



WEST LINN ECONOMIC DEVELOPMENT COMMITTEE

August 1, 2014

8:00 AM

Willamette Room, City Hall

1. Review of agenda
2. 2014 CPP Tourism grant update / 2015 CPP Tourism grant kick-off
3. Project updates:
 - a. Economic Opportunities Analysis (EOA)
 - b. Small Business Resource Center
 - c. Arch Bridge Master Plan
4. Other items of interest from members
5. Public comments (3 minutes)

2014-2015 COMMUNITY PARTNERSHIP PROGRAM



Host Org /
Administrator
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Review Packet

Information (Pages 1-3)

Review Sheet (Page 4)

Thank you for your time in helping review projects under consideration for funding through our Community Partnership Program (CPP). Your participation plays a vital role in the success of this program. By assessing proposals against set criteria and weighing them against each other you are ensuring that projects with the greatest potential to recognize meaningful gains in tourism development and promotion in your community receive funding. You are also helping select projects that best represent your community to outside visitors.

OVERVIEW:

The Community Partnership Program (CPP) provides funding for tourism-related projects in local communities that have the ability to 1) increase overnight stays in lodging facilities within Clackamas County, 2) bring visitors into your community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer.

The statutory definition of tourism is *“economic activity resulting from tourists.”* A tourist is defined as *“a person who, for business or pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person’s community of residence.”* It further stipulates that the travel be *“more than 50 miles from their community of residence or include an overnight stay.”*

Funding for this program comes from the County’s 6% transient room tax (TRT) as authorized by state law.

OBJECTIVE:

CPP grants provide funding for tourism related projects that have the potential to become significant and self-sustaining, that align with the goals and priorities outlined in Clackamas County Tourism and Cultural Affairs (CCTCA) Business and Master Plans, that align with the community’s updated Tourism Action Plan, and that have an ability to demonstrate a return on investment (overnight stays/visitors from 50 plus miles away/linger longer).

ELIGIBILITY:

Grant funds may be awarded to public, private, or non-profit organizations whose project demonstrates an ability to benefit the greater public interests of tourism product development, promotion, and/or marketing.

Projects will be evaluated on the following attributes and qualities:

- alignment with CCTCA and the community’s established tourism goals and plans;
- create 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.

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;
- community beautification, streetscape, or banner projects or
- normal costs of doing business.

APPROVED SCOPE OF WORK:

The following summarizes the Areas of Focus from CCTCA's Business and Master Plans and defines approved categories for CPP support.

- Agritourism - provides an alternative to improve the incomes and potential economic viability of farms and rural communities. This includes the development, creation, and/or promotion of facilities/services/activities.
- Outdoor Recreation - includes the development and or promotion of facilities/services/events that enable visitors to participate in snow sports such as skiing, snowboarding, snowmobiling & inner tubing, as well as recreational endeavors such as hiking, biking, fishing, horseback riding, boating, etc. that are available in Clackamas County and showcase its outdoor assets.
- Heritage/Cultural/Arts - includes the development, creation, and/or promotion of facilities/services/activities that promote and advance the arts, culture and/or the rich heritage of Clackamas County.
- Multi-property lodging promotion or lodging facility development - (all categories including RV, B&Bs, cabins, and campsites) that seek to promote overnight stays in the county and that include a minimum of two or more attractions/activities/events that are in the county as well as a minimum of two lodging options also within the county. Unique lodging facility development or enhancement in rural areas is especially desired.
- Social Media & Internet – including efforts to create a strategic plan as well as specific projects that will increase a target visitor's awareness of an attraction, facility, event or hospitality-related organization. Responsive websites. Apps, under certain circumstances and where appropriate (Apps are generally more expensive to develop and offer limited use and accessibility.)
- Market/Product Promotion or Development - the development or promotion of "niche vacation" packages – including Girlfriend Getaways, Man-cations, Geocaching, weddings, and reunions, etc. or regional or international travelers.
- Bicycle Tourism Promotion or Development – projects that create opportunities for bike-friendly tourism.

PROJECT EXAMPLES:

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

Note:

Festivals, events or activities supported with CPP funds need to be **a)** open to the public; **b)** have an ability to attract visitors from outside the community, and **c)** have the ability to become significant and self-sustaining. Creation of or improvements to facilities must primarily be designed to attract tourists/visitors or increase tourism activity. As an example; improvements to a local park in and of itself would not be a legitimate tourism project. However, improving amenities at a park to make a state-designated bikeway or water trail more accommodating and attractive for through travelers would be. No capital projects shall provide financial benefit or become the property of a for-profit entity or private property owner.

Review Sheet for 2014-2015 CPP Projects

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? Will it be done by June 30, 2015? (* 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: _____	

Additional Notes:

(* No, but) - A project whose completion date is scheduled for after June 30, 2015 can be eligible for funding under this year's program if grant program implementation timelines preclude funding under next year's cycle. Example: An event that is planned for July, Aug. or Sept of 2015 would not likely be able to access funds out of the 15.16 program year. Seek clarification if questions.



Administrator
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2014-2015 COMMUNITY PARTNERSHIP PROGRAM

Funds Acceptance Agreement

Recipient (person assuming responsibility): _____

Project Name: _____

Awarded Amount: _____

Planned Project Completion Date: _____

By signing this Agreement, the Recipient of these funds agrees to:

- all terms & conditions, guidelines, and criteria as contained in the 2014-2015 Community Partnership Program Grant Application Packet;
- assume responsibility and accountability for the funds they are receiving;
- complete the project in keeping with the program's dates and timelines;
- execute the project's scope of work as described in the original application (check with program administrator before rescaling or re-scoping of project);
- provide a year-end project completion report and accounting of the funds expended, which includes copies of receipts and invoices.

Recipient's Signature: _____ **Date:** _____

Contact Info:

Name (print): _____ Title: _____

Organization: _____

Email: _____ Phone: _____

Contact Address: _____

Return to your CPP Administrator

The New History Minstrels

Presents History and "Significance of Place"

Through entertaining barbershop harmony and spoken word

Free Performance

As part of the

West Linn Centennial Heritage Series

Sunday, December 8, 2013

3:00 pm - West Linn Adult Community Center

YOUR HISTORY CONNECTION

CONFIRMED PERFORMANCES

QUARTET DATES

NEW HISTORY MINSTRELS

8 NOVEMBER
FRIDAY

MONARCH MOTOR HOTEL
WALK AROUND EVENT
7:15 to 8:15 PM

16 NOVEMBER
SATURDAY

MADDAX WOODS ESTATES
City of West Linn
5:15 to 6PM
SING UNDER TENTED AREA
with fire

7 DECEMBER
SATURDAY

STEVENS CRAWFORD HOUSE
HOLIDAY CRAFTS
Diane McKnight 503-656-6435
11am to 12 noon

8 DECEMBER
SUNDAY

WEST LINN CENTENNIAL 100 YEARS
West Linn Adult Comm Ctr
3PM to 4PM

10 DECEMBER
TUESDAY

CLACKAMAS COUNTY HISTORICAL
SOCIETY MUSEUM of the
OREGON TERRITORY
6:30 PM to 7:30 PM with
Q and A



Sing All Kinds
of Music in

-WL

-WL

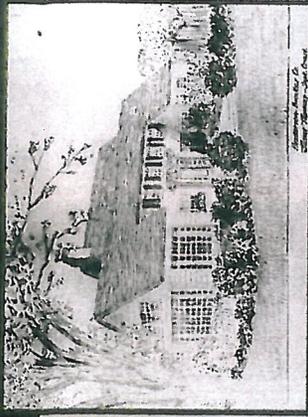
ccc

McLean

c. 1927

HOUSE & PARK

Welcome to the McLean House and Park, an integral part of the West Linn Park system and a historical property managed and operated by the Friends of McLean Park and House since 1981.



McLean House
c. 1927

Native Peoples

Even in the 19th century, settlement of the Willamette Valley by European immigrants, the U.S. was a major gathering place for Native Americans. Fish in the falls were abundant and local tribes would meet at local markets and gatherings. The gatherings were hosted by the Clatsop and Chinook tribes, including the Tualatin, Kalama, Multnomah, Molalla, and others.



Clatsop and Chinook Villages

The McLean House property is believed to be the location of a Clatsop and Chinook village. The Clatsop and Chinook tribes were part of the Chinook and Clatsop tribes. Today these tribes and bands are part of the Confederated Tribes of Grand Ronde.



Willamette Falls

The McLean Family



Dr. McLean

Dr. Edward H. McLean was born in 1868 in Clatsop, Oregon. He was the son of a Presbyterian missionary. He graduated from the University of Oregon in 1892. After practicing in St. Louis, he moved to Oregon City in 1892. He was the first physician associated with the city. He died in 1927.

After serving in World War I, he moved to Oregon City in 1919. Dr. McLean practiced family medicine with Dr. Mount before opening his own medical office in 1923. He built the McLean Clinic on the corner of Seventh and High streets in Oregon City which was completed in 1926. This building became the City Hall of Oregon City in 2017.



McLean Clinic
Oregon City, Oregon

Dr. McLean was a country doctor and treated patients all over Clatsop County. He traveled from home to home checking on patients and delivering babies, setting broken bones and even performing surgery.

In 1938, Dr. McLean helped found the Physicians Association of Clatsop County (PACC). This was the first physician association of its kind in the U.S., which led to the formation of the Oregon Physicians Association (OPS).

Dr. McLean was a compassionate and a compassionate man, a fine example of a good man in the field of medicine. He was a pioneer in the field of medicine and a leader of the medical students through the Oregon Medical Association.

History of the McLean House Property



McLean House

In 1922, Dr. Edward H. McLean purchased the four acres located on the bluff overlooking the Willamette River. He built the McLean House on the bluff. The house was completed in 1926. The house was destroyed by fire in 1972. The house was rebuilt in 1972. The house was destroyed by fire in 1972. The house was rebuilt in 1972.

The McLean House was built on a bluff overlooking the Willamette River. The house was completed in 1926. The house was destroyed by fire in 1972. The house was rebuilt in 1972.

Dr. McLean and his wife sold the house to the Friends of McLean House Property. The house was completed in 1926. The house was destroyed by fire in 1972. The house was rebuilt in 1972.

Hugh Burns

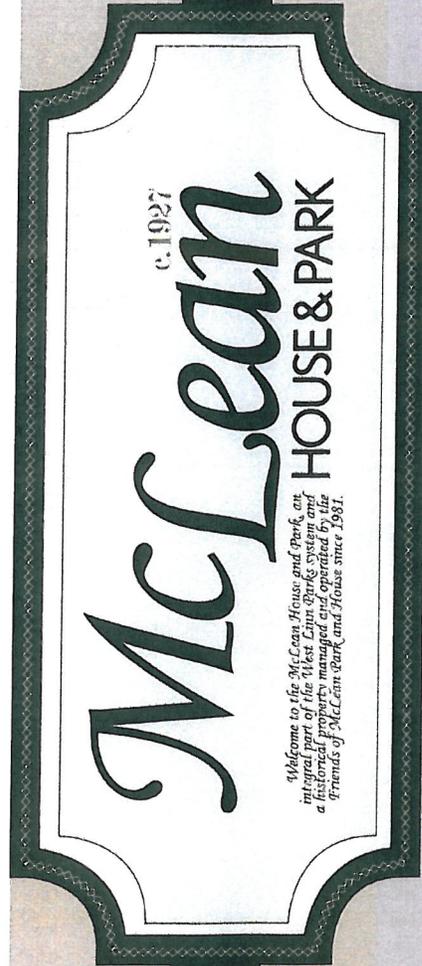


Hugh Burns

Hugh Burns was born in West Linn, Oregon in 1807. He was a pioneer and a settler. He was a pioneer and a settler. He was a pioneer and a settler. He was a pioneer and a settler.

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McLean Family

Dr. McLean was a pioneer and a settler. He was a pioneer and a settler.



McLean Family

Dr. McLean was a pioneer and a settler. He was a pioneer and a settler.



Flower

The flower is a tulip. It is a tulip.

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The Willamette River

The location of the McLean House property is significant because it is located on the Willamette River. The river is a major waterway in the Pacific Northwest. The river is a major waterway in the Pacific Northwest. The river is a major waterway in the Pacific Northwest.



Map of Willamette River

DEVELOPERS
MT HOOD TERRITORY
explorers welcome

West Linn

Friends of the McLean Park and House History

On May 8, 1981, the Friends of the McLean Park and House were organized. The group was organized to preserve the McLean House and Park. The group was organized to preserve the McLean House and Park. The group was organized to preserve the McLean House and Park.

The McLean House and Park are located on the Willamette River. The house was completed in 1926. The house was destroyed by fire in 1972. The house was rebuilt in 1972.

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West Linn Economic Opportunities Analysis

Economic Development Goals

- ~~1. Support telecommuting, home-based businesses compatible with residential neighborhoods and, in general, a higher jobs-to-housing ratio.~~
21. Encourage the retention, expansion and economic viability of existing business and industry.
32. Encourage retail businesses that enhance the community; and provide wanted goods and services; and pay living wages. ~~Small, locally-owned businesses with strong ties to the community are especially desired.~~
43. Promote the efficient use of ~~Provide adequate~~ commercial and industrial land adequate to serve for a range of employment opportunities in the City.
- ~~5. Make the most efficient use of our existing commercial and industrial lands.~~
- ~~6. Retain, strengthen, and expand the City's existing business base.~~

Other Potential Goals

- Recruit and encourage businesses that provide family-wage jobs to locate in West Linn.
- Ensure the City has adequate public facilities and infrastructure to support economic activities.
- Encourage economic development through streamlined permitting processes and development fees.
- Preserve lands currently designated as industrial and employment lands. AND/OR Limit the conversion of industrial and employment lands to residential or other non-employment uses. AND/OR Replace any employment land rezoned for other uses with other employment land.