605

 Cara-Sjogren

### EXPERIENCE

#### JayRay

Advisor  
 2021-Present  
 Tacoma, WA

Cara's travel-savvy insight helps her craft next-level social media content that resonates with target audiences while staying true to local flavor. She beautifully provides detailed reports for marketing strategies and campaigns. Though Cara's passport stamps include four continents, her Pacific Northwest roots run deep.

#### StyledYou/Mae & Co. Creative

Marketing Manager  
 2020-2021  
 Remote

Built and maintained website landing pages and implemented sales funnels with a 10% conversion rate, resulting in a 400% increase in sales. Managed day-to-day operation and monitoring of all social media platforms and community management.

#### Peace Corps

Community Economic Development Advisor  
 2018-2020  
 Jauja, Junin, Peru

Developed a women's entrepreneurship program by building relationships with institutions to create a 3-tier program, resulting in 61 women trained in personal development and income-generating activities and founding multiple businesses.

#### Sales Consultant

Cascade Wireless LLC  
 2017-2018  
 Bend, OR

Performed in-depth needs assessments with customers. Organized sales and maintained inventory to increase customer engagement and sales.

#### Pacific Lutheran University Athletics

Marketing Assistant  
 2014-2017  
 Tacoma, WA

Assisted with all aspects of marketing, from planning and budgeting to sponsorship and content creation. Brainstormed, created and implemented promotional events and marketing calendar across 19 sports.

## Julia White

Art Director, UX/UI Designer

Item 9.



### EDUCATION

BA in Graphic Design; Minor in User Experience Design, Western Washington University

### PROFICIENCIES

Graphic Design  
Illustration  
Web Design  
User Experience Design  
Motion Graphics

### CLIENTS

City of Kent dba Visit Kent  
City of Wilsonville dba Explore Wilsonville  
Discover Gilbert  
Maritime Washington  
Visit Gig Harbor  
Visit Kitsap Peninsula

JWhite@JayRay.com  
253.284.5582

 JuliaJWhite

### EXPERIENCE

#### JayRay

Art Director  
2021-Present  
Graphic Designer  
2018-2021  
Tacoma, WA

Julia ensures every visitor experience is as inclusive as it is engaging. Her talents don't stop there — her knack for illustration and motion graphics allows her to deliver cohesive, dynamic visuals that resonate across industries. Her experience in both destination marketing and large industrial companies gives her a well-rounded edge. She is very proud of her visual identity work for Explore Wilsonville.

#### Julia J. White Design

Owner  
2014-2018  
Tacoma, WA

Provided graphic design services to a variety of clients including The Grand Cinema, Federal Way Public Schools and Genesis Birth Center.

#### Allsop, Inc.

Junior Graphic Designer  
2016-2017  
Bellingham, WA

Designed logos, packaging, catalogs and other print and digital collateral under Allsop brand and sub-brands Allsop Home & Garden, GLOW and Digital Innovations, as well as distribution partners Gaiam and Mooni.



## Travis Roth

Assistant Advisor, Data & Website Coordinator



### EDUCATION

AS in Phonetics and Laser  
Technology, Montana State  
University-Bozeman

### PROFICIENCIES

Facebook  
Instagram  
Salesforce  
WordPress

### CLIENTS

City of Kent dba Visit Kent  
City of Wilsonville dba Explore  
Wilsonville  
Discover Forest Grove  
Maritime Washington  
Olympic Peninsula Tourism  
Commission  
Visit Yuma  
Washington State School  
Directors' Association

TRoth@JayRay.com  
406.403.1713

 Travis-Roth-4b8a55179

### EXPERIENCE

#### JayRay

Assistant Advisor  
2022-Present  
Tacoma, WA

Travis is JayRay's digital MVP. Focused and versatile, he manages social media accounts, gathers research and provides day-to-day website support for tourism brands. From Google Analytics to geolocation data, he's always on a mission to uncover insights to inform campaigns. With a background in laser technology and a knack for precision, he's a tech-savvy creative with an eye for captivating visuals. Originally from Oregon, he plans to return to his home state this spring to serve as JayRay's on-the-ground support.

#### Quantel Laser by LUMIBIRD

Laser Damage Technician  
2017-2022  
Bozeman, MT

Conducted detailed inspections, maintained equipment performance and collaborated with engineering teams to support product development and innovation.

#### Big Sky Bus Lines, Inc.

Service Writer & Parts  
Manager  
2014-2016  
Great Falls, MT

Ensured timely repairs and maintenance, sourced parts to meet operational needs and maintained detailed service records to support fleet reliability and performance.

## Bethany Doane

Principal, Account Invoicing



### EDUCATION

BA in Finance, University of Washington

### AFFILIATIONS

Narrows Aquatics Association  
Board Member  
Tacoma-Pierce County Chamber  
Executive Board Member

### CLIENTS

Supports all JayRay clients with onboarding and invoicing

BDoane@JayRay.com  
253.284.2530

 BethanyDoane

### EXPERIENCE

#### JayRay

Operations Manager  
& Principal  
2012-Present  
Tacoma, WA

Monitoring every project through the lens of financial discipline is no small task. Bethany brings this order to the operations of JayRay. A “numbers person” to the core, she has managed billings and balanced the books for various industries, including city government and travel and tourism. You might say that Bethany combines the versatility of a Swiss Army knife with the accuracy of the atomic clock. Deadlines and client service are staples in her wheelhouse.

#### McGladrey LLP

Regional Finance Team  
2008-2012  
Tacoma, WA

Billing functions manager for western U.S. region.

#### Knight Vale & Gregory

Internal Finance  
1995-2012  
Tacoma, WA

Accounting, financial statements and internal finance functions as part of the finance team.

#### LaValley Industries

Cost Accountant  
1992-1995  
Vancouver, WA

Cost accounting for manufacturing machinery serving the pulp and paper industry.

#### Boeing Company

Cost Accountant  
1989-1992  
Seattle, WA

Part of the cost accounting team for Boeing's military division B-2 program.

# OUR PARTNERS

## STROM & NELSEN, INC.



### Michelle Strom

#### Media Buyer

Michelle@StromNelsen.com  
253.677.3113

Michelle has been in the media buying and selling business for over 20 years and is JayRay's close partner. She is on the cutting edge of digital advertising, following the ups and downs of the tech platforms, their idiosyncrasies and how to get the most from them. She is just as facile negotiating with traditional broadcast or finding the right match in the local news or trades. She comes armed with a digital dashboard that helps us track metrics in real time and adjust campaigns to maximize efforts.

Michelle will buy Google Ads for Explore Wilsonville.

## SOUTH SOUND CREATIVE



### Jack Saffle

#### Video and Photo Production

SouthSoundCreative@gmail.com  
253.370.2114

Jack has had a camera in his hand for well over a decade. With a meticulous eye for detail, he aims to make each of his videos a technical step up from the last. Jack is our current go-to partner for all filming and editing. JayRay takes the lead on concepts, storyboards and pre-production details. Jack steps in to shoot, edit and lead postproduction.

We partnered with Jack on Explore Wilsonville's last video and photo shoot, as well as footage for Visit Yuma and Visit Kent — traveling across states together.

## MVESTOR MEDIA



### Ian Rogers

#### Web Developer

ian@MvestorMedia.com  
702.530.7360

As owner and principal of Mvestor Media since 2009, Ian has built a reputation as an adept innovator. He's grown Mvestor from a one-man show to a team of six highly qualified specialists dedicated to building websites.

Ian is a trusted JayRay partner in web development and maintenance, having supported ExploreWilsonville.com since 2020, when JayRay won the contract. He worked closely with JayRay on the reskin of the existing tourism website.





# REFERENCES



# REFERENCES



**Marcus Carney**  
**Executive Director**

Visit Yuma  
Marcus@VisitYuma.com  
206.472.2426

Partner since 2022



**Miriam Battson**  
**President/CEO**

Gig Harbor Chamber of Commerce  
dba Visit Gig Harbor  
MBattson@GigHarborChamber.com  
253.851.6865

Partner since 2023



**Michelle Wilmot**  
**Economic Development Manager**

Visit Kent  
MWilmot@KentWA.gov  
253.856.5709

Partner since 2018



**Marsha Massey**  
**Executive Director**

Olympic Peninsula Visitor Bureau/  
Olympic Peninsula Tourism Commission  
Director@OlympicPeninsula.org  
360.452.8552

Partner since 2018

*We're currently redesigning the website*

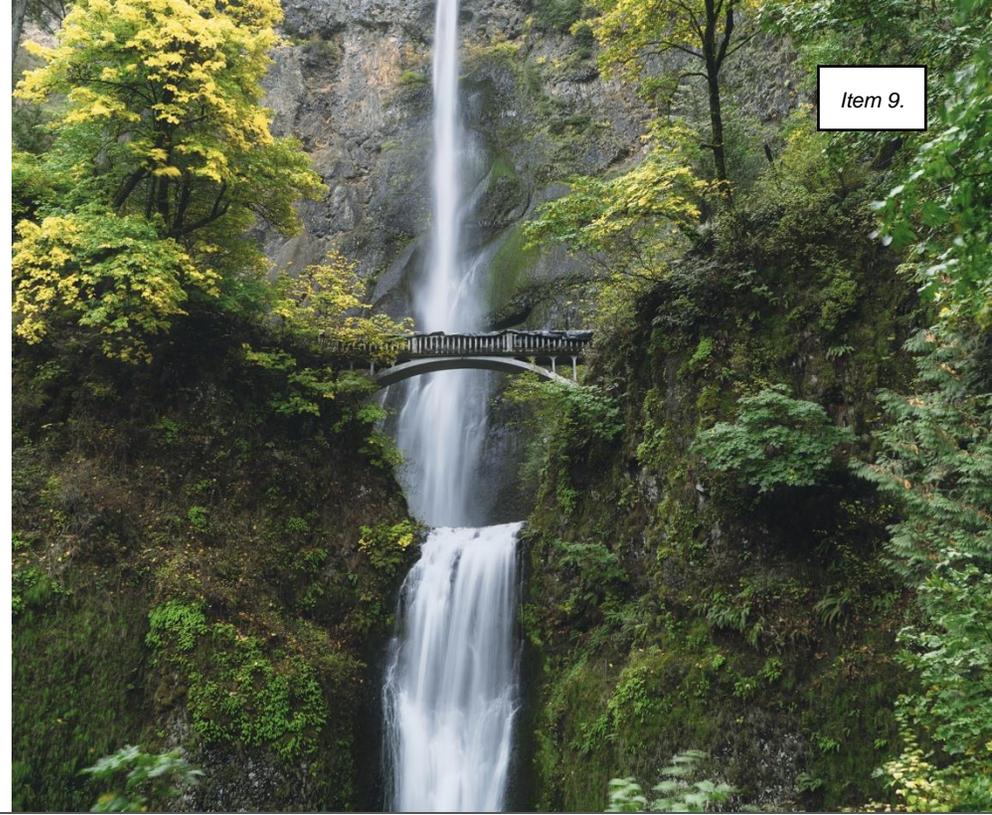


# APPROACH & WORKPLAN



## WE KNOW AND LOVE OREGON

It's where we weekend, and where some of us grew up. We have an intimate familiarity with Oregon — one that comes from time spent driving its roads, visiting its towns and exploring its lush valleys. We admire Travel Oregon's recent campaigns, showing the spirit of fearlessness, experimentation and imagination while being welcoming to all.



Item 9.

## OCEAN, MOUNTAINS, HIGH DESERT, SMALL TOWNS ...

Oregon is one of the best things about the West Coast. Divided into seven regions, the visitor experience is one-of-a-kind. Wilsonville happens to be in two of these regions!

- 1** Wilsonville is in the Portland region — a region that dares to dream, full of life.
- 2** Wilsonville is also in the Willamette Valley region — known for farms, vineyards and covered bridges.
- 3** Residents of Oregon accounted for about 36% of visitor spending in Oregon in 2023.
- 4** Oregon's travel and tourism industry is vast, representing 118,500 jobs.

# OUR CREATIVE PROCESS

Item 9.

1

## LISTEN

Listening closely to the Wilsonville Tourism Promotion Committee's unique needs is always the first step of the process.

2

## MAKE A PLAN

A thoughtful plan guides creative efforts and major milestones — all while incorporating your objectives to increase overnight stays and length of stays.

3

## RESEARCH/ENGAGE

Research is conducted internally and externally to understand your audience and key stakeholders.

4

## DEFINE STRATEGY

Fueled by data, we create a game plan to capture your audience and achieve your goals. Meaningful strategies translate into results.

5

## CONCEPT

Our team leaves no stone unturned when putting together initial design concepts. This is where critical thinking and problem-solving collide.

6

## COLLABORATE

Initial concepts are presented, along with creative rationale. We ask all the important questions to collect clear feedback as we head into iterations.

7

## ITERATE

Create. Edit. Review. Create. Edit. Review. We believe iteration is the key to achieving authentic and excellent results, improving as we go.

8

## FINALIZE

Once approved, final assets are provided. We can deploy to vendors. Clients often use our services throughout the life of a project.



# APPROACH

## 1. Approach to the Work

We go the extra mile to be available, foster conversation and know your brand inside out. We'll stay immersed in Wilsonville, reviewing our past campaign performance to refine and grow. This includes:

- **Research & Discovery:** Conduct a thorough analysis of the current tourism landscape, visitor trends and digital presence to inform new campaign strategies.
- **Strategic Planning:** Leverage the new Destination Strategy as our north star.
- **Implementation:** Execute campaigns across multiple channels, including social media and digital advertising.
- **Optimization:** Analyze performance metrics and adjust strategies to maximize impact and return on investment. Utilize geolocation to the fullest to refine visitor personas and reach target audiences.



Item 9.

*At JayRay, we've crafted our company culture around the idea that working with an agency should be the best part of our client's day.*

# APPROACH

## 2. Collaboration & Communication

Your agency partner should make your days easier and your marketing efforts more impactful. We will prioritize a collaborative partnership with the City and TPC through clear and consistent communication:

- **Regular Meetings:** Monthly check-ins to review progress, address challenges and align on priorities.
- **Stakeholder Engagement:** Partner with local businesses, community leaders and state/regional DMOs to ensure alignment and support.
- **Transparent Workflow:** Provide a dedicated project manager as the main point of contact, ensuring streamlined communication and accountability.
- **Flexible Engagement:** Offer both in-person and virtual options to accommodate the needs of all stakeholders.

## 3. Reporting & Metrics

We understand the importance of measurable results to elevate the success of your tourism initiatives. Our reporting structure will include:

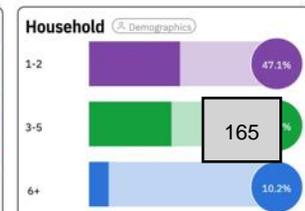
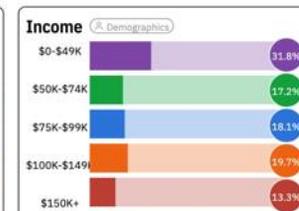
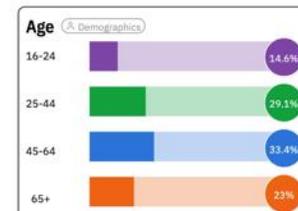
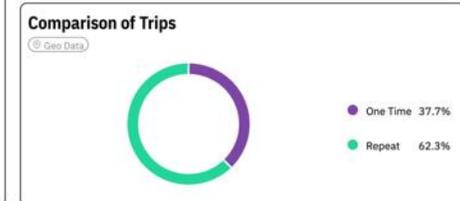
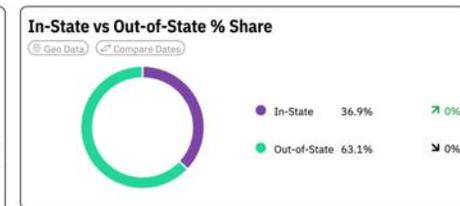
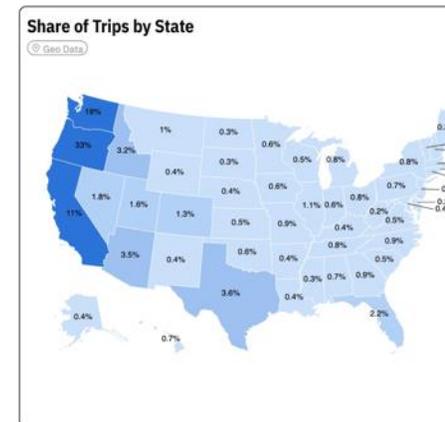
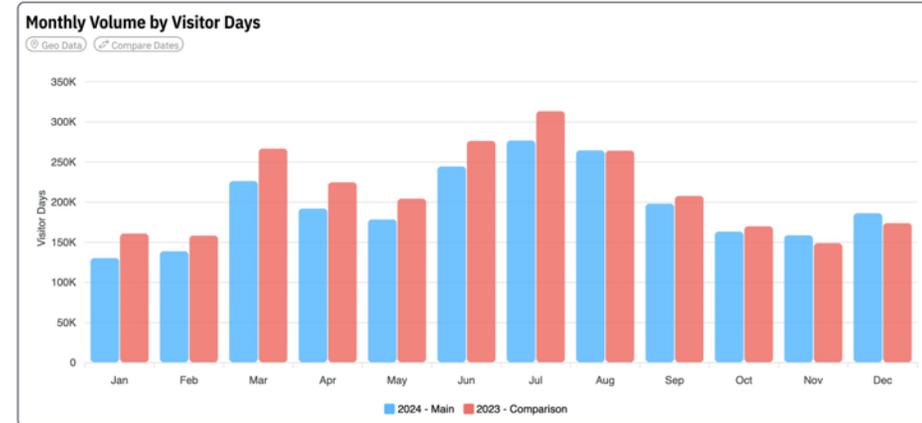
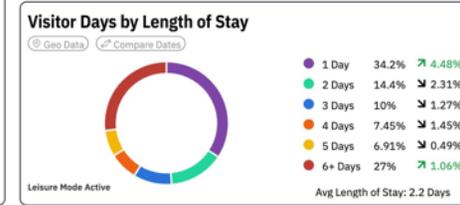
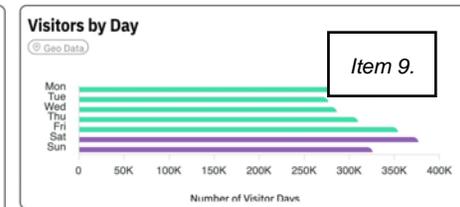
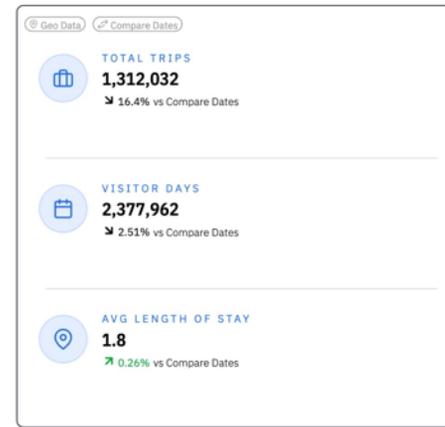
- **Quarterly Reporting:**
  - Visitation: Total visitors compared to previous periods with trend analysis
  - Demographics: Insights into geographic origin, income, age and interests
  - Spend: Spending patterns across accommodations, dining and attractions
  - Length of Stay: Average duration and changes over time
  - Digital Engagement: Website traffic, social media interactions, campaign conversions and influencer reach
  - Reputation: Earned media coverage impressions and placements
  - STR hotel data and trends



# APPROACH

## 3. Reporting & Metrics, cont.

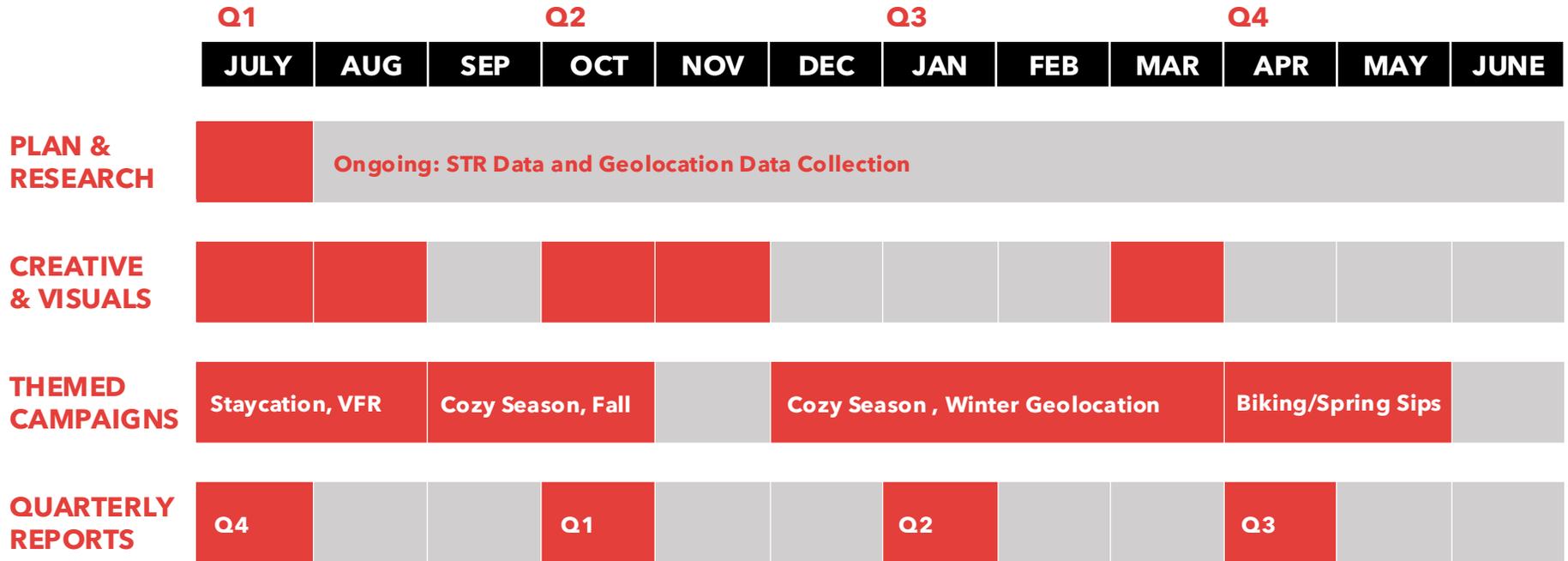
- **Format of Reports:**
  - Comprehensive digital reports with actionable insights
  - Visual dashboards featuring graphs and charts with progress made toward goals
  - Presentations to TPC summarizing key findings and recommendations
  - Snapshots of work produced
  - Annual report with year-over-year comparisons



# WORKPLAN

A detailed workplan will be provided after kickoff. We'll meet monthly to review progress and discuss next steps.

Item 9.



## PLAN & RESEARCH

- Kickoff meeting, workplan, JayRay visit
- Research keywords for Google Ads
- Annual editorial calendar
- Marketing plan
- PR plan
- Social media plan
- Media buy plan
- Co-ops and grants

## CREATIVE & VISUALS

- E-newsletter template
- Website homepage refresh, quarterly
- Social media graphics
- Staycation graphics
- Cozy season graphics
- Winter geolocation ad campaign
- Travel Oregon ad
- Biking/spring sips graphics

## THEMED CAMPAIGNS

- Seasonal campaigns coordinated with regional DMOs:
- Summer: Encourage locals to explore their own backyard and invite friends/family
  - Fall: cozy season
  - Winter: holiday, cozy season/geolocation
  - Spring: biking, spring sips

## QUARTERLY REPORTS

- Q4 (April-June)  
Available late-July
- Q1 (July-Sept.)  
Available late-Oct.
- Q2 (Oct.-Dec.)  
Available late Jan.
- Q3 (Jan.-March)  
Available late April

*Note: STR provides data around the 18<sup>th</sup> of the month for the prior month*





# INVESTMENT

# SCOPE OF WORK

Item 9.

FY 2025-2026

Marketing Services (Includes Collateral, Shipping/Distribution)	Cost
<ul style="list-style-type: none"> <li>Media buying: Identify advertising opportunities, negotiate favorable rates, identify insertion dates based on editorial calendar, define ad specs, oversee design and production, and upload ads to publications.</li> </ul>	\$1,160
<ul style="list-style-type: none"> <li>Art and creative direction, including concepts for an off-season marketing campaign running Winter through Spring (when hotels need the most support to attract heads in beds).</li> </ul>	\$3,430
<ul style="list-style-type: none"> <li>Ad design, production and copywriting — this includes landing page design and copy for campaigns/ marketing collateral (e.g., visitor guide brochure with locator map).</li> </ul>	\$13,150
<ul style="list-style-type: none"> <li>Advertising allowance to reach target markets and grow followers. Primary focus on digital ads, geolocation marketing, Travel Oregon Visitor Guide and PNW-based leisure publication. Work with partners/regional DMOs on co-op ad buys/joint promotion efforts as available.</li> </ul>	\$24,210
<ul style="list-style-type: none"> <li>Geolocation Datafy subscription to include custom analysis dashboard for six clusters (hotels, parks, attractions, high-visitation areas, etc.). Track points of interest with charts, graphs, maps and historical data. Includes quarterly report reflecting visitor data (number of visits, geographic markets, spending, hotel stays and more) with access to live dashboard.</li> </ul>	\$21,720
<ul style="list-style-type: none"> <li>Geofencing management and data analysis, including monthly meeting with Datafy.</li> </ul>	\$4,440
<ul style="list-style-type: none"> <li>Marketing collateral print allowance (e.g., FY 25-26 leisure brochure).</li> </ul>	\$2,400
<ul style="list-style-type: none"> <li>Certified Folder poster display at I-5 French Prairie Rest Area, northbound (use poster from FY 24-25). Distribute visitor guide brochure at Oregon Welcome Centers and the Portland Visitor Center (cost includes freight and shipping to outlets as contracted by CF).</li> </ul>	\$4,140
<ul style="list-style-type: none"> <li><b>NEW:</b> Email marketing campaign. Build visitor contact list through geolocation marketing ads, develop template and draft content for monthly email distribution. Includes fees for the MailChimp email platform.</li> </ul>	\$5,140
<ul style="list-style-type: none"> <li><b>NEW:</b> Run a Google Ads campaign to increase traffic to the website during shoulder seasons.</li> </ul>	\$6,420

**Subtotal: \$86,210**

168



# SCOPE OF WORK

Item 9.

**FY 2025-2026**

## Website Services

## Cost

- Annual maintenance including software/paid plug-in renewals, website hosting, domain renewal, SSL certificate renewals, security/hack alert scanning, and a technical support plan (necessary theme and plug-in updates, daily cloud backups, 24/7 uptime monitoring and website restored when down within an hour) and SEO plug-in.

*Includes domain name & SSL Certificate renewals for ExploreWilsonville.com*

\$5,400
- Provide ongoing content maintenance (events calendar, business listings) for up to six hours a month. Update itineraries once per year, including maps and graphics. A searchable events calendar (filtered by event length, category, price and city) will feature community and tourism events occurring 24 miles south, east and west of Wilsonville and 5 to 15 miles north.

\$13,370
- Develop a campaign landing page to track advertising using FB Pixels/UTMs.

\$1,370
- Website content development (seasonal homepage image and copy; featured landing pages and travel blog (**NEW**: four stories "blogs" written by guest travel writers) is changed and maintained every quarter. Guest travel writers are paid roughly \$500/blog to share their authentic experiences in Wilsonville. Content can then be shared on the website, social media and through e-newsletters to grow interest and engagement.

\$5,160
- NEW**: Run technical/accessibility site audit using axe DevTools quarterly and address any issues in quarterly reports. Leverage built-in SEO premium Yoast plug-in to refine content based on keywords research and run insights report.

\$1,532

**Subtotal: \$26,832**



# SCOPE OF WORK

Item 9.

**FY 2025-2026**

## Social Media Services

### Cost

- Write and produce social content following social media strategy/editorial calendar, posting three times per week on Instagram, Facebook and Pinterest. Includes one round of revision; content produced for four weeks at a time. \$15,840
- Provide "day-to-day" community management and engagement (schedule and post content on three channels, find photos from followers to share, grow followers and respond to comments/messages). Reshare content from local businesses, including stories on Instagram throughout each week. \$7,040
- Ad allowance to increase website traffic/grow social media followers among target audience. Includes a mix of boosted organic posts and social ads. \$2,616

**Subtotal: \$25,496**

## Public Relations Services

### Cost

- Continue software subscription to robust Cision Media Database (\$1,000 annually— a \$10,000 savings by splitting the cost with other JayRay clients) to provide monthly monitoring, media contact lists, distribution (AP Wire available) and reporting. \$1,000
- Subscribe to database of relevant reporter inquiries, respond to media content/photo requests and opportunities. Monitor on a weekly basis. \$2,520
- Develop an annual story calendar with tourism media lists for four approved themes, with corresponding tactics including media pitches and news releases. Quarterly, conduct targeted PR outreach and provide ongoing media follow-up. \$12,600
- Micro influencer/travel blogger campaign (bring two IG influencers with travel blogs, each tasked to promote a different Wilsonville itinerary during shoulder season). Includes influencer selection, contracts, itinerary building, services fee (\$1,500 each) and hosting. \$6,240
- Media hosting allowance for additional FAMS and approved media visits. \$1,200
- Attend media conference to pitch Explore Wilsonville content to travel writers in person (e.g., Travel & Words, PRSA, IMM TravMedia Summit). \$5,760

**Subtotal: \$29,320**

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# SCOPE OF WORK

Item 9.

**FY 2025-2026**

## Management Services

## Cost

- Management of the overall tourism promotion and destination marketing program (includes workplan and monthly virtual meetings to encompass strategy decisions) with City staff. Follow operating procedures/systems in conjunction with City staff for public communications to respond timely in various preferred methods (e.g., email, online, phone, mail, in-person). \$9,780
- Accounting for itemized expenses, invoiced monthly (**no charge**). \$0
- The annual STR (soon CoStar) hotel report data subscription renewal for Wilsonville is for 2026 (costs are increasing with the CoStar merger; consider splitting with the City of Wilsonville). \$2,640
- Renew memberships to Travel Oregon, Travel Portland and Oregon Destination Association as agreed upon. Review and consider annually as opportunities arise. \$1,440
- Provide a quarterly report (roughly 20 pages) of key performance indicators (KPIs) for contracted services, including website, marketing/advertising, social media, geolocation data and PR. Reports include STR hotel data (occupancy, revpar, demand, revenue) and a high-level dashboard to track progress against annual goals and the previous year's results. Includes a 2025 annual report (roughly 10 pages). \$5,380
- Conference attendance at one Oregon destination marketing conference (e.g., ODA, Oregon Governor's Conference on Tourism). The allowance covers conference expenses. **No charge for JayRay time.** \$1,200
- Attend Tourism Promotion Committee meetings (up to four virtual meetings based on the current contract). In-person attendance may be requested in advance and billed under Reserve/Contingency. \$4,100

**Subtotal: \$24,540**



# SCOPE OF WORK

FY 2025-2026

## Reserve/Contingency (Includes Photographic & Video Services)

## Cost

Consider the following destination marketing opportunities for reserve/contingency fund use, if not otherwise needed throughout the year:	TBD
<ul style="list-style-type: none"> <li>• Arrange for a new photography/video shoot of attractions and events as needed. Includes models and releases and full, unlimited usage rights (<b>\$5,000-\$7,500</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Develop an industry webpage to gather giveaways (products, experiences) from local/regional businesses to feature in seasonal social media/email marketing contest giveaways. Includes form development to submit item(s) and timing preference. Align contest themes with the annual editorial calendar and promote via marketing channels. (<b>\$3,600</b>). <i>Note: this would also be a good tool to gather any tourism packages that partners would be willing to collaborate on (for example, Holiday Inn and Lady Hill Wine Package) that we could support with "Book now" promotions in email marketing and social media.</i></li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Create an accessible travel itinerary, highlighting places in and around Wilsonville that meet and exceed accessibility standards. Includes write-up, images and map of each point of interest (<b>\$2,400</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Create a Willamette Valley blooms itinerary, highlighting flower fields (which have been Wilsonville's top searched content) in the area by season. The itinerary includes a write-up, images and a map of each point of interest (<b>\$2,400</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Freshen up itineraries that are now "light" due to business closures (e.g., dog-friendly trips, gift-givers guide) (<b>\$1,200</b>).</li> </ul>	TBD
<ul style="list-style-type: none"> <li>• Purchase an asset management library (<b>\$5,000-\$12,000/year with CrowdRiff</b>) to store/organize Explore Wilsonville images and video, making them more easily accessible to City and industry partners with detailed licensing for each asset. Consider splitting fees with the City.</li> </ul>	TBD

**Subtotal: \$7,602**



# INVESTMENT SUMMARY

Item 9.

**FY 2025-2026**

## Tourism Promotion and Destination Marketing Services

Marketing Services	\$86,210
Website Services	\$26,832
Social Media Services	\$25,496
Public Relations Services	\$29,320
Management Services	\$24,540
Reserve/Contingency	\$7,602

**ANNUAL PROJECT TOTAL \$200,000**

### Billing Cadence

We bill monthly for services provided the prior month.

### Rate Schedule

Principal: \$210/hour | account lead

Senior Advisor: \$200/hour | PR strategist

Advisor: \$185/hour | digital content manager | art director

Assistant Advisor: \$165/hour | data & website coordinator

### Experiential Visit

During the first quarter, three JayRayers will visit Wilsonville to experience newly opened businesses and top attractions through the eyes of visitors. We will not charge for our time; we bill for outside travel costs, which are often waived by partner hosting.



# SPECIAL PROJECTS

## Annual One-Time Projects

## Cost

We know and love Explore Wilsonville and couldn't submit a proposal without including our initial ideas for the next five years, should additional funding resources become available to elevate tourism in Wilsonville. Our team is excited at the potential to continue our partnership and offers special project ideas:

### YEAR 1 (FY 2025-2026)

- AI-powered trip planning on the website to increase time on site while making trip decisions easier. TBD
- Chatbot integration on the website and chatbot training to answer visitor questions in real-time. TBD

### YEAR 2 (FY 2026-2027)

- Personalize the website homepage experience based on travel archetypes and visitor interests. Based on a few simple questions, the homepage will be customized per user. TBD
- Subscribe to CrowdRiff Creators to gather authentic, short-form videos from creators ("influencers"). This agreement includes sourcing, contracts and licensing user-generated content that can be used across all Explore Wilsonville's marketing channels. Content would be saved in the asset management library and shareable. Pricing ranges from \$2,500+ for 3-20 video/photo shoots per year to \$22,500 for 30 shoots. TBD

### YEAR 3 (FY 2027-2028)

- Refresh video/image library with a three-day shoot in Wilsonville, producing four commercial-ready destination videos. TBD

### YEAR 4 (FY 2028-2029)

- Secure and promote overnight tourism packages across marketing channels for visitors and locals alike. TBD
- Craft a local pride campaign, encouraging locals to be visitors in their own backyard and inviting their friends and family to experience Wilsonville. TBD
- Following the new Destination Strategy, develop a destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff, leveraging local pride campaign. TBD

### YEAR 5 (FY 2029-2030)

- Support Destination Strategy implementation (e.g., discussions on finding a signature event for Wilsonville, marketing tool kits, diversifying lodging options, helping determine the threshold for DMO). TBD
- Develop a tear-off map (regional map on one side, City of Wilsonville map on the other) for hoteliers and local tourism businesses to help visitors navigate once they're in town. TBD



# APPENDIX B



# INSURANCE

**Proof of Insurance**  
Insurance is renewed annually.



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
05/14/2024

Item 9.

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> BROWN & BROWN OF WA INC/PHS 52817338 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	<b>CONTACT NAME:</b> PHONE (866) 467-8730 FAX (888) 443-6112 (A/C, No, Ext): (A/C, No):	
	<b>E-MAIL ADDRESS:</b>	
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC#</b>
<b>INSURED</b> JayRay Ads & PR Inc. 1102 A ST TACOMA WA 98402-5001	INSURER A:	Hartford Underwriters Insurance Company 30104
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

**COVERAGES**      **CERTIFICATE NUMBER:**      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <b>X General Liability</b>			52 SBA BE0WZC	05/19/2024	05/19/2025	EACH OCCURRENCE \$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000
							MED EXP (Any one person) \$10,000
							PERSONAL & ADV INJURY \$1,000,000
							GENERAL AGGREGATE \$2,000,000
							PRODUCTS - COMP/OP AGG \$2,000,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)
							BODILY INJURY (Per person)
							BODILY INJURY (Per accident)
							PROPERTY DAMAGE (Per accident)
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB EXCESS LIAB</b>			52 SBA BE0WZC	05/19/2024	05/19/2025	EACH OCCURRENCE \$1,000,000
	<input checked="" type="checkbox"/> OCCUR CLAIMS-MADE DED RETENTION \$ 10,000						AGGREGATE \$1,000,000
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE   OTH-ER
							E.L. EACH ACCIDENT
							E.L. DISEASE - EA EMPLOYEE
							E.L. DISEASE - POLICY LIMIT
A	Professional Liability			52 SBA BE0WZC	05/19/2024	05/19/2025	Each Claim Limit \$2,000,000 Aggregate Limit \$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
The Business Liability Coverage Part includes a Blanket Additional Insured By Contract Endorsement, Form SL 30 32.

<b>CERTIFICATE HOLDER</b>	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE <i>Susan S. Castaneda</i>

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**WORK SAMPLES**





# DISCOVER GILBERT

Destination Marketing

## DISCOVER GILBERT

### The Desert Redefined

**Situation:** Discover Gilbert sought an agency partner to develop and implement a destination marketing strategy that would attract visitors and increase hospitality-related spending. As part of this partnership, JayRay created Gilbert’s annual marketing plan, ensuring a strategic, year-round approach to tourism promotion. The agency’s role included marketing representation, media buying and creative services, all designed to position Gilbert as a must-visit destination in the Southwest.

**Strategy:** A “shop local” and winter campaign set out to inspire travel by reaching high-intent audiences in the drive and cold-weather fly markets. Display and native ads using geolocation expanded reach, introducing the region to potential travelers. Social media, out-of-home and paid search placements reinforced the campaign across multiple touchpoints. Each channel leveraged fresh creative, engaging visuals and compelling calls to action to capture attention and drive engagement.

**Results:** The four-week “shop local” holiday campaign led to 226 shoppers visiting local Gilbert businesses, generating estimated spending of over \$20,000. Just two months into the winter campaign, early results indicate a strong impact. So far, the geolocation data winter awareness campaign has an estimated impact of \$419,684 with 1,756 total trips and 147 room nights (over \$24,000 directly impacting hotels). Social, out-of-home and search efforts have collectively driven 5.1 million impressions and 32,000 clicks.



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Item 9.

DISCOVER GILBERT

## Destination Marketing Plan 2024-25




OCTOBER 21, 2024

*Discover*  
**GILBERT**  
ARIZONA



Cruise beneath bluffs

And walk among giants




Sample from the source

And dance under neon lights



*Discover*  
**GILBERT**  
ARIZONA



Plan your trip →



# EXPLORE WILSONVILLE

Destination Marketing Agency of Record

# EXPLORE WILSONVILLE

Item 9.

## Can You Picture It?

**Situation:** Following a visual rebrand led by JayRay and a growing tourism program, Explore Wilsonville sought to capitalize on its momentum with a series of fresh images and videos to match its new visual identity and increase overnight stays in the shoulder season.

**Strategy:** Within a short timeline, JayRay collaborated with local businesses and attractions to create a series of four 30-second videos, 11 15-second vertical videos for social media, an updated travel blog and an expansive image library covering over 15 attractions across two counties. The videos then ran as ads during the 2023-24 shoulder season to promote overnight stays in the area.

**Results:** From script writing to onsite creative direction to final video launch, JayRay produced branded content that will fill Explore Wilsonville's website and social channels well over the next few years.

The brand identity refresh received a MarCom Gold Award. The shoulder season geolocation marketing campaign showed a return on ad spend of \$863 for every \$1 spent and an estimated destination impact of \$13.9 million, with over 4,300 room nights booked as a direct result of the campaign. An average video completion rate of 88% was celebration-worthy, performing 13% above industry benchmarks.

JayRay continues to serve as Explore Wilsonville's Marketing Agency of Record. Ongoing work with Explore Wilsonville includes brand management, social media content creation and management, website management, public relations, marketing campaigns and destination strategy.



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Photo Worthy Experiences Near Portland, OR

Scan QR code or [click here](#) to watch video.



Looking for Leisure Near Portland, OR

Scan QR code or [click here](#) to watch video.



*Can you picture it?*

**EXPLORE WILSONVILLE**

 **SWEEPING VISTAS**

**EXPLORE WILSONVILLE**

 **ENDLESS OUTDOOR ADVENTURES**

**EXPLORE WILSONVILLE**

 **FARM TO FORK DINING**

**EXPLORE WILSONVILLE**



# VISIT GIG HARBOR

Destination Branding / Tourism Communication



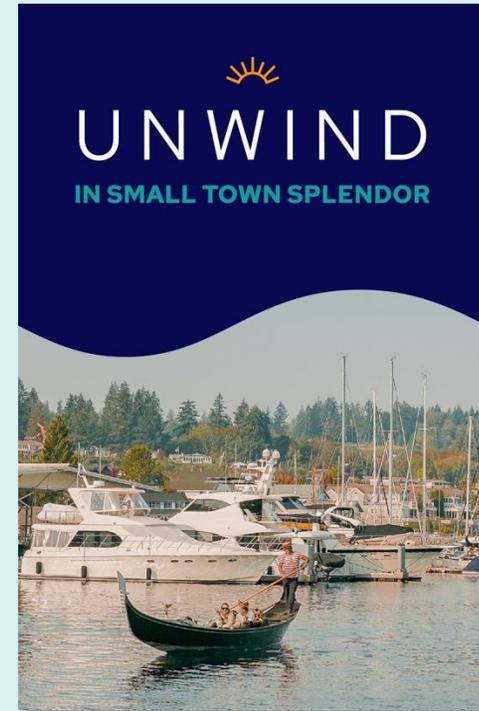
# VISIT GIG HARBOR

## Timely New Brand

**Situation:** A newly minted tourism program managed by Gig Harbor's Chamber of Commerce was ready to set sail. With only a few months to go before embarking on the project, the Chamber needed a new logo and launch campaign for its tourism effort. Fondly known as the Maritime City and a natural place for a scenic getaway, Gig Harbor needed a visual identity that was as beautiful and fun as its views and adventures.

**Strategy:** The Chamber partnered with JayRay in a fast-moving design process. Deadlines for high-profile ads that acted as natural launching pads for a new brand were on the horizon. The city's existing community research gave us a head start on creating a visual identity that was authentic, relevant and different.

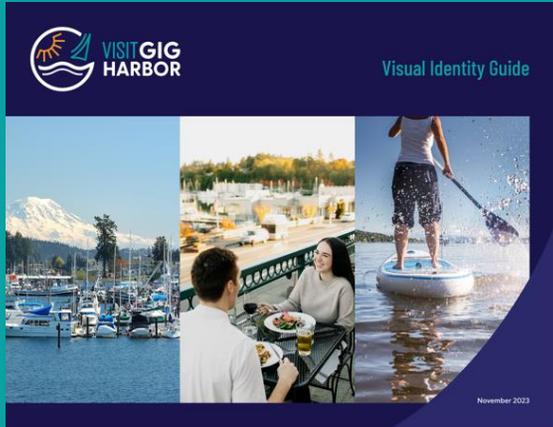
**Results:** JayRay's expertise in local tourism — specifically, waterfront cities with a maritime culture — helped power the collaborative effort toward creating a brand personality, position and promise. Based on that foundation we created ads that met the deadlines for hyperlocal and national publications. With custom photo shoots, several logo iterations, key stakeholder engagement and campaign assets, Visit Gig Harbor embarked on its new adventure.



Item 9.



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**Table of Contents**

- 2 About Gig Harbor
- 3 Logos
- 4 Alternate Logos
- 5 Logo Treatment
- 6 Logo Plating
- 7 Design Fonts
- 8 System Fonts
- 9 Brand Colors

Visit Gig Harbor Visual Identity Guide

**About Gig Harbor**

**ABOUT VISIT GIG HARBOR**  
 Excitement and adventure meet the pristine beauty of the Pacific Northwest. Whether you glide through the emerald-green waters of Gig Harbor's saltwater harbor or take up your hiking boots and hit the trails, Gig Harbor will charm your senses and wash your experience in small town splendor.

**DESTINATION MARKETING**  
 Visit Gig Harbor is the destination marketing organization program for Gig Harbor and is operated by the Gig Harbor Chamber of Commerce.

**PERSONALITY**

**Inspiring**  
 Gig Harbor is a place that awakens your sense of wonder and possibility. It inspires you to explore, discover and embrace life's adventures.

**Exciting**  
 The thrill of discovery is around every corner in Gig Harbor. Whether you're exploring the waterfront, adventuring outdoors or savoring local cuisine, there's always something exciting happening.

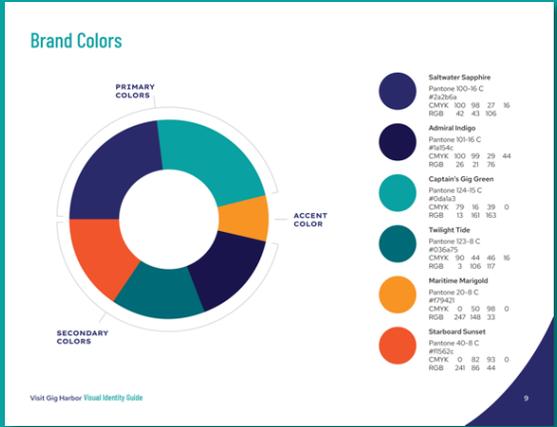
**Energetic**  
 Gig Harbor is a vibrant place where the energy is contagious. Get energized from the beauty scenery, bustling marina and lively events and festivals.

**Happy**  
 Happiness is at the heart of Gig Harbor. Capture the smiles and moments of joy that visitors and residents experience here.

**POSITION**  
 Wander with Wonder

**TAGLINE**  
 Small Town Splendor

2





# VISIT YUMA

Marketing Campaigns / Media Relations / Publication Design / Video

## VISIT YUMA

### Hello. I'm Yuma.

**Situation:** Yuma's population drastically increases October-March when weather is warm, attracting "snowbirds" who may stay for 100ish days. That's the good news. The bad news: Summer temperatures climb to 120 degrees and the tourism industry wilts.

**Strategy:** JayRay partnered with Visit Yuma to craft an advertising campaign, media relations strategy, destination videos and produce a travel guide to inspire visits during the hottest months of the year.

**Results:** The destination received the Best Marketing Campaign award from the Arizona Office of Tourism in the Rural category for its strategic and creative approach to attracting domestic or international visitors to Arizona.

The ads reached over 50 million travelers, with a click-through rate worth celebrating.

Visit Yuma's 2023 and 2024 travel guide earned a Summit Creative Award, an international program for creative excellence. The 2025 guide is hot off the press.

We continue to see a steady number of media mentions as our partnership continues.

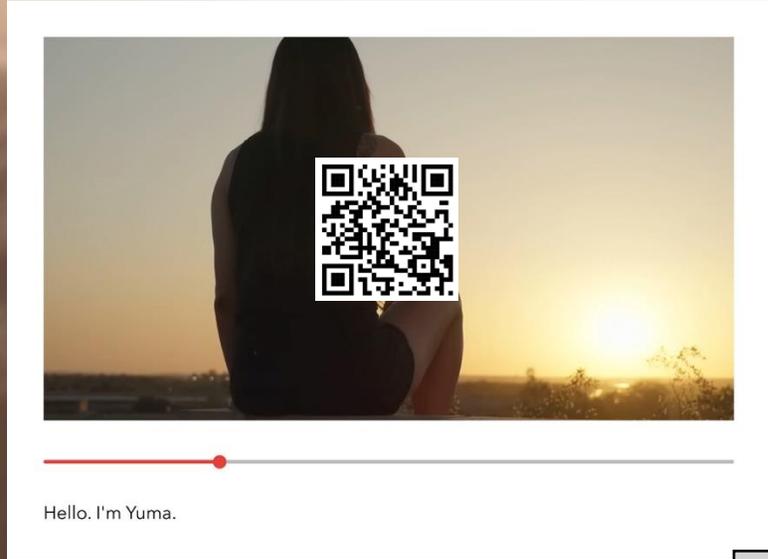
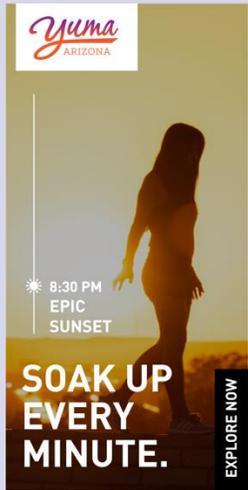
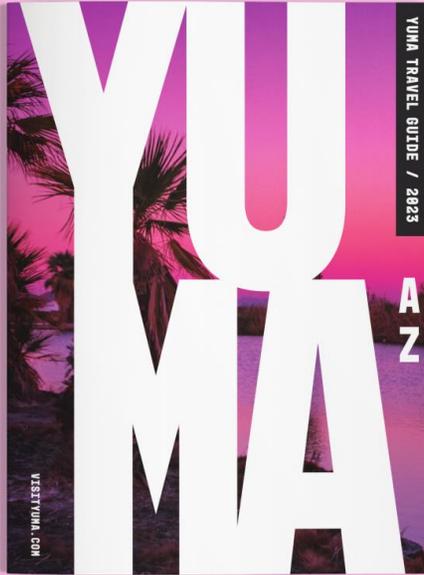


Scan QR code or [click here](#) to learn more about this project on our website.



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VISIT  
**BIG SKY**

**VISIT BIG SKY**

Geolocation Marketing Campaign

## VISIT BIG SKY

### Peak Season Campaign

**Situation:** Skiers and snowboarders know Big Sky, Montana as a bucket-list mountain resort town. Lone Peak is surrounded by dozens of ski runs, top-tier lodging and quality dining. Thrilled with growing winter guest lists, tourism entity Visit Big Sky wanted the success to spread into the non-winter months. The team asked JayRay to develop a campaign promoting spring and summer travel.

**Strategy:** JayRay’s concept featured the range of reasons to come to Big Sky any time of year. The “peak season” headline provides a sense of urgency — this is the best time to go — with a nod to the town’s icon, Lone Peak.

The spring/summer series launched during the December holidays, catching the attention of families planning next year’s vacations.

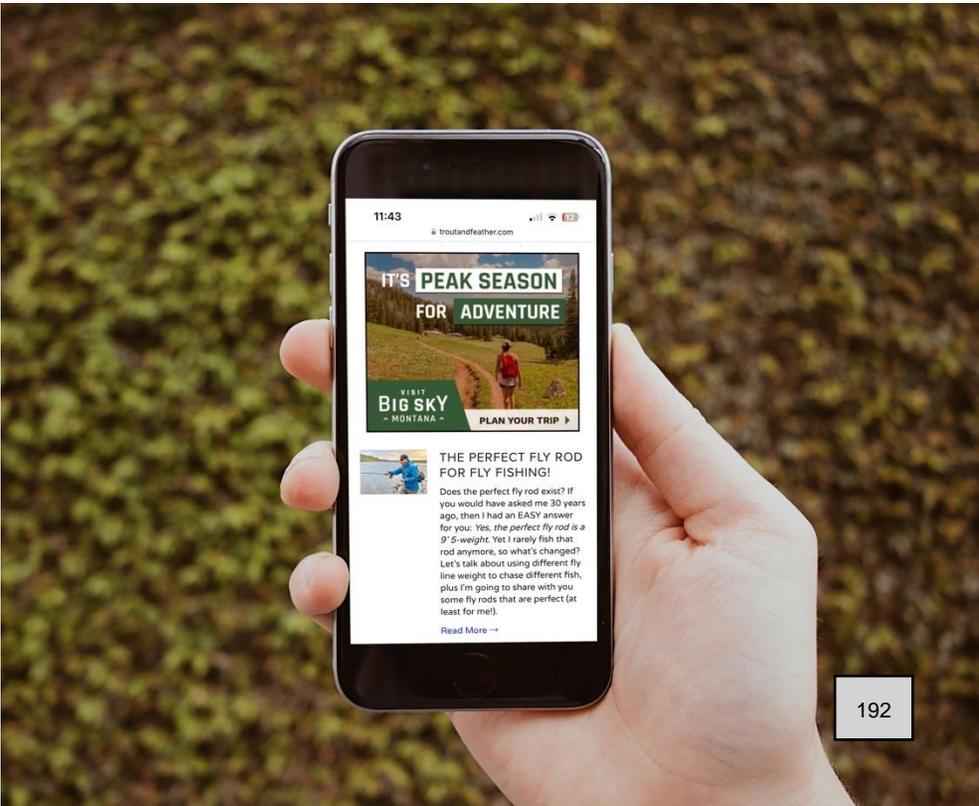
The peak season campaign featured a rotating carousel of images, appealing to outdoor adventurers and those wanting a relaxing mountain retreat.

**Results:** Using a geolocation marketing platform, the digital ads were served to past visitors and those likely to visit. Targeted areas included regional drive markets and fly-in cities. Geolocation marketing data enabled us to report visitor activity attributable to the 10-week campaign: 4,020 room nights, 8,800 clicks to the website and \$1.9 million impact to the local economy.



VISIT  
**BIG SKY**  
^ MONTANA ^

**IT'S PEAK SEASON FOR ADVENTURE** **PLAN YOUR TRIP** ▶





# VISIT KENT

Destination Marketing Agency of Record

## VISIT KENT

### Basecamp to the Best of PNW

**Situation:** The City of Kent and its lodging tax advisory committee sought to increase shoulder season visitation, positioning Kent as a prime place to stay when traveling to the greater Seattle region.

**Strategy:** JayRay (while managing Visit Kent, the City's official tourism program) leveraged geolocation data to uncover Kent visitors' habits and preferences. A multimedia ad campaign strategy was developed to reach people who've visited Kent — and those who "look like" past visitors in key markets.

Running geolocation marketing ads to promote Kent as a "basecamp," we invited leisure travelers and day trippers from across the West with known travel and outdoor interests to make Kent their hub for everything the Pacific Northwest offers. Animated ads directed viewers to the VisitKent.com basecamp landing page, full of events, global bites and memorable activities.

Compelling copy paired with authentic images ran as sponsored ads on Expedia.com and Hotels.com with deals to inspire clicks.

**Results:** The geolocation campaign ran for two months, attributed 1,285 trips, over 1.2 million impressions, 2,382 clicks to the campaign webpage and an estimated economic impact of \$277,560 in Kent during shoulder season.

The Expedia campaign attributed 106 room nights, \$12,000 in gross bookings and 449,000 impressions over two months.

We just launched a new "Best-Kept Secret" video series as our partnership with Visit Kent continues.





## Make Kent your PNW basecamp

Close to everything, Kent is your ideal launchpad for all the Pacific Northwest has to offer. Whether you hit the road or the rails, a short commute to Seattle brings iconic sights, electrifying sports and memorable foods. And a host of can't-miss PNW destinations along the way.

Reasonably priced overnight accommodations and relaxing scenery mean you'll rest easy with Kent as your basecamp. Take a day drive to Mount Rainier or the Olympic rainforests. Head north and hop a ferry to the quirky towns around Puget Sound.

While you're in Kent, explore the Kent Food Trails for global eats. Check out the live music options and soak in the views along Kent's paved loop trails.



### Plates and pours

Kent is one of the most ethnically diverse cities in the nation, reflected in the authentic spread of global fare offered by local restaurants. Explore the Kent Food Trails for a roundup of carefully curated eateries. In addition, the Local Libations trail features Washington liquors, craft beer, small-batch wine and plates to match.

[Learn more](#)



### Sports

Seattle's big-league sports teams aren't far from Kent (take the train for a reprieve from traffic). Or catch an adrenaline rush in Kent with Seattle Thunderbirds hockey or NHRA car racing. While you're here, put yourself in the action at the local golf course, go kart track, climbing wall, ice skating rink or Wiffle ball field.

[Learn more](#)



### Pacific Northwest icons

Kent is the perfect basecamp for exploring Pacific Northwest scenery and landmarks. Visit Seattle's Pike Place Market, Space Needle and Woodland Park Zoo. Take a day drive to the coast and dip your toes in the Pacific Ocean. Explore Woodinville's wine tasting districts or see the beautiful state capital campus in Olympia - all from Kent.

[Learn more](#)

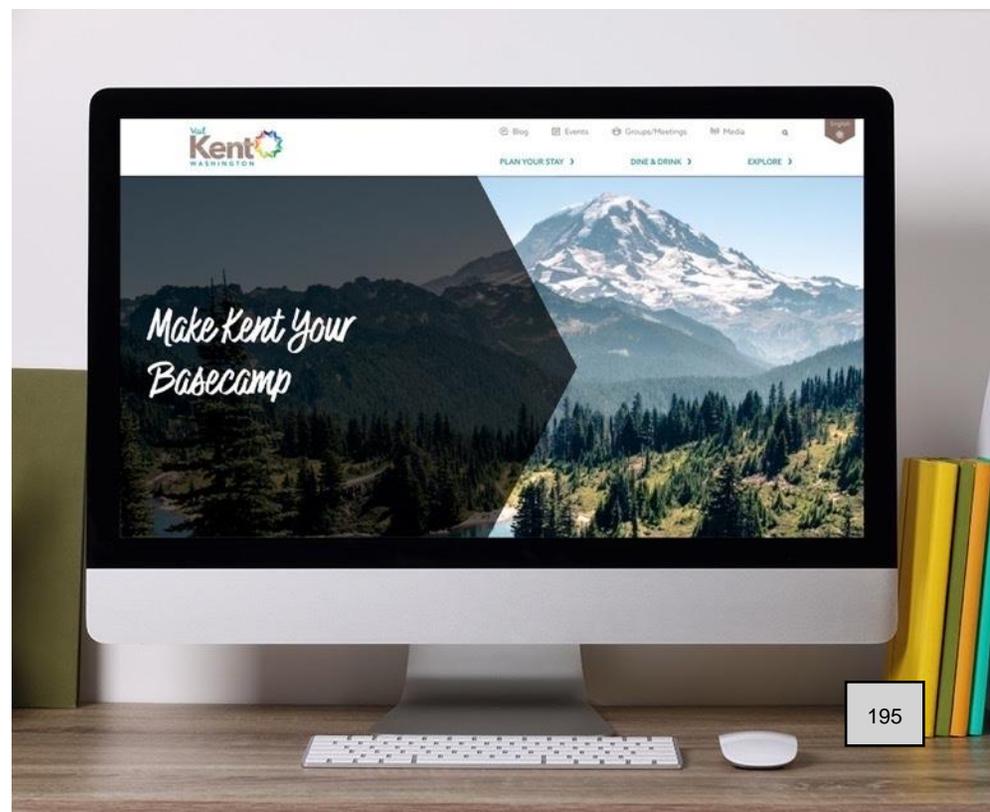
### Select hotel offers

 <p><b>Best Western Plus Plaza by the Green</b>                  24445 Russell Road, Kent, WA  <b>\$118</b>                  100 room                  includes taxes &amp; fees                  Feb 2 - Feb 3</p>	 <p><b>Hampton Inn &amp; Suites...</b>                  21509 105th Ave S, Kent, WA  <b>\$137</b>                  100 room                  includes taxes &amp; fees                  Feb 3 - Feb 4</p>	 <p><b>Red Lion Inn &amp; Suites Kent Seattle</b>                  21003 75th Ave S, Kent, WA  <b>\$85</b>                  100 room                  includes taxes &amp; fees                  Jan 27 - Jan 28</p>
--	--	---

Stay at this golf hotel in Kent. Enjoy free breakfast, free parking, and WiFi. Our guests praise the helpful staff in our reviews. Popular attractions Kent Valley ...

Stay at this hotel in Kent. Enjoy free breakfast, free WiFi, and free parking. Our guests praise the helpful staff in our reviews. Popular attractions Kent Valley ...

Stay at this business-friendly hotel in Kent. Enjoy free WiFi, free parking, and a 24-hour fitness center. Our guests praise the helpful staff and the clean ...



# JAYRAY

Item 9.

# THANK YOU!

Advertising  
Branding  
Communication & Strategy  
Digital & Social Media  
Graphic Design  
Internal Communications  
Issue Management  
Public & Media Relations  
Promotions & Events  
Research & Planning

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  @JayRayAdsPR

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Bridget Baeth  
Principal, Project Manager  
O: 253.722.2690  
C: 253.740.9064  
BBaeth@JayRay.com

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## CITY COUNCIL MINUTES

April 21, 2025, at 7:30 PM

Wilsonville City Hall & Remote Video Conferencing

---

### CALL TO ORDER

1. Roll Call
2. Pledge of Allegiance

A regular meeting of the Wilsonville City Council was held at the Wilsonville City Hall beginning at 7:30 p.m. on Monday, April 21, 2025. The Mayor called the meeting to order at 7:30 p.m., followed by the roll call and the Pledge of Allegiance.

### PRESENT

Mayor O'Neil  
Council President Berry  
Councilor Dunwell  
Councilor Shevlin  
Councilor Cunningham

### STAFF PRESENT

Amanda Guile-Hinman, City Attorney  
Bryan Cosgrove, City Manager  
Bill Evans, Communications & Marketing Manager  
Chris Neamtzu, Community Development Director  
Dan Pauly, Planning Manager  
Jeanna Troha, Assistant City Manager  
Kimberly Rybold, Senior Planner  
Zach Weigel, City Engineer  
Zoe Mombert, Assistant to the City Manager

3. Motion to approve the following order of the agenda.

**Motion:** Moved to approve the following order of agenda.

Motion made by Councilor Berry Seconded by Councilor Shevlin.

**Voting Yea:**

Mayor O'Neil, Council President Berry, Councilor Dunwell, Councilor Shevlin, Councilor Cunningham

**Vote:** Motion carried 5-0.

**MAYOR'S BUSINESS**

## 4. Upcoming Meetings

The Mayor wished everyone who observed a happy Easter Monday and highlighted the beautiful weekend for the celebration, mentioning the annual Wilsonville Egg Hunt at Memorial Park that occurred the previous Saturday.

The Mayor honored the late State Senator Aaron Woods, who passed away in Colorado. He highlighted Woods' 27-year residency in Wilsonville, his career at Xerox, and his contributions to the community and state, particularly in veterans' affairs, education, and broadband access. The Mayor emphasized Senator Woods' legacy of service, integrity, and compassion, sharing remarks from Governor Tina Kotek and other colleagues about his dedication to public service.

Councilors joined the Mayor to celebrate Senator Woods' legacy, sharing personal stories and expressing their deep admiration for the late Senator.

The slides commemorating the late State Senator Aaron Woods, which were presented during the meeting, have been included in the official record.

The Mayor then proceeded to issue several proclamations:

- Vietnamese American Remembrance Day (April 30, 2025)
  - The Mayor and Council presented the proclamation to Thao Duc Tu, the President of the Vietnamese Community of Oregon, which was then followed by a group photo.
- Mental Health Awareness Month (May 2025)
- Building Safety Month (May 2025)

The Mayor then summarized several meetings he had attended over the past two weeks, including:

- Meeting with Clackamas County Board Chair Craig Roberts
- Washington County Coordinating Committee meeting on April 14, 2025
- Clackamas County Coordinating Committee (C4) Metro Subcommittee meeting
- Meeting with Wilsonville Chamber of Commerce Executive and the City Manager
- Rotary Heart of Gold event on April 18, 2025
  - Congratulated Heart of the City Director Whelchel for receiving the First Citizen award.
- Boards/Commissions Interviews
- Legislative Testimony

The Mayor concluded by announcing the next City Council meeting and State of the City Address was scheduled for May 5, 2025.

## COMMUNICATIONS

### 5. Tualatin Valley Fire & Rescue State of the District

Fire Chief Deric Weiss delivered the State of the District report for Tualatin Valley Fire and Rescue (TVF&R). The PowerPoint presentation, which has been added to the official record, addressed the following topics:

- Wildfire Deployments
- 2024 Response Snapshot
- Emergency Medical Services (EMS)
- 2024 Local Option Levy
- Recruitment
- Bond & Capital Projects

The presentation concluded with a mention of TVF&R's 2024 Year in Review video and an expression of gratitude for the community's support.

The Council's comments and inquiries followed the presentation.

### 6. Urban & Community Forestry Organization Presidents Award Recipient Chris Neamtzu

Jim Gersbach, President of Oregon Community Trees, presented the President's Award to Chris Neamtzu, Community Development Director recognizing his outstanding contributions to urban forestry in Wilsonville over his 30-year career. President Gersbach highlighted Director Neamtzu's many accomplishments. It was noted that, Director Neamtzu's impact extended beyond Wilsonville, as he served as President of Oregon Community Trees, guest lectured at Oregon State University and participated in various urban forestry conferences and leadership programs.

Following the award ceremony, the City Manager delivered a presentation that was added to the record, recognizing Director Neamtzu's impressive 30-year tenure with the City of Wilsonville. The presentation showcased Director Neamtzu's journey from an entry-level planner to the position of Community Development Director. The City Manager elaborated on Director Neamtzu's significant contributions to various City projects, which encompassed residential subdivisions, parks, trails, open spaces, and facilities.

Chris Neamtzu, Community Development Director, then addressed the Council, expressing gratitude for the opportunity to work in Wilsonville and reflecting on his career. He emphasized his pride in the City's accomplishments and his intention to continue supporting Wilsonville's progress during retirement.

The Mayor added personalized comments, praising Chris Neamtzu's patience and professionalism, particularly during the Mayor's time on the Development Review Board (DRB).

### **CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS**

This is an opportunity for visitors to address the City Council on any matter concerning City's Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

The following individuals provided public comment:

Roger Fontes                  Stephanie Tharp                  Susan Reep

### **COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS**

#### 7. Council President Berry

Council President Berry provided a detailed report on the following items:

- Repair Fair on April 26, 2025
- Many Cultures, One Heart: Opening Reception & Art Unveiling on April 30, 2025
- Volunteer Appreciation Event on May 1, 2025
- First Friday Films on May 2, 2025
- Mental Health Fair on May 3, 2025

Slides for the "Many Cultures, One Heart: Opening Reception & Art Unveiling" were shared and added to the record. The Councilor President also intended to submit a list of the meetings she attended for the record.

#### 8. Councilor Dunwell

Councilor Dunwell highlighted the April 18, 2025, Rotary Heart of Gold event, congratulating Lynn Whelchel director of Heart of the City for receiving the First Citizen award, praising her contributions to the Wilsonville community. The Councilor acknowledged Heart of the City's impactful collaboration with Wilsonville Community Sharing in providing essential services to those in need. Councilor Dunwell shared a sentiment from community member Gareth Prior, who praised Lynn Whelchel and former Mayor Julie Fitzgerald for connecting the faith community and government, creating a strong support network. Councilor Dunwell emphasized the importance of partnerships and collaboration in addressing local challenges, especially homelessness.

## 9. Councilor Cunningham

Councilor Cunningham provided a detailed report on the following items:

- Washington County Coordinating Committee meeting on April 14, 2025
- Chamber of Commerce Spark event celebrating 30 years of Boston's Pub & Grill on April 16, 2025
- Rotary Heart of Gold event on April 18, 2025
  - Congratulated Heart of the City Director Whelchel for receiving the First Citizen award.
- USC MIND ice bucket challenge to raise awareness and funds for mental health.
  - Encouraged Council to participate in the campaign.

## 10. Councilor Shevlin

Councilor Shevlin provided a detailed report on the following items:

- Expressed condolences for Senator Aaron Woods.
- Spoke about the importance of Mental Health Awareness Month.
- Announced the opening of the new business Elka Bee's Coffee Haus.
- French Prairie Forum on April 16, 2025
- Wilsonville-Metro Community Enhancement Committee on April 17, 2025
- Rotary Heart of Gold event on April 18, 2025
  - Congratulated Heart of the City Director Whelchel for receiving the First Citizen award.

Councilor Shevlin submitted a written report which had been added to the record.

## CONSENT AGENDA

The City Attorney read the title of the Consent Agenda item into the record.

### 11. Minutes of the April 7, 2025, City Council Meeting.

**Motion:** Moved to approve the Consent Agenda.

Motion made by Councilor Berry Seconded by Councilor Cunningham.

### Voting Yea:

Mayor O'Neil, Council President Berry, Councilor Dunwell, Councilor Shevlin, Councilor Cunningham

**Vote:** Motion carried 5-0.

## NEW BUSINESS

There was none.

**CONTINUING BUSINESS**

There was none.

**PUBLIC HEARING**

There was none.

**CITY MANAGER’S BUSINESS**

City Manager Bryan Cosgrove expressed his condolences to Senator Aaron Woods' family, praising him as a true gentleman and great advocate for the City of Wilsonville.

**LEGAL BUSINESS**

12. Public Contracting Quarterly Report

Amanda Guile-Hinman, City Attorney, announced that the Public Contracts Quarterly Report has been included in the packet for the Council's review.

**ADJOURN**

The Mayor adjourned the meeting at 9:04 p.m.

Respectfully submitted,

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Kimberly Veliz, City Recorder

ATTEST:

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Shawn O’Neil, Mayor



# CITY COUNCIL GOALS

## CITY OF WILSONVILLE • 2025-2027



### FINANCIAL HEALTH

---

- Explore cost savings/efficiencies and alternative revenue options for sustainable fiscal health

### PUBLIC SAFETY

---

- Streamline response to code enforcement challenges
- Expand on-the-ground mental health resources to support community
- Evaluate rental inspection program



### PARKS

---

- Maintain existing maintenance levels of service with upcoming expansion (approx 30 acres)

### COMMUNICATIONS + ENGAGEMENT

---

- Community understands Town Center Plan, Urban Renewal, and other funding sources for infrastructure through engagement to inform Council direction
- Evaluate and improve online engagement tools to expand audience and reach





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## CITY OF WILSONVILLE • 2025-2027



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## CITY OF WILSONVILLE • 2025-2027



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# CITY OF WILSONVILLE

## 2025-2027 CITY COUNCIL GOALS + ACTION PLAN





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# INTRODUCTION

The City of Wilsonville is pleased to present the summary of the 2025 Council Retreat.

On March 14-15, 2025, the City Council and Leadership Team gathered to develop Council Goals to set policy direction for the future of the Wilsonville community and city organization. The 2025-2027 Council Goals will guide the organization in serving the community over the next two years.

To guide this process, the City engaged SSW Consulting, a professional facilitation and strategic planning firm. The retreat aimed to achieve the following outcomes:

- Conduct team building with the City Council to improve relationship intelligence and team dynamics using the Crucial Learning Strength Deployment Inventory (SDI 2.0)
- Orient the Council to their roles and conduct training on being an effective City Councilor in Wilsonville
- Build a shared understanding of the current community and organizational context in Wilsonville, including current City work underway and opportunities and challenges on the horizon
- Develop City Council goals focused on measurable outcomes to provide direction to the City's leadership team

In advance of the retreat, SSW Consulting conducted individual outreach interviews with the Mayor and City Council to gather input on desired outcomes for the retreat, priorities for the future, and any opportunities and challenges that should be considered in the goal-setting process.

During the retreat, Council worked with staff to develop the goals to be responsive and relevant to the developments within the community and Council's shared vision for the future. They collaborated to assess current factors, trends, and considerations within the community and organization to develop clear and measurable goals to guide the work of the City. Staff will develop the biennial budget to align with the Council's goals and support implementation.

In addition to setting Council goals, the Council retreat is an opportunity to foster a cohesive team amongst Council and with staff. The Wilsonville team participated in team-building, SDI 2.0 training, and discussions about how to work together more effectively. Their shared partnership supports the effective advancement of the goals to ultimately improve and enhance prosperity, resiliency, and enjoyment for all in Wilsonville.

# WILSONVILLE TEAM

---

## CITY COUNCIL

**Shawn O'Neil**, Mayor

**Caroline Berry**, Council President

**Katie Dunwell**, Councilor

**Adam Cunningham**, Councilor

**Anne Shevlin**, Councilor

## LEADERSHIP TEAM

**Bryan Cosgrove**, City Manager

**Jeanna Troha**, Assistant City Manager

**Amanda Guile-Hinman**, City Attorney

**Kim Veliz**, City Recorder

**Chris Neamtzu**, Community Development Director

**Keith Katko**, Finance Director

**Matt Lorenzen**, Economic Development Manager

**Andy Stone**, Information Technology Director

**Shasta Sasser**, Library Director

**Kris Ammerman**, Parks and Recreation Director

**Rob Wurpes**, Police Chief

**Delora Kerber**, Public Works Director

**Dwight Brashear**, Transit Director



# ENVIRONMENTAL SCAN

## Understanding the Current Context

To build a shared understanding to inform the goal-setting process, Council and staff completed a context mapping exercise to assess the current environment in Wilsonville. The team explored internal considerations, such as upcoming and current work underway within City departments and organizational needs and trends. Similarly, the team discussed external considerations, including community needs, political factors, economic climate, technology factors, and uncertainties.

Through the discussion, the team identified key areas for the Council to address in the goal-setting process. By understanding the current context for where the community and organization is today, Council can respond with relevant and responsive goals to lead the organization into the future. The following notes and graphics summarize the results of the discussion.



## 2025 City Department Updates

**Public Works:** Public Works boosted emergency preparedness through resources and events, completed police building renovations and a significant LED street light phase. Ongoing work includes the final LED phase, energy management, wastewater permit renewal, continued emergency preparedness efforts, catch basin program updates, and security upgrades. Future plans involve funding HVAC and interior LED replacements

**Smart Transit / Fleet:** SMART/Fleet completed CNG/electric vehicle upgrades and a fueling system improvement. Current projects include a large parking lot expansion with an automated bus wash (summer 2025) and a regional customer service center opening in spring 2026. Continued smooth operations are anticipated.

**Information Technology:** IT completed significant system upgrades, including the ERP. Current work focuses on cloud migration for redundancy and enhanced cybersecurity. Future plans involve expanding the City's fiber connectivity.

**Library:** The Library is nearing completion of its current strategic plan (2022-2026), emphasizing outreach, partnerships, and school engagement. Current work includes collection analysis and children's patio improvements. Upcoming priorities are teen space/services, marketing plan updates, and starting a new strategic plan.

**Parks + Recreation:** Parks + Recreation built on prior planning, confirmed priority projects, and updated park SDCs. Recent achievements include athletic field lighting and disc golf improvements. Ongoing projects involve park and public art developments. Future focuses include exploring a park utility fee and bond, and establishing arts funding and a cultural center.

**Finance:** Finance focused on consistent financial data, collaboration, and continuous improvement. Current priorities are a utility rate study, infrastructure financing, and the FY 2025-26 budget. Future efforts will balance financial sustainability with service levels by exploring funding options and collaborating with other departments.

**Community Development:** Community Development built on past master planning and infrastructure goals. Current planning efforts include land readiness, housing analysis, and Comprehensive/Transportation Plan updates, alongside ongoing engineering, building, and economic development projects.

**Public Safety:** Public Safety completed the police building remodel and added staff. Current focus is community visibility and exploring an E-bike program, while participating in the Traffic Concerns Team. Future considerations involve monitoring staffing needs and potentially adding behavioral health support positions.

## ENVIRONMENTAL SCAN (CONTINUED)

### Political Factors

The team discussed the potential impacts of a federal administrative shift on grant funding, particularly for transit, and the effects of tariffs on infrastructure costs. They also addressed state mandates related to land use, transportation, housing, and parking. Local engagement was noted, along with the challenges and opportunities presented by social media in disseminating accurate information. The team acknowledged the ideologically charged environment and its local manifestations, highlighting the need to navigate polarization.

### Economic Climate

The team reviewed the city's financial structure, encompassing core operating funds, System Development Charge (SDC) funds, and Capital Improvement Project (CIP) funds. They addressed the necessity of a sewer rate increase due to infrastructure needs and the impact of closed urban renewal districts. The discussion covered the need for additional revenue sources to sustain services, rising police contract costs, property tax considerations, inflated infrastructure and maintenance costs, and the use of reserves for capital projects.

### Organizational Needs/Trends

The team focused on impending retirements and the importance of preserving institutional knowledge. They discussed the need to expand maintenance staff to support city growth across facilities, planning, parks, roads, and stormwater. Public safety considerations were raised, particularly regarding mental health calls and the collaborative support from various city departments and non-profits.

### Technology Factors

The team explored the integration of technology, including AI, into city services and addressed cybersecurity concerns. They discussed the proactive installation of conduit, rising customer service expectations, balancing efficiency opportunities with costs, and technological changes impacting inspections.

## Community Needs/Trends

The team identified needs related to an aging population, including fraud and substance abuse issues, and the impact of the "silver tsunami." They discussed traffic congestion, access to recreational and cultural amenities, downtown vibrancy, renter conditions, fire issues, and the city's vision for future growth. The team also addressed the preservation of current services, the need for diverse small business options, RV parking challenges, graffiti, the acquisition of park space, communication regarding empty buildings, and the pace of growth.

## Uncertainties

The team acknowledged uncertainties related to the global economy, construction costs, and supply chains, recognizing the potential impact of these factors on the city's operations and planning.

## Overall Themes

The context mapping exercise revealed several recurring themes. Funding and financial sustainability emerged as significant concerns, alongside general uncertainties both locally and globally. Effective communication, both internally and with the community, was identified as crucial for navigating these challenges and fostering trust. The city's rapid growth necessitates strategic change management and a focus on preserving institutional knowledge amidst potential staff transitions.

# GOAL-SETTING PROCESS

Building upon the context mapping exercise, the team transitioned to goal-setting for the 2025–2027 fiscal period. They worked to envision success and progress, define desired outcomes, and collaboratively refine their ideas for supporting actions to advance each goal.

To inform the goals, they reflected on the past year's accomplishments and the challenges and opportunities identified during the earlier environmental scan. One major theme of these discussions was the Town Center Plan and how to move forward in a way that best serves the community. The team broke into small groups for targeted discussions on specific goal areas, including financial health, public safety, parks, and communications and engagement.

When each group presented their findings to the larger team, the Council engaged in a facilitated discussion, providing clarity and direction for staff actions. Through this process, they reached a consensus on draft goals and actions for the next two years. Following the retreat, the Council prioritized these actions, providing staff with a clear roadmap for goal tracking and implementation.





# CITY COUNCIL GOALS

## CITY OF WILSONVILLE • 2025-2027



### FINANCIAL HEALTH

---

- Explore cost savings/efficiencies and alternative revenue options for sustainable fiscal health

### PUBLIC SAFETY

---

- Streamline response to code enforcement challenges
- Expand on-the-ground mental health resources to support community
- Evaluate rental inspection program



### PARKS

---

- Maintain existing maintenance levels of service with upcoming expansion (approx 30 acres)

### COMMUNICATIONS + ENGAGEMENT

---

- Community understands Town Center Plan, Urban Renewal, and other funding sources for infrastructure through engagement to inform Council direction
- Evaluate and improve online engagement tools to expand audience and reach



# GOAL 1: FINANCIAL HEALTH



**Outcome:** Explore cost savings/efficiencies and alternative revenue options for sustainable fiscal health

**Lead:** Finance Director

**Timeline:** Start Q2 2025; complete by budgeting process for FY 26 (Q1-Q2 2026)

## STRATEGIES

- 1.1 Analyze and quantify possible increased revenue generation options, including standardized indexing for all fees, increasing privilege tax percentages, and possible police levy with estimates of revenue generated
- 1.2 Analyze and quantify possible cost-saving options, including reclaimed water for parks irrigation; strategic energy management within city facilities; targeted outsourcing; organizational efficiencies; level of service reductions

## GOAL 2: PUBLIC SAFETY



**Outcome:** Streamline response to code enforcement challenges

**Lead:** City Attorney

**Timeline:** Start Q2 2025; complete by Q3 2026

### STRATEGIES

- 2.1 Investigate enforcement solutions for RVs (and examine abandoned vehicle definition in code)
- 2.2 Update Chapter 1 code enforcement process and penalties (incl. admin process instead of police citation)
- 2.3 Update Nuisance code provisions, with particular review of noxious vegetation, property appearance, noise, and other chronic nuisances
- 2.4 Investigate developing a graffiti enforcement/reward program
- 2.5 Review Clack Co administrative warrant process and consider whether City should adopt a similar local process

**Outcome:** Expand on-the-ground mental health resources to support community

**Lead:** City Attorney

**Timeline:** Start Q2 2025; implement by Q3 2025. Council review of pilot project in Q1/Q2 2026

### STRATEGIES

- 2.6 Develop pilot program for contracted peer support specialist

**Outcome:** Evaluate rental inspection program

**Lead:** Building Official

**Timeline:** Start Q2 2025; complete by Q2 2026

### STRATEGIES

- 2.7 Undertake comparative analysis of other cities' rental inspection programs
- 2.8 Investigate developing a local Rental Inspection Program and related funding for program support

## GOAL 3: PARKS



**Outcome:** Maintain existing maintenance levels of service with upcoming expansion (approx 30 acres)

**Lead:** Parks and Recreation Director

**Timeline:** Start: Q2 2025; Complete by Q4 2025; seek implementation of maintenance fee beginning FY26

### STRATEGIES

- 3.1 Educate about capital improvement projects from master plans and parks bond task force work and established maintenance standards from Parks & Recreation Master Plan
- 3.2 Hire staff for future park/trail maintenance about to become responsibility of City
- 3.3 Evaluate maintenance fee to fund maintaining current parks level of service

## GOAL 4: COMMUNICATIONS + ENGAGEMENT



**Outcome:** Community understands Town Center Plan, Urban Renewal, and other funding sources for infrastructure through engagement to inform Council direction

**Lead:** City Manager + Assistant City Manager

**Timeline:** Start Q2 2025

### STRATEGIES

- 4.1 Hire consultant to develop and conduct education and outreach campaign on Town Center Plan, Urban Renewal, and other infrastructure funding sources
- 4.2 From outreach campaign, if specific areas of interest to review/reevaluate, develop strategy for such review to occur with specific policy recommendations as outcome

**Outcome:** Evaluate and improve online engagement tools to expand audience and reach

**Lead:** Communications and Marketing Manager

**Timeline:** Start Q2 2025

### STRATEGIES

- 4.3 Develop system(s) for tracking information/measures of success for different policies (e.g., tourism, housing)
- 4.4 Consider re-establishing/reimagining internal communications group
- 4.5 Review and evaluate outreach best practices for consistency and reach
- 4.6 Provide education on current communication strategies/opportunities (incl. recommended outreach policies reviewed by DEI Committee)

# IMPLEMENTATION + PROGRESS REPORTING

The Council and staff have established the following process to support accountability and transparency in the implementation of the goals and strategies.

City staff will present quarterly updates to City Council on the goals and strategies. These updates will include any progress to advance the goals, reporting on success measures, challenges to be addressed, and areas needing clarification and/or further direction from Council. Additionally, staff will highlight any goals and strategies in relevant staff reports. Staff will continue to provide real-time updates Council on any projects.



# PARTNERSHIP + COMMUNICATION

## Roles + Agreements for Success

Aiming to strengthen their partnership and operational effectiveness, the Council and staff participated in key team-building activities. This included an overview of the Council-Manager form of government, clarifying their distinct yet collaborative roles in serving the Wilsonville community, and a discussion of expectations for their partnership, including preparation for Council meetings (as shown in the graphic below).

To further enhance internal dynamics, the group also engaged in TotalSDI training, which provided insights into individual communication styles, fostering stronger relationships, productive conflict resolution, and the strategic use of individual strengths to achieve shared outcomes. Their dedication to transparency, professionalism, and collaboration is documented in the team agreement on page 20 of this report.

**POLITICS + ADMINISTRATION**

**● HOW THE ROLES EVOLVED**

**GOVERNANCE 101:**

- COMMISSION
- MAJOR COUNCIL
- COUNCIL MANAGER

**THE POLITICS-ADMINISTRATION DICHOTOMY**  
 THE THEORY THAT CONSTRUCTS THE BOUNDARIES OF PUBLIC ADMINISTRATION + ASSERTS THE NORMATIVE RELATIONSHIPS BETWEEN ELECTED OFFICIALS + ADMINISTRATORS IN A DEMOCRATIC SOCIETY

**Council Meeting Preparation**

- Presentations in advance
- Any significant updates, issues, or things that affect Council should be addressed with the City Manager so that he can give the group a heads up
- The line between Councilor comments + Councilor concerns: Councilor bringing up wanting to understand and learning more about a process in the future – RATHER than trying to have the conversation about the significant issue
- Serial meetings - Communication passed between 3 Councilors – Bryan cannot be brought in to help share communication to other Councilors

**PARTNERSHIP!**

**COUNCIL POLICY**

- SET 'THE WHAT'
- REPRESENT CONSTITUENTS + KEEP STAFF INFORMED
- SET GOALS, PRIORITIES, + DIRECTION
- APPROVE CONTRACTS + BUDGET

**STAFF ADMINISTRATION**

- DETERMINES 'THE HOW'
- PROVIDES TECHNICAL EXPERTISE
- ALIGNS GOALS WITH RESOURCES
- CARRIES OUT PROJECTS + PROGRAMS

**KEEP COMMUNICATION OPEN NO SURPRISES OR 'GOTCHA'S'**

**EXPECTATIONS:**

- MAKE DECISIONS
  - Agree on 'the what'
- ASK QUESTIONS
- ACT AS ONE BODY
  - Listen to the other person's opinion
- PARTNERSHIP WITH STAFF
- FOLLOW COMMUNICATION PROTOCOLS
  - Trust for Councilor comments with staff
  - Council will reach out to the staff if needed
  - No surprises
- BE PREPARED
  - HELP US HELP YOU
  - ASK QUESTIONS IN ADVANCE
- NO SURPRISES OR "GOTCHA'S"
- SHARE CONCERNS WITH THE CITY MANAGER IN ADVANCE
- PROVIDE PROFESSIONAL/ TECHNICAL EXPERTISE
  - Keep Council informed
- NEUTRAL ADVICE
- HIGH-PERFORMING ORGANIZATION
- PARTNERSHIP WITH COUNCIL
- NO SURPRISES OR "GOTCHA'S"
- TIMELY FOLLOW-UP
- SUPPORTIVE COUNCIL DIRECTION

## PARTNERSHIP + COMMUNICATION (CONTINUED)

### Expectations of Council

The council agreed to function as a unified body, prioritizing informed decision-making based on thorough preparation and proactive communication. They committed to asking clarifying questions, acting in partnership with staff, and adhering to established communication protocols, ensuring transparency and avoiding surprises by sharing concerns with the City Manager in advance.

### Expectations of Staff

Staff are expected to provide unbiased professional and technical expertise, ensuring the council is well-informed and supported. They are to maintain a high-performing organization, fostering a strong partnership with the council through timely follow-up and open communication, avoiding surprises and adhering to supportive council direction.

### Council Meeting Preparation + Communication

To ensure efficient meetings and avoid misunderstandings, all significant updates or concerns should be shared with the City Manager for distribution to the council. Council members are to differentiate between informational inquiries and issue-driven discussions, and avoid serial meetings that bypass the City Manager's role in facilitating communication.



# TEAM AGREEMENT

CITY OF WILSONVILLE • 2025-2027

## WE COMMIT TO . . .

### TRANSPARENCY

We prioritize open and honest communication, sharing information proactively to build trust and understanding. awareness.

### PROFESSIONALISM

We maintain high standards of professional conduct, providing and receiving unbiased expertise and direction.

### COLLABORATION

We value diverse perspectives and commit to working together as a unified team to achieve shared goals.

### CLARITY

We clearly define the "WHAT" of decisions and distinguish between questions for learning and those for problem-solving.

### PREPARATION

We ensure thorough preparation for meetings and discussions, with clarifying questions asked in advance to support informed decision-making.

### COMMUNICATION PROTOCOLS

We follow established communication protocols, routing pertinent information through the City Manager to ensure comprehensive awareness.

# CITY OF WILSONVILLE

(503) 682-1011  
wilsonvilleoregon.gov

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Wilsonville, OR 97070



SSW CONSULTING

Prepared by SSW Consulting

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Ashley Sonoff, Facilitation + Strategy Associate

Sasha Konell, Communications + Engagement Associate

Kelsey O'Halloran, Communications + Engagement Strategist

Maleigha Martinez, Administrative As

GOAL	OUTCOME
<p><b>Financial Health</b></p>	<p>Explore cost savings/efficiencies and alternative revenue options for sustainable fiscal health</p>
<p><b>Public Safety</b></p>	<p>Streamline response to code enforcement challenges</p>
<p><b>Public Safety</b></p>	<p>Expand on-the-ground mental health resources to support community</p>
<p><b>Public Safety</b></p>	<p>Evaluate rental inspection program</p>

<p><b>Parks</b></p>	<p>Maintain existing maintenance levels of service with upcoming expansion (approx 30 acres)</p>
<p></p>	
<p><b>Communication and Engagement</b></p>	<p>Community understands Town Center Plan, Urban Renewal, and other funding sources for infrastructure through engagement to inform Council direction</p>
<p><b>Communication and Engagement</b></p>	<p>Evaluate and improve online engagement tools to expand audience and reach</p>

STRATEGIES	TEAM
<p>(1) Analyze and quantify possible increased revenue generation options, including standardized indexing for all fees, increasing privilege tax percentages, and possible police levy with estimates of revenue generated</p>	<p>Finance* All Dept Heads</p>
<p>(2) Analyze and quantify possible cost-saving options, including reclaimed water for parks irrigation; strategic energy management within city facilities; targeted outsourcing; organizational efficiencies; level of service reductions</p>	
<p>(1) Investigate enforcement solutions for RVs (and examine abandoned vehicle def'n in code)</p>	<p>Legal* Police Planning Code Compliance Building</p>
<p>(2) Update Chapter 1 code enforcement process and penalties (incl. admin process instead of police citation)</p>	
<p>(3) Update Nuisance code provisions, with particular review of noxious vegetation, property appearance, noise, and other chronic nuisances</p>	
<p>(4) Investigate developing a graffiti enforcement/reward program</p>	
<p>(5) Review Clack Co administrative warrant process and consider whether City should adopt a similar local process</p>	
<p>(1) Develop pilot program for contracted peer support specialist</p>	<p>Legal* Police Finance CD Library Transit P&amp;R</p>
<p>(1) Undertake comparative analysis fo other cities' rental inspection programs</p>	<p>Building* Legal Planning Finance</p>
<p>(2) Investigate developing a local Rental Inspection Program and related funding for program support</p>	

<p>(1) Educate about capital improvement projects from master plans and parks bond task force work and established maintenance standards from P&amp;R MP</p>	<p>Parks &amp; Rec* Finance</p>
<p>(2) Hire staff for future park/trail maintenance about to become responsibility of City</p>	
<p>(3) Evaluate maintenance fee to fund maintaining current parks level of service</p>	
<p>(1) Hire consultant to develop and conduct education and outreach campaign on Town Center Plan, Urban Renewal, and other infrastructure funding sources</p>	<p>Admin* Planning Ec Dev Engineering IT</p>
<p>(2) From outreach campaign, if specific areas of interest to review/reevaluate, develop strategy for such review to occur with specific policy recommendations as outcome</p>	
<p>(1) Develop system(s) for tracking information/measures of success for different policies (e.g., tourism, housing)</p>	<p>Admin* Library Parks &amp; Rec SMART IT CD Police?</p>
<p>(2) Consider re-establishing/reimagining internal communications group</p>	
<p>(3) Review and evaluate outreach best practices for consistency and reach</p>	
<p>(4) Provide education on current communication strategies/opportunities (incl. recommended outreach policies reviewed by DEI Committee)</p>	

\* Denotes lead department

TEAM LEAD	REFINEMENT NOTES
Keith (finance)	<p>Combined the indexing outcome in with this outcome as a strategy</p> <p>Start Q2 2025; complete by budgeting process for FY 26 (Q1-Q2 2026)</p> <p>Exec Team will use monthly roundtable for this goal outcome</p> <p>Re: Organization Efficiency: lean into attrition; 4-10s; leverage technology; consolidate admin functions; IT savings (replacement cycle length, consolidating printers/equipment); moving toward 100% paperless</p>
Amanda (legal)	<p>Including nuisance code update in this outcome and moving it out of the rental inspection program outcome</p> <p>Start Q2 2025; complete by Q3 2026</p> <p>Multiple work sessions to cover various strategies, but put forward one Ordinance for adoption</p>
Amanda (legal)	<p>Start Q2 2025; implement by Q3 2025</p> <p>Council review of pilot project in Q1/Q2 2026</p>
Dan C. (building)	<p>Start Q2 2025; complete by Q2 2026</p>

Kris (P&R)	Consider input/assistance from Parks and Rec Advisory Board  Review prior parks bond task force report with Council  Start: Q2 2025; Complete by Q4 2025; seek implementation of maintenance fee beginning FY26
Bryan and then Jeanna (admin)	Start Q2 2025  Outreach to consider: 2-way communications such as visual preference surveys, instant polling, surveys on specific areas (parking, density, etc); town halls/speaker series; printed materials; updated market information  Combined outcome regarding Urban Renewal/infra funding and Town Center engagement into this one outcome - all tied to education/community engagement
Bill Evans (admin)	Start Q2 2025