

Community Tourism/Match Grant

2018 Application/Award Log

Organization	Event	\$ Request	\$ Award	Funding Agreement
Brews for Community Inc Erin Telles, President 8633 SW Main St #400 Wilsonville OR 97070 erin.telles@hotmail.com	Wilsonville Brewfest 503-570-7773	\$5,000		
Wilsonville Arts & Culture Council Sarah Wolfe, Festival President PO Box 2510 Wilsonville OR 97070 festivaldirector@WilsonvilleArts.org	Festival of the Arts 503-638-6933	\$5,000		
Wilsonville Celebration Days Brady Mordhorst, President 22948 SW Upper Roy Road Sherwood OR 97140 letscreate@events37.com	Fun in the Park Festival 503-277-9238	\$9,000		
Wilsonville Kiwanis Club Jay Puppo, Fun Run Chair PO Box 2104 Wilsonville OR 97070 email@jaypuppo.com	Kiwanis Kids Fun Run 503-582-8181	\$5,000		
Wilsonville Rotary Foundation John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 holleyjc46@gmail.com	Summer Concert Series 503-694-8020	\$4,000		
TOTALS		\$28,000	\$25,000	

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CITY OF WILSONVILLE – 2018

COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE

Project Title: Wilsonville Brewfest

Applicant Name: BrewsForCommunity Inc.

Registered Tax Exempt Number: 81-2161264

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

Contact: Erin Telles

Title: President

Address: 8633 SW Main St #400, Wilsonville OR 97070

Telephone: 503-570-7773

E-Mail: erin.telles@hotmail.com

Project Duration: Start Date 08/11/2018 Completion Date: 08/11/2018

TOTAL PROJECT BUDGET		\$38,000
APPLICANT CASH MATCH (a)	\$28,000	
IN-KIND RESOURCES (b)	\$ 5000	
TOTAL APPLICANT MATCH (a+b)		\$33,000
GRANT REQUEST		\$ 5,000

Budget Summary

Project Budget

Fiscal Year 2018

Income Sources	Amount
Sponsors	\$5,000
Grant	\$5,000
Sales	\$28,000
Total Project Income	\$38,000

Expenses	Amount
Advertising *Grant funds*	\$2500
City Permits, insurance & venue	\$1700
Fencing	\$1200
Restrooms	\$500
Tables, misc. equipment rental	\$600
Tent rental *Grant Funds*	\$3000
Beer	\$5000
Glassware	\$2500
Garbage Service	\$600
Music	\$2500
Misc. Supplies & materials	\$1000
Photographer and Printing	\$500
Web Design	\$500
Officer Compensation	\$2000
Total Project Expense	\$24,100

Budget Summary

Organization Budget Fiscal Year 2018

The Wilsonville Brewfest is the only project for this organization, so the Project Budget is the entire Organization Budget.

Project Description:

The project is a single day, family friendly beer festival. It features twenty local small breweries, as well as three to four food cart vendors which are also local or from the surrounding counties. Live music is also provided as part of the entry fee, and features local artists. We provide a rootbeer garden from a local soda maker and kids play area so that the focus is not just drinking beer, but a full day of fun for every age group. By making it a family friendly event, with plenty of amenities for everyone, we ensure that a wide range of people are willing to attend, instead of a more traditional, adult only festival. We are creating an inclusive all day event for the community, by the community, that is talked about and looked forward to again and again by the everyone who attends.

To host the event requires renting chairs, tables, tents, refrigerated trailer, ice, table coverings, pitchers, stage, sound equipment, portable restrooms, garbage cans, recycling cans, security fencing, and event tents. The Event tents are for more shade to improve guest comfort and attendance. They were the number one thing guests thanked us for this last year. As the Brewfest attendance and reputation grows, so do the costs and requirements.

Tourism:

Beer festivals are a huge tourism draw, especially throughout the summer and fall months. For the past three years, we have drawn people from Portland, Salem, Beaverton, Clackamas and more, as friends and family of Wilsonville residents attending the festival. In 2017 we looked at radio advertising, but it was just out of budget. This year we will utilize the knowledge of increased growth from last year and build on that with the radio advertising to bring even more people to town. We will be targeting people most likely in our demographic, at other festivals and breweries in the area. We reached out last year to local hotels to

offer a special “Brewfest Rate” and this year would like to have web links so that people can click directly from our Facebook page and website to book directly with hotels in the area. Offering shuttle service to the festival directly to and from the hotels and utilizing the city transit system with the trolley, and recommended local restaurants and attractions will hopefully increase overnight stays.

Benefits:

The entire purpose of the beer festival has always been to raise money for charity. Year one we were able to donate \$6000 to local charities. Year two we donated \$9000 to the Wilsonville Community Sharing Food Bank. Year three, with the support of this Tourism Grant to help cover costs, we were able to donate \$12,500 to WCS. Along with the charity proceeds, the event provides a place for people to gather in a safe and friendly environment. Whether they are coming out to support small businesses in the form of local breweries and the food carts, or to support the local musicians, everyone has a great time. There are so many beer festivals throughout the state, as Oregon is known for being a beer haven, having a beer festival that directly helps people in need, right here in Wilsonville makes it an even more desirable place to live and visit, by contributing to the sense of community that Wilsonville is known for. Having a variety of desirable events and attractions throughout the year benefits citizens and businesses alike by drawing people in rather than having them leave to find fun things to do in other cities.

Goal:

Our goal is to raise as much money as possible for charity. As stated above, we have continued to grow and be able to increase our donation year after year. As our community grows, so does the need for assistance. Our goal is to host an event that not only enhances the community through fun and safe gatherings, increasing Wilsonville’s reputation as a destination location for tourism, but also supports those that are in need. As the only purpose of our non-profit event is to raise money for charity, and it is only a one day event, it is a simple matter of accounting cost vs. gross receipts to determine if the goal for the event has been reached. As last year’s donation was \$12,500, this year’s goal will be to exceed that amount. While achieving this goal is somewhat subject to weather

conditions as is every outdoor event in Oregon, given the growth year after year and adjusting and compensating for any last minute issues, we expect to achieve our goals this year, as we have for the last three years.

Suitability:

The co-hosts of the beer festival, The Beer Station and Green Group Real Estate, each have their own successful small businesses with deep ties to the community and regularly deal directly with the requirements of planning and executing an event of this nature. Given this will be the fourth year planning this event, we feel we have created relationships and systems that have proven successful and will continue to produce a festival that is beneficial to all. The Beer Station has developed many relationships within the beer industry and has the expertise to deal with that side of the festival. The Green Group Real Estate company has many ties within the community itself, both in the businesses present in the city, as well as the citizens themselves. And with this network, they are able to bring in sponsorships and directly reach the people we need to attend the event.

Signature:

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

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

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

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

Signature of Authorizing Official

Date

Print Name of Authorizing Official

CERTIFICATION LETTER

At the annual January 2018 Board Meeting, all Board Members were present and discussed and agreed to apply for the Community Tourism/Match Grant.

Erin Telles, President

Katherine Green, Secretary

GRANT FUNDING FOLLOW-UP

1. Who benefited from your project or event? The community of Wilsonville at large benefits from the Brewfest by having an annual end of summer gathering that celebrates the largest industry in the state. We continue to grow attendance and bring people from out of the area to join their friends, families and favorite brewers at this event. The proceeds benefit Wilsonville Community Sharing, which can feed 416 families with the donation of \$12,500. All recipients of funds through that organization must be Wilsonville residents.

2. Were the measurable evaluation goals listed in your narrative were achieved? We exceeded our goal of a \$10,000 donation. That was the soft goal and what we were confident we could hit this year, and with the combination of extra sponsor money raised, Grant funds and fantastic weather, we were able to far exceed that with a donation of \$12,500.

3. Will this event or project be recurring? This is an annual event that we plan on continuing each year. How do you anticipate funding the project in the future? In the future, we plan on additional sponsor funds, as well as Grant funds, based on the additional interest this year and the opportunity to reach more people in each successive year.

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

If there is a budget surplus, please explain its use. We currently have a surplus of \$1000. We have a few invoices we have yet to receive due to billing cycles, and once those are paid we will be making an additional donation of \$500, and keep the remaining \$500 for next year's budget.

Income Sources	Forecasted Amount	Actual
Sponsors	\$3,000	\$5000
Grant	\$5,000	\$5000
Sales	\$24,000	\$26,400
Total Project Income	\$32,000	\$36,400

Expenses	Forecasted Amount	Actual
Advertising	\$1500	\$1520
City Permits, insurance & venue	\$1500	\$1705
Fencing	\$1300	\$1200
Restrooms	\$650	\$500 ?
Tables, misc. equipment rental	\$600	\$800
Tent rental	\$3000	\$3000

Mister	\$500	\$250
Beer	\$3000	\$3200
Glassware	\$3000	\$3000
Ice	\$300	\$0 - donated
Garbage Service	\$600	\$650 ?
Music	\$1500	\$2400
Misc. Supplies & materials	\$500	\$1000
Photographer & printing		\$500
Web design & Hosting		\$1175
Officer Compensation	\$2000	\$2000
Total Project Expense	\$19950	\$22900

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**CITY OF WILSONVILLE – 2016
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: WFA 2018 - Wilsonville Festival of Arts

Applicant Name Wilsonville Arts & Culture Council (WACC)

Registered Tax Exempt Number: 93-121288

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

Contact Sarah Wolfe Title Festival Director

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

Telephone 503-638-6933 E-Mail festivaldirector@wilsonvillearts.org

Project Duration: Start Date 09/01/2017 Estimated Completion Date: 6-30-2018

TOTAL PROJECT BUDGET*		\$ <u>33,700</u>
APPLICANT CASH MATCH (a)	\$ <u>24,700</u>	
IN-KIND RESOURCES (b)	\$ <u>4,000</u>	
TOTAL APPLICANT MATCH (a+b)		\$ <u>28,700</u>
GRANT REQUEST		\$ <u>5,000</u>
 <i>*Provide detail on budget page</i>		
 <i>**"Total Applicant Match" must be equal or greater than "Grant Request"</i>		

Budget Summary (this format must be used):

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

Fiscal Year: ⁷⁻¹⁻²⁰¹⁷ _____ to ⁶⁻³⁰⁻²⁰¹⁸ _____

Income Sources	Amount
Vendor Fees - cash match	\$9,750
Sponsors - cash & in-kind	\$8,950
Grants - cash match (\$3000 rec'd from OCF; others pending)	\$10,000
Wilsonville Tourism Matching Grant	\$5,000
Applying with Clackamas County Arts Alliance and Collins Foundation - notifications in late January and early April	
Total Project Income	\$33,700

Expenses	Amount
Marketing & Publicity	\$8,275
Equipment Rental	\$5,255
Insurance	\$1,200
Licenses & Fees	\$3,550
Materials, Miscellaneous	\$3,000
Office	\$1,000
Outsource	\$1,320
Artists & Performers	\$10,100
Total Project Expense	\$33,700

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

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

Fiscal Year: ⁷⁻¹⁻²⁰¹⁷ _____ to ⁶⁻³⁰⁻²⁰¹⁸ _____

Income Sources	Amount
Wilsonville Festival of Arts	33,700
WACC Donations	10,150
Total Organization Income	43,850

Expenses	Amount
Wilsonville Festival of Arts	33,700
Advertising	100
Insurance	600
Legal/Accounting	500
Office	350
Miscellaneous	100
Festival Director Contract	8,500
Total Organization Expense	43,850

City of Wilsonville Community Tourism Grant Application – WFA 2018

PROJECT NARRATIVE

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

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

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

The event highlights:

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

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

About Wilsonville Arts & Culture Council

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

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

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

In 2017, we increased attendance to WFA from recent years, bringing over 4200 attendees (+/- 5%) from up to 200 miles away. In 2018, we seek to broaden our reach – geographically and demographically – to increase and diversify participation and attendance, bringing more people to Wilsonville. We will do this by increasing our marketing efforts along the I-5 corridor and expanding our reach into the Latino and Gen X / Y communities.

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

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

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

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

WFA is the only art-based festival in Wilsonville and there is a need and demand for the arts here. The arts offer many intangible as well as tangible benefits, and though hard to quantify, there have been studies showing substantial economic and social benefits.

According to the latest Americans for the Arts economic impact study, Clackamas County’s non-profit arts and culture industry generates \$14.8 million in economic activity, \$9 million of which comes from event-related spending. Town Center Park is surrounded by hotels, restaurants, and gas stations, all benefiting from the increased festival traffic. Likewise, food vendors and artists directly benefit from the festival, as do companies that provide dumpsters, port-a-potties, tents, AV equipment, tables, signage and more.

Accessibility is key. The event is free to the public, and the park where it takes place is designed within ADA regulations. The festival offers arts and programming by, about and for alter-abled

community members, whether lacking sight, hearing or physical mobility. And with reflection of Wilsonville's demographics in our planning and programming, the event will be more relevant to the majority of the area's population, offering deeper connection with the arts through commonality.

And the arts are crucial to the health of communities. According to American Journal of Public Health, the arts improve well-being by:

- Decreasing negative emotions and increasing positive ones
- Reducing stress, anxiety and depression
- Improving spontaneity, positive identity and social networks

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

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

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

Big-Picture Goals for WFA 2018:

- Increase attendance by 10%
- Increase LatinX participation and attendance by 2.5%
- Increase alter-abled participation and attendance by 4%
- Meet our goal of 32% attendance by the 25-44 age group
- Partner with at least 5 area organizations on arts programming and outreach

Specific Goals (from feedback in last year's surveys):

- Increase number of food trucks to 5
- Add 2 more interactive programmatic/artistic elements
- Adjust layout for better viewing and flow between event areas

As in 2017, we will use stickers to measure attendance. Stickers will be handed out at the Info Booth and by volunteers, making sure that everyone attending gets one. To gauge demographics, geographic makeup and quality of the event, we will have both a print survey at the event, and a post-event online survey as well. These will be dispersed among volunteers, sponsors, partners, performers and artists.

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

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

In 2018, with continued focus on cultural and age diversity, as well as contemporary flair, we plan to:

- Commission 3-4 **art installations** (2 in 2017), some interactive, that will explore multiple senses, offering sensory artistic exploration for everyone, including those with vision, hearing and/or mobility impairment.

Confirmed artists:

- Damien Gilley - <http://www.damiengilley.com/>
 - Palmarin Merges - <http://www.palmarinmerges.com/>
 - Tiana Husted – example at <https://www.youtube.com/watch?v=Ao-qFOasUAM>
 - Arts & Tech High - <https://www.wlww.k12.or.us/Page/11>
- Feature **LatinX community** participants such as Eduardo Cruz (demo artist), Melao de Cuba (band), Tiana Husted (installation artist), Cindy Gutierrez (Oregon Book Award winner), Stephanie Mendoza (partner), and Art Market vendors. Most confirmed.
 - Collaborate with **NW Film Center** (<https://nwfilm.org/>) on a **Micro Movie Theatre** featuring short films by PNW youth and adult filmmakers. Confirmed.
 - Hire **Silent Storm** (<http://silentdis.co/>), a new silent disco DJ / Dance program. A DJ spins tunes and attendees don headphones to listen and dance, all without interrupting the Main Stage, and allowing for another aural/physical experience.
 - Collaborate with **Portland Immersive Media Group** (<http://pdximmersive.media/>) to offer a **virtual reality** experience of artistic environments created by PIMG members.
 - Include **alter-abled artists**, exemplifying the arts are for everyone, whether performing or otherwise experiencing them. **DanceAbility** (<http://www.danceability.com/>) will perform, *Micro Movie Theatre* will feature 2 films by and about alter-abled community members and West Linn High School's ASL Club will provide sign language volunteers and programmatic interpretation. All confirmed.

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

WFA has been a core element of Wilsonville's arts and culture scene for over 18 years, and over that time, the planning team has developed a wide array of relationships with the arts community. We have a dedicated Festival Director and diverse planning committee dedicated to creating a successful and sustainable event from year to year - adapting, improving and growing with the times.

The majority of sponsors, partners, granters, artists, musicians, dancers, vendors, cultural organizations, businesses, municipalities, and volunteers involved in making this event happen are primarily based around Wilsonville. In seeking to diversify participation and attendance, we continue to develop new community partnerships that reflect the demographics of our region. These include participation on art juries, planning committees, art programs, volunteerism and attendance.

The Festival Director has over 15 years of experience planning events and programs in the arts, from conception to completion – fundraising, logistical planning, budgeting, partnership development, volunteer coordination and event management. Our planning committee includes Executive Director of Wilsonville Arts & Culture Council and Founder of Wilsonville Festival of Arts, as well as other Wilsonville artists and residents.

We have already acquired the following grants and sponsorships for 2018:

- \$3000 – Oregon Community Foundation Small Arts & Culture Grant
- \$5750 – Business sponsorships
- \$720 – Vendor application fees – booth fees are not due until March
- \$9,880 in total funds as of January 22, 2018

We are seeking additional funding from:

- Clackamas County Arts Alliance grant - \$2500 (notification end of January, 2018)
- Collins Foundation - \$5725 (notification April 2, 2018)

Major recent past funders have included:

- City of Wilsonville - \$5000
- Fred Meyer - \$5000
- Burns Brothers - \$2000
- Findlay Auto - \$1320

WFA 2018 – Festival of Arts

LETTER OF BOARD APPROVAL

This letter is to put in writing the support by the Board of Directors of Wilsonville Arts & Culture Council (WACC) for the grant application process for the City of Wilsonville Community Tourism/Match Grant, as well as the potential receipt of funds for this grant application.

The following board members acknowledge and approve the application for WFA 2018 – Festival of the Arts by Festival Director, Sarah Wolfe.

WACC BOARD MEMBERS

- Theonie Gilmore – Executive Director, WACC
- Maggi Decker – President of the Board
- Kit Whittaker – Secretary of the Board
- Kevin Luby – Treasurer of the Board
- Christopher Shotola-Hardt, Michael Kohlkoff, Anganette Escobar – Adjunct Board Members

Sarah Wolfe, Festival Director

Date

To Whom It May Concern,

1/22/18

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

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

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

Thank you for your time.

Best,

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

Tyler Burns

Real Estate Manager

Burns Bros. Inc.

4949 Meadows Road

Lake Oswego, OR 97035

Wilsonville Festival of the Arts a Success After Revamp

Claire Green – *Wilsonville Spokesman*
Wednesday, June 07, 2017

Wilsonville Festival of the Arts bringing fresh, modern vibes to Town Center Park.

The Wilsonville Festival of the Arts was back with full force June 3-4 with a new set of features, vendors, layout and creative direction from Festival Director Sarah Wolfe.

Walking into Town Center Park June 3 and 4, visitors were treated to a feast for the senses at the 18th annual Wilsonville Festival of the Arts.

Music flowed from the main stage as the scent of international food fare wafted through the air. Despite the overcast conditions, children took breaks from pursuing the art and author's tents, artist market and food pod to splash in the freshly activated water features.

As the first year under the new creative direction of Sarah Wolfe, the arts festival had a slightly different vibe than past years. The most notable difference came with the addition of large, interactive art installations and more modern art forms — including robotics. Unlike prior years, this variety of attractions drew the teen-to-30 crowd to the festival, which checked off one of Wolfe's primary goals to capture the interest of the previously missing millennials.

One of the features that captured the imagination of the millennial crowd was the interactive Memory Loom. At a distance, the giant loom looked like an a series of slacklines strung up between several trees near the Parks and Recreation Administration Building. But on closer inspection, sections of the thick, black lines had been woven together with colorful yarn to create a weave.

Visitors flocked to the supplies table to select their own yarn and add to the creation, eventually filling large portions of the loom with pops of color.

The changes were well received by festival goers, vendors and the Wilsonville Arts and Culture Council, according to Council President Theonie Gilmore. From merging the old with the new to being a team player, Gilmore says that Wolfe did a great job, especially in terms of the flow and layout of vendors, artists and interactive activities.

"She did a really nice job and I'm very pleased," Gilmore says, adding that one of her favorite additions were new chalkboard signage indicating the different attractions. Unlike regular signs, these included chalk and encouraged visitors to doodle and create. "With the signage, she thought of chalk signs. There was this little 3-year-old girl was drawing straight lines with the chalk and I thought, 'Oh my goodness! An artist starting young.' So it's been great."

At the end of it all, Wolfe says that she's pleased with how the event turned out and that there were no major glitches.

"I don't have anything to compare it to since I haven't been to the festival before, so I can just gauge on my onsite experience," Wolfe says. "But I can always see ways that I can make improvement and changes that I can make next year."

Even though the festival just wrapped, Wolfe says that she's already absorbing the survey feedback that was collected from the festival.

"For the main part, it felt really good," Wolfe says. "But I always like the second year better because I have something to build off of and compare it to."

Contact Wilsonville Spokesman reporter Claire Green at 503-636-1281 ext. 113 or cgreen@pamplinmedia.com.

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91755-7406

DEPARTMENT OF THE TREASURY

Date: DEC 18 1996

WILSONVILLE ARTS AND CULTURE
COUNCIL
THEONIE GILMORE, PRESIDENT
24242 SW GAGE ROAD
WILSONVILLE, OR 97070

Employer Identification Number:
93-1210288
Case Number:
956341039
Contact Person:
EO CUSTOMER SERVICE
Contact Telephone Number:
(213) 894-2289

Accounting Period Ending:
June 30
Foundation Status Classification:
170(b)(1)(A)(vi)
Advance Ruling Period Begins:
June 25, 1995
Advance Ruling Period Ends:
June 30, 1999
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

Letter 1045 (DO/CG)

PROJECT EVALUATION
GRANT FUNDING FOLLOW-UP – 2017
Wilsonville Festival of Arts / Wilsonville Arts & Culture Council

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

1. Who benefited from your project or event?

How Many?

Between 4000-4200 (+/- 5%)

In 2017, we used a combination of sticker and program hand-outs to get a more accurate assessment of attendance numbers. We found our numbers to be higher than the previous year (2016) and plan to continue to increase those numbers over the next couple of years by honing in on the three main goals listed in our application and reflected upon below.

Where From?

Though most artists and attendees hailed from OR, there were many that came from much farther away – a few from across the country. Though we were perhaps not their only reason for visiting, this exposure is important. (more details below re: statistics)

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

The three main goals we set forth to accomplish in 2017 were a success in our view, and will continue to be a focus over the next two or more years.

a) Reaching further into the Latino/a community in the region

- At the core, we added members of the Latino community to our planning committee as well as our Art Market Jury, art activities and performance groups, so they were central to the planning process.
- We reached out to area Latino organizations, press, performance groups and others to make sure they a) were aware of the event, b) could help share info on the event and c) wanted to be a part of the event, whether through planning, marketing, participation or attendance.
- Posters and surveys were created in both English and Spanish, to reach a wider audience, and we had bilingual volunteers on hand at the event to help in cases where attendees did not speak English.
- According to approximately 200 surveys (in print and online), **9.5% of our attendees were Latino/a**. These numbers had not been recorded in past, but we feel this is a great step forward in aiming for a full 12% of our attendees to be Latino/a, reflecting the actual demographics of the area

b) Reaching further into the Millennial / Gen X community (ages 25-44)

- **58%** of our surveyed attendees, artists and performers were **between the ages of 25-44**
- We included people in this demographic on our planning committee and reached out to publications and online resources that focus on this demographic to help get the word out.
- Marketing was created with a visual that appealed to a younger crowd.
- More **social media and online** resources were used this year to reach out for a) Call to Artists, b) marketing, c) publicity to bring people to the event, d) surveying.
- In tandem with this were goals reached below...

c) Bringing a more contemporary flair to the event, which was in its 18th year

- Commissioned two **large-scale art installations** that added color, visual draw and interactivity to the event footprint in a big way
- Presented **modern and up-and-coming** dancers and musicians on the Main Stage, to draw a younger demographic

PROJECT EVALUATION
GRANT FUNDING FOLLOW-UP – 2017
Wilsonville Festival of Arts / Wilsonville Arts & Culture Council

- Added a New Media category to our Art Market, along with updating some of the existing categories, to encourage more **contemporary and younger artists** and makers to apply to be a part of the event

d) Consolidate program focuses on i) expanding and improving already-popular and successful programs, and ii) adding new programs that hone in on the previous goals for our 2017 event.

- Eliminated non-art components that distracted from the art focus; honed in on expanding the art experience, making this event a more unique one, set apart from Fun in the Park.
- We expanded the Student Art Pavilion by adding a STEAMPunk Robotics activity, featuring high schoolers sharing their robotic creations in an interactive environment.
- We expanded the live performance experience by including roaming artists in addition to those performing on the stage.
- We added more interactive elements to engage visitors, whether younger or older:
 - Featured one large-scale interactive art installation where visitors could help create a large community weaving project.
 - Added interactive components to Main Stage performances
 - Had sponsors and non-profit booths offer interactive elements
 - Featured 6 two-sided chalkboards with chalk around the event, inviting the public to add their art creations to our art mix.

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

This is an annual event. Each year, a contracted Festival Director raises funds to realize the event, through artist fees, grants, sponsorships and in-kind loans and donations. We will continue to follow this process into the future, nurturing sponsor relationships and further expanding our reach.

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

Financial Statement from 2017 is attached

If there is a budget surplus, please explain its use.

Any budget surpluses from year to year are applied to the following year's event, as a buffer in case of fundraising shortfalls and/or unexpected expenses.

ADDITIONAL NOTES FROM POST-EVENT SURVEYS

Money Spent:

- 79% spent up to \$50
- 11% spent between \$101-250
- 10% no comment

How attendees heard about the event:

- 46% via online resources and social media
- 15% by word of mouth
- 15% through print materials (posters, postcards, banners)
- 15% through press attention (features, ads)

Artist Miles Traveled

- 0-9 6
- 10-19 18
- 20-29 8
- 30-39 7
- 40-49 1
- 50-99 3
- 100-149 2

PROJECT EVALUATION
GRANT FUNDING FOLLOW-UP – 2017
Wilsonville Festival of Arts / Wilsonville Arts & Culture Council

- 150+ 5

Attendee Miles Traveled (of almost 200 surveys – some did not mention zip code)

- 0-9 121
- 10-19 20
- 20-29 14
- 30-39 3
- 40-49 1
- 50-99 2
- 100-149 1
- 150+ 4 (Guests from CA, NH, OK - as far as 3123 miles away)

Facebook

- Increased Facebook likes from 756 to 874
- Up to 73% engagement rate on event posts
- Up to 70 reactions to event posts
- Up to 115 post clicks on event posts

Contact for further questions:

Sarah Wolfe, Festival Director

Wilsonville Festival of Arts

www.wilsonvillearts.org

(919) 220-6292

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CITY OF WILSONVILLE – 2018 COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE

Project Title: Fun in the Park 2018

Applicant Name Brady Mordhorst

Registered Tax Exempt Number: 93-6068722

Street Address Wilsonville OR 97070
Street City State Zip

Contact Brady Mordhorst Title President of Fun in the Park

Address 22948 SW Upper Roy Rd Sherwood OR 97140
Street City State Zip

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

Project Duration: Start Date August 4th, 2018 Estimated Completion Date: August 4th, 2018

TOTAL PROJECT BUDGET*	\$ <u>43,000</u>
APPLICANT CASH MATCH (a)	\$ <u>28,500</u>
IN-KIND RESOURCES (b)	\$ <u>5,500</u>
TOTAL APPLICANT MATCH (a+b)	\$ <u>34,000</u>
GRANT REQUEST	\$ <u>9,000</u>
 <i>*Provide detail on budget page</i>	
 <i>**Total Applicant Match" must be equal or greater than "Grant Request"</i>	

Budget Summary (this format must be used):

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

Fiscal Year: 2017 to 2018

Income Sources	Amount
Cash Sponsorships	\$23,500
Vendors	\$5,000
City of Wilsonville Tourism Grant	\$9,000
In-Kind Sponsorships	\$5,500
Total Project Income	\$43,000

Expenses -Must be explicitly defined.	Amount
City Permits, Fees, Dues, Etc.	\$1,000
Marketing, Banners, Signs, Etc.	\$6,000
Logistics, Supply Rentals, Toilets, Truck Rentals, Staffing, Volunteer Care, Etc.	\$8,000
Insurance	\$4,000
Inflatables (15 Inflatables that are scattered throughout the park)	\$5,000
Entertainment/Main Stage (Includes the Roaming Revelers and Main Stage)	\$16,000
Storage (Our on-going storage unit that holds our supplies)	\$1,560
Miscellaneous	\$2,000
Total Project Expense	\$42,560

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

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

Fiscal Year: 1/18 to 12/18

Income Sources	Amount
Fun in the Park 2018 Program Income	\$43,000
Fun in the Park 2018 Cash Reserve	\$9,000
Total Organization Income	\$52,000

Expenses	Amount
Fun in the Park 2018	\$42,560
Total Organization Expense	\$42,560

Fun in the Park 2018

Project Narrative Questions:

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

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

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

Uniquely, Fun in the Park is FREE of admission. In addition to annual grants from the Wilsonville Transient Room Taxes and the City of Wilsonville, the cost of FITP is born by about 25 sponsors with cash or in-kind donations. The event is created by an organizing committee (12 members in 2018) and serviced by hundreds of community volunteers representing some 160 organizations, clubs, churches, businesses, practices, schools. The festival runs from 10 a.m. to 4 p.m. the first Saturday of August.

It was voted Best Festival in Oregon in 2006 with a budget of under \$150,000 when FITP was a member of the Northwest Festival and Events organization and our budget was around \$40,000. It has won several “best” awards locally. In recent years the park maxes out with about 8,000 to 10,000 visitors, with 8,400 attending in 2017.

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

Annual surveys indicate that about half our attendance comes from outside of Wilsonville. Our 17-year estimate of total attendance is about 125,000, meaning about 64,000 have attended Wilsonville not being a Wilsonville resident. In 2017, out of 383 people surveyed, 11% of them lived outside of Oregon, including California, Washington, Vancouver B.C., and even Great Britain. Of those non-Oregonians, a total of 32 people were visiting Wilsonville solely because of Fun in the Park. For the remaining 40% of visitors who come from outside of Wilsonville but within Oregon. From survey statistics and attendance numbers, Fun in the Park brings in an about 4,500 non-Wilsonville citizens into Wilsonville.

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

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

In a culture of stark social lines regarding diversity, Fun in the Park provides the rare event/ environment that people from all cultures, races, demographics, political views, financial levels, etc., come together and enjoy the exact same activity while interacting with each other. This starts from the mission of Fun in the Park to be a “wholesome, friendly, fun, and educational event for all families and children...” then continues through the planning process, as Fun in the Park actively brings the people and businesses of Wilsonville together, from major corporations such as Fred Meyer and Coca-Cola to locally owned businesses such as Dentistry for Kids to at-home businesses led by Wilsonville citizens.

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

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

Our aims each year are:

- Remain a light-hearted, competition-free, all-kids-are-equal, admission FREE, wholesome gathering;
- Enhance the culture and image of Wilsonville through positivity;
- Attract community participation and visitors to Wilsonville;
- Introduce approximately 20% “new” attractions for variety and freshness;
- Continue random surveys of at least 100 families for feedback and enhancement;
- Preserve our safety record and reputation as a wholesome event;
- Recruit creative, servant-heart organizers, fun-providers, and volunteers;
- Be good stewards of the community's investment and pay our bills.

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

In 2018 we will continue our survey process and attempt to increase of the number of total families surveyed. We will continue to do our internal review process and evaluate the above at the annual wrap-up meeting within 30 days of festival completion.

Goals such as safety, incorporating new attractions, paying our bills, and recruiting new volunteers are easy to evaluate and will be available shortly after the festival ends.

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

Each year our target for new/expanded attractions is at least 20%. We've not yet started

booking attractions for 2017, but we're aware of the importance of having “freshness” every year. An editorial in the Spokesman one year captured the essence and “secret” as follows: *“The formula is simple. Free fun. Roving revelers. Stage entertainment. Games. Food. Prizes. And a little education thrown in for good measure....The secret is that change is part of the festival's magic formula. The organizing committee makes sure to adjust every year, tinkering with the formula after talking about what worked and what didn't the year before....Fun in the Park is very well deserving of any support the Wilsonville community can give it.”* (Aug. 9, 2006)

(For the record and for which we are most grateful, the Community Tourism/Match Grant program has approved over \$124,000 in grants out of \$137,000 requested in 17 years).

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

Fun in the Park is backed by a tremendous committee. As introduced last year, with admittedly some hesitation, Events37 owner Brady Mordhorst will serve as President again. Through sponsorship acquisition, prudent planning and financial maneuvering, Fun in the Park ended the year up \$2,000 than before Events37 came on board. Brady and the rest of the extremely capable committee members (and citizens of Wilsonville) and multiple experienced consultants including Bob Woodle (16 years), Fun in the Park is poised to continue to provide a positive event for the City of Wilsonville.

The accompanying copy of the 2017 Festival Program identifies the typical resources we rely upon from the local community for funding and fun provision.


Signature and Certification Letter:

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

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

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

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



Signature of Authorizing Official

1/22/18

Date

Brady Mordhorst

Print Name of Authorizing Official



Secretary of State
 Corporation Division
 255 Capitol Street NE, Suite 151
 Salem, OR 97310-1327

Phone: (503) 986-2200
 www.filinginoregon.com

2017 ANNUAL REPORT

Registry Number: 089686-12

Date of Incorporation: 05/15/1970

Fee: \$50.00

Due Date: 05/15/2017

Type: DOMESTIC NONPROFIT CORPORATION

00228

WILSONVILLE CELEBRATION DAYS, INC.
 PO BOX 1511
 WILSONVILLE OR 97070

*CHK# 1894
 9/14/17*

Name of Domestic Nonprofit Corporation

WILSONVILLE CELEBRATION DAYS, INC.

Jurisdiction: OREGON

Nonprofit Type: Public Benefit With Members

The following information is required by statute. Please complete the entire form. If any of the information is incorrect, you can make changes on this form. Failure to submit this Annual Report and fee by the due date may result in inactivation on our records.

Registered Agent

ANDREW KARR
 7700 SW CARRIAGE OAKS LN
 WILSONVILLE OR 97070

If the Registered Agent has changed, the new Agent has consented to the appointment. Oregon street address required.

1) Type of Business

Public Benefit nonprofit

2) Principal Place of Business (Str. address,city,state,zip)

7700 SW CARRIAGE OAKS LN
 WILSONVILLE OR 97070

3) Mailing Address (Address,city,state,zip)

PO BOX 1511
 WILSONVILLE OR 97070

4) President Name and Address

ANDREW KARR
 7700 SW CARRIAGE OAKS LN
 WILSONVILLE OR 97070

5) Secretary Name and Address

JULIA AVALON
 PO BOX 19824
 PORTLAND OR 97280

6) Signature

Andrew Karr

7) Printed Name

Andrew Karr

8) Date

5/14/17

9) Daytime Phone Number

503-756-2719

Make check payable to "Corporation Division" and mail completed form with payment to Secretary of State, Corporation Division, 255 Capitol ST NE Suite 151, Salem, OR 97310-1327.

Note: You can also fax to (503) 378-4381. Filing fees may be paid with VISA or MasterCard. Submit the card number and expiration date on a separate page for your protection.

Fun in the Park 2017 Recap

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

Directly: 8,340 attendees, 24 company sponsors, 12 organizers, 130 fun bringers (Wilsonville companies), vendors and suppliers, over 700 volunteers. Directly and indirectly, the entire community of Wilsonville benefits from the positive reputation and “livability asset” of good will and spirit of unity engendered in the festival.

The positive snowball effect that Fun in the Park provides for many companies, organizations, churches, and non-profits are highly valuable. Notable organizations that provide good to the community of Wilsonville whom benefit from the large exposure that Fun in the Park provides include; Wilsonville Town Center Plan, Wilsonville Parks and Recreation, Community Sharing of Wilsonville, Wilsonville Rotary Club, Wilsonville Kiwanis, and Heart of the City.

Our annual survey canvassed 98 family/units representing 383 individuals. Some 49% came from Wilsonville (42% last year) and 51% came from 23 other locations, including California, Vancouver, B.C., Great Britain and 19 other Oregon towns. 36% of the “out-of-towners” came by invitation/reminder of a friend or relative. About a third of those interviewed were attending the festival for the first time. About a quarter of all those interviewed came by invitation from an acquaintance wanting to encourage others to share in the fun. As in previous years, feedback was overwhelmingly positive about the event. We do operate in a very favorable, grateful environment...extremely “user” friendly because it remains very creative and FREE of charge.

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

By post-event review/evaluation by our committee, our aims were accomplished because of generous support (24 sponsors and a total income of \$29,100 of cash and \$6,500 of in-kind donations), prudent spending (total expenses of \$38,920), at least 20% “new” attractions, include the huge hit of the “Kitten Petting Area,” preservation of our safety record, and adequately staffed by willing volunteers.

The biggest answer to “How?” is the dedicated voluntary efforts of 12 servant-heart organizers, several of whom are new or took on new tasks. Our new President hit the ground running with enthusiasm and new ideas. His efforts were rewarded with willing support from the community in both fun and funds.

And it is not possible for Fun in the Park to come together without the “Day-of” volunteers that donated anywhere from one hour to eight hours of time. All Wilsonville citizens, the “day-of” team included parking directors, program givers, fan givers, etc.

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

We have every expectation to bring another fun-filled Festival to Town Center Park on Saturday, August 4, 2018. Filling the shoes of long-time, dedicated volunteers is a present challenge. We will be building on the momentum of this year in that regard, and expect conversations with City overseers to be fruitful in working out logistical kinks. If we can assemble a team (likely a blend of old and savvy organizers with promising, younger energetic sorts), our fund raising will likely follow the pattern of previous years. We overcame a significant reduction in the City grant this year, even though a recurring festival remains as a valid enterprise. (well-loved and warmly endorsed, as well). We will be starting the year with about \$9,000, adequate for meeting anticipated early expenditures.

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

(following is what we said last year...re-draft this to reflect current situation.)

Attached is the statement. Unlike the previous three years with minor short-falls, we did have a surplus of funds this year to replenish our reserves. We'll be inventorying our equipment in the "off" season and likely use some of the nearly \$2,000 surplus to fix/maintain canopies, signage, and cover increasing insurance costs.

Submitted by

Bob Woodle, Co-founder & past president

Cell 503-680-3737

&

Brady Mordhorst, Current president

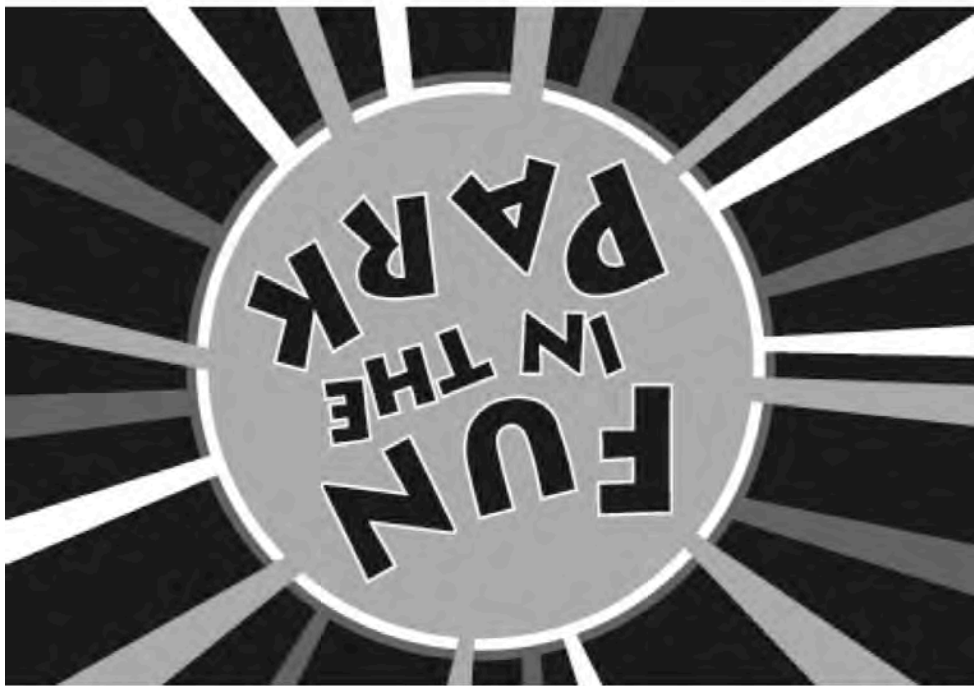
Cell 503-277-9238

Fun in the Park

Table 1

Income						
Cash Sponsors	\$29,100.00					
In-Kind Sponsors	\$1,000.00					
Vendor Fees	\$4,600.00					
Grants	\$7,000.00					
Total	\$41,700.00					
Expenses						
City Permit, Fees, Dues, Etc.	\$954.00					
Marketing, Banners, Signs, Etc.	\$2,240.00					
Logistics, Rentals, Staffing, Toilets, Etc.	\$7,513.00					
Insurance	\$3,621.00					
Inflatables	\$10,000.00					
Entertainment/Main Stage	\$11,946.00					
Storage Unit	\$1,560.00					
Miscellaneous	\$1,086.00					
Total	\$38,920.00					

Fun in the Park August 5th, 2017



Wilsonville Celebration Days

Enjoy Today's 17th Annual FITP Festival

FUN IN THE PARK is a "coming together" as a community—a light-hearted, competition-free, all-kids-are-equal, wholesome gathering. It is the culmination of much creative planning, coordination, and dedicated teamwork. It happens because of 700+ gracious volunteers. FITP has been served well over the past 17 years by the leadership of talented organizers. Their names adjoin this year's team below in gratitude for dedicated, volunteer service to FITP's years of success.

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

FUN IN THE PARK ORGANIZING COMMITTEE

2017 Committee	Tammy Bradley, "Roving Revelers", Main Stage	Marian Kahler
Andrew Karr, Treasurer		Erica Katz
Bob Woodle, Past President, Member-at-Large	Previous Committee Members	Krista Kays
Becky Nichols, Past President, Advisor	Ted Allen	Julie Lang
Brady Mordhorst, President	Doris Allen	Patrice Lans
Carlia Knox, Secretary	Julia Avalon	Tom & Ann McGranahan
Chris Owen, Security, FITP Representative	Sheila Barton	Craig McManus
Dawn Wilbur, Vice President	Brad Borlin	Lyle & Evelyn Fisher
Debi Laue, Fund Raising	Julie Brown	Cindy Garrison
Eric Slothower, Electrical	Chris Bullard	Jim Gill
John Wilbur, Member at Large; Logistics	Lisa Carman	Laurie Harris
Kiri Tomasco, Vendors	Bob & Dianne Cole	Dave Nieuwstraten
Mark Joseph, Electrical	Roger Collingwood	Mary Ott
Swapna Gajjala, Permits	Stacia Crawford	Judi Smith
	Kirk & Marsha Davis	Sara Stewart
	Jill Feuerhelm	Jeremy Summers
	Laurie Johnson	Dean Werst
		Judy Woodle
		Brittany Leiviska

THANK YOU FOR CONTRIBUTING

Bellagios Pizza	Jimmy John's
Charbonneau Villager	John Ludlow
Civil Air Patrol	Kaiser Permanente
Coffee Creek Correctional	Mentor Graphics
Facility Enterprise-Rent-a-car	Petal Patch Flowers
Franz Bakery	Portland Reign Photography
Fred Meyer	Starbucks
Garron Grounds	Under Armor
Professional Signs and Graphics – Duane Wagner	Wilsonville Library
Jay Puppo – State Farm	Wilsonville Public Works

This project is made possible in part by a grant from Wilsonville Transient Room Taxes and the City of Wilsonville.



THANK YOU FOR YOUR GENEROUS SUPPORT

MAIN STAGE ENTERTAINMENT

- 10:00 Welcome
- 10:05 Civil Air Patrol
- 10:15 Innovative Dance
- 11:00 Edge Family Fitness
- 11:45 Curt Carlyle (Juggler)
- 12:45 Scott Brockett Trio
- 2:00 Lee's Martial Arts Academy
- 2:30 Music Man Studio
- 3:15 Ora Nui Tahitian Dance Troupe
- 4:00 Farewell and Thank You

Roving Revelers and Professional Entertainers

Comedic Juggling <i>Rhys Thomas</i> <i>Curt Carlyle</i>	Mr. Lizard – Reptile Show <i>Brett Wilson</i>
Clowns <i>Cha Cha the Clown, Regina Wollrabe</i> <i>Loopie, Andre Wollrabe</i> <i>Silly Boy, Eddie Wollrabe</i>	Airbrush Tattoos <i>Time Honored Design</i>
Magician <i>Tim Alexander</i>	Cartoon Caricaturists <i>Heather Nichols, Your Face, My Style</i>
Artistic Face Painter <i>Roger Witter</i> <i>(sponsored by Wilsonville Orthodontics)</i>	Mascots Ronald McDonald <i>Greentree Enterprises</i> Tom-a-Hawk <i>The Portland Winterhawks</i>



THESE FUN PROVIDERS ARE HERE FOR YOUR ENJOYMENT

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

Academy Mortgage (135) – Nemo Bounce House Inflatable and Balloons
American Family Insurance (Between 62 and 63) – Sports Obstacle Inflatable
American Medical Response (91) - Ambulance; River rescue safety crew
Aurora Squadron, Civil Air Patrol (78) – Flight Simulators
Bizzy Bee Preschool (20) – FITP Memory Quilt
Boy Scouts Group #528 (119) – Styrofoam Plate Gilders
Coca-Cola Swire, USA (3) – Free Water and Other Coca-Cola Products
Community of Hope Church (99) – Complimentary Cotton Candy
Connection of Life Church (109) – Prizes
Costco – Wilsonville (124) – Ring Toss Game
Creekside Bible Church (107) – Costume Booth
Cub Scouts of Wilsonville (27) – Derby Track
Dentistry for Kids (52) – Fishing Game
Edge Family Fitness (103) – Fun Exercise Challenges
Edward Jones (120) – Stock Market Simulator
Elite Realty Group (94) – Real Tiny Homes
Events Unlimited – (51) Mechanical Bull (136) The Whizzer (137) Petting Zoo
Eye to Eye Clinic (56) – Kaleidoscope Making for Eclipse
Expedia CruiseShip Center of Wilsonville (75)– Fun at Sea Logo Puzzles and Boat Races
Findlay Wilsonville (97) - Wheel of Fortune; Plunge; Car Coloring Pages
FITP Information Booth (76) – Information; Lost & Found
Gates Family Dental (133) - Firetruck Inflatable
Girl Scouts of OR & SW WA #9 (114) – Painting Rocks
Grace Chapel (58) – Rock Wall
Green Group Real Estate (88) – Prize wheel; homemade hand fans

Heart of the City (58) – Rock Wall
Hobby Town USA (102) – Race Car Fun
I Heart Radio (141) – Green screen photos, Toyota cars
Innovative Dance (62) – Main stage entertainment
Jay Puppo – State Farm (131) – Water slide; Rain Mister
Jewarts Gymnastics NW (86) - Gymnastics
Joy of Life Chiropractic (74) – Giraffe Inflatable; First Aid Station
K-12 (138) – Fun Games
Kiwanis Club (132) – Extreme Rush
Laue Team Real Estate – Hasson Co. (71) - Full Court Press
Lee's Martial Arts Academy (28) – Wheel of fortune; main stage entertainment
LuxSucre Desserts (48) – Cookie Decorating
Meridian United Church of Christ (31) - Frog Frenzy! Bean Bag Toss, Prizes
Metro Parks and Nature (125) – Disc Golf!
Mom's Club of Wilsonville (17) – Rest/Breastfeeding Station for Moms
Mr. Lizard – Brett Wilson (25) – Reptile Shows; Petting Zoo to Follow Each Show
New Creation Church (11) – Balloon Animals; Bottled Water
New Life Church (117) – Potato Putt-Putt golf
Next Level Chiropractic (121) – Ping Pong Basketball
NW Independent Writers Assn. (98) - Reading corner/Story time
Oregon Tech (38) – Minute-to-Win-it Challenge
Pacific Residential (139) – Hoola Hoop Fun
Pioneer Baptist Church (59) – Face Painting; Carnival Games; Free Water
Portland Winterhawks (123) – Hockey goal shoot; Tom-a-Hawk mascot
PowerMax (81) – Tech Fun
Providence Medical Group (122)- Food Group
Bean Bag Toss

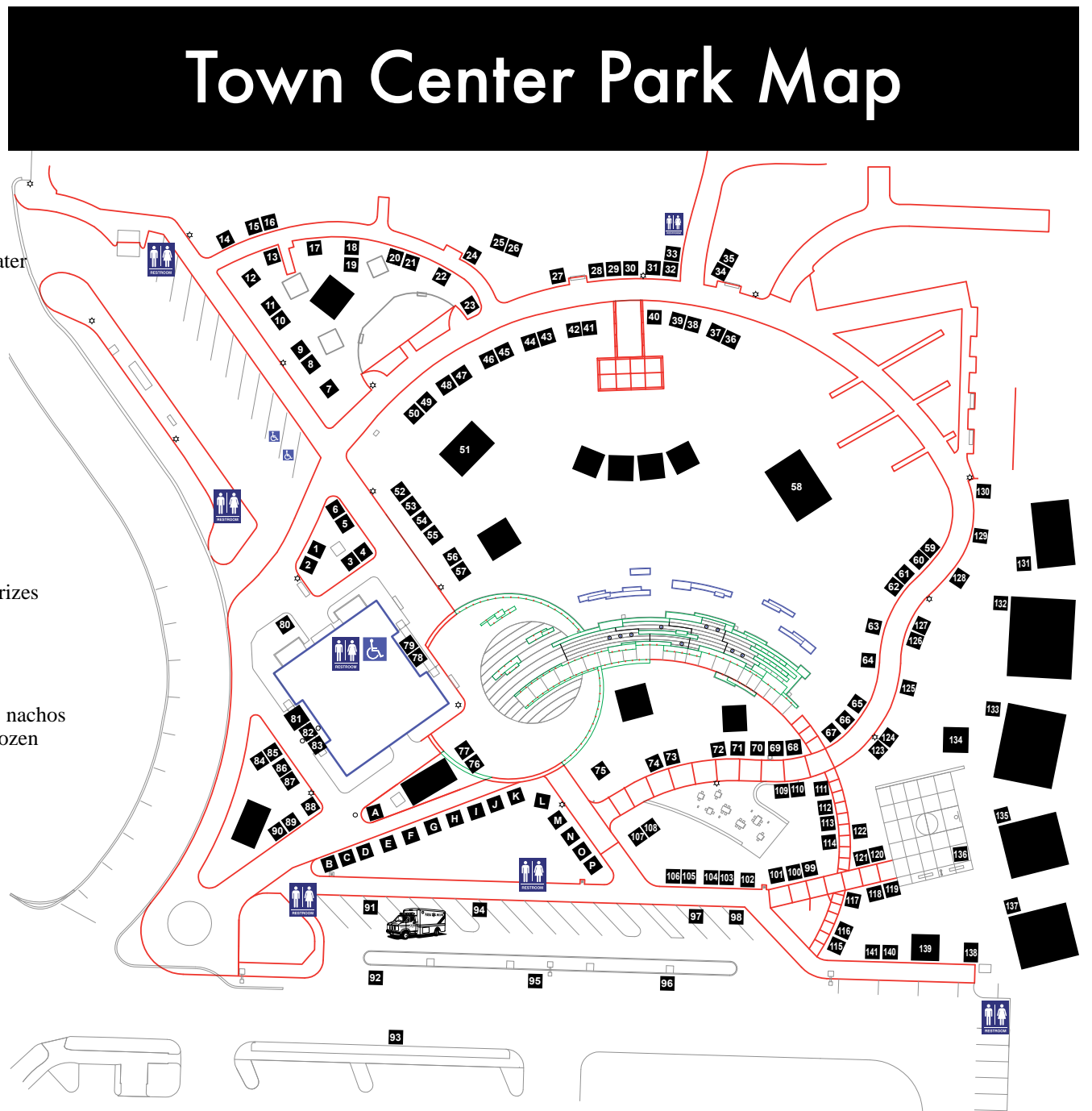
Puddle Jumper Preschool and Daycare (18) – Information
Real Estate Superheroes (43) - Real Estate Fun
Relay for Life, Wilsonville (32) - Race for Sun Protection
Robbins Realty (12) - Face Painting; Carnival Games
Rotary Club of Wilsonville (36) – Button Making; Chess
Senestraro Family Orthodontics (87) – Sasquatch Crafts
SHADE (111)
SMART Transit (1) – Trolley Tours
Stage Prep Area (40)
State Farm Rainforest (130)- Tent Mister
St. Francis of Assisi Episcopal Church (84) – Face Painting
The UPS Store (41) – Stacking cups
Therapeutic Associates (34) – Balancing Obstacle Course
Time Honored Design (115) – Airbrush Tattoos
Town Center Plan (64) – Interactive Chalkboard
Tualatin Valley Fire & Rescue (92) – Fire Safety House
Twin Star Credit Union (54) – Temporary Tattoos, Dollar Dog mascot
Valley Christian Church (89) – Kitten Petting Tents
Wilsonville Community Sharing (129) – Plinko; Prize Wheel
Wilsonville Orthodontics – Dr. Restic (49) – Face Painter
Wilsonville Parks & Recreation (57) – Baseball Challenge
Wilsonville Robotics Team 1425 (96) – Test Drive a Robot
Wilsonville Spokesman (6) – Prize wheel; Subscriptions
Wilsonville Veterinary Clinic (128) – Guess the Breed
World of Speed (105)– Pinewood Derby Races
Your Face, My Style (80) – Caricaturist Heather Nichols

PRODUCT/SERVICE VENDORS

All Families Surrogacy (72) – Information
Arbonne International (9) – Products and information health and wellness
Demarle at Home (73) – Cooking and Bakeware
Dermatology Clinic (8) – Information
Discovery Toys (7) – Educational Toys
Family Chiropractic at NW Wellness Center (66) – Information
Frontier Communications (140) – Information
Greenridge Power Inc. (126) – Information
Happy Art Ceramic Studio (13) – Ceramic Tiles
Haute Candles (47) – Handcrafted candles
Kelly's Brick Bags (30) – Legos
LuLaRoe (45) – Clothing
Multipure Drinking Water Systems (65) – Drinking water systems
Music Man Studio (111) – Information
New Life Threads (5) – Handbags, etc.
Orange Theory Fitness (22) – Information
Oregon Connections Academy (68) – Information
Pampered Chef (112) – Kitchenware
Renewal by Anderson (29) – Information
Secret Dragon Collectibles (70) – Handmade Dragons
SeneGence/LipSense (113) – Lip color
Senestrano Family Orthodontics (87) – Information
Tupperware (23) – Tupperware
Usborne Books and More (10) – Children's books
West Chiropractic (101) – Information
Wilsonville Smiles Dentistry (61) – Information and prizes

FOOD & BEVERAGE VENDORS

Belligios Pizza (J) – Pizza by the slice
Bobablastic (B) – Bubble tea, deserts, corn on the cob, nachos
Endless Krave Concessions (D) – nachos with chili, frozen treats, cheese on a stick
Here's the Scoop (L) – Ice Cream
Island Daydream Shave Ice (G) – Shaved Ice
JR's Taqueria (E) – Mexican Food
Right Bayou Cajun Cuisine (I) – Cajun Food
TNT Kettle Korn (A) – Freshly popped kettle korn
Two Wahine's Shave Ice (42) – Shaved Ice



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**CITY OF WILSONVILLE – 2018 TOURISM/MATCHING GRANT
APPLICATION COVER PAGE**

PROJECT TITLE 2018 15th Annual Wilsonville Kiwanis Kids Fun Run

APPLICANT NAME: Wilsonville Kiwanis Outreach Program

Registered Tax Exempt Number: 56-2584966

STREET ADDRESS None

MAILING ADDRESS PO Box 2104, Wilsonville, OR 97070

CONTACT PERSON Jay Puppo

Title Fun Run Chairperson

Address 9375 SW Wilsonville Road, Wilsonville, OR 97070

Telephone 503.582.8181 **Cell** 503.329.4150

E-Mail email@jappuppo.com

Project Duration: Start Date January, 2018 (Planning) **Estimated Completion Date** July 28, 2018

TOTAL PROJECT BUDGET*	<u>\$36,400</u>
APPLICANT CASH MATCH (a)	<u>\$17,400</u>
IN-KIND RESOURCES (b)	<u>\$14,000</u>
TOTAL APPLICANT MATCH (a+b)	<u>\$31,400</u>
GRANT REQUEST	<u>\$ 5,000</u>

* Provide detail on budget page.

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

Budget Summary (this format must be used):

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

Fiscal Year: January 1, 2018 – December 31, 2018

Income Sources	Amt
City of Wilsonville Matching Grant (cash)	5,000
Parent Donations (cash)	400
Sponsorships (cash)	13,500
Adult 5K Registration Fees (cash)	3,500
Contributing Vendors and Local Providers (in-kind)*	14,000
Total Project Cash & In-Kind Income	36,400

*In-kind donations include vendor discounts and donated products and services. The estimate does not reflect the many other miscellaneous in-kind donations provided by Kiwanis members, community organizations and volunteers, including tables and chairs from West Linn/Wilsonville School District, police and fire department participation, SMART Trolley, etc.

Expense	Amt
Pre-Event Expenses (Marketing & Promotion)	1,500
Event Expenses**	5,000
Adult 5K Expenses	1,800
Total Project Cash Expenses	8,300
In-Kind Services/Resources***	
Marketing Services/PR	4,000
Web Site Update & Management	2,000
Printing/Photography	2,400
Stage	1,000
Picnic Lunch	3,000
Miscellaneous	1,000
Adult 5K Race Packets	600
Total in-kind services & resources	14,000
TOTAL PROJECT EXPENSE***	22,300

** Tourism/Matching grant funds will be used to offset the registration fees we would otherwise have to charge parents of the children registered for the event.

***Net proceeds over expenses will fund the Kiwanis Outreach Program Grants program (Ref: Project Benefit to the Community, page 6.)

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

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

Fiscal Year: January 1, 2018 – December 31, 2018

Income – Sources	Amt
Fun Run (Cash)*	22,400
City Matching Grant	5,000
Parent Donations	400
Adult 5K Registration Fees	3,500
Sponsors	13,500
Club Activities	3,515
Membership Dues	1,775
Supporting Gifts	1,000
Doernbecher Mustang Raffle Proceeds	240
Miscellaneous Income	500
Opening Balances	15,523
Total Operating Income	37,923

*Note: Amount of in-kind support for Fun Run (services, supplies & resources) estimated at \$14,000 is not reflected in Budget Income or Expenses.

Expenses – Uses	Amt
Fun Run (Cash)	8,300
Total Club Activities	4,962
Membership Dues (to Kiwanis Int'l)	1,672
Operating Expenses	2,800
Doernbecher Mustang Raffle Proceeds	240
Gov't Fees & Miscellaneous	250
Youth & Literacy Programs	10,785
Imagination Library Support	2,500
Circle K & Builders Club Support	400
Scholarships	2,000
Kiwanis Literacy Programs	5,885
Total Operating Expense	24,047
Ending Balance	14,476

Project Narrative Questions:

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

The **Annual Wilsonville Kiwanis Kids Fun Run** provides a healthy family-focused summer event for families from throughout our region. Through the support of the City of Wilsonville Matching Grant Program, which subsidizes the entry fees of the runners, the event is free to all to ensure that everyone can participate. Additionally, our other generous funding partners and individual donors provide funding that we can make available to support youth service activities throughout the year.

The Kiwanis Kids Fun Run directly addresses three of the six goals of the Community Services Tourism/Matching Grant:

1. A project, event or annual festival that would further tourism in the City of Wilsonville, directly benefiting the economy, culture and image of Wilsonville.

4. An annual Wilsonville event with introduction of new or expanded attractions.

6. Development of Wilsonville destination attractions to tourists and visitors.

The Fun Run has grown steadily since its 1st year, when 50 youngsters ran. In the 13 years that followed, nearly 10,000 children have participated! They ranged in age from pre-schoolers to 8th graders. Approximately 1,550 family members and friends of the runners were there each year to cheer, encourage and to volunteer to help with the event.

Last year, twenty three sponsors and partners staffed booths and activities themed around healthy lifestyles. Healthy snacks for all participants and their families were provided by Fred Meyer.

Thanks to our wonderful partners at the West Linn-Wilsonville School District, this 15th annual event, will return to the track and field at Wood Middle School, where the kids can experience the excitement of running on an actual running track in a family-friendly, carnival/fair-on-the-grass setting.

Through the generous support of our sponsors and individual family donations, we are able to raise over \$11,000 for our Outreach Program literacy and youth programs in addition to the cost of presenting the event.

The Wilsonville Kiwanis Kids Fun Run has become a major family summer event in our City, and region. Many parents tell us that the Fun Run is an important part of their annual summer plans. As families look for low-cost vacations and activities closer to home, we expect that the Fun Run will continue to serve as a summer highlight for the whole family. With our growing partnership with the West Linn-Wilsonville School District, we have made a long-term commitment: parents can now put the Fun Run on their family calendars for the last Saturday of July, every year.

The ongoing support provided by the City of Wilsonville Tourism/Matching Grant Program allows us to guarantee that families who cannot afford even a modest fee can still participate with their children in this great event. Financial difficulties haunt many families and it is important that we continue our effort to remove financial barriers to participation. However, we have made it very easy for families to donate at the event if they are in a position to do so - and many do.

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

Throughout the history of the Fun Run, we have employed an extensive public and social media campaign to attract families from throughout northwest Oregon to the event. Since many of our vendors are Wilsonville public agencies and private businesses, attendees learn a lot about our community and all that it has to offer.

Last year, 35% of children registered for the Fun Run came from non-Wilsonville zip codes. Additionally 56% of the adult 5K registrants came from non-Wilsonville zip codes. We further estimate that approximately 30% of our volunteers came from outside of Wilsonville.

Based on our 14 years of past experience, we estimate that approximately 1,075 of the over 2,200 people who will be involved in the Fun Run will travel from their homes to Wilsonville to participate!

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

Local businesses benefit via acknowledgements in all our advance publicity pieces, web and print publications, banners and signage at the event and announcements from the stage throughout the day. Publicity provided by the Oregonian, Wilsonville Spokesman and the Wilsonville Chamber further emphasized the community spirit of the sponsors. Sponsors and other organizations participated in the event activity booths, which provided marketing visibility for them as well. We also dramatically increased our utilization of social media, bringing significant exposure to sponsors.

We have always felt a responsibility to include all members of our community in the event - we want everyone in Wilsonville to feel that the Fun Run is their event. As part of this effort, we do all we can to insure that Wilsonville's Hispanic families feel welcome and included in the Fun Run. We provide materials in Spanish and we maintain a significant number of Spanish-speaking volunteers acting as greeters and at the registration tables. We identified over 25% of all registrants with Spanish surnames at the 2017 Fun Run, thus exceeding our goal.

Funds raised provide support for our scholarships to Wilsonville & Art Tech High School seniors, the Wood Reads Program, the Dictionary Project (a dictionary for every Wilsonville 3rd grader), Dolly Parton Imagination Library, service clubs at the middle and high school level, and more!

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

- Goal: increase participation to 500 runners.
- Goal: provide volunteer opportunities for at least 150 volunteers (including high school students)
- Goal: Generate at least 40% of participation by children outside of Wilsonville.
- Goal: Maintain or increase the number of Hispanic families participating from last years' level of 25%.
- Goal: Continue the no-Registration fee.
- Goal Generate \$10,000 in net proceeds to reinvest in community youth-oriented programs and activities,\$3,500 to support service activity operational expenses, and generate a reserve fund of \$2,500 to prepare for the 2018 Fun Run.
- Goal: Expand the new event we added last year, a 5K Adult Fun Run.

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

As a nation we are increasingly facing obesity and the health issues it leads to. Much of that obesity is attributable to reduced physical activity opportunities, and more unhealthy food in our diets.

The Fun Run addresses these concerns for children.....but what about their parents? Now in its third year, our new, **adult 5K** will occur at the very beginning of the days' activities. Parents will run a course through the Graham Oaks Nature area, parts of Villebois, and return to finish under the same arch that their kids will finish under later in the day. Parents will receive a t-shirt and medal, just like their kids will.

Last year we were encouraged that over 55 adults registered and ran the event. This year, we are aggressively expanding our social media campaign about the new event - including a "couch to 5K" training program to motivate and help with training. By partnering with a professional race/timing organization, we will reach an even broader regional audience and anticipate at least 100 registrants.

The parents will be better role models for their kids; they will be participating in their own healthy activity, there will be another fun activity so that the Fun Run now involves the **WHOLE** family; the kids can cheer for their folks; and, since we will seek sponsors for the event and charge a modest entry fee, we will raise a bit more money to fund our many youth service activities.

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

In this, the fifteenth year of the Fun Run, we bring a seasoned group of Kiwanian leaders, many of whom have been involved for many years in putting on the Fun Run. Returning as Chair will be the founder of the event, Jay Puppo. Additionally, through our many community partnerships, we have a small army of eager volunteers - many of whom have also worked on multiple Fun Runs.

Last year, for example:

- 43 volunteers worked during the event itself.
- 60+ volunteers staffed vendor and information booths.
- 14 women inmates from Coffee Creek Correctional Facility helped with set-up.
- 35+additional volunteers, including high school volunteers, helped with either set-up or break-down.

In all, at least 150 folks volunteered their time to make the 2017 Fun Run a huge success!

Earlier in our proposal we indicated the tremendous in-kind value we receive from the community. In addition to the City of Wilsonville, our other financial sponsors include a range of local businesses - both large and small. A partial list of last years' sponsors includes Jay Puppo Insurance, Therapeutic Associates, Wilsonville Vet Clinic, Kumon of Wilsonville, The Laue Team Realty, Xerox Corporation, Republic Services, The Green Group Realty, Beltran Properties and Directors Mortgageand we expect even more this year!

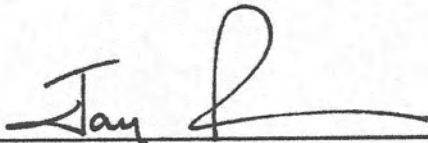
Signature and Certification Letter:

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

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

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

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



Signature of Authorizing Official

1/26/18

Date

Jay Puppo, 2018 Fun Run Chair
Print Name of Authorizing Official

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

WILSONVILLE KIWANIS OUTREACH
PROGRAM
C/O PARKER JOHNSTONE
29030 SW TOWN CENTER LOOP E 202 251
WILSONVILLE, OR 97070

Employer Identification Number:
56-2584966
DLN:
607352033
Contact Person:
L. WAYNE BOTHE ID# 31462
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
September 30
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
May 11, 2006
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
September 30, 2010
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether

Letter 1045 (DO/CG)

WILSONVILLE KIWANIS OUTREACH

they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC
Statute Extension

Letter 1045 (DO/CG)

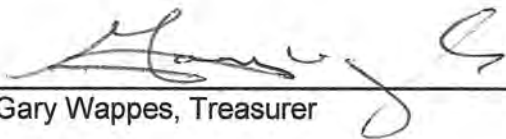


Wilsonville Kiwanis Club
PO Box 2104 • Wilsonville, OR 97070
www.wilsonvillekiwanis.org

To: Parks and Recreation Administrative Offices
29600 SW Park Place
Wilsonville, OR 97070

Re: CITY OF WILSONVILLE – 2018 TOURISM/MATCHING GRANT PROGRAM
Certification Letter from the Wilsonville Kiwanis Club Board of Directors

I, the undersigned, as the duly authorized representative of the Board of Directors of the Wilsonville Kiwanis Club, respectfully submit our application to the City of Wilsonville Community Services Department for consideration of the Tourism/Matching Grant Program for 2018. This document reflects the vote of our Board of Directors at a regular meeting held on January 10, 2018 approving this application and our commitment to obtain matching funds.



Gary Wappes, Treasurer

Wilsonville Kiwanis 2017 Kids Fun Run
PROJECT EVALUATION
GRANT FUNDING FOLLOW-UP REPORT

1. Who benefited from your project or event?

- **How Many?** A total of 399 children were registered to participate in the Fun Run, including 75 who registered the day of the event. They ranged in age from pre-schoolers to 8th graders. The Adult 5K drew 55 registered runners. Family members and friends of the runners were there to cheer, encourage and to volunteer to help with the event. Additionally, 21 sponsors and partners staffed booths and activities themed around healthy lifestyles.

- **Where From?** Of the 399 registered for the Fun Run, 65% (259), came from Wilsonville, and 35% (140) came from other areas, including the following 23 cities: Tualatin, Canby, Woodburn, Salem, Lake Oswego, Portland, Sherwood, Donald, Beaverton, Aurora, West Linn, Medford, Molalla, Eugene, Newberg, Oregon City, Gladstone, Gervais, Hillsboro, Hubbard, Fairview, Vancouver and Ridgefield, Washington .

Of the 5K registered runners, 44% (24), came from Wilsonville, and 56% (31) came from other areas, including the following 14 cities: Tualatin, Canby, Salem, Lake Oswego, Portland, Beaverton, Aurora, West Linn, Gladstone, Philomath, Hubbard, Milwaukie, Vancouver and Brush Prairie, Washington.

- **What Happened?** For this 14th annual event, the Wilsonville Kiwanis Kids Fun Run returned to the track and field at Wood Middle School, where the kids could experience the excitement of running on an actual running track in a family-friendly, carnival/fair-on-the-grass setting. The 5K runners started and ended on the track while also enjoying a run through Graham Oaks Nature Park and Villebois neighborhoods.

2. State how the measurable evaluation goals listed in your narrative were achieved.

- **Goal: increase participation to 800 runners.**

Due to the inexperience of new volunteer organizers, some of our marketing efforts were incomplete, resulting in a reduction in the number of runners participating this year. We are increasing our emphasis on maintaining detailed user guides to insure this anomaly does not recur.

- **Goal: provide volunteer opportunities for at least 150 volunteers (including high school students)**

Result: We had a tremendous volunteer response this year.

- 49 volunteers worked during the event itself.
- 60+ volunteers staffed vendor and information booths.
- 16 women inmates from Coffee Creek Correctional Facility helped with set-up.
- 40+additional volunteers, including high school volunteers, helped with either set-up or break-down.

In all, at least 165 folks volunteered their time to make the 2017 Fun Run and 5K a huge success!

- Goal: Generate at least 40% of participation by children outside of Wilsonville.

Results: This year, 35% of children runners in the Fun Run came from zip codes outside of Wilsonville. We were pleased to see that over 56% of runners in the Adult 5K came from outside of Wilsonville! We estimate that at least an additional 1,100 family members attended the Fun Run. We estimate that approximately 30% of our volunteers also came from outside of Wilsonville.

That means that around 650 of the over 1,700 people participating and involved in the Fun Run chose to travel from their homes to Wilsonville to participate.

- Goal: Maintain or increase the number of Hispanic families participating from last years' level of 15%.

We maintained our efforts to insure that Wilsonville's Hispanic families feel welcomed and included in the Fun Run. We continued to provide materials in Spanish and, we maintain a significant number of Spanish-speaking volunteers acting as greeters and at the registration tables.

Though we don't collect demographic data from registrants, we feel that counting the number of children with Spanish surnames provides an approximate indicator. We identified 25% of all registrants with Spanish surnames at the 2017 Fun Run, thus exceeding our goal!

- Goal: Continue the no-Registration fee.

Result: Thanks to Matching Grant support, we were able to continue our policy of free registration to insure that all families could attend. Parents expressed their appreciation, with many indicating that they could not otherwise attend.

- Goal: Generate \$10,000 in net proceeds to reinvest in community youth-oriented programs and activities, \$3,500 to support service activity operational expenses, and generate a reserve fund of \$2,500 to prepare for our 15th Annual 2018 Fun Run & 5K.

Result: Our total net income from the two events was \$15,324. Though about \$600 below our goal, we have identified several costs savings, as well as strategies to significantly increase income from the 5K that will serve us well in the future.

3. What economic development benefit did your event have for the community? (Give measurable results as opposed to speculative results.) Sponsors were given visibility as businesses that support the community via acknowledgements in all our advance publicity pieces, web and print publications, banners and signage at the event and announcements from the stage throughout the day. Publicity provided by the Oregonian, Wilsonville Spokesman and the Wilsonville Chamber further emphasized the community spirit of the sponsors. Sponsors and other organizations participated in the event activity booths, which provided marketing visibility for them as well. We also dramatically increased our utilization of social

media, bringing significant exposure to sponsors. For example, our new relationship with a race timing organization introduced the 5K to thousands of runners from around the Northwest.

4 Will this event or project be reoccurring? How do you anticipate funding the project in the future? 2017 was the 14th annual Wilsonville Kiwanis Kids Fun run. We have established the event as an annual Wilsonville community event and it has become part of the family event structure in our city. We have also conducted our post-event evaluation to help guide us as we prepare for next year's event. Concurrently, we continue to work on increasing the size of our club membership and volunteer cadre to balance the workload of producing the Fun Run. Finally, we are getting a head start on next year's event as our Leadership Team has already begun work on next years' event – including sponsorship and funding outreach, with the hope that our early efforts will result in greater funding resources going forward. We have confirmed the date for next years' event (July 28, 2018), which will be the 15th anniversary of the Wilsonville Kiwanis Kids Fun Run!

5 Attach a copy of your final financial income and expense statement for this event or project. A final financial report is attached.

If there is a budget surplus, please explain its use.

As stated in our proposal and as we have done in past years, the Fun Run & 5K is a fundraising event that allows us to support our community efforts.

- a. We returned to the community in the form of grants awarded by the Wilsonville Kiwanis Outreach Program to support youth programs and financial aid for children through age 18 and
- b. A portion will be set aside as seed money to help to begin work on the 2018 Fun Run and 5K.

Note 1: We are able to quantify some of the significant in-kind support provided to the event. Specifically for marketing/PR services (\$7,000), web site support (\$1,000), photography (\$1,500), picnic lunch (\$2,500), miscellaneous (\$1,000) for a total of \$13,000. Other generous support, such as vendor discounts, donated products and services, tables and chairs from West Linn-Wilsonville School District, police and fire department participation, SMART Trolley, etc. vastly increase the in-kind support provided by the community.

Comparison: Proposed Budget to Actual

I. INCOME = SOURCES

Fun Run Cash Income	<u>Budgeted</u>	<u>Actual</u>
- City Matching Grant	\$ 5,000	\$ 4,000
- Parent Donations	\$ 1,800	\$ 805
- Sponsors	\$ 23,000	\$ 12,529
- Adult 5K	\$ 2,000	\$ 3,960
Total Income	\$ 31,800	\$ 21,294

II. EXPENSES = USES

Fun Run Cash Expenses

Event Expenses

- Pre-event Expenses	\$ 7,000	200
- Event Expenses	9,500	3,904
- Website/Social Media Expenses	1,000	0
- Miscellaneous Fun Run Expenses	1,000	0
- Adult 5K Expenses	500	1,866
- Total Expenses	\$ 19,000	\$ 5,970
NET PROCEEDS:	\$ 12,800	\$ 15,324

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**CITY OF WILSONVILLE – 2018
COMMUNITY TOURISM/MATCH GRANT APPLICATION COVER PAGE**

Project Title: Wilsonville Rotary Summer Concerts

Applicant Name John Holley

Registered Tax Exempt Number: 93-1114902

Street Address P.O. Box 362, Wilsonville, OR 97070
Street City State Zip

Contact John Holley Title Treasurer

Address 31447 SW Country View Ln, Wilsonville, OR 97070
Street City State Zip

Telephone 503 694 8020 E-Mail holleyjs46@gmail.com

Project Duration: Start Date 7/19/18 Estimated Completion Date: 8/9/18

TOTAL PROJECT BUDGET*		<u>\$ 17,650</u>
APPLICANT CASH MATCH (a)	<u>\$ 12,150</u>	
IN-KIND RESOURCES (b)	<u>\$ 1,500</u>	
TOTAL APPLICANT MATCH (a+b)		<u>\$ 13,650</u>
GRANT REQUEST		<u>\$ 4,000</u>
<i>*Provide detail on budget page</i>		
<i>**Total Applicant Match" must be equal or greater than "Grant Request"</i>		

Budget Summary (this format must be used):

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

Fiscal Year: 2017 to 2018

Income Sources	Amount
SPONSOR FEES	10,398
TOURISM GRANT REQUEST	4,000
IN-KIND ADV + PRINTING	2,000
VENDOR FEES	500
PARK FEE REFUND	750
Total Project Income	17,650

Expenses -Must be explicitly defined.	Amount
TALENT (BANDS)	9,000
SOUND	3,000
IN-KIND ADV + PRINTING	2,000
PARK FEES	1,700
PORTA POTTIES	500
MISC	1,200
Total Project Expense	17,650

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

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

Fiscal Year: 2017 to 2018

Income Sources	Amount
See ATTACHED	
Total Organization Income	57,250

Expenses	Amount
See ATTACHED	
Total Organization Expense	61,150

ROTARY Foundation
Profit & Loss Budget Overview
 July 2017 through June 2018

	Jul '17 - Jun 18
Ordinary Income/Expense	
Income	
CCCF	
T.A.C.E.	0.00
Total CCCF	0.00
Chess For Success	0.00
Concert Income	
Deposit	750.00
Grants	4,000.00
Other Concert Income	500.00
Sponsor	0.00
Total Concert Income	5,250.00
Contributions	
Wilsonville Rotary Club	0.00
Boy Scouts	0.00
Contributions;scholarships	1,500.00
Grants	500.00
Misc	0.00
Paul Harris Squares	0.00
Wilsonville Rotary Foundation	0.00
Total Contributions	2,000.00
HOG	
Auction	17,500.00
Dinner/Tickets	10,000.00
Misc	0.00
Sponsor	22,500.00
TACE	0.00
Total HOG	50,000.00
Omelets	0.00
Other Income	0.00
Polio +	0.00
Total Income	57,250.00
Gross Profit	57,250.00
Expense	
Donations Out Boy Scouts	0.00
Accounting Expense	1,000.00
Bank Charges	500.00
Concerts	
Advertising	2,000.00
Fees	1,700.00
Misc	250.00
Sound	3,000.00
Stage	500.00
Talent	9,000.00
Tent Rental/Port-a-Potties	500.00
Total Concerts	16,950.00
Donations Out	
Other	1,050.00
CCCF	
T.A.C.E.	
Summer Event	0.00
T.A.C.E. - Other	0.00
Total T.A.C.E.	0.00
Total CCCF	0.00

ROTARY Foundation
Profit & Loss Budget Overview
 July 2017 through June 2018

	Jul '17 - Jun 18
Community Projects	
Chess Expenses	500.00
Scholarships	9,500.00
Boy Scouts	2,000.00
SOAP - Human Trafficking	500.00
Community Projects Other	1,250.00
RYLA	650.00
High School Volunteer Awards	550.00
Community Projects - Other	0.00
Total Community Projects	14,950.00
Contingency	0.00
International	
Exchange Student Expenses	1,600.00
Paul Harris Squares	0.00
Polio Eradication	0.00
RI Youth Exchange Fees	3,600.00
Total International	5,200.00
Donations Out - Other	0.00
Total Donations Out	21,200.00
Fees & Licenses	0.00
HOG Expenses	
Auctioneer Fee	500.00
Bank Fees	1,200.00
Dinner	0.00
Facilities/Dinner Expense	12,000.00
Marketing	0.00
Misc	1,500.00
Photography	250.00
Plaques, Etc.	450.00
Printing	500.00
Publicity	500.00
Software	750.00
Total HOG Expenses	17,650.00
Misc Expenses	0.00
Om Break	
Food	1,400.00
Om Break - Other	0.00
Total Om Break	1,400.00
Speaker Gifts	0.00
Supplies	
Miscellaneous Supplies	200.00
Office Supplies	250.00
PO Box	0.00
Storage	2,000.00
Total Supplies	2,450.00
Total Expense	61,150.00
Net Ordinary Income	-3,900.00
Other Income/Expense	
Other Income	
Edward Jones Change in Value	0.00
Total Other Income	0.00
Net Other Income	0.00
Net Income	-3,900.00

Signature and Certification Letter:

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

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

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

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

Signature of Authorizing Official

Date

Print Name of Authorizing Official

Internal Revenue Service

Department of the Treasury

District
Director

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

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

Person to Contact:
Gilda Lewis
Telephone Number:
(213) 894-2336

Refer Reply to:
EO012795

Date:
January 31, 1995

RE: Wilsonville Rotary Foundation EIN: 93-1114902

Dear Taxpayer:

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

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

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

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

Sincerely,

Gilda Lewis
Gilda Lewis

Disclosure Assistant

2017 Grant Funding Follow-up

1. Who Benefited from your project or event?

- a. How Many? Approximately 3,000 - 3,500. Attendance hurt by rescheduled concert due to heat.
- b. From Where? See Exhibit I attached

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

No. Our goal was to attract 4,000-5,000 concert goers and we had 3,000 - 3,500 due to a rescheduled concert caused by heat. We also set a goal of raising \$12,000 to eradicate polio and we raised over \$12,000. Increased advertising and promotion helped attendance.

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

We will continue our fundraising efforts and seek new sponsors. We are hopeful that the City of Wilsonville will continue its grant program to assist Rotary in funding this event in the future so Rotary can continue to fund additional service projects in Wilsonville (High School scholarships, omelet breakfasts, chess for middle school students, Through a Child's Eyes, supporting Wilsonville Boy Scout and Cub Scout troops, etc.

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

See Attached.

Rotary 2017 Summer Concerts

Exhibit I

Show attended

Johnny Limbo - 65 percent
Boyd Small - 5 percent
Tracey Fordice 7 percent
Radical Revolution 23 percent

Zip code from

Wilsonville 49 percent
Other 51 percent, including ...
Sherwood 6 percent
Tigard-Durham-King City 5 percent
Aurora 4 percent
Lake Oswego 4 percent
Tualatin 4 percent
Dayton 1 percent
Salem - 5 percent
Out of State - 3 percent
Milwaukie - 2 percent
Keizer - 2 percent
West Linn - 2 percent
Beavercreek - 2 percent
Canby - 2 percent
Portland - 1 percent
Portland - 1 percent
Gladstone / Jennings Lodge - 1 percent
Molalla - 1 percent
Philomath - 1 percent

Heard about via (could select more than one)

Word of mouth 32
Posters 23
www.WilsonvilleRotary.com 12
Wilsonville Rotary newsletter 7
Wilsonville Spokesman 16
Charbonneau Villager 9
www.ci.wilsonville.or.us 15
Facebook 22
Performers 3

Rotary 2017 Summer Concerts

Exhibit I

Other 24

Ratings (averages across all acts)

Opening acts 3.91 out of 5

Headliners 4.9 out of 5

Know that Rotary meets in Wilsonville - 88 percent yes

Associate Wilsonville Rotary with (could select more than one)

I don't know 20

Community Service 65

Business professionals 61

Friendship opps 42

Leadership opps 39

Networking opps 47

Produces these concerts 63

Polio 3

TACE 2

Fundraising 3

Buncha type A assholes 1 (guilty as charged)

Supports scouts 1

Exchange students 1

supports children 1

2018

Clackamas County
Community Partnership
Program

Program Overview

Eligibility:

CPP grants may be awarded to public, private, or non-profit organizations whose project(s) demonstrate an ability to benefit the greater public interests of tourism development and promotion. Because this program is funded with public dollars, grants cannot be awarded that benefit religious organizations or private for-profit businesses.

Projects are evaluated on the following qualities:

- alignment with Mt. Hood Territory and the community's established tourism goals and plans;
- ability to generate overnight stays within Clackamas County;
- likelihood of attracting tourists/visitors from outside the community;
- inclusion of more than one community, lodging, or tourism partner;
- leverage of additional dollars and/or resources;
- are self-sustaining, have growth potential, or are capacity-building; and
- offer measurable or demonstrable ROI.

Qualifying Project Examples:

- Geocaching Challenges
- Maps, Brochures, and Flyers
- Responsive Websites
- On-line Marketing
- Print and Co-op Advertising
- Interpretive Panels & Signage
- Driving or Walking Tours
- Agritourism or Heritage Loops
- Festivals and Events
- Organized Rides/Runs

Ineligible Projects & Expenses:

- those providing profitability or benefits to a single lodging partner, business, or individual
- capital improvement projects benefiting a private, for-profit enterprise or property owner
- compensation to applicant for executing their own proposal (some entity from within the community needs to want the project and submit an application.)
- "grant administration" charges for executing projects or managing grant funds
- entertainment at events; although funds can be used to promote events
- community beautification, streetscape, or banner projects
- normal costs of doing business.

Other Conditions:

Events and activities that receive funding through this program need to be open to the public.

Improvement projects must have a strong ability to attract/benefit visitors from outside the community. As an example, improvements/amenities at a local park in and of itself would not likely qualify as an eligible project. Improvements/amenities at a local park that is part of a larger designated bikeway or trail system that offer the potential to generate increased activation along the system would.

Dates & Timelines:

- **Completed applications** need to be submitted by **5:00pm, Monday, March 5th, 2018**.
- **Notice and Award Agreements** will be emailed the **beginning of April, 2018**
- **Projects shall be completed by December 31, 2018**.
- **Extensions** for projects need to be requested by **November 29, 2018**. (Granted for extenuating circumstances only.)
- **Year-End Reports** for all funded project shall be submitted by **February 7, 2019**.

Clackamas County Community Partnership Program Wilsonville Award Log

2017

Organization	Project	\$ Award
Farmlandia Farm Loop Mary Stewart marystewart200@gmail.com (503) 570-0133	Farmlandia Farm Loop Signage	\$2,000
Willamette United Soccer Club Ray Nelson ray@willametteunitedfc.com 503-638-9777	Mt. Hood Challenge Tournament Social Media Blitz	\$8,000
World of Speed Kari McClellan kari@worldofspeed.org 503-563-6452	American Muscle Cars Out of Area Marketing	\$10,000
TOTALS		\$20,000

2016

Organization	Project	\$ Award
Farmlandia Farm Loop Mary Stewart marystewart200@gmail.com (503) 570-0133	2016 Farmlandia Farm Loop	\$1,000
Oregon Cascades Fastpitch Club Ron Downs rdowns@sdao.com 503-780-0847	Boones Ferry Men's Fastpitch Softball Tournament	\$3,000
Willamette Falls Heritage Area Coalition Peter Huhtala peter@wfheritage.org 503-468-8038	Willamette Falls Heritage Area Interactive Map	\$4,000
Willamette United Soccer Club Dawn Gunther soccer@wusc.net 503-638-9777	Mt. Hood Challenge Tournament	\$2,000
Wilsonville Parks and Recreation Brian Stevenson stevenson@ci.wilsonville.or.us 503-570-1523	9-Hole Disc Golf Course	\$10,000
TOTALS		\$20,000

2015

Organization	Project	\$ Award
Oregon Cascades Fastpitch Softball Ron Downs rdowns@sdao.com 503-780-0847	Boones Ferry Days Fastpitch Softball Tournament	\$4,040
Wilsonville Parks and Recreation Brian Stevenson stevenson@ci.wilsonville.or.us 503-570-1523	Park and areas of interest map	\$3,370
Wilsonville Parks and Recreation Brian Stevenson stevenson@ci.wilsonville.or.us 503-570-1523	Outdoor kiosk map	\$500
Wilsonville Festival of the Arts Linda Brecke linda.brecke@frontier.com 503-998-9756	Wilsonville Arts Festival Marketing	\$2,000
TOTALS **		\$9,910

Remaining \$10,090 allocated to City of Wilsonville (Jeanna Troha) for City marketing efforts



2018 CPP Grant Evaluation Sheet

Community: _____

Reviewer: _____

Reviewer Instructions:

Please evaluate each application using the outlined criteria and point distribution. Also, please consider them within the context of the program's Overview, Objectives, and Eligibility standards as provided. All projects selected for funding must comply with the Terms & Conditions, Guidelines, and Dates & Timelines of this program.

Applicant: _____

Project: _____

Can project be completed within the program year? (Completed by December 31, 2018? (* No, but)

(circle one)

Y / N

Does project align with established tourism goals and/or plans?

Y / N

Does project fit within the program's Overview, Objectives, and Eligibility standards?

Y / N

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

Notes:

(* No, but) - A project whose completion date is scheduled for after December 31, 2018 can be eligible for funding under this year's grant cycle if the project's timeline precludes it from applying for or receiving funds in next year's cycle. If questions contact Jim Austin at jim@mthoodterritory.com or 503.742.5901.



2018 CPP Grant Evaluation Sheet

Community: _____

Reviewer: _____

Reviewer Instructions:

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Applicant: _____

Project: _____

Can project be completed within the program year? (Completed by December 31, 2018? (* No, but)

(circle one)

Y / N

Does project align with established tourism goals and/or plans?

Y / N

Does project fit within the program's Overview, Objectives, and Eligibility standards?

Y / N

MAX POINTS	Evaluation Criteria	Evaluators	Notes	Post Discussion Revised Score
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2018 CPP Grant Evaluation Sheet

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Project: _____

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(circle one)

Y / N

Does project align with established tourism goals and/or plans?

Y / N

Does project fit within the program's Overview, Objectives, and Eligibility standards?

Y / N

MAX POINTS	Evaluation Criteria	Evaluators	Notes	Post Discussion Revised Score
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15	Includes/involves multiple community/tourism partners			
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Clackamas County Community Partnership Program

Wilsonville

2018 Application/Award Log

Organization	Project	\$ Request	\$ Award
Willamette Falls Heritage Area Coalition Siobhan Taylor siobhan@wfheritage.org (503) 704-5880	2018 Event Booth and Salmon Bake Event	\$4,000	
Wilsonville Celebration Days Brady Mordhorst letscreate@events37.com 503-277-9238	Fun in the Park Marketing	\$5,000	
World of Speed Motorsports Museum Kelly Harms Kelly@worldofspeed.org 503-563-6444	Out of area digital marketing campaign	\$10,000	
TOTALS		\$19,000	

2018 CPP Applications

Wilsonville

COMPLETED

Fun in the Park

CPP Application ID: 267

Submitted By: Brady Mordhorst

Email: letscreate@events37.com

Phone: 5032779238

Lead Organization: Wilsonville Celebration Days, Inc.

Website: www.funinthepark.com

Project Description:

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

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

Uniquely, Fun in the Park is FREE of admission. In addition to annual grants from the Wilsonville Transient Room Taxes and the City of Wilsonville, the cost of FITP is born by about 25 sponsors with cash or in-kind donations. The event is created by an organizing committee (12 members in 2018) and serviced by hundreds of community volunteers representing some 160 organizations, clubs, churches, businesses, practices, schools. The festival runs from 10 a.m. to 4 p.m. the first Saturday of August.

It was voted Best Festival in Oregon in 2006 with a budget of under \$150,000 when FITP was a member of the Northwest Festival and Events organization and our budget was around \$40,000. It has won several " best" awards locally. In recent years the park maxes out with about 8,000 to 10,000 visitors, with 8,400 attending in 2017.

Annual surveys indicate that about half our attendance comes from outside of Wilsonville. Our 17-year estimate of total attendance is about 125,000, meaning about 64,000 have attended Wilsonville not being a Wilsonville resident. In 2017, out of 383 people surveyed, 11% of them lived outside of Oregon, including California, Washington, Vancouver B.C., and even Great Britain. Of those non-Oregonians, a total of 32 people were visiting Wilsonville solely because of Fun in the Park. For the remaining 40% of visitors who come from outside of Wilsonville but within Oregon. From survey statistics and attendance numbers, Fun in the Park brings in an about 4,500 non-Wilsonville citizens into Wilsonville.

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

In a culture of stark social lines regarding diversity, Fun in the Park provides the rare event/environment that people from all cultures, races, demographics, political views, financial levels, etc., come together and enjoy the exact same activity while interacting with each other. This starts from the mission of Fun in the Park to be a " wholesome, friendly, fun, and educational event for all families and children" ;" Then continues through the planning process, as Fun in the Park actively brings the people and businesses of Wilsonville together, from major corporations such as Fred Meyer and Coca-

Cola to locally owned businesses such as Dentistry for Kids to at-home businesses led by Wilsonville citizens.

- Introduce approximately 20% " new" attractions for variety and freshness;
- Continue random surveys of at least 100 families for feedback and enhancement;
- Preserve our safety record and reputation as a wholesome event;
- Recruit creative, servant-heart organizers, fun-providers, and volunteers;
- Be good stewards of the community's investment and pay our bills.

Community : **Single Community Amount Requested:**

OR Multiple Communities

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

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

Completion Date:

How would you use any awarded funds?

Any funds received from the Clackamas Grant will be applied to our marketing budget to expand our advertising to a greater radius than what we currently market to. For many previous years, iHeartRadio has donated radio advertisement to Fun in the Park to the Portland Metro on a very small scale. We would like to see that expand, as well as implement (advertise) creative marketing strategies that incorporate Fun in the Park and the City of Wilsonville with other events outside of Clackamas County.

Financial details will resemble the following:

- \$1,000 - Event appearance costs
- \$1,000 - Fun in the Park Mascot cost to be utilized at event appearances for marketing
- \$1,500 - Radio fees
- \$1,500 - Magazine and Newspaper fees

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

Fun in the Park attracts an average of 9,000 participants every year, with almost half of those coming from outside of Wilsonville. Fun in the Park is such a unique and special event that has grown into an annual event that families mark on their calendar and plan their August around. The first Saturday in August is known as Fun in the Park day and is special enough that last year, we had multiple families tell us their brought their family to the event every year over the past 17 years and plan their whole summer around it.

People outside of Clackamas county come to Wilsonville on the first Saturday of August purely because of Fun in the Park and they make a day of it. For those coming from afar, a hotel on Friday night is great, as they can wake up Saturday morning and attend Fun in the Park for the full day.

Fun in the Park also ends at 4:00 pm, which lends to people then finding a local Wilsonville restaurant to refuel and refresh in an air-conditioned building. McMennamins, Red Robin, Boston's, Cafe Yumm, etc. are all busy for dinner the first Saturday of every August.

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

There are two numbers that we are able to track; hotel stay numbers and event attendee numbers. In 2018 we will continue our survey process and attempt to increase of the number of total families surveyed. During those surveys, we will include a new question this year regarding if the family stayed in a hotel or not, while continuing to ask where the family has traveled from to attendee Fun in the Park.

We will continue our process of tracking total event attendees as well.

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

We also reach out to the City of Wilsonville, through the Parks and Recreation Department and when possible the Mayor's office.

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

For Fun in the Park 2018, we are anticipating a turn out of 10,500 people, which will consist of 6,500 kids and 5,000 adults. As we do not have any financial ROI, participant numbers is a key number for us.

Of those 10,500 people, we are anticipating over 5,000 of them being outside of Wilsonville and 3,000 being outside of Clackamas county.

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

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

Fun in the Park receives funding from:

- Cash Sponsors (averaging \$24,000)
- In-Kind Sponsorships (averaging \$6,000)
- Vendors (average \$5,000)
- Various Grants (\$10,000)

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

Fun in the Park is organized by a volunteer committee of 14 people and has received support from various large companies that help make Fun in the Park happen, including:

- Fred Meyer
- Xerox
- Polygon Homes
- Coca-Cola Swire
- Pivot (Marketing)
- Games Rover (Inflatables)
- Events37 (Event planning)
- Professional Signs and Graphics (Various Printing)

Fun in the Park also receives support from over 100 other Clackamas County companies and businesses.

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

Here is a list of contact information for a selection from above:

Brian Hagler, Coca-Cola Swire, Bhagler@swirecc.com, (970) 618-6845
Dave Nieuwstraten, Pivot Group, dave@askpivot.com
Julia Avalon, Games Rover, julia@eventsunlimited.com
Latasha Hudson, Polygon Homes, Latasha.Hudson@polygonhomes.com
Dawn Wilbur, Committee Member, dawn.meshewe@gmail.com

Kiri Tomasco, Committee Member, kiree16@hotmail.com

Additional Comments:

Fun in the Park is an amazing event that has been well established over the past 17 years in Wilsonville. It possesses so many benefits; providing free fun for all demographics with no one being excluded, a boost to the economy of Wilsonville, a place for people to come together and connect, and putting the City of Wilsonville on stage as a family-friendly city.

We are ready to grow Fun in the Park and make it even better than it has been the past 17 years. With this grant and your help, it will allow us to make a great event even better.

Submission Date:

Application Status:

WFHAC WFHAC Information Booth and Public Engagement Materials and First Annual Music of the Trail w/Traditional Salmon Bake (concert funding is

CPP Application ID: 274

Submitted By: Siobhan Taylor

Email: siobhan@wfheritage.org

Phone: 5037045880

Lead Organization: Willamette Falls Heritage Area Coalition

Website: www.wfheritage.org

Project Description:

This proposal is in direct response to recommendations made by Bill Baker, Total Destination Marketing, on our recent WFHAC Marketing Assessment project funded by CCTDC. The study revealed a priority need is for marketing materials and information that will simplify and effectively integrate a visitor's understanding of the Willamette Falls Heritage Area and what it has to offer in the way of themes, attractions, activities, events and services. We can meet that need with a well-equipped, branded information booth and print materials to take to the numerous events throughout the area we will be participating in each year. We need an info set-up that is adaptable for indoor and outdoor use. Our goal is to reach visitors outside of the 50 mile area range in addition to local audiences. This year, as we mark the 175th anniversary of the Oregon Trail, our outreach efforts are being doubled to bring visitors to our Heritage Area to linger longer, play, shop and dine as they explore what Clackamas County and it's Willamette Falls Heritage Area have to offer.

To be visitor ready and enticing we need a professional looking, branded visitor info booth to take to community events within our 56-mile heritage area and beyond. We need a pop-up tent w/logo, two lightweight folding tables, four folding chairs, fitted table cloths w/logo, pop up display of WFHAC facts and supporters, tabletop display holder for brochures and cards for area attractions related to heritage and culture) We also need a tablet to record visitor contact information for future outreach, follow up with QandAs, provide further information for upcoming visits, targeted emails and newsletters. We need to design and print updated information cards for upcoming events as well as updated materials on the Willamette Falls Heritage National Heritage Area efforts.) Our info booth at these activities will help attract more visitors to the area, put heads in beds in our partner communities within the tourism area, encourage visitors to stay, play, learn, dine and shop in our communities.

Additionally, our proposal supports our efforts to advocate for and strengthen the identity and economy of the communities around Willamette Falls by preserving, enhancing and promoting the nationally significant and distinctive stories of the area, while cultivating public-private partnerships to develop its natural, cultural, industrial, scenic, recreational, and historic resources. These efforts are deeply intertwined with the Oregon Trail 150th Celebration. A key component of our effort is a free public concert we will present with The Trail Band to kick off events for the 175th Oregon Trail Celebration year. The concert (funding secured) will be held at the End of the Oregon Trail Interpretive Center and Oregon City Parks is helping to underwrite the cost of the performance. Our other partner, EOT, is providing the venue. We want to capitalize on the public event to promote tourism throughout our Willamette Falls Heritage Area and to enlist key support from the business and private stakeholders. We will be adding a traditional salmon fire pit dinner to the concert in partnership with the Grand Ronde Tribe. But, to keep the event within in our budget and work with the Tribe we need to provide the food that will be prepared and served in a traditionala manner. We also need to provide linnens and table settings. In return, the Tribe will promote the Willamette Falls Heritage Area while telling their story of traditions and celebration at the falls. The dinner will be a ticketed event open to the public. Our hope is to promote the dinner and concert to an audience 50 miles beyond our tourism area to draw new visitors to stay and explore our Heritage Area and support local restaurants, hotels and businesses while growing our data base of supporters.

Community : Canby, Lake Oswego, Oregon City, West Linn, Wilsonville

Single Community Amount Requested:

OR Multiple Communities

Canby	\$4,000.00	Estacada		Government Camp	
Happy Valley		Lake Oswego	\$4,000.00	Milwaukie	
Molalla		North Clackamas		Oregon City	\$4,000.00
Sandy		Villages		West Linn	\$4,000.00
Wilsonville	\$4,000.00	TOTAL:	\$20,000.00		

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

Completion Date:

July 2018 booth and materials in use. July 27 Music and Traditioinal Salmon Bake (funding for concert is secured)

How would you use any awarded funds?

1 Apple iPad 16 GB Wifi \$499
 1 Logi-tech keyboard w/stand \$120
 1 lock adhesive security cable to tether iPad for public events to prevent theft \$40
 2 6' folding tables @ \$50 each \$100
 4 folding chairs @ \$20 each \$80
 1 10 ft. dye-sublimation tent package with 3 full walls printed inside and outside -- allows us to feature info and logos of our key supporting cities and Clackamas Co. and CCTDC. Design Included. For outdoor events. \$4197
 2 6 foot fitted table cloths w/graphics on all 4 sides and top. Design layout included. \$984
 1 6 tray literature station (10W x 60H x 12 D) and soft carrying case to display Heritage Area brochure, map, flyers for upcoming events within our Tourism area helping to promote partner events and heritage info. \$327
 1 vinyl graphics w/reractable banner stand- 2 sided 33.5x79. Carrying case. Design included. \$987
 1 8'x10' pop up display for indoor use w/lights and graphics and carrying case Design Included. \$2192
 1 hard carrying case w/fitted cover featuring logo. Can be used as a speakers podium. Design included. \$357
 500 full color gatefold heritage area brochures \$1792
 500 full color Heritage Area Maps \$2396
 Trail Band Dinner w/Grand Ronde Tribe Rental Expenses:
 table cloths for 10 tables \$400
 dishes \$48
 flatware \$108
 glassware \$40
 Chef service: Donated
 Kitchen/wait staff : \$560
 Salmon: \$600
 Other food: \$2500
 Extra wait staff and misc. expenses \$1,673
 TOTAL FOR INFO BOOTH/PRINT MATERIALS/TRIBAL DINNER = \$20,000

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

This CPP grant will allow WFHAC to be event ready for the numerous community and tourism events we participate in each year. (local fairs, festivals, heritage events, Governor's Conference on Tourism, Clackamas Co. Fair etc.) Our goal this year is to participate in more events within our 56 river mile heritage area and outside of that area as well in order to increase overnight stays and tourism activity within our region. That in turn will enable WFHAC to share news about the CCTDC area heritage, recreation, agriculture and culture activities, as well as projects and programs within our CCTDC heritage area. The public engagement and interaction will allow WFHAC volunteers/staff to encourage more visitors on the local and regional scale for the CCTDC region.

A well equipped information booth will allow us to satisfy visitors who stop by to learn about our region and will emphasize our Willamette Falls Heritage Area brand promise that will entice visitors to our area.

We will be equipped to set up our information indoors and outdoors with this display.

The outdoor concert will highlight all events for the Oregon Trail 175th celebration and promote partnership with Oregon's Native American Tribes and share their culture and food from the area. The dinner, in conjunction with the concert, will

entice visitors from outside the 50 mile tourism area as well as locals. The traditional foods are an integral part of the heritage story and will promote the bounty of our heritage area to a diverse audience. Visitors will be enticed to linger longer in our region as they explore the bounty, heritage and recreation Willamette Falls Heritage Area has to offer.

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

ROI will be measured by the number of visitors who stop by and visit our booth at numerous fairs and community events. It will also be measured by the number of people who sign up for our contact list and continue to engage with us via email and our Facebook and website pages.

The turnout at the upcoming concert, Music of the Oregon Trail, will be promoted at our info booth as will our ongoing lecture series. The number of people who attend these events will also help us measure the ROI of this project.

The dinner highlighted prior to the concert, will draw visitors from outside the region with a keen interest in heritage and its bounty from traditional foods and local wines and produce.

At each event our volunteers will track where people learned about our lectures, concert and other activities we participate in. That will also help as a measurement tool. We will use survey money to track visitor awareness and familiarity with our projects after the public events we participate in. The contact info for the surveys will come from data entered on our tablet. The measurement will be calculated after each event. We will also measure increased engagement on our social media and website.

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

We predict improved outreach at each event this summer: Trail Band Concert, Old Fashioned Fair, Wilsonville 50th Birthday Celebration, First City Celebration, Lake Oswego Festival of the Arts, Clackamas Co. Fair, Oswego Heritage , Governor's Conference on Tourism andn other events. Each event will bring at least 1000 visitors by our information booth. Of that number we will be able to share information, event updates and give save the date and info cards to at least 500 individuals per event. In addition, our talks, which we will promote at these events will bring another 100 people per lecture into the CCTCP area. We will also collect contact information at each of the lectures. The Trail Band concert and traditional foods dinner will help us draw visitors interested in the bounty of our heritage area. This will add to our outreach data base for future events within the Heritage area. The outdoor venue can accommodate

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

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

The Grand Ronde Tribe will assist in the meal preparation for the Traditional Foods Dinner highlighted at the Trail Band Concert. estimated value: \$8500
Chef Matt Bennett if Sybaris Restaurant is well versed in traditional food preparation and locally sourced foods. Chef Matt is donating his services. Estimated value \$1300
End of the Oregon Trail Visitor Center is allowing us the free venue. Estimated value \$950
Oregon City Parks and Recreation is underwriting the Trail Band Concert fee. \$5900
Access to Trail Band mailing/FB list for concer promotion: 6000 fans listed -- Priceless
Total amount of funding/inkind: \$16,650

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

Our partnership with EOT, The Trail Band, Oregon City Parks and Rec., Confederated Tribes of Grandd Ronde, Chef Matt Bennett and his team and volunteers from WFHAC's board is committed to helep with execution of this proposal. WFHAC is committed to assisting with all community events, concert/dinner and other duties as necessary. Staff is also working on their own time for the full coverage at all events and activities as well as set up andd tear down. OMAC advertising is committed to provididng design services for all materials used in the design of materials for the information booth. They will also assit with invitation design for the Concert/Dinner.

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

Confederated Tribes of Grand Ronde
Tribal Secretary/WFHAC Board Secretary Jon A. George
jon.george@grandronde.org

503-367-5686

Marv Ross, The Trail Band
Marv Ross <marvross@rossproductions.com>
971.227-4540

Chef Matt Bennett, Sybaris Restaurant
503-928-8517
JANEL BENNETT <mpbandjra@msn.com>

Additional Comments:

This grant request is in direct response to the Marketing Assessment we conducted with Destination Brand Marketing, an assessment funded with a CCTDC Grant. That assessment stresses there is currently little evidence of heritage and culture cross promotion across attractions and communities to enhance visitor experiences and extend their length of stay and spending within the CCTDC area. WFHAC needs to inform, guide, and motivate travelers on the subject of the bounty of our heritage area. Our efforts with a fully equipped information station, tablet to record contacts and ideas, a free public event with a heritage dinner and promotion of talks and other special events throughout the region are all part of that cross marketing effort. WFHAC needs to have a

" branded package" that is cohesive, links all locations and can serve to draw visitors along the route to extend their length of stay in our Willamette Falls Heritage Area.

WFHAC's board is deeply committed to this effort because we acknowledge we need to Act Like A Heritage Area in order to become recognized as a heritage area. This spring our final feasibility study is being presented to the National Park Service and to Congress. All of these elements will help us and CCTDC in shaping the identity of our heritage place through style, design, color, lettering, content, placement and public appeal. We need to act, look, and attract like a premiere heritage area and draw visitors who will linger longer. This grant will firmly support our efforts.

This is an unusual request in that it combines an info booth, printing of info materials for our participation in community festivals and events; and we are requesting support for a heritage dinner in conjunction with the Trail Band concert. It is an opportunity to grow public awareness, visitor interest and strengthen the county's partnership with the Grand Ronde Tribe. It is a remarkable opportunity for WFHAC to help promote visitors to our area who linger longer and recreate, learn,shop and dine in the Heritage Area. Our board's commitment to promote Willamette Falls Heritage Area's bounty in terms of agriculture, farm to table, heritage activities and attractions and area events is a dedicated one completely in keeping with the recommendations of our marketing assessment. Our volunteer hours are consistently growing. And our efforts to attend events inside and outside the region are also growing. This grant request is necessary in order for us to be a national attraction : The Willamete Falls National Heritage Area.

Submission Date:

Application Status:

Out-of-area Marketing for Porsche 911 Exhibit

CPP Application ID: 281

Submitted By: Kelly Harms

Email: Kelly@worldofspeed.org

Phone: 5035636444

Lead Organization: World of Speed Motorsport Museum

Website: www.worldofspeed.org

Project Description:

World of Speed's featured exhibit in 2018 is Porsche 911 - 55 Years of Driving Greatness, which runs from April 28 to December 31. This exhibit celebrates the iconic beauty and performance of one of the most influential sports-car designs in the world. We will have a dozen of these unforgettable cars from the West Coast - from powerful racecars that performed on tracks around the country to unique or famous cars that graced city streets - to recognize the 55th anniversary of this timeless automotive classic.

The Pacific Northwest is home to a vibrant motorsports culture which has propelled World of Speed to year-over-year growth since our opening in 2015. The Porsche Club of America (PCA) is the largest single-marque car club in the world with over 100,000 members, including seven active Porsche clubs here in the Northwest, making this exhibit particularly relevant for potential visitors from outside the Mt. Hood Territory.

For this out-of-area marketing campaign, World of Speed will be targeting three specific psychographic profiles the PCA has identified in their customers and fans: proud patrons (where a Porsche is considered a trophy or reward for hardwork); bon vivants (thrill seekers and jet setters); fantasists (where a Porsche is seen as a form of escape). These are profiles that will likely connect with the stories behind the classic, high-performance Porsche 911. Our location within Oregon's wine country makes a trip to see the exhibit even more appealing for the psychographic profiles we've identified.

For this grant, we will undertake a marketing campaign targeting key counties and metropolitan areas in Washington, Oregon, Idaho, and California. Two of these areas were targeted in the successful 2017 out-of-area marketing for our last major exhibit (the advertising was funded by a Clackamas County Tourism and Cultural Affairs Community Partnership Program grant): the Seattle, Washington, area and Bend, Oregon.

We are expanding the reach in Washington to include the Olympia area so Snohomish, Pierce, Kitsap, King, and Thurston counties will be a part of the campaign. There are two active Porsche clubs in these counties, the Pacific Northwest Club in Seattle and the Olympic Peninsula Club across the sound. We are also targeting the Bend, Oregon, area again - with the High Desert Porsche Club located there, we believe there is great potential to build on the initial name recognition created in the 2017 campaign.

We propose to do marketing targeted specifically to Porsche owners by advertising with the Porsche clubs in the geographic areas we've selected and at Mazda Laguna Seca Raceway in Salinas, California. This racetrack is home to the Rennsport Reunion, a Porsche-only event in late September which draws nearly 60,000 people from around the world. We anticipate running ads during the run-up to the Reunion weekend, as well as during the event itself. With the Monterrey Peninsula's close proximity to San Francisco, we will also be building on the name recognition gained last year.

A new area for this 2018 campaign is Boise, Idaho. The city is home to the Silver Sage Porsche Club. We have some visitors from this area already, so it is a great opportunity to introduce the Museum and the Northern Willamette Valley to this audience.

The campaign will include video pre-roll, AdWords (search and display), social media and ads, sponsored content, and banner or display ads. The campaign will begin in June and run through the end of December 2018. The Museum already sees significant traffic in the summer months, so much of the focus of the campaign will be in driving off-season visits, especially during the winter holidays. Because of the duration of this exhibit and its emphasis on digital marketing, the Museum can change or redirect efforts in terms of media channels and messages to maximize the impact of these advertising dollars.

World of Speed is a non-profit museum, and as such our marketing budget is very modest and is focused on making inroads in the local Portland/Metro market. This market is where a majority of our visitors are from and where there is significant potential for growth within the constraints of our budget. However, as evidenced by the success of the 2017 out-of-area marketing for our last major exhibit (the advertising was funded by a CPP grant), this grant offers an opportunity to use the Porsche exhibit to drive visits to the Museum and the Wilsonville area from outside a 50-mile radius of the city. We will not be able to do this out-of-area marketing without this Community Partnership Program grant.

Community : **Single Community Amount Requested:**

OR Multiple Communities

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

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

Completion Date:

How would you use any awarded funds?

This out-of-area digital marketing campaign (if funded) will be part of the Museum's overall marketing effort to publicize and promote the Porsche 911 - 55 Years of Driving Greatness exhibit. The current overall marketing plan calls for ads in print publications like the Oregonians newspaper, Travel Oregon magazine, and Travel Portland magazine. In addition, we have purchased feature pages for the Travel Oregon website and a pull-down ad on the home page of the Oregon Live website. There will also be a radio component and a strong push on social media channels.

The specific marketing activities funded by this grant will include: video pre-roll, approximately \$6,000; AdWords (search and display), approximately \$1,000; Social media and ads, approximately \$1,000; and advertising with regional Porsche clubs and Mazda Laguna Seca Raceway, approximately \$2,000. The specific content and messaging for these ads are currently being developed, but will feature Wilsonville and the Willamette Valley in addition to the Porsche exhibit. If we determine that a different strategy will be more effective, or we want to alter the allocation between channels, we will work with Mt. Hood Territory staff to approve any changes in advance.

As noted in a prior response, the geo-targeted areas for the out-of-area marketing campaign are: Bend, Oregon; Boise, Idaho; and Snohomish, Pierce, Kitsap, King, and Thurston counties in Washington. Our marketing efforts will be further targeted and refined through demographics, brand affinity, and interest in motorsports. We have developed an extensive list of key words to use in the campaign.

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

Porsche owners are extremely enthusiastic and loyal fans of the brand, as shown by the success of the Rennsport Reunion weekend held at Laguna Seca that attracted 60,000 fans at the last event in 2015. The Porsche 911 - 55 Years of Driving Greatness exhibit will attract Porsche and racing enthusiasts from all over the Northwest and beyond, bringing additional

tourism dollars to local hotels, restaurants, bars, and stores. World of Speed has limited food and beverage options within the Museum itself, so even out-of-area patrons making day trips to see the Porsche exhibit will use the dining and beverage available in Wilsonville.

Because of the Museum's proximity to Oregon's wine country and other cultural attractions (and our co-messaging of these features), we anticipate many visitors will also take advantage of these attractions and make a multi-day stay of their trip to Wilsonville. Developing strategic partnerships with these types of attractions is part of World of Speed's long-term efforts to increase tourism visits to the Museum and the Wilsonville/Northern Willamette Valley, and we will continue to pursue and solidify these partnerships prior to the start of the grant-funded marketing campaign.

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

World of Speed will evaluate the success of this out-of-area marketing effort in a number of different ways including: increased attendance over the baseline attendance; increased attendance over baseline attendance from the targeted areas; and increased memberships from the targeted areas.

The Museum has seen year-over-year growth and anticipate this growth to continue to accelerate. We believe that first-time visitors brought in by the Porsche 911 - 55 Years of Driving Greatness exhibit will continue to visit the Museum and the area in future months and years, extending the impact of this grant project.

We will also measure our impact through Facebook, Instagram, and other social media in the following ways: the number of out-of-area visitors reached, number of impressions, the estimated ad recall rate, and the number of click throughs to the website.

The number of impressions across our pre-roll and banner advertisements, as well as the click-thru-rate (CRT), and the video completion rate will be used to measure the impact with those channels. Our Laguna Seca website advertising will be measured by the number of impressions and the number of click throughs to the website; Porsche club advertising will be measured either by number of impressions and number of click throughs.

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

Using the information gained from our 2017 Community Partnership Program grant, we expect our attendance figures to increase as follows:

▣ Increased attendance over 2017 baseline = from 37,016 to 38,850

▣ Increased attendance from targeted areas = from 313 to 500 in Seattle area; from 63 to 120 in Bend; from 10 to 60 in Boise

▣ Increased memberships from target areas = net increase of 5 memberships.

We also anticipate the following results:

▣ Number of out-of-area visitors reached through Facebook and Instagram = 58,000

▣ Number of impressions through Facebook and Instagram = 130,000

▣ Estimated ad recall rate through Facebook and Instagram = 18.5%

▣ Number of click throughs to the website from Facebook and Instagram = 350

▣ Number of impressions through our pre-roll and banner advertisements = 381,000

▣ Click-thru-rate (CRT) from our pre-roll and banner advertisements = 1.3%

▣ Video completion rate from our pre-roll and banner advertisements = 76%.

We haven't done specific website advertising outside our geographic region like we will be doing with Mazda Laguna Seca Raceway and the Porsche clubs, so we don't have any target goals for this element of the campaign.

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

Our 2017 grant project reinforced the importance of establishing baseline metrics and developing more robust analytical tools and methodologies, and pushed us to find better ways of tracking our guests by geolocation. As a result, we are exploring additio

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

We believe that the exposure gained through this out-of-area marketing effort could increase the number of new Museum donors and/or members.

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

World of Speed has partnerships with the Woodburn Dragstrip and Portland International Race Way, as well as some local partnerships like the Crowne Plaza Hotel in Lake Oswego, the Grand Hotel in Bridgeport, and Vanguard Brewing in Wilsonville. Over the course of the grant period, we believe there will be additional opportunities to partner with lodging, other cultural attractions, and food and beverage businesses to do some cooperative advertising.

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

The Crowne Plaza, 503-624-8400, 14811 Kruse Oaks Dr., Lake Oswego, OR 97035;
The Grand Hotel, 503-968-5757, 7265 SW Hazel Fern Road, Tigard, OR 97224;
Vanguard Brewing, 503-929-3774, 27501 SW 95th Ave #945, Wilsonville, OR 97070.

Additional Comments:

World of Speed, now going into its fourth year of operations, is a unique and affordable family attraction in the Wilsonville area. Our world-class exhibits and museum space, coupled with easy visible access from the I-5 freeway make it uniquely positioned to draw people just passing through the area as well as those who make it a destination trip. Our major exhibit changes about every 9-12 months, with our smaller exhibits rotating more frequently to entice car enthusiasts to keep coming back. Once visitors tour the museum, we believe they will continue to come back to see new exhibits or become donors to support our educational and preservation activities.

These educational opportunities - our automotive training program for high school student offered in collaboration with Clackamas Community College, our summer camps, as well as special events and lectures - help make the Museum an exciting place for people of all ages and demonstrate our commitment to the area's youth. The Museum has an ambitious 10-year plan which will enhance its role as a vibrant and vital part of the Wilsonville and Clackamas County communities through the educational opportunities that are part of our institutional DNA and by becoming a prime location for both motorsport and non-motorsports gatherings and events.

This grant will not only help us draw people to the area for the Porsche 911 - 55 Years of Driving Greatness exhibit, it has the potential to draw in visitors for an extended period of time as it raises the name recognition and awareness of both the Museum and the Wilsonville/Willamette Valley area for people planning future trips to our area.

Submission Date:

2/22/2018

Application Status:

Complete

2017 CPP Report by Community

Wilsonville

American Muscle Cars Exhibit Out-of-Area Marketing

Community: Wilsonville

Report #: 135

Submitted By: Kelly Harms

Email: Kelly@worldofspeed.org

Phone: 503-563-6444

Lead Organization: World of Speed Motorsport Museum

Pillars:

Agritourism Recreation Heritage/Arts/Culture

Marketing and Promotion Interpretation and Storytelling Signage and Wayfinding

Brochures and Maps Facility/Amenity Improvements Plans/Studies

Other:

Award Amount: \$10,000.00

Project Total Cost: \$147,228.00

Difference Award/Expenses: \$0.00

Refund Acknowledged

Financial Breakdown:

Supplier	Expense Description	Amount
NBC Sports Network	Video pre-rolls were played Run of Network; display and banner ads	\$9,000.00
NBC Sports Network	Banner/display advertising on both desktop and mobile devices	\$2,500.00
Facebook/Instagram	Geo-targeted social media advertising	\$1,000.00

Event or Activity?

Tickets Required

Attendance:

Attendance Zip Codes:

Reoccurring Project?

Future CPP Application

Has there been past CPP Requests

Past CPP Received Years

Most Successful Element?

The most valuable aspect of this campaign was the sheer number of potential visitors we introduced to the Museum and Wilsonville. Our ads were served a combined 707,263 times during the period October-December 2017. Over 522 people visited our website as a direct result of the advertising campaign.

Obstacles?

Our biggest obstacle was several staffing changes, including our Executive Director and Marketing Director. Changes in leadership meant shifts in ownership of the project, and it resulted in delays in rolling out the campaign until October 2017.

Another challenge we faced was developing comprehensive data about our visitors. Because of this grant, we implemented a survey question during ticket purchasing to help us quantify where visitors are from. However, in order to provide a better customer experience for our guests, this survey question was often skipped during times when lines developed in the lobby. This resulted in only about one-third of visitors providing zip code information we used to track the impact of this grant. This required us to use some of our other data management systems to develop a better sense of our reach into the geographic areas targeted by this grant.

Future Plan Assistance?

This grant and project reinforced the importance of establishing baseline metrics and developing more robust analytical tools and methodologies, and pushed us to find better ways of tracking our guests by geolocation. As a result, we are exploring additional and alternative ways to capture data about our visitors (such as exit surveys or having volunteers approach guests with tablet-based surveys). We hope to partner with a local university to help design survey and evaluation instruments, as well as analyze the results. Once established, these instruments can be used to gain valuable feedback on all aspects of a visitor's experience, in addition to the demographic information collected.

Funding Use Changes for Future?

Using the insights gained from this year's advertising campaign, we can better optimize our target audience selection process. As noted in a prior question, this advertising campaign was delayed (and thus truncated) due to changes in key leadership positions. Given a longer timeframe for a future campaign (six months vs. three months), we will be able to evaluate the effectiveness of the campaign at several points and alter either the content or the media mix accordingly.

Leveraged Funds/Assistance?

The established partnerships noted in our application are still in place and are publicized on our website (<http://www.worldofspeed.org/community-partner/>); however, there aren't processes in place to quantify the impact of these partnerships.

We need to work with these partners to find ways to capture this data in ways that aren't overly burdensome for these companies.

ROI (Return on Investment)?

The grant award promoted the American Muscle Cars exhibit at World of Speed Motorsports Museum in Wilsonville during the months of October-December 2017. All advertising was geo-targeted to Seattle, Washington; Bend, Oregon; Eugene, Oregon; and San Francisco, California.

The World of Speed is still a young non-profit organization (only two years old at the time of the grant application), and as such we didn't have any specific performance goals for the advertising itself, particularly since we had not engaged in out-of-area marketing in any meaningful way prior to the grant. However, we were surprised at the impressive results of this campaign.

On Facebook, we reached 57,784 potential out-of-area visitors, with over 130,000 impressions. The estimated ad recall rate was high at 18.86%. We had 338 click throughs to the website. The ads were shared 88 times, further expanding our reach and building credibility through social proof.

A few of the comments left on our ads:

👩 Darlene Michelson: Absolutely a wonderful treasure for Oregon!!

👨 Hunter Fetters: @Bleu Hurlbert @Nick Fetters wanna go after thanks giving?

👩 Yynna Hitchcock Martinez: @Ashley Martinez I want to take dad here next time we visit.

Through NBC, we saw a total of 576,417 impressions across pre-roll and banner advertising. There were 7,622 clicks on the video or outbound to the site, resulting in an average 1.32% click-thru-rate (CTR). Further, the video completion rate was 76.83%.

The number of impressions and engagement across advertising channels shows that our audience is interested in what World of Speed and the Willamette Valley offers, and we expect to see residual effects through increased visitor numbers in the coming months. With summer as our high season, we expect to have increased attendance for out-of-area visitors during that time period as well.

In our application, we projected that we would see increased attendance overall, increased attendance from the target

ROI Improvements for Future?

This grant helped us to identify metrics and processes to track key geographical data, as well as establish benchmarks to use in future campaigns. Anecdotally, we believe we will see an additional lift in engagement and visits with further advertising. Now that the audience in these markets has been introduced to the Museum (18.86% recall rate on Facebook/Instagram ads), additional touches will keep World of Speed top of mind for tourists visiting the Portland, Oregon, area.

In developing our data analysis for this report, we looked beyond the cities/counties targeted by this grant to better understand where our patrons are located across the state and across the country using two full years of data. This analysis will inform future out-of-area marketing campaigns.

In addition, while the Museum appeals to motorsports and car enthusiasts in general, selection of future out-of-area advertising target markets should also take into consideration the type of exhibit is being featured. It's very likely that Porsche enthusiasts live in different cities than those who were attracted by the American Muscle Cars exhibit. We will need to combine our data with readily available income demographics to more accurately target our next campaign.

ROI from a Tourism Perspective

As discussed in other report questions, there is room for improvement for data collection at the Museum, but these measures do help us quantify the actual number of visitors to the area. However, we believe also doing better tracking of offline visits through

Project URLs

[We have provided a PDF document containing screenshots of the ads used in the campaign. You can view the 15-second advertisement at https://youtu.be/ESo1gzodJPw](https://youtu.be/ESo1gzodJPw)

Materials Description

These are screenshots of the actual advertisements used during the campaign.

Program Improvement

Very Easy / Somewhat easy - had to read through them a couple of times

Materials Improvement

The initial grant application instructions and questions were clear and understandable. The actual portal used to apply was challenging to use. The new portal seems to be much easier to use.

The grant report preview questions that are available for downloading prior to submission DO NOT match the questions asked in online portal. One question in particular is missing (For what was your award primarily used for), and it did not note that receipts and invoices copies would need to be uploaded.

Also if there are character or word limits in either the grant report or the grant application, those should be noted in the

preview questions.

Status or Form: Complete

Submission Date: 1/2/2018 12:23:11 PM

2017 Finding Farm Loop (Locator Signs)

Community: Wilsonville

Report #: 175

Submitted By: Mary Stewart

Email: marystewart200@gmail.com

Phone: 503-891-4103

Lead Organization: Oregon Agritourism Partnership

Pillars:

Agritourism Recreation Heritage/Arts/Culture

Marketing and Promotion Interpretation and Storytelling Signage and Wayfinding

Brochures and Maps Facility/Amenity Improvements Plans/Studies

Other:

Award Amount: \$9,428.00

Project Total Cost: \$9,428.00

Difference Award/Expenses: \$0.00

Refund Acknowledged

Financial Breakdown:

Supplier	Expense Description	Amount
Lindy Rickert	Project Management and Sign Installation	\$2,000.00
Lindy Rickert	Sign supplies for installation	\$466.84
InHouse Graphics	Sign Design	\$4,000.00
InHouse Graphics	Sign Production	\$1,215.00
Clarion Solutions	Accounting related to grant (invoice for signs, bookkeeping for farm share of payment)	\$247.50
Lindy Rickert	Sign Advisory Committee Meeting #1 Supplies reimburse	\$105.23
Dallas Deli	Sign Advisory Committee Meeting #2 Supplies	\$130.00
Oregon Agritourism Partnership	Technical assistance, communications with farmers, etc.	\$1,263.43

Event or Activity?

Tickets Required

Attendance:

Attendance Zip Codes:

Recurring Project?

Future CPP Application

Has there been past CPP Requests

Past CPP Received Years

Most Successful Element?

The signs were produced and everyone seems delighted with them. The signs were designed by one of the state's leading public sign designers (also does state parks, etc.). They are created on a durable material so should last a long time before replacement is needed. Also, we were able to design and offer different sizes and formats -- vertical as well as horizontal so we were able to accommodate different situations.

A second element we are tickled about is how all the communities came together to co-fund a project that benefits these family farms in the area.

Obstacles?

The timing was the most difficult, since the project had to be completed during the busiest part of the agriculture year. Also, the duration of the project was not quite long enough. We also needed December through February to offer and produce the signs to the new agritourism operations. We were not able to do this because of the cut-off date.

Future Plan Assistance?

I think next time I would ask for an Extension.

Funding Use Changes for Future?

NA

Leveraged Funds/Assistance?

Just more time to receive all of the share payments from the farms. These are still coming in.

ROI (Return on Investment)?

No change

ROI Improvements for Future?

It is a one time project

ROI from a Tourism Perspective

Yes, but it is expensive and difficult because the farm sell direct to consumer in such different ways. It would be so very valuable to set up POS programs that measure numbers of customers, where they are from, and what prompted them to come to the busin

Project URLs

[NA](#)

Materials Description

Attached is a summary of the project deliverables, as well as images of the basic signs customized by farm loop. We also have attached photos of some of the installed signs.

Thank you for supporting all these family farms!

Program Improvement

Very Easy / Somewhat easy - had to read through them a couple of times

MaterialsImprovement

It is always more challenging and limiting for me to use an online system, rather than sending a pdf of a report and inseting or attaching photos, but I understand the grant management upside.

Status or Form: Complete

Submission Date: 2/4/2018 8:41:40 PM

Mt Hood Challenge Selfie Station

Community: Wilsonville

Report #: 184

Submitted By: Raymond D. Nelson Jr

Email: ray@willametteunitedfc.com

Phone: 503-449-2577

Lead Organization: Willamette United Football Club

Pillars:

Agritourism Recreation Heritage/Arts/Culture

Marketing and Promotion Interpretation and Storytelling Signage and Wayfinding

Brochures and Maps Facility/Amenity Improvements Plans/Studies

Other:

Award Amount: \$8,000.00

Project Total Cost: \$8,170.00

Difference Award/Expenses: \$170.00

Refund Acknowledged

Financial Breakdown:

Supplier	Expense Description	Amount
Signs By Tomorrow	Physical Printing and station creation	\$4,009.00
Creative design	Illustration, design and execution of artwork	\$4,161.00

Event or Activity?

Tickets Required

Attendance: 462 soccer team for an estima

Attendance Zip Codes:

I will send a full list of registered teams with all contact info. I will send directly to Jim Austin. I have to work through a third party to secure this data.

Recurring Project?

Future CPP Application

Has there been past CPP Requests

Past CPP Received Years

This happened before I began working on this project but I believe it was in 2015 for \$2500. I will confirm.

Most Successful Element?

The size and scope of the selfie stations automatically attracted large numbers of people wherever they were set up. We found that the design did motivate people to take many of their own photos which we assume were shared many times over on social media platforms.

Obstacles?

Being the first year with this attraction we struggled a bit to get the images to go viral to the level we had hoped. We need to do more in the way of hashtags and early promotion of the attraction for this years registered teams. Perhaps a contest to share will motivate more shares.

Future Plan Assistance?

We hope to secure more funds this year to develop a more intense strategy for the organic sharing user content. As mentioned before a contest may be part of the answer to increase sharing photos.

Funding Use Changes for Future?

We want to build more around the selfie stations now that we have the physical stations created. A phase two strategy focused on social media sharing would be beneficial.

Leveraged Funds/Assistance?

YES! we were able to secure five sponsors for this attraction and we believe we can double that number. While the sponsors were not sophisticated enough to give us real numbers they all communicated that business on the tournament weekend helped them reach their busiest weekends of the year. The tournament and stations helped drive business to strategic locations. We want to try and get real numbers this year so we can accurately quantify those customers.

ROI (Return on Investment)?

We generated over \$6,000 in sponsorships for the soccer club this year and we know that the stations helped drive real customers to our sponsors. We plan on growing the sponsor dollars this year and we are working on finding ways to quantify the customers we drive to the sponsors.

ROI Improvements for Future?

Continuing the use of the stations and creating a strategy to track social media sharing.

ROI from a Tourism Perspective

Not at this time but we are working to find ways to track the actual use of the user generated content.

Project URLs

[See attached report. if you ant access to all of the photos please contact Ray Nelson](#)

Materials Description

Broad overview of the results as well as multiple photos of the attraction in use.

Program Improvement

Very Easy / Somewhat easy - had to read through them a couple of times

MaterialsImprovement

You guys do an incredible job with this process. We would never have had the time and resources to try this project and improve upon it without the county's involvement and support!!

Status or Form: Complete**Submission Date:** 2/8/2018 7:07:18 PM