

AGENDA

REGULAR CITY COUNCIL MEETING

March 26, 2018

5:30 p.m.

CITY HALL COUNCIL CHAMBER

313 COURT STREET

THE DALLES, OREGON

1. CALL TO ORDER
2. ROLL CALL OF COUNCIL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF AGENDA
5. PRESENTATIONS/PROCLAMATIONS

A. Northern Wasco County School District 21 Bond Measure Update

B. Parkinson's Month Proclamation

6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Five minutes per person will be allowed. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting agenda for City Council consideration.

7. CITY MANAGER REPORT
8. CITY ATTORNEY REPORT
9. CITY COUNCIL REPORTS

CITY OF THE DALLES

"By working together, we will provide services that enhance the vitality of The Dalles"

10. CONSENT AGENDA

Items of a routine and non-controversial nature are placed on the Consent Agenda to allow the City Council to spend its time and energy on the important items and issues. Any Councilor may request an item be “pulled” from the Consent Agenda and be considered separately. Items pulled from the Consent Agenda will be placed on the Agenda at the end of the “Action Items” section.

- A. Approval of March 12, 2018 Regular City Council Meeting Minutes

11. CONTRACT REVIEW BOARD ACTIONS

- A. Approval of Amendment No. 11 to Operations Management International (OMI) Agreement to Operate the Wastewater Treatment Plant for Fiscal Year 2018-19 and Granting a Five-year Extension of the Contract

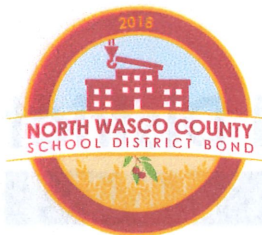
12. ACTION ITEMS

- A. Approval of General Ordinance No. 18-1366 Amending General Ordinance No. 06-1266, 07-1286 and 07-1287 Specifying Fixed System Development Charge Credits for Non-profit and Governmental Entities
- B. Approval of Special Ordinance No. 18-579 An Ordinance Authorizing Execution of an Indenture of Access for Property Adjacent to Highway 197 and Lone Pine Boulevard
- C. Approval of Shearer’s Sprayers Hangar Lease at Columbia Gorge Regional Airport
- D. Approval of Resolution No. 18-009 A Resolution Approving the Enterprise Zone Tax Abatement Agreement Between the Sponsors of The Dalles/Wasco County Enterprise Zone and GBHD, LLC
- E. Approval of Small Grant Awards Pending Budget Adoption

13. ADJOURNMENT

This meeting conducted in a handicap accessible room.

Prepared by/
Izetta Grossman
City Clerk



North Wasco County School District

District Facts

Our Schools



North Wasco County School District serves approximately 3,000 students from Kindergarten through grade 12.

3



ELEMENTARY SCHOOLS
GRADES K-5

1



MIDDLE SCHOOL
GRADES 6-8

1



HIGH SCHOOL
GRADES 9-12

2



COMMUNITY SCHOOLS

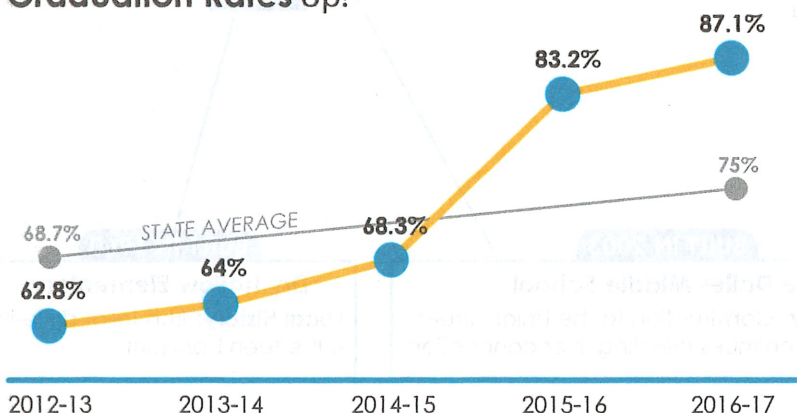


North Wasco County School District belongs to the 5A-5 Columbia River Conference District for Athletics.

District Achievements

The latest four year cohort graduation rate for The Dalles High School is 87.1%. The dropout rate is headed in the opposite direction of the graduation rate! For the 2015-2016 year it was at 2.2%.

Graduation Rates Up!



Our Staff

The district employs about 385 teachers, counselors, administrators and support staff.

289 TEACHERS & CLASSROOM STAFF

8 COUNSELORS

12 ADMINISTRATORS



Teachers & Staff Doing Great Things!

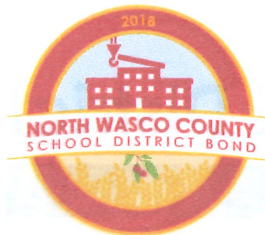
Nick Nelson was named the 2017 Oregon High School Principal of the Year by the Oregon Association of Secondary School Administrators.



Chenoweth Elementary School Music teacher Corin Parker, received the Excellence in Elementary Music Education Teacher of the Year Award for 2017.

The Dalles Middle School Principal Sandra Harris was named the 2018 Outstanding Administrator award.

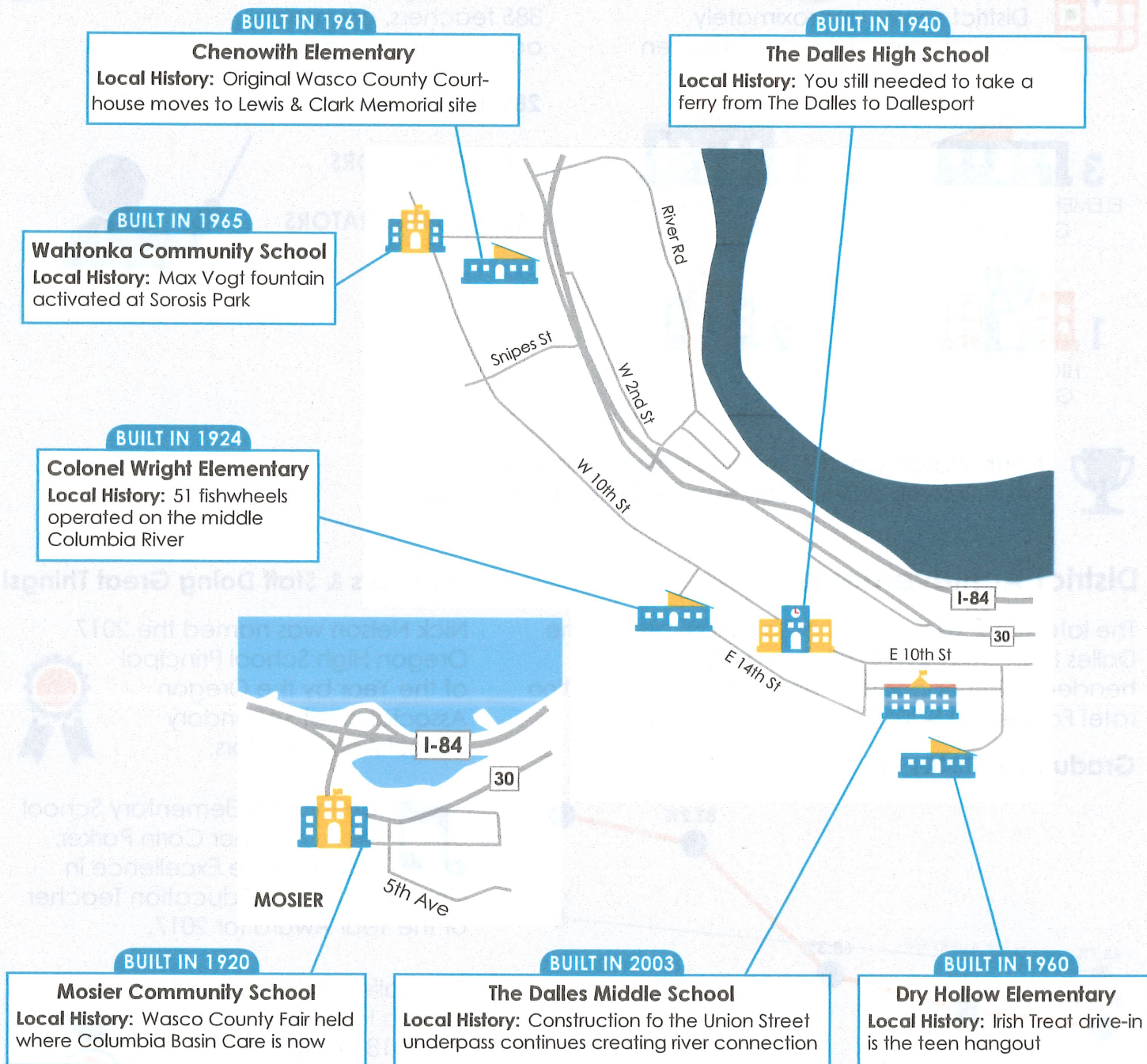


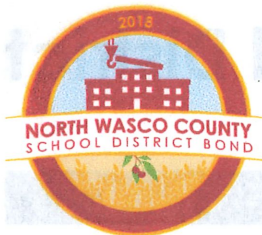


North Wasco County School District

District Facts

WHEN WERE OUR SCHOOLS BUILT?





North Wasco County School District Long-Term Facilities Plan

Fast Facts

WHY DO WE NEED A FACILITIES PLAN?

Safety and Security is an Urgent Priority

No school in the District, with the exception of the new middle school, has a fire suppression system. Our High School has multiple points of entry and some of our schools lack important modern safety features such as doors that lock from the inside, emergency alert systems, and security cameras.

Our School Buildings are Aging and in Need of Repair

The average age of a school in the North Wasco School District is 60 years old and some schools are nearly 100 years old. This means their electrical, heating, and cooling systems are inefficient, out-of-date and in some cases are so old the district cannot find replacement parts anymore.

Classrooms are Outdated, Small and Lacking in Technology

Many of our school buildings are woefully outdated, classrooms are too small and every school is lacking in basic technology that will give our students the tools they need to graduate college and career ready.

Efficient, Modern Schools Save Taxpayers Dollars

This bond will allow the District to pay off existing debt, freeing up nearly four hundred thousand dollars of operating funds a year. Investing in these facilities will save taxpayers money in the long run, by making them more energy efficient, and allow the District to redirect more taxpayer dollars to classroom learning.





North Wasco County School District Long-Range Facilities Plan

Fast Facts

WHAT WILL THE BOND DO?



Improve Safety and Security

- New security camera systems
- Improved emergency communications
- Internal classroom door locks
- Secured entrances



Upgrade and Update Buildings

- New HVAC and other building systems
- Repair/Replace Roofs
- Energy Efficiency Upgrades



Directs Taxpayer Dollars to Classrooms

Modern, efficient buildings save operating costs and allows district to invest redirect more taxpayer dollars to classroom learning.



Build 4 New Schools Over Next 20 Years

- First project: construct new high school on the site of the old Wahtonka High School with modern education and athletic facilities.
- Future projects include replacement of elementary schools (schedule TBD)



Modernize our Classrooms

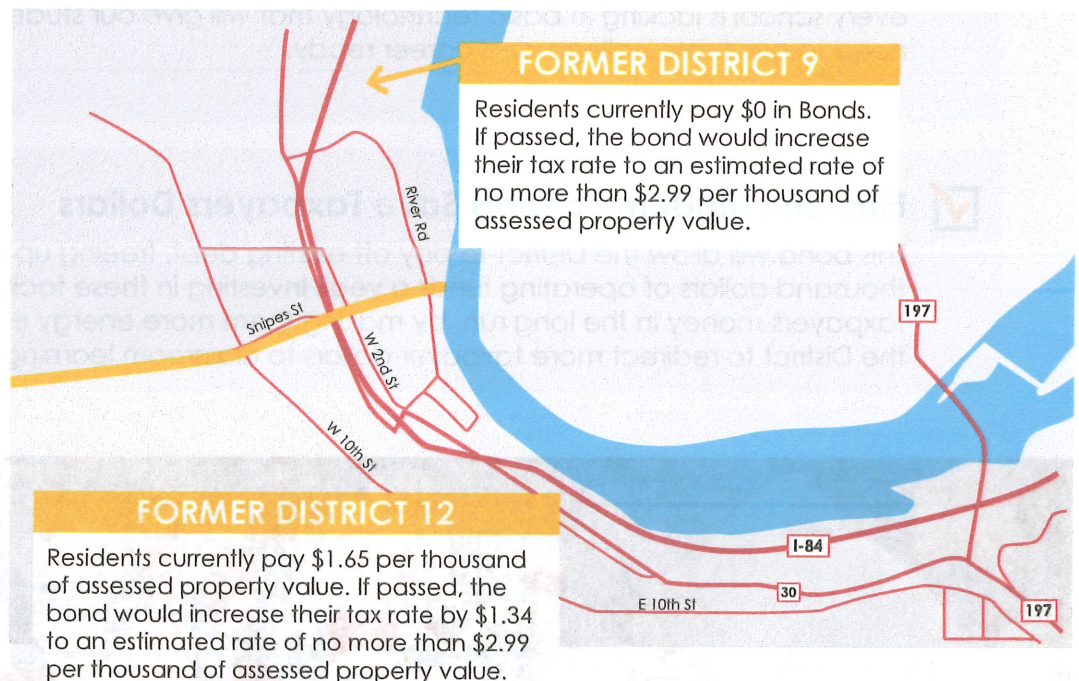
- Expanded CTE classrooms and labs
- Classroom technology upgrades district-wide
- Technology infrastructure improvements
- Increases access to up-to-date job training opportunities

HOW MUCH WILL IT COST AND WHAT ARE WE PAYING NOW?

Total cost of the bond is \$235 Million. Estimated total NEW rate to pay for this bond is \$2.99 per a thousand of assessed value. The amount of increase in taxes will depend on where you live in the District.

Our Goal

Over the next 20 years we will replace four old and declining schools in North Wasco County School District with new safe, secure and healthy campuses that are timeless, maintainable, learner-centered, serve as a community resource and are a welcoming and beautiful source of community pride.



We want to hear from you! Tell us your thoughts on the proposal and provide feedback!



North Wasco County School District

2018 FACILITIES PLAN

WHAT WILL THE PLAN DO?

Build 4 New Schools Over Next 20 Years

- First project: construct new high school on the site of the old Wahtonka High School with modern education and athletic facilities.
- Future projects include replacement of elementary schools (schedule TBD)

Improve Safety and Security

- New security camera systems
- Improved emergency communications
- Internal classroom door locks
- Secured entrances

Modernize our Classrooms

- Expanded CTE classrooms and labs
- Classroom technology upgrades district-wide
- Technology infrastructure improvements
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Upgrade and Update Buildings

- New HVAC and other building systems
- Repair/Replace Roofs
- Upgrade Energy Efficiency

Directs Taxpayer Dollars to Classrooms

Modern, efficient buildings save operating costs and allows district to invest redirect more taxpayer dollars to classroom learning.

Our Goal

North Wasco County School District, within the next 20 years, will have school campuses that are:

- Safe
- Secure
- Healthy
- Timeless
- Maintainable
- Learner-Centered
- Community Resources and

A welcoming and beautiful source of community pride

— Guiding Principles,
Facility Planning
Committee

HOW WILL WE PAY FOR IT?

Total cost of the facilities plan is estimated at \$235 million. General obligation bonds will be used to finance these costs. Estimated total tax rate to repay the bonds will be no more than \$2.99 per \$1,000 of assessed value. The amount taxes increase will depend on where you live in the school district:

DISTRICT	CURRENT TAX RATE	FACILITIES RATE INCREASE
Former District 9	\$0.00	\$2.99
Former District 12	\$1.65	\$1.34
TOTAL		\$2.99

We want to hear from you! Tell us your thoughts on the proposal and provide feedback!

CITY OF THE DALLES PROCLAMATION

2018 Parkinson's Awareness Month

Parkinson's disease is a chronic, progressive neurological disease and is the second most common neurodegenerative disease in the United States.

Parkinson's disease is the 14th leading cause of death in the United States according to the Centers for Disease Control and Prevention.

There are millions of Americans who are caregivers, family members and friends greatly impacted by Parkinson's disease.

There is no known cure or drug to slow or halt the progression of the disease, and available treatments are limited in their ability to address patients' medical needs and remain effective over time.

Increased research, education and community support services are needed to find more effective treatments and to provide access to quality care to those living with the disease today.

Therefore, I, Mayor Stephen E. Lawrence, of the City The Dalles do hereby proclaim April as Parkinson's Awareness Month in The Dalles.

Mayor Stephen E. Lawrence

March 26, 2018
Date

Attest:

Izetta Grossman
Izetta Grossman, City Clerk





AGENDA STAFF REPORT

AGENDA LOCATION: Item #10 A

MEETING DATE: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Izetta Grossman, City Clerk

ISSUE: Approving items on the Consent Agenda and authorizing City staff to sign contract documents.

- A. **ITEM:** Approval of the March 12, 2018 Regular City Council Meeting Minutes.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The minutes of the March 12, 2018 Regular City Council meeting have been prepared and are submitted for review and approval.

RECOMMENDATION: That City Council review and approve the minutes of the March 12, 2018 Regular City Council meeting minutes.

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Regular City Council Meeting
March 12, 2018
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MINUTES
REGULAR CITY COUNCIL MEETING
OF
March 12, 2018
5:30 p.m.

THE DALLES CITY HALL
313 COURT STREET
THE DALLES, OREGON

PRESIDING: Council President Tim McGlothlin

COUNCIL PRESENT: Russ Brown, Taner Elliott, Linda Miller, Darcy Long-Curtiss

COUNCIL ABSENT: Mayor Stephen Lawrence

STAFF PRESENT: City Manager Julie Krueger, City Attorney Gene Parker, City Clerk Izetta Grossman, Planning Director Steve Harris, Police Chief Patrick Ashmore

Number of people present: 36

CALL TO ORDER

The meeting was called to order by Council President McGlothlin at 5:30 p.m.

PLEDGE OF ALLEGIANCE

Council President McGlothlin invited the audience to join in the Pledge of Allegiance.

ROLL CALL

Roll call was conducted by City Clerk Grossman, all Councilors present.

APPROVAL OF AGENDA

It was moved by Long-Curtiss and seconded by Elliott to approve the agenda as presented. The motion carried unanimously.

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Regular City Council Meeting

March 12, 2018

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PRESENTATIONS/PROCLAMATIONS

The Dalles Area Chamber of Commerce Budget/Scope of Work – Lisa Farquharson, President/CEO

Chamber President Lisa Farquharson introduced Chamber Board Chair Lisa Rundell and Vice Chair Rick Leibowitz. She presented the annual report and budget request for fiscal year 2018-19. (see attached)

Farquharson said:

- The Chamber is using the Explore The Dalles logo and the Simply Sunsational tagline
- The Farm to Fork event is now a fundraiser for Wonderworks
- The Chamber will be staying open on Saturdays to assist tourists
- Working on a Makers District map – listing downtown businesses that create or use local products
- Advertising will focus on TV ads and billboards
- Working on shoulder season promotions

In response to questions Farquharson said:

- Numbers are trending the same as in the past – she noted that due to the fire in September number were up a bit, because people were stuck
- Increase in budget was for employee costs, increased hours, marketing
- Transient Room Tax revenues had increased
- FAM tours are Familiarization Tours, Chamber covers lodging and food for bloggers, magazine writers – she said they used to take them on tours and now provide information
- The biggest events were Fourth of July, Cherry Festival, and the weekend of the Fly In/Swim Meet/Beerfest
- Hotels close to 100% occupancy during Maryhill Concerts

In response to a question regarding the need for new hotels Rick Leibowitz said industry standard is if current hotels are at 70% occupancy annually there is room for another property.

AUDIENCE PARTICIPATION

Mark Linebarger, 324 East 14th Street thanked Councilor Elliott for meeting with him. He asked when Councilor Miller could meet with him. Miller said she would be in the Fire bay Conference room on Monday from 2 – 4pm.

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Chip Wood, 415 West 15th Street said the last meeting cast a pall over the credibility of the Council. He said the attempt to censure Councilor Long-Curtiss showed some bullying and back room dealings. He said the Council should be cautious about doing the Mayor's bidding.

CITY MANAGER REPORT

City Manager Julie Krueger said there would be a Homeless Meeting put on by Community Action Program on March 13 at 4pm at the Senior Center.

She said she had been approached by Anthony Pereira representing the Boy Scouts that put the flags up downtown. Mr. Pereira requested assistance from the city to drill holes to expand the flag program. She said the scouts were starting fund raising when a donor funded the project. She asked for consensus of the Council to continue to work with Public Works to assist with the installation. She said it would take about two people two weeks. It was the consensus of Council to do so.

City Manager Krueger asked for consensus to submit comments to Federal Opportunity Zone program. She said that comments wouldn't secure funding, but indicated interest. It was the consensus of Council to submit comments.

CITY ATTORNEY REPORT

City Attorney Parker said he would be attending the open house at Google on Thursday.

CITY COUNCIL REPORTS

Councilor Long-Curtiss said she had met with citizens, connecting them to volunteer opportunities.

Councilor McGlothlin said the Daddy Daughter dance put on by Northern Wasco County Parks & Recreation had two events. He said they were well attended.

McGlothlin said he took his grandchildren to The Dalles Wasco County Library Story Telling Hour. While there they were impressed with the Teen area. He gave kudos to the library staff and encouraged people to go see what the entire library has to offer.

Councilor Elliott said he attended the Daddy Daughter dance. He said it was a great event.

CONSENT AGENDA

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Councilor McGlothlin noted the minutes had been amended.

It was moved by Brown and seconded by Miller to approve the Consent Agenda with amended minutes. The motion carried unanimously.

Items approved by Consent Agenda were: 1) Approval of amended February 26, 2017 Regular City Council Meeting Minutes; 2) Approval of Resolution No. 18-008 Concurring with the Mayor's Appointment of Joe Barcott to the QLife Budget Committee.

ACTION ITEMS

Approval of Lease Agreement with Life Flight for a Portion of the Flex Space Hangar at Columbia Gorge Regional Airport

City Attorney Gene Parker reviewed the staff report.

Airport Manager Chuck Covert said it took a cooperative effort to complete the project. He said Life Flight had been at the airport for 5 years. Covert said Life Flight was an emergency transport company working with Mid-Columbia Medical Center and Oregon Health & Science University Hospital. He said the new hangar included living space.

It was moved by Elliott and seconded by Long-Curtiss to approve the Lease Agreement with Life Flight for a portion of the Flex Space Hangar at Columbia Gorge Regional Airport contingent on approval by Klickitat County. The motion carried unanimously.

Resolution No. 18-007 A Resolution Initiating the Process for Vacation of a Portion of the Alley Adjacent to the Properties identified as Assessor's Map 1N13E3BD #1300, #1400, #2200, and #2300

City Attorney Gene Parker reviewed the staff report. He said the Resolution started the process. He said there would be a public hearing at a later date.

Councilor Long-Curtiss said she was opposed to the Tokola project because it takes up needed downtown parking and would cost the City more than anticipated.

It was moved by Miller and seconded by Elliott to adopt Resolution No. 18-007 A Resolution Initiating the Process for Vacation of a Portion of the Alley Adjacent to the Properties identified as Assessor's Map 1N13E3BD #1300, #1400, #2200, and #2300. The motion carried. Long-Curtiss

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DISCUSSION ITEMS

Possible Amendment to General Ordinance No. 92-1149 Restricting the Parking of Oversized Trucks in Residential Zoning Districts

City Attorney Gene Parker reviewed the staff report.

Councilor Miller said she had citizens tell her of their concerns. She said she went out to take pictures and measure. She said River's Edge has a lot in town where they could park.

Councilor Brown agreed it was an issue. He said often he has to straddle the middle line to pass the trucks safely.

Miller said there were issues on Ninth and Tenth Street as well.

Chief Ashmore said he had contacted the owner twice.

Councilor Long-Curtiss agreed it was an issue. She asked about semi's being an issue as well.

Chief Ashmore said there was an existing ordinance that addressed semi's.

It was the consensus of Council for staff to prepare an amendment to General Ordinance No. 92-1149.

ADJOURNMENT

Being no further business, the meeting adjourned at 6:45 p.m.

Submitted by/
Izetta Grossman
City Clerk

SIGNED: _____

Stephen E. Lawrence, Mayor

ATTEST: _____

Izetta Grossman, City Clerk



2017 - 2018 Tourism Budget

Annual Report

as of February 28, 2018



404 W 2nd St ♦ The Dalles OR ♦ 541-296-2231

Lisa Farquharson

Tourism Promotion Summary



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sunsational.



July 2017 – February 2018



THE DALLES AREA

CHAMBER OF COMMERCE

The Dalles...Simply Sunsational.

Community Marketing 2017-2018 Work Plan Annual Report Summary

State: Travel Oregon

- Travel Oregon Guide: Verbiage was rewritten for the 2017/2018 guide which gave the East End of the gorge a better representation.
- Travel Oregon is working with our Mt Hood / Gorge team. The goal is to have more FAM tours with representation of each area in the region.

Region: Mt. Hood / Gorge

- CGTA (Columbia Gorge Tourism Alliance) hired a Rare student for the 2017/2018 year and now another for the 2018/2019 year to be the coordinator for the CGTA.
- The newly formed Gorge Wide publication titled 'Columbia Gorge to Mt. Hood ~ Two States, Two Volcanoes & One Big River' is being distributed up and down the gorge and with Travel Oregon / Travel Portland.
- Mt. Hood / Gorge website has content for each part of our community with blog entries from each about once a quarter www.hood-gorge.com.
- Mt. Hood / Gorge Region just hired a new video company to do a new set of outdoor recreation shots for the seasons of our entire region. This is set for completion in 2019 and will be marketed on the Regional Website and Travel Oregon's website.

Local: The Dalles

Lobby/Building:

- Façade, parking lot, community poster kiosk, fencing, and lighting have all been updated this past summer and fall. The Dalles Area Chamber, Urban Renewal, donations from a few Chamber Members, man-hours from the Board and their families, along with a grant from Google paid for this project.
- TV in the Lobby continues to get attention from visitors, updated with community events.
- Northwest organizations and attractions are asking to put their brochures in our lobby due to increased awareness about our community.

Operating:

- This past Summer our office was open Monday - Friday for all 12 months due to the budget and staff being reduced. Many local businesses and The Dalles Farmer's Market have asked if we could be open on Saturday's this summer. The businesses felt a decrease in business and customer traffic, which they attributed to our office being closed and not able to help direct out-of-town visitors to their doors and events.
- Tourism Task Forces: are continuing to work on projects as necessary.

Marketing:

- In the **Media Coverage Report** you will see where we have been published along with our numbers for exposure in print and digital.
- We have been targeting more outdoor recreation this year. We continue to work on marketing our normal avenues for history, wine, beer, river activities, hiking, cycling, wildflowers, birding, murals, and our community. (We are working closely with BikePortland.org for an upcoming media coverage for cycling in The Dalles).
- **The Sunsational Charm Trail** is beginning its sixth year in April with 50+ businesses participating. One of the cruise ships is looking at carrying the Starter Bracelet in their gift shop to help their guests get a head start!
- We have done small and individual FAM tours this past year, which has resulted in two printed articles.
- Attended Fish Camp 2017 and connected with 20 Travel Media personnel. Three of them have already written or reported about The Dalles. We had the opportunity to have Freebridge and Sedition pour for one of their dinners during the FAM tour.
- The Dalles had a TV commercial promoting outdoors, fishing, hometown, and our breweries which aired from April 2017 till October 2017 on Fox 11, Tri-Cities. We are hoping to create more TV ads as the producer wants us to partner with them again.
- Working with the director of Fish Camp to do further promotion of our area at Special Fish Workshops at Sports Stores around the Northwest this Spring and Summer.
- We were offered the opportunity to work with Outdoors Radio which airs programs on 60+ stations across the US. This helped our community greatly right after the fires in September. We were promoting and advertising across the NW that we were OPEN for Business!!!



Website:

- Our website is improving every day as you will see with the Website Statistics Report.
- Continuing to improve pages about distinctive features for our area (i.e. hiking, attractions, biking, etc.) by adding video and pictures, along with more links to our local businesses and organizations.

Branding:

- We continue to use the 'Explore the Dalles' logo with the tagline of 'Sunsational The Dalles.' This branding is drawing communities like Portland and Seattle due to our much drier climate.

Social Media:

- We are active on Facebook and gaining ground outside of The Dalles. We added an **Explore the Dalles** page for the Social Medias and hope to gain momentum over the next year as we use this for tourism and to promote everyone in our community.
- The tourism team is responsible for promotion of The Dalles Area on Twitter and Instagram. This is the cycling, hiking, family, and water sports crowd.

Focus Groups Summary:

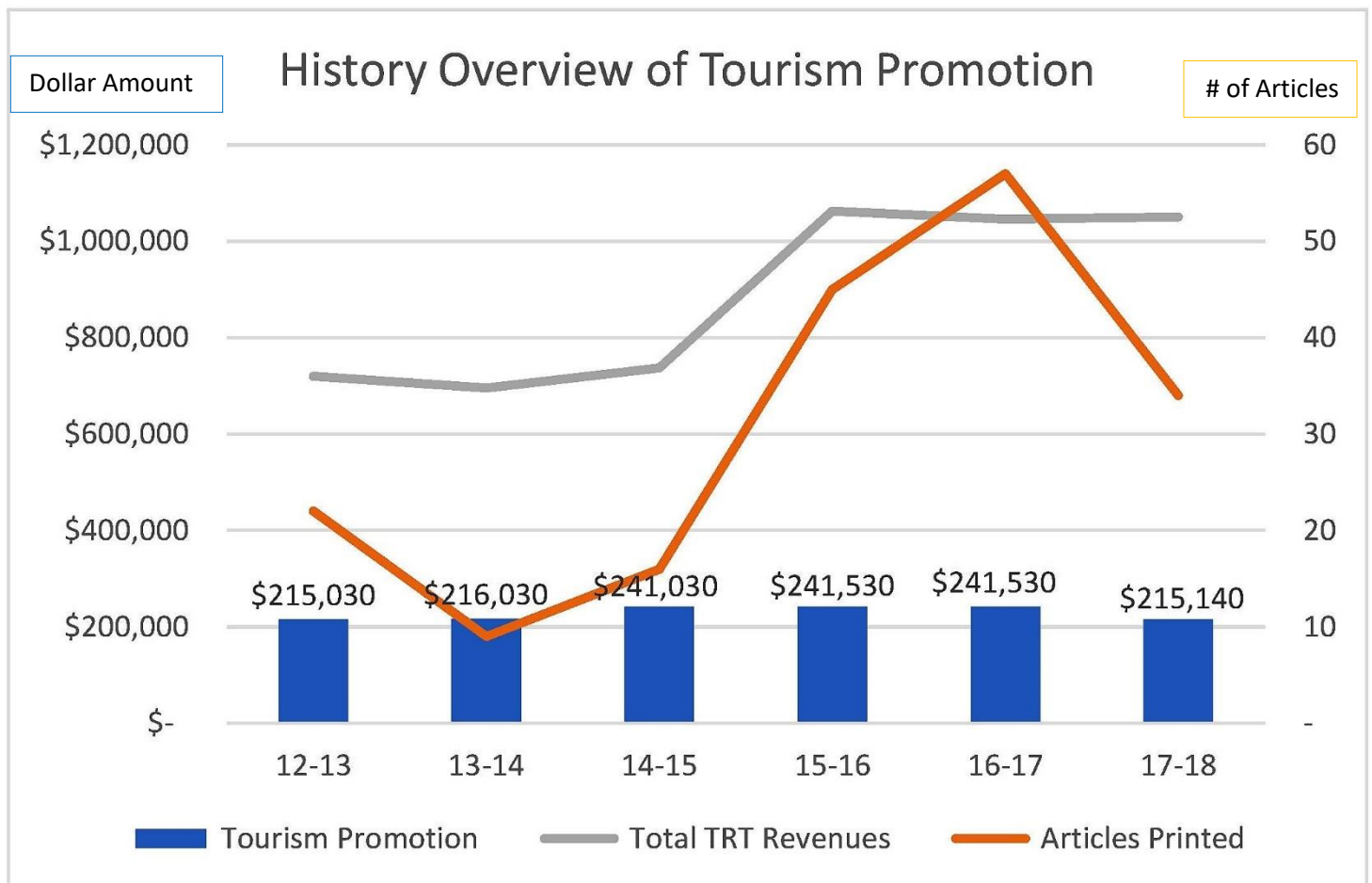
- **Cycling** – The Cycling Map for The Dalles is up to date and continues to draw attention in print and the web from the Portland and Seattle communities.
- **Food, Wine, Art** – continues to work with the Farmer's Market and the Regional Task Force to promote Ag Tourism in our area. The Farm to Fork event has been passed onto

the Wonder Works children's museum. It has grown to 100 participants and was a huge success for the 2017 Fall Event.

- **History** – The committee is working on the new Historic Walking Tour with a targeted production date for this Summer. This new brochure will replace two or three outdated brochures. The next project is to complete the Historic Homes Book that Trish Neal is coordinating with our task force.

Overview (History):

We are excited as we look over the past few years of tourism and promotion in The Dalles. We have included a chart that reflects the total tourism dollars created in The Dalles, the Chamber's contract amount for promotion for each year, and the number of articles produced each year from the combined efforts of the Chamber, businesses, attractions, and our community members. Whether our visitors are simply passing through or come specifically to marvel at the beauty and grandeur of our area, partake of the abundance of our rich agriculture, sample the flavors of our lush orchards and vineyards, take in our annual local events, experience the fun of our outdoor recreation, or to learn the colorful history of one of the oldest communities in North America . . . we are pleased and proud to play an integral part in extending the invitation for people to come EXPLORE THE DALLES!



Print Publications: Articles / Advertising

- 101 Things to do in Oregon
- 1859 Magazine
- AAA VIA Oregon-Idaho Magazine
- Alaska Sporting Journal / Northwest Sportsman Magazine
- Central Newspaper
- Columbia River Gorge Magazine (CRGVA)
- Gary Lewis Outdoors / TV, Print, and Online
- Good Sam RV Park Guide
- Mt. Hood and The Columbia River Gorge Magazine (Travel Oregon)
- NW Fly Fishing
- NW Travel Magazine
- Oregon Events Calendar
- Oregon Fish & Wildlife Journal
- Outdoors NW
- Pamplin Media Group
- Portland Guide
- Portland Monthly
- Road Runner Magazine
- Salmon Trout Steelheader
- The Reel News
- Travel Oregon
- True West Magazine USA Today
- Western Journey - AAA VIA - Washington-Northern Idaho

Online Publications:

- Fishing Magician
- Go Oregon
- Northwest Fishing Reports
- OregonLive.com
- TravelGuidesFree.com
- Travel Oregon
- Travel Portland

REVISED Community Marketing Budget

2017-2018

The Board of Directors of The Dalles Area Chamber of Commerce and Visitor Center are happy to announce that they are accepting the City of The Dalles' offer of \$215,140.00 for the 2017-2018 Community Marketing Budget. The budget that follows shows the allocation of the said dollar amount.

Let the record reflect that this dollar amount is less than the amount budgeted for the 2013-2014 Community Marketing Budget approved by the City of The Dalles, which did not have any wages or FTE allocated for Cruise Ships.



The Dalles Area Chamber of Commerce

404 W 2nd St

The Dalles, OR 97058

504-298-2231

The Dalles Area Chamber of Commerce & Visitor Center 2017-18 Tourism Marketing Budget

Personnel	\$ 102,915.00	<i>Salaries & Benefits: 2.0 FTE / PT, FT, & Seasonal</i>
Facilities	\$ 17,582.00	<i>Rent, Utilities, Equipment, Maintenance, & Repair</i>
Operating	\$ 11,000.00	<i>Administration: Insurance, Swag, Technology, and Web</i>
<i>(decreased portion of insurance and professional dev)</i>	\$ 2,400.00	<i>Office Supplies</i>
	\$ 3,000.00	<i>Postage</i>
	\$ 1,000.00	<i>Travel (as appointed DMO, we have to travel for meetings for Travel Oregon & CGTA)</i>
	\$ 3,200.00	<i>Communications</i>
	\$ 900.00	<i>Dues & Subscriptions</i>
Marketing	\$ 6,010.00	<i>Printing: Brochure, Maps, and Welcome Bags</i>
	\$10,000.00	<i>TRT Grants for Events (Direct support given to organizations for local events)</i>
<i>(removed Sportsmen Show & 3 publications)</i>	\$49,633.00	<i>Marketing / Event Support</i>
	\$ 7,500.00	<i>Public Relations: Weinstein PR</i>
GRAND TOTAL	\$ 215,140.00	

Lodging Report



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sunsational.



July 2017 – January 2018

July 2017 - June 2018



Month	Wasco County / Percentage of Occupancy			Mt Hood / Gorge Region		Pacific NW		United States	
	2017 /2018	2016/2017	% of change	2017/2018	% of change	2017/2018	% of change	2017/2018	% of change
July	88.5	85.6	3.4	86.7	1.8	82.6	< .4 >	73.8	< .5 >
August	88.0	80.9	8.8	86.1	5.3	80.9	0.0	70.7	0.9
September	79.2	77.6	2.1	73.3	< 5.7 >	77.2	< .8 >	69.7	1.7
October	70.4	61.0	15.4	68.2	6.9	74.8	< .2 >	69.6	1.6
November	55.0	50.9	8.1	54.8	2.7	68.1	0.5	61.5	1.6
December	42.4	43.0	< 1.3 >	51.7	0.3	62.5	0.6	54.0	2.3
January	41.4	44.8	< 7.6 >	45.1	< 6.9 >	63.8	< .1 >	54.5	0.9
February									
March									
April									
May									
June									

*Travel Oregon receives monthly reports on the trends in Oregon hotels', motels', and resorts' occupancy rates, average daily rates, room supply, and room demand, revenue per available room, room revenue. The research does not include campgrounds, RV parks or vacation homes.

Visitor Information Report



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sunsational.



July 2017 – February 2018

Tourism Lobby Statistics 2017/ 2018

		Walk-ins	Phone	Relocation Packets	Welcome Packets	Cruise Boat Pkts	Tourism Packets	Postage (tourism)
2017	July	467	291	3	400	1000	7	\$37.64
	August	632	480	1	425	850	6	\$20.09
<50%>	September	252	358	7	310	1200	4	\$29.68
	October	311	402	5	75	1100	5	\$23.80
	November	366	350	0	75	600	5	\$14.14
	December	200	260	3	0	No Ships	3	\$13.72
		2228	2141	19	1285	4750	30	\$139.07

2018	January	242	330	1	0	No Ships	4	\$40.68
	February	203	259	1	0	No Ships	5	\$17.34
	March	36% Avg	41% Avg					
	April							
	May							
	June							
		445	589	2	0	0	9	\$58.02

Totals	2673	2730	21	1285	4750	39	\$197.09
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Website Statistics Report



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sunsational.



July 2017 – February 2018



TheDallesChamber.com / ExploreTheDalles.com

Website Statistics July 2017 - June 2018



July 1, 2017 - February 28, 2018

Month	Sessions	Users	Page Views	Most Viewed Pages	New Visitor %	Returning %	Top Cities		Users	%	
July	5,289	4,293	23,001	Home, Events, Calendar, Annual Events	81.7	18.3	The Dalles		4246	17.45	
August	5,981	4,811	25,668	Home, Events, Fair, Neon Cruise	81.1	18.9	Portland		3250	13.36	
September	497	395	1,353	Home, Calendar, Events, Attractions	77.4	22.6	Hood River		2254	9.26	
October	3,540	2,737	8,800	Home, Events, Calendar, Newsletter	80.0	20.0	Seattle		1841	7.57	
November	5,264	4,025	12,711	Home, Events, Calendar, Starlight & Tree	78.6	21.4	*Not Set By Google				
December	3,677	2,854	8,417	Home, Events, Calendar, Mosier Christmas	76.7	23.3	Top Ages		%	Gender	%
January	3,899	3,077	9,105	Home, Events, Calendar, Cherry Festival	80.5	19.5	25-34	21.19		F	58
February	3,649	2,787	9,000	Home, Cherry Fest, Events, Attractions	79.1	20.9	35-44	19.70		M	42
March							55-64	19.10			
April							45-54	17.69			
May							65+	12.78			
June							18-24	9.55			
Total thru 2.28.18	31,796	24,979	98,055								

Advertising Samples



July 2017 – February 2018

This is a sample of the ads that we are using to market The Dalles and our surrounding area

2017 / 2018

The Dalles

Simply Sunsational!

The Dalles Area Chamber & Visitor Center
404 W 2nd Street | The Dalles, OR 97058 | 541-296-2231

www.ExploreTheDalles.com

Facebook, Twitter, Instagram, YouTube, LinkedIn, RSS

Sunsational THE DALLES

THE DALLES AREA CHAMBER OF COMMERCE
404 W 2nd St., The Dalles, OR 97058
ExploreTheDalles.com
541-296-2231

Sunshine Mill
THE MILL
ARTISAN PLAZA & WINERY
THE DALLES, OR
OPEN DAILY NOON-6PM

BEACHWOOD
eatery & lounge
Burgers, Sandwiches, Salads and More!

See the Real Thing! FORT DALLES MUSEUM
One of Oregon's Oldest Museums
- Antique Vehicles
- Pioneer Memorabilia
- Historic Photographs
1856 Gothic Revival Army Officer's Home on the Original Fort Site
1885 ANDERSON HOMESTEAD
500 W. 15th St., The Dalles - 541-296-4547
www.fortdallesmuseum.org
March-October 7 Days a week

BALDWIN SALOON
205 COURT STREET
THE DALLES, OREGON
(541) 296-5666
BALDWINSSALOON.COM

5000 DISCOVERY DR., THE DALLES, OR 97058
(541) 296-8600
www.gorgediscovery.org

THE DALLES AREA CHAMBER OF COMMERCE
404 W 2nd Street
The Dalles, Oregon 97058
ExploreTheDalles.com :: 541-296-2231
info@thedalleschamber.com

EXPLORE THE DALLES

The Dalles is an ideal location for cycling, hiking, rafting, and angling. Located at the eastern gateway of the Columbia River Gorge National Scenic Area, just 80 miles east of Portland, you will enjoy your time at one of Oregon's best escapes with over 300 days of sunshine a year.

See the Real Thing! FORT DALLES MUSEUM

One of Oregon's Oldest Museums
- Antique Vehicles
- Pioneer Memorabilia
- Historic Photographs
1856 Gothic Revival Army Officer's Home on the Original Fort Site and the restored 1885 ANDERSON HOMESTEAD
500 W. 15th St. - The Dalles - 541-296-4547
www.fortdallesmuseum.org
March-October 7 Days a week

BEACHWOOD
eatery & lounge
Burgers, Sandwiches, Salads and More!
bring in this ad and receive 20% off - excludes alcohol

504 West 9th Street
The Dalles, OR
541-296-2956
Beachwoodeatery

BALCH HOTEL
Historic
Boutique elegance with easy access to the Columbia River Gorge. Enjoy vintage charm and elegance, surrounded by sun and spacious rolling hills.
Just south of The Dalles with restaurant & spa services.
BalchHotel.com | 541.467.2277

Sunsational THE DALLES

The Dalles is an ideal location for cycling, hiking, rafting, and angling. Located at the eastern gateway of the Columbia River Gorge National Scenic Area, just 80 miles east of Portland, The Dalles provides easy access to today's adventures while connecting with its colorful past. Whether you are a history buff, wildflower admirer, explorer or architectural connoisseur, you will enjoy your time at one of Oregon's best escapes with over 300 days of sunshine a year.

THE DALLES AREA CHAMBER OF COMMERCE
404 W 2nd Street
The Dalles, Oregon 97058
ExploreTheDalles.com :: 541-296-2231
info@thedalleschamber.com

EXPLORE THE DALLES

Bill Casey Photography 2015

Life Jackets Worn...Nobody Drowns
Please Wear it!

US Army Corps of Engineers

Columbia Gorge REAL ESTATE
541.296.5500
"sisters by chance, partners by choice"
Licensed in OR & WA
Becky Schertenleib CRS, GRI, SRES
Nan Wimmers, CRS, CRB, EPRO
Principal Brokers/Owners
235 E 3rd, Downtown, The Dalles, Oregon

CRESTLINE
Building Relationships From the Ground Up
PROFESSIONAL, EXPERIENCED, DEDICATED.
3000 Crater Way, Suite 100 | The Dalles, OR 97058
(541) 599-6000
crestlineconstruction.com

ROCKET CITY PRESENTS
• Group & Educational Tours
• Corporate & Special Events
• Membership Packages
• Apprenticeships
THE NATIONAL NEON SIGN MUSEUM
nationalneonsignmuseum.org

Sunshine Mill
OPEN DAILY NOON-6PM
THE DALLES, OR 541-296-8888

HOME OF THE FAMOUS KRAMER'S SAUSAGE
KRAMER'S
121 Main St
Dufur, OR 97021
541-467-2455

THE DALLES INN
IN THE HISTORIC DOWNTOWN
Enjoy complimentary continental breakfast, fitness center, outdoor pool and the ideal location near the waterfront in the heart of town.
541-296-9107 thedallesinn.com
112 W 2nd Street, The Dalles, OR 97058

RIVERTAP Restaurant & Pub
701 East 2nd St
Downtown The Dalles
rivertap.com • 541-296-7870

The Dalles Media Coverage January 2017 – February 2018



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sunsational.



Total Media Coverage:
34 Stories
414,891 (Circulation)
48,570,795 (Traffic)

Weinstein PR

Media Coverage 2017 / 2018

Issue/Date	Outlet	Title	Circulation	Traffic
7/1/2017	Roadrunner Magazine	The Dalles, Oregon Shamrock Tour: Exploring the Gorge		82,212
7/9/2017	The Columbian	Seven options for those who use a wheelchair to get outdoors in SW WA		857,005
7/19/2017	Northwest Travel & Life	B.I.G. (Breweries in the Gorge)		5,670
7/19/2017	My Statesman	An Oregon sampler: Rent a car and take a two-week tour of state's stunning sights and sounds.		623,154
7/30/2017	The Mercury News	Columbia River Cruise: From brewpubs to zip lines		8,945,461
7/30/2017	The News-Review	An Uncruise adventure on the Columbia and Snake Rivers		161,784
8/1/2017	Northwest Travel & Life	B.I.G. (Breweries in the Gorge)	45,000	
8/4/2017	Northwest Military	Restoring military vehicles as a hobby		69,250
8/24/2017	Northwest Military	Columbia Gorge Discovery Center & Museum		69,250
9/7/2017	Cruise Critic	Wildfires in Pacific Northwest Alter Columbia River Cruises		5,300,000
9/20/2017	KGW	Devastating revenue losses for The Dalles businesses after Eagle Creek Fire		2,100,601
9/22/2017	True West	Lords of The West	38,000	43,000
10/1/2017	The Reel News	Tricks for Brights/Reach for October Brights	1,527	
10/4/2017	KGW	Exploring the Columbia Gorge Discovery Center		2,100,601
10/12/2017	The Haverhill Gazette	TRAVEL: Finishing up a memorable Oregon Trail journey, in OR	6,517	13,418
10/27/2017	Travel Oregon	Show The Gorge Some Love		186,008
11/1/2017	Travel Oregon Enewsletter	Show The Gorge Some Love	32,500	

Media Coverage 2017 / 2018

Issue/Date	Outlet	Title	Circulation	Traffic
12/1/2017	Ride Reports	Japanese Hollow: A 60 mile jaunt through the sunny bucloic countryside surrounding The Dalles		1,100,000
12/1/2017	Outdoors NW	3 Adventures in The Dalles		8,341
12/5/2017	Silicon Valley Business Journal	Gallery: RewardExpert lists best places to buy a winter vacation home		3,471,743
1/4/2018	Outdoor NW	Video: Drive Along The Historic Columbia Gorge Highway	40,000	8,341
1/18/2018	KGW	Bald eagles gather at The Dalles Dam		2,100,601
1/25/2018	The Dalles Chronicle	Millions check out what The Dalles has to offer	5,000	38,905
1/26/2018	Travel Oregon	Guide to Oregon Glassblowing		186,008
1/27/2018	Travel Pulse	Last-Minute Fams for American Queen Preferred Agents		698,359
2/1/2018	Oregon Business	Behind the Scenes of a Modern-Day Gold Rush	17,204	
2/15/2018	The Outdoor Wire	This Weekend on America Outdoors Radio		43,576
2/21/2018	Willamette Week	Bitcoin Miners Are Flocking to Oregon for Cheap Electricity. Should We Give Them a Boost?		434,896
2/21/2018	KTVZ	Spring Chinook seasons begin April 15 on Deschutes, Hood Rivers		322,893
2/23/2018	Cheapism	50 Most Beautiful Highway Drives in America		118,760
3/1/2018	OregonLive.com	The 20 best museums in Oregon	142,882	9,644,617
3/10/2018	Northwestern Outdoors Radio	Interview with Dale Ballard, the owner of Fin Reaper Guide Service, about fishing the Columbia River from the estuary to The Dalles.	189,000	9,828,000
3/11/2018	Outdoor NW	Great Waterfront Rides of the Northwest	40,000	8,341
TOTAL			414,891	48,570,795

Tuesday

3:00 pm – Arrive to The Dalles

3:00 pm – Check into ‘Celilo Inn’

3550 E 2nd St. The Dalles, OR 97058 | (541) 769-0001 |

Located on a bluff above The Dalles Dam, Celilo Inn overlooks the scenic Columbia River Gorge and the historic city of The Dalles. We have focused our hotel around the region's wine culture and offer a Free Wine Passport to every guest which includes tastings at over 7 wineries in the area. We also offer a free glass of local wine at check in.

<http://www.celiloinn.com/index.php>

3:30 pm – Private tour of ‘National Neon Sign Museum’

200 East 3rd Street, The Dalles, Oregon 97058 | (360) 991-6676 |

The National Neon Sign Museum is scheduled to offer small tours in the late summer of 2017 and the full public opening in 2018. Corporate, family, and individual memberships are currently available for a promotional founder special. The NNSM is dedicated to providing a dynamic and entertaining environment that promotes an understanding and appreciation of advertising and signage and the unique role it has played in American history. It will provide historical, social, and cultural relevance through the exhibition of more than 20,000 square feet of electrifying signs, ephemera, and interactive displays that date from the late 1800's through the 1960's.

<http://www.nationalneonsignmuseum.org/>

5:00 pm – Happy Hour “Meet & Greet” at ‘Sunshine Mill’

901 E 2nd St, The Dalles, OR 97058 | (541) 298-8900 |

The Sunshine Mill houses Quenett and Copa Di Vino wineries owned and operated by James and Molli Martin, both from The Dalles. Quenett Winery released its first vintage in 2002 and burst onto the wine scene with its outstanding vintages of Sangiovese and Zinfandel. The word Quenett comes from the journals of Lewis and Clark, who camped along luscious and fruitful banks of the Columbia River and learned from the local Indians that the word Quenett meant "Steelhead." <http://www.sunshinemill.com/>

6:30 pm – Dinner at ‘HIWAY HOUSE’

2434 E 2nd St, The Dalles, OR 97058 | (541)-296-4994 |

8:30 pm – Private tour of ‘Granada Theatre’

221 E 2nd St, The Dalles, OR 97058 | (815)-993-6585 |

Essentially bursting on to the music and cultural scene, Granada Theatre The Dalles is seeded in a dream, brought to life by our vision in bringing together a community of likeminded musicians, artists, actors and you, the people of The Dalles and beyond, for the purpose of entertainment & the hosting of special events- whether private or public. <https://granadatheatrethedalles.com/index.html>

Wednesday

8:30 am – Breakfast at ‘SweetHeart Bakeshop’

515 Liberty St. The Dalles OR 97058 | (541)-636-9919 |

With hard work and watching the market Jason and Amiee fell in love with The Dalles Or and The French House. This house is a dream come true for Jason and Amiee. It was built in 1865 and has been able to keep its beautiful charm over the years. So now Jason, Amiee and Cameron have worked hard to make a beautiful bakery in this historic home. They will sell their delicious treats, host parties and enjoy conversations with the locals over coffee. <http://www.sweetheartbakeshop.com/home.html>

9:30 am – Coffee at ‘Kainos’

418 E. 2nd Street, The Dalles, OR 97058 | (512)-992-8249 |

Serving up the finest wood-fired pizza around and our in-house roasted specialty coffee.

<http://www.kainoscoffeepdx.com/the-dalles>

10:00 am – Depart The Dalles

The Dalles Itinerary - French Television FAM

About The Dalles:

Showcased on the banks of the mighty Columbia River, in the shadow of majestic Mt. Hood, is the historic community of The Dalles, Oregon – the eastern gateway to the Columbia River Gorge National Scenic Area. Originally the U.S. Army outpost of Fort Dalles, The Dalles enjoys a rich history as a significant destination on the Oregon Trail, as well as being the seat of Wasco County and the largest Oregon city on the Columbia River outside of the Portland Metro area.

Whether you are taking advantage of its varied opportunities of hiking, fishing, cycling or water sports, learning about the Oregon Trail, Native American Culture or the Lewis & Clark Expedition at Fort Dalles Museum and the Columbia Gorge Discovery Center, or visiting the local wineries, breweries, and restaurants, you will fall in love with its 300+ days of sunshine each year and the eclectic flavors of the region as you Explore The Dalles.

October 3rd, 2017 afternoon:

Fort Dalles Museum and Anderson Homestead:

Build in 1856 on a site which once overlooked an encampment used by Lewis and Clark located on the Columbia River. Then known as Camp Drum and then Fort Dalles it was built as a United States Army outpost. The post was mainly used for dealing with wars with Native Americans. Now it resides as one of Oregon's oldest Museums being transformed into one in 1905. Exhibits include military and pioneer artifacts, tools, weapons, saddles, arrowheads.

Located 500 W 15th Street, The Dalles, Oregon 97058.

<http://fortdallesmuseum.org/>

[\(541\) 296-4547](tel:5412964547)

Columbia Gorge Discovery Center and Museum:

With exhibits such as Native American Culture and Basketry, Lewis and Clark Cargo and the Ice Age. The Discovery Center is focused on collecting and preserving Native culture and natural history resources. Including one of the oldest continuously occupied areas in North America over (11,000 years). Educational and fun for all ages. As well as gorgeous hikes up and around the museum.

Located 5000 Discovery Drive, The Dalles, Oregon, 97058.

<https://www.gorgediscovery.org/>

[\(541\) 296-8600](tel:5412968600)

Pulpit Rock:

One of the founders of the Mission, Reverend Jason Lee travelled frequently between Oregon and the East Coast, speaking about the importance of the Oregon Territory. His passion is said to have drawn attention to Oregon and contributed to the mass emigration on the Oregon Trail.

Pulpit Rock is a rock about 12 feet tall that was carved by natural elements. It sits right in the middle of the street just South of The Dalles-Wahtonka High School. Every year at Easter, the surrounding streets are closed and Easter Church Services are offered at the site. Right is a photo of a missionary on Pulpit Rock circa 1900.

Location: East 12th and Court St, The Dalles, Oregon 97058

Over night stay at

October 4th, 2017

Breakfast at Petite Provence:

This popular downtown French bakery/café has amazing breakfasts and coffee drinks. A friendly atmosphere and delicious pastries makes this cozy café a must stop location in The Dalles.

408 E 2nd St, The Dalles, OR 97058

<https://www.provencepdx.com/>

[\(541\) 506-0037](tel:(541)506-0037)

The Dalles Itinerary - GEO Magazine

About The Dalles:

Showcased on the banks of the mighty Columbia River, in the shadow of majestic Mt. Hood, is the historic community of The Dalles, Oregon – the eastern gateway to the Columbia River Gorge National Scenic Area. Originally the U.S. Army outpost of Fort Dalles, The Dalles enjoys a rich history as a significant destination on the Oregon Trail, as well as being the seat of Wasco County and the largest Oregon city on the Columbia River outside of the Portland Metro area.

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Friday, September 22nd:

Columbia Gorge Discovery Center and Museum:

With exhibits such as Native American Culture and Basketry, Lewis and Clark Cargo and the Ice Age. The Discovery Center is focused on collecting and preserving Native culture and natural history resources. Including one of the oldest continuously occupied areas in North America over (11,000 years). Educational and fun for all ages. As well as gorgeous hikes up and around the museum.

Located 5000 Discovery Drive, The Dalles, Oregon, 97058.

<https://www.gorgediscovery.org/>

[\(541\) 296-8600](tel:5412968600)

Restaurants:

Baldwin Saloon – 205 Court Street, The Dalles, Oregon 97058 | (541) 296-5666 | baldwinsaloon.com. You take a step back in time when you cross the threshold into the Baldwin Saloon. It all began in 1876 with the Baldwin Brothers (James and John) as the original proprietors of the Baldwin Saloon. Since then the building has taken many forms among them a steamboat navigational office and a coffin storage warehouse. Today, the Baldwin Saloon makes everything from scratch, from its breads and pastas to its 12 decadent desserts, even the ice cream. Only the finest Northwest wines are served including the house pour selections.

Bent River --

The Bent River restaurant is in a beautiful setting with the Columbia River as its backdrop. Enjoy a wide variety of food and drinks. With 35 beers on tap and house drinks such as the Silo Drop or the Bent Lily it has something for everyone to enjoy. The most inviting piece about this unique restaurant is the scenery. Located right at the edge of the Columbia River you can sit outside and soak up the sun or sit inside and still get the gorgeous view of the river.

1535 Bargeway Rd, The Dalles, OR 97058

(541) 370-2368

<https://www.thebentriver.com/>

Noah Lederman

Monday, Aug. 21- Hood River/The Dalles

- Morning/Lunch Suggestions in The Dalles

Breakfast suggestions:

Momma Jane's Pancake House: A traditional breakfast diner with great food. Pancakes, eggs, bacon, muffins and much more that are cooked or baked with love. Momma Jane's is a favorite for locals and travelers when it comes to breakfast!

Sweetheart Bakeshop: This newly opened bakery is quickly becoming a go to spot for anyone who has a sweet tooth. From cakes to pies to cookies and everything in between! Grab a baked good and sit in this historic building. Built in 1892 it has history but remodeled to keep it looking like new it's a great spot to look around and enjoy a treat!

Lunch suggestions:

Cousins' Restaurant and Saloon: Kids will love the farm animal statues and noises as well as the wide variety of great food for the whole family. A great stop for breakfast, lunch, dinner and even dessert! Make sure you pick up a big cinnamon roll on your way out. A Cousins staple!

Big Jim's Drive In: From giant burgers to homemade shakes to cool you off on a hot day Big Jim's is always a hit for everyone around! Sit outside and eat or cool down inside and enjoy your meal. Located near the exit it makes the perfect spot to pick up a hard ice cream cone before you hit the road.

Activities:

Celilo Paddle Company: Rent a paddle boat or kayak for you and your family on the beautiful Columbia Gorge! Enjoy beautiful views and cool water on the relaxing river.

Northern Wasco County Aquatic Center: Bring down the family on a hot summer day and cool off in our public pool! Diving boards, water slides, aqua climbing walls and rentals available too. Different pools suited for different ages make it enjoyable for everyone.

Sorosis Park: You'll never get bored here! The 45 acres (18 ha) in size and has picnic tables, shelter, bbq pit, softball fields, volleyball sand court, tennis courts, a playground, disc golf course, and a running trail (8/10 mile) Located on the heights of The Dalles, Sorosis also has a beautiful view of the Columbia Gorge and the Sunnyside town!

Suggested Activities and Stops

Outdoors NW

John “Raz” Rezell

CYCLING:

The Dalles has an average of 300 days a year of Sunshine which allows for a longer cycling season. Did you know that for every mile you drive East of Hood River it is ONE inch of rain less per year. That makes The Dalles with 20 less total inches of rainfall per year compared to Hood River. That means that you can start cycling earlier in the spring and ride later into the Fall. :) We have a map that fits into the cycling jersey back pocket and has rides defined by easy to difficult along with elevation and routes. Here is a link to our website with more information about cycling in our area!

<https://www.thedalleschamber.com/cycling/>

HISTORY:

We have an amazing amount of preserved history in our area with many attractions that tell our story with documents, artifacts, and pictures. Here is a link to our page with more info.

Two of our old buildings are being brought back to life and purpose. The Granada Theater is being refurbished and being brought back to an event hot spot. The Grand Opening is this fall! The following link is to the signing over of the granada to the new owners, (https://www.facebook.com/pg/TheDallesAreaChamber/videos/?ref=page_internal). Our second building is the old Elks building that is being rehabbed into a National Neon Sign Museum and the following is a link to that information, (<http://www.nationalneonsignmuseum.org/>).

<https://www.thedalleschamber.com/historical-tours/>

BIRDING:

We have birding all 12 months of the year and seem to be a hub of activity in The Dalles. My two favorites are the pelican (beautiful creatures and they flock to our little islands on the Columbia during the summer - really fun to be on a boat on the water with them flying over you) and the Bald Eagles. January is our time for them to flock to us near The Dalles Dam. The Corp of Engineers even put on a special day with binoculars and fun facts about Eagles in January. The Facebook link will give you a bit of info for that part of our Eagle show! The link below that is to our website with a bit more information.

https://www.facebook.com/pg/TheDallesAreaChamber/videos/?ref=page_internal

<https://www.thedalleschamber.com/birding-3/>

I have more info but for now, this is a start. I am not sure where this would fit into your publication or when but at least you know some fun and adventurous things to do in our area. Let me know if you are ever looking for information, editorials, or features. I would love to host a writer in our community to give them a small taste of the amazing community that I call home.

FISHING:

Fishing can be done 12 months of the year around The Dalles. We are a natural hub to 3 tributaries that feed the mighty Columbia River: Klickitat River, John Day River, and the Deschutes River. There are a variety of fish and styles of fishing that can give the visitor a day full of adventures and fun AND we hope some fish!

Here is a link to our fishing page that talks about the season, type of fish, and some guides in our area. I am also including a link for our latest commercial that is airing on Fox 11 in Tri-Cities every Saturday at noon before a fishing show with Northwest Fishing Reports. :)

<https://www.thedallescchamber.com/fishing/>

<https://www.facebook.com/TheDallesAreaChamber/videos/10155377741121579/>

What: Salmon, Walleye, Steelhead, Sturgeon, Small Mouth Bass

The Columbia River is the Pacific Northwest's best walleye fishery, and one of the best fishing spots is The Dalles Pool, which stretches from The Dalles Dam upstream to the John Day Dam.

Walleye season is year-round, but most anglers get serious about in March, with pre-spawn fishing best through April. Popular spots for Salmon and Steelhead include the mouths of cooler tributaries feeding both pools. Sturgeon fishing can be good, with limited retention fisheries in both pools. Keep your eyes open for the multiple bass tournaments that take place along the Columbia throughout the year.

Access points:

Boat Launches – The Dalles Marina, Heritage Landing State Park, Rufus

Fishing from the bank – Any public land along the river (please note: you must have the appropriate fishing license for the State in which you are fishing)

WHERE: LOWER DESCHUTES RIVER

What: Trout, Steelhead, Salmon

The lower Deschutes – which enters the Columbia River just east of The Dalles – is famous for both its trout and its fly fishing. Don't miss the "Salmon Fly" hatch in May and June. Chinook salmon fishing can be quite good on the Deschutes, but spring seasons are allowed only under special regulations when run forecasts are promising.

Access:

Boat Launch – Heritage Landing State Park (camping accommodations available)

Fishing from the bank – Any public access point along the river.

Fly fishing – In various locations along the river.

WHERE: JOHN DAY RIVER

What: Smallmouth Bass, Steelhead

The John Day River in northeastern Oregon is by many avid bass anglers' estimation one of the best places to fish for smallmouth in the world. The smallies on the sunny side of the state are both numerous and large. Most steelhead in The John Day River are wild and must be released. Best catches for these is usually fall and again in late winter and very early spring. satellite world map The John Day flows into the Columbia River just east of the small town of Rufus, a community on Interstate 84 26 miles east of The Dalles.

Access:

Boat Launch – La Page Park (camping accommodations available)

Fishing from the bank – Multiples trails follow the river and make bank fishing easily accessible.

WHERE: MOUTH OF THE KLICKITAT RIVER (LOCATED NEAR LYLE, WASHINGTON)

What: The river hosts runs of native and hatchery steelhead, Spring Chinook Salmon, Fall Chinook Salmon and Coho/Silver Salmon.

The Klickitat has steelhead and Salmon in it much of the year, however the fall Salmon fishing is the main attraction. This takes place the first part of September, at the mouth of the Klickitat on the Columbia River.

Access:

Mayer State Park by boat

Trout fishing – Wasco County and Klickitat County

Northern Pike Minnow sport reward Fishing

For more information purchase the Fishing Mount Hood Country book available here

The Dalles

Located at the sun-drenched eastern entrance of the Columbia River Gorge National Scenic Area, just 75 miles east of Portland, “sun-sational” The Dalles is one of Oregon’s best escapes that is just beginning to be discovered. With 300 days of sun a year and fantastic recreational and cultural opportunities, it’s a wonderland for cyclists, hikers, river rafters, wildflower fanatics, anglers, art lovers, history buffs and wine aficionados.

For those who are looking for a new, “Real Oregon” adventure, The Dalles is it. With an authentic downtown, it has a genuine character is completely different from other well-trafficked Oregon tourism destinations. The Dalles embodies the spirit of the West and embraces its history as a Native American trading center and important stop for pioneers on the Oregon Trail.

Wineries

Once a flour mill, now a winery:

Sunshine Mill is a must-see for The Dalles. Located in the former Sunshine flour mill, this tasting room is like none other in Oregon! The Sunshine Biscuit Company once owned this property and the wheat milled here was used to make everyone's favorite American cracker, the Cheez-It! With much of the milling machinery still intact and the concrete grain silos looming overhead, this is the Gorge’s most distinctive wine tasting room.

901 East Second Street, The Dalles, Or, 97058, 541.298.8900 ext. 1

<http://www.sunshinemill.com/>

Taste award winning wine at Maryhill Winery:

Recently named the 2015 Pacific Northwest Winery of the Year by Wine Press Northwest, Maryhill Winery produces more than 50 award-winning wines with grapes sourced from highly-regarded growers in eight of Washington’s American Viticultural Areas (AVAs).

9774 Highway 14, Goldendale, WA 98620

Family owned and operated goodness at Jacob Williams:

Started in 2007 with a temporary production facility in Hood River, OR and a small tasting room in Lyle, WA. As they grew into an award-winning winery, producing a larger variety of wines, Jacob Williams began building their new barrel room and tasting room out in Wishram, WA next to Avery Park.

3 Avery Road, Wishram, WA 98673

Enjoy the sun and wine at Waving Tree Winery:

We have the longest growing season in Eastern Washington. Our ability to ripen Southern Rhone and Northern Italian varietals allows consistent quality. The tempering effect of the Columbia River is a benefit spring, fall, and especially in the summer heat. With annual rainfall under 12 inches falling in the late fall, winter and early spring, we are able to control the growth of our vines.

123 Maryhill Highway, Goldendale, WA 98620

Attention to detail make The Pines 1852 one of a kind:

The Pines 1852 is a family-owned and operated winery and vineyard. Our passion for the grape is clear when you sample one of our estate-grown, limited production boutique wines. We are involved in each step of getting the grape into the bottle: from hand-picking the grapes, to bottling, to hand-waxing the neck. We hope you celebrate our efforts by opening and enjoying a bottle of The Pines wine.

202 Cascade Avenue, Suite B, Hood River, OR 97031

Breweries

Taste 35 local beers on tap at Bent River:

Finish your evening with signature drinks, delicious appetizers and try one of the 35 local beers on tap. Bent River Restaurant and Schwarzbach's Sports Bar continues to serve incredible handcrafted food and drinks to the best community in the Columbia River Gorge and those coming from across the Pacific NW and further. Sit right on the Columbia River Gorge and sit back and relax.

1535 Bargeway Rd, The Dalles, OR 97058, (541) 370-2368

Enjoy award winning beer at Freebridge Brewing:

Freebridge Brewing is located in the uniquely historic building known as "The Mint". When gold was discovered in Eastern Oregon in 1860, the gold had to be shipped to the San Francisco Mint for processing by pack train and sternwheeler through The Dalles. This was a dangerous task and prompted Congress and President Abraham Lincoln in 1864 to approve building a branch of the US Mint in "Dalles City". Despite several attempts to move the location to Portland, construction of The Mint actually started in 1869, but after construction delays and the Eastern Oregon gold rush ending, The Mint was never fully completed. Today, much of the buildings interior has been restored and is available for you to now enjoy the "liquid gold" that is being minted out of our brewhouse. Cheers!

541-769-1234

710 E 2nd St, The Dalles, OR 97058

Hard ciders and brews in a steampunk themed bar at Route 30:

Featuring many beers and ciders on tap and wine ready to be uncorked. What makes Route 30 unique is their steampunk theme and handblown glasses by a local artist. Located in the heart of downtown The Dalles, Route 30 is a great little hangout to have a few drinks and great food. From appetizers to pizza to sandwiches and even the dessert. As well as always hosting different unique events you never know what you will walk into.

317 E 2nd St, The Dalles, OR 97058, (541) 993-3155

Enjoy a flight a beer and local food at Sedition:

The Brewery is located in a century-old structure was once used for ice production and fruit storage. Kelley's great-grandfather, Jesse Martin Mason, vended large blocks of ice to various locations throughout the city, making deliveries in his 1940s vintage Dodge truck. We intend to rekindle the building's proud tradition and take craft beer brewing into new and exciting directions.

208 Laughlin Street, The Dalles, OR 97058

Eateries

Try homemade food in one of oldest buildings at Baldwin Saloon:

You take a step back in time when you step into the Baldwin Saloon. It all began in 1876 with the Baldwin Brothers, James and John, as the original proprietors of the Baldwin Saloon. Since then it has been many things from a steamboat navigational office to a coffin storage site. Today, The Baldwin Saloon makes everything from scratch, from its breads and pastas to its 12 desserts, even the ice cream! They serve only NW wines with house pours using local wines.

205 Court Street, The Dalles
541-296-5666

Once a courthouse now a popular hotspot:

Sample local and regional brews at Clock Tower Ales, located in the former Wasco County Courthouse (built in 1883), which was home to the last public hanging in 1905. Clock Tower has more than 30 craft beers on tap.

311 Union, The Dalles
541-705-3590

Authentic European at Zim's Brau Haus:

Zim's Brau Haus Restaurant & Sports Bar in The Dalles, Oregon has a charming European Pub style setting where friends come to meet friends. Minors are welcome to dine with their families until 10 p.m. Our friendly staff welcomes you to enjoy our fabulous food and drink, watch sports on our 13 big screen TVs with NFL Sunday Ticket and Pac 12. Test your skills at Pool, Darts, and Foosball, win a bundle on Oregon Lottery Games, listen to live music on Tuesday, Friday and Saturday nights, and of course, to meet friends.

604 East 2nd Street
541-296-2368

The Dalles Itinerary – SATW FAM Tour

About The Dalles:

Showcased on the banks of the mighty Columbia River, in the shadow of majestic Mt. Hood, is the historic community of The Dalles, Oregon – the eastern gateway to the Columbia River Gorge National Scenic Area. Originally the U.S. Army outpost of Fort Dalles, The Dalles enjoys a rich history as a significant destination on the Oregon Trail, as well the being the seat of Wasco County and the largest Oregon city on the Columbia River outside of the Portland Metro area. Whether you are taking advantage of its varied opportunities of hiking, fishing, cycling or water sports, learning about the Oregon Trail, Native American Culture or the Lewis & Clark Expedition at Fort Dalles Museum and the Columbia Gorge Discovery Center, or visiting the local wineries, breweries, and restaurants, you will fall in love with its 300+ days of sunshine each year and the eclectic flavors of the region as you Explore The Dalles.

November 4th:

Learn about our incredible history at Fort Dalles Museums & Anderson Homestead:

Fort Dalles Museum is the oldest museums in The Dalles, and one of the oldest museums in the state of Oregon. The Surgeon's Quarters was opened as a museum on August 31, 1905 by the Old Fort Dalles Historical Society through the assistance of the Oregon Historical Society. Built in 1856, the building is the last of the officer's quarters of the former Fort Dalles. The only other remaining building is the gardener's cottage which was moved to the former fort grounds from its location near The Dalles High School.

(541) 296-4547

500 W 15th St, The Dalles, OR 97058

Enjoy award winning beer at Freebridge Brewing:

Freebridge Brewing is located in the uniquely historic building known as "The Mint". When gold was discovered in Eastern Oregon in 1860, the gold had to be shipped to the San Francisco Mint for processing by pack train and sternwheeler through The Dalles. This was a dangerous task and prompted Congress and President Abraham Lincoln in 1864 to approve building a branch of the US Mint in "Dalles City". Despite several attempts to move the location to Portland, construction of The Mint actually started in 1869, but after construction delays and the Eastern Oregon gold rush ending, The Mint was never fully completed. Today, much of the buildings interior has been restored and is available for you to now enjoy the "liquid gold" that is being minted out of our brewhouse. Cheers!

541-769-1234

710 E 2nd St, The Dalles, OR 97058

Step back in time at Klindt's Booksellers:

Klindt's Booksellers has been selling books, stationery, journals and office supplies since 1870. Entering Klindt's Booksellers is like taking a step back in time. With the original floors, cabinets and bookshelves, you can browse new and classic book titles, greeting cards and beautiful stationary in a relaxed, comforting environment.

541-296-3355

315 E 2nd St, The Dalles, OR 97058

Contact information for The Dalles:

Lisa Farquharson – lisa@thedalleschamber.com

Katie McClintock – tourism@thedalleschamber.com

1 (541) 296-2231

404 West 2nd Street, The Dalles, OR 97058

Proposed Community Marketing Work Plan

2018-2019

At the heart of our approach will be the consistent application of The Dalles' "Simply Sunsational" tourism branding in a way that builds intimacy and powerful personal relationships between our visitors and The Dalles. Our marketing messages and advertisements need to leverage this relationship with the tourism brand and create a sense of urgency to visit, explore, and stay in The Dalles.



The Dalles Area Chamber of Commerce

404 W 2nd St

The Dalles, OR 97058

541-296-2231

1. Introduction

2. Marketing Objectives

3. Targeted Audience

4. Marketing Avenues

5. Campaign Overview

6. Marketing Plan Elements

7. Work Plan Overview

8. Goals & Objectives

9. Personnel

10. Budget



1. Introduction

This document provides the detailed outline of our annual promotional objectives and marketing avenues. The Dalles Area Chamber of Commerce is charged with designing a marketing strategy under this plan which will identify strategic plans, partnerships, and advertising platforms for tourism promotion.

2. Marketing Objectives

Our marketing objectives are:

- Increased visitor spending combined with longer stays in the City of The Dalles
- Year-round promotions with an emphasis on shoulder seasons
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors coming to Oregon for a Gorge experience
- Cross promotions of The Dalles area businesses
- To provide excellent visitor information and service
- Increased collaboration with tourism partners (i.e. CGTA, Travel Oregon, Travel Portland, etc.)
- Support and enhance shoulder season tourism events

3. Targeted Audience

Our targeted audiences are:

Active:

- Motivated by new and unique experiences
- Outdoor/extreme recreation enthusiasts
- Drawn to organized physical sports
- Stewards of local environment and giving back
- Among highest spenders when presented with unique experience

Functional:

- Independent of mind and are the least likely to worry about what others might think
- They live a fairly relaxed pace of life: 42% have children at home and 25% are post family
- One of the highest rates for taking vacations
- Outdoor Experience is desired

Traditional:

- Strong orientation towards traditional values
- Value individual attention and service
- Self-reliant
- Likes many options



3. Targeted Audience Continued

Urban:

- Strong, active, confident
- High spenders
- Style/brand important, but as an expression of their self-made identity
- Looking for new challenges, new experiences, globetrotters
- Favor city destinations as well as scenic locations

Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Oregon Coast (Astoria, Seaside, Newport, Florence)
- Interstate 5 Corridor (Salem, Albany, Eugene, Roseburg)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

4. Marketing Avenues

Our marketing avenues are:

- Print marketing materials utilizing “Explore The Dalles,” with tagline ‘Sunsational The Dalles’ branding
- Print advertising of The Dalles for targeted advertising campaign
- Social promotion via Pay-Per-Click targeted advertising
- Professional video production for targeted advertising campaign
- Video syndication via branded Youtube channel, regional Hood-Gorge, and Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercial on Fox 11 with outdoor programming sponsorship / airing weekly / April to October
- Radio Ads for outdoor recreation airing on 60+ stations across the US on a weekly basis / 12 months
- Billboard on I-84 for new “Maker’s District” / 12 months

5. Advertising Campaign Overview

Our advertising campaigns will:

- Be designed to meet objectives and reach targeted audiences outlined in this marketing plan
- Give visitors a visual experience to create a relationship with the “Explore The Dalles” brand and create a sense of urgency to visit and stay in The Dalles
- Create NEW Campaign for ‘**Maker’s District**’ with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)



6. Marketing Plan Elements

2018-2019 Tourism Marketing Strategy Development:

- ◆ Targeted media and advertising campaign development
- ◆ Enhance visitor information & services, tourism and events
- ◆ Printed media development: Historical Walking Tour
- ◆ Tourism events identification, assistance with planning, distribute to Northwest Calendars
- ◆ Increase the ExploreTheDalles.com pages with more info, itineraries, pictures, and video
- ◆ Work with Community partners to build tourism events during shoulder season

7. Work Plan Overview

Visitor Services

- **Fully staff** and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office / Monday thru Friday, September – May; 6 days a week Memorial Day thru Labor Day *[3.0 FTE, with 5 staff consisting of part time, full time, and seasonal]*
- **Continually** update and distribute visitor information to hotels, restaurants and other businesses. Maintain visitor information binders provided to front desk staff at all hotels, to be done annually in May of each year
- **Work** with Travel Oregon and CGTA (Columbia Gorge Tourism Alliance) and the committees, formed within the CGTA, for representation of The Dalles in all the materials and events
- **Update** and provide map and materials for self-guided walking tours
- **Respond** to visitor information requests received via phone, email, social media and website
- **Coordinate** welcome bags and greeters for groups, sports events, conferences, and conventions

Community Marketing

- **Continue** work with Weinstein PR on strong public relations campaign that includes quarterly tip sheets, story development, frequent communication with national and regional publications, coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our FAM tours
- **Participate** as an exhibitor in the Tradeshows of targeted audiences; i.e. outdoor recreation, fishing, antiques, cyclists, and regional travel tradeshows with tourism partners (CGTA, RDMO, Travel Portland)
- **Work** with Mt. Hood/Columbia River Gorge Regional Destination Marketing Organizations (RDMO) in completing a new set of Video Ads emphasizing Outdoor Recreation and Activities in the Gorge (broadcasting by Travel Oregon, YouTube, and each RDMO office)
- **Continue** to enhance the website to be even more user-friendly, increase tourism information to targeted audiences, increase videos and photo library, and provide advertisement opportunities for a greater exposure for our local businesses



7. Work Plan Overview Continued

Community Marketing Continued

- **Maintain** electronic version of the brochure on Travel Oregon Website and other online opportunities. Continue to promote community events and happenings on event calendars in printed publications and travel websites
- **Continue** to expand and enhance “social media” presence (Facebook, Instagram, YouTube, TripAdvisor, Twitter, along with any new platforms that are beneficial to the community)
- **Distribute** *Explore The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, State Welcome Centers, Sister Chambers, and other tourism information outlets across the state; continue to provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting meetings in The Dalles area
- **Continue** to maintain and enhance ‘*Sunsational Charm Trail*’ to encourage foot traffic from tourists into our local businesses

Advertising

- **Promote** The Dalles cycling map on local, regional and national cycling websites
- **Place** printed and online ads in the Gorge Guide, Oregon’s 1859 Magazine, Travel Oregon Trip Planner, Oregon Events Calendar, Visitor Guide, Northwest Travel, True West, The Columbia River Gorge Guide, AAA (VIA), The Reel News, Salmon Trout & Steelheader, Fishing in the Mt. Hood Region, Northwest Fishing Reports TV & Web, Northwest Sportsman, Alaska Sporting Journal, Portland Guide, and the Gorge Kid’s Guide
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising (working with local hospitality and tourism businesses to leverage advertising dollars) and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events that generate overnight stays

Partnerships

Maintain and maximize key partnerships with Travel Oregon / Travel Portland / Oregon Tour & Travel Alliance / Columbia Gorge Arts & Culture Alliance / Oregon Festivals & Events Association / Oregon Travel Information Council / Mt. Hood-Columbia Gorge Regional Destination Marketing Organizations (RDMO) / Oregon Destination Marketing Organizations (ODMO) / Columbia Gorge Tourism Alliance (CGTA) / Wasco County / Columbia Gorge Discovery Center & Museum / The Dalles Dam/U.S. Army Corps of Engineers / Port of The Dalles / Northern Wasco County Parks & Recreation District / Wasco County Historic Landmarks / The Dalles Main Street Program / Eastern Oregon Visitors Association / Northwest Regional Chambers/Visitor Centers (continually looking for new opportunities and partnerships)

Evaluation

Will be provided by Chamber Board review (includes City Manager), quarterly and annual reports to the City, and monthly financial reports from the City to the Chamber



8. Goals & Objectives

VISITOR SERVICES

Objective...

To capture more visitors coming to Oregon and the Gorge, to come and explore The Dalles.

Task...

Increase information, partner links, and photo library for Activities, Events, and Community Calendar *(make website more appealing and a one stop shop of information, for our community)*

Measurable Outcome...

Track information of visitors to include state of origin, reason for their visit, and how they heard of The Dalles through website analytics and use lodging reports to gauge increased number of overnight stays.

COMMUNITY MARKETING

Objective...

Increase exposure that encourages visitors to come to our community through website and social media platforms

Task...

Enhance platforms with information, video, links to community partners with content for recreation and attractions. Add Google analytics to each aspect for better and a targeted tracking

Measurable Outcome...

Utilizing analytics on each platform to identify future target market (as this changes annually) and report location of web visitor, ages, and gender to City Council (quarterly and annually)

ADVERTISING

Objective...

Increased overnight stays, also longer stays in The Dalles. The average overnight guest spends an average of \$237.00 per day in our community [Longwoods Ad Accountability, 2012/13, 2014]

Task...

Supply local hotels with Welcome Packets and/or the 'Explore The Dalles' brochure and city maps for their guests (for groups, conference or events attendees, or simply an overnight guest)

Measurable Outcome...

Track and report the number of packets given. Track number of visitors to attractions and Visitor Center. Report data to City Council (quarterly and annually)



PARTNERSHIPS

Objective...

Increased collaboration with tourism partners (i.e. Hood-Gorge regional RDMO, CGTA, Travel Oregon, Travel Portland, Northwest Outdoor Writers Association, etc.)

Task...

Participate as an exhibitor in travel trade shows, venues, and exhibits, and communicate with partners about options for tours, retail, history, food, and beverages to help create more interest in our community

Measurable Outcome...

Track and report number of brochure packets distributed at each event or venue and the number of articles written or published due to partnerships





9. Personnel

Visitor Services Manager

- Coordinate and maintain efficient flow of work for volunteers and seasonal help, utilizing good time management.
- Greet and wait on all visitors
- Ensure that staff members are cross-trained for routine tasks and program support
- Track information for visitor statistics
- Maintain Community Event Calendar
- Fulfill Visitor Requests (phone, mail, web, email, and in person)
- Coordinate with all visitor centers, Travel Oregon, and community partners for brochure fulfillments and distribution
- Reports to Tourism Director

Seasonal Visitor Services Personnel

- Greet and wait on all visitors
- Track information for visitor statistics
- Maintain brochures
- Fulfill Visitor Requests (phone, mail, web, email, in person)
- Support for Tourism Visitor Services Manager
- Reports to Tourism Director

Tourism Coordinator

- Market events on all social media platforms
- Update web site for events / information / activities
- Send e-blasts / tip sheets by email to targeted groups
- Assist with marketing options for targeted audiences
- Support for Tourism Specialist and Visitor Services Manager
- Reports to Tourism Director

Tourism Specialist & Marketing Coordinator

- Helps Develop Marketing Strategy Plan
- Determines Marketing Publications
- Creates Ad for Advertising
- Works with Community Partners for Branding Message
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Works with Weinstein for FAM / marketing
- Daily decisions pertaining to tourism
- Reports to Tourism Director

Tourism Director / CEO

- Supervisor/Administrator for Tourism Staff
- Strategic Planning for Tourism and Community Marketing Plan
- Deliver reports to City Council

TOTAL OF 3.0 FTE (5 Employees: FT, PT, Seasonal)



10. Budget

2018-19 Proposed Tourism Marketing Budget

Personnel

Salaries & Benefits	\$147,697.60	Salaries & Benefits: (3.0 FTE) / [5 Employees: PT, FT, & Seasonal]
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Facilities

Space Cost	\$8,702.40	\$725.20 monthly for 1,036 square foot
Utilities	\$4,000.00	Utilities (share cost with Chamber)
Equipment, Maintenance, & Repair	\$5,300.00	Equipment, Maintenance, & Repair (share cost with Chamber)

Operating

Administration	\$11,000.00	Administration: Insurance, Swag, Technology, and Web
Professional Development	\$2,500.00	Training, Conferences
Office Supplies	\$2,400.00	Paper, Promotional Cherries, Labels, & Bags, Regular office supplies
Postage	\$3,000.00	Shipping and postage of tourism materials
Communications	\$3,200.00	Telephone and Internet (Operating Expense is split with Chamber)
Travel & Mileage	\$2,000.00	Lodging & Travel: Conferences / Trade Shows
Dues & Subscriptions	\$ 900.00	Software Licensing

Marketing

Printing & Binding	\$7,300.00	Brochures, Maps, Welcome Bags
*TRT Grants for Events	\$8,000.00	(Direct Support given to organizations for local events)
*Billboard Advertising	\$8,000.00	I-84 Billboard for Maker's District Campaign / 12 months
*Video Commercial	\$5,000.00	Create 2 video commercials for TV, Web, Social Media
Marketing/Event Support	\$61,000.00	FAM Tours, Advertising (print, web, TV), Trade Shows, Social Media
		Promo/Campaigns, Listings on website in Northwest
Public Relations	\$10,000.00	Weinstein PR

GRAND TOTAL	\$290,000.00
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**These items were specifically mentioned as being needed and desired at the tourism work session.*



AGENDA STAFF REPORT

AGENDA LOCATION: Contract Review Board #11-A

MEETING DATE: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Dave Anderson, Public Works Director

ISSUE: Approval of Amendment No. 11 to Operations Management International (OMI) Agreement to operate the Wastewater Treatment Plant for Fiscal Year 2018-2019 and extending the term of the current contract

BACKGROUND: The City entered into a 10-year contract with Operations Management International Inc, a subsidiary of then CH2M Hill, beginning July 1, 2008 to provide contract operation of the City's Wastewater Treatment Plant (WWTP). That contract was set to expire June 30, 2018. On February 7, 2017, City Council authorized staff to negotiate a 5-year extension of the current contract to allow time to complete the improvements currently under construction at the treatment plant and develop a history of operational data with the new systems in place. After that 5-year period, the City Council may desire to test the market for operational services through issuance of an RFP for a new contract, or it may decide to renew the existing contract.

A 5-year extension of the existing contract has been negotiated that extends all the terms of the expiring 10-year contract. The expiring contract was negotiated after OMI had operated the City's WWTP for the prior 15 years under a series of 5-year contracts. There have been no issues of concern with the existing contract. The contract cost is updated annually based upon CPI-based formulas provided in the contract and authorized each year by City Council through approval of a contract amendment. The proposed amendment contains language that allows both parties to automatically renew the contract after 5 years if desired, just as the original 10-year contract had.

Some of the most significant items of the contract that outline OMI's scope of work are:

- OMI is responsible to pay any fines or civil penalties which may be levied by a regulatory agency for violations of the plant's permit.
- There is an annual negotiation of price for each successive year of the contract. If negotiations should fail to reach an agreement, the contract provides a formula that is

to be used as a default based upon a 12-month average CPI for All Urban Consumers plus 2%, limited to a maximum of 4% per year. To protect OMI in periods of higher inflation, if the CPI is greater than 7%, the default increase will equal the CPI minus 1.5%. (Examples: if CPI is 5%, default contract cost increase would be capped at 4%. If CPI is 7.5%, cost increase would be $7.5 - 1.5 = 6\%$.) This allows OMI to make some gains in compensation during periods of very low inflation while OMI and the City would share the pain during periods of high inflation.

- OMI must provide a response time of personnel to the plant within ½ hour in emergencies, the same as the City requires for its Water and Sewer systems On-Call Operators.
- OMI provides all preventive maintenance on the plant.
- OMI and the City jointly maintain the City's Industrial Pretreatment Program, OMI surveys the industrial users at least once every 3 years, assists in the evaluation of new industrial dischargers, and inspects and monitors permitted dischargers.
- OMI performs quarterly inspections of all facilities that are required to have grease traps (facilities with commercial-size kitchens, currently there are about 50 of them) and provides a report to the City summarizing the findings.
- As a "value-added" element related to the contract extension, OMI installed a \$15,000 firewall on the SCADA system access at the plant and will monitor the firewall for malicious penetration attempts, all at no cost to the City. This firewall was necessary for some of the SCADA system modifications that were needed as part of the current plant upgrade project.

This proposed contract renewal reflects a total annual cost increase of 4% compared to the current 2017-18 fiscal year. This amendment will pay a management fee of \$151,631 to OMI, an increase of 4.00% over last year based upon the Consumer Price Index for All Urban Consumers (U.S. City Average) as per the terms of the contract. Direct costs of the facility (labor and benefits, materials and services) are also increasing 4% to \$821,296 to account for inflation and anticipated increased operational costs associated with the new and expanded systems being installed at the plant. A philosophy of mutual risk/benefit has been maintained in the amendment as the City and OMI will equally split the costs of any increases in electrical costs above the budgeted amount up to 10%. The City remains liable for any electrical rate increased above the 10%.

The partnership between OMI and the City has been a successful one. One of OMI's first achievements under the operations contract was working with DEQ to reclassify the plant's capacity, thereby deferring needed capital improvements to help the City implement a funding schedule in support of an approved improvement plan. The contracts with OMI have provided a high level of expertise to the City's wastewater treatment plant operations and have contributed to the successful implementation of plant upgrades; OMI staff is actively involved in providing valuable input to the plant upgrade design-build project currently under way. Permit violations have been few and, when they have occurred, paid for by OMI. It may also be worth noting that one of the ways that the City has benefited financially from this contract is that OMI also operates systems in neighboring communities, Biggs and Mosier, and the personnel costs of some employees are shared among the three systems.

BUDGET ALLOCATION: The proposed 2018-19 budget includes \$972,927 in line 055-5500-550.31-10 of the Wastewater Fund for the contracted operation of the wastewater treatment plant. The total cost of the proposed contract amendment will be \$972,927 and is within the amount proposed to be budgeted for this purpose.

ALTERNATIVES:

1. Staff Recommendation: *Move to authorize the City Manager to sign Amendment No. 11 to the OMI agreement in an amount not to exceed \$972,927 and extending the term of the contract by five years.*
2. Deny award of the proposed contract amendment and provide additional direction to staff on how to proceed.

AMENDMENT NO. 11
To the
OPERATIONS, MAINTENANCE AND MANAGEMENT
SERVICES
For
THE CITY OF THE DALLES, OREGON

This Amendment No. 11 to the Agreement for Operations, Maintenance, and Management Services for the City of The Dalles (the "Amendment") is made effective this 1st day of July 2018 by and between the City of The Dalles, Oregon (hereinafter "Owner") whose address for any formal notice is 313 Court Street, The Dalles, Oregon 97058 and Operations Management International, Inc. (hereinafter "CH2M HILL OMI") with offices at 9191 South Jamaica Street, Suite 400, Englewood, Colorado 80112. This is Amendment No. 11 to the Agreement dated July 1, 2008 between the Owner and CH2M HILL OMI ("Agreement").

NOW THEREFORE, Owner and CH2M HILL OMI agree to amend the Agreement as follows:

1. Section 4.1 is hereby deleted in its entirety and replaced with the following:

- 4.1 The initial term of this Agreement shall be for ten (10) years commencing on July 1, 2008. The renewal period of five (5) years shall commence on July 1, 2018 and shall conclude on June 30, 2023. Thereafter, this Agreement shall be automatically renewed for successive terms of ten (10) years each unless cancelled by either party not less than one hundred twenty (120) days prior to expiration.

2. The following is hereby added to Appendix B, Section B.3.13 and numbered as noted below:

B.3.13.3 Design LLC - TLK
4400 River Trail Way
The Dalles, OR 97058

3. The following is hereby deleted from Appendix B, Section 3.14:

B.3.14.1 Bonneville Power Admin
Celilo Converter Station
Reverse Osmosis Well

B.3.14.2 Bonneville Power Admin
Celilo Converter Station
Mercury-Contaminated Water Stream

4. Appendix C, Subsection C.1.4 is deleted in its entirety and replaced with the following:

C.1.4 The Annual Fee for services under this Agreement is based on the following Project influent characteristics from the 2017 calendar year:

<u>Parameter</u>	<u>Plant</u>
Flow, million gallons/day	2.35
BODS, pounds per day	4555
TSS, pounds per day	3945

5. Appendix D, Subsection D.1 is changed as follows:

Add: Design LLC – TLK
4400 River Trail Way
The Dalles, OR 97058

Delete: Bonneville Power Admin
Celilo Converter Station
Reverse Osmosis Well

Delete: Bonneville Power Admin
Celilo Converter Station
Mercury-Contaminated Water Stream

6. Appendix E, Subsection E.1.1 is deleted in its entirety and replaced with the following:

E.1.1 Owner shall pay to CH2M HILL OMI as compensation for services performed under this Agreement an Annual Fee of Nine Hundred Seventy Two Thousand Nine Hundred Twenty Seven Dollars (\$972,927.00) for the contract year commencing July 1, 2018 and ending June 30, 2019. The Annual Fee is the sum of the estimated Total Direct Cost and Management Fee.

7. Appendix E, Subsection E.1.2 is deleted in its entirety and replaced with the following:

E.1.2 The estimated Total Direct Cost for providing services under this Agreement is Eight Hundred Twenty One Thousand Two Hundred Ninety Six Dollars (\$821,296.00) for the contract year set forth in Appendix E.1.1. This amount shall not include any Costs which would ordinarily be Total Direct Costs but are incurred as result of construction activities at the Project. Such costs shall be billed to and paid by Owner on a monthly basis, and shall not be considered Total Direct Costs for purposes of Subsections E.1.4 and E.1.5 of this Appendix E.

8. Appendix E, Subsection E.1.3 deleted in its entirety and replaced with the following:

E.1.3 The Management Fee for providing services under this Agreement is One Hundred Fifty One Thousand Six Hundred Thirty One Dollars (\$151,631.00) for the contract year set forth in Appendix E.1.1. Subsequent years' Management Fee shall be adjusted by the Cost Adjustment Formula shown in E.3.

CH2M HILL OMI will provide edge firewall monitoring to a previously installed remote access firewall. CH2M HILL OMI's scope shall be limited to monitoring for malicious penetration attempts or infected systems attempting to access the system. CH2M HILL OMI scope shall not include the prevention or deterrence of malicious threats, infected systems accessing the system or any other unauthorized access. This scope is limited to the remote access firewall and specifically excludes monitoring the entire SCADA network.

This Amendment together with the previous Amendments and the Agreement constitutes the entire agreement between the Parties and supersedes all prior oral and written understandings with respect to the subject matter set forth herein. Unless specifically stated all other terms and conditions of the Agreement shall remain in full force and effect. Neither this Amendment nor the Agreement may be modified except in writing signed by an authorized representative of the Parties.

The Parties, intending to be legally bound, indicate their approval of the Amendment by their signatures below.

Authorized Signature

Authorized Signature

Name: Gary Young

Title: Designated Manager

Date:

Name:

Title:

Date:



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #12-A

MEETING DATE: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Gene Parker, City Attorney

ISSUE: General Ordinance No. 18-1366 Amending General Ordinance No. 06-1266, 07-1286, and 07-1287, Specifying a Fixed System Development Charge Credit for Non-profit and Governmental Entities

BACKGROUND: General Ordinance No. 06-1266, which established provisions for governing the development and use of system development charges for water, wastewater drainage, streets, flood control, and parks, General Ordinance No. 07-1286 which established provisions for transportation system development charges on new development, and General Ordinance No. 07-1287 which established provisions for storm water system development charges on new development, all include a provision which provides the City Council can grant a credit not to exceed 50% of the applicable system development charge for any development project submitted by a non-profit corporation or any agency or subdivision of the federal, state, or local government. On September 26, 2017, the City Council held a discussion to review the status of the provisions granting this credit to non-profit corporations and governmental entities.

During the discussion, the Council considered a variety of options, including not making any revisions to the current ordinance language; establishing a fixed percentage for the credit; establishing objective criteria for determination of the amount of any credit; or repealing the provisions authorizing the credit. Following the discussion, the consensus of the Council was to direct staff to prepare an Ordinance which would establish a fixed percentage for the credit.

General Ordinance No. 18-1366 would amend the three Ordinances which include the credit for non-profit corporations and governmental entities to be fixed at the rate of 25% of the applicable system development charge. Staff is recommending this percentage

which is equivalent to the amount of a credit for non-residential development which results in the creation of new and permanent full-time jobs.

Notice of adoption of the ordinance has been posted in accordance with the City Charter, and the Ordinance can be adopted by title only.

BUDGET IMPLICATIONS: Since the recent practice of the City Council has been to grant a credit of 50% of the applicable system development charge for development projects submitted by non-profit corporations or governmental entities, it is anticipated the City will receive additional sums for system development charges, with the proposed maximum reduction of the credit from 50% to 25%.

COUNCIL ALTERNATIVES:

1. Staff recommendation: ***Move to adopt General Ordinance No. 18-1366 Amending General Ordinance No. 06-1266, 07-1286, and 07-1287, Specifying a Fixed System Development Charge Credit for Non-profit and Governmental Entities.***
2. Move to adopt General Ordinance No. 18-1366 with amendments as identified by the Council.
3. Deny the adoption of General Ordinance No. 18-1366.

GENERAL ORDINANCE NO. 18-1366

**AN ORDINANCE AMENDING GENERAL ORDINANCE NO. 06-1266, 07-1286,
AND 06-1287, SPECIFYING A FIXED SYSTEM DEVELOPMENT CHARGE
CREDIT FOR NON-PROFIT AND GOVERNMENTAL ENTITIES**

WHEREAS, General Ordinance No. 06-1266 which established provisions for governing the development and use of system development charges for water, wastewater drainage, streets, flood control, and parks, and General Ordinance No. 07-1286 which established provisions for transportation system development charges on new development, and General Ordinance No. 07-1287 which established provisions for storm water system development charges on new development, all contained a provision which provided the City Council could grant a credit not to exceed 50% of the applicable system development charge for any development project submitted by a non-profit corporation or any agency or subdivision of the federal, state, or local government; and

WHEREAS, at the September 25, 2017 City Council meeting, the City Council held a discussion to review the status of the provisions granting a credit towards systems development charges for development projects submitted by non-profit corporations or governmental entities; and

WHEREAS, following the discussion at the September 25, 2017 Council meeting, it was the consensus of the Council to direct City staff to prepare an ordinance for the Council's review which would establish a fixed percentage for any credit to be awarded for development projects submitted by non-profit corporations or governmental entities; and

WHEREAS, the City Council has reviewed the proposed ordinance prepared by City staff which would establish the amount of the credit for development projects submitted by non-profit corporations or governmental entities at the rate of 25%, and the Council has determined that adoption of the ordinance is in the best interest of the welfare of the community;

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE
DALLES ORDAINS AS FOLLOWS:**

Section 1. Section 11(G) Credits, of General Ordinance No. 06-1266 shall be amended to read as follows:

- G. Any development project submitted by a nonprofit corporation or any agency or subdivision of the federal, state, or local government shall be entitled to apply for a credit of twenty five percent (25%) of the applicable system development charge. Only development occurring upon property located within the City limits shall be eligible for this credit.

Section 2. Section 6(G) SDC Credits, of General Ordinance No. 06-1286 shall be amended to read as follows:

- G. Any development project submitted by a nonprofit corporation or any agency or subdivision of the federal, state, or local government shall be entitled to apply for a credit of twenty five percent (25%) of the applicable transportation system development charge. Only development occurring upon property located within the City limits shall be eligible for this credit.

Section 3. Section 6(G) SDC Credits, of General Ordinance No. 06-1287 shall be amended to read as follows:

- G. Any development project submitted by a nonprofit corporation or any agency or subdivision of the federal, state, or local government shall be entitled to apply for a credit of twenty five percent (25%) of the applicable storm water system development charge. Only development occurring upon property located within the City limits shall be eligible for this credit.

PASSED AND ADOPTED THIS 26TH DAY OF MARCH, 2018.

Voting Yes, Councilors: _____
Voting No, Councilors: _____
Abstaining, Councilors: _____
Absent, Councilors: _____

AND APPROVED BY THE MAYOR THIS 26TH DAY OF MARCH, 2018.

Stephen E. Lawrence, Mayor

Attest:

Izetta Grossman, City Clerk



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #12-B

MEETING DATE: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Gene Parker, City Attorney

ISSUE: Special Ordinance No. 18-579 Authorizing Execution of an Indenture of Access for Property Adjacent to Highway 197 and Lone Pine Boulevard

BACKGROUND: In 1976, the State of Oregon, through its Department of Transportation, reserved access rights for the service of a piece of property to and from the Westerly side of The Dalles – California Highway (also referred to as Highway 197) for a width of 60 feet. Through the Lone Pine PUD approved in 1994, and by a Deed of Dedication, the City acquired new public right-of-way to an area adjacent to Highway 197. This area includes Lone Pine Boulevard.

In order for the City to have access rights to and from Highway 197 to Lone Pine Boulevard, it is necessary to terminate the reserved access rights granted in 1976, and have ODOT grant new access rights. ODOT has indicated that it will approve the creation of the new access rights which will serve the realigned Lone Pine Boulevard. In order to complete the process of creating the new access rights, the City Council needs to approve the Indenture of Access form, which is attached to Special Ordinance No. 18-579. The Ordinance will authorize the Mayor, City Clerk, and City Attorney to execute the Indenture of Access form.

Notice of adoption of Special Ordinance No. 18-579 has been posted in accordance with the City Charter and the ordinance can be adopted by title only.

BUDGET IMPLICATIONS: None.

COUNCIL ALTERNATIVES:

1. Staff recommendation: *Move to adopt Special Ordinance No. 18-579 Authorizing Execution of an Indenture of Access for Property Adjacent to Highway 197 and Lone Pine Boulevard.*
2. Move to adopt Special Ordinance No. 18-579 with amendments as directed by City Council.
3. Deny Special Ordinance No. 18-579.

SPECIAL ORDINANCE NO. 18-579

**AN ORDINANCE AUTHORIZING EXECUTION OF AN
INDENTURE OF ACCESS FOR PROPERTY ADJACENT
TO HIGHWAY 197 AND LONE PINE BOULEVARD**

WHEREAS, the State of Oregon, by and through its Department of Transportation by a Quitclaim Deed recorded on October 27, 1976 as Microfilm No. 76-2770, reserved access rights for the service of the grantor's property to and from the Westerly side of The Dalles – California Highway (hereinafter referred to as Highway 197) for a width of 60 feet; and

WHEREAS, the City of The Dalles, by a plat of the Lone Pine Subdivision Planned Unit Development, recorded on March 7, 1994, File Number 94-1219, in the Wasco County Deed Records, and by a Deed of Dedication recorded May 7, 2015, recorded as instrument number 2015-001663, Wasco County Deed Records, acquired a public right-of-way to an area adjacent to Highway 197; and

WHEREAS, the City has requested that its Reserved Access Rights be terminated, and that access rights be substituted, to and from the Westerly side of Highway 197 opposite Engineer's station 173+13, in a width of 70 feet, which rights are hereinafter referred to as New Access Rights; and

WHEREAS, the Oregon of Department of Transportation has indicated it is agreeable to granting the City's request for New Access Rights, provided the City execute an Indenture of Access; and

WHEREAS, the City Council has reviewed the proposed Indenture of Access provided by the Oregon Department of Transportation, and has determined that approval and execution of the Indenture of Access is in the best interest and welfare of the citizens of The Dalles; and

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE DALLES
ORDAINS AS FOLLOWS:**

Section 1. Indenture of Access Approved. The City Council hereby approves the Indenture of Access for a portion of the area adjacent to Highway 197 and Lone Pine Boulevard, a copy of which is attached hereto as Exhibit "A". The Mayor, City Clerk, and City Attorney are authorized to execute the Indenture of Access.

PASSED AND ADOPTED THIS 26TH DAY OF MARCH, 2018.

Voting Yes, Councilors _____

Voting No, Councilors _____

Absent, Councilors _____

Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 26TH DAY OF MARCH, 2018.

Stephen E. Lawrence, Mayor

Attest:

Izetta Grossman, City Clerk

EXHIBIT A

INDENTURE OF ACCESS

THIS INDENTURE, for no monetary consideration, dated this 14th day of February, 2018, by and between the **STATE OF OREGON, by and through its DEPARTMENT OF TRANSPORTATION**, hereinafter called "State", and **CITY OF THE DALLES, on behalf of the public**, hereinafter called "Owner".

WHEREAS, State by Quitclaim Deed recorded October 27, 1976 as Microfilm No. 76-2770, Records of Wasco County, acquired certain property; which Quitclaim Deed, in part, reserved access rights, for the service of the grantor's remaining property, to and from the Westerly side of The Dalles - California Highway opposite Engineer's Station 176+04, in a width of 60 feet (Reserved Access Rights); and

WHEREAS, Owner, by plat of LONE PINE SUBDIVISION PLANNED UNIT DEVELOPMENT, recorded March 7, 1994, File Number 94-1219, Records of Wasco County and by Deed of Dedication recorded May 7, 2015, Instrument No. 2015-001663, Wasco County Official Records, acquired a public right-of-way to the property affected by the access changes herein made; and

WHEREAS, Owner has requested that his Reserved Access Rights be terminated, and that access rights be substituted; therefore to and from the Westerly side of said highway opposite Engineer's Station 173+13, in a width of 70 feet (New Access Rights); and

AFTER RECORDING RETURN TO:
OREGON DEPARTMENT OF TRANSPORTATION
PROPERTY MANAGEMENT / ACCESS RESEARCH
4040 FAIRVIEW INDUSTRIAL DRIVE SE, MS#2
SALEM OR 97302-1142

STATE OF OREGON, by and through its
DEPARTMENT OF TRANSPORTATION

By _____
Scott C. Claus, State Right of Way Manager

STATE OF OREGON, County of Marion

Dated _____, 20____. Personally appeared Scott C. Claus, who being sworn, stated that he is the State Right of Way Manager for the State of Oregon, Department of Transportation, and that this document was voluntarily signed on behalf of the State of Oregon by authority delegated to him. Before me:

Notary Public for Oregon
My Commission expires _____

SIGNATURE PAGE 4 OF 4 AS ATTACHED TO ABOVE INDENTURE OF ACCESS DATED FEBRUARY 14, 2018

APPROVED AS TO FORM:

CITY OF THE DALLES, a municipal corporation of the State of
Oregon

By _____

By _____
Mayor

By _____
Auditor

STATE OF OREGON, County of _____

Dated _____, 20____. Personally appeared _____
and _____, who, being sworn, stated that they are the Mayor and Auditor of the City of
The Dalles, and that this instrument was voluntarily signed on behalf of said municipal corporation by authority of its
Ordinance No. _____, passed by the Council of said City on this _____ day of _____,
20_____.

Notary Public for Oregon
My Commission expires _____



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #12-C

MEETING DATE: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Gene Parker, City Attorney
Chuck Covert, Airport Manager

ISSUE: Approval of Hangar Lease for Shearer Sprayers

BACKGROUND: On December 21, 1987, the City entered into a Lease with Shearer Sprayers for the lease of ground space at the Airport. This property was the site of a hangar that had been constructed by Shearer Sprayers. The Lease Agreement provided that upon expiration of the Lease, the hangar would become the property of the City. The Lease Agreement expired on December 21, 1987, and as the City and Klickitat County are joint owners of the Airport, they are now the co-owners of the hangar.

The Airport Manager has had discussions with John Shearer, president of Shearer Sprayers, concerning the terms of a new Lease that would allow Shearer Sprayers to lease the proposed hangar. Enclosed with this staff report is a copy of the proposed Lease. It is based upon the Lease template recently developed for the Flex Space Hangar.

Under the proposed Lease, the initial term of the Lease would be for five years. Shearer Sprayers would pay rent in the sum of \$1,200 per month. The City and Klickitat County would be responsible for the costs of capital repairs and replacements to major structural parts of the hangar, and for maintenance of the fences, landscaping, and grounds upon the leased premises. Shearer Sprayers will be responsible for their utility costs. The Lease also provides Shearer Sprayers will have the option to renew the Lease for an additional five-year term, with the amount of the rent for a renewal term to be negotiated.

The proposed Lease has been approved by Mr. Shearer and the Klickitat County Prosecuting Attorney's Office. The Regional Airport Board is scheduled to review the proposed Lease at their meeting on March 16, and staff will advise the Council as to any recommendation made by the Airport Board following their meeting on March 16.

BUDGET IMPLICATIONS: Under the proposed Lease, the City and Klickitat County would receive monthly rent in the amount of \$1,200.

COUNCIL ALTERNATIVES:

1. Staff recommendation: *Move to approve the Hangar Lease for Shearer Sprayers, Inc., and authorize the Mayor and City staff to sign the Lease.*
2. Identify any provisions in the Lease which the Council desires to amend, and move to direct staff to present the amended provisions to Shearer Sprayers and Klickitat County for their review.

HANGAR LEASE FOR SHEARER SPRAYERS, INC.

LESSOR: The hangar described as a building constructed with a concrete floor and wood and metal framing, measuring 5,760 square feet is jointly owned by the City of The Dalles, a municipal corporation of the State of Oregon, and Klickitat County, a municipal corporation of the State of Washington, located at the Columbia Gorge Regional Airport, 45 Airport Way, Dallesport, Washington 98617, said City and County hereinafter referred to as the "Lessor."

LESSEE: Shearer Sprayers, Inc.
2020 Lambert Street
The Dalles, OR 97058

Lessor leases to Lessee, and Lessee leases from Lessor a hangar described as a building constructed with a concrete floor and wood and metal framing measuring 5,760 square feet, and the area surrounding the hangar building including the concrete pad. The total area being leased is shown in the area marked with diagonal lines on Exhibit A, attached hereto and incorporated herein by this reference, which area shall be referred to as "Premises".

Section 1. Term. This Lease shall be for a term of five (5) years commencing on _____, 20____, and continuing through _____, 20____, unless sooner terminated as provided in this Lease.

Section 2. Rent.

- 2.1 During the term, Lessee shall pay to Lessor as rent the sum of one thousand twelve hundred dollars (\$1,200.00) per month. Rent shall be payable on the first (1st) day of each month in advance at such place as may be designated by Lessor.
- 2.2 The monthly rent described in Section 2.1 was established after consideration of the Airport's costs and needs for operation, inflation, taxes, the fair market value of the Leased Premises and the demand for rental space at the Airport. The term "fair market rental value" means the most probable lease rate in terms of money which the Premises, including those improvements thereon owned or extended by Lessor, would bring if exposed for lease on the open market, with a reasonable time allowed to find a tenant, leased with full knowledge of the highest and best use of which the Premises could be put consistent with the then most current Airport Master Plan, County and City Comprehensive Plans, and Federal Aviation Administration ("FAA") regulations.

Section 3. Use of the Premises.

- 3.1 **Permitted Use.** The Premises shall be used for the following purposes: The operation of a business for agricultural spraying operations and the charter, rental, sales and storage of airplanes and helicopters, and for business offices and sales areas related to the listed purposes.
- 3.2 **Restrictions on Use.** In connection with the use of the Premises, Lessee shall:

- 3.2.1 Conform to all applicable laws and regulations of any public authority affecting the Premises and the use. Lessee agrees to provide Lessor with any document, evidence, or report required to assure compliance with federal and state law, including but not limited to applicable federal and state environmental laws.
- 3.2.2 Refrain from any use that would be reasonably offensive to other tenants or owners or users of neighboring premises, or that would tend to create a nuisance.
- 3.2.3 Refrain from making any marks on, or attaching any sign, insignia, antenna, aerial or other device to the exterior or the interior walls or roof of the Premises without the written consent of Lessor.
- 3.2.4 Lessee shall not cause or permit any Hazardous Substance to be spilled, leaked, disposed of, or otherwise released on or under the Premises or into the stormwater system at the Airport. In the event Lessee has any pollutant-generating material, processes and/or products which are exposed to stormwater, Lessee shall contact the Washington Department of Ecology (DOE) for an evaluation of whether coverage under DOE's Industrial Stormwater General Permit is required. Lessee may store such Hazardous Substances on the Premises only in quantities necessary to satisfy Lessee's reasonably anticipated needs. Lessee shall comply with all Environmental Laws and exercise the highest degree of care in the use, handling, and storage of Hazardous Substances and shall take all practicable measures to minimize the quantity and toxicity of Hazardous Substances used, handled, or stored on the Premises. In the event that any entity or agency of the federal government, State of Washington, or Klickitat County with jurisdiction over the storage, handling, sale, and/or disposal of chemicals on the leased Premises determines that a catch basin is required to be installed upon the leased Premises as a result of the loading and unloading of agricultural chemicals into and from aircraft or helicopters, Lessee shall be responsible for the costs of installing such a catch basin. The purpose of such a catch basin is to provide containment of chemical spillage and allow for wash down and acceptable disposal of the effluent. Upon the expiration or termination of this Lease, Lessee shall remove all Hazardous Substances from the Premises. The term Environmental Law shall mean any federal, state or local statute, regulation, or ordinance or any judicial or other governmental order pertaining to the protection of health, safety or the environment. The term Hazardous Substance shall mean any hazardous, toxic, infectious or radioactive substance, waste and material as defined or listed by any Environmental Law and shall include, without limitation, petroleum oil and its fractions. Lessee shall maintain for the duration of the Lease term "Material Safety Data Sheets" for all hazardous substances used or stored on the premises in a place known and accessible to the Lessor and the Airport Managers.
- 3.2.5 Only aircraft owned, operated, or under the control of Lessee may be stored upon the leased premises.
- 3.2.6 No maintenance is allowed except on aircraft owned, operated, or under the control of Lessee.
- 3.2.7 Aircraft washing must be accomplished only in the designated area established by the Airport Manager.

- 3.2.8 All fueling must be provided by the authorized/designated "Aviation Fuel Provider" established by the Airport Manager.
- 3.2.9 Lessee agrees to observe and obey all policies, rules, and regulations promulgated and enforced by Lessor and any other appropriate authority having jurisdiction over the Airport and the premises described in this Lease, during the term of this Lease. Lessee, its employees and agents, shall faithfully observe and apply the rules and regulations. Rules and regulations are defined, but not limited to, the "Columbia Gorge Regional Airport Rules and Regulations and Minimum Standards for Commercial Aeronautical Activities", approved with an effective date of April 1, 2007, a copy of which is on file at the Airport Manager's Office.
- 3.2.10 Lessee may use the area identified as the tie-down area on Exhibit "A" adjacent to the Leased Premises for the use of based and transient aircraft. Lessee shall require each user of the tie-down area to execute an agreement setting forth fees and conditions. The form of the agreement shall be pre-approved by Lessor, which approval shall not be unreasonably withheld. Each person storing aircraft in the tie-down area shall agree to hold Lessor, its officers, agents, and employees, and the Columbia Gorge Regional Airport Board harmless from any loss or damage to the aircraft stored in the tie-down area, and Lessee agrees to indemnify and hold Lessor, its officers, agents, and employees, and the Columbia Gorge Regional Airport Board harmless from any and all claims related to Lessee's use of the tie-down area.

Section 4. Purpose and Non-Discrimination. Lessee shall not discriminate against any person in employment or the furnishing of goods and services, based upon race, religion, creed, sex, marital status or national origin. Lessee shall not discriminate against any person based upon a mental or physical disability. Failure to comply with this provision may result in a default and termination of the Lease, and may also result in Lessee being debarred from bidding upon future City or Klickitat County contracts and leases. Lessee further agrees it will comply with the provisions of the Airport & Airways Development Act of 1982 and such regulations as shall be issued from time-to-time to implement this Act. Lessee shall keep records as necessary to demonstrate compliance with equal opportunity, nondiscrimination and affirmative action programs, and shall exhibit those records on request to officials from the City of The Dalles, Klickitat County, or the Federal government. This section is to be interpreted to require and not prohibit State or Federally mandated affirmative action programs.

Section 5. Repairs, Maintenance and Inspection.

- 5.1 Except for repairs necessitated by the use of the Leased Premises by Lessee, its agents, employees, and/or invitees, Lessor shall maintain the Premises in a condition which is equivalent or better than the condition which existed at the time of execution of this agreement. Lessee agrees to keep the Premises in a neat, clean and proper condition at all times. Any repair to the Premises, including repairs to major structural parts, which are required as a result of an act of the Lessee, its agents, employees or contractors, or any business visitor or invitee, shall be the responsibility of the Lessee. All other repairs to the Premises, including capital repairs and replacements to major structural parts, shall be responsibility of the Lessor. Lessor shall be responsible for maintenance of the fences, landscaping, and grounds upon the leased Premises, and for maintenance of the tie down area shown on Exhibit "A".
- 5.2 Lessor, its agents, or local government authorities shall have the right to inspect the

Premises for any reasonable purpose at any time. If the inspection reveals a condition or conditions which Lessee has the responsibility to repair, Lessee agrees to take immediate action to make such repairs upon written notice being given by Lessor. If the inspection determines that the Lessor is responsible for the repairs, the Lessor shall take immediate action to correct them. For repairs not discovered during an inspection by Lessor; if the Lessor is notified by Lessee in writing of the necessity of maintenance or repairs, the duty of Lessor to make such repairs shall not mature until a reasonable time after Lessor has been in receipt such notice.

- 5.3 Following the execution of this Lease, Lessor shall arrange for photographs to be taken of the hangar building to document the existing conditions of the interior and exterior of the building.

Section 6. Alterations. Lessee shall make no improvements or alterations on the Premises of any kind without written permission from the Lessor.

Section 7. Insurance.

- 7.1 Insurance Required. Lessor shall keep the Premises insured at Lessor's expense against fire and other risks covered by a standard comprehensive fire and liability insurance policy. Lessee shall carry similar insurance insuring the property of Tenant on the Premises against such risks.
- 7.2 Liability Insurance. Lessee shall carry the following insurance at Lessee's cost: commercial general liability insurance with a responsible company with limits of not less than Two Million Dollars (\$ 2,000,000.00) on a combined single limit basis and fire insurance with an extended coverage endorsement covering Lessee's improvements, Lessee's personal property and the Leased Premises. Liability insurance shall cover all risks arising directly or indirectly out of Lessee's activities on the Premises whether or not related to an occurrence or any condition caused or contributed to by Lessor's negligence. Such insurance shall protect Lessee against the claims of Lessor on account of the obligations assumed by Lessee under the paragraph entitled "Indemnification," and shall name Lessor as an additional insured. Certificates evidencing such insurance and bearing endorsements requiring ten (10) days written notice to Lessor prior to any change or cancellation shall be furnished to Lessor prior to Lessee's occupancy of the property. The insurance shall be on a form and from a company reasonably acceptable to Lessor. Failure of Lessee to maintain an approved insurance policy shall constitute a default under this Lease Agreement.
- 7.3 Waiver of Subrogation. Neither party shall be liable to the other (or to the other's successors or assigns) for any loss or damage caused by fire or other casualty and risks enumerated in the insurance policy with an extended coverage endorsement, and in the event of insured loss, neither party's insurance company shall have a subrogated claim against the other. This waiver shall be valid only if the insurance policy in question expressly permits waiver of subrogation or if the insurance company agrees in writing that such a waiver will not affect coverage under the policies. Each party agrees to use their best efforts to obtain such an agreement from their insurer if the policy does not expressly permit a waiver of subrogation.

Section 8. Taxes; Utilities.

- 8.1 Taxes. Lessee shall pay as due all taxes, personal and property, assessments, license fees, and other charges which are levied and assessed upon Lessee's interests in the premises, by any legally authorized governmental authority. Lessee is responsible for real property taxes imposed by Klickitat County upon the premises which will be collected as part of the monthly rent described in Section 2.
- 8.2 Utility Charges. Lessee shall pay when due all charges for services and utilities incurred in connection with the use, occupancy, operation and maintenance of the Premises, including, but not limited to, water, gas, electricity, sewage disposal and power.

Section 9. Indemnification. Lessee shall indemnify, defend, save, protect, and hold harmless the Lessor, its officers, agents and employees from any claim, loss or liability, including reasonable attorneys' fees, arising out of, or related to, any activity of Lessee on the Premises or any condition of the Premises in the possession of or under the control of Lessee. Lessor shall have no liability to Lessee for any injury to Lessee for any injury, loss, or damage caused by third parties or by any condition of the Premises, except to the extent caused by Lessor's negligence or breach of duty under this Lease. Lessor shall indemnify and defend Lessee, Lessee's owners, agents, and members from any claim, loss, or liability arising out of or related to any activity of Lessor on the Premises or any condition of the Premises in the possession of under the control of Lessor, or any breach of this Lease by Lessor.

Section 10. Assignment and Subletting. Lessee shall not assign, sell or transfer its interest in this agreement or sublet any part of the premises without having first obtained the express written consent of the Lessor. In the event Tenant shall attempt to assign, sell or transfer its interest in this Lease agreement or any part hereof, without having first obtained the express written consent of Lessor, this agreement shall be null and void and Lessor shall have an immediate right of entry.

Section 11. Default. The following shall be events of default:

- 11.1 Default in Rent. Failure of Lessee to pay any rent or other charge within ten (10) days after it is due.
- 11.2 Default in Other Covenants. Failure of Lessee to comply with any term or condition or fulfill any obligation of the Lease (other than the payment of rent or other charges) within twenty (20) days after written notice by Lessor.

Section 12. Remedies on Default.

- 12.1 Termination. In the event of a default the Lease may be terminated at the option of Lessor by written notice to Lessee. Whether or not the Lease is terminated by the election of Lessor or otherwise, Lessor shall be entitled to recover damages from Lessee for the default. Lessor may re-enter, take possession of the Premises, and remove any persons or property by legal action or by self-help with the use of reasonable force and without liability for damages and without having accepted a surrender.
- 12.2 Re-letting. Following re-entry or abandonment, Lessor may re-let the Premises, and in that connection may make any suitable alterations or refurbish the Premises, or both. Lessor may relet the Premises for a term longer or shorter than the term of this Lease, upon any reasonable terms and conditions, including the granting of some rent-free occupancy or other rent concessions.

- 12.3 Damages. In the event of termination or retaking of possession following default, Lessor shall be entitled to recover immediately, without waiting until the due date of any future rent or until the date fixed for expiration of the Lease term, the following damages:
- 12.3.1 The loss of rental from the date of default until a new lessee is, or with the exercise of reasonable efforts could have been, secured and paying out.
- 12.3.2 The reasonable costs of re-entry and re-letting including without limitation the cost of any cleanup, refurbishing, removal of Lessee's property and fixtures, remodeling or repairs costs, attorney's fees, court costs, recording costs, broker commission and advertising costs.
- 12.4 Late Fee. In the event Lessor fails to receive rent, or any other payment required by this Lease, within five (5) days after the due date, Lessee shall pay to Lessor a late charge of five percent (5%) of the payment amount. Lessee shall pay the late charge upon demand by Lessor. Lessor may levy and collect a late charge in addition to all other remedies available for Lessee's default, and collection of a late charge shall not waive the breach caused by the late payment.
- 12.5 Remedies Cumulative. The foregoing remedies shall be in addition to, and shall not exclude any other remedy available to, Lessor under applicable law.

Section 13. Surrender. Upon termination of this Lease, Lessee shall deliver all keys to Lessor and surrender the Premises in first-class condition, and broom clean, subject only to reasonable wear and tear from ordinary use.

Section 14. Renewal Option. If the Lease is not in default at the time this Lease Agreement is scheduled to expire, Lessee shall have the option to renew this Lease for a term equivalent to initial term of this Agreement as follows:

- 14.1 The renewal term shall commence on the day following expiration of the preceding term.
- 14.2 The option may be exercised by written notice to Lessor given not less than ninety (90) days prior to the last day of the expiring term. The giving of such notice shall be sufficient to make the Lease binding for the renewal term without further act of the parties.
- 14.3 The terms and conditions of the Lease for each renewal term shall be identical with the original term except for rent which will be negotiated by Lessor and Lessee.

Section 15. Miscellaneous.

- 15.1 Non-waiver. Waiver by either party of strict performance of any provision of this Lease shall not be a waiver of, or prejudice the party's right to require strict performance of the same provision in the future or of any other provision.
- 15.2 Attorney Fees. Each party shall be responsible for the costs of their attorney fees in the event any action is initiated in connection with any controversy arising out of this Lease, including attorney fees at trial or on appeal.
- 15.3 Notices. All notices or other communications required or permitted under this Agreement shall be in writing and shall be (a) personally delivered (including by means of

professional messenger service), which notices and communications shall be deemed received on receipt at the office of the addressee; (b) sent by registered or certified mail, postage prepaid, return receipt requested, which notices and communications shall be deemed received three (3) days after deposit in the United States mail; or, (c) sent by fax, which notices and communications shall be deemed received on the delivering party's receipt of a transmission confirmation.

- 15.4 Interest on Rent and Other Charges. Any rent or other payments required of Lessee by this Lease shall, if not paid within ten (10) days after it is due, bear interest at the rate of twelve percent (12%) per annum (but not in any event at a rate greater than the maximum rate of interest permitted by law) from the due date until paid. This is in addition to the 5% "late fee."
- 15.5 Time of Essence. Time is of the essence of the performance of each of Lessee's obligations under this Lease.
- 15.6 Damage or Destruction by fire or other casualty. In the event the Hangar Building leased by Lessee shall be partially or wholly damaged by fire or other casualty, Lessor shall have the option to either rebuild the structure, or terminate this Lease Agreement. In the event Lessor elects to proceed with rebuilding the structure, and it is necessary for Lessee to temporarily vacate the Lease Premises while the repair work is being completed, the monthly rental payment due from Lessee shall be abated during the period of time which Lessee is unable to occupy the Premises while the repairs are being completed. In the event the Lessor elects to terminate the Lease Agreement, Lessor shall provide notice of the termination to Lessee within fourteen (14) days of the date the casualty occurred.
- 15.7 Aircraft Use and Development. Lessor reserves the right to further develop or improve the landing area of the Airport as it sees fit, regardless of the desires of Lessee and without interference. Lessor reserves the right, but shall not be obligated to Lessee, to maintain and keep in repair the landing area of the Airport and all publicly-owned facilities of the Airport, together with the right to direct and control all activities of Lessee in this regard. This Lease shall be subordinate to the provisions and requirements of any existing or future agreement between the Lessor and the United States, relative to the development, operation, and maintenance of the Airport. There is hereby reserved to the Lessor, and its successors and assigns, for the use and benefit of the public, a right of flight for the passage of aircraft in the airspace above the surface of the Leased Premises. This public right of flight shall include the right to cause in said airspace any noise inherent in the operation of any aircraft used for navigation or flight through said airspace or landing at, taking off from, or operation on the Airport. Any physical taking of the Leased Premises for use by the Lessor, other than as provided herein, shall be considered a taking pursuant to the governmental power of eminent domain.

Lessee agrees to comply with the notification and review requirements covered in Part 77 of the Federal Aviation Regulation in the event future construction of a building is planned for the Leased Premises, or in the event of any planned modification or alteration of any present or future building or structure located upon the Leased Premises. Lessee agrees that it will not erect or permit the erection of any structure or object, nor permit the growth of any tree on the Leased Premises to exceed the established height contours. In the event of a breach of the foregoing covenants, Lessor reserves the right to enter upon the Leased Premises and remove the offending structure or object and cut the offending tree, all of which shall be at the expense of Lessee. Lessee agrees it will not make use of

the Leased Premises in any manner which might interfere with the landing and taking off of aircraft from the Airport, or otherwise constitute a hazard. In the event of a breach of the foregoing covenant, Lessor reserves the right to enter on the Leased Premises and cause the abatement of such interference at the Lessee's expense. It is understood and agreed that nothing contained herein shall be construed to grant or authorize the granting of an exclusive right within the meaning of Section 308(a) of the Federal Aviation Act of 1958 (49 U.S.C. 1349a). This Lease, and all provisions hereof, shall be subject to whatever right of the United States Government now has, or in the future may have or acquire, affecting the control, operation, regulation, and taking over of the Airport by the United States during the time of war or national emergency.

- 15.8 Removal of fixtures, furniture, and equipment. Upon termination of this Lease Agreement or during the term of this Lease Agreement, Lessee shall have the right to remove all equipment, furniture and fixtures owned by the Lessee, which have not become attached to the Leased Premises. In the event Lessee removes any said equipment, furniture or fixtures which Lessee is empowered and entitled to remove and by such removal causes damage or injury to the Leased Premises, Lessee agrees to repair any damages or injury immediately, at Lessee's expense, and to restore the premises to as good as state or condition as the premises were at the beginning of the date of this agreement.
- 15.9 Mechanic's and Materialman's Liens. Neither Lessor or Lessee shall permit any mechanic's, materialman's, or other lien against the Premises or the property of which the premises forms a part in connection with any labor, materials, or services furnished or claimed to have been furnished. If any such lien shall be filed against the premises or property of which the premises forms a part, the party charged with causing the lien will cause the same to be discharged; provided, however, that either party may contest any such lien, so long as the enforcement thereof is stayed.
- 15.10 Savings Clause. In the event that any part of this agreement or application thereof shall be determined to be invalid by a court of competent jurisdiction, such findings shall have no effect on the remaining portions of this Lease.
- 15.11 Written Agreement. Neither party has relied upon any promise or representation not contained in this Lease. All previous conversations, negotiations, and understandings are of no further force or effect. This Lease Agreement may be modified only in writing signed by both parties. The headings of the paragraphs are for convenience only and are not part of this Lease, nor shall they be considered in construing the intent of this Lease Agreement.

Section 16. Applicable Law. This Lease Agreement shall be governed by the laws of the State of Washington.

Section 17. Payments. Please make payment checks to the City of The Dalles, and mail Lease payments to the party below:

Finance Director
City of The Dalles
313 Court Street
The Dalles, Oregon 97058

Section 18. Notices and Communications. All notices and communications may be served by enclosing the notice in a sealed envelope and deposited in the United States Post Office as certified mail and received by the authorized party below:

Lessor: City Manager
City of The Dalles
313 Court Street
The Dalles, OR 97058

Lessee: John Shearer, President
Shearer Sprayers, Inc.
2020 Lambert Street
The Dalles, OR 97058

EXECUTED this _____ day of _____ 20____.

LESSOR:

LESSEE:

CITY OF THE DALLES, a municipal
corporation of the State of Oregon

Mayor

By: _____
John Shearer
Title: President

Attest:

City Clerk

Approved as to form:

City Attorney

BOARD OF COUNTY COMMISSIONERS
Klickitat County, Washington

Chairman

Commissioner

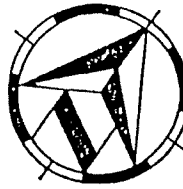
Commissioner

Attest:

Clerk of the Board

Approved as to form:

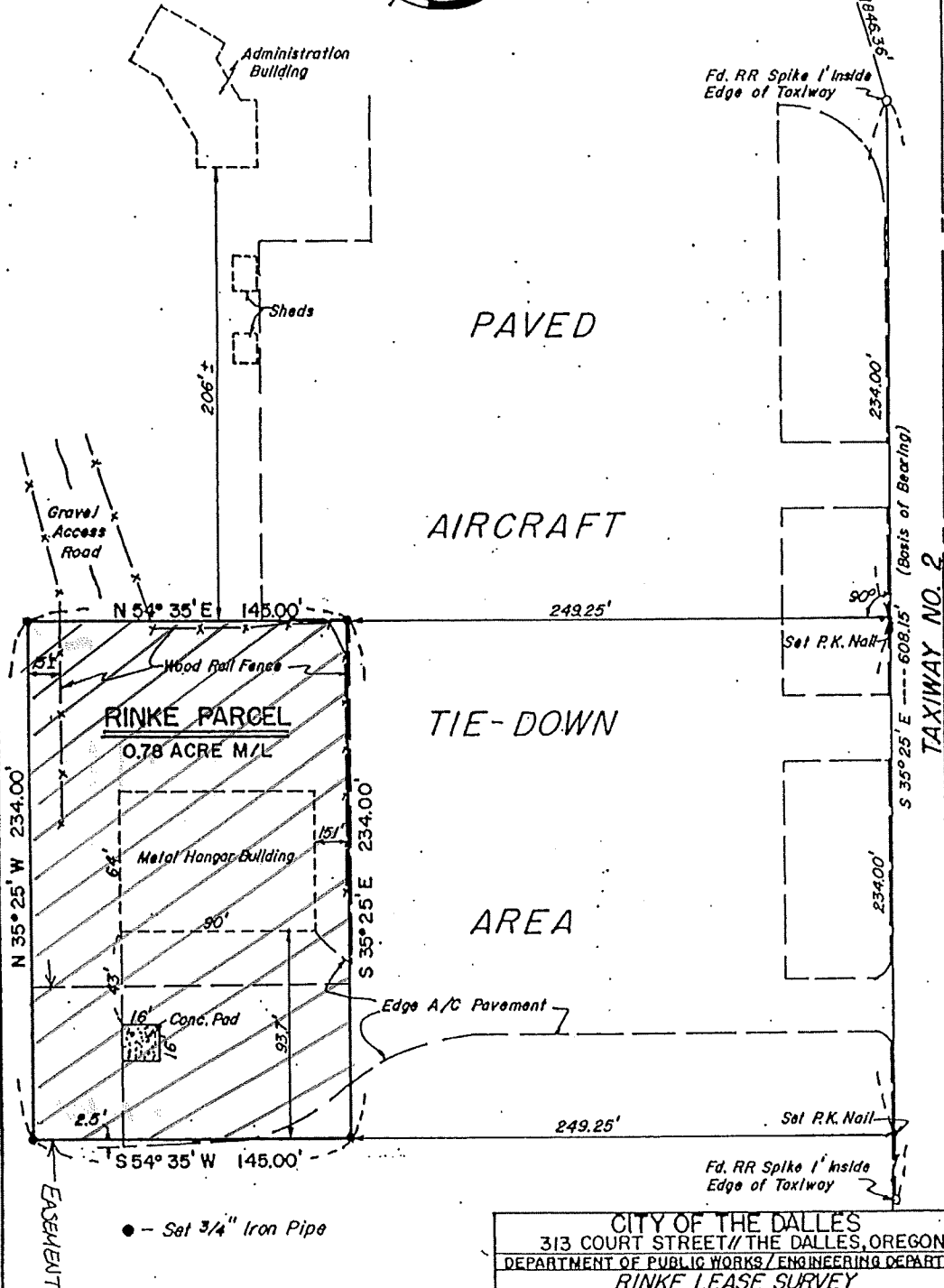
Prosecuting Attorney



Section Corner
1/4 I.R. (Not Fd.)

23127
23128
23129
23130

Fd. RR Spike 1' Inside
Edge of Taxiway



● - Set 3/4" Iron Pipe

EXHIBIT 'A'

CITY OF THE DALLES 313 COURT STREET// THE DALLES, OREGON DEPARTMENT OF PUBLIC WORKS / ENGINEERING DEPARTMENT		
RINKE LEASE SURVEY OF A PORTION OF THE DALLES MUNICIPAL AIRPORT IN NW 1/4 SEC. 34, T2N, R13E, W.M. Klickitat County, Washington		
SURVEY: City	DRAWN: KAC	CHECKED:
DATE: May 15, 1986	SCALE: 1" = 60'	SHEET: 1 / 1



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #12-D

MEETING DATE: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Matthew Klebes, Enterprise Zone Manager

ISSUE: Resolution 18-009 Approving an Enterprise Zone Tax Abatement Agreement Between The Sponsors Of The Dalles/Wasco County Enterprise Zone And GBHD, LLC

BACKGROUND: Wasco County and the City of The Dalles sponsor an Oregon Enterprise Zone in The Dalles. One of the tools available to an enterprise zone is to enter into an Extended Abatement (4-5 year) property tax exemption agreement with businesses that meet certain minimum and negotiated criteria. Minimum criteria include number of new hires, average compensation, and average wage.

Gorge Built Hotel Development (GBHD), LLC has applied for an Extended Enterprise Zone Agreement for 5 years. The company intends to invest roughly 19 million to construct a national brand hotel with over 100 rooms in Downtown The Dalles. This development would also include convention/meeting space, restaurant, and other amenities. Construction is set to begin in mid-2019 with estimated completion in late-2020. An estimated 85-100 new employees will be hired under this investment. This use is eligible under, "Special Cases" as a hotel, motel or destination resort.

Representatives from GBHD have met with staff to craft the agreement and resolution presented below incorporating guidelines from Resolution 17-026.

Under new legislative rules that went into effect October 6, 2017, key provisions of the agreement include; an increase in permanent employment by the greater of one new job or 10%; average annual compensation of 1.3 times the County average annual wage throughout the abatement; average annual wage that must be 100% or greater of the county average annual wage in the 4th and 5th year of the abatement; and a cash contribution to the zone sponsors in the 4th and 5th year of their abatement. This cash

contribution will be computed as a percentage of the tax savings the applicant receives following the chart established under Resolution No. 17-026.

The data source used to set the annual wage is the Employment and Wages by Industry (QCEW), from the Oregon Employment Department. The most recent data sets the annual wage at \$38,024.00. Annual compensation of 130% is \$49,431.00.

GBHD, LLC is a limited liability company registered in the State of Oregon.

BUDGET IMPLICATIONS: There are no budget impacts as this investment and resulting taxes were not budgeted for. The applicant will receive a tax abatement and will pay a cash contribution dependent on the final amount of taxes saved.

COUNCIL ALTERNATIVES:

1. Staff recommendation: ***Move to adopt Resolution No. 18-005 approving an Extended Enterprise Zone Tax abatement agreement between the sponsors of The Dalles/Wasco County Enterprise Zone and GBHD, LLC pending approval by the Wasco County Board of Commissioners.***
2. Modify the proposed agreement and direct staff to bring such modifications to the applicant to continue negotiations and bring back to Council.
3. Decline to adopt the resolution at this time.

THE DALLES/WASCO COUNTY ENTERPRISE ZONE

EXTENDED ABATEMENT AGREEMENT

With
GBHD, LLC

**WRITTEN AGREEMENT WITH THE SPONSORS OF THE DALLES/WASCO
COUNTY ENTERPRISE ZONE AND GBHD, LLC TO EXTEND PROPERTY
TAX EXEMPTION TO FIVE (5) CONSECUTIVE YEARS IN TOTAL FOR
CAPITAL INVESTMENT AND JOB CREATION.**

The sponsors of The Dalles/Wasco County Enterprise Zone comprised of the governing bodies of the City of The Dalles and Wasco County, Oregon, hereinafter the “Zone Sponsors”, and GBHD, LLC hereinafter the “Firm” do hereby enter into the GBHD, LLC, Extended Abatement Agreement, hereinafter the “Agreement”; which Agreement extends the period of time in which the Firm shall receive an exemption on its proposed investments in qualified property in The Dalles/Wasco County Enterprise Zone contingent on certain special requirements, under ORS 285C.160.

The Zone Sponsors and Firm jointly acknowledge that, subject to the approval of the application for authorization submitted on February 14, 2018, and the satisfaction of other requirements under ORS 285C.050 to 285C.250, the Firm is eligible for three years of complete exemption on its qualified property; that nothing in this Agreement shall modify or infringe on this three-year exemption or the requirements thereof; and that this Agreement becomes null and void if the Firm does not qualify for the three years of the exemption.

The Zone Sponsors extend the Firm’s property tax exemption an additional two (2) years on all property that initially qualifies in The Dalles/Wasco County Enterprise Zone in the assessment year beginning immediately after the third year of the standard abatement, and thereby sets a total period of exemption of five (5) consecutive years during which statutory requirements for the standard three-year enterprise zone exemption must also be satisfied and maintained.

CONFIRMATION OF STATUTORY PROVISIONS

In order to receive the additional two (2) years of enterprise zone exemption granted herein, the Firm agrees herewith under 285C. 160(3)(a)(A) that for each year of the entire five-year exemption period, all of the Firm’s new employees shall receive an average level of compensation equal to or greater than 130 percent of the county average annual wage, in accordance with the specific definitions and guidelines in Oregon Administrative Rules (OAR) Chapter 123, Division 674 (123-674-0600), which provides that:

1. Such compensation may include non-mandatory benefits that can be monetized; and

2. The county average annual wage is set at the time of authorization, except as pursuant to ORS 285C.160(4), according to the Employment and Wages by Industry (QCEW), Oregon Employment Department, 2016 average annual wage by County; the average wage for Wasco County is \$38,024.00, of which 130 percent equals \$49,431.00; and

3. Only employees working at jobs filled for the first time after the application for authorization but by December 31st of the first full year of the initial exemption and performed within the current boundaries of The Dalles/Wasco County Enterprise Zone are counted; and

4. Only full time, year-round and non-temporary employees engaged a majority of their time in the Firm's eligible operations consistent with ORS 285C.135 & 285C.200(3) are counted, regardless if such employees are leased, contracted for or otherwise obtained through an external agency or are employed directly by the Firm.

Furthermore, in order to receive the additional two (2) years of enterprise zone exemption granted herein, the Firm agrees that all of the Firm's new employees shall receive an average annual wage that is 100% or higher than the County average annual wage in the fourth and fifth years of the abatement.

LOCAL ADDITIONAL REQUIREMENTS

For the Firm to receive the additional two (2) years of enterprise zone exemption granted herein, the Zone Sponsors and the Firm agree that the Firm shall do the following, in addition to statutory requirements, as reasonably requested by the Zone Sponsors under ORS 285C.160(3)(a)(B);

In the fourth and fifth calendar years of the extended abatement period and prior to December 31st of those fourth and fifth years, a qualifying firm shall contribute to the Zone Sponsors a cash contribution calculated from the table below, which shall be split equally between the Zone Sponsors. The cash contributions will be used by the Zone Sponsors to support public infrastructure, economic development, and/or public services.

	Year 4 of Abatement	Year 5 of Abatement
Cash Contribution Owed	50% of tax savings	75% of tax savings

The Zone Sponsors agree to review proposals put forth by the Firm that would provide, "sweat equity" services, products, or other proposals that would provide equivalent value as the cash contribution the Firm would normally pay. The Firm agrees to put forth any such proposal six (6) months before the end of the third exemption year.

The Zone Sponsors reserve the right to reject any such proposals and any such rejection does not exempt the Firm from the cash contribution requirement per the table above as agreed upon.

ACCEPTING FOR THE SPONSORS

City of The Dalles
Stephen E. Lawrence, Mayor

Signature

Dated, _____, 2018

Wasco County Commission
Steve Kramer, Commission Chair

Signature

Dated, _____, 2018

ACCEPTING FOR GBHD, LLC

GBHD, LLC

_____, _____
(Name) (Position)

Signature

Dated, _____, 2018

Enterprise Zone
Pre-Authorization Consultation Summary

Gorge Built Hotel Development
February 16, 2018

The pre-authorization checklist was reviewed and is attached to this consultation summary. In attendance were Michael Leash, principal of GBHD, LLC (Gorge Built Hotel Development) and Jill Amery, Assessor for Wasco County. GBHD is a limited liability company registered in the State of Oregon.

GBHD, LLC intends to build a hotel located at 200 Union Street, The Dalles, OR 97058. The project includes tax lot: 1N 13E 3BA 1500. The hotel will be a National Brand Hotel with 112 guest rooms. This use is eligible under, "Special Cases" as a hotel, motel, or destination resort.

The development is a mixed use hotel, fitness center, convention & meeting space, restaurant and bar, breakfast dining area, 8,000 sq. ft. of indoor meeting space, 7,000 sq. ft. of roof top terrace, indoor pool and whirlpool, health and wellness center, business center, market pantry and guest laundry room. It may also include rental space for a complimentary business like a winery, brewery or other food and beverage unit.

On February 13, 2018, GBHD, LLC submitted an Oregon Enterprise Zone Authorization Application for an extended abatement of 5 years. The developer anticipates an investment of 19 million dollars and the estimated total number of new employees to be hired for the development is 85-100.

Applicant is aware that with the development set for completion in Fall 2020 the first year of the abatement will be claimed in 2021 and continuing for the next 5 years if requirements are met. Applicant is also aware of the 130% annual *compensation* requirement and has affirmed that they will be able to meet this requirement. Applicant is also aware of the 100% annual *wage* requirement and affirmed that they will be able to meet this requirement. Applicant is also aware of the eligible uses at the development and how those uses are determined.

For the Extended abatement, in years 4 and 5, the applicant is agreeable to the, "Tax Savings and Cash Contribution" table detailed in Resolution No. 18-009 and will submit a cash contribution accordingly. Applicant expressed interest in possibly amending the cash contribution agreement if a community in-kind partnership of comparable value can be established and agreed to by the City of The Dalles and Wasco County.

Authorization Approval will be signed pending approval from the City of The Dalles City Council and Wasco County Board of Commissioners.

Matthew B. Klebes, Enterprise Zone Manager

RESOLUTION NO. 18-009

**A RESOLUTION APPROVING AN ENTERPRISE ZONE TAX ABATEMENT
AGREEMENT BETWEEN THE SPONSORS OF
THE DALLES/WASCO COUNTY ENTERPRISE ZONE AND GBHD, LLC.**

WHEREAS, The Oregon Legislative Assembly has adopted provisions of ORS 285C.050.to 285C.250 to provide tax incentives to certified business firms that invest in a qualifying facility located within a non-urban enterprise zone in a county with chronically low income or chronic unemployment; and

WHEREAS, the City of The Dalles and Wasco County jointly sponsor a non-urban enterprise zone known as The Dalles/Wasco County Enterprise Zone; and

WHEREAS, GBHD, LLC. proposes to make investments to construct a hotel located on real property inside The Dalles/Wasco County Enterprise Zone, which will increase full-time, permanent employment of the firm inside the Enterprise Zone by the greater of one new job or 10%, provide employment compensation on average at a rate of at least 1.3 times that of the County average annual wage by the first year of the abatement, and provide an annual average wage that is 100% or greater of the county average annual wage in the fourth and fifth year of the abatement; and

WHEREAS, to facilitate the investment in such a facility by GBHD, LLC within The Dalles/Wasco County Enterprise Zone, it is necessary for a written agreement between GBHD, LLC and the City of The Dalles and Wasco County to be executed, and for the governing bodies of the City and County to adopt a resolution approving the property tax exemption for GBHD, LLC; and

WHEREAS, The City Council has reviewed the terms of the proposed Enterprise Zone Tax Abatement Agreement between the City of The Dalles, Wasco County, and GBHD, LLC, and the City Council finds that approval of the Agreement is in the best interests of the citizens of The Dalles; and

WHEREAS, Resolution No. 17-026 established a general policy for any future “extended abatement” agreements with similar businesses that meet the qualifications for the tax exemption of the fourth and fifth years:

“In the fourth and fifth calendar years of the extended abatement period and prior to December 31 of those fourth and fifth years, a qualifying firm shall contribute to the Zone Sponsors a cash contribution calculated from the table below, which shall be split equally between the Zone Sponsors. The cash contributions will be used by the Zone Sponsors to support public infrastructure, economic development, and/or public services.”

	Year 4 of Abatement	Year 5 of Abatement
Cash Contribution Owed	50% of tax savings	75% of tax savings

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE DALLES
RESOLVES AS FOLLOWS:**

Section 1. Agreement Approved. The City Council hereby approves an Enterprise Zone Tax Abatement Agreement between the City of The Dalles, Wasco County, and GBHD, LLC. The Mayor is authorized to execute the agreement on behalf of the City.

Section 2. Effective Date. This Resolution shall be considered effective as of March 26, 2018

PASSED AND ADOPTED THIS 26th DAY OF MARCH, 2018

Voting Yes, Councilors: _____

Voting No, Councilors: _____

Absent, Councilors: _____

Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 26th DAY OF MARCH, 2018

SIGNED:

ATTEST:

Stephen E. Lawrence, Mayor

Izetta Grossman, City Clerk



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #12-E

Meeting Date: March 26, 2018

TO: Honorable Mayor and City Council

FROM: Izetta Grossman, City Clerk

ISSUE: City Council Local Grant Recommendation for Fiscal Year 2018-19

BACKGROUND: The City Council adopted a Local Grant Policy on November 23, 2015 as a method for non-profit groups to apply for funding assistance for projects that would promote economic development, tourism, or social benefit to the community. These grants are funded from the transient room tax revenue.

The policy is tied to the annual budget process with applications accepted each year during the month of January. The process was advertised and posted on the City's website and Facebook page.

I have reviewed the applications against the established criteria in the policy. The attached matrix shows detailed information regarding the applicants, proposed use of funding and the amount recommended for award.

Twelve grant applications were received, for a total ask of \$56,653. The cap is \$25,000 for this program.

Three applications did not include the required detailed budget. Three applications are for programs that were supported by Council already, or have been in the past. Council needs to determine if they want to support repeat requests. Two requests were for marketing funds. Marketing fund grants are part of the Chamber of Commerce Tourism budget. Council needs to determine if they want to duplicate that effort.

I request that Council also decide the future of the program. If Council desires to continue the program clarification is needed in regard to types of projects eligible for funding, are projects eligible if they can/have received funding from the City or Urban Renewal, and if projects can be funded for multiple years. If desired we can bring this back at a later date as a discussion item.

BUDGET IMPLICATIONS: Funds for this program will be included in the City Council department budget in line item 31-10. Staff is recommending partial funding for two projects; full funding for four projects; no funding for two projects. There are two projects that Council needs to determine if funding is appropriate. The total grant funding including the two that Council would need to determine if appropriate is \$20,345.

ALTERNATIVES:

- A. **Staff Recommendation:** *Move to approve grant funds as indicated on the matrix, contingent on budget approval, to be effective July 1, 2017.*
- B. Move to approve grant funds with changes to funding amounts or applicants.
- C. Decline to continue small grant program.

2018-19 City Council Grant Program							
Organization	non-profit	Project Use	Detailed	Social/Economic/Tourism Benefit	Requested Amount	Recommend to Fund	Recommended amount
Windy River Gleaners	yes	Tires for truck	yes	Provides healthy, nutritious food to families for over four decades	\$ 1,200	yes	\$ 1,200
ACTS	yes	Fruit Stand interior features	yes	Teaching teens about fund raising and work experience. Building funding is secured.	\$ 8,760	Partial	\$ 3,000
Columbia Gorge Food Bank	yes	School Pantry - Wahtonka Community School	yes	Provides healthy, nutritious food to low income families, improving children's likelihood of success in school	\$ 3,000	yes	\$ 3,000
Wasco County 4-H	yes	Aquaponics Program	yes	At TDHS boost interest in horticulture, gardening, growing own food. Food will be donated to school cafeterias or Oregon Food Bank	\$ 3,740	yes	\$ 3,740
The Dalles Farmers Market	yes	POP Program	yes	Children learn about healthy eating and where their food comes from	\$ 2,800	While the program is a good one, the City has supported it for the past 2 years	\$ 2,800
The Dalles Sister City Association	yes	Bench, plaque, Cherry Tree	yes	Memorial Gift to Miyoshi City Celebrating 30 years of friendship	\$ 2,820	The City already supports this organization, this seems like a fundraising project	\$ 2,820
Columbia Gorge Habitat for Humanity	yes	hand tools	yes	"Women Build" group will be coming to help build a Habitat home. A permanent set of tools will allow inviting more groups to come help build housing and see what The Dalles has to offer.	\$ 1,785	yes	\$ 1,785
Old St. Peter's Landmark	yes	restore 2 leaded glass windows	no	49 windows have been restored to date. Past Funding through UR may not be available this year	\$ 3,000	no budget was submitted	\$ -
Mid Columbia Car Club/Rotary	yes	Marketing funds	no	Long standing event that brings many people to town for the weekend	\$ 7,000	no detailed budget was submitted; event has been supported in the past, The Chamber provides marketing funding through the TRT funds	\$ -

				Provide transportation at no charge for faith based events; Child wefare visits. TD VCF partners with other agencies to increase healthy engagement to those suffering from social isolation, homelessness, chemical dependency, and mental health issues			
The Dalles Vineyard Christian Fellowship	yes	Purchase a van	yes		\$ 8,000	Partial	\$ 2,000
Mid Columbia Senior Center	yes	Scrolling reader board	yes	Two sided reader board - marketing events	\$ 9,548	no - the City has supported numerous projects for the Senior Center	\$ -
The Dalles Civic Auditorium	yes	Marketing funds	no	Marketing - Beerfest	\$ 5,000	no detailed budget submitted. The Chamber provides these types of grants throug the TRT funds	\$ -
TOTAL REQUESTS					\$ 56,653		
TOTAL GRANT CONTRIBUTIONS:							\$ 20,345

These requests did not meet the criteria - missing detailed budgets

These organizations are either already supported by the City or have been in the past
Council needs to determine if repeat requests are eligiable

The Council needs to decide the future of this program and create a specific criteria regarding types of projects the City should be involved in.