



## Appendices for the Draft Arts, Culture and Heritage

### TABLE OF CONTENTS

#### Appendix A: Demographic Data

##### West Linn-Wilsonville School District

- Demographic Data of Wilsonville Schools ..... 3

##### U.S. Census Bureau Demographic Data

- 1980 – 2019 Population Counts and Rates of Change of the City of Wilsonville, Portland Metro Area and State of Oregon ..... 4
- ACS Demographic and Housing Estimates for the City of Wilsonville, Oregon, 2010 - 2018 ACS Comparative 5-Year Estimates Data Profiles ..... 5
- Demographic Turning Points for the United States: Population Projections for 2020 to 2060, March 2018, February 2020 ..... 7
  - Highlights from the 2017 national population projections ..... 8
  - A graying nation ..... 10
  - Growing racial and ethnic pluralism ..... 12
  - A nation of immigrants ..... 15
  - Projected trends in population size and growth ..... 17

##### 2019 Wilsonville Community Profile

- Community Development ..... 23
- Economic Development ..... 25
- SMART Public Transit Services ..... 27
- Transportation Infrastructure ..... 31
- Regional Collaboration ..... 35
- Land-Use Planning ..... 37
- Regional Industrial Employment Lands ..... 39
- Education & Workforce Development ..... 41
- Key Federal Issues for Wilsonville ..... 42
- Highlights Around Wilsonville ..... 43

##### Oregon Community Foundation (OCF) - Tracking Oregon’s Progress

- Latinos in Oregon: Trends and Opportunities in a Changing State ..... 44
  - Executive Summary ..... 49
  - Population ..... 52

o Education .....	58
o Employment and Income .....	64
o Health.....	68
<b>Pew Research Center</b>	
• U.S. Hispanic population surpassed 60 million in 2019, but growth has slowed, July 2020.....	80
• How the U.S. Hispanic population is changing, Sept. 2017.....	84
<b>FAQ: Metro 2060 Population Forecast, July 2016</b>	
• Race, Ethnicity, Age and Gender Forecast for the Portland MSA and 3 counties .....	88
• Metro 2060 Population – Baseline projection series .....	92
• Metro 2060 Population Forecast .....	93
• MSA Growth Projections by Race and Gender.....	104
• County Growth Projections by Race .....	111
<b>News Media Articles on Wilsonville Population Growth</b>	
• Wilsonville’s growth levels off, according to Portland State University study, Wilsonville Spokesman, December 10, 2019.....	113
• Fastest Growing Cities in Oregon, Portland Business Journal, May 2019.....	114
• Happiness is Growth, Portland Business Journal, March 2018.....	115
<b>The Oregon Encyclopedia, Oregon Historical Society</b>	
• Latinos in Oregon (essay).....	116
<b>Appendix B: Wilsonville Visitor Profile Survey</b>	
<b>RRC Associates, LLC / Vertigo Marketing, LLC</b>	
• Summer Survey Research 2018.....	2
o Highlights & Marketing Takeaways .....	3
o Introduction.....	7
o Methodology .....	8
o Top 10 Findings .....	10
o Demographics .....	14
o Overnight Visitor Profile .....	20
o Trip Characteristics.....	24
o Activities and Locations Visited.....	34
o Expenditures .....	39
o Satisfaction Ratings .....	42
o Comments / Suggestions.....	48
o Appendix: Open-Ended Comments .....	51
o Preliminary Key Findings & Final Results.....	76
• Winter Survey Research 2018/2019 .....	108
o Highlights & Marketing Takeaways.....	108
o Appendix: Open-Ended Comments .....	111

## Appendix C: Citations to City of Wilsonville Master Plans and Strategies

• 2019 Town Center Plan.....	2
• 2018 Parks and Recreation Comprehensive Master Plan.....	6
• 2014 Tourism Development Strategy.....	8

## Appendix D: City Support for Arts, Culture and Heritage

### City Council Resolutions

• Resolution No. 1817 - A Resolution of the City of Wilsonville City Council Acknowledging the Formation of the "Wilsonville Citizens For Public Art" Committee and Authorizing City Staff to Assist the Wilsonville Citizens For Public Art Committee in the Formation of their Organization and Placement of Art in Prominent Public Locations in the City, March 3, 2003.....	3
• Resolution No. 2626 - A Resolution Declaring the City of Wilsonville a Welcoming and Inclusive City, May 1, 2017.....	6
• Resolucion 2626 - Una Resolucion Delcarando Que La Ciudad De Wilsonville Es Una Ciudad Acogedora E Incluyente, May 1, 2017.....	9

### Wilsonville Public Library

• Cultural Programs and Events Sponsored by the Library for Youth and Adults .....	12
○ Summary of Programs and Attendance – Youth Programs .....	12
○ Summary of Programs and Attendance — Adult Programs .....	16
○ Details FY 2019-20 Cultural Programs, Events and Attendance – Adult Programs .....	18
○ Details FY 2017-18 Cultural Programs, Events and Attendance – Adult Programs.....	22

### Wilsonville-Boones Ferry Historical Society and Wilsonville Public Library

• A Historic Tour of Wilsonville / A Guide to Heritage Markers, Heritage Trees and Historical Points of Interest Around Wilsonville, 2008 .....	26
• Emery and Alice Aden Digital Image Collection of selected images from the Wilsonville-Boones Ferry Historical Society’s photographic collection in conjunction with the Wilsonville Public Library, 2014 .....	28

### City of Wilsonville publications

• 2013–2019 Wilsonville Area Summer Events and Library Summer Reading Programs posters .....	118
• 2019 editions of Check Out, Wilsonville Public Library news & events.....	132
• Parks and Recreation Dept. Arts and Crafts Programing and Classes and Typical Audience.....	176
• 2019 editions of Wilsonville Activity Guide, Parks and Recreation Department.....	177
○ Fall / Winter 2019 .....	177
○ May – August 2019.....	225
○ January – April 2019.....	281
• Public Art Tour by Bike .....	321
• History of the Oregon Korean War Memorial, Town Center Park .....	323

**“Beauty and the Bridge” I-5/Wilsonville Road underpass public-art/pedestrian sidewalk safety project**

- “Beauty & The Bridge” I-5 Interchange Student Art Project dedication booklet, August 2012..... 327
- “Beauty & The Bridge” interpretive panels, 2020 ..... 353

**Appendix E: Related City Boards and Committees**

- Library Board ..... 2
- Parks and Recreation Advisory Board ..... 5
- Tourism Promotion Committee..... 7

**Appendix F: City of Wilsonville and West Linn-Wilsonville School District Collaborations**

**City-School District**

- West Linn-Wilsonville School District Support for Community Arts, Culture and Heritage Activities, Events and Programs ..... 3
- City of Wilsonville – West Linn-Wilsonville School District Collaborations Around Arts, Culture and Heritage Programs and Facilities, August 2020 ..... 4
- City of Wilsonville City Council Resolutions and Cooperative Use Agreement Pertaining to the West Linn-Wilsonville School District, Sept. 15, 2020..... 8
  - Excerpts from Relative Documents ..... 9
  - The Year 2000 Plan – Urban Renewal Plan of the City of Wilsonville ..... 13
  - West Linn-Wilsonville School District Memo - Cooperative Use Agreement City of Wilsonville, October 6, 2004 ..... 19
  - Resolution No. 1370 – A Resolution Calling for Renewal Of a Three-Year Serial Levy within the Limits of Ballot Measure 47 For Street Maintenance, Parks Maintenance, Gang Prevention Programs, And Public Use of the Wilsonville High School And Sports Fields to Be Voted Upon at the Special Election to Be Held May 20, 1997, March 13, 1997..... 28
  - Resolution No. 1097 - A Resolution Calling For a Three-Year Serial Levy For Street Maintenance, Parks Maintenance, Gang Prevention Programs, And Public Use of The Wilsonville High School And Sports Fields to Be Voted Upon at The Primary Election to Be Held May 17, 1994, March 7, 1994 ..... 33
  - Resolution No. 1075 - A Resolution Authorizing Deferral of Systems Development Charges For Streets And Sewer From Time of Issuance of Building Permit to Time of Issuance of an Occupancy Permit For the West Linn-Wilsonville School District 3Jt, Wilsonville High School, Dec. 6, 1993 ..... 44
  - Resolution No. 973 - A Resolution Adopting Findings And Conditions of Approval And Approving a Zone Map Amendment to Change a 60.52 Acre Parcel From Residential Agricultural-1 (RA-1) to Public Facility (PF); Approving a Stage I Master Plan And Stage II Site Development Plan For The First Phase of Construction of The West Linn/Wilsonville High School; And Approving a Building Height Variance to Forty-Five (45) Feet For Tax Lot 100, T3S-R1W, Section 13, Clackamas County, Oregon; West Linn/Wilsonville School District, Applicant, Dec. 21, 1992..... 51

- Resolution No. 936 - A Resolution Adopting The Clackamas County And The Washington County Canvass of Votes at The Special Election of June 30, 1992, July 20, 1992 ..... 128
- Resolution No. 915 - A Resolution Calling For an Amended Urban Renewal Plan Which Includes \$2,000,000 For Joint Community/High School Facilities in Wilsonville, May 20, 1992 ..... 133
- Resolution No. 912 - A Resolution Endorsing The Proposed West Linn/ Wilsonville School District June 30, 1992 Ballot Measure Including The Construction of a High School in Wilsonville, May 18, 1992..... 139

**“Beauty and the Bridge” I-5/Wilsonville Road underpass students public-art/pedestrian sidewalk safety project**

- “Beauty & The Bridge” I-5 Interchange Student Art Project dedication booklet, August 2012..... 159

**Appendix G: Wilsonville Public Art**

- Inventory of Wilsonville Public Art 2020 ..... 2
- Wilsonville Art Tour, Sept. 2020 ..... 4
- Guide to Public Sculpture in Wilsonville, Wilsonville Citizens for Public Art, 2008/2009..... 98

**Appendix H: Nonprofits Analyses and Reports**

**Vistra Communications, LLC**

- Report on Nonprofit Forms 990 Quantitative Analysis, August 2020 ..... 2

**Oregon Business magazine**

- Nonprofits at “Breaking Point,” August 10, 2020..... 14

**Impact of COVID-19 on Oregon Charitable Nonprofits**

- Preliminary Report — Key Findings Summary, July 30, 2020..... 16
- Full Report — August 27, 2020 ..... 20
  - Impact On Employees, Volunteers, Programming, & Service Provision ..... 26
  - Current & Anticipated Impact On Funding Streams ..... 33
  - Paycheck Protection Program (PPP) & Economic Injury Disaster Loan (EIDL)..... 43
  - Operational Capacity from July Through the Remainder of 2020..... 50
  - Capacity-Building for Crisis Management and Future Resilience ..... 53

**World of Speed Motorsports Museum Closure**

- World of Speed closing because of COVID-19 crisis, Wilsonville Spokesman, May 12, 2020..... 66
- World of Speed museum will close permanently in Wilsonville due to coronavirus crisis, The Oregonian/OregonLive, May 12, 2020..... 68

**Portland Metropolitan Area Arts Ecology Study by The DeVos Institute of Arts Management at the University of Maryland**

- Introduction: Research project investigates challenges facing Rose City’s arts organizations, identifies strategies for success moving forward ..... 69
- Portland Metropolitan Area Arts Ecology Study, September 10, 2020 ..... 72

**Appendix I: Arts, Culture and Heritage Strategy (ACHS) Task Force**

- Task Force Charter, June 2020..... 2
- Arts, Culture and Heritage Strategy Task Force Meeting Dates and Agendas Outline, June 19, 2020..... 4
- Arts, Culture and Heritage Strategy Task Force Members, August 2020..... 5
  - Arts, Culture and Heritage Strategy Task Force Committees Members, August 2020 ..... 7

**Appendix J: Arts, Culture and Heritage Strategy (ACHS) Public Meeting Notes**

- Arts, Culture and Heritage Strategy (ACHS) Public Meeting, Monday, October 26, 2018, held at the Wilsonville Public Library..... 2
- Arts, Culture and Heritage Strategy (ACHS) Task Force Meeting #1, June 24, 2020, held remotely online via Zoom ..... 3
- Arts, Culture and Heritage Strategy (ACHS) Youth Engagement Meeting, July 20, 2020, held remotely online via Zoom..... 5
- Arts, Culture and Heritage Strategy (ACHS) Task Force Meeting #2, July 21, 2020, held remotely online via Zoom..... 10
- Arts, Culture and Heritage Strategy (ACHS) Latinx Family Meeting, August 3, 2020, held remotely online via Zoom ..... 30
- Arts, Culture and Heritage Strategy (ACHS) Task Force Meeting #3, August 25, 2020, held remotely online via Zoom ..... 35

**Appendix K: Survey Instruments and Summary of Responses for Arts, Culture and Heritage Strategy (ACHS)**

**Arts, Culture and Heritage Survey for Wilsonville, September – October 2018**

- Survey Instrument ..... 2
- Survey Responses..... 5

**Cultural Assets Survey, June – July 2020**

- Survey Instrument ..... 19
- Survey Responses..... 24

**Cultural Vision Survey, June – August 2020**

- Survey Instrument ..... 30
- Survey Responses..... 33

**Municipal Survey of Cultural Facilities and Programs, June – August 2020**

- Summary of Survey Responses..... 59

**Public Comments on Draft ACHS Finding and Recommendations, August 2020**

- Summary of Survey Responses..... 69

## Appendix L: Public Engagement for Arts, Culture and Heritage Strategy (ACHS)

### Communications Plan

- Communications Plan for Arts, Culture and Heritage Strategy, May 2020 ..... 3

### News Releases

- City Seeks Task Force Members for Arts, Heritage and Culture Strategy, June 1, 2020..... 10
- City Names Task Force Members for Arts, Culture and Heritage Strategy, Sets Meeting Dates, June 19, 2020..... 12
- City Seeks Public’s Help to Answer ‘What Makes Wilsonville Cultural?’ and to Nominate Local-Area Cultural Assets, June 26, 2020 ..... 15
- City to Host Two Meetings on July 20 and 21 Focused on Arts, Culture and Heritage Strategy, July 14, 2020..... 18
- Youth Meeting Promotional Flyer, What is your vision for a vibrant and diverse Wilsonville-area cultural scene? July 20, 2020 ..... 19
- City Extends to Aug. 2 Public Input on Cultural Surveys, July 22, 2020 ..... 20
- City to Host Aug. 3 Latinx Family Meeting Focused on Arts, Culture and Heritage Strategy, July 23, 2020..... 21
- Latinx Family Meeting Promotional Flyer – English version ..... 22
- Latinx Family Meeting Promotional Flyer – Spanish version ..... 23
- Arts, Culture and Heritage Strategy Task Force to Meet Aug. 25, Aug. 12, 2020..... 24
- Public Comment Open on Draft Findings/Recommendations for Arts, Culture and Heritage Strategy; Task Force to Meet Aug. 25, Aug. 21, 2020 ..... 25
- Draft Arts, Culture and Heritage Strategy Release for Public Comment in October, Sept. 25, 2020..... 26
- Draft Arts, Culture and Heritage Strategy Open for Public Comment, Oct. 8, 2020 ..... 29

### All-City Newsletter, The Boones Ferry Messenger

- City Renews Pursuit of Arts, Culture and Heritage Strategy, July/August 2020..... 30
- Arts, Culture and Heritage Strategy Ready for Review by Public, Council, Oct. 2020..... 31

## Appendix M: Media Coverage of Arts, Culture and Heritage Strategy (ACHS)

- Wilsonville arts strategy findings show need for considerable investment, Wilsonville Spokesman, Wednesday, August 26, 2020..... 2
- Wilsonville Latinx community informs arts and culture strategy, Wilsonville Spokesman, Tuesday, August 4, 2020 ..... 5
- Youth in Wilsonville want diversity showcased through art, Wilsonville Spokesman, Thursday, July 23, 2020 ..... 7
- Wilsonville arts and culture task force gets to work, Wilsonville Spokesman, Thursday, June 25, 2020..... 9
- Arts and culture task force to meet starting Wednesday, Wilsonville Spokesman, Tuesday, June 23, 2020 ..... 11

- City of Wilsonville is forming arts and culture task force, Wilsonville Spokesman, Thursday, June 11, 2020..... 12
- Community Arts, Culture Meeting This Week, Patch, Oct 23, 2018..... 13

**Appendix N: Draft Reports of the Arts, Culture and Heritage Strategy (ACHS)**

- Draft Findings and Recommendations, August 20, 2020..... 2
- Wilsonville Community Investment Strategy for Arts, Culture and Heritage, Draft, November 19, 2018..... 36

**Appendix O: Arts, Culture and Heritage Strategy (ACHS) Scope of Work and Consultant Background**

- Scope of Work for City of Wilsonville Professional Services Agreement for Development of an “Arts, Culture and Heritage Strategy,” April 30, 2020 ..... 2
- Bill Flood Resume ..... 5

**Appendix P: Funding Options Information to Advance the Arts, Culture and Heritage Strategy (ACHS)**

**City of Wilsonville**

- Transient Lodging Tax (TLT) Revenues Over the Past 10 Years, June 2020..... 3
- Wilsonville-Metro Community Enhancement Program (CEP) Revenues Over the Past 4 Years, September 2020 ..... 4
- Grant Programs ..... 5
  - Community Opportunity Grant program Guidelines ..... 7
  - Community Tourism Grant program Guidelines ..... 10

**Oregon Community Foundation (OCF)**

- Establish an Organization Under OCF’s Umbrella ..... 12
- Guide to Donor Advised Funds 2019 ..... 13
- Comparing Charitable Options — Why Donors Choose OCF: | Service, Relationships & Community ..... 21
- Donor Advised Fund Handbook 2017..... 23

**Oregon Cultural Trust**

- Background Information for Contributions..... 34
- Double the Love — You donate to culture. Now double your impact for free!..... 35

**Arts Taxes**

- City of Portland Arts Education and Access Income Tax (Arts Tax), Arts Tax Frequently Asked Questions 2020..... 37
- City proposes new tax to fund the arts, Hudson Reporter, February 2020..... 51

**Public and Private Percent-for-Art Ordinances**

- Americans for the Arts – Public Art and Private Development Resource Guide For Developers ..... 53
- Americans for the Arts – Percent-for-Art Programs, 2003 ..... 63



- Regional Arts & Culture Council (RACC): City of Portland and Multnomah County Percent For Art Guidelines, October 2006, 2012..... 66
- Oregon Arts Commission - Percent for Art in Public Places ..... 77
- Oregon Business Development Department, Chapter 123, Division 475, 1% For Art In Public Buildings..... 79

## **Appendix Q: Articles and Studies Related to Arts, Culture and Heritage**

### **American Planning Association (APA) Arts and Culture Briefing Papers, 2011**

- The Role of the Arts and Culture in Planning Practice ..... 3
- How the Arts and Cultural Sector Strengthen Cultural Values and Preserve Heritage and History ..... 11
- How Arts and Cultural Strategies Create, Reinforce, and Enhance Sense of Place ..... 19
- How Arts and Cultural Strategies Enhance Community Engagement and Participation ..... 27
- How the Arts and Culture Sector Catalyzes Economic Vitality ..... 35

### **Americans for the Arts**

- 10 Reasons to Support the Arts ..... 43
- Report — Creative Industries: Business & Employment in the Arts, 2017
  - The Creative Industries in Oregon State House District 26..... 44
  - The Creative Industries in Oregon State House District 39..... 46
  - The Creative Industries in Oregon State Senate District 13 ..... 48
  - The Creative Industries in Oregon State Senate District 20 ..... 50

### **National Recreation and Park Association (NRPA)**

- Feature: Using Art to Define Our Parks, September 2015 ..... 52

### **Reconnecting to our Waterways**

- What is “Creative Placemaking”? ..... 56

### **National Endowment for the Arts**

- Creative Placemaking, 2010..... 60
  - Executive Summary ..... 62
  - Arts, Culture and Creativity as Placemakers ..... 72
  - Creative Places as Incubators of Arts and Cultural Enterprise ..... 75
  - Challenges for Creative Placemaking ..... 82
  - Components of Successful Placemaking Initiatives ..... 85
  - Conclusion: Toward a Creative Placemaking Policy Platform..... 90
  - Case Studies..... 92

### **SMU DataArts - the National Center for Arts Research**

- Arts Vibrancy Index Report VI: Hotbeds of America’s Arts and Culture ..... 129
  - Executive Summary ..... 130
  - Introduction..... 134
  - Metrics and Measures ..... 136
  - The Top 20 Large Communities ..... 137

- 17: Portland – Vancouver – Hillsboro, OR-WA ..... 150
- Top 10 Medium-sized Communities ..... 154
- Top 10 Small Communities ..... 161
  - 10: Hood River, OR..... 166
- Conclusion ..... 167