Council Roundup for March 5, 2018

The Newberg City Council met on March 5, 2018 and took the following actions:

● Approved Resolution 2018-3447, awarding contract to Kittelson & Associates, Inc. for 2018 Pavement project in the amount of $93,562.00

● Approved Resolution 2018-3448 and 2018-3449, release of easements for water mains in the Springbrook District Subdivision

● Approved Resolution 2018-3433, awarding Transient Lodging Tax small grant funds to: Hoover-Minthorn House Museum, Anvil Academy, Oregon Truffle Festival and the Chehalem Cultural Center

● Approved meals for Council meetings to begin in May.

● Approved appointments to city committees of Lesley Woodruff to Traffic Safety and Larry Hampton to Affordable Housing.

● Approved appointments to the Newberg 2030 committee of Ryan Howard, Brett Baker, Sid Friedman, Claudia Stewart, Larry Hampton, Todd Engle, Brian Doyle, Lisa Rogers, Fred Gregory, and Curt Walker.

In other business, the Council:
● Heard from a citizen about the fundraising campaign the Newberg Animal Shelter Friends group has begun to buy the animal shelter building from the City.
● Heard from residents on their citizenship class through Unidos Bridging Communities group.
● Heard from a citizen about the value of the Camellia Festival and its history.
● Heard plan reviews for the Newberg Transportation System Plan, and the Newberg Downtown Improvement Plan.

City Council Work Session
March 5, 2018 - 6:00 PM
Public Safety Building 401 East Third Street

I. CALL MEETING TO ORDER

II. ROLL CALL

III. REVIEW OF THE COUNCIL AGENDA AND MEETING

IV. COUNCIL BUSINESS ITEMS

V. COMMITTEE REPORTS

VI. ADJOURNMENT

PUBLIC COMMENT

WORK SESSIONS ARE INTENDED FOR DISCUSSION. NO ACTION WILL BE TAKEN ON THE AGENDA ITEMS AND NO DECISIONS WILL BE MADE. NO ORAL OR WRITTEN TESTIMONY WILL BE HEARD OR RECEIVED FROM THE PUBLIC.

City Council Business Session
March 5, 2018 - 7:00 PM
Public Safety Building 401 East Third Street

I. CALL TO ORDER

II. ROLL CALL

III. PLEDGE OF ALLEGIANCE

IV. PROCLAMATION

IV.a Proclamation for Newberg High School Cheerleaders
RCA Newberg Cheerleaders Proclamation.pdf

V. CITY MANAGER'S REPORT

VI. COUNCIL APPOINTMENTS

VI.a Affordable Housing Commission and Traffic Safety Commission appointments
Affordable Housing & Traffic Safety Commission Appointments.doc

VI.b Appointment of members for Newberg 2030 Citizen Advisory Committee
RCA_Motion_Newberg_2030_CACrev.doc

VII. PUBLIC COMMENTS

(30 minutes maximum which may be extended at the mayor's discretion; an opportunity to speak for not more than five (5) minutes per speaker allowed)

VIII. CONSENT CALENDAR

VIII.a Resolution 2018-3447, A resolution to authorize the city manager to enter into a professional services agreement with Kittelson & Associates, Inc. to design the city's 2018 Pavement Preservation and Utility Improvement Project in the amount of $93,562.00.
Res2018-3447 Pavement contract

VIII.b Resolution 2018-3448, A Resolution releasing a right-of-way for a water main easement on property located at R320804900 (Tract C and AA – Springbrook District Subdivision)
RCA Resolution 3448 with Exhibit.pdf
Attachment 1 - 2-15-2018 Ltr to Truman Stone re Release of Easements -- Book 46 pg

505_Book 46 pg 507.PDF
Attachment 2 - 8-Eas 46-505.pdf
Attachment 3 - Aspen Way West LLC Water Line.pdf
Attachment 4 - 4487 20180115 TITLE REVIEW MAP.pdf

VIII.c Resolution 2018-3449, A Resolution releasing a right-of-way for a water main easement on property located at R321800800 and R321800900 (Tract A and B – Springbrook District Subdivision)
RCA Resolution 3449 with Exhibit.pdf
Attachment 1 - 2-15-2018 Ltr to Truman Stone re Release of Easements -- Book 46 pg 505_Book 46 pg 507.PDF
Attachment 2 - 9-EAS 46-507.pdf
Attachment 3 - Aspen Way West LLC Site.pdf
Attachment 4 - 4487 20180115 TITLE REVIEW MAP.pdf

IX. NEW BUSINESS

IX.a Resolution 2018-3433, A Resolution awarding Transient Lodging Tax Small Grant Funds to the Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan, Anvil Academy – Newberg Grand Prix Cycle Kart Rally, Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – The Terroir of Truffles, and Chehalem Cultural Center – The Newberg Camellia Festival Run/Walk
RCA Resolution 2018-3433.doc
Attachment 1 - TLT Small Grant Application Packet.pdf
Attachment 2 - Hoover Minthorn Herbert Hoover's Oregon Boyhood Packet.pdf
Attachment 3 - Newberg Grand Prix Cycle Kart Rally Packet.pdf
Attachment 4 - Promotion 2019 Newberg Grand Prix Rally Indy Car event.pdf
Attachment 5 - Oregon Truffle Festival Packet.pdf
Attachment 6 - Camellia Fesitval Run-Walk Packet.pdf
Attachment 7 - Summary TLT Small Grant Score Sheets and Evaluations.pdf

IX.b 2016 Newberg Transportation System Plan Review
RCA Information Trasnportation System Plan.doc
Attachment 1 - NewbergTSP_Vol1_Adopted_121916 - Copy.pdf

IX.c 2016 Newberg Downtown Improvement Plan Review
RCA Information Newberg Downtown Improvement Plan.doc
Attachment 1 - NDIP_Final_161228_Summary.pdf

IX.d Council Rules Subcommittee Request
RCA Motion - Council Rules Subcommittee Request.doc

X. COUNCIL BUSINESS

XI. EXECUTIVE SESSION PURSUANT TO ORS 192.660 (2) (A) EMPLOYMENT OF PUBLIC OFFICERS, EMPLOYEES AND AGENTS

XII. EXECUTIVE SESSION PURSUANT TO ORS 192.660 (2) E REAL PROPERTY TRANSACTIONS

XIII. EXECUTIVE SESSION PURSUANT TO ORS 192.660 (2) E REAL PROPERTY TRANSACTIONS

XIV. ADJOURNMENT

COMMENTS

Council accepts comments on agenda items during the meeting. Fill out a form identifying the item you wish to speak on prior to the agenda item beginning and turn it into the City Recorder. Speakers who wish the Council to consider written material are encouraged to submit written information in writing by 12:00 p.m. (noon) the day of the meeting.

ADA STATEMENT

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than two business days prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.

ORDER

The Mayor reserves the right to change the order of items to be considered by the Council at their meeting. No new items will be heard after 11:00 p.m., unless approved by the Council.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018

Order No.	Ordinance No.	Resolution No.	Motion XX	Information ___

SUBJECT: Approve a proclamation declaring March 5, 2018 as Newberg High School Cheerleading Day	Contact Person (Preparer) for this Motion: DawnKaren Bevill Dept.: City Manager

RECOMMENDATION:

Approve a proclamation declaring March 5, 2018 as Newberg High School Cheerleading Day.

EXECUTIVE SUMMARY:

After much hard work, dedication, and persistence the Newberg High School Cheerleading Team won their sixth consecutive Oregon School Activities Association (OSAA) Small Coed state championship. The team finished as the highest-scoring team at the meet for the second year in a row.

FISCAL IMPACT: None.

STRATEGIC ASSESSMENT: N/A

PROCLAMATION

A PROCLAMATION RECOGNIZING THE NEWBERG HIGH SCHOOL VARSITY CHEERLEADING TEAM AND DECLARING MARCH 5, 2018 AS A DAY IN THEIR HONOR

WHEREAS, this year's Newberg High School's Cheerleading team, coached by Lisa Berg, received state recognition for Newberg High School and the City of Newberg; and

WHEREAS, the team won its sixth consecutive Oregon School Activities Association Small Coed Cheerleading Championship at Memorial Coliseum in Portland; and

WHEREAS, the team finished as the highest-scoring team at the meet for the second year in a row; and

WHEREAS, this coed team exhibited a lot of pride representing Newberg High School and the City of Newberg, dedicating many hours in practice and demonstrating tremendous athletic talent and skills, they symbolize the spirit of our City of Newberg and Newberg High School; and

WHEREAS, this Council wishes to congratulate the team members along with their coach for their outstanding performance at the state level.

NOW, THEREFORE, IT IS PROCLAIMED, by the Mayor and City Council, and on behalf of the citizens of the City of Newberg, Oregon, that **we proclaim March 5, 2018 as a day to honor the Newberg High School cheerleaders.**

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Seal of the City of Newberg to be affixed on this 5th day of March, 2018.

_____

Bob Andrews, Mayor

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion** XX	**Information ___**
SUBJECT: To consent to the Mayor's Appointment for various City Committees			**Contact Person (Preparer) for this Motion: Mayor Bob Andrews Dept.: Council**	

RECOMMENDATION:
To consent to the Mayor's appointment of the Committee members as listed in the Executive Summary.

EXECUTIVE SUMMARY:

Affordable Housing Commission:
The Affordable Housing Commission is a three member commission with one position open, previously held by Mr. Stuart Brown, with a term that will expire December 31, 2018. Its mission is to review applications for Newberg Affordable Housing Trust Funds.

The Mayor recommends the appointment of Larry Hampton for a term from March 5, 2018 to December 31, 2018. Mr. Hampton is a 57-year resident of the community. He works for the Newberg School District as the Operations and Safety Coordinator. Mr. Hampton serves on the Habitat for Humanity Board, Wastewater Master Plan Committee, Newberg 2030 Citizens Advisory Committee and Kiwanis President.

Traffic Safety Commission:
The Traffic Safety Commission is a 9 member committee with one student commissioner position. There was one full-time commissioner position open with the resignation of Traffic Safety Commissioner Daniel Emslie, effective January 29, 2018.

The Mayor has selected Lesley Woodruff to fill the vacant full-time position, with the term ending December 31, 2018. Mrs. Woodruff previously served on the Traffic Safety Commission for 6 years before joining the City Council January 7, 2013 – December 31, 2016. She is particularly concerned with bike/pedestrian safety and looks forward to serving on the commission again. Mrs. Woodruff is currently involved with the Edwards Volunteer Organization and Unidos Bridging Community.

FISCAL IMPACT:
Not applicable

STRATEGIC ASSESSMENT:
Not applicable

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order No. ___	**Ordinance No. ___**	**Resolution No. ___**	**Motion XX**	**Information ___**
SUBJECT: To consent to the Mayor's Appointment for the Newberg 2030 Citizen Advisory Committee			**Contact Person (Preparer) for this Motion: Cheryl Caines Dept.: Community Development File No: GR-17-0009**	

RECOMMENDATION:
To consent to the Mayor's appointment of the Committee members as listed in the executive summary.

EXECUTIVE SUMMARY:

The City of Newberg has been awarded a Technical Assistance grant to complete the Newberg 2030 project. Phase I of this project was completed in May 2017. The goal of this project is to plan for the long range economic and housing land needs of the city. A citizen advisory committee was formed for Phase I to provide insight about community values and feedback on project materials. The same group of citizens have been asked to reconvene to provide input for Phase II of the project. These members represent a broad range of interests and viewpoints. The Newberg 2030 Citizen Advisory Committee is an ad-hoc committee, which will dissolve after completion of the project.

The Mayor recommends the appointment of the following members to the Newberg 2030 Citizen Advisory Committee:

Name	Organization
Ryan Howard	Attorney – Law office of Ryan Howard PC
Brett Baker	Austin Industries
Sid Friedman	Friends of Yamhill County
Claudia Stewart	Community At Large
Larry Hampton	Newberg School District – Operations and Safety
Todd Engle	Friendsview
Brian Doyle	Engineer – Doyle Engineering
Lisa Rogers	CASA
Fred Gregory	George Fox University
Curt Walker	JDC Homes

FISCAL IMPACT:
Not applicable

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):
The project will aid the City in attaining Goal 7: Expand the City's Urban Growth Boundary, Goal 8: Encourage Affordable Housing, and Goal 11: Implement Newberg Economic Development Strategy.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018

Order No.	Ordinance No.	Resolution No. 2018-3447	Motion	Information
___	___	XX	___	___

SUBJECT: A resolution to authorize the city manager to enter into a professional services agreement with Kittelson & Associates, Inc. to design the city's 2018 Pavement Preservation and Utility Improvement Project in the amount of $93,562.00.	**Contact Person (Preparer) for this Motion: Paul Chiu, P.E., Senior Engineer** **Dept.: Public Works Engineering** **File No.:**

RECOMMENDATION:

Adopt Resolution No. 2018-3447 authorizing the City Manager to enter into a professional services agreement (PSA) with Kittelson & Associates, Inc. for engineering design, bid and construction phase services for the City's 2018 Pavement Preservation and Utility Improvement Project in the amount of $93,562.00.

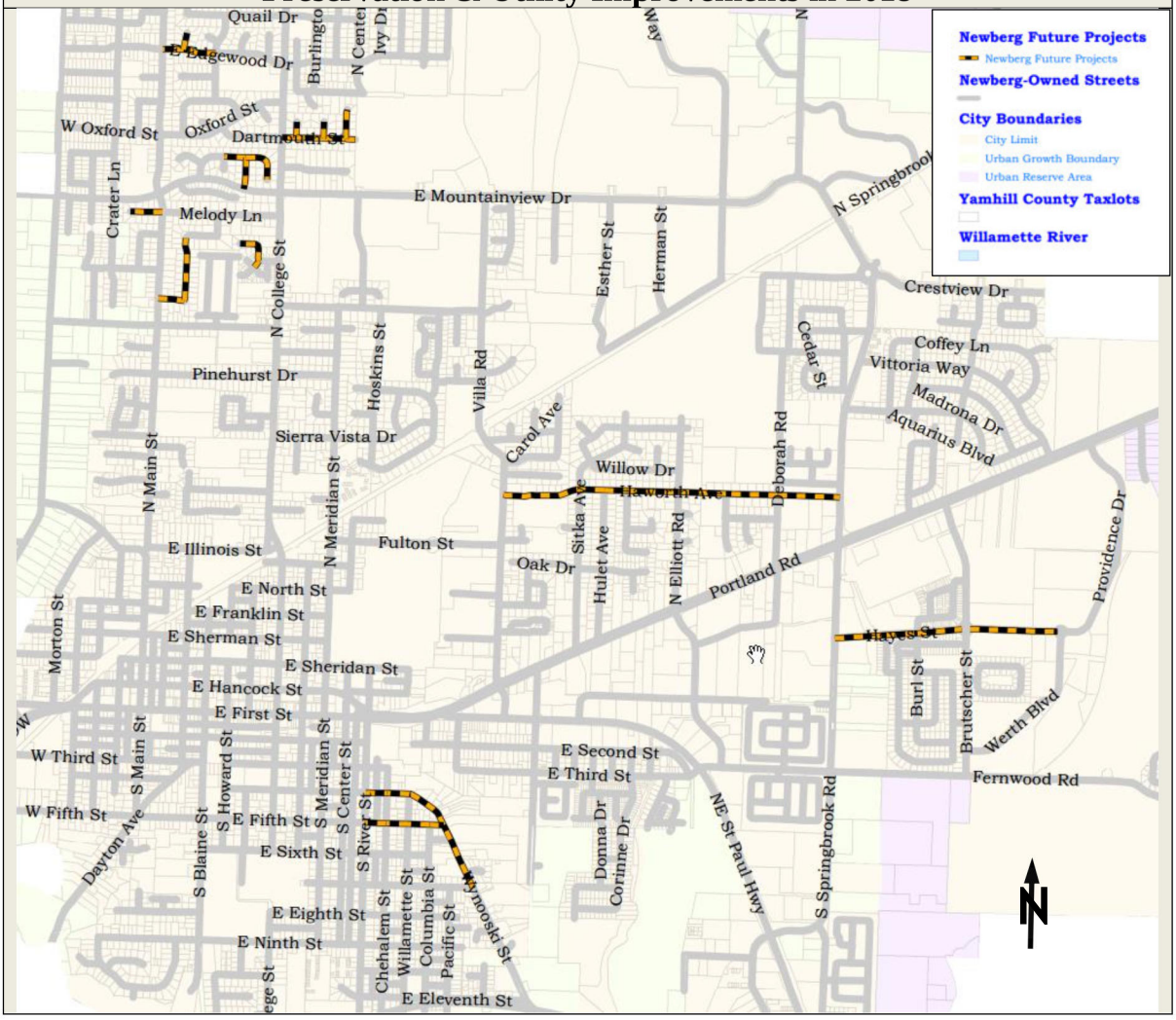
EXECUTIVE SUMMARY:

The City's Public Works Department recently completed a pavement preservation plan for City maintained streets over the next five years. Streets selected for pavement preservation in 2018 are shown in Figure 1 on the following page. Engineering design for the pavement preservation projects and improvements to existing stormwater and wastewater conveyance systems under the selected streets requires survey and engineering design. The Request for Proposals (RFP) for this project was advertised in the Daily Journal of Commerce and on the City's engineering webpage on January 26, 2018.

The City received two qualified proposals. The proposal evaluation team identified Kittelson & Associates, Inc. as the most qualified consultant with the particular knowledge, expertise and expedited design experience for the proposed project.

Staff entered into negotiations with the most qualified consultant per ORS.279C.110. In response, the consultant submitted a detailed proposal with a scope of work and cost breakdown for the city's consideration (refer to Exhibit "A" that includes the proposed PSA). The total budget for the project is $1,585,639.00. The consultant's proposal is comprehensive and the proposed cost is reasonable because it equals less than 10% of the total project cost.

Figure 1 – Project Map Showing Selected Streets for Pavement Preservation & Utility Improvements in 2018



FISCAL IMPACT:

The consultant will complete all phases of this project for $93,562.00 as outlined in the attached Exhibit "A". The current fiscal budget appropriates funding for the design phase and a portion of the construction phase. The remaining construction budget will be appropriated through the budget review and approval process for fiscal year 2018-2019.

Funding for the pavement preservation portion of the project ($1,275,235.00) is partially from Gas Tax funds (18-5150-702171) of $353,575.00 and Transportation Utility Fee revenue (18-5150-703000) of $921,660.00. No storm funding is proposed. The remaining $310,404.00 comes from wastewater funds (Fund 06-Wastewater Fund) for improving the wastewater conveyance line and replacing sewer laterals within the pavement preservation areas. The total funding for the project is estimated to be $1,585,639.00.

STRATEGIC ASSESSMENT:

The Specific Council Priorities adopted in September 2017 stated, "Goal 2: Repair and maintain City's streets and sidewalks and secure funding."

To meet this goal, the City of Newberg Public Works Department has recently completed a process to identify selected streets for pavement preservation and restoration projects from 2018 through 2022.

The approval of this engineering design phase contract for the proposed 2018 projects will allow for the development of construction plans and specifications for the proposed projects for construction bid pricing in May 2018. The project is part of the City's continuous effort to effectively preserve and maintain pavement for the City owned roadway system, to increase mobility, comfort, safety and livability for everyone that works, lives and visits the city.

RESOLUTION NO. 2018-3447

A resolution to authorize the city manager to enter into a professional services agreement with Kittelson & Associates, Inc. to design the city's 2018 Pavement Preservation and Utility Improvement Project

RECITALS:

1. The City of Newberg recently completed a pavement preservation plan for City maintained streets for the next five years and identified streets for pavement preservation and utility improvement projects.

2. The 2018 pavement preservation projects are approved capital improvement expenditures in the 2017-18 fiscal year budget and are proposed expenditures in the fiscal year 2018-19 budget.

3. The City advertised the project in the Daily Journal of Commerce and on the City's engineering webpage on January 26, 2018, and received two qualified proposals through the Request for Proposals process.

4. Kittelson & Associates, Inc. was selected as the most qualified consultant per ORS. 279C.110.

5. Kittelson & Associates, Inc. submitted a detailed proposal outlining the scope of work with a reasonable phase-by-phase cost breakdown for $93,562.00 included in the proposed professional services agreement, which is attached as Exhibit "A" and by this reference incorporated.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council, acting as contract review board for the City, does hereby authorize the City Manager to enter into a Professional Services Agreement with Kittelson & Associates, Inc. to complete the City's Pavement Preservation and Utility Improvement Project that includes the design survey, engineering design, bid and construction phase services in the amount of $93,562.00.

2. The City Attorney will modify and approve all contracts and agreements as to form and content.

3. The City Manager is authorized to amend the Professional Services Agreement up to ten (10) percent of the original contract amount.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: March 6, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 5th day of March, 2018.

_____
Sue Ryan, City Recorder

ATTEST by the Mayor this 8th day of March, 2018.

_____
Bob Andrews, Mayor

AGREEMENT WITH KITTELSON & ASSOCIATES, INC. TO PROVIDE CONSULTING SERVICES TO THE CITY OF NEWBERG

THIS AGREEMENT is entered into this _____day of March, 2018 by and between the City of Newberg, a municipal corporation of the State of Oregon, hereinafter called **City**, and

Kittelson & Associates, Inc.
851 SW Sixth Avenue, Suite 600
Portland, OR 97204
Phone: 503.535.7488
Fax: 503.273.8169
Email: dhippenstiel@kittelson.com

hereinafter called **Consultant**.

RECITALS:

1. **City** has need for the services of a **Consultant** to complete the City's **Pavement Preservation & Utility Improvement Projects** that includes surveying, engineering design, bid and construction phase services.

2. By authority of ORS 279C.110, and through the Request for Proposals (RFP) process, **City** received two qualified proposals for the city's project. The selection of the most qualified **Consultant** based on their particular training, ability, knowledge, expertise and experience, was approved by the City Council on March 5, 2018 per Resolution No. 2018-3447.

NOW THEREFORE, in consideration of mutual promises, covenants and agreements of the parties, it is agreed as follows:

1. **Effective Date and Duration:** This Agreement shall become effective on the date that this Agreement has been signed by every party hereto.

Unless, terminated or extended, this Agreement shall expire when the **City** accepts **Consultant's** completed performance or on December 31, 2018, whichever date occurs first. This fact notwithstanding, the services of **Consultant** shall be authorized and paid on a task by task basis as described in Exhibit "A".

Expiration shall not extinguish or prejudice **City's** right to enforce this Agreement with respect to any breach of a **Consultant** warranty or any fault or defect in **Consultant's** performance that has not been cured.

2. **Termination:** This Agreement may be terminated at any time by mutual, written consent of the parties. The **City** may, at its sole discretion terminate this Agreement in whole or part upon a 30-day written notice to **Consultant**. The **City** may terminate immediately upon notice to the **Consultant** that the **City** does not have funding, appropriations, or other necessary expenditure authority to pay for **Consultant's** work. The **City** may terminate Agreement at any time for material breach, unless **Consultant** has cured such defect or deficiency within a reasonable period of time following notice of such claim.

3. **Scope of Work:** The **Consultant** agrees to provide the services provided in the Scope of Work, which is Exhibit "A" and is attached hereto and incorporated by this reference. The **Consultant** represents and warrants to the **City** that the **Consultant** can perform the work outlined in the Scope of Work for the fee proposal amount.

4. **Compensation:** The **Consultant** agrees to perform the work for a not-to-exceed fee as indicated in their professional fee proposal included in the Scope of Work. The not-to-exceed figure is as follows:

$93,562.00

The **Consultant** shall not exceed the fee for any task included in the fee proposal amount. If the **Consultant** foresees that the fee is going to exceed the not-to-exceed figure because the task has changed or is outside the scope, the **Consultant** shall notify the **City** in writing of the circumstances with an estimated amount that the fee is to be exceeded. The **Consultant** shall obtain written permission from the **City** before exceeding the not-to-exceed fee amount. If the

Form approved by City Attorney Feb 2013. DO NOT REVISE WITHOUT APPROVAL.

Consultant does work that exceeds the maximum fee amount prior to obtaining the written permission, the **Consultant** waives any right to collect that fee amount.

5. **Additional Work Not Shown within the Scope of Work:** If **City** requests or requires work to be done not within the Scope of Work of this project, the **Consultant** shall notify the **City** of such work, provide an estimated fee amount, and obtain written instructions to proceed with work in the form of an Agreement amendment prior to proceeding with work and incurring any costs on behalf of the **City**. If **Consultant** proceeds with work prior to obtaining permission and/or Agreement amendment, the **Consultant** waives any right to collect fees for work performed.

6. **Agreement Documents:** This Agreement consists of the following documents which are listed in descending order of preference: This Agreement, and Attached Exhibits. Work is under the sole control of **Consultant**; however, the work contemplated herein must meet the approval of the **City** and shall be subject to **City's** general right of inspection and supervision to secure the satisfactory performance thereof.

7. **Benefits: Consultant** will not be eligible for any federal social security, state workers compensation, unemployment insurance, or public employees' retirement system benefits from the Agreement payment except as a self-employed individual.

8. **Federal Employment Status:** In the event any payment made pursuant to this Agreement is to be charged against federal funds, **Consultant** certifies that he or she is not currently employed by the federal government and the amount charged does not exceed his or her normal charge for the type of services provided.

9. **Consultant's Warranties:** The work to be performed by **Consultant** includes services generally performed by **Consultant** in his/her usual line of business. The work performed by the **Consultant** under this Agreement shall be performed in a good and businesses-like manner in accordance with the generally accepted professional standards. The **Consultant** shall, at all times, during the term of this Agreement, be qualified, be professionally competent, and duly licensed to perform the work.

10. **Indemnity: Consultant** shall defend, indemnify and hold harmless **City** from and against all liability or loss and against all claims, suits, actions, losses, damages, liabilities, costs, and reasonable expenses of any nature whatsoever to the extent caused by the negligent acts, errors, omissions, or performance of services of the **Consultant**, or its officers, employees, subcontractors, or agents under this Agreement. **Consultant** shall have no duty to defend the **City** in litigation or any legal proceedings but shall reimburse the **City** for reasonable legal fees and cost the **City** incurs if the **City** is obligated to pay damages because of the negligence of the **Consultant**.

11. **Independent Contractor: Consultant** is not currently employed by the **City**. The parties to this Agreement intend that the **Consultant** perform all work as an Independent Contractor. No agent, employee, or servant of **Consultant** shall be or shall be deemed to be the employee, agent or servant of **City**. **City** is interested only in the results obtained under this Agreement; the manner and means of conducting the work are under the sole control of **Consultant**, however, the work contemplated herein must meet the approval of the **City** and shall be subject to **City's** general right of inspection and supervision to secure the satisfactory performance thereof.

12. **Taxes: Consultant** will be responsible for any federal or state taxes applicable to payments received under this Agreement. **City** will report the total of all payments to **Consultant**, including any expenses, in accordance with the Federal Internal Revenue Service and the State of Oregon Department of Revenue regulations.

13. **Insurance:**

a) **Consultant**, its Subconsultants, if any, and all employers working under this agreement are subject employers under the Oregon Workers Compensation Law and shall comply with ORS 656.017, which requires them to provide workers compensation coverage for all their subject workers; or by signing this Agreement, **Consultant** represents that he or she is a sole proprietor and is exempt from the laws requiring workers compensation coverage.

b) **Consultant** will, at all times, carry a Commercial General Liability insurance policy for at least $1,000,000.00 combined single limits per occurrence for Bodily Injury, Property Damage, and Personal Injury. If the policy is written on the new occurrence form then the aggregate limit shall be $2,000,000.00. The **City**, its agents, employees and officials all while acting within their official capacity as such, shall be named as an additional insured on the insurance specified in this paragraph.

c) **Consultant** will, at all times, carry a Professional Liability/Errors and Omission type policy with limits of at least $500,000.00. If this policy is a "claims made" type policy, the policy type and company shall be approved by the City Manager prior to commencement of any work under this Agreement.

d) **Consultant** shall furnish the **City** with Certificates of Insurance upon execution of Agreement. Such Certificates of Insurance evidencing any policies required by this Agreement shall be delivered to the **City** prior to the commencement of any work. A 30-day notice of cancellation clause shall be included in said certificate. The **City** has the right to reject any certificate for unacceptable coverage and/or companies.

14. **Assignment:** The parties hereto each bind themselves, their partners, successors, assigns and legal representatives of such other party in respect to all terms of this Agreement. Neither party shall assign the Agreement as a whole without written consent of the other.

15. **Ownership of Work Product:** All original documents prepared by **Consultant** in performance of this Agreement, including but not limited to original maps, plans, drawings and specifications are the property of **City** unless otherwise agreed in writing. Quality reproducible records copies of final work product, including digital files of text and drawings shall be provided to **City** at the conclusion or termination of this Agreement. **City** shall indemnify and hold harmless **Consultant** and **Consultant's** independent professional associates or Subconsultants from all claims, damages, losses and expenses including attorney fees arising out of the **City's** use of any instruments of professional service for purposes outside the scope of this Agreement.

16. **Entire Agreement:** This Agreement constitutes the entire Agreement between the parties and supersedes all prior agreements, written and oral, courses of dealing, or other understanding between the parties. No modification of this Agreement shall be binding unless in writing and signed by both parties.

17. **Notification:** All correspondence and notices related to this Agreement shall be directed to the project manager for the party to whom the correspondence or notice is intended. If directed to the **City**: City of Newberg, P.O. Box 970, Newberg, Oregon 97132, Attn: Paul Chiu, P.E., Project Manager. If directed to the **Consultant**: Kittelson & Associates, Inc. Attn: Darren Hippenstiel. P.E., Project Manager at the address listed above. Each party shall be responsible for notifying the other of any changes in project manager designation.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above mentioned.

CONSULTANT	**CITY OF NEWBERG**
By:_____	By:_____
Name:_____	Name: Joe Hannan
Title:_____	Title: City Manager
Date:_____	Date:_____

Engineering Division Approval:

_____

Kaaren L. Hofmann Date
City Engineer

Department Approval:

_____

James (Jay) O. Harris Date
Public Works Director

Approved as to Form and Content:

_____

Truman A. Stone Date
City Attorney

2018 Pavement Rehabilitation
Major and Minor Rehabilitation Projects - Combined
City of Newberg
PROFESSIONAL SERVICES - HOURLY BREAKDOWN
February 14, 2018
Kittelson & Associates

		Kittelson & Associates				GeoDesign	CES NW						
		Principal	PM/ PE	Designer / EIT	Technician II	Pavement PE	Surveyor PLS	Survey Tech	Survey Crew (2-person)	Utilities PM	Utility PE	Utility Tech	Total
		Tony Roos	Darren Hippenstiel	Jessica Spivey	Brad Cullimore	Krey Younger	Paul Kohn		Field Crew	Tony Weller	John Jensen	Ben Mealue	
	Task	$ 190.00	$ 190.00	$ 125.00	$ 125.00	$ 191.00	$ 120.00	$ 90.00	$ 150.00	$ 170.00	$ 120.00	$ 90.00	
1.1	Project Management	2	10										$ 2,280.00
1.2	Project Coordination	2	12										$ 2,660.00
2.1	ADA Assessment			16	16								$ 4,000.00
2.2	Topographic Survey						24	80	80				$ 22,080.00
2.3	Pavement Review					32							$ 6,112.00
3.1	Crack & Slurry Seal PS&E	2	24	8	16								$ 7,940.00
3.2	Preliminary Design Strip Map	2	8	16	16								$ 5,900.00
3.3	Utility Coordination											8	$ 720.00
3.4	Pavement Rehabilitation PS&E	4	16	80	40								$ 18,800.00
3.5	Utility Rehabilitation PS&E									12	60	60	$ 14,640.00
3.6	Bidding Support		8	8								4	$ 2,880.00
3.7	Constructing Support	4		20									$ 3,260.00
3.8	As-Built Plans and Project Closeout				8							8	$ 1,720.00
	Reimbursable Expenses												$ 570.00
	Total Hours	16.00	78.00	148.00	96.00	32.00	24.00	80.00	80.00	12.00	60.00	80.00	706.00
	Total Cost	$ 3,040.00	$ 14,820.00	$ 18,500.00	$ 12,000.00	$ 6,112.00	$ 2,880.00	$ 7,200.00	$ 12,000.00	$ 2,040.00	$ 7,200.00	$ 7,200.00	**$ 93,562.00**

EXHIBIT A FOR PROFESSIONAL SERVICES AGREEMENT WITH KITTELSON & ASSOCIATES, INC.

EXHIBIT "A" FOR RESOLUTION NO. 2018-3447

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order ___ No.	**Ordinance ___ No.**	**Resolution XX No. 2018-3448**	**Motion ___**	**Information ___**
SUBJECT: A Resolution releasing a right-of-way for a water main easement on property located at R320804900 (Tract C and AA – Springbrook District Subdivision)			**Contact Person (Preparer) for this Motion: Doug Rux, Director Dept.: Community Development File No.: MISC118-0004**	

RECOMMENDATION:

Adopt Resolution No. 2018-3448.

EXECUTIVE SUMMARY:

Aspen Way West, LLC through its legal counsel Stole Rives LLP has requested that a right-of-way for a water main easement be released (Attachment 1). The easement was originally granted to the City of Newberg and recorded on August 17, 1906 (Attachment 2). The City's Geographic Information System (GIS) data indicates that a water line may be present on the site (Attachment 3). The City of Newberg has worked with Aspen Way West LLC to determine if a water line exists on the property as described in the legal descriptions through on-site evaluations by consultants hired by Aspen Way West LLC. On-site inspections through utility locates determined that the water line is not present. The location of the easement is represented in Attachment 4, Title Review Exhibit, Exception #8.

The City has determined that the easement is no longer necessary for its water distribution system. Aspen Way West LLC is asking for release of the easement in order remove Exception #8 from a Preliminary Title Report to advance a potential sale of the parcel to another party.

FISCAL IMPACT:

None.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Not applicable.

Attachments: 1. Stole Rives LLP Request Letter, February 15 2018
2. Recorded Easement Document
3. GIS Map of Potential Water Line
4. Map Identifying Easement Location

RESOLUTION NO. 2018-3448

A RESOLUTION RELEASING A RIGHT-OF-WAY FOR A WATER MAIN EASEMENT ON PROPERTY LOCATED AT R320804900 (TRACT C AND AA – SPRINGBROOK DISTRICT SUBDIVISION)

RECITALS:

1. Aspen Way West, LLC through its legal counsel Stole Rives LLP has requested that a right-of-way for a water main easement be released.

2. The easement was originally granted to the City of Newberg on August 17, 1906.

3. The City of Newberg has worked with Aspen Way West LLC to determine if a water line exists on the property as described in the legal descriptions through on-site evaluations by consultants hired by Aspen Way West LLC.

4. On-site inspections through utility locates determined that the water line is not present.

5. The City has determined that the easement is no longer necessary for its water distribution system.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The right-of-way for a water main easement located on property at R320804900 (Tract C and AA – Springbrook District Subdivision) is released.

2. The City Manager in coordination with the City Attorney is authorized to execute the release of easement document represented in "Exhibit A".

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: March 6, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 5th day of March, 2018.

_____
Sue Ryan, City Recorder

ATTEST by the Mayor this 8th day of March, 2018.

_____
Bob Andrews, Mayor

THIS SPACE RESERVED FOR RECORDERS USE

AFTER RECORDING RETURN TO:

City of Newberg – Engineering Division

PO Box 970, 414 E. First Street

Newberg, OR 97132

RELEASE OF EASEMENT

The City of Newberg, a municipal corporation, in consideration of $0.00 does hereby release all rights of access and interests in the following described Easement to the property owner, **ASPEN WAY WEST LLC**, an Oregon limited liability company, their heirs and assigns.

Easement as described by Instrument recorded in Book 46 at Page 505, Records of Yamhill County, Oregon on August 17, 1906.

BEFORE SIGNING OR ACCEPTING THIS INSTRUMENT, THE PERSON TRANSFERRING FEE TITLE SHOULD INQUIRE ABOUT THE PERSON'S RIGHTS, IF ANY, UNDER ORS 195.300, 195.301 AND 195.305 TO 195.336 AND SECTIONS 5 TO 11, CHAPTER 424, OREGON LAWS 2007, SECTIONS 2 TO 9 AND 17, CHAPTER 855, OREGON LAWS 2009, AND SECTIONS 2 TO 7, CHAPTER 8, OREGON LAWS 2010. THIS INSTRUMENT DOES NOT ALLOW USE OF THE PROPERTY DESCRIBED IN THIS INSTRUMENT IN VIOLATION OF APPLICABLE LAND USE LAWS AND REGULATIONS. BEFORE SIGNING OR ACCEPTING THIS INSTRUMENT, THE PERSON ACQUIRING FEE TITLE TO THE PROPERTY SHOULD CHECK WITH THE APPROPRIATE CITY OR COUNTY PLANNING DEPARTMENT TO VERIFY THAT THE UNIT OF LAND BEING TRANSFERRED IS A LAWFULLY ESTABLISHED LOT OR PARCEL, AS DEFINED IN ORS 92.010 OR 215.010, TO VERIFY THE APPROVED USES OF THE LOT OR PARCEL, TO DETERMINE ANY LIMITS ON LAWSUITS AGAINST FARMING OR FOREST PRACTICES, AS DEFINED IN ORS 30.930, AND TO INQUIRE ABOUT THE RIGHTS OF NEIGHBORING PROPERTY OWNERS, IF ANY, UNDER ORS 195.300, 195.301 AND 195.305 TO 195.336 AND SECTIONS 5 TO 11, CHAPTER 424, OREGON LAWS 2007, SECTIONS 2 TO 9 AND 17, CHAPTER 855, OREGON LAWS 2009, AND SECTIONS 2 TO 7, CHAPTER 8, OREGON LAWS 2010.

IN WITNESS WHEREOF, the parties have executed this document on this __ day of _____ 2018.

_____

Joe Hannan, City Manager

STATE OF OREGON)

County of Yamhill)ss.

This instrument was acknowledged before me this __ day of _____ 2018, by Joe Hannan, City Manager for the City of Newberg.

_____

Notary Public for Oregon

My Commission expires: _____

CITY OF NEWBERG

ACCEPTED:

_____

Sue Ryan, City Recorder

Dated: _____

APPROVED AS TO FORM AND CONTENT

_____

Truman A. Stone, City Attorney

Dated: _____

STOEL RIVES LLP

760 SW Ninth Ave., Suite 3000
Portland, OR 97205
T. 503.224.3380
F. 503.220.2480
www.stoel.com

STEVEN W. ABEL
D. 503.294.9599
F. 503.220.2480
steve.abel@stoel.com

February 15, 2018

VIA EMAIL

Truman A. Stone
Newberg City Attorney's Office
414 E. First Street
P.O. Box 970
Newberg, OR 97132

Re: Release of Easements -- Book 46, page 505/Book 46, page 507

Dear Mr. Stone:

Thank you for working with me in an effort to clear title on properties now owned by Aspen Way West, LLC. This letter is written to request that the City proceed to solicit the approval necessary of the City Council to authorize the City Manager to sign the two releases of easement.

As you and I have discussed the easements were found in a title report and are dated 1906. Through our site investigation we have determined that no water lines exist within the easements. Most importantly, infrastructure and easements will be installed and dedicated in the course of development of the property which will then mirror the actual development that takes place on the property. It is for these reasons that Aspen Way West, LLC requests that the releases of easement be signed by the City and that the City Council provide authorization to the City Manager for the execution of the releases.

I request that this matter be set on the agenda for the March 5, 2018 City Council hearing. A representative of Aspen Way will be in attendance that evening.

Thank you for your courtesies. Your professionalism is appreciated.

Very truly yours,

Steven W. Abel

SWA:pjn
cc: Doug Rux
Margaret Kushner
Steve Moore

95954928.1 0012276-00016

Know all Men by These Presents, That ,A.T.Blair and Samuel Hobson, of the County of Yam hill, State of Oregon, in consideration of the Sum of One Dollar, and shall have the perpetual privelege of one half inch tap paid by the City of Newberg said tap to be governed by the rules and regulations of said City, the receipt whereof is hereby acknowledged, does hereby grant, bargain,sell and convey unto the said City of Newberg forever, a right of way, in and over a certain strip of land, as the same is staked out and located over and across the following described premises,in Yamhill County, State of Oregon, to-wit:-

Commencing at a point on the line between Section 17 and 18, 146 rods north of the south line of the O.J.Walker Donation Land Claim, thence east 36 rods, thence north 35 rods, thence west 36 rods, thence south 35 rods to the place of beginning,

To Have and to Hold the said easement and privilege over and upon the above described premises by the said City of Newberg, and assigns, forever, for the purpose of building and maintaining a pipe line, to be used in carrying water into the said City of Newberg, and to use the same for all legitimate purposes connected therewith, and we do hereby for our heirs, executors and administrators covenant to and with the said City of Newberg, and assigns, that we have good right to grant and convey the said Right of Way over and upon said above described premises, and that the easement, estate or privilege hereby granted is free from all liens and incumbrances of every nature. In Witness Whereof, I have hereunto set my hand and seal this 25th. day of May A.D.1897.

Signed, Sealed & delivered in presence of,
D.Tallman
J.G.Hadley

A.T.Blair (Seal)
Samuel Hobson (Seal)
Administrators for above Estate.

State of Oregon,)
County of Yamhill.) ss. This Certifies, That on this 25th. day of May A.D.1897 before me, the undersigned, a Notary Public, in and for said County and State personally appeared the within named A.T.Blair & Samuel Hobson ,who are known to me to be the identical persons described in and who executed the within instrument, and acknowledged to me that they executed the same freely and voluntarily for the uses and purposes therein mentioned. In Testimony Whereof, I have hereunto set my hand and Notary Seal the day and year last above written.

J.G.Hadley
Notary Public for Oregon.

(Notary Seal)
Recorded August 17th. 1 06 at 8 A.M.

D.T.Burnett ----Recorder of Conveyances.

A.E.Bowman & Wife, to City of Newberg Right of Way for Water main.

Know all Men by these Presents, That, A.E.BOwman and C.S.Bowman his wife, of the County of Yamhill, State of Oregon, in consideration of One Dollar and tap with water for family use , said tap to be governed by the rules and regulations of said City, paid by the city of Newberg, the receipt whereof is hereby acknowledged, does hereby grant , bargain, sell and convey unto the said city of Newberg, forever, a Right of way, in and over a certain strip of land, as the same is staked out and located over and across the following described premises, in Yamhill County, State of Oregon, to-wit; Part of Claim 47 Donation Certificate 3161 Notification number 1477 being part of Sec. 7, &.8, T.3, S.R.2, W.W.M. and bounded as follows, 53 rods E from S.W. corner of said claim No. 47, running thence N.72 rods, to a stake, thence W. along the line of said claim 44 rds. to the place of beginning, containing 20 Acres.

To Have and to Hold the said easement and privilege over and upon the above described premises by the said City of Newberg, and assigns, forever,for the purpose of building and maintaining a pipe line, to be used in carrying water into the said City of Newberg, and to use the same for all legitimate purposes connected therewith, and we do hereby for our heirs, executors and administrators covenant to and with the said City of Newberg, and assigns, that we have good right to grant and convey the said right of way over and upon said above described premises, and that the easement, estate or privilege hereby granted is free from all liens and incumbrances of every nature,

In Witness Whereof, We have hereunto set our hands and seals this 19th. day of Aug. A.D.1896.

Signed, Sealed & Delivered in presence of
D.Tallman
Matthew Terrell

A.E.Bowman (Seal)
C.S.Bowman (Seal)

State of Oregon,)
County of Yamhill.) ss. This Certifies, That on the 19th. day of Aug. A.D.1896, before me the undersigned, a Notary Public, in and for said County and State personally appeared the within named A.E.BOwman who I know to be the identical person described in and who executed the within instrument, and acknowledged to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.and C.S. Bowman,wife of the said A.E.Bowman,on examination made by me seperate and apart from her said husband acknowledged to me that she executed the same freely and voluntarily, and without fear of coercion or compulsion from any one. IN TESTIMONY WHEREOF,I have hereunto set my hand and Notary seal the day and year last above written.

(Notary Seal)
Recorded August 17th,1906,at 8 A.M.

J.G.Hadley,
Notary Public for Oregon.

D.T.Burnett ----Recorder of Conveyances.

ATTACHMENT 3
Resolution No.
2018-3448

Potential Water Line

E MOUNTAINVIEW DR
E HENRY RD
DARTMOUTH ST
GREEN VALLEY DR
N MERIDIAN ST
ZOE CT
ARTHUR LN
BURLINGTON DR
WINCHESTER DR
N CENTER ST
VILLA RD
Unknown
Gail Park

Attachment 4
Resolution No. 2018-3448

N

SCALE: 1"=250 FEET

250 0 100 150 200 250

NOTES:

1. TITLE INFORMATION IS BASED ON TICOR TITLE ORDER NO. 471818068055, DATED JANUARY 2, 2018.

ASPEN WAY

EXCEPTION NO. 16
20' STORM DRAINAGE EASEMENT

EXCEPTION NO. 27
DRAINAGE TRACT PER SURVEY NUMBER 9196

TRACT 'F'

LOT 3

EXCEPTION NO. 24
10' WATER LINE EASEMENT

EXCEPTION NO. 25
LICENSE AGREEMENT FOR FENCE LINE

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

TRACT 'E'

TRACT 'G'

LOT 4

TRACT 'H'

EXCEPTION NO. 10
DEED BOOK 127 PAGE 139, POLE AND ANCHOR EASEMENT ALONG EAST LINE OF TRACT 'H', FOR 4 POLES, AN ANCHOR AND NECESSARY WIRES. NO WIDTH OR LENGTH STATED

"HAZELWOOD FARMS" (AKS #5761)

EXCEPTION NO. 8
APPROXIMATE EASTERLY LINE OF PROPERTY AFFECTED BY WATER PIPELINE EASEMENT FOR THE BENEFIT OF THE CITY OF NEWBERG RECORDED IN BOOK VOLUME 46 PAGE 505

TRACT 'C'

TRACT 'D'

LOT 5

EXCEPTION NO. 15
APPROXIMATE LOCATION OF PROPERTY PERTAINING TO AGREEMENT FOR WATER METER FOR COMMUNITY GARDEN

ASPEN WAY

EXCEPTION NO. 11
APPROXIMATE LOCATION OF VACATED CHERRY STREET (SEE SURVEY NUMBER 12375, SHEET 7)

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

LOT 1

LOT 2

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

MOUNTAIN VIEW DRIVE

EXCEPTION NO. 19
15' SLOPE & PUBLIC UTILITIES EASEMENT

EXCEPTION NO. 22
10' PUBLIC UTILITY EASEMENT

EXCEPTION NO. 18
STORM SEWER EASEMENT

EXCEPTION NO. 14
WAIVER OF REMONSTRANCE AFFECT THE PROPERTY IN THIS AREA

OLD ROAD ALIGNMENT, WHICH EXCEPTION NO. 14 – WAIVER OF REMONSTRANCE WAS FOR THE CONSTRUCTION OF THE ROAD IN THIS AREA.

VILLA ROAD

TRACT 'A'

TRACT 'B'

EXCEPTION NO. 9
APPROXIMATE NORTHERLY LINE OF PROPERTY AFFECTED BY WATER PIPELINE EASEMENT FOR THE BENEFIT OF THE CITY OF NEWBERG RECORDED IN BOOK VOLUME 46 PAGE 507

HIGHWAY 219 (NW COLLEGE ST)

EXCEPTION NO. 17
APPROXIMATE LOCATION OF PROPERTY AFFECTED BY WAIVER OF REMONSTRANCE

AKS ENGINEERING & FORESTRY, LLC
3352 NW MERCHANT WY STE 100
BEND, OR 97703
P: 541.382.0355
aks-eng.com

AKS
ENGINEERING • SURVEYING • NATURAL RESOURCES
FORESTRY • PLANNING • LANDSCAPE ARCHITECTURE

SPRINGBROOK
NEWBERG OREGON
YAMHILL COUNTY

TITLE REVIEW EXHIBIT

DESIGNED BY:
DRAWN BY: MSK
CHECKED BY:
SCALE: AS NOTED
DATE: 01/16/2018

REVISIONS

JOB NUMBER
4487

SHEET
01

AKS DRAWING FILE: 4487 20180115 TITLE REVIEW MAP.DWG | LAYOUT: LAYOUT1

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order No. ___	**Ordinance No. ___**	**Resolution No. XX 2018-3449**	**Motion ___**	**Information ___**
SUBJECT: A Resolution releasing a right-of-way for a water main easement on property located at R321800800 and R321800900 (Tract A and B – Springbrook District Subdivision)		**Contact Person (Preparer) for this Motion: Doug Rux, Director Dept.: Community Development File No.: MISC118-0005**		

RECOMMENDATION:

Adopt Resolution No. 2018-3449.

EXECUTIVE SUMMARY:

Aspen Way West, LLC through its legal counsel Stole Rives LLP has requested that a right-of-way for a water main easement be released (Attachment 1). The easement was originally granted to the City of Newberg and recorded on August 17, 1906 (Attachment 2). The City's Geographic Information System (GIS) data does not indicate that a water line is present on the site (Attachment 3). The City of Newberg has worked with Aspen Way West LLC to determine if a water line exists on the property as described in the legal descriptions through on-site evaluations by consultants hired by Aspen Way West LLC. On-site inspections through utility locates determined that the water line is not present. The location of the easement is represented in Attachment 4, Title Review Exhibit, Exception #9.

The City has determined that the easement is no longer necessary for its water distribution system. Aspen Way West LLC is asking for release of the easement in order remove Exception #9 from a Preliminary Title Report to advance a potential sale of the parcel to another party.

FISCAL IMPACT:

None.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Not applicable.

Attachments: 1. Stole Rives LLP Request Letter, February 15 2018
2. Recorded Easement Document
3. GIS Map of Potential Water Line
4. Map Identifying Easement Location

RESOLUTION NO. 2018-3449

A RESOLUTION RELEASING A RIGHT-OF-WAY FOR A WATER MAIN EASEMENT ON PROPERTY LOCATED AT R321800800 AND R321800900 (TRACT A AND B – SPRINGBROOK DISTRICT SUBDIVISION)

RECITALS:

1. Aspen Way West, LLC through its legal counsel Stole Rives LLP has requested that a right-of-way for a water main easement be released.

2. The easement was originally granted to the City of Newberg on August 17, 1906.

3. The City of Newberg has worked with Aspen Way West LLC to determine if a water line exists on the property as described in the legal descriptions through on-site evaluations by consultants hired by Aspen Way West LLC.

4. On-site inspections through utility locates determined that the water line is not present.

5. The City has determined that the easement is no longer necessary for its water distribution system.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The right-of-way for a water main easement located on property at R321800800 and R321800900 (Tract A and B – Springbrook District Subdivision) is released.

2. The City Manager in coordination with the City Attorney is authorized to execute the release of easement document represented in "Exhibit A".

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: March 6, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 5th day of March, 2018.

_____
Sue Ryan, City Recorder

ATTEST by the Mayor this 8th day of March, 2018.

_____
Bob Andrews, Mayor

EXHIBIT A
Resolution No. 208-3449

THIS SPACE RESERVED FOR RECORDERS USE

AFTER RECORDING RETURN TO:

City of Newberg – Engineering Division

PO Box 970, 414 E. First Street

Newberg, OR 97132

RELEASE OF EASEMENT

The City of Newberg, a municipal corporation, in consideration of $0.00 does hereby release all rights of access and interests in the following described Easement to the property owner, **ASPEN WAY WEST LLC**, an Oregon limited liability company, their heirs and assigns.

Easement as described by Instrument recorded in Book 46 at Page 507, Records of Yamhill County, Oregon on August 17, 1906.

BEFORE SIGNING OR ACCEPTING THIS INSTRUMENT, THE PERSON TRANSFERRING FEE TITLE SHOULD INQUIRE ABOUT THE PERSON'S RIGHTS, IF ANY, UNDER ORS 195.300, 195.301 AND 195.305 TO 195.336 AND SECTIONS 5 TO 11, CHAPTER 424, OREGON LAWS 2007, SECTIONS 2 TO 9 AND 17, CHAPTER 855, OREGON LAWS 2009, AND SECTIONS 2 TO 7, CHAPTER 8, OREGON LAWS 2010. THIS INSTRUMENT DOES NOT ALLOW USE OF THE PROPERTY DESCRIBED IN THIS INSTRUMENT IN VIOLATION OF APPLICABLE LAND USE LAWS AND REGULATIONS. BEFORE SIGNING OR ACCEPTING THIS INSTRUMENT, THE PERSON ACQUIRING FEE TITLE TO THE PROPERTY SHOULD CHECK WITH THE APPROPRIATE CITY OR COUNTY PLANNING DEPARTMENT TO VERIFY THAT THE UNIT OF LAND BEING TRANSFERRED IS A LAWFULLY ESTABLISHED LOT OR PARCEL, AS DEFINED IN ORS 92.010 OR 215.010, TO VERIFY THE APPROVED USES OF THE LOT OR PARCEL, TO DETERMINE ANY LIMITS ON LAWSUITS AGAINST FARMING OR FOREST PRACTICES, AS DEFINED IN ORS 30.930, AND TO INQUIRE ABOUT THE RIGHTS OF NEIGHBORING PROPERTY OWNERS, IF ANY, UNDER ORS 195.300, 195.301 AND 195.305 TO 195.336 AND SECTIONS 5 TO 11, CHAPTER 424, OREGON LAWS 2007, SECTIONS 2 TO 9 AND 17, CHAPTER 855, OREGON LAWS 2009, AND SECTIONS 2 TO 7, CHAPTER 8, OREGON LAWS 2010.

IN WITNESS WHEREOF, the parties have executed this document on this __ day of _____ 2018.

_____

Joe Hannan, City Manager

STATE OF OREGON)

County of Yamhill)ss.

This instrument was acknowledged before me this __ day of _____ 2018, by Joe Hannan, City Manager for the City of Newberg.

_____

Notary Public for Oregon

My Commission expires: _____

CITY OF NEWBERG

ACCEPTED:

_____

Sue Ryan, City Recorder

Dated: _____

APPROVED AS TO FORM AND CONTENT

_____

Truman A. Stone, City Attorney

Dated: _____

STOEL RIVES LLP

760 SW Ninth Ave., Suite 3000
Portland, OR 97205
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www.stoel.com

STEVEN W. ABEL
D. 503.294.9599
F. 503.220.2480
steve.abel@stoel.com

February 15, 2018

VIA EMAIL

Truman A. Stone
Newberg City Attorney's Office
414 E. First Street
P.O. Box 970
Newberg, OR 97132

Re: Release of Easements -- Book 46, page 505/Book 46, page 507

Dear Mr. Stone:

Thank you for working with me in an effort to clear title on properties now owned by Aspen Way West, LLC. This letter is written to request that the City proceed to solicit the approval necessary of the City Council to authorize the City Manager to sign the two releases of easement.

As you and I have discussed the easements were found in a title report and are dated 1906. Through our site investigation we have determined that no water lines exist within the easements. Most importantly, infrastructure and easements will be installed and dedicated in the course of development of the property which will then mirror the actual development that takes place on the property. It is for these reasons that Aspen Way West, LLC requests that the releases of easement be signed by the City and that the City Council provide authorization to the City Manager for the execution of the releases.

I request that this matter be set on the agenda for the March 5, 2018 City Council hearing. A representative of Aspen Way will be in attendance that evening.

Thank you for your courtesies. Your professionalism is appreciated.

Very truly yours,

Steven W. Abel

SWA:pjn
cc: Doug Rux
Margaret Kushner
Steve Moore

95954928.1 0012276-00016

9) BK 46 PG 507

A.T.Blair & wife to City of Newberg, Rig

Know all Men by these presents,That A.T.Blair and A.H.Blair his wife, of the County of Yamhill, State of Oregon, in consideration of One Dollar, and shall have the perpetual privilege of one half inch tap for family use said tap to be governed by the rules and regulations of the City of Newberg, Paid to the City of Newberg, the receipt whereof is hereby acknowledged , does hereby grant, bargain sell and convey unto the said City of Newberg, forever, a right of way in and over a certain strip of land, as the same is staked out and located over and across the following described premises, in Yamhill County, State of Oregon, to-wit:-

Commencing at a point on the line between Sec. seventeen and eighteen (17 & 18) 96 rods north of the South side of the Oliver J.Waker Donation Land Claim in Township three (3) South Range two (2) West ,in Yamhill Co. Oregon, thence running E.36 rods thence North 50 rods, thence West 80 rods, thence South 50 rods, thence East 44 rods to place of beginning.

To Have and to Hold the said easement and privilege over and upon the above described premises by the said City of Newberg, and assigns, forever, for the purpose of building and maintaining a pipe line, to be used in carrying water into the said city of Newberg, and to use the same for all legitimate purposes connected therewith, and we do hereby for our heirs, executors and administrators covenant to and with the said City of Newberg, and assigns, that we have good right to grant and convey the said Right of way over and upon said above described premises, and that the easement, estate or privilege hereby granted is free from all liens and incumbrances of every nature.

In Witness Whereof, we have hereunto set our hands and seals this 25th. day of May A.D.1897.

Signed, sealed & delivered in the presence of
D.Tallman
J.G.Hadley

A.T.Blair (Seal)
Anna H.Blair (Seal)

State of Oregon,)
County of Yamhill.) ss. This Certifies that on the 25th. day of May A.D.1897, before me the undersigned, a Notary Public, in and for said County and State personally appeared the within named A.T.Blair and A.H.Blair his wife who are known to me to be the identical persons described in and who executed the within instrument, and acknowledged to me that they executed the same voluntarily for the uses and purposes therein mentioned. In Testimony Whereof, I have hereunto set my hand and Notary Seal the day and year last above written.

J.G.Hadley
(Notary Seal) Notary Public for Oregon.

Recorded August 17th. 1906 at 8 A.M.

D.H.Sumner Recorder of Conveyances.

A.C.Churchill & Wife to City of Newberg,Right of Way for Pipe Line.

Know all Men by these Presents, That A.C.Churchill and L.M.Churchill his wife, of the County of Yamhill, State of Oregon, in consideration of One Dollar and tap for family use said tap to be governed by the rules & regulations of the City of Newberg, paid by the City of Newberg, the receipt whereof is hereby acknowledged, does hereby grant, bargain, sell and convey unto the said City of Newberg, forever, a right of way in and over a certain strip of land, as the same is staked out and located over and across the following described premises,in Yamhill County, State of Oregon, to-wit:-

Being a part of the Donation Land Claim of W.R.Wallace in T.3,S.R.2,W. Beginning at a point 20 ch. N.and 13.33 1/3 chE.of S.W.corner of said claim, thence East 33.50 chs.thence N.5 chs. thence W.33.50 chs. thence S.5 chs. to the place of beginning, containing 16.75 A. also beginning at a point 25chs. N.and 13.33 1/3 chs. E.of S.W. corner of said claim thence E.33. 50 chs. thence N.24.87 chs.thence W.33.50 chs. thence S.to place of beginning containing 83.25 A. also beginning at a point 20 chs. N.and 13.33 1/3 chs.EEof S.W.corner of said claim thence W.13.33 1/3 chs.thence S.2 chs. thence E.46.83 1/3 chs. thence N.2 chs.thence W. 33.50 chs. to place of beginning ,containing 9 A. To Have and to Hold the said easement and privilege over and upon the above described premises by the said city of Newberg, and assigns forever, for the purpose of building and maintaining a pipe line, to be used in carrying water into said City of Newberg, and to use the same for all legitimate purposes connected therewith, and we do hereby for our heirs, executors and administrators covenant to and with the said City of Newberg, and assigns, that we have a good right to grant and convey the said Right of Way over and upon said above described premises,

In Witness Whereof , we have hereunto set our hands and seals this 19th. day of Aug. A.D.1896.

Signed Sealed & delivered in presence of,
D.Tallman, Matthew Terrell

A.C.Churchill (Seal)
L.M.Churchill (Seal)

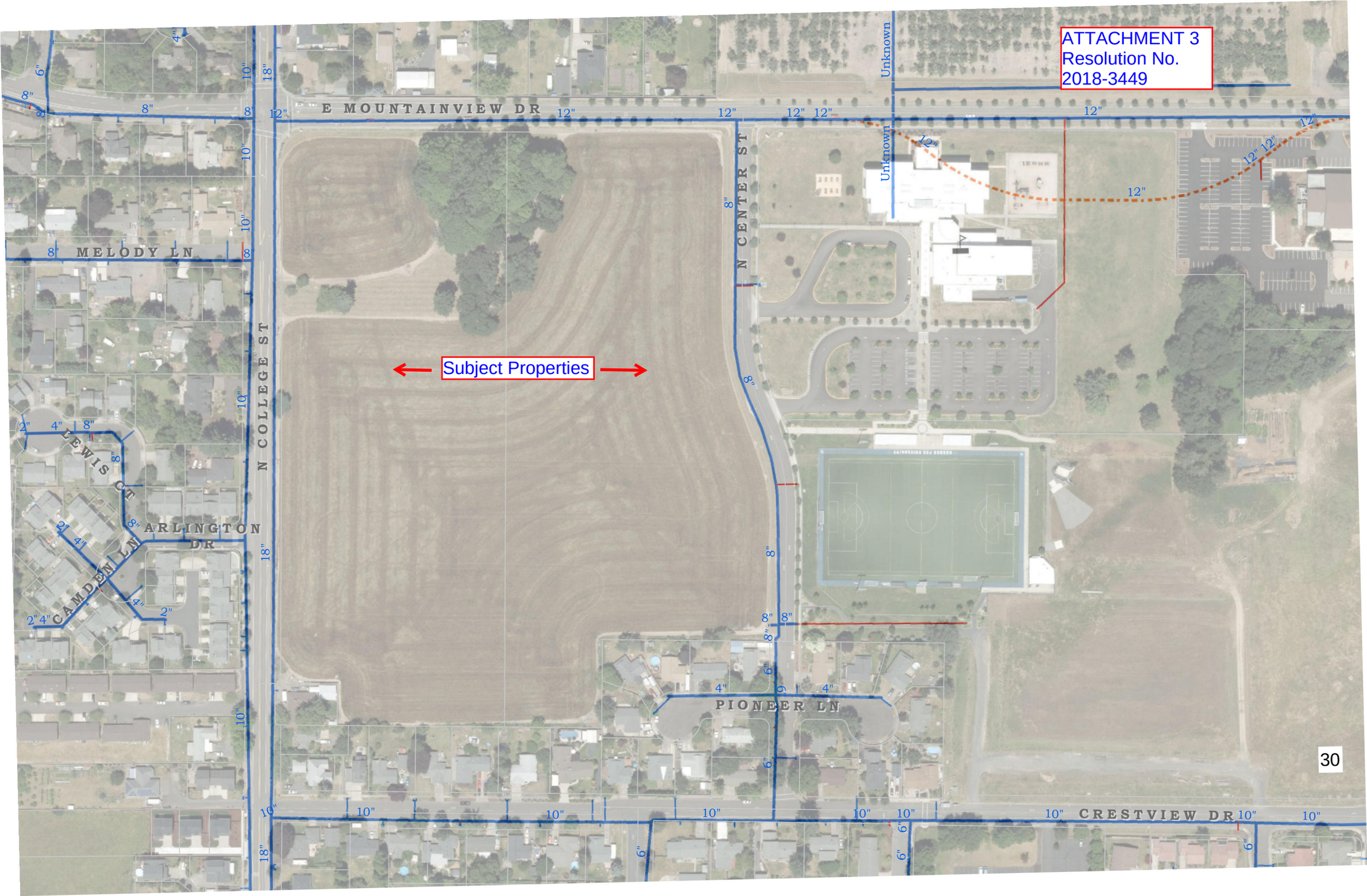
State of Oregon,)
County of Yamhill.) ss. This Certifies that on the 19th. day of Aug. A.D.1896,before me the undersigned, a Notary Public, in and for the said County and State personally appeared the within named A.C.Churchill who I know to be the identical person described in and who executed the within instrument, and acknowledged to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned , And L.M.Churchill wife of the said A.C.Churchill on examination made by me, separate and apart from her said husband acknowledged to me that she executed the same freely and voluntarily ,and without fear of coercion or compulsion from any one.

In Testimony Whereof, I have hereunto set my hand and Notary Seal the day and year last above written.

J.G.Hadley
(Notary Seal) Notary Public for Oregon.

Recorded August 17th. 1906 at 8 A.M.

D.H.Sumner Recorder of Conveyances.


ATTACHMENT 3
Resolution No.
2018-3449
E MOUNTAINVIEW DR
N COLLEGE ST
N CENTER ST
MELODY LN
LEWIS CT
ARLINGTON DR
CAMDEN LN
PIONEER LN
CRESTVIEW DR
Unknown
Unknown
Subject Properties
30

ATTACHMENT 4
Resolution No. 2018-3449

N

SCALE: 1"=250 FEET

250 0 100 150 200 250

NOTES:

1. TITLE INFORMATION IS BASED ON TICOR TITLE ORDER NO. 471818068055, DATED JANUARY 2, 2018.

ASPEN WAY

EXCEPTION NO. 16
20' STORM DRAINAGE EASEMENT

EXCEPTION NO. 27
DRAINAGE TRACT PER SURVEY NUMBER 9196

TRACT 'F'

LOT 3

EXCEPTION NO. 24
10' WATER LINE EASEMENT

EXCEPTION NO. 25
LICENSE AGREEMENT FOR FENCE LINE

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

TRACT 'E'

TRACT 'G'

LOT 4

TRACT 'H'

EXCEPTION NO. 10
DEED BOOK 127 PAGE 139, POLE AND ANCHOR EASEMENT ALONG EAST LINE OF TRACT 'H', FOR 4 POLES, AN ANCHOR AND NECESSARY WIRES. NO WIDTH OR LENGTH STATED

"HAZELWOOD FARMS" (AKS #5761)

EXCEPTION NO. 8
APPROXIMATE EASTERLY LINE OF PROPERTY AFFECTED BY WATER PIPELINE EASEMENT FOR THE BENEFIT OF THE CITY OF NEWBERG RECORDED IN BOOK VOLUME 46 PAGE 505

TRACT 'D'

LOT 5

EXCEPTION NO. 11
APPROXIMATE LOCATION OF VACATED CHERRY STREET (SEE SURVEY NUMBER 12375, SHEET 7)

TRACT 'C'

EXCEPTION NO. 15
APPROXIMATE LOCATION OF PROPERTY PERTAINING TO AGREEMENT FOR WATER METER FOR COMMUNITY GARDEN

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

LOT 1

LOT 2

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

EXCEPTION NO. 26
10' PUBLIC UTILITY EASEMENT

MOUNTAIN VIEW DRIVE

EXCEPTION NO. 19
15' SLOPE & PUBLIC UTILITIES EASEMENT

EXCEPTION NO. 22
10' PUBLIC UTILITY EASEMENT

EXCEPTION NO. 18
STORM SEWER EASEMENT

EXCEPTION NO. 14
WAIVER OF REMONSTRANCE AFFECT THE PROPERTY IN THIS AREA

OLD ROAD ALIGNMENT, WHICH EXCEPTION NO. 14 – WAIVER OF REMONSTRANCE WAS FOR THE CONSTRUCTION OF THE ROAD IN THIS AREA.

VILLA ROAD

TRACT 'A'

TRACT 'B'

EXCEPTION NO. 9
APPROXIMATE NORTHERLY LINE OF PROPERTY AFFECTED BY WATER PIPELINE EASEMENT FOR THE BENEFIT OF THE CITY OF NEWBERG RECORDED IN BOOK VOLUME 46 PAGE 507

HIGHWAY 219 (NW COLLEGE ST)

EXCEPTION NO. 17
APPROXIMATE LOCATION OF PROPERTY AFFECTED BY WAIVER OF REMONSTRANCE

ASPEN WAY

AKS ENGINEERING & FORESTRY, LLC
3552 NW MERCHANT WY STE 100
BEND, OR 97703
P: 541.382.0355
aks-eng.com

ENGINEERING • SURVEYING • NATURAL RESOURCES
FORESTRY • PLANNING • LANDSCAPE ARCHITECTURE

SPRINGBROOK

NEWBERG OREGON
YAMHILL COUNTY

TITLE REVIEW EXHIBIT

DESIGNED BY:
DRAWN BY: MSK
CHECKED BY:
SCALE: AS NOTED
DATE: 01/16/2018

REVISIONS

JOB NUMBER
4487

SHEET
01

AKS DRAWING FILE: 4487 20180115 TITLE REVIEW MAP.DWG | LAYOUT: LAYOUT1

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order No. __	**Ordinance No. __**	**Resolution No. XX__**	**Motion __**	**Information ___**
SUBJECT: A Resolution awarding Transient Lodging Tax Small Grant Funds to the Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan, Anvil Academy – Newberg Grand Prix Cycle Kart Rally, Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – The Terroir of Truffles, and Chehalem Cultural Center – The Newberg Camellia Festival Run/Walk		**Contact Person (Preparer) for this Motion: Doug Rux, Director Dept.: Community Development File No.: GRNT18-0004, GRNT18-0005, GRNT18-0006, GRNT18-0007**		

RECOMMENDATION:

Adopt Resolution No. 2018-3433.

EXECUTIVE SUMMARY:

On October 17, 2016 in establishing the organizational structure of the Transient Lodging Tax (TLT) Ad Hoc Committee one of their identified tasks was to make recommendations on the TLT Small Grant program to the City Council.

On December 5, 2016 the City Council consented to the Mayor's appointment of members to the Transient Lodging Tax (TLT) Ad Hoc Committee. The Committee consists of thirteen members plus Ex-Officio Members Mayor Andrews and City Manager Joe Hannan.

The TLT Ad Hoc Committee met on August 2, 2017 and the City Council on August 7, 2017 and reviewed the City of Newberg 2017-2018 Transient Lodging Tax Small Grant application packet materials (Attachment 1). The solicitation for Small Grant Funds commenced in October 2017 with no applications submitted. A second solicitation for the available TLT Small Grant funds commenced on November 15, 2017 with applications required to be submitted by 4:30 p.m. on December 15, 2017. A total of up to $20,000 is available for the TLT Small Grant program in FY 2017-2018.

Five applications were submitted by the application deadline from (Attachments 2-5):

1. Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan - $7,500.
2. Anvil Academy – Newberg Grand Prix Cycle Kart Rally - $10,000.
3. Anvil Academy – Promotion of 2019 Newberg Grand Prix Rally at Portland Indy Car Event - $10,000.
4. Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – the Terroir of Truffles - $9,250.
5. Chehalem Cultural Center – The Newberg Camellia Festival and Run/Walk - $8,000.

The total requested funding amount was $44,750.

The TLT Ad Hoc Committee met on January 3, 2018 and heard presentations from each of the applicants. On February 7, 2018 the TLT Ad Hoc Committee reviewed the submitted applications and scored each proposal based on the criteria contained in the application packet material (Attachment 1). A summary of each application submittal scoring is included in Attachment 7. The Committee recommended by a vote of 12 - 0 that four of the submitted five proposals be funded:

1. Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan - $2,500.
2. Anvil Academy – Newberg Grand Prix Cycle Kart Rally - $2,500.
3. Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – the Terroir of Truffles - $7,000.
4. Chehalem Cultural Center – The Newberg Camellia Festival and Run/Walk - $8,000.

The total funding recommendation is $20,000.

The TLT Ad Hoc Committee did not recommend funding for the Anvil Academy – Promotion of 2019 Newberg Grand Prix Rally at Portland Indy Car Event - $10,000.

FISCAL IMPACT:

The TLT Small Grant program is part of Fund 19 – Transient Lodging Tax Fund as part of the Tourism Promotion line item where $20,000 was adopted for FY 2017-2018.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Goal 11: Newberg Economic Development Strategy.

The Newberg Economic Development Strategy identifies four pillars of activity, one of which is Tourism and Hospitality. The stated goal is "Make Newberg/Chehalem Valley a regional, national and international tourist destination." There are three strategies listed under Tourism and Hospitality which include:

4.1 Increase Tourist/Visitor Counts in Newberg
4.2 Support and Expand Events that increase Activity in Downtown Newberg Year Around
4.3 Transient Lodging Tax Program

Awarding the four recommended grants will further these three strategies by increasing tourist opportunities, expanding event opportunities within the downtown area, and through implementing the transient lodging tax program established through the Newberg Strategic Tourism Plan adopted in June 2016 by the City Council.

Attachments: 1. TLT Small Grant Application Packet
2. Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan Packet
3. Anvil Academy – Newberg Grand Prix Cycle Kart Rally Packet
4. Anvil Academy – Promotion of 2019 Newberg Grand Prix Rally at Portland Indy Car Event Packet
5. Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – the Terroir of

Truffles Packet

6. Chehalem Cultural Center – The Newberg Camellia Festival and Run/Walk Packet
7. Summary of TLT Small Grant Score Sheets and Evaluations

RESOLUTION NO. 2018-3433

A RESOLUTION AWARDING TRANSIENT LODGING TAX SMALL GRANT FUNDS TO THE HOOVER-MINTHORN HOUSE MUSEUM – HERBERT HOOVER'S OREGON BOYHOOD – AN EXHIBIT AND MARKETING PLAN, ANVIL ACADEMY – NEWBERG GRAND PRIX CYCLE KART RALLY, OREGON TRUFFLE FESTIVAL – OREGON TRUFFLE FESTIVAL NEWBERG WEEKEND – THE TERROIR OF TRUFFLES, AND CHEHALEM CULTURAL CENTER – THE NEWBERG CAMELLIA FESTIVAL RUN/WALK

RECITALS:

1. On October 17, 2016 in establishing the organizational structure of the Transient Lodging Tax (TLT) Ad Hoc Committee one of their identified tasks was to make recommendations on the TLT Small Grant program to the City Council.

2. On December 5, 2016 the City Council consented to the Mayor's appointment of members to the Transient Lodging Tax (TLT) Ad Hoc Committee. The Committee consists of thirteen members plus Ex-Officio Members Mayor Andrews and City Manager Joe Hannan.

3. The TLT Ad Hoc Committee met on August 2, 2017 and the City Council met on August 7, 2017 and reviewed the City of Newberg 2017-2018 Transient Lodging Tax Small Grant application packet materials.

4. The solicitation for the available TLT Small Grant funds commenced on November 15, 2017 with applications required to be submitted by 4:30 p.m. on December 15, 2017.

5. A total of up to $20,000 is available for the TLT Small Grant program in FY 2017-2018.

6. Five applications requesting a total of $44,750 were submitted by the application deadline from:
   a. Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan - $7,500.
   b. Anvil Academy – Newberg Grand Prix Cycle Kart Rally - $10,000.
   c. Anvil Academy – Promotion of 2019 Newberg Grand Prix Rally at Portland Indy Car Event - $10,000.
   d. Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – the Terroir of Truffles - $9,250.
   e. Chehalem Cultural Center – The Newberg Camellia Festival and Run/Walk - $8,000.

7. The TLT Ad Hoc Committee met on January 3, 2018 and heard presentations from each of the applicants. On February 7, 2018 the TLT Ad Hoc Committee reviewed the submitted applications and scored each proposal based on the criteria contained in the application packet material and formulated a recommendation by a vote of 12 - 0 to approve four of the submitted

application proposals as follows:

a. Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan - $2,500.
b. Anvil Academy – Newberg Grand Prix Cycle Kart Rally - $2,500.
c. Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – the Terroir of Truffles - $7,000.
d. Chehalem Cultural Center – The Newberg Camellia Festival and Run/Walk - $8,000.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. A TLT Small Grant of $2,500 is awarded to the Hoover-Minthorn House Museum – Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan.

2. A TLT Small Grant of $2,500 is awarded to Anvil Academy – Newberg Grand Prix Cycle Kart Rally.

3. A TLT Small Grant of $7,000 is awarded to Oregon Truffle Festival – Oregon Truffle Festival Newberg Weekend – the Terroir of Truffles.

4. A TLT Small Grant of $8,000 is awarded to Chehalem Cultural Center – The Newberg Camellia Festival and Run/Walk

5. All four TLT Small Grant awards are conditioned on the execution of a City of Newberg Transient Lodging Tax Small Grant Contract prior to disbursement of any grant funds.

6. The City Manager, in consultation with the City Attorney, shall finalize the City of Newberg Transient Lodging Tax Small Grant Contracts and the City Manager is authorized to sign the contracts.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: March 6, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 5th day of March, 2018.

_____
Sue Ryan, City Recorder

ATTEST by the Mayor this 8th day of March, 2018.

_____
Bob Andrews, Mayor

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Guidelines

INFORMATION FOR GRANT APPLICANTS

PURPOSE:
This grant program is intended to aid organizations and businesses that further the Newberg Strategic Tourism Plan adopted in June 2016. http://www.newbergoregon.gov/economicdevelopment/page/newberg-strategic-tourism-plan, by advancing the adopted goals of:

1: Tourism bolsters Newberg economy in measurable ways.
2. Newberg is a destination of artisan makers and doers.
3. Tourism funding and industry partners catalyze downtown development and creation of new experiences for target audiences.
4. The tourism organization and strategy engage and energize local tourism partners and demonstrate healthy partnership between the private sector and city.
5. Moon Shots – tourism encourages sustainable development that benefits the local community and enhances the visitor experience.

DEFINITIONS:
The City of Newberg utilizes the state definition of tourism which is aligned with Oregon's legal definition: "Tourism" means economic activity resulting from tourists.

"Tourist" is a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from, and unrelated to the person's community of residence, and that trip:

a. Requires the person to travel more than 50 miles from the community of residence; or
b. Includes an overnight stay in a paid accommodation in Newberg, Oregon.

"Tourism promotion" (as it relates to this grant application) means any of the following activities:

a. Advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists;
b. Conducting strategic planning and research necessary to stimulate future tourism development;
c. Operating Tourism promotion agencies; and
d. Marketing special events and festivals designed to attract tourists.

"Tourism Related Facility" is:

a. A conference center, convention center, or visitor information center; and

b. Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

FUNDING:
Funding for this program is up to $20,000 which may be disbursed to multiple organizations or businesses. The minimum grant amount is $1,000 and the maximum is $10,000. The funds are made available from the City of Newberg transient lodging taxes that are assessed to hotels, motels, bed and breakfasts, and vacation rentals for guests in the City of Newberg.

ELIGIBLE APPLICANTS:
Eligible applicants include governmental entities, 501(c)(3) and (6) non-profit organizations, and for-profit private entities with a project, program, or event in the Newberg zip code area of 97132 aimed at tourism development or marketing that promotes local tourism attractions, brings visitors, or has the potential to bring visitors to Newberg that will create overnight stays in Newberg's commercial lodging properties in furtherance of the Newberg Strategic Tourism Plan goals.

Multiple grant applications per year will be considered for any one organization or business. If an organization or business has previously been awarded a tourism grant by the City of Newberg, it will only be considered for a grant if all previously awarded grants complied with grant agreement requirements and procedures, including filing progress reports. Since grants are funded from revenues from lodging tax, recipients are asked not to request discounts from Newberg lodging properties for the proposed project, program, or event.

GRANT APPLICATION PROCESS:
In order to be considered for grant funds from the City of Newberg:

1) A completed application must be delivered to the Community Development Director. Application forms are available at https://www.newbergoregon.gov/economicdevelopment/page/transient-lodging-tax-small-grant-program or by contacting the Community Development Director, doug.rux@newbergoregon.gov. If you have multiple projects, programs, or events, separate applications will need to be submitted. The exception would be if the project, program, or event had multiple dates over the course of the fiscal year.
2) All application forms **MUST** be typed and sent to the Community Development Director. **No hand written forms will be accepted. Failure to abide will result in application disqualification.**
3) All applicants will be notified of funding approvals no later than March 30, 2018.
4) Progress and Final Reports on activity, spending, and results are to be submitted to the Community Development Director.

TYPES OF PROJECTS/PROGRAMS/EVENTS TO BE CONSIDERED:
Below is a sample list of grant projects, programs or events; actual projects are not limited to only what is listed below.

1) Projects, programs, or events which generate or encourage overnight stays in Newberg.
2) Projects, programs, or events that increase visitor spending.
3) Projects, programs, or events that enhance shoulder and off season visitation.
4) Projects, programs, or events that create unique wine country experiences that distinguish Newberg from nearby destinations.

ACTVITIES NOT ELIGIBLE FOR FUNDING:

1) General administrative costs;
2) Membership fees;
3) Projects, programs or events promoting tourism outside of Newberg;
4) Project directed solely at the residents of Newberg;
5) Used as match for other City of Newberg funding awards;
6) Salaries;
7) Operating costs;
8) Travel and mileage;
9) Architectural engineering studies;
10) Apparel for volunteers and/or staff; or
11) Advertisements in Newberg or CVCC guides/brochures, local Chambers of Commerce publications, and local publications (print, radio, television) that are not distributed at least 50 miles outside of Newberg.

MATCHING REQUIREMENT:

The Small Grant Program requires the following cash or in-kind match ratio from the applying organization or business:

1) Non-Profit/Governmental: .5 (applicant) / 1 (City of Newberg)
2) For-Profit: 1 (applicant) / 1 (City of Newberg)

Match funds must be documented and must be committed prior to the distribution of funds. The higher the cash or in-kind match ratio will enhance the application scoring.

EVALUATION CRITERIA:

The City of Newberg Transient Lodging Tax Ad Hoc Committee will review applications and make a recommendation to the Newberg City Council on awards according to the purpose and evaluation criteria of the grant program. The Newberg City Council will make the final award decision.

Eligibility Requirements

1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility) Yes/No
2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement Yes/No
3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers) Yes/No
4) The project will create or enhance an experience for shoulder or off-season visitors Yes/No
5) Does it align with other tourism activities in the community Yes/No
6) Builds on existing assets Yes/No
7) Leverages funding Yes/No
8) Entities that have a bankruptcy or other financial corruption within The past five years are ineligible Yes/No

Criteria

1) What is the projected return on investment
    a. Predicted number of tourists attracted/overnight guests 0 - 5
    b. Will it have lasting impact and utility 0 - 5

2) Demonstrated history of attracting tourists/overnight guests 0 - 3
3) Does it engage and energize local tourism partner(s) 0 - 3
4) Does it enhance Newberg as a destination 0 - 5
5) Does it enhance Newberg as a location for Makers and Doers 0 - 3
6) Does it catalyze downtown development 0 - 3
7) Is it likely to increase visitor spending 0 - 5
8) Does it enhance tourism from October – May or Sunday – Thursday Visitation. 0 - 5
9) Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers) 0 - 5

PROMOTIONAL MATERIAL:
All funded projects, programs or events involving promotional materials and websites must be reviewed by the Community Development Director at the draft stage and will need to include the www.newbergoregon.gov/cd/page/tourism web address and a link to www.newbergoregon.gov/cd/page/tourism in the case of a website.

All grant support should be referenced as; **"This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg."**

UNUSED FUNDS:
In the event that awarded funds remain and were not completely used for the project, program, or event intended, the unused funds shall be returned to the City of Newberg.

GRANT CONTRACT:
All grant award recipients must enter into a Small Grant Contract with the City of Newberg. A sample contract is included in the application material.

REPORTING PROCESS:
Applicants that are awarded grant funding are required to submit both a Progress Report on a date to be determined and a Final Report within 30 days after the project, program or event to the Newberg Community Development Director.

RECORD KEEPING:
It is requested that all grantees maintain records for the minimum required amount of time set forth by the IRS, including receipts, and make the records available to the City of Newberg upon request for audit purposes.

PERMITTING AND LICENSING:
The award of grant money through this program does not supersede the need for proper permitting and licensing with the City of Newberg and / or other governing agents. Proof of all necessary permits and licenses is required before grant funds can be dispersed.

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Check List

- ☐ Cover Page
- ☐ Application Form
- ☐ Budget for project/program/event being funded that lists all anticipated income and expenses
- ☐ Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event
- ☐ Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application
- ☐ Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing
- ☐ Documentation that no bankruptcy or other financial corruption has occurred within the past five years
- ☐ Letters of support
- ☐ Project Narrative
- ☐ Signed the Signature and Certification Form

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page

Project Title: _____

Applicant Name: _____

Mailing Address: _____
Street City State Zip

Contact Name: _____

Phone: _____ Email: _____

Alternate Phone: _____

Amount of total Funding Requested: $_____

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
B. Submit an updated Project, Program or Event Detail as your Progress Report.
C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name: _____ Signature: _____

Title: _____ Date: _____

**********FOR OFFICE USE ONLY**********
APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- Completed application Cover Sheet.
- Budget for project/program/event being funded that lists all anticipated income and expenses.
- Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.
- Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
- Letters of support.

Project Title: _____

Applicant Name: _____

Mailing Address: _____
Street City State Zip

Contact Name: _____

Phone: _____ Email: _____

Alternate Phone: _____

Website Address: _____

Secretary of State Business Registry Number: _____

Non Profit _____ Government _____ For-Profit _____

Amount of total Funding Requested: $_____

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

☐ New Project ☐ New Program ☐ New Event

☐ Existing Project ☐ Existing Program ☐ Existing Event

Has this project, program or event received these grant funds in the past?

If so when and for how much?

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: _____ to _____

Income Sources	Amount
Total Project/Program/Event Income	

Expenses – Must be explicitly defined.	Amount
Total Project/Program/Event Expense	

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: _____ to _____

Income Sources	Amount
Total Organization Income	

Expenses	
Total Organization Expense	

Project Narrative:

1. Project description:

2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

4. What is the projected return on investment?

5. Predicted number of tourists' attracted/overnight guests?

6. Will it have lasting impact and/or utility?

7. How does your project, program or event leverage funding?

8. What is the ratio at which Transient Lodging Tax funds will be matched?

9. What is your demonstrated history of attracting tourists?

10. Does your project, program or event engage and energize local tourism partner(s)?

11. Does your project, program or event enhance Newberg as a destination? If so how?

12. Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?

13. Does your project, program or event catalyze downtown development? If so how?

14. Does your project, program or event enhance tourism from October – May or Sunday – Thursday Visitation? Explain how.

15. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?

16. What is the timeframe for completion of your project, program or event?

Signature and Certification Letter:

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

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

"*This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg*."

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

_____ _____

Signature of Authorizing Official Date

_____

Print Name of Authorizing Official

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Reports

To be completed and returned: Progress Report by _____.

To be completed and returned by _____: Final Report 30 days after project, program or event.

Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.

Project Title: _____

Name of Organization requesting funds: _____

Mailing address: _____

Contact name: _____

Phone: _____ Email: _____

Alternate Phone: _____

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
Total Budgeted Project/Program/Event Income		Total Actual Project/Program/Event Income	

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Total Budgeted Project/Program/Event Expenses		Total Actual Project/Program/Event Expenses	

2. Do you have unused City funds remaining? If so how much?

3. Date project, program or event was (or will be) completed:

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

SAMPLE CONTRACT ONLY

CITY OF NEWBERG
TRANSIENT LODGING TAX
SMALL GRANT CONTRACT

This Grant Contract is made and entered into by and between the City of Newberg ("CITY") and _____ ("RECIPIENT").

RECITALS

Whereas, in 1976 the City of Newberg implemented a transient lodging tax (TLT) of 6%;

Whereas, in 2014 the City of Newberg increased its TLT to 7.5%;

Whereas, in 2015 the City of Newberg increased its TLT to 9%TLT;

Whereas, HB 2267 in 2003 requires increases in the TLT after July 2, 2003 dedicate that 70% of collected tax be used for tourism promotion or tourism related facilities;

Whereas, the funds provided under this Grant Contract were derived from TLT funds and designated for use on tourism promotion, or tourism related facilities;

Whereas, the City of Newberg has reviewed RECIPIENT'S application, submitted on _____ (the "Application") and determined the Project, Program or Event, as hereafter defined, is feasible and merits funding.

NOW THEREFORE, the parties agree as follows:

1. Contract. This Grant Contract shall include the following, which in the event of any inconsistency are to be interpreted in the following order of precedence:
   A. This Grant Contract without any Exhibits.
   B. Special Conditions of Award, attached as Exhibit A.
   C. A description of the Project, Program or Event approved by the CITY (the "Project"), attached as Exhibit B.
   D. Approved Project budget showing a breakdown of sources of funds, attached as Exhibit C. This Exhibit supersedes the Project budget submitted in RECIPIENT'S Application; and
   E. RECIPIENT'S application, which by this reference is incorporated herein.

2. Grant. In reliance upon RECIPIENT'S Application and covenant to comply with all local, state and federal laws, rules and regulations and the terms of this grant as set forth herein, the CITY agrees to provide the RECIPIENT funds in the amount of $_____, the use of which shall be expressly limited to the Project and the activities described in Exhibit B. The use of these funds shall also be subject to the approved Project budget in Exhibit A, if any.

   Subject to the terms and conditions of this Grant Contract, the CITY shall disburse the grant funds to RECIPIENT upon execution of the Grant Contract.

3. Project Completion Date. The approved grant activities must be completed by _____ from the date of this Grant Contract ("Project Completion Date"). By the Project Completion Date, all Project activities must be completed, including submission of the Project Final Report 30 days after the Project Completion Date.

4. Recipient's Covenants – Compliance with Laws.
A. The RECIPIENT agrees to comply, and cause its agents, contractors and subgrantees to comply, with all applicable local, state and federal laws, regulations, policies, guidelines and requirements with respect to the use of and the administration, distribution and expenditure of the funds provided under this Grant Contract.

5. Default and Remedies.
A. Default. RECIPIENT shall be in default under this Grant Contract upon occurrence of any of the following events:

(1) Key RECIPIENT actions are not completed in accordance with the Project Schedule or CITY's approval of a Progress Report provided for in this Grant Contract.
(2) Any representation, warranty or statement made by RECIPIENT herein or in any documents or reports relied upon by CITY is untrue in any material respect when made.
(3) Any other significant breach of the terms and conditions of this Grant Contract.

B. Remedies upon Default. If RECIPIENT'S default is not cured within a reasonable term, as defined by CITY, or such longer period as CITY may authorize at its sole discretion, CITY may pursue any remedies available under this Grant Contract either at law or in equity. Such remedies include, but are not limited to, termination of this Grant Contract.

6. Termination.
A. CITY reserves the right to terminate this Grant Contract immediately upon notice to the RECIPIENT:
(1) if RECIPIENT fails to perform or breaches any of the terms of this Grant Contract; or
(2) if the RECIPIENT is unable to commence the Project within _____ ( ) months from the date of this Grant Contract; or
(3) if federal or state laws, regulations or guidelines are modified or interpreted in such a way that either the grant made pursuant to the terms of this Grant Contract or payments to be made hereunder are prohibited.
B. CITY and RECIPIENT may mutually agree in writing to terminate this Grant Contract.
C. In the event of termination prior to Project completion, CITY will have no further obligations or liabilities under this Grant Contract, including that it will not reimburse any Project costs incurred by Recipient.

7. Indemnification. To the extent permitted by the Oregon Constitution and the Oregon Tort Claims Act, RECIPIENT shall indemnify, defend, and hold harmless CITY and its officers, employees, and agents from all claims, suits, actions, losses, damages, liabilities, costs and expenses of any nature resulting from, arising out of or relating to the activities of the RECIPIENT or RECIPIENT'S officers, employees, sub-contractors, or agents under this Grant Contract.

8. Miscellaneous.
A. This Grant Contract shall be null and void if this Grant Contract is not executed and

returned to CITY by the RECIPIENT by _____ (Date).

B. CITY and the RECIPIENT are the only parties to this Grant Contract and are the only parties entitled to enforce its terms. Nothing in this Grant Contract gives, is intended to give, or shall be construed to give or provide any benefit or right, whether directly, indirectly or otherwise, to third persons unless such third persons are individuals identified by name herein and expressly described as intended beneficiaries of the terms of this Grant Contract.

C. Except as otherwise expressly provided in this Grant Contract, any communications between the parties hereto or notices to be given hereunder shall be given in writing by personal delivery, facsimile, or mailing the same, postage prepaid, to CITY or the Recipient at the address or number set forth on the signature page of this Grant Contract, or to such other addresses or numbers as either party may hereafter indicate. Any communication or notice so addressed and mailed shall be deemed to be given five (5) days after mailing. Any communication or notice delivered by facsimile shall be deemed to be given when receipt of the transmission is generated by the transmitting machine.

D. This Grant Contract shall be governed by and construed in accordance with the laws of the State of Oregon without regard to principles of conflicts of law. Any claim, action, suit or proceeding (collectively, "Claim") between CITY and RECIPIENT that arises from or relates to this Grant Contract shall be brought and conducted solely and exclusively within the Circuit Court of Yamhill County for the State of Oregon; provided however, if a Claim must be brought in a federal forum, then it shall be brought and conducted solely and exclusively within the United States District Court for the District of Oregon.

E. This Grant Contract and attached exhibits constitute the entire agreement between the parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Grant Contract. No waiver, consent, modification or change of terms of this Grant Contract shall bind either party unless in writing and signed by both parties and all necessary CITY approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of CITY to enforce any provision of this Grant Contract shall not constitute a waiver by CITY of that provision or any other provision.

This Grant Contract is hereby executed by the Parties on the dates set forth below.

CITY OF NEWBERG	RECIPIENT
By: _____	By: _____
Date: _____	Date: _____
Address: 414 E. First Street Newberg, OR 97132	Address: _____
	_____

By Authority of Resolution No. _____

ATTEST AS TO LEAGL FORM

_____
Truman A. Stone, City Attorney

Exhibit A – Special Conditions of Award
Exhibit B – Project Description
Exhibit C – Approved Project Budget

SAMPLE CONTRACT ONLY

HOOVER-MINTHORN HOUSE MUSEUM
115 South River Street
P.O. Box 1212
Newberg, OR 97132

December 15, 2017

Doug Rux, Community Development Director
City of Newberg
Newberg City Hall
414 East First Street
Newberg, OR 97132

Re: Transient Lodging Tax Small Grant Program Application

Dear Mr. Rux,

Enclosed is an application from the Hoover-Minthorn House Museum to the Transient Lodging Tax small grant program for creating an exhibit at the Chehalem Cultural Center and related marketing. The application includes the following:

1. Application cover sheet (p. 1)
2. Application (p. 2-3)
3. Project Budget 2017-2018 (p. 4)
4. HMHM Revenue and Expenses 2016-2017 (p. 5-6)
5. HMHM Foundation Stabilization Budget (p. 7)
6. Letter signed by officers of NSCDA-OR authorizing application (p. 8)
7. Current Oregon Secretary of State Corporation Division registry filing (p. 9-11)
8. Letter stating that no bankruptcy or other financial corruption has occurred in the last five years (p. 12)
9. Letter of support from Carissa Smith-Burkett, Chehalem Cultural Center (p. 13)
10. Letter of support from Rachel Thomas, archivist, George Fox University (p. 14)
11. Letter of support from Suzanne Miller, Chehalem Garden Club (p. 15)
12. Project Narrative (p. 16-19)
13. Signature and Certification (p. 20)

Please let me know if I can provide any additional information. Thank you so much for your consideration.

Very truly yours,

Sarah

Sarah B. Munro
Director, Hoover-Minthorn House Museum

RECEIVED
DEC 15 2017

RECEIVED
DEC 15 2017
Initial: DRR

City of Newberg

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page

Project Title: Herbert Hoover's Oregon Boyhood – An Exhibit and Marketing Plan

Applicant Name: The Hoover-Minthorn House Museum, owned and operated by The National Society of The Colonial Dames of America in the State of Oregon

Mailing Address: PO Box 1212 (Street) Newberg (City) OR (State) 97132 (Zip)

Street Address: 115 South River Street, Newberg, OR 97132

Contact Name: Sarah B. Munro

Phone: 503-806-7286 Email: sarahmunro@comcast.net

Alternate Phone: 503-538-6629 (during hours that Museum is open)

Amount of total Funding Requested: $7,500.00

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
B. Submit an updated Project, Program or Event Detail as your Progress Report.
C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name: Marjorie Wilson Signature: Marjorie P. Wilson

Title: President, NSCDA-OR Date: December 14, 2017

**********FOR OFFICE USE ONLY**********

APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- Completed application Cover Sheet.
- Budget for project/program/event being funded that lists all anticipated income and expenses.
- Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.
- Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
- Letters of support.

Project Title: Herbert Hoover's Oregon Boyhood: An Exhibit and Marketing Plan

Applicant Name: The Hoover-Minthorn House Museum, owned and operated by The National Society of The Colonial Dames of America in the State of Oregon

Mailing Address: PO Box 1212 (Street) Newberg (City) OR (State) 97132 (Zip)

Contact Name: Sarah B. Munro

Phone: 503-806-7286 Email: sarahmunro@comcast.net

Website Address: www.hooverminthorn.org

Secretary of State Business Registry Number: 025883-17

Non Profit X Government _____ For-Profit _____

Amount of total Funding Requested: $7,500

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

_____ New Project __X_ New Program _____ New Event

_____ Existing Project _____ Existing Program _____ Existing Event

Has this project, program or event received these grant funds in the past?

No

If so when and for how much?

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: 2018 to 2019

Income Sources	Amount
City of Newberg TLT Small Grant	$7,500
Yamhill County Cultural Coalition (cash)	$1,000
NSCDA-OR (cash)	$4,000
NSCDA-OR (70 hours in-kind @ $23/hour)	$1,610
Community Volunteers (10 hours in-kind @ $23/hour)	$230
Newberg Historical Society (10 hours in-kind @ $23/hour)	$230
Chehalem Cultural Center (10 hours in-kind @ $23/hour)	$230
Total Project/Program/Event Income	$14,800.00

Expenses – Must be explicitly defined.	Amount
Marketing Consultant – free-lance consultant to assist in developing brand identity, presentation materials for schools, tagline evaluation, website and social media interactions.	$2,500
Printed fliers and programs	$2,000
Facebook ads for exhibit at Chehalem Cultural Center ($638/month for 2 months)	$1,276
Digital images for exhibit (30 @ $30/each)	$900
Design and printing of display boards 32"x40" (8.89 sq ft x $7/ sq ft = $62.23 x 30)	$1,869
Mat board for display boards ($24 x 30)	$720
Drymounting on mat board ($85/board x 30)	$2,550
Reception to open exhibit on June 1 (wine, tea, coffee, cookies and savories; flowers, napkins, cream, sugar)	$500
Speaker on Herbert Hoover at opening or during exhibit at Chehalem Cultural Center	$2,450
Total Project/Program/Event Expense	$14,765.00

REVENUE-EXPENSES 2016-2017

Revenue		**Annual**
	Tour Income (fluctuates)	$2,775.20
	HMHM Endowment Contribution	$42,000.00
	NSCDA-OR Project Fund	$10,000.00
	HMHM Operating Fund Savings transfers	$10,612.73
	Contributions	$3,100.00
	Contributions for re-upholstering chair	$701.96
	Interest	$21.63
	Austin Grant 2015	$147.00
	Northwest History Network Grant	$187.44
	Kinsman Foundation grant for architectural drawings and engineer's report	$137.50
	Donation for Willamette Heritage Center Exhibit	$570.00
	Contribution for display columns	$50.00
	Transient Lodging Tax Small Grant	$1,400.00
	Total Revenue	$71,703.46
Expenses		
	Utilities	
	Water/Sewer	$1,246.85
	Electricity-Museum	$2,957.06
	Electricity-Little House	$1,329.59
	Website Maintenance (monthly charge eliminated & Vistaprint dropped)	$329.00
	Frontier Telephone, Internet	$928.09
	General Maintenance	
	Landscape (includes contribution to Camellia Festival 2016)	
	Garbage	$210.06
	Quadrant Security ($125 for annual fire alarm inspection)	$315.00
	Exterminator	$68.00
	Roof/gutter repair	$90.00
	Window and Museum Cleaning	$289.81
	Handyman Services	$946.65
	Insurance	$1,966.47
	Business License	$50.00
	Bookkeeper/checking account access*	$506.00
	Personnel	
	Intern Program	$10,257.96
	Director	$36,999.96
	Bonus	$3,000.00

	Community Outreach	
	Programs & Events (Camellia Festival, Old Fashioned Days, Hoover Birthday, CBS Sunday Morning; Exhibit at Newberg Library	$1,925.07
	Am. Assoc State & Local History (AASLH workshop)	$214.00
	OR Museum Assoc	$120.00
	Marketing	
	OR Travel Experience	$574.00
	Advertising (Chamber of Commerce, design for sign, brochure)	$1,180.89
	Printed Material (brochures)	$462.31
	Miscellaneous	
	Archives (nonacid boxes, files, tissue, light-blocking curtains in collection room)	$631.54
	General (postage, postal box rental, locking file box)	$1,022.36
	Stamps and business envelopes	$27.58
	Curatorial Research and Education (OMA)	$75.00
	Household Supplies	$311.78
	Willamette Heritage Center exhibit	$524.49
	Austin Grant 2015 (webpage re-design & sign)	$89.00
	Northwest History Network Grant (printing educational brochure)	$94.08
	Kinsman Foundation grant for architectural drawings and engineer's report	$500.00
	First Lady Lou Fund (Birthday)	
	Contributions	$740.00
	Total Expenses	$69,982.60
Expense of exterior signs in 2017-2018		
Foundation stabilization grants and expenditures shown on separate sheet		

EXPENSES	DESCRIPTION	CASH EXPENSES - ESTIMATED	CASH EXPENSES - ACTUAL	IN-KIND EXPENSES	TOTAL PROJECT EXPENSES
Foundation Stabilization Expenses					
Contracted Services					
Structural Engineer (Peder Golberg)	Drawing of foundation for permit	$500.00	$500.00		
Structural Engineer (Peder Golberg)	Drawing of foundation for contractor	$375.00	$375.00		
Architect (Rob Dortignacq)	Consultation on foundation stabilization	$1,450.00	$2,200.00		
Structural Engineer (Peder Golberg)	Drawing of foundation for permit & delivery		$381.25		
Architect (Rob Dortignacq)	Drawing for permit		$950.00		
Contractor (Pacific Crest)		$65,447.00	$39,700.00		
SUM=(D23-81000)	Notebook & tabs for project	$15.37	$15.37		
Other			$41.18		
City of Newberg - Planning Department	Permit application for foundation stabilization	$436.66	$436.66		
City of Newberg - Planning Department	Permit for foundation stabililzation		$1,318.23		
Additional Preservation Expenses					
Contracted Services					
Architect (Rob Dortignacq)	Consulting	$3,000.00	$3,000.00		
Contractor (Pacific Crest)	Painting	$20,409.00	$17,695.00		
Contractor (Pacific Crest)	Construction and installation of panels	$8,452.00	$8,452.00		
Chimneys (Pioneer Waterproofing)	Clean, seal, and install copper flashing and caps	$5,179.00	$5,179.00		
Roof repair (Fisher Roofing)	Repair leaks in woodshed roof		$410.00		
Screening crawl space (ProHandyman)	Screen area around kitchen and back porch		$247.52		
Electrical cleanup (Farnham Electric)	Remove obsolete wiring from attic		$257.50		
TOTAL ACTUAL EXPENSES		**$67,787.37**	**$81,158.71**		
:	**STATUS - PLANNED, PENDING OR CONFIRMED**	**REVENUE**	**ACTUAL REVENUE**	**IN-KIND REVENUE**	**TOTAL PROJECT REVENUE**
EARNED REVENUE (APPLICANT CONTRIBUTION)					
NSCDA-OR - Foundation Stabilization	Confirmed	$30,000.00	$30,000.00		
NSCDA-OR - Expense exceeding $81,000			$2,463.71		
SUBTOTAL			**$30,000.00**		
CORPORATE SUPPORT (SOURCE)					
SUBTOTAL		$0.00		0	
INDIVIDUAL/COMMUNITY SUPPORT					
Newberg Rotary	Confirmed	$10,000.00	$10,000.00		
City of Newberg ERDFL	Confirmed		$1,000.00		
SUBTOTAL			**$11,000.00**		
GOVERNMENT SUPPORT					
COUNTY					
STATE - Oregon Cultural Trust	Confirmed	$40,000.00	$40,000.00		
FEDERAL					
SUBTOTAL			**$40,000.00**	0	
TOTAL REVENUE		**$40,000.00**	**$81,000.00**		
Actual revenue			$81,000.00		
Actual expenses 12-17			$81,158.00		
Amount over budget 12-17			$158.71		
Pacific Crest painting porch in spring 2018			$2,308.00		
Actual expenses spring 2018			$83,466.71		

NSCDA
OREGON

December 12, 2017

Doug Rux, Community Development Director
City of Newberg
Newberg City Hall
414 East First Street
Newberg, OR 97132

Dear Mr. Rux:

On behalf of The National Society of The Colonial Dames of America in the State of Oregon (NSCDA-OR), the below listed officers of the NSCDA-OR authorize an application to the City of Newberg Transient Lodging Tax Small Grant Program for funding support of an exhibit at the Chehalem Cultural Center in June and July and related marketing efforts.

The NSCDA-OR is looking forward to the opportunity to present and promote the story of Herbert Hoover's Oregon Boyhood and to expand marketing efforts to attract tourists to the HMHM and Newberg.

Sincerely,

Marjorie Wilson, President

Carolyn McKinney, Vice President

Patty Thompson, Second Vice President and Corresponding Secretary

Sally LeFeber, Recording Secretary

Greata Beatty, Treasurer

- out of town -
Julianne Spears, Registrar

Business Registry Business Name Search

New Search

Business Entity Data

12-09-2017 20:54

Registry Nbr	Entity Type	Entity Status	Jurisdiction	Registry Date	Next Renewal Date	Renewal Due?
025883-17	DNP	ACT	OREGON	04-20-1923	04-20-2018	
Entity Name	THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA IN THE STATE OF OREGON					
Foreign Name						
Non Profit Type	PUBLIC BENEFIT WITH MEMBERS					

New Search

Associated Names

Type	PPB	PRINCIPAL PLACE OF BUSINESS				
Addr 1	3684 NW 124TH PL					
Addr 2						
CSZ	PORTLAND	OR	97229		Country	UNITED STATES OF AMERICA

Please click here for general information about registered agents and service of process.

Type	AGT	REGISTERED AGENT		Start Date	06-03-2015	Resign Date
Name	GREATA	T	BEATTY			
Addr 1	1132 SW 19TH AVE #603					
Addr 2						
CSZ	PORTLAND	OR	97205		Country	UNITED STATES OF AMERICA

Type	MAL	MAILING ADDRESS				
Addr 1	PO BOX 28071					
Addr 2						
CSZ	PORTLAND	OR	97228		Country	UNITED STATES OF AMERICA

Type	PRE	PRESIDENT			Resign Date	
Name	MARJORIE		WILSON			
Addr 1	3684 NW 124TH PL					
Addr 2						
CSZ	PORTLAND	OR	97229		Country	UNITED STATES OF AMERICA

Type	SEC	SECRETARY			Resign Date	
Name	CAROLYN		MCKINNEY			
Addr 1	0836 SW CURRY ST #900					
Addr 2						
CSZ	PORTLAND	OR	97239		Country	UNITED STATES OF AMERICA

New Search

Name History

Business Entity Name	Name Type	Name Status	Start Date	End Date
THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA IN THE STATE OF OREGON	EN	CUR	05-02-1977	
THE OREGON SOCIETY OF THE COLONIAL DAMES OF AMERICA	EN	PRE	04-20-1923	05-02-1977

Please read before ordering Copies.

New Search

Summary History

Image Available	Action	Transaction Date	Effective Date	Status	Name/Agent Change	Dissolved By
	AMNDMT TO ANNUAL RPT/INFO STATEMENT	09-01-2017		FI		
	AMENDED ANNUAL REPORT	03-31-2017		FI		
	AMENDED ANNUAL REPORT	04-14-2016		FI		
	AMNDMT TO ANNUAL RPT/INFO STATEMENT	06-03-2015		FI	Agent	
	AMENDED ANNUAL REPORT	05-15-2015		FI		
	NOTICE LATE ANNUAL	04-24-2015		SYS		
	AMENDED ANNUAL REPORT	04-11-2014		FI		
	AMENDED ANNUAL REPORT	05-20-2013		FI		
	NOTICE LATE ANNUAL	04-26-2013		SYS		
	AMENDED ANNUAL REPORT	06-15-2012		FI		
	NOTICE LATE ANNUAL	04-27-2012		SYS		
	AMENDED ANNUAL REPORT	04-27-2011		FI	Agent	
	NOTICE LATE ANNUAL	04-22-2011		SYS		
	AMENDED ANNUAL REPORT	05-10-2010		FI		
	NOTICE LATE ANNUAL	04-23-2010		SYS		
	AMENDED ANNUAL REPORT	04-16-2009		FI		
	AMENDED ANNUAL REPORT	04-10-2008		FI	Agent	
	AMENDED ANNUAL REPORT	04-18-2007		FI	Agent	
	ANNUAL REPORT PAYMENT	03-21-2006		SYS		
	ANNUAL REPORT PAYMENT	03-29-2005		SYS		
	REINSTATEMENT	08-04-2004		FI	Agent	

	AMENDED					
	ADMINISTRATIVE DISSOLUTION	06-18-2004		SYS		
	NOTICE LATE ANNUAL	04-23-2004		SYS		
	ANNUAL REPORT PAYMENT	03-21-2003		SYS		
	ANNUAL REPORT PAYMENT	04-12-2002		SYS		
	ANNUAL REPORT PAYMENT	03-16-2001		SYS		
	STRAIGHT RENEWAL	04-13-2000		FI		
	CHANGED RENEWAL	04-28-1999		FI		
	AGENT/AUTH REP CHNG	04-28-1999		FI		
	STRAIGHT RENEWAL	04-16-1999		FI		
	STRAIGHT RENEWAL	03-19-1998		FI		
	CHANGED RENEWAL	03-19-1998		FI		
	STRAIGHT RENEWAL	03-14-1997		FI		
	CHANGED RENEWAL	03-14-1997		FI		
	STRAIGHT RENEWAL	04-15-1996		FI		
	CHANGED RENEWAL	04-15-1996		FI		
	AGENT/AUTH REP CHNG	04-15-1996		FI		
	NB AMENDMENT	01-11-1996		FI		
	STRAIGHT RENEWAL	04-14-1995		FI		
	AMENDED RENEWAL	04-06-1994		FI		
	AMENDED RENEWAL	05-14-1993		FI		
	AGENT/AUTH REP CHNG	05-14-1993		FI		
	AMENDED RENEWAL	04-08-1992		FI		
	AMENDED RENEWAL	04-18-1991		FI		
	AGENT/AUTH REP CHNG	04-18-1991		FI		
	AMENDED RENEWAL	05-02-1990		FI		
	AMENDED RENEWAL	04-19-1989		FI		
	ASSOCIATED NAME CHNG	04-19-1989		FI		
	AMENDED RENEWAL	04-06-1988		FI		
	STRAIGHT RENEWAL	04-03-1987		FI		
	AMENDED RENEWAL	04-11-1986		FI		
	STRAIGHT RENEWAL	03-12-1985		FI		
	ENTITY NAME CHANGE	05-02-1977		FI		

© 2017 Oregon Secretary of State. All Rights Reserved.

NSCDA
OREGON

October 1, 2017

To Whom It May Concern:

This is to verify that The National Society of the Colonial Dames of America in the State of Oregon has had no bankruptcy or other financial corruption within the last five years or during its entire history beginning in 1923.

Sincerely,

Greata T. Beatty

Greata T. Beatty
Treasurer

CHEHALEM
CULTURAL CENTER

www.chehalemculturalcenter.org
415 E Sheridan St
Newberg, OR 97132
(503) 487-6883

Dear TLT Grant Committee,

I am happy to write this letter to confirm our commitment to partnering with The Hoover-Minthorn House on the Herbert Hoover exhibition that they will be bringing to the Cultural Center in 2018. This project will benefit the community we serve, as well as further the Chehalem Cultural Center's mission to inspire and enrich lives by connecting community and culture.

The Chehalem Cultural Center is a non-profit 501 (c)3 organization housed in a historic building in the cultural district in Newberg OR that began its life in 1935 as Central School—a depression era Works Progress Administration (WPA) project. This historic building now houses the Cultural Center's galleries, arts studio classrooms, meeting space, a black box theater and a grand ballroom for public and private events.

As a project partner, the Chehalem Cultural Center will provide exhibition space for the project. The CCC is excited to have the opportunity to provide this programming to the community through this partnership. This type of programming will help us achieve our goals of exposing the community to history and heritage.

If I can be of any further assistance, please don't hesitate to contact me.

Sincerely,

Carissa Smith-Burkett, MFA

Arts & Public Programming Coordinator
Chehalem Cultural Center

http://www.chehalemculturalcenter.org/

GEORGE FOX UNIVERSITY

Murdock Learning Resource Center
416 N. Meridian St., Newberg, OR 97132 | 503.554.2410 | Fax 503.554.3599

Doug Rux
Community Development Director
City of Newberg
Transient Lodging Tax – Small Grant Program
Newberg City Hall
414 E First Street
Newberg, OR 97132

December 12, 2017

Dear Doug Rux,

The George Fox University Archives offer their support for the Hoover-Minthorn House proposal "Herbert Hoover: Oregon Boyhood." The planned exhibit at the Chehalem Cultural Center provides an excellent opportunity to increase local awareness of one of our most famous residents. I believe it is a fantastic candidate for the Transient Lodging Tax funds.
The archives are supporting this project with archival resources, research materials and scanned images and documents for display.

Sincerely,

Rachel Thomas

Rachel Thomas, George Fox University Archivist.

PRINTED ON 100% POST-CONSUMER RECYCLED PAPER

Dec. 12, 2017

Mr. Doug Rux
Community Development Director,
City of Newberg
Newberg City Hall
414 East First St.
Newberg, OR 97132

Dear Mr. Rux,

On behalf of the members of the Chehalem Garden Club, which has been based in Newberg since 1993, I am writing to express our support for a grant requested by the management of the Hoover-Minthorn House Museum.

Our club maintains the herb garden at the Museum. When our members are out working in the Museum garden, we are often approached by visitors who comment on what a "hidden jewel" the Museum is. The proposed grant will help promote local awareness and tourism by providing an educational exhibit where visitors can learn about Herbert Hoover and his Oregon boyhood home. It is so incredibly special that Newberg is home to the ONLY presidential property in the Pacific Northwest.

We urge you to approve the requested grant. Thank you.

Suzanne Miller
President,
Chehalem Garden Club

Project Narrative:

1. Project description:

The project is to create an exhibit at the Chehalem Cultural Center (CCC) about Herbert Hoover's Oregon Boyhood. The exhibit will be comprised of visual material, text, photographs and illustrations mounted on panels. It may include several short video segments on a television screen. The exhibit opening on June 1 will be celebrated with a reception and a talk by an expert on Hoover.

The second part of the project includes development of a marketing plan to promote the exhibit and advertise tours of the Hoover-Minthorn House Museum (HMHM). Promotions will include printed fliers and brochures, Facebook ads, social media communications, and targeted contacts with schools and retirement communities. Marketing efforts will focus on developing regional contacts. Marketing communications established to promote the exhibit will be continued in the future to help promote the HMHM.

The topic of the exhibit will be the three years that Hoover spent in Newberg and the impact that these years had on his life. Arriving as an 11-year old orphan, Hoover lived with Dr. Henry John Minthorn, attended the Friends Pacific Academy, fished in Oregon streams, and absorbed Quaker values. As an adult, Hoover executed what may be considered the greatest humanitarian projects in the history of mankind. The exhibit will explore possible influences that led to Hoover's extraordinary public service.

2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?

Among Newberg's five Strategic Tourism Plan goals are the following three: (1) recognizing Newberg as a destination of artisan makers and doers, (2) funding and catalyzing downtown development and creating new experiences for target audiences, and (3) engaging and energizing local tourism partners.

Artisan makers and doers already visit the CCC and having the opportunity to see the exhibit at the CCC will enhance their experience. The exhibit will create a new experience for the target audiences of millennials and the George Fox University (GFU) network. The exhibit will be based in part on research by George Fox students. The CCC and GFU are among the target audiences and the exhibit will provide the opportunity to engage and energize these two community partners.

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

The exhibit aligns with the TLT regulations by promoting the HMHM, a tourist-related facility. The exhibit at the CCC celebrates the HMHM by telling the story of Herbert Hoover's Oregon boyhood. The exhibit will include maps illustrating how Quakers and Herbert Hoover traveled to Newberg in the nineteenth century. Much of Newberg's early history will be told in the exhibit. The exhibit may attract visitors to the HMHM at the east end of town.

4. What is the projected return on investment?

The return on investment weighs the cost of the project against the value of tourist visits. Although it is difficult to quantify the value of the tourist visits, the location of the CCC at the northwest part of town and the HMHM at the southeast corner of downtown Newberg provides an opportunity to welcome tourists as they enter Newberg, either from the east and south or from the west and north.

5. Predicted number of tourists' attracted/overnight guests?

The exhibit will provide an opportunity to attract visitors to the HMHM and increase the number of tourists who are also overnight guests in Newberg.

Fully one-third of the visitors to the HMHM are "tourists" within the definition of tourist in Newberg's Strategic Tourism Plan and come from outside a 50-mile radius of Newberg. Not all visitors stay overnight in Newberg, but many patronize local wineries, coffee shops, and restaurants before leaving town.

The calculation of one-third was drawn by comparing the total number of signed lines (that can include one, two or more visitors) in the visitors' register to the number of lines that were signed by visitors outside a 50-mile radius of Newberg. The HMHM has also hosted several tourist groups that came to Newberg specifically to tour the HMHM; a group from Texas visited recently and another group of traveling antique car collectors visited on Herbert Hoover's birthday. The records of HMHM visitors are not accurate enough to predict the number of tourists who will be overnight guests at local hotels.

6. Will it have lasting impact and/or utility?

The exhibit will be temporary, but its impact should be lasting among visitors. Those visitors may be drawn to visit the HMHM and local businesses in Newberg. In addition, the marketing plan which will be implemented to promote the exhibit will remain in place and should be effective in attracting visitors to the HMHM long after the exhibit has closed.

7. How does your project, program or event leverage funding?

The exhibit at the Chehalem Cultural Center will be visible to all CCC visitors during June and July, reacquainting this audience with Herbert Hoover's childhood in Newberg and promoting understanding of his U.S. presidency and international humanitarianism. Visitors will be reminded that the HMHM stands not only as a memorial to this outstanding citizen but also as the only presidential house in the northwest. The exhibit will leverage funding by aligning the HMHM with the CCC, GFU, and other community partners.

8. What is the ratio at which Transient Lodging Tax funds will be matched?

The entire cost of the project is anticipated to be $14,765; the amount requested from the TLT is $7,500. The cost of the project divided into the amount of the request equals 0.5. The amount of the financial and in kind contribution from the NSCDA-OR, the contribution of the Yamhill County Cultural Coalition, and the in kind support of others meets the required .5:1 ratio for the match for non-profits.

9. What is your demonstrated history of attracting tourists?

The HMHM has operated as a museum since 1955 and for many years the museum has maintained the same schedule of being open to the public Wednesday through Sunday from 1 to 4 pm. Many tourists come to the HMHM because it is a presidential site. It is older than almost all commercial venues in Newberg and has a demonstrated history of attracting tourists over time.

The HMHM has great potential to attract more tourists in the future. It is unique as the only presidential house in the northwest. In addition, because it is owned and operated by NSCDA-OR, the HMHM is grouped with "Great American Treasures," the properties of historical significance that 44 Colonial Dames societies are involved with nationally. The national organization of Colonial Dames plans to link all of their historic properties and to promote them together through signage and social media. The HMHM has the potential to attract more tourists to Newberg through this national linkage.

10. Does your project, program or event engage and energize local tourism partner(s)?

The collaboration with the CCC on the exhibit is an opportunity to energize both the CCC and the HMHM. Additional partners on the exhibit include the George Fox network and the Newberg Historical Society. The HMHM has other collaborations with the Newberg Historical Society through the year, including on Old Fashioned Festival events. The HMHM has undertaken several fruitful collaborations including an internship program that depends upon George Fox University. The HMHM is proud of its partnerships with the Chehalem Park and Recreation District as a sponsor for the Camellia Festival and the Chehalem Garden Club that manages the herb bed in the HMHM garden. All of these partnerships seek to encourage visitors and tourists to Newberg.

11. Does your project, program or event enhance Newberg as a destination? If so how?

The project will enhance Newberg as a destination by celebrating Herbert Hoover. This focus should appeal to some tourists who visit Newberg solely because the HMHM is a presidential site. In addition, some tourists will seek out the HMHM as a historic house museum – the HMHM is the only historical museum in Newberg. As one of the oldest houses in Newberg and the oldest in that part of Newberg that was known as the "godly end," the HMHM is a testament to the early Quaker history of Newberg. The HMHM has the potential to enhance any tourist's visit to Newberg by putting the town in historic context.

12. Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?

The exhibit should be attractive to Makers and Doers by telling the story of arguably the most prominent citizen to come out of the community. Makers and Doers are integral to the Chehalem Cultural Center. The exhibit will catch their attention and hopefully engage their interest in drawing visitors to the HMHM in the long term.

13. Does your project, program or event catalyze downtown development? If so how?

The exhibit at the CCC is within easy walking distance from the HMHM. Walkers will be tempted to stop at the restaurants, bakeries, coffee houses, galleries, shops, food carts, and tasting rooms along the streets between the CCC and the HMHM.

The project should help in catalyzing downtown development because it will celebrate Newberg's past. It will raise awareness of the history of Newberg's south side and the role that the HMHM plays as a symbol of the early Quaker settlement in the southeast end of downtown. It is generally accepted that cultural sectors of towns catalyze economic vitality and the HMHM and its neighborhood are no exception. See: The American Planning Association report, "Economic Vitality: How the arts and culture sector catalyzes economic vitality" (www.planning.org/research/arts/briefingpapers/vitality.htm).

14. Does your project, program or event enhance tourism from October – May or Sunday – Thursday Visitation? Explain how.

The exhibit will be at the Chehalem Cultural Center from May 29 to July 28, 2018. The exhibit will be accessible most hours of everyday – whenever the CCC is open during these two months. The exhibit is intended to attract more visitors to the HMHM which is open during part of the offseason, including October through November (Sundays, Wednesdays and Thursdays), December and February (Sundays), and March through May (Sundays, Wednesdays and Thursdays). ***The HMHM is always opened by special appointment.***

15. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?

The exhibit aligns with the target audience of the George Fox Network. Interns from GFU are engaged in research and layout of the exhibit. Herbert Hoover's tie to George Fox – as a student in the first class of the Friends Pacific Academy, the forerunner of GFU, should appeal to the current GFU community.

Millenial Explorers are also a target audience attracted by the exhibit at the CCC. Millenials are already a target audience of the CCC. Millenials will find it easy and interesting to visit the exhibit at the CCC.

16. What is the timeframe for completion of your project, program or event?

The exhibit will be installed by May 28, 2018. A reception and lecture are planned for June 1 which is First Friday in Newberg. One or more walking tours may be scheduled during the months of June and July. The exhibit will be taken down on July 28, just before Old Fashioned Festival.

Signature and Certification Letter:

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

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

"*This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.*"

I agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Marjorie P. Wilson — Dec 14, 2017

Signature of Authorizing Official — Date

Marjorie Wilson, President, NSCDA-OR

Print Name of Authorizing Official

EXHIBIT AT CCC
AND MARKETING PLAN

77

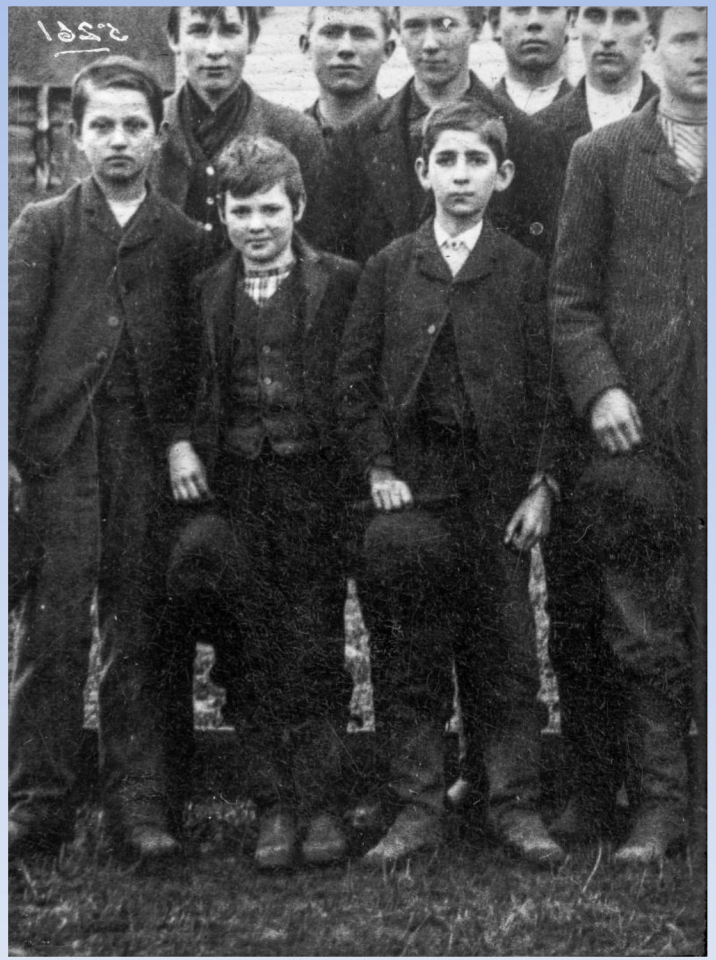
FOUNDATIONS OF A QUAKER COMMUNITY IN NEWBERG

78

ARRIVAL

1890
Matthews, Northrup & Co's
Official Railroad Map
OF THE
UNITED STATES,
DOMINION OF CANADA
AND MEXICO
PERFECTED TO DATE FROM LATEST AUTHENTIC SOURCES.
ENGRAVED AND PRINTED BY
Matthews, Northrup & Co.
Buffalo, & New York.
MAP OF
MEXICO
GULF OF MEXICO

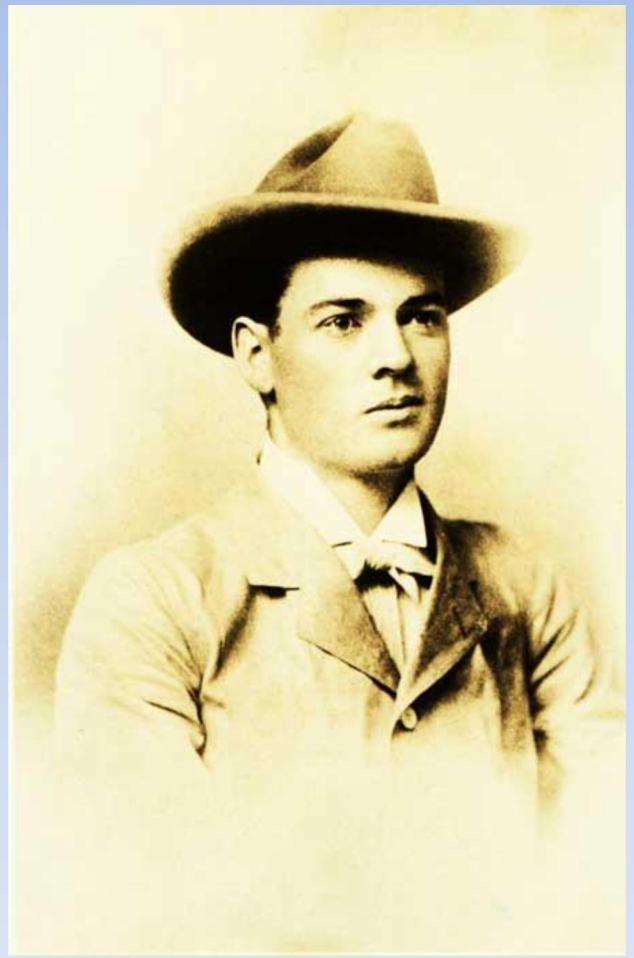
FRIENDS PACIFIC ACADEMY



HOOVER & MINTHORNS IN SALEM

81

ROAD FROM PROSPERITY TO PUBLIC SERVICE



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OVERVIEW OF MARKETING PLAN

- CONDUCT AUDIT – WHAT HMHM IS DOING NOW
- SURVEY STAKEHOLDERS – INCLUDES COMMUNITY
- CREATE BRANDING IN WORDS AND PICTURES – EVALUATE LOGO AND TAGLINE
- DEVELOP FOCUSED PROMOTIONS FOR CCC EXHIBIT - INCLUDES FACEBOOK ADS & FLIERS, ETC.
- CREATE YEARLY MARKETING CALENDAR FOR HMHM – LASTING IMPACT OF PROJECT

HOW PROJECT ALIGNS WITH NEWBERG'S TOURISM STRATEGIC PLAN GOALS

GOAL	PROJECT
Newberg as a destination of artisan makers & doers, attracts target audiences, engages community partners	Creates opportunity for a new experience for makers & doers, targets audiences of GFU network, CCC, NHS, & community
History of attracting tourists	Expands opportunities for tourists, historically 1/3rd of HMHM visitors
Enhances Newberg as a destination & catalyzes downtown development	Encourages visitors to travel between CCC & HMHM, providing opportunity to stop at restaurants, coffee shops, tasting rooms, bakeries, food carts & galleries
Timeframe	Exhibit dates May 29 – July 28, Opening on June 1 with reception & speaker, Marketing targeted to begin April 1
Lasting Impact	Marketing plan of yearly calendar of HMHM events & promotional activities

BUDGET

INCOME	Amount	Source	Use
Committed	$5,000	YCCC & NSCDA-OR	Exhibit , Marketing Plan, Reception & Speaker
In kind	$2,300	NSCDA-OR, NHS, CCC, Other	Reception & Speaker
TLT Small Grant	$7,500	City of Newberg	Exhibit , Marketing Plan, Reception & Speaker
TOTAL	**$14,800**		
COSTS			
Exhibit	$6,039		
Marketing Plan	$5,776		
Reception & Speaker	$2,950		
TOTAL	**$14,765**		

HOOVER-MINTHORN HOUSE MUSEUM

Turn this

Into this

86

ATTACHMENT 3
Resolution No. 2018-3433

RECEIVED
DEC 15 2017
Initial: DRR

City of Newberg

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page

Project Title: Newberg Grand Prix Cycle Kart Rally

Applicant Name: Anvil Academy

Mailing Address: 105 N Main Street, Newberg, OR 97132

Contact Name: Rob Lewis

Phone:503.679.8788 Email: Rob@AnvilAcademy.net

Alternate Phone: Nancy Lewis – 503.307.4371

Amount of total Funding Requested: $10,000.00

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
B. Submit an updated Project, Program or Event Detail as your Progress Report.
C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name: ROB LEWIS Signature: _____

Title: OWNER Date: 12-15-17

**********FOR OFFICE USE ONLY**********

APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- Completed application Cover Sheet.
- Budget for project/program/event being funded that lists all anticipated income and expenses.
- Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.
- Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
- Letters of support.

Project Title: Newberg Grand Prix Cycle Kart Rally

Applicant Name: Anvil Academy

Mailing Address: 105 N Main Street, Newberg OR 97132

Contact Name: Rob Lewis

Phone: 503.679.8788 Email: Rob@AnvilAcademy.net

Alternate Phone: Nancy Lewis – 503.307.4371

Website Address: www.AnvilAcademy.net

Secretary of State Business Registry Number: 115362295

Non Profit _____ Government _____ For-Profit X

Amount of total Funding Requested: $10,000.00

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

_____ New Project _____ New Program ___X__ New Event

_____ Existing Project _____ Existing Program _____ Existing Event

Has this project, program or event received these grant funds in the past?

No

If so when and for how much?

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: Jan 2018 to Dec 2018

Income Sources	Amount
Souvenir Posters 50 @ $50	$2500
Kart Entry Fees 40 @ $200	$8000
Souvenir Hats 100 @ $15	$1500
Souvenir Shirts 100 @ $25	$2500
Total Project/Program/Event Income	$14,500

Expenses – Must be explicitly defined.	Amount
Insurance	$2000
New Kart Built for event & Rose Parade	$7500
Promotional Materials/postage	$4000
New Website	$1000
Hats/Shirts	$1250
Event Coordinator	$2000
Project Management – Anvil	$3000
Total Project/Program/Event Expense	$21,750

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: _____ to _____

Income Sources	Amount
Total Organization Income	

Expenses	
Total Organization Expense	

Project Narrative:

1. Project description:

Newberg Grand Prix Cycle Kart Rally – This rally, that is bringing in open air, Gatsby era Karts from around the Western States, will use the Old Fashioned Festival parade route to run a Cycle Kart event and also hold other events in the Newberg area, July 2018. Anvil Academy students are building a Cycle Kart that will be used to promote the OFF and the Grand Prix in the Portland Rose Festival Parade Mini Float category. There is a rally in Scottsdale, Arizona and one in Tieton, Washington, the only 2 on the west coast, the one in Newberg will be the 3rd rally.

2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?

This event will draw Makers and Millennials from throughout the region wanting to showcase their work, many of whom will be visiting Newberg for the first time. It will be a 2 day event, with the participation in the Parade and then a Rally at another close location, thus encouraging Hotel stays.

3. How does your event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

We are expecting 120 participants, bringing in 40 Karts for the 2 day event, they will be supporting local businesses through purchasing food, lodging and fuel.

4. What is the projected return on investment?

This is a first time event and as such the ROI will be low – it is a precursor to a larger Kart event in 2019 in Newberg, and then a statewide rally in 2022 opening up the old highway in the Columbia River Gorge. Discussion and plans have already begun with ODOT for this event.

5. Predicted number of tourists' attracted/overnight guests?

120, coming from Arizona, California and Washington

6. Will it have lasting impact and/or utility?

We would love for this to be an annual event in Newberg, and for it to get bigger every year. Also, Anvil Academy, which is located in downtown Newberg, would become the "go to" place for new makers to ask questions in future years, this is a new sport and there is not a lot of technical support services for the Cycle Kart industry

7. How does your project, program or event leverage funding?

Our proposed grant funding is requesting monies mostly for promotional activities, promoting it in the Rose Parade and regionally through direct mail, social media and printed materials.

8. What is the ratio at which Transient Lodging Tax funds will be matched? 2:1

9. What is your demonstrated history of attracting tourists?

Anvil Academy sponsors the Pacific Overland Expo Horsedrawn Vehicle and Equipment Auction at the Yamhill County Fairgrounds. This Auction is the only one west of the Mississippi and draws crowds from all over the country, and some internationally. Last year we sold 1800 lots over 2 days in this consignment auction – there were 200+ bidders and total sales was $158,000 with Anvil's income at $32,000. April 27 & 28, 2018 will be our third time doing this event.

10. Does your project, program or event engage and energize local tourism partner(s)?

We are promoting the Old Fashioned Festival through partnering with them for the event and promoting them through the Mini-float program in the Rose Parade.

11. Does your project, program or event enhance Newberg as a destination? If so how?

Yes, Anvil Academy becomes the expert for new makers to ask questions in future years, offering classes and workshops to people in the region, this is a new sport and there is not a lot of technical support services for the Cycle Kart industry.

12. Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?

Yes, see above, question 11

13. Does your project, program or event catalyze downtown development? If so how?

14. Does your project, program or event enhance tourism from October – May or Sunday – Thursday Visitation? Explain how.

Yes, we are bringing in people for classes and workshops during the off season, and they will be spending time in Newberg. Anvil becomes the sanctioning body for the cycle Kart sport in the region, and fosters future visits to downtown Newberg for current owners and future participants.

15. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?

This is a true Millennial Explorer and Maker activity – it's an experience to participate in.

16. What is the timeframe for completion of your project, program or event?

The event will be held during the Old Fashioned Festival and will be completed one month later.

Signature and Certification Letter:

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

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

"*This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.*"

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

12-15-17
Date

ROB LEWIS
Print Name of Authorizing Official

Anvil Academy, LLC

PROFIT AND LOSS

January - December 2016

	TOTAL
INCOME	
Sales	21,846.12
Sales of Product Income	31,160.49
Services	300.00
Tuition	2,867.50
Unapplied Cash Payment Income	2,000.00
Total Income	**$58,174.11**
GROSS PROFIT	$58,174.11
EXPENSES	
Advertising	4,115.01
Afterschool Program	2,297.73
Bank Charges	75.00
Building Renovation	17,589.37
Commissions & fees	759.95
Equipment purchase	3,412.62
Freight & Delivery	3.00
Fuel	4,802.57
Insurance - Liability	1,575.07
Interest Expense	777.42
Job Materials	41,163.37
Legal & Professional Fees	400.00
Licenses and Fees	257.00
Meals - student/volunteer	36.89
Meals and Entertainment	924.07
Office Expenses	2,855.67
Other General and Admin Expenses	1,426.36
Postage And Delivery	1,709.40
Program Meals and Expenses	4,385.00
Promotional	16,212.42
Purchases	613.95
Rent or Lease	54,388.70
Repair & Maintenance	1,528.56
Shipping and delivery expense	1,484.92
Stationery & Printing	603.20
Subcontractors	7,250.00
Supplies	5,732.02
Taxes & Licenses	206.27
Tools	44,629.49
Travel	5,420.74
Travel Meals	1,564.93
Uncategorized Expense	466.20
Utilities	6,261.91
Window sills	700.00
Total Expenses	**$235,628.81**

	TOTAL
NET OPERATING INCOME	$ -177,454.70
OTHER INCOME	
Grant Funds	31,000.00
Total Other Income	**$31,000.00**
NET OTHER INCOME	$31,000.00
NET INCOME	$ -146,454.70

AMENDED ANNUAL REPORT

Corporation Division
www.filinginoregon.com

E-FILED
Dec 13, 2017
OREGON SECRETARY OF STATE

REGISTRY NUMBER

115362295

REGISTRATION DATE

10/14/2015

BUSINESS NAME

ANVIL ACADEMY, LLC

BUSINESS ACTIVITY

A PRIVATE CAREER TECHNICAL SCHOOL. TEACHING INDUSTRIAL ARTS SKILLS, SUCH AS WOODWORKING, METAL WORKS AND OTHER MATERIALS.

MAILING ADDRESS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

TYPE

DOMESTIC LIMITED LIABILITY COMPANY

PRIMARY PLACE OF BUSINESS

105 N MAIN STREET
NEWBERG OR 97132 USA

JURISDICTION

OREGON

REGISTERED AGENT

NANCY LYNETTE FRIESEN-LEWIS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

If the Registered Agent has changed, the new agent has consented to the appointment.

MEMBER

ROBERT E LEWIS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

MEMBER

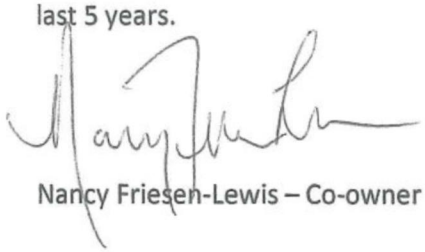
NANCY FRIESEN-LEWIS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

December 15, 2017

To whom it may concern:

This is a statement that there has been no financial corruption or bankruptcies by Anvil Academy in the last 5 years.



Nancy Friesen-Lewis – Co-owner Anvil Academy

Newberg Grand Prix Cycle Kart Rally

January 3, 2018

Anvil Academy
HOLLADAY OVERLAND MAIL & EXPRESS CO. LEWIS & MANNING PROPRIETORS
W HANCOCK ST
ONE WAY

FIRE EXTINGUISHER
NIKE

Anvil Academy

PRIDE N PERFORMANCE
McMinnville
EZ GROOMER
Chuck Colvin Ford / Nissan

PAPE
WM

Home of the
YAMHILL COUNTY SHERIFF'S
MOUNTED POSSE
EAT

COLORADO
50

The Columbia River Highway
America's Greatest Scenic Drive

ARABA
TIN LIZZIES

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17

GASOLINE
CHEVRON
GASOLINE
REO
The Gold Standard of Values
SERVICE
GULF
GASOLINE
TEXACO
MOTOR OILS
FILLING STATION
WHITE
GASOL

27
THOMAS
"INDY"
SPECIAL
TIETON
FRANK LOCKHART
"FRONTY FORD"
THE CYCLEKART CLUB
35
TIETON
35
19 30

EXIT
GILMORE
SPECIAL
GILMORE
SPECIAL

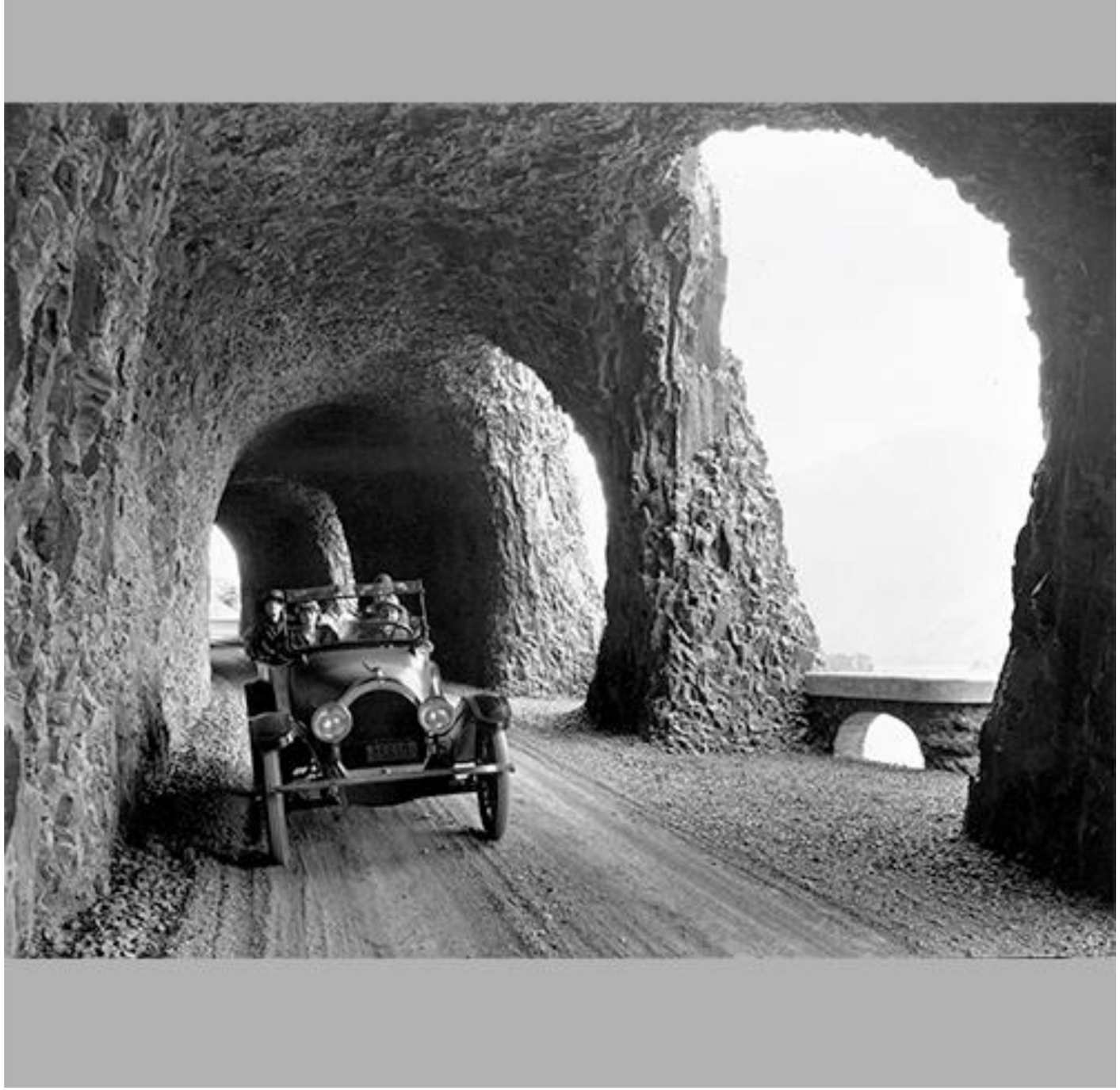
R·2200

STOP

ROBIN HOOD FESTIVAL
SHERWOOD
3RD WEEKEND IN JULY
EAT DRINK
AND BE MERRY

CenturyLink
ONE WAY
SHERWOOD CENTER FOR THE ARTS
SHERWOOD FOR THE CENTER ARTS

WORLD OF SPEED
PORTLAND, OREGON



VINTAGE RACERS
ADVANCED ENERGY IDEAS
AEILIGHTING.COM • AEIFAB.COM
GRAND PRIX
OF SCOTTSDALE
NOVEMBER 5TH 2017
13
NATHAN
87

RECEIVED
DEC 15 2017
Initial: JRR

City of Newberg

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page

Project Title: Promotion of 2019 Newberg Grand Prix Rally at the Portland Indy Car Event

Applicant Name: Anvil Academy

Mailing Address: 105 N Main Street, Newberg OR 97132

Contact Name: Rob Lewis

Phone: 503.679.8788 Email: OrencoWagon@gmail.com

Alternate Phone: Nancy Lewis – 503.307.4371

Amount of total Funding Requested: $10,000.00

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
B. Submit an updated Project, Program or Event Detail as your Progress Report.
C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name: ROB LEWIS Signature: _____

Title: OWNER Date: 12-15-17

**********FOR OFFICE USE ONLY**********

APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- Completed application Cover Sheet.
- Budget for project/program/event being funded that lists all anticipated income and expenses.
- Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.
- Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
- Letters of support.

Project Title: Promotion of 2019 Newberg Grand Prix Rally at the Portland Indy Car Race

Applicant Name: Anvil Academy

Mailing Address: 105 N Main Street, Newberg OR 97132

Contact Name: Rob Lewis

Phone: 503.679.8788 Email: Orencowagon@gmail.com

Alternate Phone: Nancy Lewis: 503.307.4371

Website Address: www.AnvilAcademy.net

Secretary of State Business Registry Number: ____115362295_

Non Profit _____ Government _____ For-Profit _____X_____

Amount of total Funding Requested: $_____10,000.00_____

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

_____ New Project _____ New Program ___x__ New Event

_____ Existing Project _____ Existing Program _____ Existing Event

Has this project, program or event received these grant funds in the past?

No

If so when and for how much?

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: Jan 2018 to Dec 2108

Income Sources	Amount
Souvenir Shirts 300@$35	$10,500
Souvenir Hats 300@$25	$7,500
Souvenir Posters 50@$50	$2,500
Water 500@$3	$1,500
In-kind booth – labor only by Anvil Academy	$15,000
Total Project/Program/Event Income	$41,500

Expenses – Must be explicitly defined.	Amount
Insurance	$1,000
Booth/Kiosk built	$20,000
Print Materials	$2,000
Shirts 300@10	$3,000
Hats 300@$5	$1,500
Water 600@.16	$100
Promotional Design work	$1,000
Total Project/Program/Event Expense	$28,600

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: _Jan 18__ to _Dec 18

Income Sources	Amount
Classes	$20,000
Total Organization Income	

Expenses	
Total Organization Expense	

Project Narrative:

1. Project description:

   We are planning on having a promotional booth at the Portland Indy Car Race to promote the 2019 Newberg Grand Prix Cycle Kart Rally. If we receive this grant, it gives us the funds to build a much nicer booth/Kiosk for greater exposure and produce t-shirts and hats that we'll sell to attendees at the event, all is promotion for the Kart Rally held in conjunction with the Old Fashioned Festival.

2. How will your event/program further the Newberg Strategic Tourism Plan goals?

   We believe that having a booth to promote the Cycle Kart Rally at the Portland Indy Car Event will create excitement and enthusiasm for the 2019 event. Cycle Karting is a new sport, and one that many Millenials and higher income bracket people are starting to get involved in. We believe that Newberg is the perfect location to bring in this new audience, and this event is the right place to promote it.

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

   If our promotion is effective at the Portland Indy Car Event, we should see growth of at least 50% for the 2019 Newberg Grand Prix Cycle Kart Rally, this is a very conservative projection. This event will bring in tourists from around the U.S. that will be staying in hotels and purchasing food and gifts from Newberg area businesses.

4. What is the projected return on investment?

   We project that we will increase the participation by 50% for the 2019 Grand Prix event and with the added sale of shirts and hats at the Portland Indy car event we should see a profit of $10,000

5. Predicted number of tourists' attracted/overnight guests?

   We should see approximately 150 – 200 guests for the 2nd year event. With the promotion at the Portland Indy Car event we expect to attract 60 Karts and many more spectators.

6. Will it have lasting impact and/or utility?

   This grant would be spent on promotional materials and a booth – but the lasting impact would be on the increased traffic from getting the word out about the Cycle Kart rally, and the classes and support services that Anvil Academy can offer to new builders of Karts. It will also promote Anvil Academy which offers classes and workshops in Newberg for High Schoolers and the community and weekend workshops that people from around the Northwest attend.

7. How does your project, program or event leverage funding?

   The more money spent on promoting the 2019 Cycle Kart event, the greater the attendance and the exposure for Newberg

8. What is the ratio at which Transient Lodging Tax funds will be matched? 1:1

9. What is your demonstrated history of attracting tourists?

   Anvil Academy puts on the Pacific Overland Expo Horsedrawn Vehicle and Equipment Auction at the Yamhill County Fairgrounds, it is a fundraiser for the Academy. This Auction is the only one west of the Mississippi and draws crowds from all over the country, and some internationally. Last year we sold 1800 lots over 2 days in this consignment auction – there were 200+ bidders and total sales was $158,000 with Anvil's income at $32,000. April 27 & 28, 2018 will be our third time doing this event.

10. Does your project, program or event engage and energize local tourism partner(s)?

    We believe that bringing in more people for an event that runs in conjunction with the Old Fashioned Festival energizes the existing event. We have talked with Brian Love, from the Old Fashioned Festival, and he is excited to partner with the event. We are also hoping that once businesses see the increased tourists, they will want to be involved in their own events. They run a Kart Rally in Scottsdale, Arizona every year and it is fun to see the related events that have happened. They even do a Great Gatsby fundraiser for a non-profit.

11. Does your project, program or event enhance Newberg as a destination? If so how?

    Having a booth/Kiosk at the Portland Indy Car event gives us the opportunity to promote the Rally, classes at Anvil Academy and the Old Fashioned Festival. All 3 of these bring people into Newberg.

12. Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?

    Absolutely! When people see the Karts we have on display, they will want to build their own and Anvil Academy will be supporting the Cycle Kart sport through offering classes, workshops and general information.

13. Does your project, program or event catalyze downtown development? If so how?

14. Does your project, program or event enhance tourism from October – May or Sunday – Thursday Visitation? Explain how.

    Yes – even though the Event is held in July, people are building Karts during the winter and spring, with classes and workshops held during the week-ends and during weekdays.

15. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?

    The Portland Indy Car event will bring in people from around the world, people with money to spend and who are looking for other fun adventures. We would love to introduce them to Newberg, the Gateway to Wine Country.

16. What is the timeframe for completion of your project, program or event?

The promotional event is Labor Day Weekend and all grant funds would be spent to support that weekend, so it would be completed by the end of September, 2018.

Signature and Certification Letter:

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

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

"*This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.*"

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

12-15-17
Date

ROB LEWIS
Print Name of Authorizing Official

Anvil Academy, LLC

PROFIT AND LOSS

January - December 2016

	TOTAL
INCOME	
Sales	21,846.12
Sales of Product Income	31,160.49
Services	300.00
Tuition	2,867.50
Unapplied Cash Payment Income	2,000.00
Total Income	**$58,174.11**
GROSS PROFIT	$58,174.11
EXPENSES	
Advertising	4,115.01
Afterschool Program	2,297.73
Bank Charges	75.00
Building Renovation	17,589.37
Commissions & fees	759.95
Equipment purchase	3,412.62
Freight & Delivery	3.00
Fuel	4,802.57
Insurance - Liability	1,575.07
Interest Expense	777.42
Job Materials	41,163.37
Legal & Professional Fees	400.00
Licenses and Fees	257.00
Meals - student/volunteer	36.89
Meals and Entertainment	924.07
Office Expenses	2,855.67
Other General and Admin Expenses	1,426.36
Postage And Delivery	1,709.40
Program Meals and Expenses	4,385.00
Promotional	16,212.42
Purchases	613.95
Rent or Lease	54,388.70
Repair & Maintenance	1,528.56
Shipping and delivery expense	1,484.92
Stationery & Printing	603.20
Subcontractors	7,250.00
Supplies	5,732.02
Taxes & Licenses	206.27
Tools	44,629.49
Travel	5,420.74
Travel Meals	1,564.93
Uncategorized Expense	466.20
Utilities	6,261.91
Window sills	700.00
Total Expenses	**$235,628.81**

	TOTAL
NET OPERATING INCOME	$ -177,454.70
OTHER INCOME	
Grant Funds	31,000.00
Total Other Income	**$31,000.00**
NET OTHER INCOME	**$31,000.00**
NET INCOME	**$ -146,454.70**

AMENDED ANNUAL REPORT

Corporation Division
www.filinginoregon.com

E-FILED
Dec 13, 2017
OREGON SECRETARY OF STATE

REGISTRY NUMBER

115362295

REGISTRATION DATE

10/14/2015

BUSINESS NAME

ANVIL ACADEMY, LLC

BUSINESS ACTIVITY

A PRIVATE CAREER TECHNICAL SCHOOL. TEACHING INDUSTRIAL ARTS SKILLS, SUCH AS WOODWORKING, METAL WORKS AND OTHER MATERIALS.

MAILING ADDRESS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

TYPE

DOMESTIC LIMITED LIABILITY COMPANY

PRIMARY PLACE OF BUSINESS

105 N MAIN STREET
NEWBERG OR 97132 USA

JURISDICTION

OREGON

REGISTERED AGENT

NANCY LYNETTE FRIESEN-LEWIS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

If the Registered Agent has changed, the new agent has consented to the appointment.

MEMBER

ROBERT E LEWIS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

MEMBER

NANCY FRIESEN-LEWIS

20541 SW DUCKRIDGE PL
SHERWOOD OR 97140 USA

December 15, 2017

To whom it may concern:

This is a statement that there has been no financial corruption or bankruptcies by Anvil Academy in the last 5 years.

Nancy Friesen-Lewis – Co-owner Anvil Academy

Gmail Rob Lewis <orencowagon@gmail.com>

Anvil Academy

O'Brien, Chris <ChrisOBrien@iheartmedia.com> Wed, Aug 30, 2017 at 10:04 AM
To: Rob Lewis <orencowagon@gmail.com>
Cc: Nancy Friesen-Lewis <nancyl.hms@gmail.com>

Love the Karts and see the potential fit... Most of all the win, win, win, for all.

From: Rob Lewis [mailto:orencowagon@gmail.com]
Sent: Wednesday, August 30, 2017 7:22 AM
To: O'Brien, Chris
Cc: Nancy Friesen-Lewis
Subject: Re: Anvil Academy

[Quoted text hidden]

CHRIS IS THE DIRECTOR OF THE PORTLAND INDYCAR RACE AND IS VERY SUPPORTIVE

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page

Project Title: _____Oregon Truffle Festival Newberg Weekend-The Terroir of Truffles

Applicant Name: ___Oregon Truffle Festival

Mailing Address: __P.O. Box 5275 (Street) Eugene, (City) OR (State) 97405 (Zip)

Contact Name: Leslie Scott

Phone: 541- 913-3841 Email: leslie@truffletree.com

Alternate Phone: 888-695-6659

Amount of total Funding Requested: $9,250.00

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
B. Submit an updated Project, Program or Event Detail as your Progress Report.
C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name: Leslie Scott Signature: Leslie Scott

Title: General Manager Date: 12-15-17

**********FOR OFFICE USE ONLY**********

APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- Completed application Cover Sheet.
- Budget for project/program/event being funded that lists all anticipated income and expenses.
- Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.
- Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
- Letters of support.

Project Title: Oregon Truffle Festival Destination Marketing-The Terroir of Truffles

Applicant Name: Oregon Truffle Festival

Mailing Address: PO Box 5275 Eugene, OR 97405
Street City State Zip

Contact Name: Leslie Scott

Phone: 541-913-3841 Email: leslie@oregontrufflefestival.org

Alternate Phone: _____

Website Address: www.oregontrufflefestival.org

Secretary of State Business Registry Number: 1348587-94

Non Profit - 501c(3) Government _____ For-Profit _____

Amount of total Funding Requested: $9,250.00

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

_____ New Project __x___ New Program __x___ New Event

___x__ Existing Project __x___ Existing Program ____x_ Existing Event

Has this project, program or event received these grant funds in the past?

No

If so when and for how much?

N/A

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: _____2018__ to _2018_____

Income Sources	Amount
Newberg Admissions	$53,600.00
Newberg Marketplace	$4,150.00
Reimbursed Expenses	$1,500.00
Sponsorships	$1,500.00
Grants-City of Newberg	**($9250)** applied for - not included in event income total
Total Project/Program/Event Income	**$60,750.00**

Expenses – Must be explicitly defined.	Amount
Newberg Friday Night Marquee Events -	**$4,700.00-includes Venue + screening fee***
Yamhill Winery Luncheons	$800.00*
Saturday Yamhill Marquee Event	$6,100.00*
Newberg Fresh Truffle Marketplace	**$5,600.00-includes Venue***
Newberg Transportation	$3,500.00*
Newberg Lodging	$1,000.00*
Newberg Travel	$1,000.00
Newberg Contract Labor	$1,500.00
Newberg Equipment	$1,000.00
Photography	**$1,500.00**
Admin Assistant	$1,000.00
Website	$2,500.00
Design Services	$5,000.00
PR/Marketing-Play Nice	**$11,000.00**
Insurance	$1,582.00
Newberg Event Print Ads	$5,500.00
Truffles	$5,000.00
Additional Admin Budget	No allocation made for staff salaries or staff travel for Newberg weekend
Total Project/Program/Event Expense	**$58,282.00**

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: _2018_____ to __2018_____

Income Sources	Amount
Eugene Weekend Admissions Fees	$155,250.00
Newberg Weekend Admissions Fees	$53,600.00
Marketplace(s) Other Income	$8,300.00
Reimbursed Expenses	$4,000.00
Sponsorship	$1,500.00
Donations/Loan	$21,457.00
Grants	$5,000.00 estimated from various sources
Newberg TLT Grant	**($9,250.00)** applied for - not included in organizational income budget total
Total Organization Income	**$249,107.00**

Expenses	
The Joriad	$4,000.00
The Eugene Weekend	$97,950.00
The Newberg Weekend	$21,700.00*=total of highlighted Expenses
Annual Administrative Budget	$125,164.00
Total Organization Expense	**$248,814.00**

Project Narrative:

1. Project description:

The Oregon Truffle Festival was established in 2006 to help catalyze the nascent Oregon Truffle Industry by elevating the reputation of our native Oregon truffles and establishing Oregon's Willamette Valley as the singular destination in North America for all things truffle. At the time, few people knew that Oregon has a 100 year scientific tradition researching truffles, including several of the world's experts on truffles and truffle cultivation, or that our own James Beard regarded Oregon's native truffles as culinary equals to their famed European cousins.
Over the 12 years of the festival, guests have traveled from all 7 continents and many countries around the world, as well as from most American states, to learn the history, lore and science of the world's most valuable mushroom. Culinarians travel to forage for them in Oregon's forests with truffle dogs, to learn to cook with them, and of course to enjoy them paired with the best of Oregon wines throughout the weekend.

The festival has grown in size and stature every year, quickly becoming a signature seasonal event emblematic of Oregon's bounty, and has garnered many loyal followers who attend annually, significantly benefitting our region financially.

In 2015, OTF expanded the festival into the Yamhill Valley wine country, with its weekend hub located in Newberg. This happened for several critical reasons:

1. Our founding intention for the festival was to establish a world class truffle region, placing Oregon's Willamette Valley on par with the great truffle regions of France and Italy. In 2013 OTF was named "One of the top 5 destinations in the world for truffle lovers" by Fodor's Travel.
2. Also in 2013, the Eugene festival weekend sold out in October three months before the event, leaving hundreds of disappointed travelers with no opportunity to participate.
3. OTF had long wanted to expand into Oregon's premier wine country, and had been encouraged to do so by Travel Oregon, Travel Yamhill Valley, and the Chehalem Valley Chamber of Commerce.

4. The encouragement, support and sponsorship of many of the Yamhill Valley's finest wineries, chefs, and lodging establishments convinced us the expansion was viable.
5. The opportunity to establish a festival hub in Newberg at the Chehalem Cultural Center was an essential component of expansion, and that partnership, along with that with the CVCofC, were the critical factors in our decision to commit to making Newberg the home of an expanded truffle festival and season.

Because of the festival, Oregon is now recognized as the destination for all things truffle in North America, but it is a status that other regions like North Carolina, British Columbia, and most particularly Napa, are aggressively seeking for themselves.
It is the moment in the trajectory of the festival and industry to ensure that Oregon's primacy in the world of truffles in North America is permanently established, and that we have the partners and collaborators necessary to solidify our claim to being the authentic truffle capital of North America.

Destination marketing is the key to success of the Newberg weekend. Grant funding support will allow OTF to extend its already vigorous marketing plan into new sectors through film, podcasts, Instagram and other social platforms, as well as highlight particular events in Newberg on Friday evening and the Sunday marketplace during both the weekend and throughout the truffle season. Eugene was understood as the festival destination for 9 years before expanding into Yamhill Valley, so a large percentage of our marketing dollars are necessarily being spent highlighting Newberg area amenities, including local lodging options, our hub at the Chehalem Cultural Center, and Newberg's identity as the gateway to Oregon wine and now truffle country.

Approximately 100 OTF visitors spend 2-3 nights in the area, many at properties in Newberg such as the Allison, Le Puy and others, and this year we expect guests to lodge at the new Holiday Inn Express as well. They shop at local retailers and eat at local restaurants and of course, taste a lot of wine. **Please see our 2016 & 2017 Festival Recap surveys attached.** While the numbers here are impressive, OTF is certain we can increase them significantly through expanded destination marketing partnerships and collaborations.

In 2018, OTF is working on product development with 2 local businesses to help focus attention on Newberg as the home of artisan makers and doers. We began this process in 2017 with Wolves & People Farmhouse Brewery to create a new, seasonal Oregon Truffle Beer, *La Truffe,* which was received with incredible success. We are again working with W&P to ramp up production of *La Truffe*, and it will be served at our Friday and Sunday events in Newberg at the CCC. We have also begun a collaboration with Honest Chocolates for a new event (and product) in 2018 called *Pinot + Chocolate: A Love Story*, featuring truffled chocolates produced especially for this event and the Sunday Marketplace. Part of the requested grant funding will help us promote these 2 businesses and their products at the festival and throughout the truffle season..

In 2008 OTF received a USDA-funded grant to produce a feasibility study on the efficacy of an Oregon Truffle industry. The independent economic analysis done as part of that study projects that the value of Oregon's truffle industry will eventually match that of Oregon's wine industry. Establishing Newberg and the Chehalem Valley as not only the gateway to Oregon's wine country, but also the seasonal destination for truffle lovers is our goal, but achieving it relies on the support of our tourism partners. A free download of the feasibility study is available at oregontruffles.org

Industry sustainability depends on a consistent, high quality supply of truffles, and one key to that supply is the use of trained truffle dogs, which OTF has pioneered in North America. Taking our guests on a truffle hunt with truffle dogs is a completely unique experience outside of Europe, and is one of the most popular elements offered as part of OTF weekend experiences. OTF does truffle dog demonstrations at our Marketplace events in Newberg, helping to educate participants on the role and value of using dogs to harvest truffles, as well as providing an incredible outdoor experience essential to industry sustainability. We expect to develop and promote this highly sought after tourism experience throughout the truffle season once OTF is firmly established in the area.

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

Truffle lovers have to go where the truffles are, when they are in season, and this is to small communities in the Willamette Valley during the shoulder season months of January-March. Our weekend in Yamhill Valley is called The *Terroir of Truffles* for very specific reasons; to establish a unique sense of place as part of the experience, to take guests on truffle hunts in the woods with trained truffle dogs, and then to winery luncheons and dinners to meet winemakers and learn about the pairing of wine and truffles. There is no other comparable forest to table tourism experience in North America.

Our preferred partners are rural communities with strong marketing plans focused on culinary tourism, specialty foods and agricultural crops, seasonal celebrations of local food and wine, and authentic representation of Oregon's beauty and bounty. As an organization committed to sustainability, we hope for partnerships with communities and venues who share those values.

OTF has formed strong partnerships with the Chehalem Valley Chamber of Commerce, the Chehalem Cultural Center, the Willamette Valley Winery Association and Travel Oregon, all focused on the promotion of exactly the demographic the City of Newberg seeks to attract. In addition, we have partnered with a number of local wineries, restaurants, chefs and lodging partners to offer tourists an unforgettable and completely unique guest experience.

A Travel Yamhill Valley Tourism study from 2011 concluded the most promising forms of tourism are "food and wine related group tours, culinary tourism and fine dining." This is an

exact match with the reasons people come to the truffle festival, with the added attractions of participatory experiences like truffle hunting with trained truffle dogs, truffle cooking classes and demonstrations, and cultural and educational experiences to feed hungry minds.

The Chehalem Cultural Center is a near perfect tourism destination facility for OTF. It is a beautiful space with a unique story and history, and offers guests a glimpse of place based art and culture in a beautiful setting with plenty of parking close to a major thoroughfare so it promotes ease of travel for out of town guests. It has a variety of spaces for different sized events, with the Grand Ballroom being particularly significant for OTF. We have used it for receptions, lectures, walk around dining events, and as our festival registration and transportation hub, and perhaps most importantly, our fresh truffle marketplace.

OTF has created the only fresh truffle marketplaces we know of for sales of both native Oregon truffles as well as cultivated European truffles, and the CCC is the site of one of these 2 seasonal marketplace events, making it a completely unique destination and an extremely valuable tourism destination facility. OTF hopes to grow our harvesting capacity in the area in order to support late winter and early spring marketplace events at the CCC throughout the truffle season.

4. What is the projected return on investment?

What we know from past experience everywhere in the world that truffles are found is that the real value in owning the truffle brand for Oregon, and for the communities that host the Oregon Truffle Festival, is in their capacity to add value by association to all other agricultural products and experiences our region has to offer. The mystique associated with truffles, particularly around the use of dogs to find them hidden underground, and their status among the ultimate culinary delicacies in the world, is compelling not only to culinary tourists, but also to media of all kinds. Every dollar invested in marketing truffles, the places they are found, and the celebration of them during the festival season, has exponential value for the communities and businesses they are part of.

The funds from the grant that we will utilize for destination Marketing & PR ($7,500) we hope will be the difference between having ⅔ of our potential guest capacity full and selling out that additional ⅓. If projected out that would roughly mean as many as an additional 350 unique guests coming to Newberg, many of whom would be staying for the weekend utilizing local lodging and other services. Marketing and pr funding will also support a film company we are partnered with that will provide video to be used throughout the year, and that will be accessible to the Chamber and other partners to promote the area as both the Gateway to wine country, and the north valley home of Oregon truffles.

The funds from the grant that we will utilize for Event/Location Photography ($750) will result in an opportunity to capture high quality imagery of our events in the Newberg area. This collateral will be used throughout our future marketing efforts and will complement any earned

media/reporting on our events in Newberg venues. Access to film and photography provided by OTF will reinforce the image of Newberg as a destination for culinary tourists not only during the festival, but year round.

The funds from the grant that we will utilize for Venue costs ($1,000) will allow us to cover some of the costs, both direct and indirect, that we are now incurring to continue using the Chehalem Cultural Center as our Newberg weekend hub. We are considered one of the CCC's annual events celebrating local art and culture, each taking place in a different season. Hosting OTF drives an audience of new and unique visitors to this amazing space during the quieter months of the shoulder season in Oregon wine country. It also helps underwrite and offset the overhead costs for staffing and operating the Cultural Center during the event.

While no grant funding is being requested specifically for product development with Wolves & People truffle beer and Honest Chocolates, OTF continues its commitment to invest in co-branded Oregon truffle products in concert with local artisan food and beverage makers. While the festival itself does not receive revenue from these projects, this co-branding allows us to try new things with local companies who do see direct return on investment as well as the unique media exposure that comes with releasing and marketing a new truffle based product.

In addition to culinary tourism during truffle season, the real value of owning the truffle brand for Oregon, and for the communities that host the Oregon Truffle Festival, is in its capacity to add value through association to all of the other agricultural products and experiences that our region has to offer. The mystique associated with truffles, particularly around the use of dogs to find them hidden underground, and their status among the ultimate culinary delicacies is compelling not only to culinary tourists, but also to media of all kinds, and a growing number of artisan foods and other truffle industry entrepreneurs.

5. Predicted number of tourists' attracted/overnight guests?

The OTF will bring approximately 1,000 unique visitors to Newberg, some for a day but many overnight and for the entire 3 day weekend. We believe Newberg has the capacity to host twice this number of people, and that partner marketing and pr efforts are the path to that increase. **Please see our 2016 and 2017 Recap documents attached.**

6. Will it have lasting impact and/or utility?

OTF has good reason to believe we could be the equivalent of a shoulder season IPNC, an event built around this rare and valuable ingredient native to Oregon as its centerpiece, and paired with Oregon's best wines in what has already been recognized as one of the world's top wine regions. Never a fad, entire seasonal cultures are built around truffles wherever they are found, particularly when found in the world's great wine regions like Alba, Tuscany and Provence, and now Oregon's Willamette Valley.

Additionally, since OTF began in 2006, a number of entrepreneurial start ups like truffle dog trainers, truffle hunters and foray leaders, and artisan food and beverage producers have proven this is a viable seasonal business that can have lasting economic impact in smaller communities in wine and truffle country.

The Oregon Culinary Truffles Feasibility Study cites a figure of $1.5 Billion as the projected value of the truffle industry in Oregon within the next two decades, including direct sales of truffles, as well as economic benefits from tourism, value-added products, and ancillary businesses like truffle dog training and orchard management services. (See https://oregontruffles.org)

The Oregon Truffle Festival was largely inspired by the goal of laying the groundwork for this industry. One of OTF's principal goals from its inception was to drive the prices for native Oregon truffles up by introducing the use of trained truffle dogs to our industry. After 12 years and the training of many hundreds of truffle dogs in the PNW, prices for dog-harvested Oregon truffles exceed prices of 'conventionally harvested' raked truffles by a factor of ten. Oregon also now has this country's most productive orchards of the famed French black Perigord truffles.

In North America, Oregon now has the only economically viable, established truffle industry, and Oregon's Willamette Valley has already been identified as one of the world's top 5 destinations for truffles as mentioned in our project narrative, but maintaining this status will require continuing effort and investment to avoid being overtaken by competitors in the Napa/Sonoma, Asheville North Carolina, and more recently in the Seattle and Vancouver BC areas, all of whom recognize the value of vying for the title of North American truffle capital.

7. How does your project, program or event leverage funding?

As stated previously, the Marketing & PR funding will help bolster and amplify our existing media and social media reach and capitalize on all of the graphics and imagery collateral we have already invested in, this year with the added value of video collateral for year round marketing, and the promoting the availability of seasonal products beyond the weekend of the festival. Marketing that helps us capture our full guest capacity projected out would roughly mean as many as an additional 350 unique guests coming to Newberg, many of whom would be staying for the weekend utilizing local lodging and other services, as well as putting this highly desirable demographic in direct contact with all our winery, lodging, restaurant, business,venue and media partners for future pr opportunities and marketing outreach.

The Event/Location Film and Photography funded collateral will be used throughout future marketing platforms and will complement any earned media/reporting on our events in Newberg venues. This will continue to reinforce the image of Newberg as a destination for high end wine

and culinary tourists. These images will also be used in our annual event recap that goes out to all sponsors and partners reiterating Newberg as a destination for these sought after travelers..

The Venue costs grant support will leverage funding in that it helps underwrite and offset the overhead costs for staffing and operating the Chehalem Cultural Center and makes OTF a strong partner, as has been the case for the past 3 years. It also helps support the in kind donation we get through our partnership with the CCC. Additionally, it exposes a new and unique group of visitors, who might not otherwise visit the CCC to its facilities, programming and exhibits, resulting in additional rentals, memberships and art sales for this incredible community asset.

8. What is the ratio at which Transient Lodging Tax funds will be matched?

Destination marketing/advertising funds 1:1 $7500 matched by a combination of a marketing and advertising sponsorship from Willamette Valley Vineyards, an in-kind contribution for filming from Cineastas, LLC, with the balance matched by OTF.

Photography: 1:1 $750 for Friday night events and to fund new Marketplace photography will be matched by OTF. Photography is a critical part of destination advertising and marketing, and OTF is proud to be working with 2 extremely talented photographers again in 2018, John Valls and Kathryn Elsesser.

Venue rental: 1:1 $1,000 for venue rental at the CCC. Matched in-kind by $1,000 rental cost waived by the CCC

***Please see attached summary of funds expended to date from Play Nice PR & Marketing**

9. What is your demonstrated history of attracting tourists?

Please see attached OTF event marketing recaps for event years 2016 & 2017.

10. Does your project, program or event engage and energize local tourism partner(s)?

We have worked with and will continue to work closely with the Chehalem Valley Chamber of Commerce and the Chehalem Cultural Center. Additionally, OTF works with many other local wineries, lodging, dining/restaurant, artisanal food and beverage makers, and transportation providers such as Black Tie Tours to engage and energize local tourism partners. This year we are partnering with the Willamette Valley Winery Association to promote the event, and bringing in national media to cover the events in Newberg, including Kathleen Squires, the Co-producer of the James Beard film *America's First Foodie* being shown on Friday night at the CCC. Ms. Squires is a culinary writer who publishes regularly in Food and Wine, Saveur, and Bon Appetit, among others. We are partnering with WVWA to support the participation of a writer from Wine

Enthusiast to attend the festival, and who will be staying in the area for 2 additional days to experience more of Oregon wine country.

11. Does your project, program or event enhance Newberg as a destination? If so how?

Already branded as the “gateway to Oregon Wine Country” Newberg is within immediate proximity to Oregon’s truffle and wine country, and is the community that can claim the festival as its own for partnering in a long term community and economic development project to brand Newberg Oregon as the ‘truffle capital’ of North America. With the festival hub already established in Newberg, out of market/state visitors - including media - often have their first experience of Oregon in Newberg during the festival weekend. Because of establishing Newberg as the Gateway to BOTH wine and truffle country, there are dozens of ways OTF and the City can build on attracting our growing and highly desirable audiences - from well heeled world travelers to millenials looking for unique, participatory adventures with great food and beverages - throughout the truffle season January-March and beyond.

12. Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?

In 2018, OTF is working on product development with 2 local businesses to help focus attention on Newberg as the home of artisan makers and doers. We began this process in 2017 with Wolves & People Farmhouse Brewery to create a new, seasonal Oregon Truffle Beer, *La Truffe,* which was received with incredible success. We are again working with W&P to ramp up production of the beer, and it will be served at our Friday and Sunday events in Newberg at the CCC. We also began a collaboration with Honest Chocolates for 2018 on a new event (and product) called Pinot + Chocolate: A Love Story, featuring truffled chocolates produced especially for the Sunday Marketplace created by Honest Chocolates. The festival has also put us in touch with other local innovators and businesses like Interrobang and Chapters books, local restaurants and their chefs like The Jory, Painted Lady, Recipe, and Ruddick/Wood, all of whom have participated in various ways with OTF and are interested in continuing to do so.

13. Does your project, program or event catalyze downtown development? If so how?

Our festival hub at the Chehalem Cultural Center is an essential component of our success. Many of our weekend guests, as well as many hundreds of our Marketplace attendees, are visiting the CCC and downtown Newberg for the first time. We encourage visitors to experience Newberg and the surrounding wine country through promotion of our lodging partners, downtown businesses and local wineries through our destination marketing program as well as with carefully selected promotional materials in our goodie bags handed out to all weekenders. In 2017, we coordinated OTF cooking demonstrations with the CCC program honoring the culture and heritage of the Grande Ronde. This year’s new Pinot + Chocolate event will feature a local business Honest Chocolates, developing a new seasonal product that we expect to continue for years to come.

OTF would like to hold more culinary events at the CCC, but we are constrained to a great degree by the lack of any kitchen facilities there, and have to rent even the most rudimentary tools and equipment to pull off our Friday evening events and our Sunday Marketplace cooking demonstrations there. We believe that City of Newberg support to both OTF and the CCC to help procure more permanent equipment and facilities would ensure OTF's home remains in Newberg, and would firmly establish Newberg as a destination for high end culinary and wine events.

14. Does your project, program or event enhance tourism from October – May or Sunday – Thursday Visitation? Explain how.
OTF brings a weekend of cultural and culinary programming and events to our Newberg hub in the shoulder season of February, at the height of truffle season. Our events span a long weekend and we have events as part of our programming on Friday, Saturday and Sunday. This year we moved our Newberg weekend on the calendar to take place over the President's Day holiday weekend with the specific intention of encouraging visitors to extend their stay in the area at least an extra day.

15. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?

Wine Country Adventurers and Luxury Wine Travelers comprise most of our weekend guests. We are endeavoring to grow our market share of Millennial Explorers in greater numbers each year with addition of outdoor recreation like truffle hunting with truffle dogs, cultural programming like the "Truffles Deconstructed" panel discussion in 2017, and the film showing "America's First Foodie" in 2018, both marquee events held at the Chehalem Cultural Center. We hope to add more cooking classes, and food and wine pairing sensorial analyses as we did in Newberg in 2017, as well as educational events and seminars in the future that could be in partnership with the George Fox network. Many of our guests travel to Oregon for the first time, and for the explicit purpose of attending the Oregon Truffle Festival.
Please see the attached 2018 and 2017 Festival Recaps.

16. What is the timeframe for completion of your project, program or event?

The Newberg weekend concludes Monday February 19th, 2018. Our 2018 Recap is completed by the end of March and is distributed to all our Sponsors and Partners including media like 1859 and Oregon Wine Press. OTF will disseminate media from the festival weekend through all channels throughout the early spring months of March and April until we begin to send out teasers for the 2019 events, likely in June.

Signature and Certification Letter:

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

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

"*This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg*."

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

_____ _____

Signature of Authorizing Official Date

_____

Print Name of Authorizing Official

Signature and Certification Letter:

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JEANNE ORD 12-13-17 _____

Signature of Authorizing Official Date

LESLIE SCOTT

Print Name of Authorizing Official

Oregon Truffle Festival
Profit & Loss
July 2016 through June 2017

	Jul '16 - Jun 17
Ordinary Income/Expense	
Income	
uncategorized Income	0.00
Admissions Fees Income	235,848.30
Marketplace Truffle Sales	3,335.00
MarketPlace Vendor Fee	3,160.00
Merchandise	951.35
Newberg-McMinnville Weekend	1,950.97
Reimbursed Expenses	1,180.00
Sponsorship	7,250.00
Total Income	253,675.62
Expense	
Urban Forager	795.84
MacDown	2,347.99
Guaranteed Payments-Charles Ruf	9,000.00
gas	328.22
Bank Service Charges	165.10
Contract Labor	1,824.00
Contracted Services	22,567.50
Contribution	250.00
Customer Refund	1,341.00
Dog Training Seminar	1,327.13
Dues and Subscriptions	714.11
Equipment Purchase	652.94
Expense reimbursement	380.49
Friday Event	7,513.58
Gift Items	132.97
Grand Dinner	16,330.09
Growers Forum	1,874.14
Guaranteed Payments to L Scott	18,000.00
Hiltin-Host Venue	56,759.40
Insurance	3,082.00
Licenses and Permits	688.00
Marketing	25,553.36
Eugene Marketplace	140.00
Miscellaneous	110.00
Office Supplies	680.86
Partner mtg.(meals) exp.	183.57
Newberg-McMinnville	30,307.31
Postage and Delivery	875.66
Printing and Reproduction	3,815.77
Professional Fees	941.25
Sponsorship Expenses	557.50
start cash	0.00
Storage	898.00
Supplies	176.49

Oregon Truffle Festival
Profit & Loss
July 2016 through June 2017

	Jul '16 - Jun 17
Tax deductible Contributions	250.00
Taxes	165.00
Telephone	934.07
Transportation	6,548.05
Travel & Ent	1,596.50
Joriad	3,914.69
Truffles	12,570.15
Villa Evenings Dinner	3,100.00
VOID	0.00
Volunteer Expense	404.08
Winery Luncheons	1,832.01
Total Expense	241,628.82
Net Ordinary Income	12,046.80
Other Income/Expense	
Other Expense	
Expense reimbursement #0911	0.00
Total Other Expense	0.00
Net Other Income	0.00
Net Income	**12,046.80**

December 13, 2017

To whom it may concern:

BOARD OF DIRECTORS

Maxine Borcherding

Cheryl Crumbley

Darrel Kau

Charles Lefevre, Ph.D.

Mike Thelin

We, the officers who represent the Board of Directors of the Oregon Truffle Festival (OTF), wholeheartedly support and approve of this application for funding. We certify that no bankruptcy or financial impropriety has occurred within this well-managed and mission-driven organization.

We believe that OTF provides a vital and wholly unique diversification to Oregon's nationally-recognized wine and culinary scene while providing increasingly significant economic opportunities in agriculture and tourism.

Thank you for your consideration,

Charles Lefevre, President

Cheryl Crumbley, Secretary/Treasurer

Oregon Truffle Festival

P.O. Box 5275 · Eugene, OR 97405 · oregontrufflefestival.org · VM 1.888.695.6659

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

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

Registry Number: 1348587-94
Type: DOMESTIC NONPROFIT CORPORATION

Next Renewal Date: 08/03/2018

OREGON TRUFFLE FESTIVAL
3977 DILLARD ROAD
EUGENE OR 97405

Acknowledgment Letter

The document you submitted was recorded as shown below. Please review and verify the information listed for accuracy.

Document
ARTICLES OF INCORPORATION

Filed On
08/03/2017

Jurisdiction
OREGON

Nonprofit Type
PUBLIC BENEFIT

Name
OREGON TRUFFLE FESTIVAL

Registered Agent
LESLIE SCOTT
3977 DILLARD ROAD
EUGENE OR 97405

Mailing Address
3977 DILLARD ROAD
EUGENE OR 97405

DELHAT
ACK
08/03/2017

Total number of hours dedicated to the 2018 Yamhill Weekend to date (August 2017 - November 2017): 102 hours
Total cost (hours x hourly rate): $7,390

Publications that have written about the Yamhill Valley in 2017 thanks to the Oregon Truffle Festival:

- Oregon Wine Press
- Liverpool Confidential
- U.S. News & World Report
- 1859 Magazine
- The Local Dish
- Newberg Graphic
- McMinnville News Register
- 1859 Magazine
- The Register-Guard
- OregonLive.com
- Oregonian
- NPR's The Salt
- NPR's The Four Top Podcast
- The Oregonian
- Everyday Cooking with Kristie Greenwood on KUIK.com
- Seattle Dining
- Travel Oregon
- Northwest Travel Dispatch, Winter 2016 | Northwest Travel | Seattle Met
- Portland Monthly
- Thrillist
- The Register-Guard
- Travel Yamhill Valley
- 1859 Magazine
- Departures
- Portland Food Events
- Events 12
- KUIK AM
- Robb Report
- PDX Food Press
- OPB - Oregon Field Guide
- The Register-Guard
- Oregon Field Guide
- Sip Northwest
- Wine Enthusiast

Total monthly impressions: 128,711,308

Confirmed coverage highlighting the Yamhill Valley weekend by EOY:

- Seattle Met Magazine (print)
- Alaska Airlines Magazine (print)
- Eater Portland (online)
- Robb Report (print)
- Condé Nast Traveler (online)

Other opportunities featuring the Yamhill Valley weekend:

- OPB Pledge Drive
- James Beard Foundation Auction
- Advertising in:
    - Horizon Travel & Lifestyle/Wall Street Journal
    - ABC (Good Morning America) Screen in Times Square
    - 1859 Oregon's Magazine (Print)
    - 1859 Oregon's Magazine (Online)
    - 1899 Washington's Magazine (Print)
    - 1889 Washington's Magazine (Online)
    - Oregon Wine Press

Total advertising impressions to date for 2018 Yamhill Valley: 11,041,000

For the 2018 Festival, PR has reached out to the following writers and publications for coverage:

- Wine Enthusiast
- Yamhill Valley New Register
- The Newberg Graphic
- Corinne Whiting, freelancer
- Bill Kearney, American Way
- Kristie Greenwood, Everyday Cooking with Kristie Greenwood (radio)
- Jen Stevenson, freelancer
- Geoff Nudelman, freelancer
- Chris Angelus, Portland Food Adventures
- Missy Maki, Simple Kitchen with Missy Maki (radio)
- Alexandra Cheney, international freelance travel and culture writer
- Stacy Adimando, Saveur
- Margo True, Sunset
- Jessica Colley Clarke, freelancer
- Max Bonem, freelancer
- Charu Suri, contributor to NYT, Afar, Vogue
- Chadner Navarro, CN Traveler
- Amiee Beazley, freelancer
- Chaney Kwak, freelancer
- Larry Olmsted, freelancer
- The Clever Root
- Food52

- Saveur
- Extra Crispy
- Bloomberg Pursuits
- Bustle
- Statehood Media
- Travel Oregon
- Portland Monthly
- Seattle Met
- Afar
- Air BnB Mag
- Bon Appetit
- Delta Sky Mag
- Jenny Adams, freelancer
- Martha Stewart Living
- Outside Mag
- USA Today
- Bloomberg
- New York Times
- Alaska Airlines
- Horizon Edition
- Moneyish
- OPB
- Robb Report
- Esquire

Newberg-specific publications pitched:

- Yamhill Valley News Register
- The Newberg Graphic
- Woodburn Independent

Social Posts August - Present:

- December 12 - Facebook
- December 12 - Twitter
- December 12 - Instagram
- December 11 - Facebook
- December 11 - Twitter
- December 11 - Instagram
- December 8 - Facebook
- December 8 - Twitter
- December 8 - Instagram
- November 30 - Facebook
- November 30 - Twitter
- November 30 - Instagram

- November 30 - Twitter
- November 29 - Twitter
- October 24 - Facebook
- October 24 - Instagram
- October 19 - Facebook
- October 19 - Instagram
- October 17 - Twitter
- October 17 - Instagram
- October 5 - Facebook
- October 5 - Twitter
- October 5 - Instagram
- October 2 - Facebook
- October 2 - Twitter
- October 2 - Instagram
- September 28 - Facebook
- September 28 - Twitter
- September 28 - Instagram
- September 22 - Facebook
- September 22 - Twitter
- September 22 - Instagram
- September 6 - Facebook
- August 23 - Facebook
- August 23 - Twitter
- August 21 - Instagram

Total Reach: 15,963

Facebook Events

- Oregon Truffle Festival Weekend 2: Yamhill Valley
- “America’s First Foodie” The Legacy of James Beard Told in Film
- A Rustic Truffle Dinner at Ruddick/Wood
- Forest to Table: The Ultimate Truffle and Mushroom Dinner
- Forage and Feast in the Yamhill Valley
- The 2018 Oregon Truffle Festival: James Beard Writ Large
- Bliss Food: A Dinner With James Beard Honored Chefs
- Newberg Fresh Truffle Marketplace

Total Reach: 13,611

RECAP

oregontrufflefestival.com

JANUARY 20–22 Newberg to McMinnville

JANUARY 26 The Joriad™

JANUARY 26–29 Eugene and Surrounds

2017 Oregon Truffle Festival

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Cover Photos:
Top row by Katherine Elsesser
2nd row - 1 & 3 Katherine Elsesser, 2, 4 & 5 David Barajas
3rd row - 1 Katherine Elsesser, 2 David Barajas
4th row - 1 Katherine Elsesser, 2 John Valls

**Data from post festival survey*

Gregor Halenda

John Valls

FESTIVAL STATISTICS

29 CULINARY EVENTS

42 CHEFS

26 CULINARY STUDENTS

23 SPEAKERS & TRAINERS

79 MARKETPLACE ARTISANS

33 WINERIES, BREWERS & DISTILLERS

45 TRUFFLE DOGS

68 LBS OF BLACK TRUFFLES

66 LBS OF WHITE TRUFFLES

DEMOGRAPHICS – NEWBERG TO McMINNVILLE

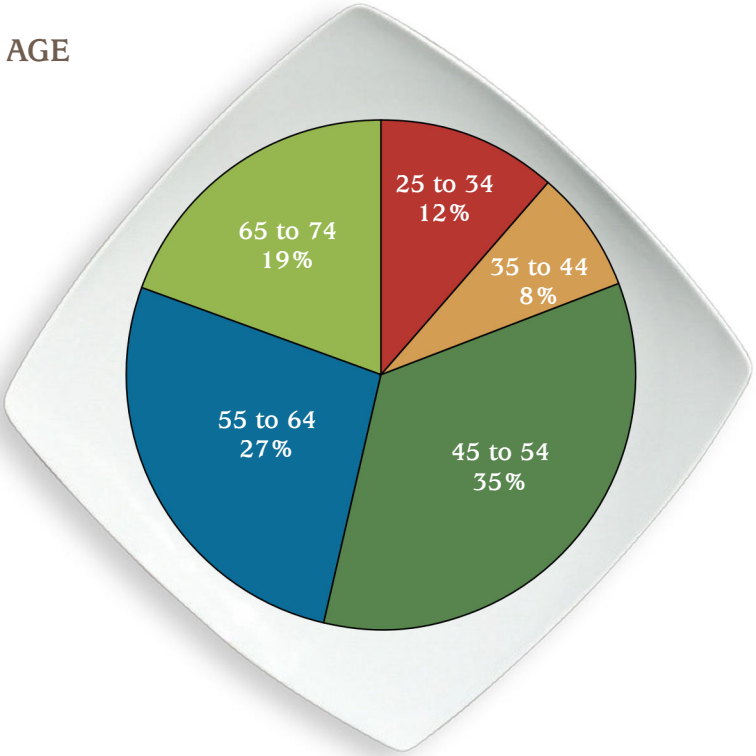
Katherine Elsesser

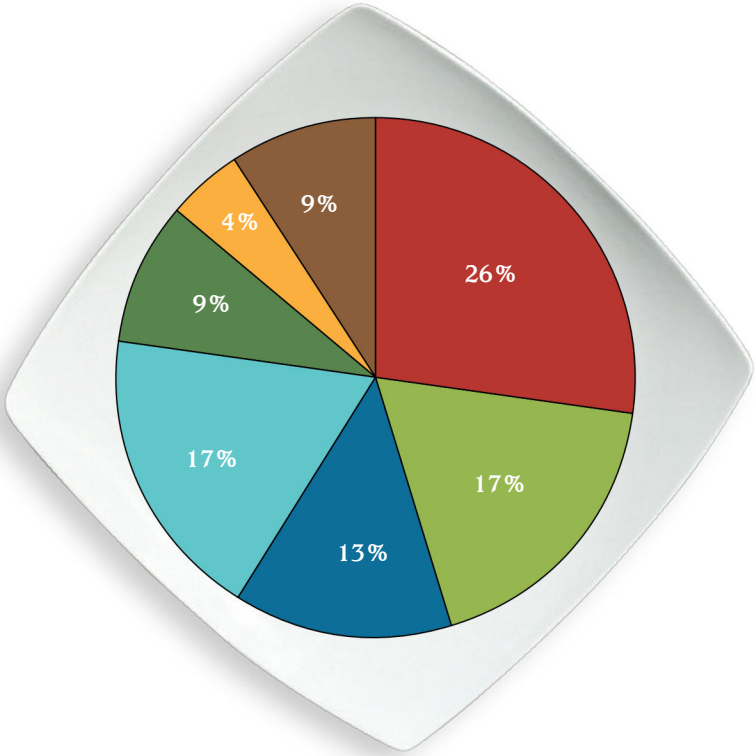
OTF attendees seek out adventuresome travel and elegant food and drink experiences that feed body, mind and spirit.

"I love OTF, it's like a reunion of sorts for me each year and it was my intro to the world of truffles. I am so happy to introduce the festival to friends every year!"

Sunny D., WA

AGE



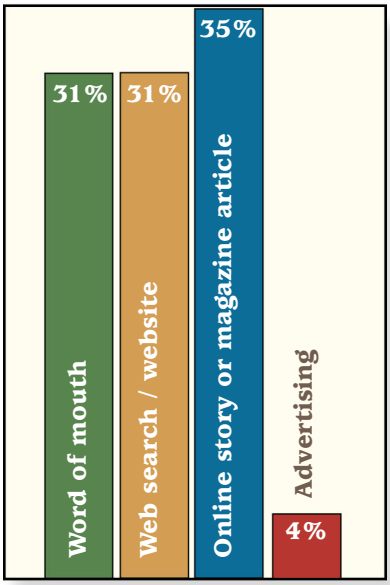


- $500,000 or more
- $400,000 to $449,999
- $300,000 to $399,999
- $250,000 to $299,000
- $150,000 to $199,000
- $100,000 to $149,000
- $50,000 to $99,000

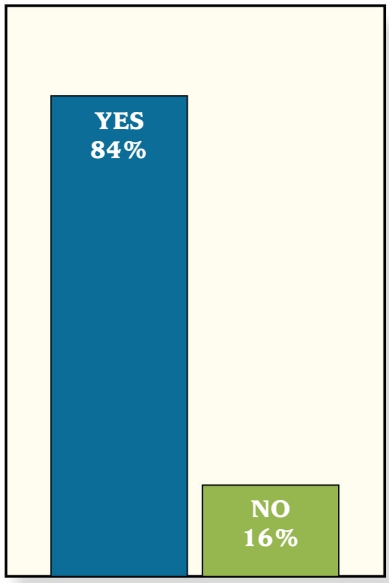
DEMOGRAPHICS – NEWBERG TO McMINNVILLE

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

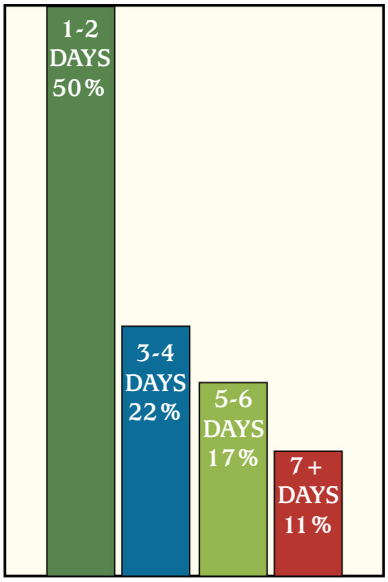
HOW DID YOU HEAR ABOUT THE OTF?



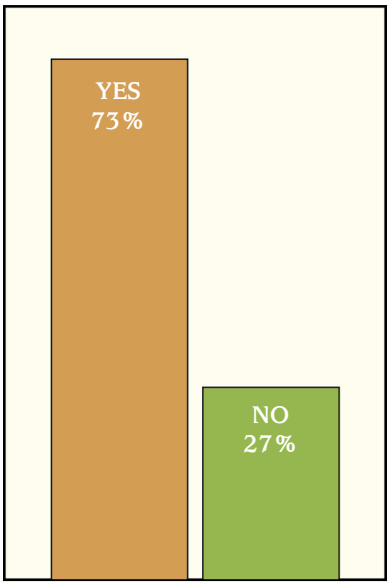
CULINARY TRAVELER



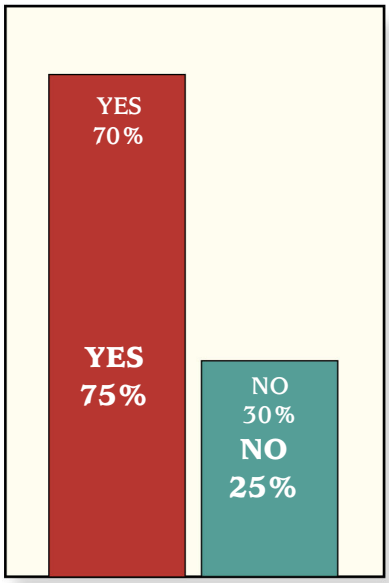
DAYS IN OREGON



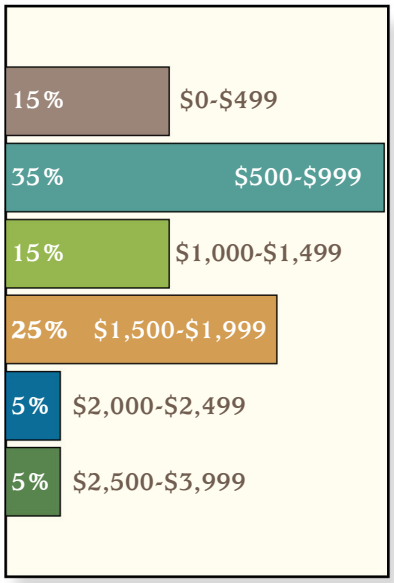
FESTIVAL INSPIRED TRIP



EXPERIENCED OREGON BEYOND FESTIVAL



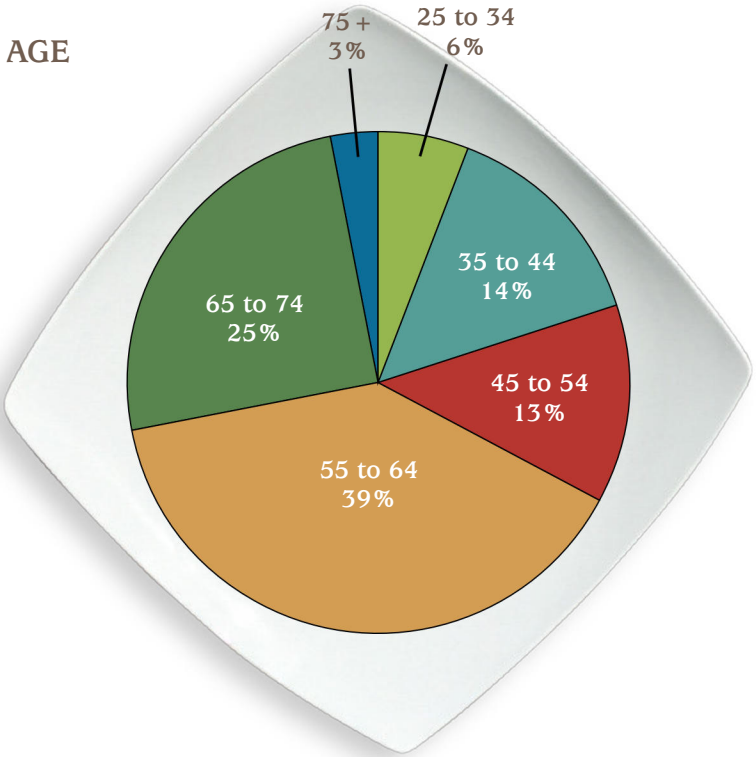
$ SPENT BESIDES FESTIVAL TICKETS



DEMOGRAPHICS – EUGENE & SURROUNDS

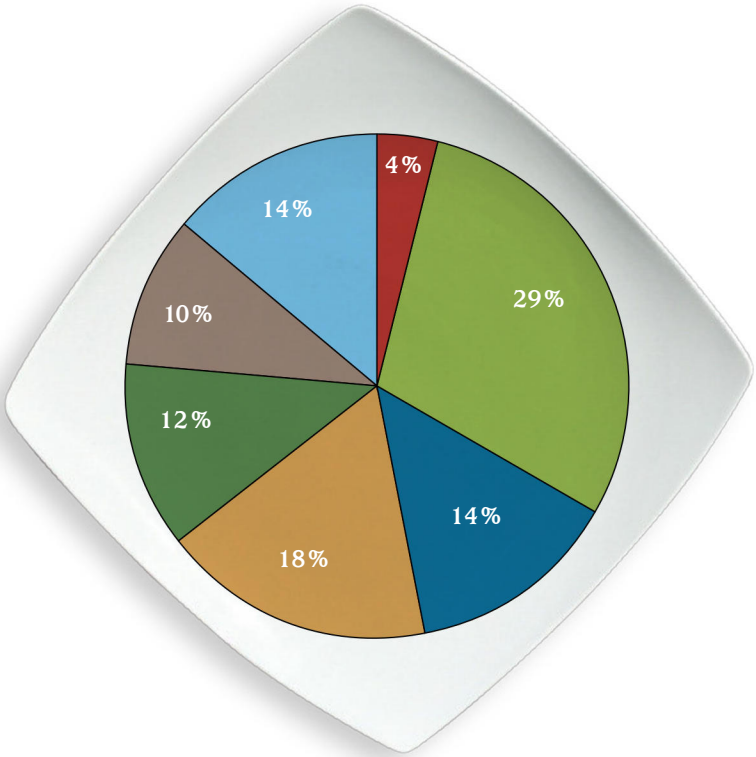
The Oregon Truffle Festival attracts a diversity of ages to indulge in this international culinary event.

AGE



"My first time to the OTF...omg it was amazing! The Oregon truffles, the exquisite dishes and the wine pairings with the meals were over the top! Definitely will attend again."

Melanie P., San Mateo, CA



- $400,000 +
- $300,000 to $400,000
- $200,000 to $300,000
- $150,000 to $199,000
- $100,000 to 149,999
- $50,000 to $99,000
- Less than $50,000

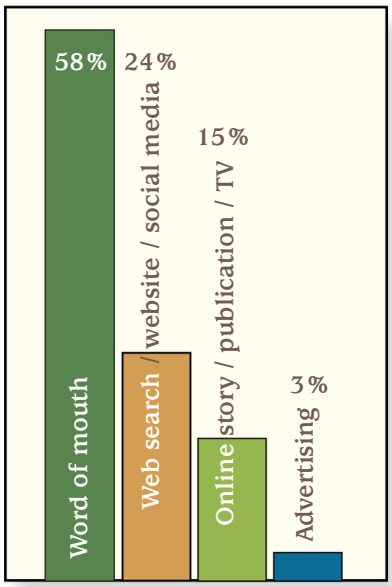
David Barajas

Continued

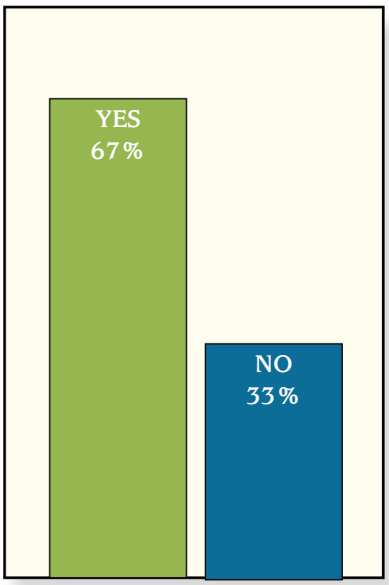
DEMOGRAPHICS – EUGENE & SURROUNDS

Almost all of our attendees come from more than 200 miles away and stay for awhile, enjoying more of what Oregon has to offer.

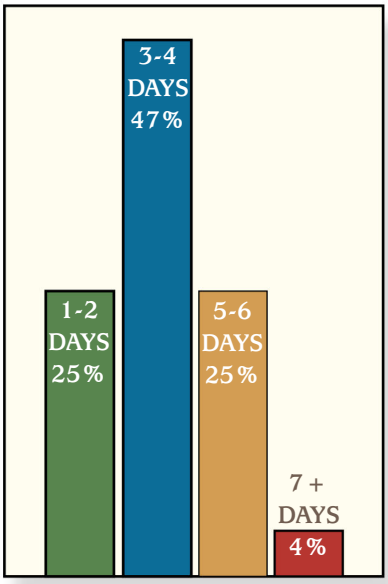
HOW DID YOU HEAR ABOUT THE OTF?



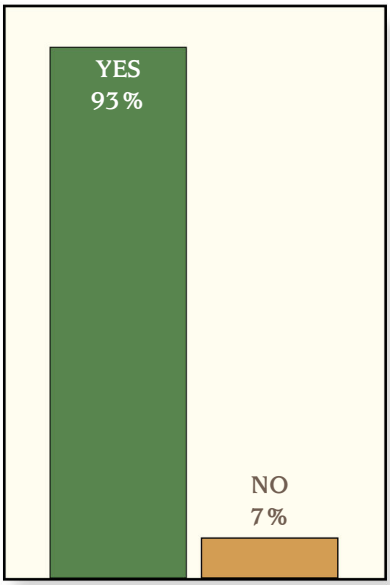
CULINARY TRAVELER



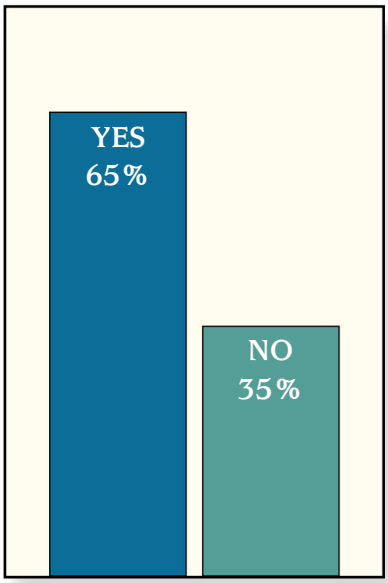
DAYS IN OREGON



FESTIVAL INSPIRED TRIP



EXPERIENCED OREGON BEYOND FESTIVAL



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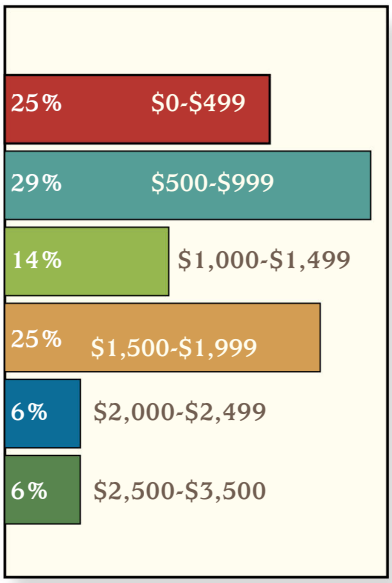


MEDIA COVERAGE
PRINT, ONLINE, SOCIAL MEDIA

48
PIECES OF COVERAGE
(And more to come!)

131M
ONLINE READERSHIP

343K
ONLINE IMPRESSIONS
(Not including media shares)

752K
PRINT CIRCULATION

6.71K
SOCIAL SHARES

35
LINKS FROM COVERAGE

[View a graphic report of all clips and links here.](#)

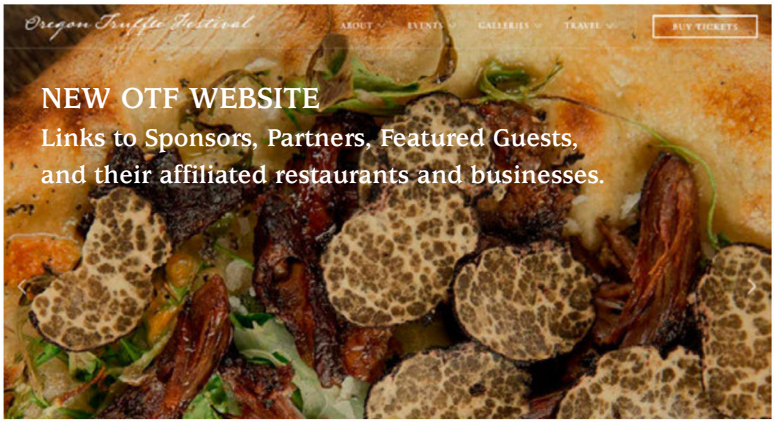
Gregor Halenda

ADVERTISING & SOCIAL MEDIA

As media evolves, so too does the expanse of folks that know about the Oregon Truffle Festival! In 2017, OTF's Instagram following and engagement grew by more than 200%, and @oregontrufflefestival posts often were shared by media and travel partners.

PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.



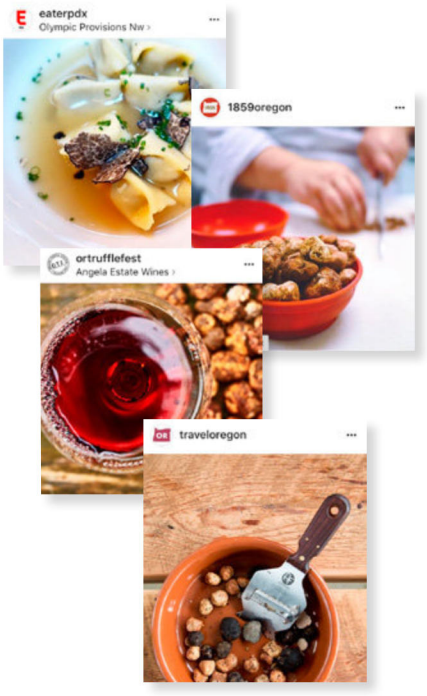
SOCIAL MEDIA

www.facebook.com/oregontrufflefestival

#oregontrufflefestival #oregontruffles

www.instagram.com/ortrufflefest

https://twitter.com/ortrufflefest



EMAIL ADS

9 email Blasts

28,371 Total Sends

MARQUEE EVENTS – NEWBERG TO McMINNVILLE

Katherine Elsesser

Friday, January 22

"Truffles Deconstructed, or Everything You Always Wanted to Know about Truffles but Didn't Know Who to Ask"
with Harold McGee and Dave Arnold

Discover the mysteries of truffles with two of the food world's leading thought leaders. Learn why truffles are dubbed "bliss food" when fully experienced. Featuring a panel discussion moderated by Peter Meehan from Lucky Peach focused on the Oregon winter white and black truffles. Includes wine and truffle pairings from Winderlea and Chef Matthew Lightner.

Bliss Food: A Sensual, Rustic Dinner hosted by Harold McGee and Dave Arnold

Weekend guests will be shuttled to the gorgeous new event center at Youngberg Hill for a multi-course dinner featuring Chef Christopher Czarnecki of the famed Joel Palmer House in Dayton, and accompanied by fine wines from four outstanding Dundee Hills wineries. We're certain you'll know after this evening, if you don't already, why the name bliss food is so well deserved!

Saturday, January 21

Forage & Feast in Yamhill County: Truffle Hunt and Winery Luncheons

Weekend package holders will experience a real truffle hunt lead by a trained dog followed by an unforgettable winery luncheon featuring top culinary talent and foraged Oregon truffles. Held at unique Oregon winery venues, this is wine country immersion and winter truffle excursion at its most authentic. Enjoy the best of the Old World right here in North America.

Saturday, January 21

The Sensory Life of Truffles with Mark Bitterman

Join James Beard Award winning author and owner of the renowned Meadow stores in Portland and New York City Mark Bitterman, as he leads a sensory tour through the flavor notes of Oregon winter black and white truffles. This experience is designed to further enhance your understanding and awareness of one of the world's great ingredient treasures featuring one of the country's most respected flavor experts.

Sunday. January 22

Fresh Truffle Marketplace at the Chehalem Cultural Center

The Oregon Truffle Festival's most popular culinary day-long experience concludes the weekend in grand style for a day of truffle cooking demonstrations with take-home recipes, wine, beer and spirits tasting, artisan foods samples, fresh Oregon truffles for sale and a truffle dog demonstration.

"I love that you provide an incredible, different experience year after year. I enjoyed meeting Harold McGee, Dave Arnold and Peter Meehan--what an honor!!"

Sunny D., Issaquah, WA

David Barajas

David Barajas

David Barajas

David Barajas

FOR THE DOGS

The JORIAD™

3rd Annual North American Truffle Dog Championship

Thursday, January 26, Eugene

Round 1 Competition: Lane County Fairgrounds Livestock Arena, Eugene. Some of the world's most talented truffle dogs compete in the 3rd annual Joriad™ Truffle Dog Championship. The Joriad™ begins in the morning with a series of qualifying events where spectators can cheer-on the teams as they race to search for hidden truffle-scented targets. Finalists are announced at the end of the morning's qualifying events.

Championship Finals: Into the Woods

The morning's finalists will advance to the Joriad™ Field Trial the afternoon for an authentic head-to-head and nose-to-ground action in the wild where nature alone determines location, variety, and quantity of rare Oregon truffles. Because truffle hunting in the field does not lend itself to spectator participation, this event is not open to the public, but everyone ticketed from the morning round is invited to attend the Gala Awards Ceremony in the early evening at the Hilton Eugene.

"The Joriad exceeded our expectations! We enjoyed the entire experience from start to finish. This was our first time seeing a truffle hunt and to say we learned a lot is an understatement. The organizers of this event put a great deal of care to ensure the competitors AND their dogs enjoyed the day. We are grateful for this wonderful experience."

Dan and Karen S., Portland, OR

MARQUEE EVENTS – EUGENE AREA

Thursday, January 26

Oregon Truffle MacDown

Multiple chefs elevate comfort and pub food to new heights with the abundant inclusion of Oregon's black and white winter truffles. Experience firsthand why truffles are not solely the province of fine dining or Michelin stars. This gives a wonderful new "high comfort" twist to the gastropub experience. Come MacDown on Oregon truffles in an event that no one will walk away from hungry!

Saturday, January 28

The Urban Forager Tour

You asked for it, we listened! Explore one of Eugene's oldest neighborhoods that has become a hub for great food, craft beer and urban wine tasting. Enjoy lunch at Party Downtown, a standout in Eugene's local food scene. End your tour at one of Eugene's iconic landmarks, the 5th Street Public Market and its new Provisions Market Hall. Each stop on your tour will include truffle bites accompanied by beverage tasting.

Truffle Foray & Winery Luncheon

Weekend guests experience a real truffle hunt lead by a trained dog followed by winery luncheons featuring top culinary talent and foraged Oregon truffles. Held at Silvan Ridge and Pfeiffer Winery, this is wine country immersion and winter truffle excursion at its most authentic.

Grand Truffle Dinner, Hilton Eugene

Some 300 guests enjoy an evening of conviviality around the table, as we present our 12th Grand Truffle Dinner featuring Oregon's native winter white and black truffles in a six-course feast designed and brilliantly executed by award winning chefs known for their love of fresh, seasonal ingredients, and their skill and creativity with Oregon truffles.

Oregon Truffle Marketplace

Sunday, January 31

Eugene

Winding up 10 days of OTF activity, the Eugene fresh truffle Marketplace buzzes with energy and excitement, as 40 + artisan food vendors, authors, fresh Oregon and European truffle sales, and 12 craft distillers, brewers and wineries offered their wares for tasting and sales. Accompanied by 2 cooking demonstrations, a lecture series, and a truffle dog demonstration, the day is the perfect conclusion to OTF's 12th anniversary year.

"I can't tell you how much I enjoyed the Festival. It was my first time and definitely exceeded my already high expectations for it."

Mike N., Los Angeles

EDUCATIONAL EVENTS

January 27 & 28

Truffle Growers' Forum

The 2 day TGF is an annual gathering and focal point for the international truffle industry, and as always features a range of speakers with expertise in the science of truffle cultivation, the practicalities of truffle farming, and the realities of marketing truffles. It is an opportunity unique in North America to engage with experts from around the world and make essential contacts within the industry. Day 1 is a series of lectures and conversations, while Day 2 takes participants to a newly planted orchard, a producing truffle orchard, and a winemaker's luncheon at the famed Sybaris Restaurant with Chef Matt Bennett.

"The truffiere tour was invaluable, not only on seeing first-hand orchards but mostly for the opportunities it gave us to meet and talk with other participants and speakers.

Fabrice C., San Alameda, CA

January 27 & 28

Truffle Dog Training

Launched at the festival in 2008, this one of a kind experience sells out quickly every year with space for only 18 dogs. Led by nationally recognized trainers from Oregon and Tennessee, Day 1 is spent in the classroom and nearby parks with dogs of all kinds learning to recognize the scents of both Oregon and Perigord truffles. Day 2 takes the group out to an Oregon truffle patch where dogs are challenged to begin seeking out truffles in their native habitat. A number of TDT grads have gone on to participate in the Joriad truffle dog championship.

"Absolutely loved hunting the truffles with dogs: just a great experience. The luncheon chef was phenomenal. Everyone was friendly and informative. Great experience."

Tom C., Tampa, FL

SPONSORS & PARTNERS

PRESENTING MEDIA SPONSOR

1859 Oregon's Magazine

NEWBERG/MCMINNVILLE HOST SPONSORS

Chehalem Valley Chamber of Commerce

visit McMinnville oregon

Chehalem Cultural Center

EUGENE HOST SPONSOR

Hilton Eugene & Conference Center

PRESENTING WINERY SPONSORS

Argyle

Erath Winery

winderlea vineyard and winery

Native Flora

WINERY LUNCHEON SPONSORS

Alexana Estate Vineyard & Winery

J. Scott Cellars

Ladhill Winery

Pfeiffer Winery

Ponzi Vineyards

Silvan Ridge Winery

SPONSORS & PARTNERS

Angela Estate

BoltedServices

Brigadoon

Brooks

BRD Bull Run Distilling Company Portland Oregon

DRY Sparkling

Dundee Hills The Heart & Soil of Oregon Wine

Elizabeth Chambers Cellar

Eugene Cascades & Coast

Evening Land Vineyards

Food For Lane County

HeliosCreative

Hotlips

ris

Jordan Schnitzer Museum of Art

Lane Community College Achieving Dreams

Lange Estate Winery and Vineyards

Left Coast Cellars

Marché

The Meadow

New World Truffieres, Inc. Truffle Cultivation Specialists

North Valley Vineyards

Oakshire Brewing

OCI Oregon Culinary Institute Creative. Independent. Portland

Oregon Olive Mill At Red Ridge

Oregon Wine Press

Party Downtown Restaurant and Catering

Provisions Market Hall

red hills market

Sabatino Tartufi all about truffles

Spiritopia

Sybaris Bistro

Travel Oregon

Territorial Vineyard & Wine Company

Teutonic Wine Company

Wildcraft Cider Works

Willamette Valley Vineyards

Wolves & People Newberg Oregon

yelp

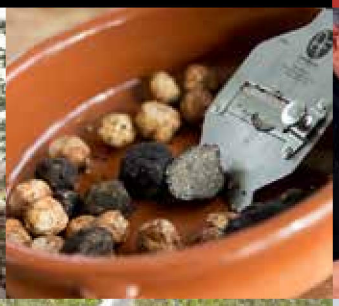
Young's Hill

Thank You!
We could not have done it without you.
OREGON TRUFFLE FESTIVAL
O.T.F.
Established 2006
Oregon Truffle Festival 2018
Announcing soon!
Newberg to McMinnville wine and truffle country
January 25
The Joriad™ North American Truffle Dog Championship
January 25–28
Eugene and the surrounding countryside
Mark your calendars! And, check oregontrufflefestival.com for updates. Tickets on sale September 1.

2016 RECAP

JANUARY 16–17 THE JORIAD™
JANUARY 22–24 NEWBERG / YAMHILL
JANUARY 27–29 EUGENE AREA

www.oregontrufflefestival.com



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**Data from post festival survey*

FESTIVAL STATISTICS

23 CULINARY EVENTS

38 CHEFS

26 CULINARY STUDENTS

18 SPEAKERS & TRAINERS

75 MARKETPLACE ARTISANS

24 WINERIES, BREWERS & DISTILLERS

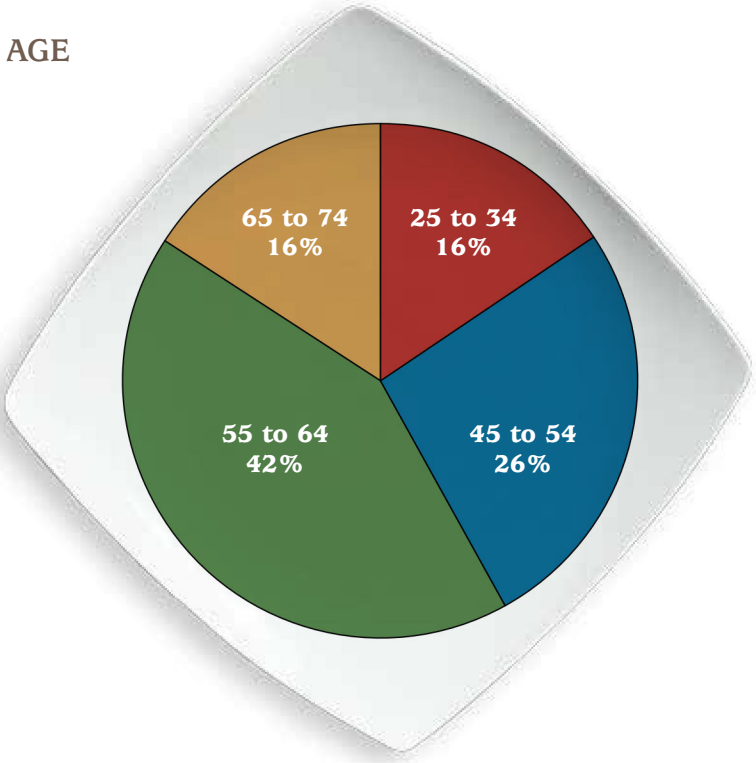
32 TRUFFLE DOGS

41 LBS OF BLACK TRUFFLES

93 LBS OF WHITE TRUFFLES

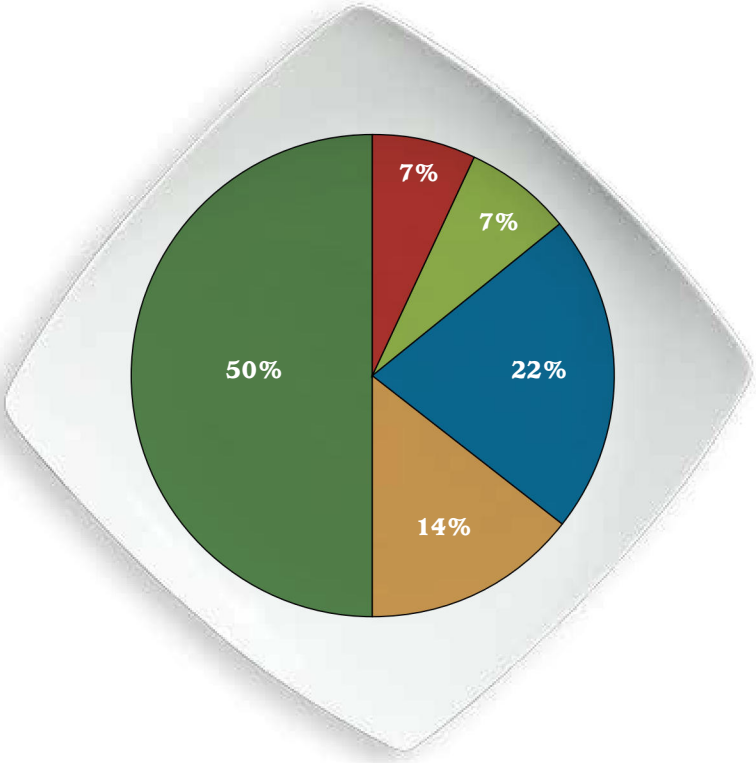
DEMOGRAPHICS – PORTLAND & YAMHILL

AGE



Our attendees are at a place in their lives where they have the time and resources to spend on adventuresome travel and elegant food and drink experiences.

"The Oregon Truffle Festival is a must for anyone who loves great food, wine, and people all in the context of world class truffles. The experience is one we'll remember for a lifetime. The festival founders add a local flair and personal touch to an event that is so fun we didn't want it to end! See ya next year!"



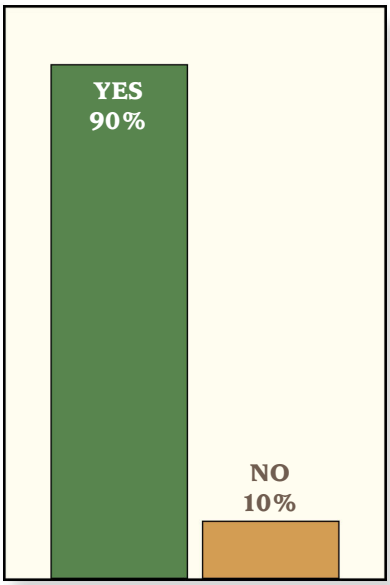
- $200,000 & Up
- $150,000 to $199,999
- $100,000 to $124,999
- $75,000 to $99,999
- $25,000 to $49,999

183

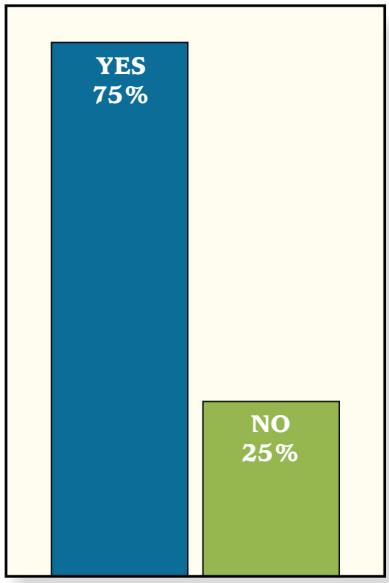
Continued DEMOGRAPHICS – PORTLAND & YAMHILL

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

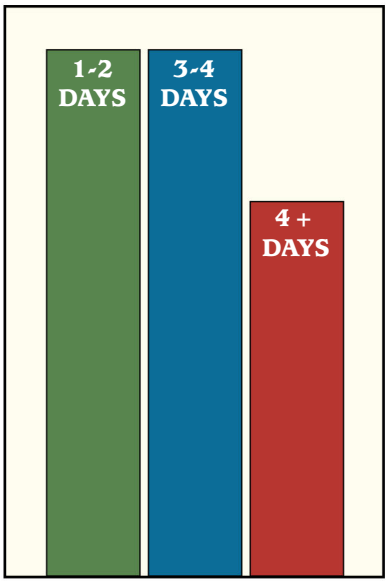
FESTIVAL INSPIRED TRIP



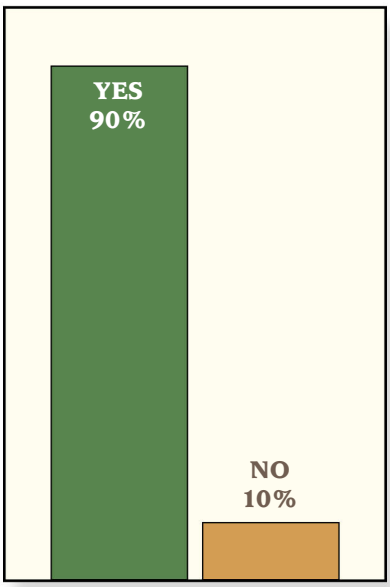
CULINARY TRAVELER



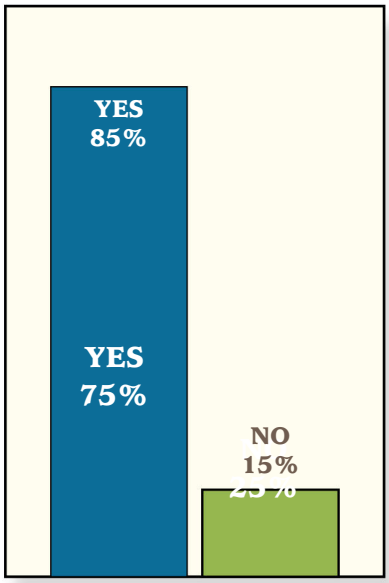
DAYS IN OREGON



TRAVELED MORE THAN 200 MILES



EXPERIENCED OREGON BEYOND FESTIVAL



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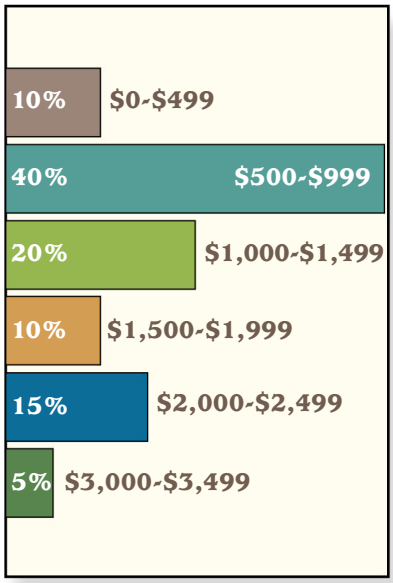
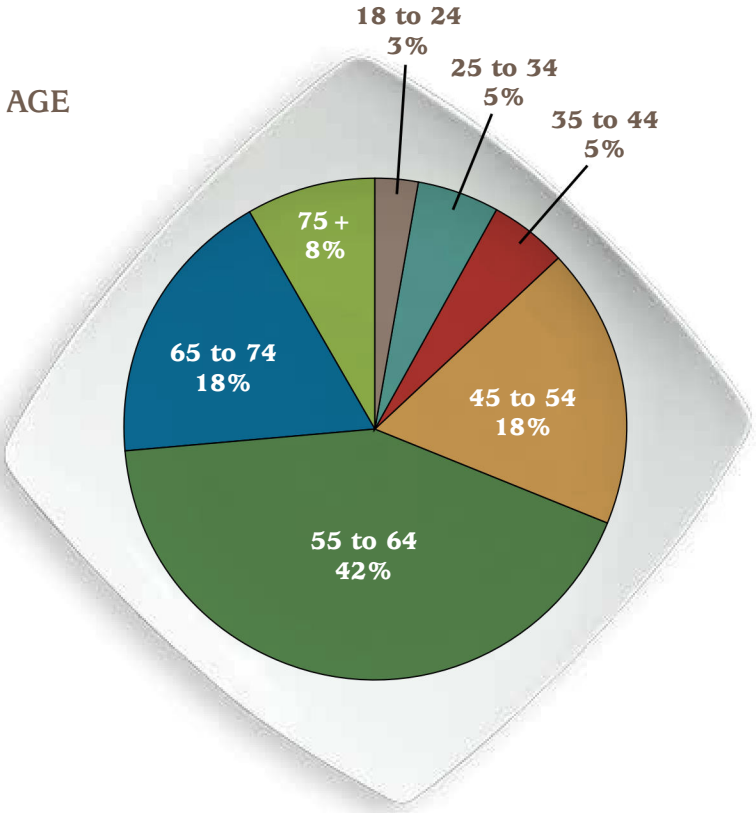


DEMOGRAPHICS – EUGENE & SURROUNDS

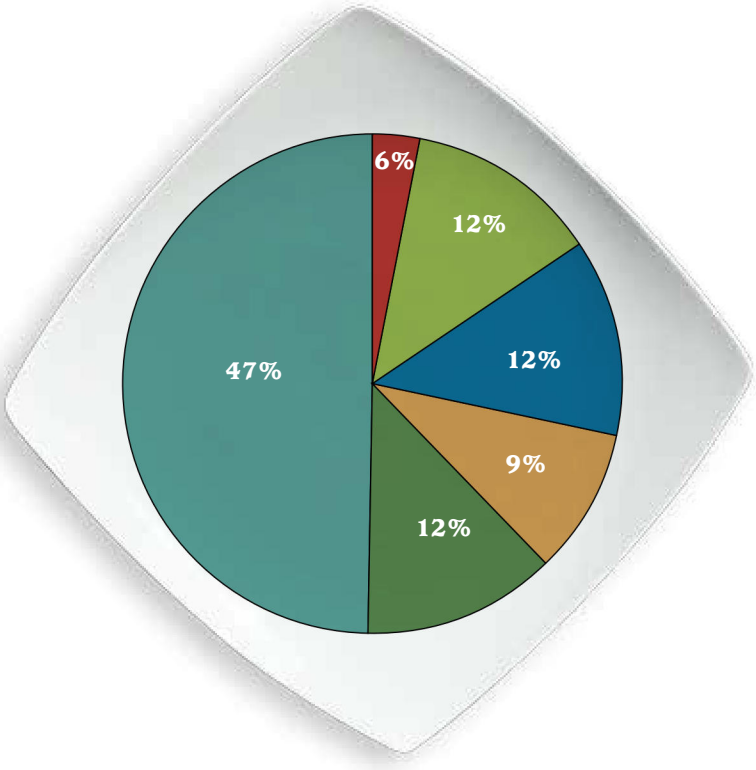
AGE



The Oregon Truffle Festival attracts a diversity of ages to indulge in this international culinary event.

"The Oregon Truffle Festival has become a truly glorious annual pilgrimage for me... where else could a chef/ forager be able to connect with so many of the best culinary professionals and the finest truffles in North America."

Chef Robin Jackson, Knight Inlet Lodge, Knight Inlet, B.C.



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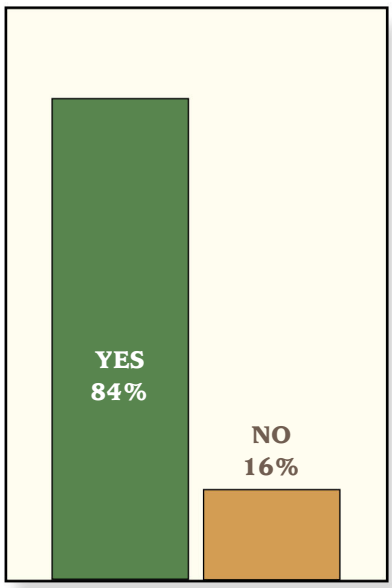
Continued

DEMOGRAPHICS – EUGENE & SURROUNDS

Almost all of our attendees come from more than 200 miles away and stay for awhile, enjoying more of what Oregon has to offer.

FESTIVAL INSPIRED TRIP



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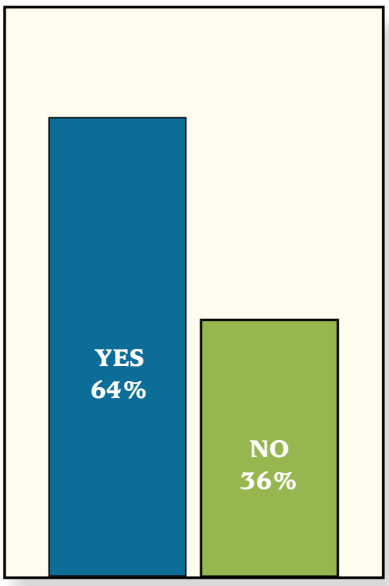

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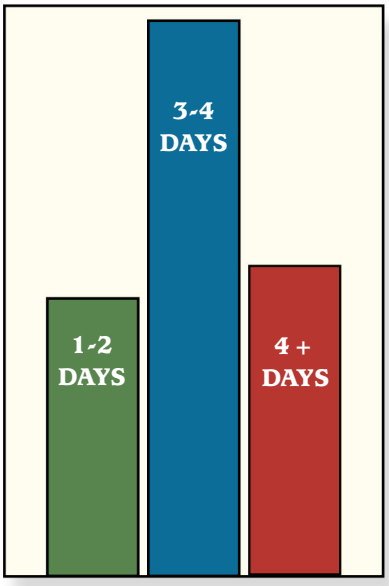

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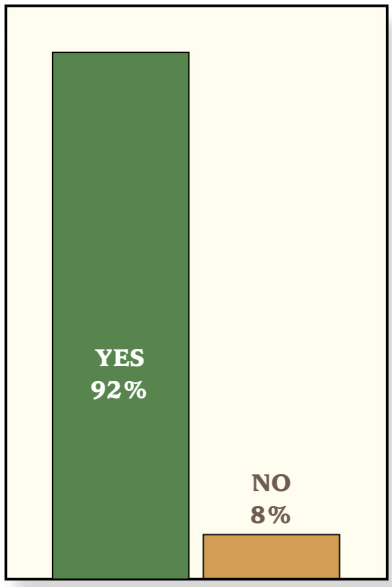

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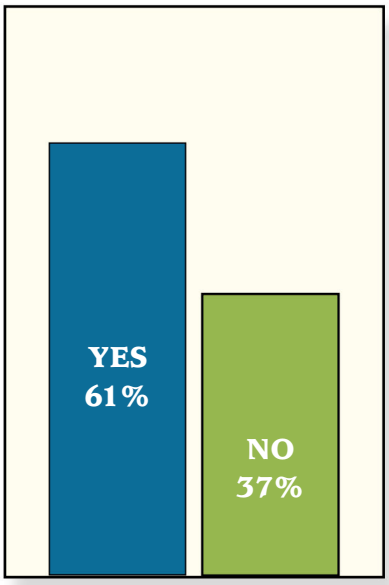

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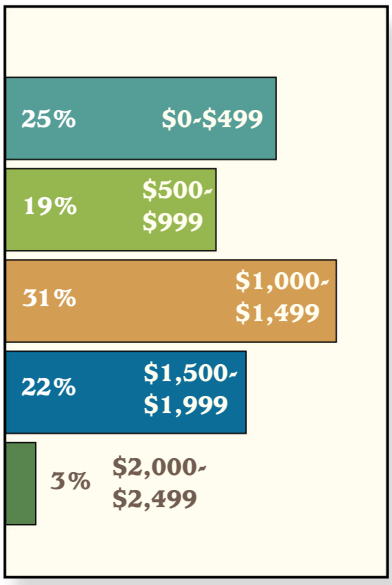

The Oregon Truffle Festival continues to generate high-quality media coverage from top-tier publications and outlets. Here are just a few examples:

Click logo to view media.

> *By the second course, even if you've never had the experience of eating truffles, you learn the first abiding rule of truffle consumption: You want more.*
> Oregon Wine Press, March 2016

THE PRESS DEMOCRAT

PORTLAND WINE EXAMINER

Capital Press

MONTHLY Portland

1859 Oregon's Magazine

BuzzFeed Life

CONDÉ NAST Traveler

OREGON WINE PRESS

EUGENE weekly

The Register-Guard

ADVERTISING & SOCIAL MEDIA

WEBSITE Linked to Sponsors, Partners, Featured Guests
www.oregontrufflefestival.com

EMAIL ADS

6 email Blasts
22,668 Total Sends

SOCIAL MEDIA

Year-round promotion and engagement on social media:
www.facebook.com/oregontrufflefestival
#oregontrufflefestival #oregontruffles
www.instagram.com/ortrufflefest

PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.

MARQUEE EVENTS – NEWBERG & YAMHILL

Friday, January 22
Shaved & Infused
Chehalem Cultural Center, Newberg

This popular walk-around dining gala was a decadent, sensory immersion in Oregon truffles! A night of unforgettable dishes prepared by a who's who of regional chefs, each showcased two dishes that put beautiful Oregon black and white truffles front and center.

Saturday, January 23
Authentic Truffle Hunt, Winery Luncheon
Yamhill County

The ***Terroir of Truffles*** weekend package holders experienced an authentic truffle hunt lead by professional truffle hunters with their dogs, followed by an unforgettable winery luncheon featuring top culinary talent and foraged Oregon truffles. Held at unique Oregon winery venues, this was wine country immersion and winter truffle excursion at its most authentic. Festival goers enjoyed the best of the Old World right here in North America.

Saturday, January 23
Black & White Dinner Series
Various Locations, Yamhill County

Five of Yamhill Valley's most highly regarded restaurants brought their truffled best to this sold out dinner series: ***The Barlow Room, The Dundee Bistro, The Joel Palmer House, JORY at The Allison Inn & Spa,*** and ***The Painted Lady.*** Each chef presented three to five course prix fixe menus plus appetizers featuring Oregon black and white truffles.

Oregon Truffle Marketplace

Sunday. January 24
Newberg

Held in the Grand Ballroom of the Chehalem Cultural Center, the fresh truffle Marketplace featured artisan vendors from Oregon, with a focus on those from the Yamhill Valley, and wineries, brewers and distillers who had participated in OTF culinary events throughout the weekend. More than 600 people tasted dozens of savory and sweet delights, wines, beers and spirits from their makers, and enjoyed cooking and truffle dog demonstrations throughout the day. A Marketplace highlight was fresh truffle sales, and the line at the OTF table did not let up until virtually every truffle was sold.

"It was very nice to have winemakers Ken Wright and Tony Soter at the dinner with us! I really enjoyed their presentations and their wine pairings."

FOR THE DOGS

The JORIAD™ North American Truffle Dog Championship

Eugene, January 16 & 17

This 2 day event began with a series of qualifying events at the Lane County Fairgrounds Horse Pavilion. Dogs of all breeds vied for the chance to advance to the field trials on Day 2, an authentic head to head and nose to ground competition in the Oregon woods, with a $500 cash prize to the winner. All 5 finalists performed well, and were well celebrated with magnificent food and wine during an awards ceremony at Willamette Valley Vineyards.

It is an extraordinary fact that truffles, the most celebrated and expensive delicacies on the planet, originate hidden within the Earth. Hunting them requires knowledge of secret locales and trained truffle hunting dogs. It is an exclusive profession and a source of enduring mystique. For those who know where to look, it can be spectacularly rewarding, but success ultimately depends on the skill and talent of both the harvester and the dog. It is an intensely competitive, high-stakes pursuit that unfolds out of sight in the forest where triumph is seldom witnessed.

The Oregon Truffle Festival now brings this ongoing competition into the light with The Joriad™ North American Truffle Dog Championship, a first of its kind sporting event celebrating the emerging culture of truffle hunting on this continent.

Condè Nast Traveler noted OTF in this piece last fall.
5 Droolworthy Getaways for Dog Lovers

MARQUEE EVENTS – EUGENE AREA

Friday, January 29

To Market, To Market at Provisions Market Hall

Eugene Chef Stephanie Pearl Kimmel and her team brought the region's best locally sourced seasonal ingredients to this Friday evening event. OTF guests had the opportunity to experience Oregon's bounty first hand at Kimmel's brand new Provisions Market Hall. There were multiple truffle delights, local seafood, and specialty meats, all paired with Oregon wines and craft brews.

Friday, January 29

A Villa Evening at Pfeiffer Vineyards

The Pfeiffer's welcomed festival participants into their gorgeous Tuscan inspired Villa for an elegant and intimate evening. Guests enjoyed a four-course truffle dinner prepared by guest chefs in their classic kitchen adjoining the dining area. Guests dined by candle and firelight at one long bountiful table. Wines selected from the Pfeiffer cellar were beautifully paired with each course.

Saturday, January 30

Truffle Foray & Winery Luncheon

All weekend guests and 2 day TGF participants spent a gorgeous Saturday in Oregon wine country surrounding Eugene, where they hunted truffles with trained dogs and enjoyed scrumptious multi-course winery luncheons with guest chefs. As with our Newberg day, Forage & Feast guests pronounced their experience "exceptional".

Saturday, January 30

Grand Truffle Dinner, Hilton Eugene

The Grand Truffle Dinner celebrated Oregon truffles in an unmatched 6 course dinner designed and brilliantly executed by award winning chefs from Toronto, British Columbia, Seattle and Portland. Guests were greeted with a specially designed craft cocktail paired with the first course, followed by five more delicious dishes paired with magnificent Oregon wines.

Oregon Truffle Marketplace

Sunday, January 31

Eugene

Winding up 3 weekends of OTF activity, the Eugene fresh truffle Marketplace buzzed with energy and excitement, as 40 artisan food vendors, several artists and authors, fresh Oregon and European truffle sales, and 12 craft distillers, brewers and wineries offered their wares for tasting and sales. Accompanied by 2 cooking demonstrations, a lecture series, and a truffle dog demonstration, the day was the perfect conclusion to OTF's 11th anniversary year.

"I met so many passionate people, learned about the truffle dogs, and got to try the many ways truffles can be enjoyed. We will be back."

EDUCATIONAL EVENTS

January 29 & 30

Truffle Growers' Forum

The 2 day TGF is an annual gathering and focal point for the international truffle industry, and as always featured a range of speakers with expertise in the science of truffle cultivation, the practicalities of truffle farming, and the realities of marketing truffles. It is an opportunity unique in North America to engage with experts from around the world and make essential contacts within the industry. Day 1 is a series of lectures and conversations, while Day 2 takes participants to a producing truffle orchard, a truffle hunt with truffle dog, and a winery luncheon with guest chef.

January 29 & 30

Truffle Dog Training

Launched at the festival in 2008, this one of a kind experience sells out quickly every year with space for only 24 dogs. Led by nationally recognized trainers from Oregon and Tennessee, Day 1 is spent in the classroom and nearby parks with dogs of all kinds learning to recognize the scents of both Oregon and Perigord truffles. Day 2 takes the group out to an Oregon truffle patch where dogs are challenged to begin seeking out truffles in their native habitat. A number of TDT grads have gone on to participate in the Joriad truffle dog championship.

"My comment is this was one of the best organized conferences I have been to. Comfortable, smart, and delicious."

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1859
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all about truffles

WINERY LUNCHEON SPONSORS

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BRANDBORG

GRAN MORAINE

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Pfeiffer
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Capitello
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FALLING SKY
BREWING
EUGENE, OR LET IT POUR

FOLIN
CELLARS

J. SCOTT
CELLARS

KEN WRIGHT
CELLARS

LADYHILL WINERY

LEFT COAST CELLARS

PONZI
VINEYARDS

WILDCRAFT
CIDER WORKS

WOLVES & PEOPLE

BoltedServices

CHEHALEM
Valley

EUGENE CASCADES & COAST

FOOD
For Lane County

ROSE

James Beard
PUBLIC
MARKET

Lane
Community College
ACHIEVING DREAMS

MARKET HALL Foods

McKenzieMist

The Meadow

mountain rose herbs

northwest

OREGON
OLIVE MILL

TRAVEL
OREGON

NEW WORLD
TRUFFIERES, INC.
Truffle Cultivation Specialists

red hills market

VENETA
oregon

Willamette
Valley

Cooking Studio

Thank You!
We could not have done it without you.
OREGON TRUFFLE FESTIVAL
O.T.F.
Established 2006
Oregon Truffle Festival 2017
January 20–22
Newberg and Yamhill Valley wine and truffle country
January 26
The Joriad™ North American Truffle Dog Championship
January 27–29
Eugene and the surrounding countryside
Mark your calendars! And, check oregontrufflefestival.com for updates. Tickets on sale September 1.

December 13, 2017

To Whom It May Concern:

Argyle Winery is in support of the Oregon Truffle Festival's continuing presence in our area. The objectives of the Festival are well aligned with our marketing objectives. The Festival brings a high end, luxury, culinary-centric audience to the area (including media) at a time of year when visitation is down. We have participated in the Festival for several years, and always enjoy welcoming new guests to the area.

In 2017, Argyle helped organize the Dundee Hills AVA sponsorship of the OTF Friday night events "Truffles Deconstructed" and the Bliss Food dinner following, and then participated in the Sunday Marketplace. We felt it was great marketing exposure for the participating wineries and the Dundee Hills AVA generally.

Sincerely,
Cathy Martin
Marketing Coordinator
Argyle Winery

Biggerstaff *Virtual Business Assistance*
taking business to the next level

carr@biggerstaffvba.com 503-680-1780 P.O. Box 3072, Newberg, OR 97132

December 8, 2017

To Whom It May Concern:

I am pleased to provide this letter of support for the Oregon Truffle Festival. In my capacity as Chair of the Chehalem Valley Chamber of Commerce, I had the privilege of opening the festival in Newberg at the Cultural Center in 2016. With approximately 75 participants in the room, I asked how many were from out of state and almost 100% of the them raised their hands. And when I asked how many were from out of the country, approximately 6-8 raised their hands.

The Truffle Festival brings in a significant number of out of town visitors for a multi-day event in our city, visiting our local restaurants, shops and wineries and staying in lodging ranging from The Allison Inn and Spa to our local bed and breakfast facilities. And the Sunday Market brings in hundreds of visitors from the region to shop for all things "truffles." In addition, events like the 2017 Friday evening seminar bring in journalists from major periodicals. In short, this unique event continues to grow and bring the type of destination tourism that we need to cultivate.

As I understand it, the Truffle Festive is seeking a Newberg TLT Small Grant to help their destination marketing activities, including PR through all channels, paid advertising, photography, venue promotion and costs, and business development with a focus on Newberg as the "hub" of the Yamhill County half of the festival with opening and closing marquee events at the Chehalem Cultural Center. Not only is this important for continuing to grow the Truffle Festival, which is needed as a keystone winter destination event, promotions like this help attract attention to our other destination marketing events like the Camelia Festival.

The Chamber of Commerce, Chehalem Cultural Center, and other local organizations have worked hard to recruit and keep the Truffle Festival in Newberg. Please provide them with a grant so that we can continue this one-of-a-kind event – the type of event that helps put Newberg on the map.

Sincerely,

Carr Biggerstaff

Cc: Leslie Scott, Oregon Truffle Festival

CHEHALEM CULTURAL CENTER

www.chehalemculturalcenter.org
415 E Sheridan St
Newberg, OR 97132
(503) 487-6883

President
Cathy Redman

Past President
Mark Terry

Vice President
Pierre Zreik

Secretary
Jody Kropf

Treasurer
Mary Martin Miller

At Large
Rick Lee

Directors
Allyn Brown
Deb Clagett
Stan Halle
Karen Halliday
David Harrelson
Kris Horn
Jody Kropf
Dennis Lewis
Barbara Palmer
Mike Ragsdale
Deborah Stevenson

To whom it concerns,

The Chehalem Cultural Center (CCC) is proud to partner with the Oregon Truffle Festival (OTF). We are honored to host the Newberg leg of their festivities and whole heartedly support their grant request. Though the Truffle Festival is not an event we produce in-house, we enjoy a unique partnership with the festival and have come to think of it as one of our own. The festival comes during a quieter time in our year and provides a valuable boost to our own programming activities.

The OTF makes creative use of our venue and hosts a number of events at the CCC of unparalleled quality. Aside from serving as a home base and hub of activities for the festival the CCC hosts walk around dining events, films, lectures, cooking demonstrations and other educational and cultural activities that showcase our capability. By introducing their audience to us and all we have to offer, the festival helps promote the CCC as a tourist destination and raises our profile throughout Yamhill County and beyond. The OTF fresh truffle marketplace held in our Grand Ballroom on Sunday is one of only two events of its kind on the entire west coast and brings several hundred first time visitors to Newberg and the CCC whom might otherwise never hear of us.

Our partnership with the OTF is one we hope to preserve and strengthen for many years to come. By using the CCC as the center of festival activities in Yamhill tourists are more inclined to choose lodging in Newberg and are more likely to visit many of the shops, restaurants, wineries, and other businesses nearby. Not only is this a boon for local business but it helps re-enforce the role the Center can play in driving tourism and commerce. The Chehalem Cultural Center is proud to host the Oregon Truffle Festival each year and we urge you to offer your support to this world class event.

With regards,

Sean Andries
Executive Director
Chehalem Cultural Center

DOMAINE SERENE

12/11/17

To Whom it may Concern:

I am writing this letter in support of the Oregon Truffle Festival Grant Request.

As a partner and an event host in the 2018 Oregon Truffle Festival we are very supportive of the efforts of the Oregon Truffle Festival. We feel that it is a premier organization that is showcasing yet another high-quality item available in this bountiful part of the United States.

This is a great way to expose high income, food-focused travelers to the Willamette Valley in the shoulder season. For this, we fully embrace their efforts. The presence of such an exciting and unique festival helps raise all tides in the Willamette Valley through a focus on quality. Through their efforts to attract top travelers to the area in the leaner winter months, they are raising awareness about the area and are reinforcing what we are *all* trying to convey with Brand Oregon.

This will be our first year as an event host and as a participating vendor. We are excited to partner with the organization and are excited by the passion on the part of the board members with their mission.

Thank you for considering this grant request. I believe that the funding will help to grow this festival this year and beyond.

Sincerely,

Matthew Thompson
Director of Marketing, Club Strategy, & Branding
Domaine Serene
6555 NE Hilltop Ln
Dayton, Oregon 97114
503.864.4600
matthew@domaineserene.com

-------- Forwarded Message --------
Subject:letter of support
Date: Tue, 12 Dec 2017 12:25:19 -0800
From: Christian DeBenedetti <christian@wolvesandpeople.com>
To: Charles Ruff <ruff@truffletree.com>

December 12, 2018

To the Committee,

Wolves & People writes in support of the Oregon Truffle Festival's bid for Newberg tourism small grant support. Since its founding the OTF has grown to be a world-class event drawing tourists and A-list food and travel media to the area. We have been collaborating with the festival for several years and admire their passion and dedication to putting a great tourism-related event together each year. It's crystal clear that the OTF is a unique wine country attraction drawing discerning tourists who stay in the area overnight in the off-season, patronizing local restaurants and businesses, and helping spread the growing reputation of Newberg as a travel destination. They are doing strong work and deserve a lift in the form of grant support.

Best Regards,

Christian DeBenedetti, Founder & Head Brewer
Wolves & People Farmhouse Brewery
30203 NE Benjamin Rd. Newberg OR 97132
o: 503-487-6873
c: 917-586-2357
www.wolvesandpeople.com

WILLAMETTE VALLEY WINE

DECEMBER 14, 2017

To Whom it May Concern:

This letter is in support of the Oregon Truffle Festival Grant Request. We believe the Oregon Truffle Festival brings positive awareness to the Willamette Valley and generates additional high-value culinary and wine tourism to the region during the off-season.

Sincerely,

Morgen McLaughlin
Executive Director, Willamette Valley Wineries Association

WILLAMETTE
VALLEY WINE

PO Box 25162
Portland, OR 97298

503.297.2962
willamettewines.com

@wvwines

YOUNGBERG HILL

To Whom it may concern,

Oregon Truffle Festival (OTF) is a key component driving traffic and tourism to Willamette Valley wine country during the "off season" 1st quarter of the year. Over the years, it has proven to help provide activities to the valley and because it is a multi-weekend event, it keeps people in the valley for an extended period of time during our slow season.

It has proven that the food component is very complimentary to wine, drawing similar clientele. It is also imperative that these activities also have wine as an integral part of all the dining activities. We have benefited from OTF in terms of tasting room traffic, overnight stays, dinner and luncheon events, and building awareness of our wine country.

I agree that OTF definitely supports our efforts to increase wine country tourism during the 1st quarter of the year.

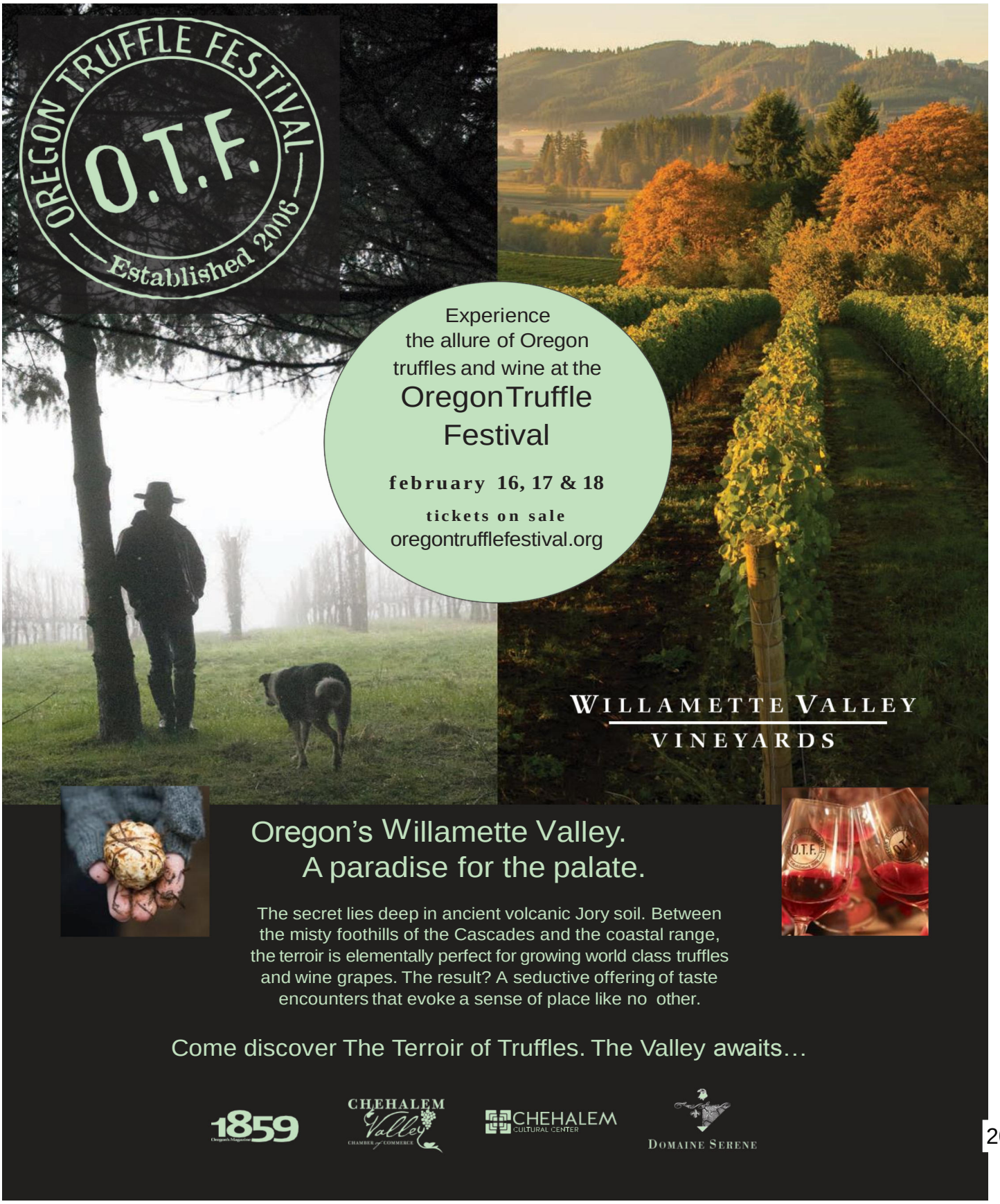
Sincerely,

Wayne Bailey

Youngberg Hill

10660 SW Youngberg Hill Road, McMinnville, OR 97128 888-657-8668 toll free 503-472-2727 local
www.youngberghill.com

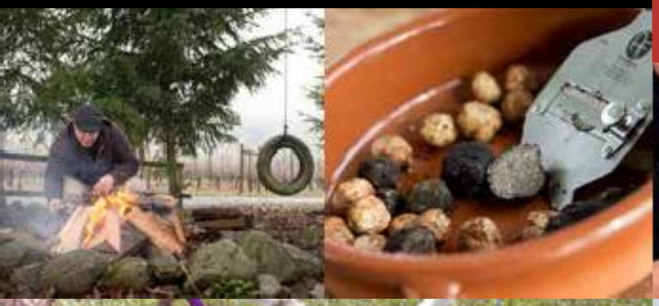
OTF Destination Marketing: *The Terroir of Truffles*



2016 RECAP

JANUARY 16–17 THE JORIAD™
JANUARY 22–24 NEWBERG / YAMHILL **JANUARY 27–29** EUGENE AREA

www.oregontrufflefestival.com



FESTIVAL STATISTICS

23 CULINARY EVENTS

38 CHEFS

26 CULINARY STUDENTS

18 SPEAKERS & TRAINERS

75 MARKETPLACE ARTISANS

24 WINERIES, BREWERS & DISTILLERS

32 TRUFFLE DOGS

41 LBS OF BLACK TRUFFLES

93 LBS OF WHITE TRUFFLES

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Chehalem Cultural Center, Newberg

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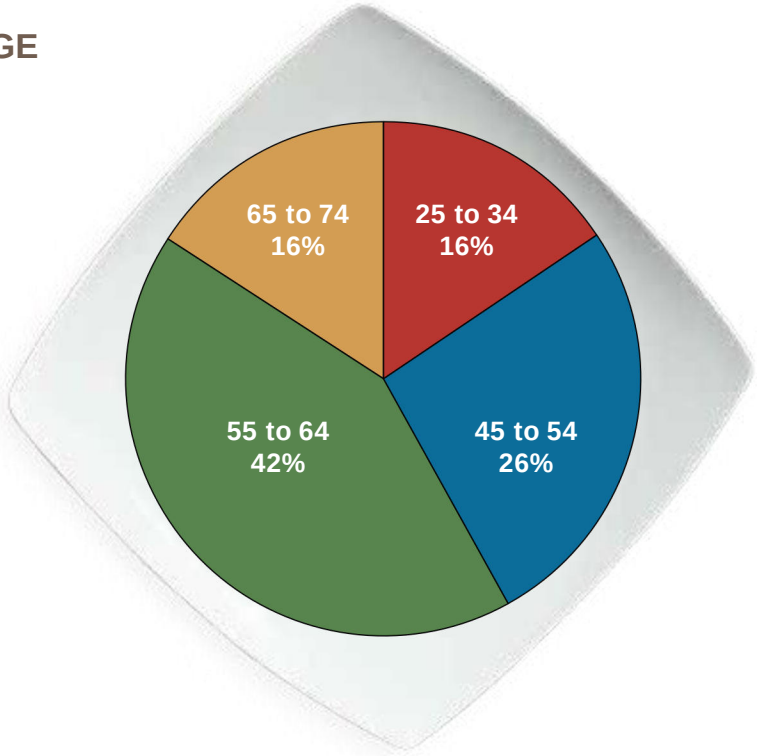
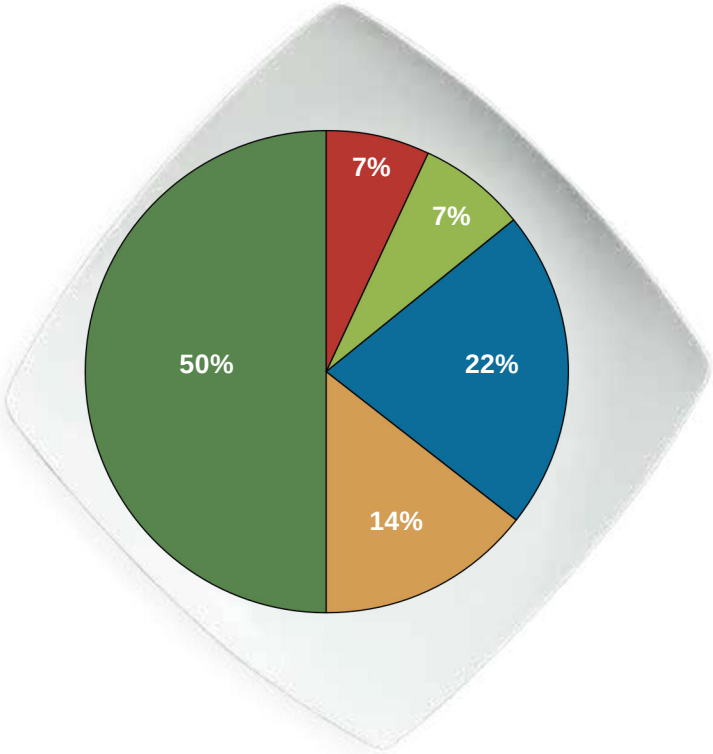
"It was very nice to have winemakers Ken Wright and Tony Soter at the dinner with us! I really enjoyed their presentations and their wine pairings."

205

DEMOGRAPHICS – PORTLAND & YAMHILL

AGE





Our attendees are at a place in their lives where they have the time and resources to spend on adventuresome travel and elegant food and drink experiences.

"The Oregon Truffle Festival is a must for anyone who loves great food, wine, and people all in the context of world class truffles. The experience is one we'll remember for a lifetime. The festival founders add a local flair and personal touch to an event that is so fun we didn't want it to end! See ya next year!"

- **$200,000 & Up**
- **$150,000 to $199,999**
- **$100,000 to $124,999**
- **$75,000 to $99,999**
- **$25,000 to $49,999**

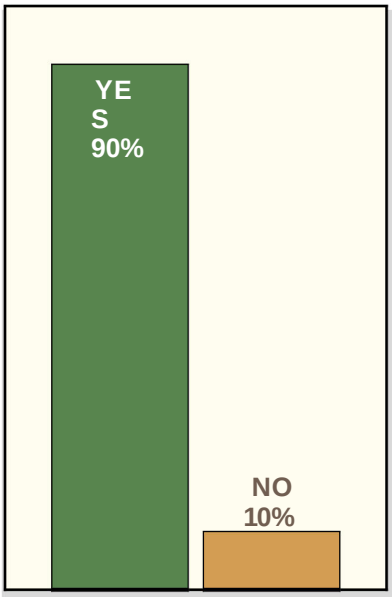
206

DEMOGRAPHICS – PORTLAND & YAMHILL

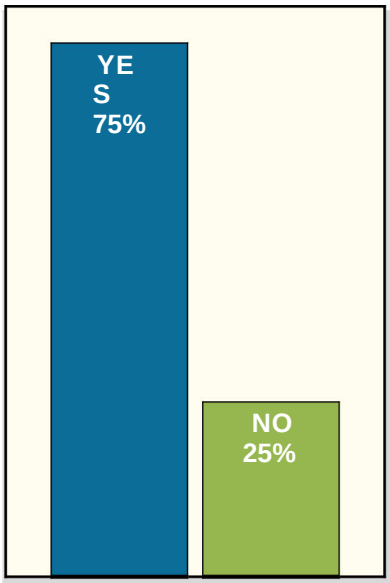
Continued

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

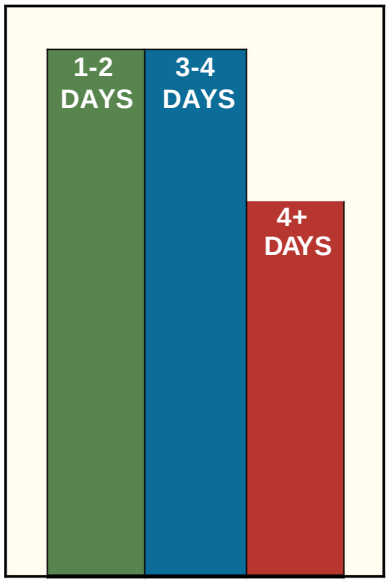
FESTIVAL INSPIRED TRIP



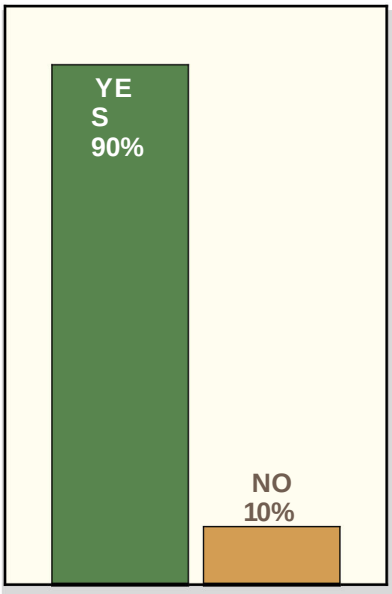
CULINARY TRAVELER



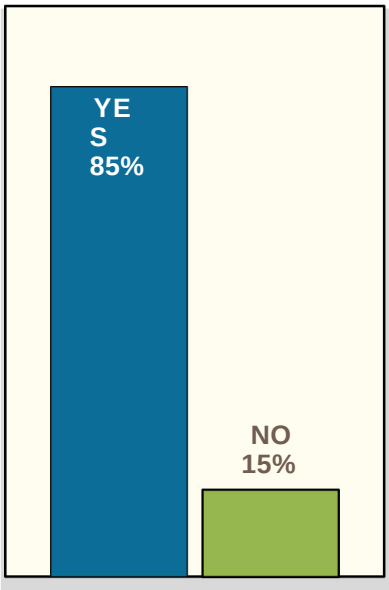
DAYS IN OREGON



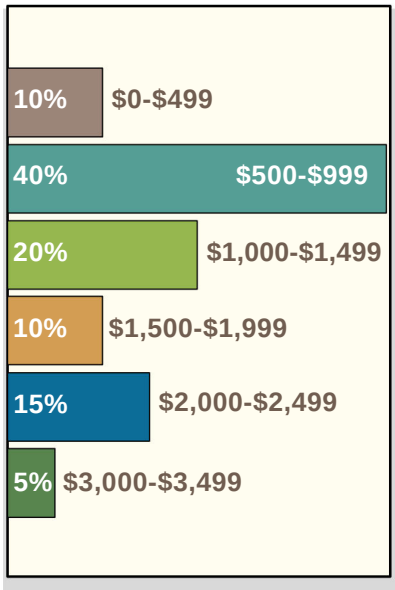
TRAVELED MORE THAN 200 MILES



EXPERIENCED OREGON BEYOND FESTIVAL



$ SPENT BESIDES FESTIVAL TICKETS



The Oregon Truffle Festival continues to generate high-quality media coverage from top-tier publications and outlets.

Here are just a few examples:

Click logo to view media.

THE PRESS DEMOCRAT

By the second course, even if you've never had the experience of eating truffles, you learn the first abiding rule of truffle consumption: You want more.
Oregon Wine Press, March 2016

PORTLAND WINE EXAMINER

MONTHLY Portland

Capital Press

BuzzFeed Life

1859 Oregon's Magazine

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#oregontrufflefestival #oregontruffles
www.instagram.com/ortrufflefest

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SPONSORS & PARTNERS

eugene host sponsor

Hilton Eugene & Conference Center

presenting media sponsor

1859 Oregon's Magazine

newberg/yamhill host sponsor

CHEHALEM CULTURAL CENTER

presenting winery sponsors

WILLAMETTE VALLEY VINEYARDS

ERATH WINERY

truffle growers forum sponsor

SABATINO TARTUFI all about truffles

winery luncheon sponsors

ARGYLE

BRANDBORG

GRAN MORAINE

ris

penner-ash

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ANAM CARA CELLARS

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BoltedServices

CHEHALEM Valley

EUGENE CASCADES & COAST

FOOD For Lane County

ROSE

James Beard PUBLIC MARKET

Lane Community College ACHIEVING DREAMS

MARKET HALL Foods

McKenzieMist

The Meadow

mountain rose herbs

northwest

OREGON OLIVE MILL

TRAVEL OREGON

NEW WORLD TRUFFLERIES, INC

red hills market

VENETA oregon

Willamette Valley

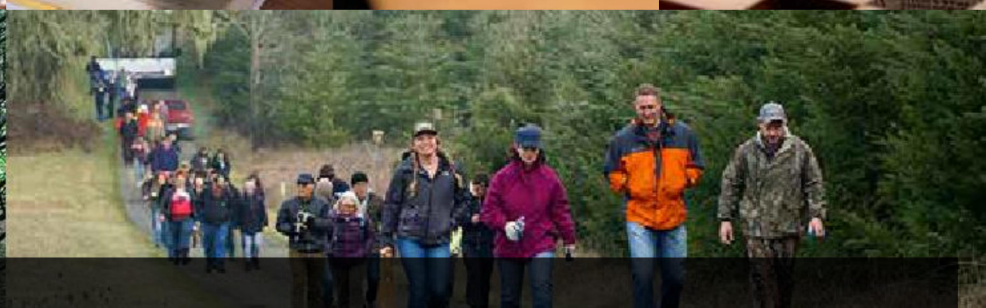
Cooking Studio

RECAP

oregontrufflefestival.com

JANUARY 20–22 Newberg to McMinnville

JANUARY 26–29 Eugene and Surrounds



2017 Oregon Truffle Festival

2,348
TICKETS SOLD
+ 293 MEDIA, SPONSORS AND SPECIAL GUESTS

John Valls

FESTIVAL STATISTICS

29 CULINARY EVENTS

42 CHEFS

26 CULINARY STUDENTS

23 SPEAKERS & TRAINERS

79 MARKETPLACE ARTISANS

33 WINERIES, BREWERS & DISTILLERS

45 TRUFFLE DOGS

68 LBS OF BLACK TRUFFLES

66 LBS OF WHITE TRUFFLES

MARQUEE EVENTS – NEWBERG TO McMINNVILLE

Kathryn Elsesser

Friday, January 22

"Truffles Deconstructed, or Everything You Always Wanted to Know about Truffles but Didn't Know Who to Ask"
with Harold McGee and Dave Arnold

Discover the mysteries of truffles with two of the food world's leading thought leaders. Learn why truffles are dubbed "bliss food" when fully experienced. Featuring a panel discussion moderated by Peter Meehan from Lucky Peach focused on the Oregon winter white and black truffles. Includes wine and truffle pairings from Winderlea and Chef Matthew Lightner.

Bliss Food: A Sensual, Rustic Dinner hosted by Harold McGee and Dave Arnold

Weekend guests will be shuttled to the gorgeous new event center at Youngberg Hill for a multi-course dinner featuring Chef Christopher Czarnecki of the famed Joel Palmer House in Dayton, and accompanied by fine wines from four outstanding Dundee Hills wineries. We're certain you'll know after this evening, if you don't already, why the name bliss food is so well deserved!

Saturday, January 21

Forage & Feast in Yamhill County: Truffle Hunt and Winery Luncheons

Weekend package holders will experience a real truffle hunt lead by a trained dog followed by an unforgettable winery luncheon featuring top culinary talent and foraged Oregon truffles. Held at unique Oregon winery venues, this is wine country immersion and winter truffle excursion at its most authentic. Enjoy the best of the Old World right here in North America.

Saturday, January 21

The Sensory Life of Truffleswith Mark Bitterman

Join James Beard Award winning author and owner of the renowned Meadow stores in Portland and New York City Mark Bitterman, as he leads a sensory tour through the flavor notes of Oregon winter black and white truffles. This experience is designed to further enhance your understanding
and awareness of one of the world's great ingredient treasures featuring one of the country's most respected flavor experts.

Sunday. January 22

Fresh Truffle Marketplace at the Chehalem Cultural Center

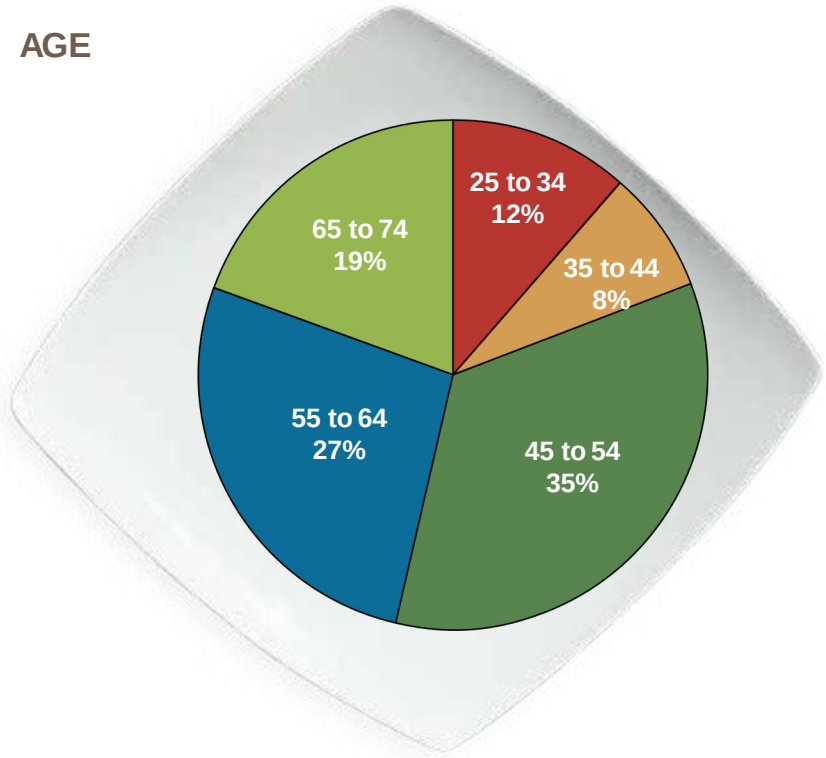
The Oregon Truffle Festival's most popular culinary day-long experience concludes the weekend in grand style for a day of truffle cooking demonstrations with take-home recipes, wine, beer and spirits tasting, artisan foods samples, fresh Oregon truffles for sale and a truffle dog demonstration.

"I love that you provide an incredible, different experience year after year. I enjoyed meeting Harold McGee, Dave Arnold and Peter Meehan--what an honor!!"

Sunny D., Issaquah, WA

DEMOGRAPHICS – NEWBERG TO McMINNVILLE

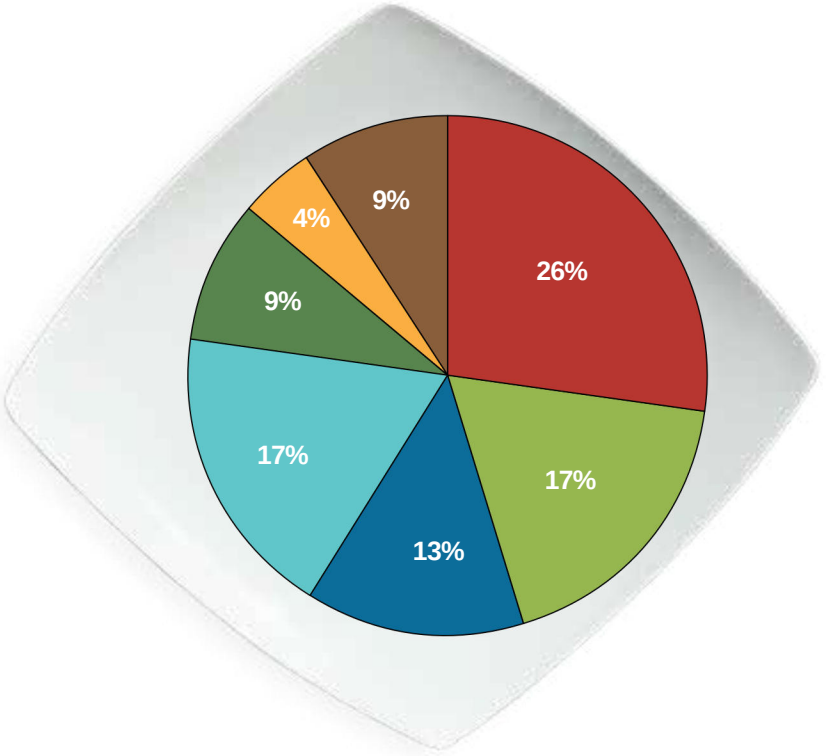
AGE



OTF attendees seek out adventuresome travel and elegant food and drink experiences that feed body, mind and spirit.

"I love OTF, it's like a reunion of sorts for me each year and it was my intro to the world of truffles. I am so happy to introduce the festival to friends every year!"

Sunny D., WA

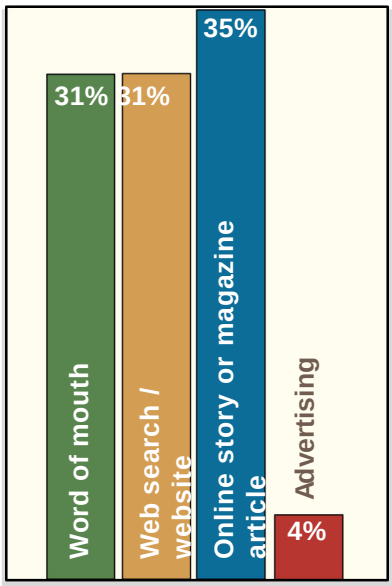


- $500,000 or more
- $400,000 to $449,999
- $300,000 to $399,999
- $250,000 to $299,000
- $150,000 to $199,000
- $100,000 to $149,000
- $50,000 to $99,000

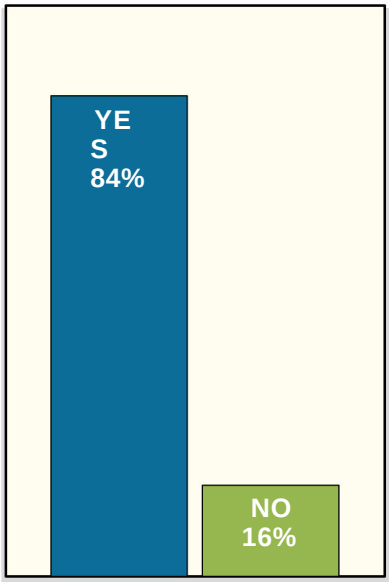
DEMOGRAPHICS – NEWBERG TO McMINNVILLE

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

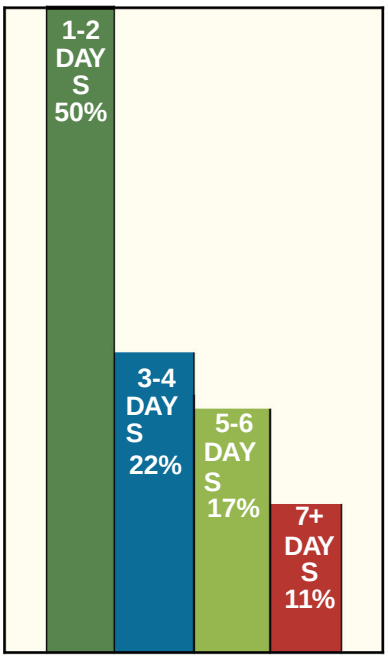
HOW DID YOU HEAR ABOUT OTF?



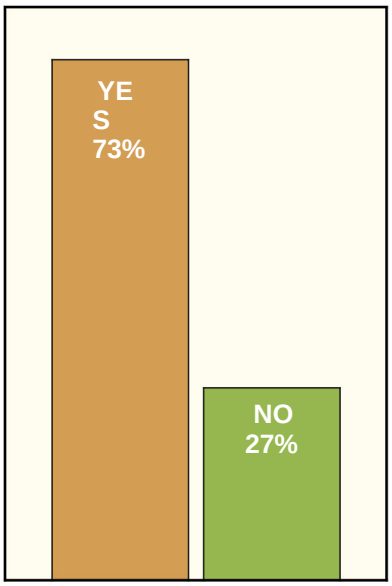
CULINARY TRAVELER



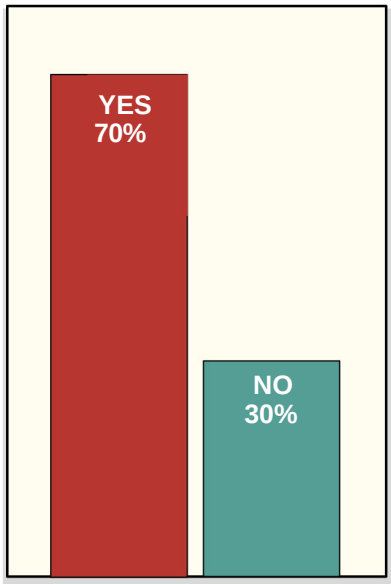
DAYS IN OREGON



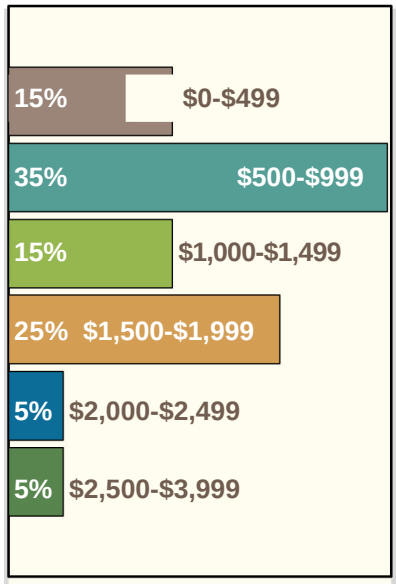
FESTIVAL INSPIRED TRIP



EXPERIENCED OREGON BEYOND FESTIVAL



$ SPENT BESIDES FESTIVAL TICKETS



MEDIA COVERAGE

Kathryn Elsesser

48

PIECES OF COVERAGE

(And more to come!)

131M

ONLINE READERSHIP

343K

ONLINE IMPRESSIONS

(Not including media shares)

952K

PRINT CIRCULATION

6.71K

SOCIAL SHARES

35

LINKS FROM COVERAGE

216

[View a graphic report of all clips and links here.]

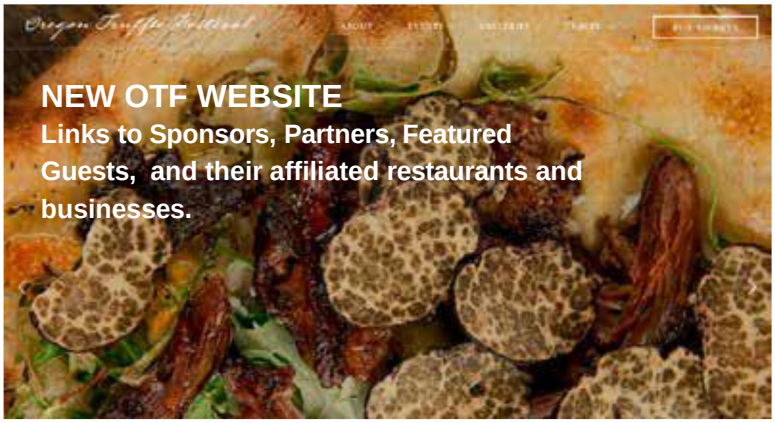
Gregor Halenda

ADVERTISING & SOCIAL MEDIA

As media evolves, so too does the expanse of folks that know about the Oregon Truffle Festival! In 2017, OTF's Instagram following and engagement grew by more than 200%, and @oregontrufflefestival posts often were shared by media and travel partners.

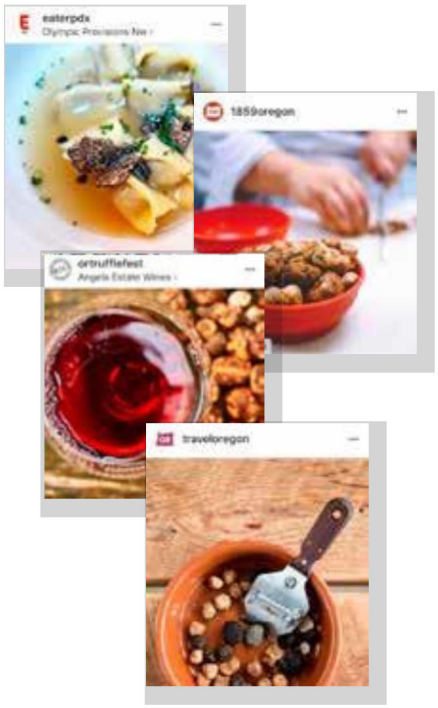
PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.



SOCIAL MEDIA

www.facebook.com/oregontrufflefestival
#oregontrufflefestival #oregontruffles
www.instagram.com/ortrufflefest
https://twitter.com/ortrufflefest



EMAIL ADS

9 email Blasts
28,371 Total Sends

217

2017 SPONSORS & PARTNERS

presenting media sponsor

1859 Oregon's Magazine

newberg/mcminnville host sponsors

Chehalem Valley Chamber of Commerce

visit McMinnville oregon

Chehalem Cultural Center

eugene host sponsor

Hilton Eugene & Conference Center

presenting winery sponsors

Argyle

Erath Winery

winderlea vineyard and winery

Native Flora

winery luncheon sponsors

Alexana

J. Scott Cellars

Ladd Hill Winery

Pfeiffer Winery

Ponzi Vineyards

Silvan Ridge Winery

sponsors & partners

Angela Estate

BoltedServices

Brigadoon

Brooks

BRD Bull Run Distilling Company Portland Oregon

DRY Sparkling

Dundee Hills

Elizabeth Chambers Cellar

Eugene Cascades & Coast

Evening Land

Food For Lane County

HeliosCreative

Hotlips

ris

Jordan Schnitzer Museum of Art

Lane Community College Achieving Dreams

Lange Estate Winery and Vineyards

Left Coast Cellars

Marché

The Meadow

New World Truffieres, Inc.

North Valley Vineyards

Oakshire Brewing

OCI Oregon Culinary Institute

Oregon Olive Mill At Red Ridge

Oregon Wine Press

Party Downtown Restaurant and Catering

Provisions Market Hall

red hills market

Sabatino Tartufi all about truffles

Spiritopia

Sybaris Bistro

Travel Oregon

Territorial

Teutonic Wine Company

Wildcraft Cider Works

Willamette Valley Vineyards

Wolves & People

yelp

Young's Hill

OREGON TRUFFLE FESTIVAL
O.T.F.
Established 2006

the Truffles arecoming...

February 16–18

The James Beard Legacy: A Celebration of "America's First Foodie" in Oregon's wine and truffle country

The Oregon Truffle Festival returns to Yamhill Valley in February of 2018 offering a Weekend Experience, The Terroir of Truffles, and a host of à la carte events including the popular Fresh Truffle Marketplace.

As an ode to James Beard and his advocacy for Oregon truffles, the 2018 Oregon Truffle Festival's wine country weekend will celebrate James Beard's culinary legacy.

See event descriptions on the next page.

YAMHILL VALLEY EVENT SPONSORS

1859 & 1889

CHEHALEM

CHEHALEM Valley

DOMAINE SERENE

WILLAMETTE VALLEY VINEYARDS

Argyle

BROOKS

· GRAN · MORAINE

ILLAHE

DRY SPARKLING | THE FALLS EVENT CENTER | JOEL PALMER HOUSE
OREGON WINE PRESS | RUDDICK/WOOD | TRAVEL OREGON
VISIT MCMINNVILLE | WOLVES & PEOPLE FARMHOUSE BREWERY

Play Nice PR, Kayt Mathers, kayt@playnicepr.com

In the beginning there was Beard
– Julia Child

AMERICA'S FIRST FOODIE

Friday, February 16

The James Beard Legacy: A Celebration of "America's First Foodie" in Oregon's wine and truffle country Our evening will begin with a winemakers's reception with truffle bites, and move into the Grand Ballroom at the Chehalem Cultural Center where the film's Director and Producer will talk about James Beard's Oregon roots, and what inspired them to create this lovely film, which will be accompanied by Oregon truffle beer and popcorn!.

Terroir of Truffles, à la carte

JAMES BEARD WRIT LARGE

Saturday, February 17

An afternoon showing of "America's First Foodie" in the beautiful 3D Digital Theater at Evergreen Aviation in McMinnville. Introduced by the film's Director and Co-producer, this acclaimed original work explores Beard's Oregon roots and his international influence on the culinary world. OregonTruffle beer and popcorn available for purchase.

À la carte event

PINOT + CHOCOLATE, A LOVE STORY

Saturday, February 17

Grab this ***V***alentine's ***I***ntimate ***P***resentation and tasting before it's gone; only a few dozen tickets available. Includes Marketplace admission with wine tasting and complementary glass.

Terroir of Truffles, à la carte

SENSUAL BLISS FOOD DINNER

Saturday, February 17

Following the Rosé release, guests will move upstairs to the gracious Clubhouse dining room for a four course dinner featuring Oregon black and white truffles creatively paired with Domaine Serene's award winning wines

Terroir of Truffles package only

FRESH TRUFFLE MARKET

Sunday, February 18

Our signature Fresh Truffle Marketplace brings together fresh Oregon truffles, spirits and wines, and artisan foods for tasting and sale. Find information related to the cultivated truffle industry, OTF merchandise, and author book signings. Attend truffle cooking demos with tasting and recipes, and a truffle dog demonstration.

Terroir of Truffles, à la carte

PHOTO CREDITS
front page top: John Valls middle &bottom: Kathryn Elsessor
this page left: Kathryn Elsessor center: Dan Wynn right: John Valls

2018 Yamhill Valley Weekend Media Coverage to Date

Total number of hours dedicated to the 2018 Yamhill Weekend to date (August 2017 - November 2017): 102 hours

A small sampling of publications that have written about the Yamhill Valley in 2017 thanks to the Oregon Truffle Festival:

- Oregon Wine Press
- Liverpool Confidential
- U.S. News & World Report
- 1859 Magazine
- Newberg Graphic
- McMinnville News Register
- 1859 Magazine
- The Oregonian/OregonLive.com
- NPR's The Salt
- NPR's The Four Top Podcast
- Seattle Dining
- Travel Oregon
- Portland Monthly
- Thrillist
- 1859 Magazine
- Departures
- Robb Report (print & online)
- PDX Food Press
- OPB - Oregon Field Guide
- Sip Northwest
- Wine Enthusiast
- Seattle Met Magazine
- Eater Portland
- Conde Nast Traveler (online)
- Alaska Airlines Magazine (print)

Total number of Publications that have written about the Yamhill Valley in 2017 thanks to the Oregon Truffle Festival: 38 for a monthly total of 129,541,308 impressions

Other opportunities featuring the Yamhill Valley weekend:

- OPB Pledge Drive
- James Beard Foundation Auction
- Advertising in:
    - Horizon Travel & Lifestyle/Wall Street Journal
    - ABC (Good Morning America) Screen in Times Square
    - 1859 Oregon's Magazine (Print)
    - 1859 Oregon's Magazine (Online)
    - 1899 Washington's Magazine (Print)
    - 1889 Washington's Magazine (Online)
    - Oregon Wine Press

Total advertising impressions to date for 2018 Yamhill Valley: 11,041,000

Social Posts August - Present: **46 – Facebook, Instagram & Twitter**
Total Reach: 19,165

Number of 2018 unique OTF Facebook Events: **8**
Total Reach: 16,142

Total number of impressions to date from all sources: 140,617,612

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page

Project Title: The Newberg Camellia Festival and Run/Walk

Applicant Name: The Chehalem Cultural Center

Mailing Address: 415 E. Sheridan Street | Newberg City | OR State | 97132 Zip

Contact Name: Carissa Smith-Burkett

Phone: 503-487-6883 Email: Carissa@chehalemculturalcenter.org

Alternate Phone: 260-224-3354

Amount of total Funding Requested: $8,000

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
B. Submit an updated Project, Program or Event Detail as your Progress Report.
C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name:Carissa Smith-Burkett Signature: C Smith-Burkett

Title: Arts and Public Programming Coordinator Date: 12/12/17

**********FOR OFFICE USE ONLY**********

APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____

City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:
v Completed application Cover Sheet.
v Budget for project/program/event being funded that lists all anticipated income and expenses.
v Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
v Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.
v Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
v Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
v Letters of support.

Project Title: Newberg Camellia Festival & Run/Walk

Applicant Name: Chehalem Cultural Center

Mailing Address: 415 E Sheridan St		Newberg	OR	97132
Street		City	State	Zip

Contact Name: Carissa Burkett and Bryan Stewart

Phone: 503-487-6883 Ext #104 **Email:**Carissa@chehalemculturalcenter.org

Alternate Phone: 260-224-3354

Website Address: www.newbergcamelliafestival.com & www.chehalemculturalcenter.org

Secretary of State Business Registry Number: 313206-90

Non Profit X Government _____ For-Profit _____

Amount of total Funding Requested: $8,000

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

_____ New Project _____ New Program _____ New Event

_____ Existing Project _____ Existing Program X Existing Event

Has this project, program or event received these grant funds in the past?
Yes

If so when and for how much?

The Newberg Camellia Festival and Run/Walk received $6,000 during the 2016-2017 grant cycle.

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.
Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: Projected budget for January 2018 to December 2018

Income Sources	**Amount**
Item Sales	$6,000
Sponsorship	$15,000
TLT Grant Funds from 2017	$3,000
TLT Grant Funds requested for 2018	$8,000
Event Income	$500
Total Project/Program/Event Income	**$32,500**

Expenses – Must be explicitly defined.	Amount
Personnel Expenses	$22,455
Contract Labor Expenses	$9,370
Program Supplies	$855
Sales Expenses	$4,500.00
Volunteer Support	$1,200.00
Equipment Rentals	$7,000
Other Operating Expenses	$700
Liability Insurance	$800.00
License and Permits	$50.00
Merchant Account Fees	$500.00
Marketing Costs	
Printed Collateral	$4,088 (20,000 programs $3,488.00+10,000 Rack cards $600)
Signage	$550
Other Advertising	$2,550 (billboard $750+Facebook ads $300+print adds $1,500)
Email Marketing fees	$200.00
Website fees	$500.00

Total Marketing Expenses	**$7,888**
Total Event Expenses	**$55,318**
Expenses minus personnel	**$32,863**

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: January 2018 to December 2018

Income Sources	**Amount**
Education Income	$54,000
Rental Income	$185,210
Event Income (Camellia)	$7,350 ($500)
Sales Income (Camellia)	$41,060 ($6,000)
Contributions (Camellia)	$370,300 ($26,000)
Total Organization Income	**$657,920 ($32,500)**

Expenses	
Personnel Expenses (Camellia)	$487,806 ($22,455)
Contract Labor Expenses (Camellia)	$93,070 ($9,370)

Program Supplies (Camellia)	$32,370 ($855)
Sales Expenses (Camellia)	$22,400 ($4,500)
Volunteer Support (Camellia)	$2,300 ($1,200.00)
Operating Expenses (Camellia)	$55,715 ($9,050)
Marketing Expenses (Camellia)	$17,675 ($7,888)
Total Organization Expense	**$ 711,336 ($55,318)**

Project Narrative:

1. Project description:

The Newberg Camellia Festival and Run/Walk is an annual community event that offers exploration of Asian and Pacific Rim culture through art, food, performances, fitness, and horticulture. It begins with a 5K and 10K run/walk coordinated in collaboration with Chehalem Parks & Recreation, then continues into a full day festival featuring performances on 3 stages, a variety of local and Portland-Metro vendors, art activities, and an Oregon Camellia Society bloom show. Performers are invited to participate each year to offer experiences honoring the heritage and history of Pacific Rim and Asian cultures. The festival features groups like the Minidoka Swing Band, formed in tribute to and made up of Japanese Americans interned during World War II, and The Lee's Lion & Dragon Dancers who are trained in this ancient art form.

Vendors from around the region sell food, art, and jewelry connected to these cultures. The festival is also known for hosting the annual Oregon Camellia Society Bloom Show, a competitive adjudicated show of the over 100 different types of Camellia flowers. The 2018 Camellia Festival is especially unique as it will be celebrating it's tenth annual year! Attendance for the festival has grown exponentially and has averaged between 3,500 and 4,000 visitors each year, and thanks to local sponsors is a free community event for all ages.

The Camellia Festival and Run/Walk is an experience free and accessible for all ages, centered around celebrating community, art, culture, and Newberg's city flower, the Camellia.

2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?

The Camellia Festival occurs in early April, which has been determined as a slower tourism time for the city. As stated before, the festival brings 3,500–4,000 people to downtown Newberg through the specific placement of the event at Chehalem Cultural Center. As Newberg is indeed a destination of artisan makers and doers, we aim to not only feature local artist and makers at our festival with vendors like Purple Cow Vineyards, Chehalem Brewing Co., and Cream Northwest, but also by encouraging attendees to visit our various downtown spaces to experience this important aspect of Newberg themselves. Our Downtown Newberg Camellia Passport (which will be detailed in the answer to question 10) will help to nourish and grow this events relationship with, and benefit to small business.

The Run/Walk grew from 200 to over 650 participants over the past three years with runners traveling to participate from all over Oregon, California, Washington, Idaho, Colorado, Utah, New York, Texas, and Minnesota. The festival has become such a draw that the National American Convention for Camellias brought their convention to the Chehalem Cultural Center in collaboration with the festival in 2017, which drew visitors from California, Georgia, Louisiana, Florida, Mississippi, Virginia, South Carolina, North Carolina, Alabama, Maryland, Arizona, and Oregon. A majority of these out of state visitors stay in local hotels, eat at local restaurants, and engage in other tourist activities while in town for the run and bloom show. With access to more funding and marketing opportunities, we could capitalize on this average growth and aim for over 6,000 participants in 2020.

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

Tourist: With the addition of the National American Camellia Society Convention at the Cultural Center (drawn specifically by the Camellia Festival), the festival will be bringing at least 50 people from around the country who will be staying in Newberg accommodations for at least 1 week around the event and we have numerous registered runners outside of a 50-mile radius of Newberg.

Tourism Promotion: The Camellia Festival prints 10,000 rack cards which are distributed to local businesses, 5 different Burgervilles around the Portland Metro area, to major sponsors (Chehalem Parks & Recreation, Chehalem Valley Chamber of Commerce, The Allison Inn & Spa, A-Dec, Hoover Minthorn House Museum, City of Newberg Offices, Friendsview Retirement Community, Grocery Outlet, Providence Medical Center, and Les Schwab), collaborative partners, performers, vendors, and health and fitness venues around the Portland Metro area. We distribute electronic fliers to the National American Camellia Convention, Chehalem Cultural Center members, the Chehalem Parks and Recreation community, sports teams, high school clubs, and we make and distribute 1,000 bookmarks to local libraries. In celebrating it's tenth year, the Festival will be advertising on a billboard and will also be designing a program to feature sponsors and all of the festivities, as well as celebrating past years through photo

documentation. We also utilize twitter, facebook, and instagram free advertising. While we access communities outside of Newberg through these avenues, there are still many ways to expand in accessing communities further away as displayed above.

Tourism Facility: The Camellia Festival is housed in the Chehalem Cultural Center, which is a tourism destination and attracts tourists throughout the year with hosting both local and nationally recognized arts exhibitions, coordinating a variety of programming, and hosting a wide range of organizations through our rental spaces. The CCC space is used for conventions, weddings, and fundraisers, which have included but are not limited to: Travel Oregon, The Oregon Humanities, The Oregon Symphony, The Willamette Valley Wineries Association. With each organization or community member that accesses the CCC space, we get the opportunity to promote our events and establish lasting relationships. We are known for cultural and arts celebrations such as the Camellia Festival, Lavender Festival, and Dia de los Muertos celebration. The CCC space is a tourist draw through free arts exhibitions, annual festivals, educational workshops, and a community resource focused facility.

4. What is the projected return on investment?

The Camellia Festival and Run/Walk brings a return on investment with each smiling face, laughing child and newly developed art and culture lover that walks away from the festival. With 4,000 people attending this vibrant festival each year, the festival's impact is significant. People attending from all over the nation have an incredible opportunity to experience Newberg through this festival, which is a remarkable return. Since this festival is a free event for the public, there is no direct financial return on investment to the Chehalem Cultural Center, but the opportunity to bring in so many out of town visitors and tourists to the town provides great return to the local businesses as the festival allows for exposure to all that this community has to offer. A recent economic study done by Americans for the Arts revealed that a person that attends a cultural event spends an average of $45 a day. With over 4,000 people attending this FREE event, that average of $45 will be spent in Newberg, bring direct financial return to our city.

5. Predicted number of tourists' attracted/overnight guests?

Our data shows that approximately 9% of the visitors will be coming from out of state. With runners traveling from all over Oregon, California, Washington, Idaho, Colorado, Utah, New York, Texas and Minnesota to participate in the Run/Walk and the National American Convention for Camellias bringing visitors from California, Georgia, Louisiana, Florida, Mississippi, Virginia, South Carolina, North Carolina, Alabama, Maryland, Arizona and Oregon there is an anticipated 360 visitors that will stay as overnight guests, traveling to Newberg for the Camellia Festival and Run/Walk.

For the past five years the Camellia festival has stayed at the 3,500-4,000 attendee range and it is the hope that with a much stronger marketing campaign, accomplished with additional TLT grant funds, we will be able to push this number to 5,000 for the 10th annual festival. The next stage of growth for this festival is to expand to a multi-day festival. By pushing our numbers up to 5,000 we hope to max out our capacity in 2018 and maintain that new capacity in 2019, then begin to plan for growth to a two-day event by 2020.

6. Will it have lasting impact and/or utility?

The lasting impact of this festival and run/walk is that it gives people of all demographics exposure to a variety of art forms and cultures. With a history of evolving through partnerships and creative ideas, the potential is boundless, non-limiting and has the ability to grow with the community it serves. The positive experience attendees have during the festival will contribute to an emerging marketing cycle, and to growing tourism in Newberg. The festival and run/walk bring new people to town each year, they experience downtown Newberg and its phenomenal artisans and small businesses, grow to love this place, spread the word, and the tourism continues to grow.

7. How does your project, program or event leverage funding?

The festival and run/walk is entirely funded through asking for sponsorships from Chehalem Parks & Recreation, the Chehalem Valley Chamber of Commerce, Austin Industries, the Hoover-Minthorn House and Museum, Friendsview Retirement Community, Burgerville, Providence Newberg Medical Center, Grocery Outlet, and Les Schwab. The Chehalem Cultural Center works these sponsorships into each fiscal year budget.

8. **What is the ratio at which Transient Lodging Tax funds will be matched?**

Based on activities not eligible for funding, and the regulations outlined in the grant application, the ratio of Transient Lodging Tax funds will be based off the budget we have for performances as they serve as self-targeted marketing for attendees to the festival, as well as the funds currently budgeted for general marketing purposes.

With the combination of the festival and run/walk, we have currently budgeted $4,500 for performances and $7,888 for marketing to make a total of $12,388.

As we are asking for $8,000 total the Transient Lodging Tax funds would be matched by at least half if not more through community sponsorships.

9. **What is your demonstrated history of attracting tourists?**

The Newberg Camellia festival will be celebrating its 10th annual year in 2018. The festival has grown exponentially over its ten-years, bringing in increasing numbers of visitors and participants in greater numbers and from greater distances each year. In 2017, 4,000 people attended the festival, becoming one of the most attended festivals in Newberg. This festival has the unique ability to attracts tourists from a variety of interest points, providing opportunities for fitness enthusiasts, flower lovers, as well as those with interest in Pacific Rim culture.

10. **Does your project, program or event engage and energize local tourism partner(s)?**

The Camellia festival partners with a wide variety of local tourism partners in putting on the festival, bringing in local beer and wine pourers, food vendors, fitness vendors, providing an opportunity for these partners to promote their products. The incredible Sponsors for the festival are also promoted throughout the event through announcements and displays, encouraging visitors to visit these local organizations and businesses.

In addition to this, the Camellia festival has created an incentive program to encourage festival goers to visit other local tourism partners. By providing a passport book, The Downtown Newberg Passport encourages participants to go around to various local merchants to collect signatures. Once a passport is completed, the winner receives a Camellia bloom as well as having the opportunity to visit a variety of the local businesses.

11. **Does your project, program or event enhance Newberg as a destination? If so how?**

Outdoor Recreation Visitor: The 5k and 10k walk/run draws outdoor recreation visitors to the Newberg community. Not only is it affordable, but it's unique from other runs/walks through the prizes offered, gaining access to a Jamboree of resources, receiving a free Camellia plant, and getting to participate in the festival after the run.

Experiential Arts: The festival features a wide range of the arts highlighting the significance of heritage and culture, with performances like the tea ceremonies by the Issoan Tea School, Ikebana and Bonsai care demonstrations, Taiko drumming performances, traditional Hula dance, the Lion & Dragon Dancers, and the Minidoka Swing Band. The Minidoka Swing Band for example was formed as a tribute to Japanese Americans interned during World War II and to highlight the popular music in the Internment Camps. This band is made up of several band members who were actually interned during WWII and several other members whose parents and grandparents were interned. The Lee's Lion & Dragon Dancers group was formed by Terry Lee who was formally trained in this ancient art form, but who teaches it to at-risk youth, which exposes these youths to culture and responsibility.

The festival and run/walk naturally appeals to a variety of audiences (horticulture enthusiasts, lovers of the performing arts, musicians, foodies, fitness junkies, etc.). The challenge is

accessing those communities through target marketing in highly viewed avenues. Our current promotion is listed in question 3, but ways in which to expand that promotion with more funds include: producing a billboard advertisement, getting ads in Sunset Magazine, the Oregonian, the Asian Reporter, Travel Oregon, and Oregon Healthy Living. To target reaching Millennials specifically, we would focus on getting featured on Podcasts and OPB, collaborating with other related but different festivals in Portland such as the Lunar New Year Celebration, getting TV ad time or news coverage, and purchasing numerous facebook post boosts.

12. **Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?**

The Chehalem Cultural Center is a well-established hub for makers and doers in Yamhill county. The festival hosts exquisite performers, artists and makers, offering a wide array of high-quality artistry, which attracts visitors who value the arts and culture. As the largest public event that the cultural center puts on in the year, it draws in a huge crowd, bringing exposure to Newberg as a location for Makers and Doers. By entering the grounds and walking through the doors, guests are able to use the festival as an entry point to engaging further with the arts in Newberg.

13. **Does your project, program or event catalyze downtown development? If so how?**

Downtown Enhancement: In collaboration with the Downtown Merchant Committee the festival plans to further this initiative by creating Downtown Newberg Camellia Passports. These passports, distributed on the First Friday before the festival and at the festival, will contain maps of downtown Newberg with the business locations outlined. Passport participants must visit 6 downtown businesses and receive stamps on their passports to win a prize. The festival also hopes to sponsor Camellia themed sidewalk stickers to have a visual wayfinding pathway leading to downtown.

14. **Does your project, program or event enhance tourism from October – May or Sunday – Thursday Visitation? Explain how**.
The Camellia Festival & Run/Walk is planned in the beginning of April, which has been established as a slow season for tourism. It has consistently drawn between 3,500 and 4,000 people each year in the last 3 years.

15. **Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?**

Wine Country Adventurers and Luxury Travelers: While the festival and run/walk do not yet align significantly with wine country, there is definite potential to collaborating in ways that would access that tourist group.

Millennial Explorers: The festival and run/walk aligns with millennial explorers by motivating their fitness priorities and creating connections to further those priorities. It also makes green living a priority and provides a variety of plants at wholesale price. The festival nourishes a space for arts and culture seekers.

George Fox Network: 3.1% of the George Fox network undergrad population are international students with 90% of that population being from China. The Camellia festival celebrates Chinese culture, which gives these students a place to either share their own cultural knowledge and experiences, or have a day to interact with their culture while away in the states. The festival also provides a free family friendly and educational event for this whole George Fox community. The run/walk aligns with the George Fox athletics department and their commitment to service in their community by giving their athletes an opportunity to serve at the run/walk.

16. **What is the timeframe for completion of your project, program or event?**

The Tenth Annual Camellia Festival and Run/Walk will be on Saturday April 7th , 2018.

Signature and Certification Letter:

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

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

"*This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.*"

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

12/12/17
Date

Print Name of Authorizing Official

Carissa Smith-Burkett

10/2/2017

To Whom it may Concern:

I am writing this letter in support of the Cultural Center's Grant request for funds to help with Camellia Festival.

I have been a long time business owner in Newberg. I was active in the Chamber of Commerce and in Downtown Revitalization always with an eye for bringing people into our local businesses and also attracting quality family, friendly festivals to our area. Camellia Festival is just such a festival. I have watch it grow from the rather quiet beginnings to the robust multicultural event that we are experiencing now. It just gets better every year, bringing more and more folks to our community. The quality of entertainment is top notch as are the other aspects of the festival

The last two years I have experienced the festival as a vender and the level of organization and the committee's obvious passion for this festival shines through. It is a pleasure participating in this event. The Cultural Center continues to provide an exceptional venue for exceptional events.

Thank you for considering this grant request. I believe that it will allow this wonderful, cultural event to grow and flourish in Newberg.

Yours Very Truly,

Kristen Horn

Kristen Horn
610 E. Sheridan Street
Newberg, OR 97132

503-537-7190

HOOVER-MINTHORN HOUSE
115 South River Street
Newberg, Oregon 97132
(503) 538-6629

October 2, 2017

Doug Rux, Community Development Director
City of Newberg
Newberg City Hall
414 East First Street
Newberg, OR 97132

Dear Mr. Rux,

The Hoover-Minthorn House Museum supports the Chehalem Cultural Center's application to the Transient Lodging Tax small grant program for expanding marketing of the Newberg Camellia Festival. The Camellia Festival is an outstanding event that features Newberg's horticultural heritage and celebrates ethnic diversity. Additionally, it draws many visitors to Newberg during the tourist off-season.

The Hoover-Minthorn House Museum has been a sponsor of the Camellia Festival for several years and is pleased to provide this letter of support for Chehalem Cultural Center's application for Transient Lodging Tax funds.

Very truly yours,

Sarah Munro

Sarah B. Munro
Director, Hoover-Minthorn House Museum

CHEHALEM
CULTURAL CENTER

Signature and Certification Letter:

I certify that the Chehalem Center Association, which is the non-profit organization which operates the Chehalem Cultural Center, has had no bankruptcies nor any financial corruption over the past five years.

Signature of Authorizing Official — Date: 12/13/17

KELLIE T. BISHOP, DIRECTOR OF OPERATIONS
Print Name of Authorizing Official

CHEHALEM
CULTURAL CENTER

www.chehalemculturalcenter.org
415 E Sheridan St
Newberg, OR 97132
(503) 487-6883

October 3, 2017

President
Mark Terry

Vice President
Cathy Redman

Secretary
Pierre Zreik

Treasurer
Mary Martin Miller

Directors
Allyn Brown
Deb Clagett
Stan Halle
Karen Halliday
David Harrelson
Kris Horn
Jody Kropf
Dennis Lewis
Barbara Palmer
Mike Ragsdale
Deborah Stevenson

Transient Lodging Tax Board Members,

On behalf of the officers who represent the Board of Directors of the Chehalem Cultural Center, I approve this application. I certify that all facts, figures and representations made in this application, including all attachments, are true and correct.

Thank you,

Signature	Print	Date
[signature]	MARK TERRY	10/2/2017

Mark Terry, Board President

Internal Revenue Service
Director, Exempt Organizations
Rulings and Agreements

Department of the Treasury
P.O. Box 2508
Cincinnati, OH 45201

Date:
JUN 12 2009

Chehalem Center Association
P O Box 1029
Newberg, OR 97132

Employer Identification Number:
20-3569580
Person to Contact - ID#:
Sirijun Mayi - #0203227
Contact Telephone Number:
877-829-5500 Phone
Public Charity Status:
509(a)(1) and 170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated November 2005 stated that you were exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code and classified as a public charity under section 509(a)(3) of the Code.

Based on the information you submitted, we have modified your public charity status to the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, 800-829-3676. Information is also available on our Internet Web Site at www.irs.gov.

Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

If you have any questions, please call our toll free number shown in the heading of this letter.

Sincerely,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

CHEHALEM CULTURAL CENTER
Balance Sheet Prev Year Comparison
As of December 31, 2016

	Dec 31, 16	Dec 31, 15	$ Change
ASSETS			
Current Assets			
Checking/Savings			
1000 · Columbia Bank New Checking	53,128.62	0.00	53,128.62
1010 · Bank of America-Operations	51,339.57	257,976.23	-206,636.66
1015 · Bank of America-Building	310,326.26	219.26	310,107.00
1025 · Petty Cash	100.00	100.00	0.00
1050 · Edward Jones	28,708.70	14,742.57	13,966.13
Total Checking/Savings	443,603.15	273,038.06	170,565.09
Accounts Receivable			
1100 · Accounts Receivable	11,635.10	2,589.50	9,045.60
Total Accounts Receivable	11,635.10	2,589.50	9,045.60
Other Current Assets			
1499 · Undeposited Funds	0.00	80.00	-80.00
Total Other Current Assets	0.00	80.00	-80.00
Total Current Assets	455,238.25	275,707.56	179,530.69
Fixed Assets			
1601 · Building Improvements	4,115,863.36	4,115,863.36	0.00
1650 · Equipment	20,282.99	15,282.99	5,000.00
1655 · Furniture	33,293.62	33,293.62	0.00
1660 · Glass & Studio Equipment	45,519.35	45,519.35	0.00
1670 · Accumulated Depreciation	-541,737.47	-427,134.47	-114,603.00
Total Fixed Assets	3,673,221.85	3,782,824.85	-109,603.00
Other Assets			
1300 · Suspense Account	73.33	0.00	73.33
Total Other Assets	73.33	0.00	73.33
TOTAL ASSETS	**4,128,533.43**	**4,058,532.41**	**70,001.02**
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
2110 · Accounts Payable	7,111.35	862.22	6,249.13
Total Accounts Payable	7,111.35	862.22	6,249.13
Other Current Liabilities			
2200 · Deferred Income	35,000.00	2,750.00	32,250.00
2340 · Scholarship Fund Rivermark CCU	0.00	355.20	-355.20

CHEHALEM CULTURAL CENTER
Balance Sheet Prev Year Comparison
As of December 31, 2016

	Dec 31, 16	Dec 31, 15	$ Change
Total Other Current Liabilities	35,000.00	3,105.20	31,894.80
Total Current Liabilities	42,111.35	3,967.42	38,143.93
Total Liabilities	42,111.35	3,967.42	38,143.93
Equity			
3200 · Net Assets	3,817,953.87	0.00	3,817,953.87
3100 · Unrestricted Assets	146,611.12	3,627,865.70	-3,481,254.58
3140 · Temporarily Restricted Assets	90,000.00	0.00	90,000.00
Net Income	31,857.09	426,699.29	-394,842.20
Total Equity	4,086,422.08	4,054,564.99	31,857.09
TOTAL LIABILITIES & EQUITY	**4,128,533.43**	**4,058,532.41**	**70,001.02**

CHEHALEM CULTURAL CENTER
Balance Sheet Prev Year Comparison
As of December 31, 2016

	% Change
ASSETS	
Current Assets	
Checking/Savings	
1000 · Columbia Bank New Checking	100.0%
1010 · Bank of America-Operations	-80.1%
1015 · Bank of America-Building	141,433.46%
1025 · Petty Cash	0.0%
1050 · Edward Jones	94.73%
Total Checking/Savings	62.47%
Accounts Receivable	
1100 · Accounts Receivable	349.32%
Total Accounts Receivable	349.32%
Other Current Assets	
1499 · Undeposited Funds	-100.0%
Total Other Current Assets	-100.0%
Total Current Assets	65.12%
Fixed Assets	
1601 · Building Improvements	0.0%
1650 · Equipment	32.72%
1655 · Furniture	0.0%
1660 · Glass & Studio Equipment	0.0%
1670 · Accumulated Depreciation	-26.83%
Total Fixed Assets	-2.9%
Other Assets	
1300 · Suspense Account	100.0%
Total Other Assets	100.0%
TOTAL ASSETS	**1.73%**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2110 · Accounts Payable	724.77%
Total Accounts Payable	724.77%
Other Current Liabilities	
2200 · Deferred Income	1,172.73%
2340 · Scholarship Fund Rivermark CCU	-100.0%

CHEHALEM CULTURAL CENTER
Balance Sheet Prev Year Comparison
As of December 31, 2016

	% Change
Total Other Current Liabilities	1,027.14%
Total Current Liabilities	961.43%
Total Liabilities	961.43%
Equity	
3200 · Net Assets	100.0%
3100 · Unrestricted Assets	-95.96%
3140 · Temporarily Restricted Assets	100.0%
Net Income	-92.53%
Total Equity	0.79%
TOTAL LIABILITIES & EQUITY	1.73%

Chehalem Cultural Center
Festival co-chairs: Bryan Stewart and Carissa Smith-Burkett

243

The Newberg Camellia Festival and Run/Walk creates a unique entry point for a wide variety of audiences to experience Newberg.

244

CPRD 5k/10k Run/Walk

Health, fitness,wellness

Charlie Hyman

Learning about and celebrating the cultures of Asia and the Pacific Rim

Celebrating Newberg's City Flower: the Camellia

The Camellia Festival hosts the Oregon Camellia Society's annual bloom show. Last year we hosted the American Camellia National Convention, bringing Camellia lovers from all over the country!

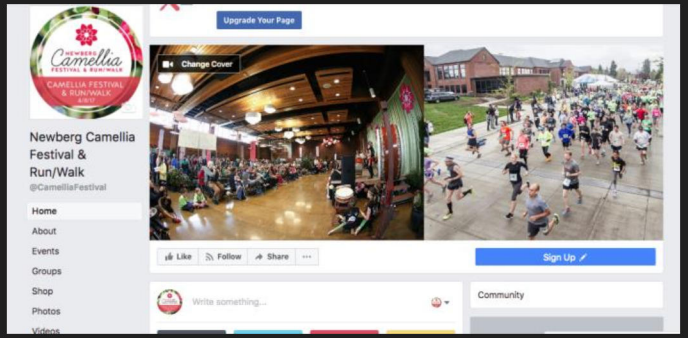
This free, family event encourages visitors to get a taste of Newberg

New Marketing to grow the festival to a multi-day event

Purchased advertisements in Pamplin Medias Festival/Events Magazine and Calendars

Billboard on 99W

Facebook ads and boosts



post cards

Book marks distributed at regional libraries

250

SPONSOR THE 10TH ANNUAL

CAMELLIA FESTIVAL

AND BE FEATURED IN

THE **NEW** PROGRAM!!

We will be distributing 20,000 copies of a 10-15 page, magazine style program, distributed by the Oregonian and Asian Reporter to the surrounding counties.

We expect our reach to broaden exponentially through these additional marketing strategies and hope to expand upon them each year, growing the festival from it’s current 4,000 person draw, to a multi-day festival that pulls in over 5,000. The TLT Grant can help us get there!

SUMMARY SMALL GRANT SCORES

Funds Available - $20,000

	Grant Request Amount	Total Points Possible	Total Points	Average
Hoover-Minthorn House Museum	$ 7,500	462	243	22.09
Anvil Academy Grand Prix	$ 10,000	462	186	16.91
Anvil Academy Indy Car	$ 10,000	462	174	15.82
Oregon Truffle Festival	$ 9,250	462	332	30.18
Chehalem Cultural Center	$ 8,000	462	323	29.36

	Grant Request Amount	Total Points Possible	Total Points	Average
Oregon Truffle Festival	$ 9,250	462	332	30.18
Chehalem Cultural Center	$ 8,000	462	323	29.36
Hoover-Minthorn House Museum	$ 7,500	462	243	22.09
Anvil Academy Grand Prix	$ 10,000	462	186	16.91
Anvil Academy Indy Car	$ 10,000	462	174	15.82

Hoover-Minthorn House Museum Herbert Hoover's Oregon Boyhood - An Exhibit and Marketing Plan

Funding Request $ 7,500.00

Criteria	Score Range	Lewis	Nicholas	Bagley	Carda	Felton	Griffin	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment												
a. Predicted number of tourists attracted/overnight guests	0 - 5	0	2	3	2	2	2	2	2	2	1	2
b. Will it have lasting impact and utility	0 - 5	0	5	4	0	2	3	2	3	1	3	4
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	2	3	1	2	2	2	2	1	3	2
3. Does it engage and energize local tourism partner(s)	0 - 3	3	3	2	2	1	3	2	3	3	1	2
4. Does it enhance Newberg as a destination	0 - 5	0	5	5	2	4	4	1	4	3	3	4
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	0	3	2	1	1	3	1	2	1	2	2
6. Does it catalyze downtown development	0 - 3	0	1	2	1	3	2	2	2	2	0	3
7. Is it likely to increase visitor spending	0 - 5	0	1	3	1	2	3	2	3	1	1	2
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	0	1	3	0	3	4 4	2	4	2	3	3
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	5	3	5	2	2		2	3	3	1	3
	42											
	Total	**11**	**26**	**32**	**12**	**22**	**30**	**18**	**28**	**19**	**18**	**27**

Total Points Possible	**462**
Total Points	**243**
Average	**22.09**

Anvil Academy - Newberg Grand Prix Cycle Kart Rally

Funding Request $ 10,000.00

Criteria	Score Range	Lewis	Nicholas	Bagley	Carda	Felton	Griffin	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment												
a. Predicted number of tourists attracted/overnight guests	0 - 5	3	2	2	4	1	1	2	3	3	2	4
b. Will it have lasting impact and utility	0 - 5	4	2	2	4	2	2	2	3	3	2	3
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	0	0	0	1	0	0	0	2	2	1	3
3. Does it engage and energize local tourism partner(s)	0 - 3	2	2	2	2	1	1	1	2	3	1	2
4. Does it enhance Newberg as a destination	0 - 5	4	2	2	4	1	1	2	3	3	1	3
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	3	3	2	3	3	1	3	3	2	2	2
6. Does it catalyze downtown development	0 - 3	1	0	1	0	1	1	1	2	2	0	2
7. Is it likely to increase visitor spending	0 - 5	4	2	3	1	1	1	1	3	3	1	2
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	0	0	0	0	0	3	1	3	1	0	0
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	4	5	4	1	1	1	2	2	3	1	2
	42											
	Total	**25**	**18**	**18**	**20**	**11**	**12**	**15**	**26**	**25**	**11**	**23**

Total Points Possible **462**
Total Points **186**
Average **16.91**

Anvil Academy - Promotion of 2019 Newberg Grand Prix at the Portland Indy Car Event

Funding Request $ 10,000.00

Criteria	Score Range	Lewis	Nicholas	Bagley	Carda	Felton	Griffin	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment												
a. Predicted number of tourists attracted/overnight guests	0 - 5	0	0	2	1	1	1	1	2	3	2	1
b. Will it have lasting impact and utility	0 - 5	3	0	5	3	1	2	1	3	2	2	1
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	0	0	0	1	0	0	0	2	2	1	1
3. Does it engage and energize local tourism partner(s)	0 - 3	3	1	2	0	1	1	1	2	1	1	0
4. Does it enhance Newberg as a destination	0 - 5	4	5	1	3	2	1	2	4	3	1	2
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	3	3	3	2	2	1	3	3	2	2	2
6. Does it catalyze downtown development	0 - 3	0	0	2	0	1	1	0	2	1	0	0
7. Is it likely to increase visitor spending	0 - 5	0	0	2	1	1	2	1	4	2	1	0
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	4	1	3	0	0	3	1	2	1	0	0
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	5	3	5	1	1	3	1	3	2	1	2
	42											
	Total	**22**	**13**	**25**	**12**	**10**	**15**	**11**	**27**	**19**	**11**	**9**

Total Points Possible	**462**
Total Points	**174**
Average	**15.82**

Oregon Truffle Festival Newberg Weekend - The Terroir of Truffles

Funding Request $ 9,250.00

Criteria	Score Range	Lewis	Nicholas	Bagley	Carda	Felton	Griffin	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment												
a. Predicted number of tourists attracted/overnight guests	0 - 5	5	5	4	5	3	4	3	4	1	3	3
b. Will it have lasting impact and utility	0 - 5	5	4	0	4	3	4	2	4	2	2	2
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	2	3	3	3	3	2	3	2	1	3
3. Does it engage and energize local tourism partner(s)	0 - 3	3	2	2	3	3	2	3	3	2	2	2
4. Does it enhance Newberg as a destination	0 - 5	5	5	1	5	3	4	4	3	3	1	3
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	3	3	2	3	2	3	2	3	3	2	1
6. Does it catalyze downtown development	0 - 3	0	1	1	2	3	2	2	1	3	1	1
7. Is it likely to increase visitor spending	0 - 5	5	1	2	4	4	4	2	2	4	2	2
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	5	5	3	5	5	4	4	4	3	2	4
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	5	5	5	5	5	4	4	5	5	2	3
	42											
	Total	**39**	**33**	**23**	**39**	**34**	**34**	**28**	**32**	**28**	**18**	**24**

Total Points Possible	**462**
Total Points	**332**
Average	**30.18**

Chehalem Cultural Center - The Newberg Camellia Festival Run/Walk

Funding Request $ 8,000.00

Criteria	Score Range	Lewis	Nicholas	Bagley	Carda	Felton	Griffin	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment												
a. Predicted number of tourists attracted/overnight guests	0 - 5	4	1	4	4	3	4	3	3	1	4	3
b. Will it have lasting impact and utility	0 - 5	5	1	4	4	3	4	3	3	2	3	3
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	1	3	3	2	3	2	2	1	3	3
3. Does it engage and energize local tourism partner(s)	0 - 3	3	3	3	3	2	3	2	2	2	2	3
4. Does it enhance Newberg as a destination	0 - 5	5	2	3	5	3	4	2	4	2	3	4
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	3	2	3	3	3	3	1	1	2	2	3
6. Does it catalyze downtown development	0 - 3	2	1	2	2	3	3	1	2	3	2	2
7. Is it likely to increase visitor spending	0 - 5	5	1	4	4	3	4	2	4	2	2	3
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	5	1	4	5	5	4	3	4	4	2	5
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	5		5	5	3	4	3	4	4	2	3
	42											
	Total	**40**	**13**	**35**	**38**	**30**	**36**	**22**	**29**	**23**	**25**	**32**

Total Points Possible **462**
Total Points **323**
Average **29.36**

Hoover-Minthorn House Museum Herbert Hoover's
Oregon Boyhood - An Exhibit and Marketing Plan

Request amount: $7,500

Required Application Materials	YES	NO	NOTES
1) Completed application Cover Sheet	X		
2) Budget for project/program/event being funded that lists all anticipated income and expenses.	X		Cash and in-kind donations
3) Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.	X		Fiscal Year 2016 - 2017
4) Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.	X		Signed letter and signed Certification Letter in application but no separate letter
5) Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.	X		2017 Annual Report
6) Documentation that no bankruptcy or other financial corruption has occurred within the past five years.	X		Letter stating no bankruptcy
7) Letters of support.	X		3 submitted letters
8) Past grant recipient.	X		Met prior grant progress and final reporting requirements for Small Grant program

Eligibility Requirements	YES	NO	NOTES
1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)	X		Tourists, Tourism promotion
2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement	X		Experiential Arts, Downtown Enhancement
3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)	X		Millennial Explorers, George Fox Network
4) The project will create or enhance an experience for shoulder or off-season visitors	X		High season event
5) Does it align with other tourism activities in the community	X		Festivals, events
6) Builds on existing assets	X		Cultural Center, George Fox University
7) Leverages funding	X		.5:1 and meets the requirement
8) Entities that have a bankruptcy or other financial corruption within the past five years are ineligible		X	None

Anvil Academy - Newberg Grand Prix Cycle Kart Rally

Request amount: $10,000

Required Application Materials	YES	NO	NOTES
1) Completed application Cover Sheet	X		
2) Budget for project/program/event being funded that lists all anticipated income and expenses.	X		Income from souvenir sales and registration, does not list grant funds as revenue
3) Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.	X		P&L statement calendar year 2016
4) Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.	X		Signed Certification Letter in application but no separate letter
5) Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.	X		Amended Annual Report 2017
6) Documentation that no bankruptcy or other financial corruption has occurred within the past five years.	X		Letter stating no bankruptcy
7) Letters of support.	X		None
8) Past grant recipient.		X	

Eligibility Requirements	YES	NO	NOTES
1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)	X		Tourists, Tourism promotion
2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement	X		Outdoor Recreation, Experiential Arts
3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)	X		Millennials
4) The project will create or enhance an experience for shoulder or off-season visitors	X		Event is in July 2018 over two days
5) Does it align with other tourism activities in the community	X		Old Fashioned Festival
6) Builds on existing assets	X		Old Fashioned Festival, hotel nights, local services
7) Leverages funding	X		States 2:1 but budget is unclear on ratio
8) Entities that have a bankruptcy or other financial corruption within the past five years are ineligible		X	None

Anvil Academy - Promotion of 2019 Newberg Grand Prix
at the Portland Indy Car Event

Request amount: $10,000

Required Application Materials	YES	NO	NOTES
1) Completed application Cover Sheet	X		
2) Budget for project/program/event being funded that lists all anticipated income and expenses.	X		Income from souvenir sales and registration, does not list grant funds as revenue
3) Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.	X		P&L statement calendar year 2016
4) Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.		X	Signed Certification Letter in application but no separate letter
5) Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.	X		Amended Annual Report 2017
6) Documentation that no bankruptcy or other financial corruption has occurred within the past five years.	X		Letter stating no bankruptcy
7) Letters of support.	X		1 letter
8) Past grant recipient.		X	

Eligibility Requirements	YES	NO	NOTES
1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)	X		Tourism promotion
2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement	X		Outdoor Recreation, Experiential Arts
3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)	X		Millennials
4) The project will create or enhance an experience for shoulder or off-season visitors	X		Indy Car event is in 2018 to promote the 2019 Newberg Grand Prix Cycle Kart Rally
5) Does it align with other tourism activities in the community	X		Old Fashioned Festival
6) Builds on existing assets	X		Old Fashioned Festival, hotel nights, local services
7) Leverages funding	X		States 1:1 but budget is unclear on ratio
8) Entities that have a bankruptcy or other financial corruption within the past five years are ineligible		X	None

Oregon Truffle Festival Newberg Weekend - The Terroir of Truffles

Request amount: $9,250

Required Application Materials	YES	NO	NOTES
1) Completed application Cover Sheet	X		
2) Budget for project/program/event being funded that lists all anticipated income and expenses.	X		Income identifies TLT Grant but not included in income total as noted in application.
3) Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.	X		P & L statement July 2016 - June 2017
4) Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.	X		Letter in application packet
5) Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.	X		2017 Secretary of State Registry documenta
6) Documentation that no bankruptcy or other financial corruption has occurred within the past five years.	X		Letter stating no bankruptcy
7) Letters of support.	X		7 letters
8) Past grant recipient.		X	

Eligibility Requirements	YES	NO	NOTES
1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)	X		Tourists, Tourism promotion, Tourism related facility
2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement	X		Outdoor recreation visitor, downtown enhancement
3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)	X		Wine Country Adventures, Millennial Explores, Luxury Wine Travelers
4) The project will create or enhance an experience for shoulder or off-season visitors	X		Shoulder season - February 2018
5) Does it align with other tourism activities in the community	X		Wine, restaurants
6) Builds on existing assets	X		Cultural Center, local businesses
7) Leverages funding	X		1:1 and meets the requirement
8) Entities that have a bankruptcy or other financial corruption within the past five years are ineligible		X	None

Chehalem Cultural Center - The Newberg Camellia Festival Run/Walk

Request amount: $8,000

Required Application Materials	YES	NO	NOTES
1) Completed application Cover Sheet	X		
2) Budget for project/program/event being funded that lists all anticipated income and expenses.	X		Budget form completed
3) Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.	X		Balance sheet for year ending December 2016
4) Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.	X		Letter in application packet
5) Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.	X		Registration number provided.
6) Documentation that no bankruptcy or other financial corruption has occurred within the past five years.	X		Letter in application packet
7) Letters of support.	X		2 letters
8) Past grant recipient.	X		2016/2017 Grant cycle

Eligibility Requirements	YES	NO	NOTES
1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)	X		Tourists, Tourism Promotion, Tourism related facility
2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement	X		Outdoor recreation visitor, Downtown enhancement
3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)	X		Wine Country Adventurers, Millennials, George Fax Network, Luxury Wine Travelers
4) The project will create or enhance an experience for shoulder or off-season visitors	X		Shoulder season - April
5) Does it align with other tourism activities in the community	X		Events, restaurants, lodging and tourist
6) Builds on existing assets	X		Downtown Merchant Committee, First Friday, Cultural Center, local businesses, tourist attractions
7) Leverages funding	X		.5:1 and meets the requirement
8) Entities that have a bankruptcy or other financial corruption within the past five years are ineligible		X	None

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion ___**	**Information XX**
SUBJECT: 2016 Newberg Transportation System Plan Review			**Contact Person (Preparer) for this Item: Doug Rux, Director Dept.: Community Development File No.:**	

RECOMMENDATION:

Information only.

EXECUTIVE SUMMARY:

The Transportation System Plan (TSP) was approved by the Newberg City Council on December 19, 2016 by ORD No. 2016-2810. The TSP covers the entire Urban Growth Boundary for the City of Newberg. Development of the TSP included a Citizen Advisory Committee, public agencies, key stakeholders and community members. Three community meetings were held to gain feedback from citizens and businesses. The TSP was developed to cover a 20 year horizon (2035) and should be updated every 10 years to reflect changed community dynamics. Attachment 1 is Volume 1 of the TSP.

The TSP has five stated goals:

- Goal 1: Maintain or improve access to existing properties and employment areas; improve freight traffic and/or minimize downtown trips for through traffic; have minimal impact on adjacent properties.
- Goal 2: Emphasize visual and aesthetic qualities in their design; minimize any potential energy, social, environmental, and economic impacts; improve rail, water, and air transportation systems where possible.
- Goal 3: Enhance access for emergency response; include improvements meant to reduce crash frequency and severity and/or to enhance pedestrian/bicyclist safety.
- Goal 4: Include "complete street" principles with both vehicle and pedestrian/bicycle improvements; improve the connectivity of the street and/or sidewalk system; improve access to public transit.
- Goal 5: Provide the most cost effective improvement option and identify stable funding sources for improvements; repair, maintain, and/or improve existing facilities and protect needed right-of-way for future projects; or constructed as a mitigation requirement by private development.

Several key projects were in process during the first year of implementation of the TSP. Most notable was construction of Phase 1 of the Newberg-Dundee Bypass (OR 18). This State Highway opened on January 6, 2018 providing an alternative route to Highway 99W. The construction and opening of OR 18 addresses Goal 1 as stated above. In addition to the opening of Phase 1 the Oregon Department of Transportation (ODOT) is in the design stage and will be starting right-of-way acquisition for Wilsonville Road (Phase 1W) to re-align the roadway to the south with a new connection with Highway 219 south of the Highway 219/Wynooski Road intersection.

ODOT is also working on Phase 2 of the Newberg-Dundee Bypass from Highway 219 to Highway 99W at Rex Hill. Cost savings of $10.5M from Phase 1 have been allocated to Phase 2 for strategic right-of-way acquisition. The Oregon Legislature through HB 2017 has identified $22M for design for Phase 2. These activities further Goal 1.

The City of Newberg undertook several transportation projects as well in the first year of the TSP implementation. North Villa Road improvements from E Haworth to E Park Lane started construction, paving of N Elliott Road from Highway 99 W south to E Hays Street was completed and paving of E Eighth Street occurred in summer 2017. These projects adhered to Goals 1 – 5.

The City implemented a Transportation Utility Fee for street maintenance and preservation. The first round of projects throughout the City occurred during the summer and fall of 2017. This program advances Goal 5.

Regional Solutions awarded Newberg a $740,000 grant for improvements to Crestview Drive from Highway 99 W to N Springbrook Road. Staff has been coordinating with Springbrook Properties and JT Smith Companies on this project. This will improve a vital link to employment and residential lands in Newberg along with opening up an alternative through travel route. This project advances Goals 1, 4 and 5.

Private development has also contributed to the improvement of the transportation system with improvements or funding contributions to portions of N Chehalem Drive, NE North Valley Road, W Columbia Drive, N Aldersgate, NE Wynooski Road, and N Villa Road which advance Goal 5.

Yamhill County Transit Area is in the process of updating the county-wide transit plan. The City of Newberg has actively participated in the planning process to enhance transit service in Newberg and connections to communities outside of Newberg. This program and the City's involvement advance Goal 4.

The City has been in discussions with Sportsman Airpark and the Federal Aviation Administration (FAA) on a pilot program for Purchase of Development Rights to protect the airport from encroachment of development that is not aviation related. These activities advance Goal 2.

The Newberg Downtown Improvement Plan and Newberg Strategic Tourism Plan identify a program to operate a trolley on the railroad tracks located in Blaine Street. The City has been discussing with interested individuals the possibility of establishing a non-profit organization and purchasing a trolley. This activity advances Goal 2.

Staff has reviewed other master plans in relation to the TSP. Community Development and Public Works staff coordinate to ensure that infrastructure such as water, wastewater, and stormwater systems are in place or programmed to be improved when new segments of the transportation system are constructed or where street maintenance projects occur.

One item has been identified by staff regarding freight mobility and freight routes. Figure 6 in the TSP identifies local freight routes. It has been noted that NE Wynooski Road from Highway 219 to the mill site is not identified as a freight route. At the next opportunity to amend the TSP this will need to be addressed.

There are future planning activities that may require the TSP to be updated before the next update cycle in 2025. This includes planning work on the Riverfront Master Plan Update that will commence in the winter of 2018. The second is activities surrounding Newberg 2030 for the Urban Growth Boundary evaluation. As these two planning projects move forward staff will identify what amendments will need to occur to the TSP.

FISCAL IMPACT:

Not applicable.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Not applicable to the September 2017 Council Priorities.

Review of the various master plans which is now a standard work product of the Community Development Department is tied to the City Council March 21, 2016 City Council Strategic Objectives. One of the adopted priorities was Project Planning. The priority states:

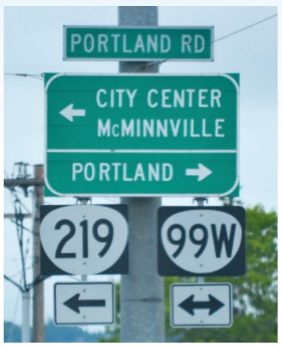
PROJECT PLANNING
In 3 years the council will have a schedule for reviewing of existing Master and Long Range plans. These will include acknowledgement of inter-departmental dependencies and demonstrate a mitigation of redundancy. The intent of this is to have a strategic approach for the Council to review existing plans in a scheduled manner to ensure that the original intentions and targets are being achieved. It is not intended that the council reviews the details of all the documents.

A schedule was prepared and shared with the City Council on March 4, 2017 outlining when various Master and Long Range plans would be brought before the City Council for review. This is the first year report on the 2016 Newberg Transportation System Plan.

Attachment: 1. 2016 Newberg Transportation System Plan, Volume 1

ATTACHMENT 1

City of Newberg Transportation System Plan



Prepared for:

City of Newberg

Oregon Department of Transportation

Prepared by

DKS

Adopted December 19, 2016

Prepared for:
City of Newberg
Oregon Department of Transportation

Adopted December 19, 2016

Acknowledgements

This report was prepared through the collective effort of the following people:

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Robert Soppe (Former City Council)
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Cynthia Thompson (Yamhill County Transit Area)

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Volume 2 Contents

Volume 2 of the TSP includes all background memos and technical data that was the basis for the Newberg TSP Update.

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Memo 2: Background Document Review

Memo 3: Goals, Objectives, & Evaluation Criteria

Memo 4: Existing Conditions

Memo 5: Future Forecasting

Memo 6: Future Needs Analysis

Memo 7: Stakeholder Interviews #1

Memo 8: Alternatives Evaluation

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Useful Abbreviations and Acronyms

30 HV – 30th Highest Hourly Volumes
AASHTO – American Association of State Highway and Transportation Officials
ADA – Americans with Disabilities Act
ADT – Average Daily Traffic
ATR – Automatic Traffic Recorder
CAC – Citizen Advisory Committee
FHWA – Federal Highway Administration
HCM – Highway Capacity Manual
HDM – Highway Design Manual
HSIP – Highway Safety Improvement Program
LOS – Level of Service
NTM – Neighborhood Traffic Management
ODOT – Oregon Department of Transportation
OHP – Oregon Highway Plan
ROW – Right of Way
SPIS – Safety Priority Index System
TAZ – Transportation Analysis Zone
TDM – Transportation Demand Management
TSP – Transportation System Plan
UGB – Urban Growth Boundary
URA – Urban Reserve Area
V/C – Volume to Capacity
VMT – Vehicle Miles Traveled
VPH – Vehicles Per Hour

Introduction

Newberg, Oregon is a city of about 23,000 residents located in the Willamette Valley between Portland and the Oregon Coast. The City abuts the Willamette River and the renowned vineyards and farmlands of the Willamette Valley. The City was incorporated in 1889, when the population of Yamhill County was less than 10,000 residents, and it was the boyhood home of President Herbert Hoover.

Photo 1: OR 99W Entering Downtown Newberg

Today, Newberg is the home of George Fox University (3,700 enrolled students), and the city has become a regional destination for wine tourism, with several wine tasting rooms within the city and numerous nearby wineries.

Newberg is a junction for three of Oregon's highways: OR 99W, OR 240, and OR 219. In addition, Phase 1 of the Newberg-Dundee Bypass (OR 18), which is planned to open in 2017, will provide a major alternate route for through traffic.

What is a Transportation System Plan

The Transportation System Plan (TSP) provides a long-term guide for City transportation investments by incorporating the vision of the community into an equitable and efficient transportation system. The plan evaluates the current transportation system and outlines policies and projects that are important to protecting and enhancing the quality of life in Newberg through the next 20 years. The TSP represents a collection of past and current ideas, incorporating projects, policies, decisions, and standards from past and current plans into a single document.

A TSP is required by the State of Oregon to help integrate local plans into the statewide transportation system. The plan balances the needs of walking, bicycling, driving, transit, freight, and rail into an equitable and efficient transportation system.

What has Changed since the Last Plan

Newberg's previous TSP was adopted in 2005. Since then amendments have been made to the Oregon Transportation Plan, Oregon Highway Plan, and other state regulations, the first phase of the Newberg-

Dundee Bypass is under construction, and other local vision and master plans have been developed. Additionally, Newberg has grown and transportation priorities and goals have changed. These ten years of regulatory, land use, and transportation system changes have been incorporated in this TSP update.

Photo 2: Examples of Street Amenities, Landscaping and On-Street Parking in Downtown Newberg

The travel forecasting model for the Newberg area was updated from its previous 2025 horizon year to reflect expected 2035 land use and street system changes for Newberg, Dundee, and surrounding areas.

One of the most significant changes is related to the opening of Phase 1 of the Newberg-Dundee Bypass, which provides an alternate route to OR 99W from OR 219 in Newberg to just south of Dundee, and is scheduled to open in 2017. The 2005 TSP evaluated only the full Bypass build-out scenario. However, the full build-out of the Newberg-Dundee Bypass is uncertain due to limited funding, and future phases are not included as "planned improvements" in ODOT's 20-year construction funding horizon, although partial funding for the Phase 2 right-of-way acquisition has been secured and included in the State Transportation Improvement Plan (STIP). This TSP update assumes that only Phase 1 of the Bypass is built by 2035, and it evaluates the changes to the Newberg transportation system once Phase 1 has been completed and is in operation.

What Issues Still Need to be Resolved

Traffic will increase in the Newberg area through 2035 and beyond. The first phase of the Newberg-Dundee Bypass will alleviate some pressure on the transportation system; however, it will not resolve all the traffic growth issues, particularly east of Springbrook Road. Major intersections along the highway corridor already have (or are planned to have) a generally built-out footprint, with multiple approach lanes and turn lanes. Continued monitoring and management of the system will be needed to maximize the efficiency of the existing and planned transportation system.

The Bypass also brings opportunities for the community to reallocate existing travel lanes through downtown for other purposes to match the local vision. As part of the TSP process, the City considered some options for temporary improvements in downtown Newberg that will be possible after the Bypass opens. The City Council passed a motion[1] supporting a general concept that would remove one lane of

[1] Newberg City Council, File No CPTA4-11-001, February 27, 2015

travel in each direction along the couplet (road diet). The City has initiated a separate planning process (Newberg Downtown Improvement Plan) to refine options for the Downtown Area, which is currently in progress. ODOT is participating in this process and is willing to explore various options, but numerous operational and design details will need to be satisfactorily addressed before such changes could be approved.

Engaging the Public

The Newberg TSP Update was a collaborative process among various public agencies, key stakeholders, and the community. Throughout this process, the project team took time to understand multiple points of view, obtain fresh ideas and resources, and encourage participation from the community through community meetings, stakeholder interviews, and the project website. Figure 1 provides an overview of the public review process.

Project staff hosted six Citizen Advisory Committee (CAC) meetings, met individually with project stakeholders at two key stages during the process, held regular meetings with decision makers, and conversed informally with members of the community. Project staff also held three community meetings at key stages of the TSP process to give residents an opportunity to learn about the project, advise project staff of their concerns about the transportation system, and provide feedback on possible transportation solutions.

Photo 3: Trains Cross OR 99W Daily

Public Review Process

The TSP update involved gathering information and ideas from residents, business owners, and stakeholders in Newberg through semi-regular meetings of a Citizen Advisory Committee (CAC), two rounds of stakeholder interviews, three community open houses, and public hearings to adopt the updated TSP.

The CAC was comprised of members of the Newberg Planning Commission and a representative from the Traffic Safety Committee. The CAC reviewed the technical memoranda and other documents related to the TSP update, discussed the various issues, and gave feedback to the project team about issues, priorities, and alternatives. The project team then revised the memoranda in accordance with the CAC feedback and posted the documents to the TSP website.

In addition to CAC feedback, the project team relied upon information from stakeholder interviews and from the general public at the community open houses to inform the project. The project team conducted the stakeholder interviews in March 2014 and September 2015. The community open

houses were held at different junctures of the project – one to kick off the process and gather initial information in January 2014, one to present the proposed project alternatives and options in December 2014, and one to give an overview of all the data and the draft plan in September 2015.

The complete public review process is summarized below.

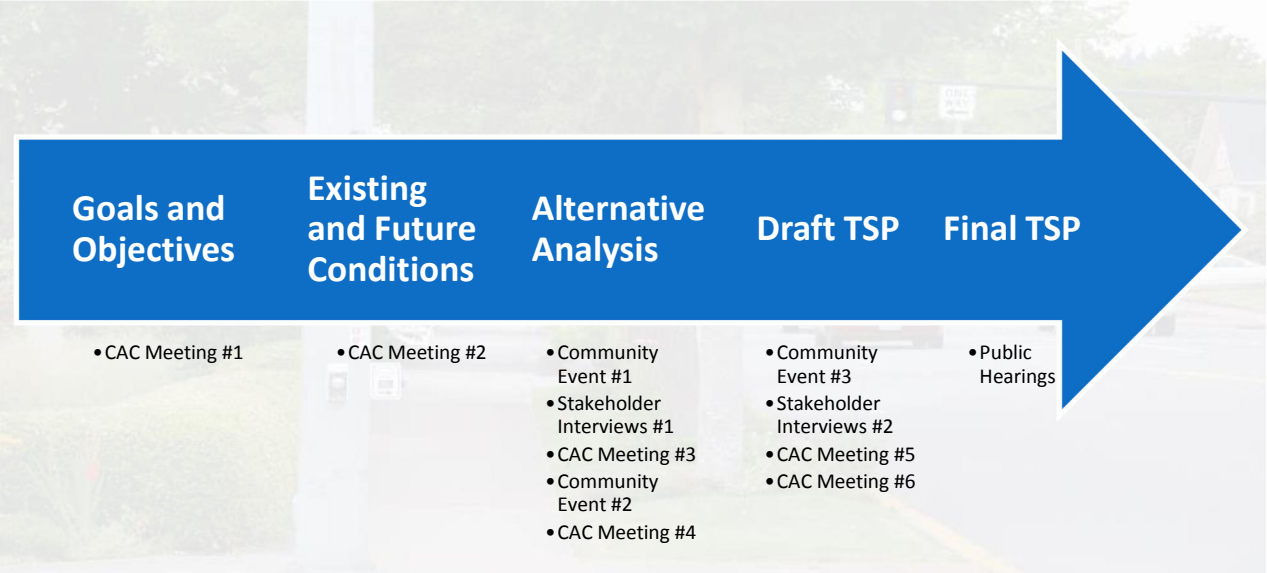

Figure 1: Public Review Process

Public Website

Throughout the project, a website, www.newbergtsp.org, was maintained for the TSP where all project news, documents, and meeting notices were posted. The website also featured a comment map where residents could tell the project team what they thought about the transportation system in the City.

Photo 4: Herbert Hoover Park

Compliance with Title VI Outreach Requirements

Public Involvement was subject to requirements and guidance found in ODOT's Title VI (1964 Civil Rights Act) Plan. Specifically, Title VI identifies measures to reach and solicit comments from disadvantaged populations within a community. Although Newberg has relatively limited concentrations of minorities and low-income residents, these populations are present in the city.

Snapshot of Newberg Demographics (2013)
Population: 22,300
Caucasian: 79.6%
Hispanic: 14.4%
Asian: 1.6%
Other: 4.3%
Persons Below Poverty Level Income: 13.7%

Based on The U.S. Census Bureau's 2009-2013 American Community Survey 5-Year Estimates, the racial makeup of the city was about 79.6% Caucasian and about 14.4% Hispanic. This is a higher percentage of Caucasian and Hispanic, and lower percentages of nearly all other ethnic groups compared to Oregon as a whole.[2] Materials were made available by request for Spanish-speaking community members.

Approximately 13.7% of individuals in the city were recorded as below the poverty line, compared to 16.2% for the state as a whole.[3]

[2] US Census Bureau, http://factfinder.census.gov
[3] Ibid

TSP Goals

The City identified five transportation goals and supporting objectives to guide development of the transportation system (Volume 2 Appendix – TM 8). The goals are broad, high-level statements describing the community's intentions for the future. The project team evaluated each proposed transportation program and improvement to determine its level of benefit relative to the goals and objectives. Future capital improvement projects should also be consistent with the goals and objectives.

Photo 5: Downtown Newberg Sign

Transportation projects were selected and prioritized with consideration given to the five goals and objectives described in this section. Each project was scored based on evaluation criteria developed for each goal and objective. Project alternatives were compared by summing and weighting the scores for each potential project. Scores for each criterion ranged from +2 to -2 with +2 representing a clear positive impact, 0 indicating no impact, and -2 representing a clear negative impact.

The Transportation System in Newberg will:

- **Goal 1:** Maintain or improve access to existing properties and employment areas; improve freight traffic and/or minimize downtown trips for through traffic; have minimal impact on adjacent properties.
- **Goal 2:** Emphasize visual and aesthetic qualities in their design; minimize any potential energy, social, environmental, and economic impacts; improve rail, water, and air transportation systems where possible.
- **Goal 3:** Enhance access for emergency response; include improvements meant to reduce crash frequency and severity and/or to enhance pedestrian/bicyclist safety.
- **Goal 4:** Include "complete street" principles with both vehicle and pedestrian/bicycle improvements; improve the connectivity of the street and/or sidewalk system; improve access to public transit.
- **Goal 5:** Provide the most cost effective improvement option and identify stable funding sources for improvements; repair, maintain, and/or improve existing facilities and protect needed right-of-way for future projects; or constructed as a mitigation requirement by private development.

Trends

The project team reviewed Newberg's travel patterns and system operating conditions, and projected future traffic forecasts were made to illustrate how conditions will change by 2035.

Newberg Today

Understanding where Newberg residents want to go is vital for planning a transportation system that meets the City's needs. This requires an understanding of key travel destinations – locations that create demand for travel because they are where people go to work, school, or take care of other daily needs. These key destinations can be thought of as activity generators or trip attractors. The most common types of activity generators in Newberg are:

- Recreational
- Schools
- Places of employment
- Shopping
- Public transportation

As seen in Figure 2, many Newberg residents either work within Newberg (40%) or commute to Portland (36%). A higher proportion of workers in Newberg have longer commutes (30 minutes and longer) than is the case for typical Oregon workers.[4]

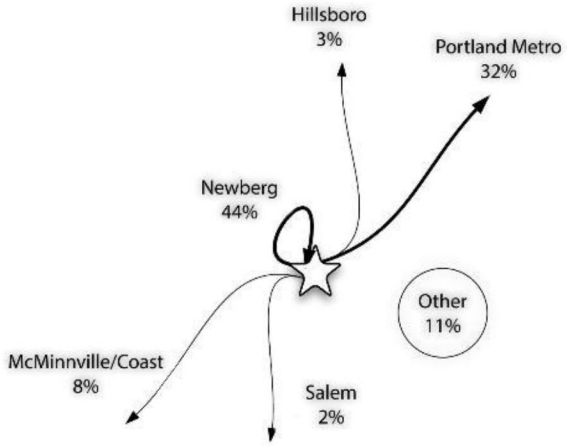

Figure 2: Newberg Commute Patterns

The percentage of Newberg workers driving alone and carpooling are higher than Oregon as a whole, while the proportion of residents commuting by public transit or bicycling is lower than Oregon generally.[5] Newberg residents working outside the City are more likely to commute by motor vehicle due to the long commute time and distance.

Work Commute Mode Choice:
Drive alone: 70%
Carpool: 15%
Walk: 7%
Work from home: 5%
Public Transit: 1%
Bicycling: <1%

Deciding how to get to a destination involves a variety of factors, including which modes are available and a person's habits. When considering whether a trip will be taken by motor vehicle, walking, bicycle, or transit, the underlying factors affecting choice are typically ease and convenience of travel, travel cost, and travel time. These factors in turn depend on the particular destination, barriers to travel, and demographic characteristics such as age and income.

[4] Census Transportation Planning Products 2006-2010 American Community Survey 5-Year Estimates, http://ctpp.transportation.org
[5] US Census Bureau 2009-2013 American Community Survey 5-Year Estimates, http://factfinder.census.gov

Transportation Modes

Newberg residents rely on the City's existing transportation infrastructure to travel to work, school, recreational, and other destinations every day. The infrastructure includes sidewalks, off-street paths, bike lanes, roadways, and transit service.

Walking and Biking

People who choose to walk or bike to their destination in Newberg may use sidewalks, shared paths, bike lanes, or roadway shoulders.

Sidewalks and Crosswalks

Sidewalks on arterial and collector streets are generally available near commercial areas but decrease with distance from downtown. Sidewalks are present along most of OR 99W as it transitions from Portland Road through the downtown area as the Hancock Street and First Street couplet. New commercial and residential areas have sidewalks, but older areas frequently do not, so there are numerous gaps in the sidewalk network. Figure 3 shows the existing sidewalk network on collector and arterial streets as well as pedestrian activity during the evening peak hour at select locations[6].

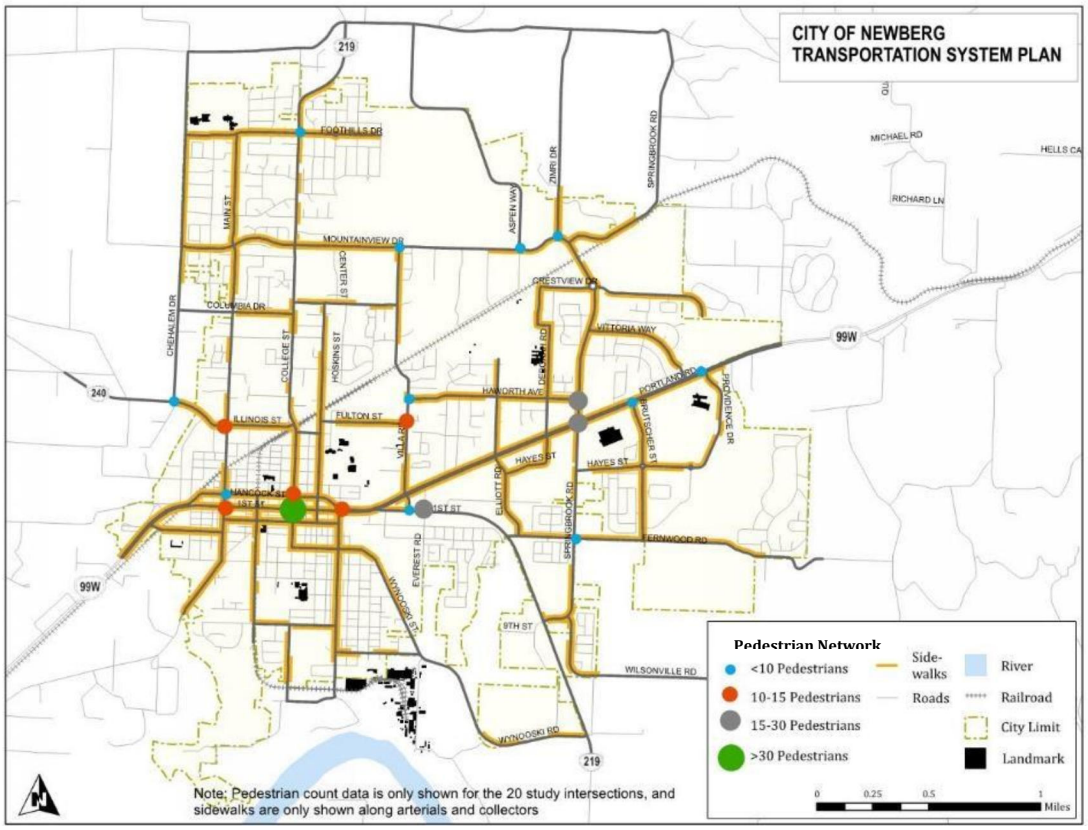

Figure 3: Pedestrian Volumes and Existing Sidewalk Network

[6] Pedestrian count data was limited to the 20 study intersection locations and collected during the evening peak hour in April 2012.

Downtown Newberg has a fairly complete pedestrian network with sidewalks, curb ramps, pedestrian way finding signage, and amenities such as benches and street trees. Crosswalks are striped for a majority of the intersections downtown and traffic speeds are low, which promotes walking. While crosswalks are provided with ramps at most locations, some of the crosswalks and ramps are in poor condition. Additionally, the number of travel lanes along the couplet (three in each direction) and perceived driving behavior (lack of yielding to pedestrians) creates a barrier that makes crossings difficult at unsignalized intersections.

Shared-Use Paths

Shared use paths and trails are currently limited within the City of Newberg. However, the Chehalem Park and Recreation District has developed a plan called the Chehalem Heritage Trail Plan, which would ultimately develop a 70-mile plus system between Dundee and Newberg that will link parks, historical sites, schools, libraries, Willamette River, and regional trails.

Bike Facilities

Newberg adopted the *Newberg ADA/Pedestrian/Bike Route Improvement Plan* in 2007 by Resolution No. 2007-2718, which incorporates ODOT, American Association of State Highway and Transportation Officials (AASHTO), and Manual on Uniform Traffic Control Devices (MUTCD) guidelines to guide bikeway improvements. Figure 4 shows p.m. peak hour bicycle volumes[7] at study intersections and the existing network of bike lanes in Newberg. The bicycle facility inventory is limited to bike lanes on collectors and arterial roadways[8].

[7] Bike volume data was limited to the 20 study intersection locations and collected during the evening peak hour in April 2012.

[8] Figure 12 shows bicycle gaps and denotes where sharrows existing in place of full bicycle lanes.

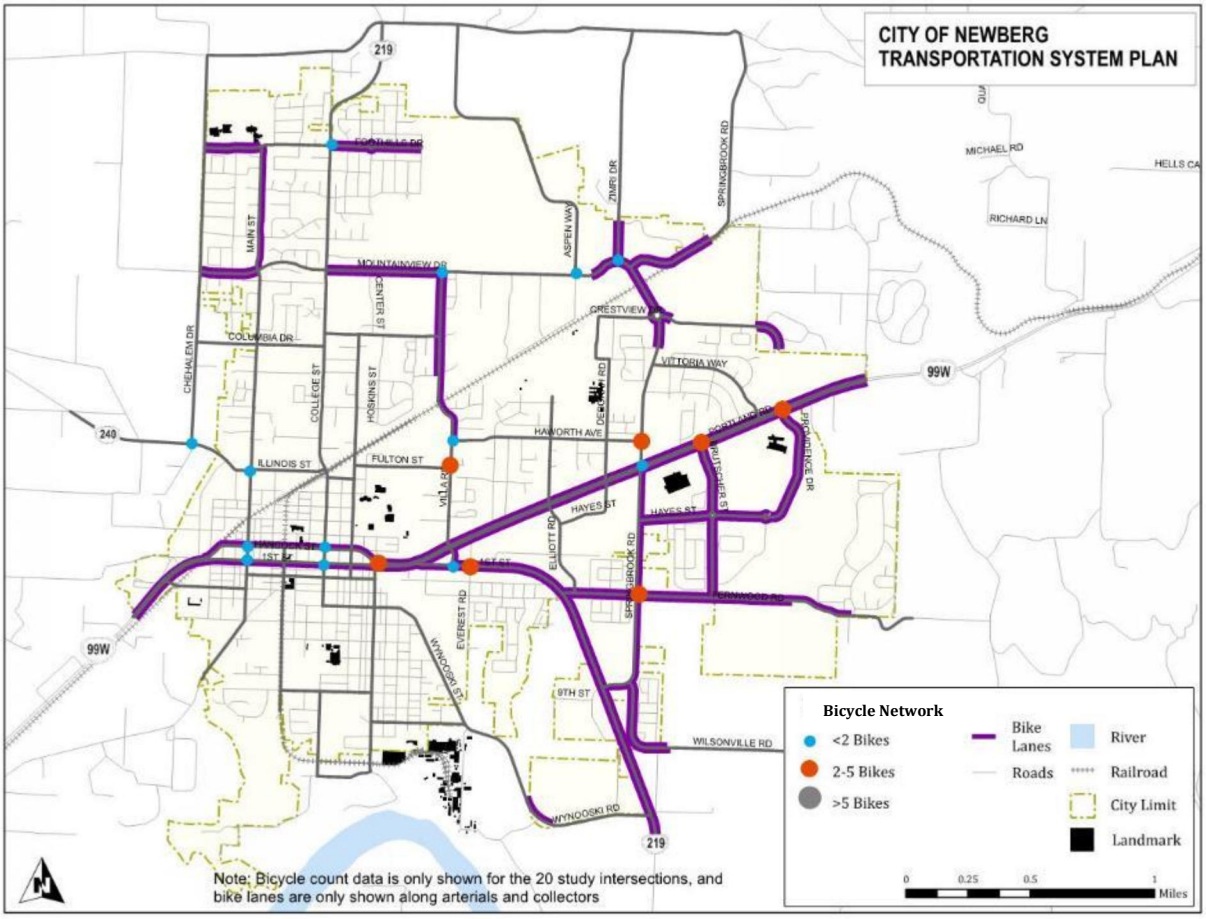

Figure 4: Bicycle Volumes and Existing Bike Network

Bike Lanes

A bike lane width of six feet is used for most public streets. The bicycle network in Newberg includes several bike lanes on city streets. The most continuous bike path is along OR 99W. Much like with sidewalks in the city, there are bike lanes near the newer commercial and residential areas with fewer bike lanes in the more established areas of town.

Photo 6: Bike Lane on OR 99W

Shared Roadways

Shared roadways occur where bicycles and motor vehicles share the same travel lane. The most appropriate roadways for this type of shared use are those with low speeds (< 35 mph) and low traffic volumes (3,000 vehicles per day or fewer)[9]. Signed shared roadways are where facilities are designated and signed as bicycle routes and serve to provide continuity to other bicycle facilities (e.g., bicycle lanes) or to designate a preferred route through a community. Such a route typically has warning signs and often has shared roadway pavement markings.

All local streets in Newberg are low speed, low volume roadways that could be classified as shared roadways. Minor collector streets can also be appropriate for sharrow markings in lieu of bike lanes where certain conditions exist, such as low traffic speeds and volumes. There are several existing local streets and minor collector streets with bicycle route designations, including signed shared roadways in the neighborhood just south of Downtown, a bike boulevard (sharrows and/or bike route signage, wayfinding signage) from Springbrook/Haworth to Ewing Young Park, and on Meridian to Joan Austin Elementary (using Crestview and Center). These roadways allow cyclists to use quieter, more comfortable streets.

Bike Parking

Where you store your bike when you get to your destination is an important part of bicycle infrastructure. If there is nowhere safe and secure to park your bike, then you are less likely to ride even if your trip distance and the roadway facilities are right for cycling. Newberg has colored bike racks within the right-of-way throughout the downtown area, which have been implemented through the

[9] The Federal Highway Administration's *Manual on Uniform Traffic Control Devices* guidance states that shared lane markings should not be placed on roadways with a speed limit above 35 m.p.h. http://mutcd.fhwa.dot.gov/

downtown bike rack cost-share program. In addition, the Development Code requires that new development outside of downtown is required to provide off-street bike parking.

Transit

Transit service is provided in Newberg by Yamhill County Transit Area (YCTA), which provides bus routes connecting Newberg to destinations along the OR 99W corridor, including McMinnville, Dundee, Sherwood, and Tigard. YCTA provides five transit lines that provide transit to and from various locations within the city. YCTA also provides an Americans with Disabilities Act (ADA) dial-a-ride service.

Table 1: Newberg Bus Service

	Route 44	Route 46s	Route 45x	Route 5	Route 7
Route	Downtown McMinnville to Tigard Transit Center with three stops in Newberg northbound near Springbrook Road, Villa Road, and Main Street	Same as Route 44	Express between McMinnville and Tigard Transit Center	George Fox University to Foothills Drive	Along OR 99W Providence Hospital to downtown
Frequency	One-hour frequency a.m. and p.m. peak hour, and two-hour frequency mid-day	Four trips each way	Once a.m. and once p.m.	One-hour frequency	One-hour frequency
Hours	5:00 a.m. to 7:00 p.m.	8:00 a.m. to 7:00 p.m.		7:30 a.m. to 6:00 p.m.	7:00 a.m. to 6:30 p.m.
Service days	Weekdays	Saturdays	Weekdays	Weekdays	Weekdays

Motor Vehicle

Within Newberg, roadways are under the jurisdiction of the City, Yamhill County, and ODOT. Road jurisdiction is shown in Figure 5. OR 99W has by far the highest traffic volumes in Newberg. Other higher volume roads include OR 219, Springbrook Road, Mountainview Drive, and OR 240. These roads are used by residents to connect to locations outside the city, as well as provide major connections within the city. Newberg also has a network of collector and local roadways that provide access to neighborhoods and direct access to residences.

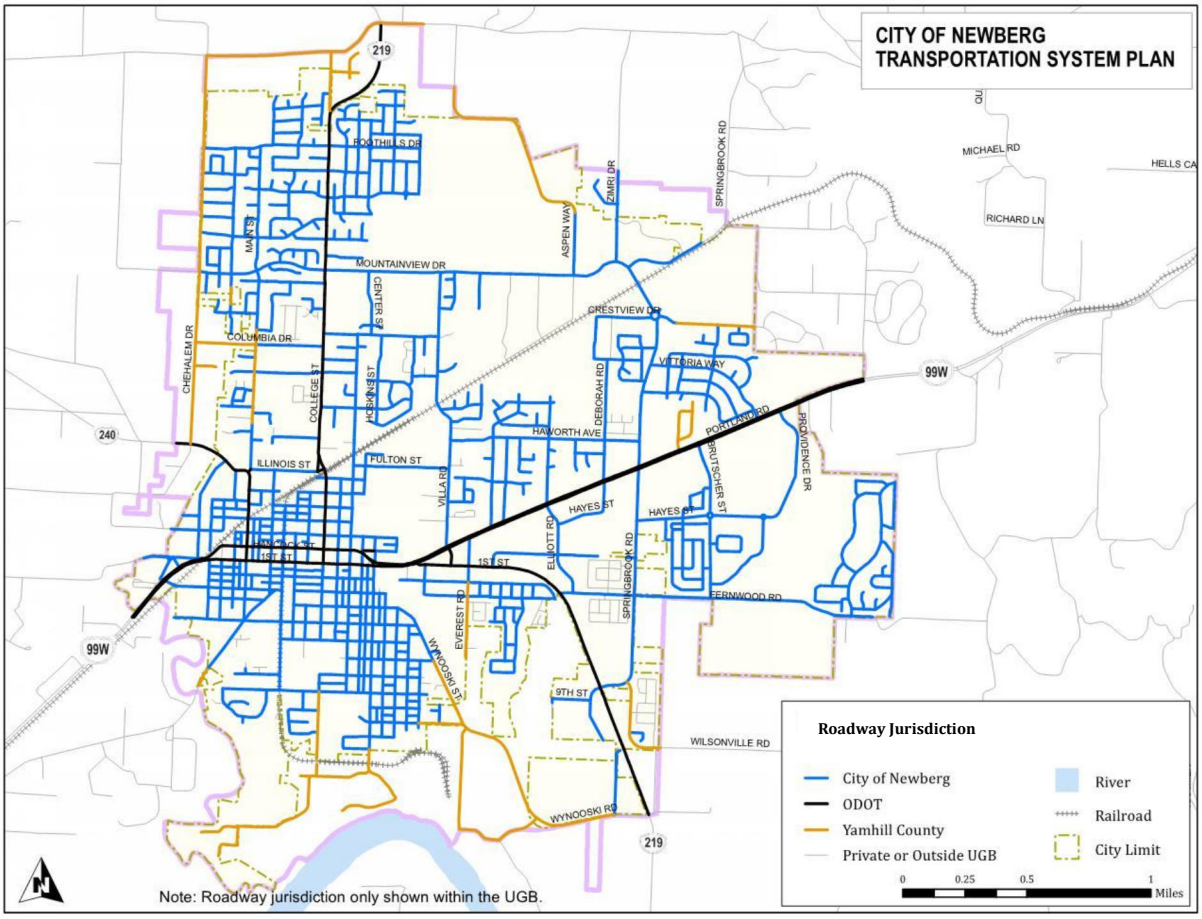

Figure 5: Roadway Jurisdiction

Freight

Freight traffic in Newberg include traffic traveling through the City as well as shipments to and from locations in the City. ODOT classifies OR 99W as a Statewide Freight Route through the City of Newberg, and the Phase 1 Bypass will also be a designated freight route. OR 99W has local and statewide economic significance, providing freight movement to commercial and industrial destinations between the Portland-Vancouver area and the Oregon coast. Medium and heavy trucks make up six to seven percent[10] of the daily traffic on OR 99W, approximately 2,800 trucks per day. Congestion on OR 99W slows freight shipments going to the City and passing through to other destinations. OR 219 and OR 240 also provide routes for trucks traveling to and through the City of Newberg. In addition to functional classification, the Municipal Code[11] defines local freight routes, shown in Figure 6, which allow vehicle loads exceeding 10,000 pounds. Such loads are prohibited on other streets, unless making deliveries.

[10] Newberg-Dundee Bypass Tier II EIS
[11] Newberg Municipal Code 10.10.100
http://www.codepublishing.com/OR/Newberg/html/Newberg10/Newberg1010.html#10.10.100

Figure 6: Local Freight Routes

Rail

The Willamette & Pacific Railroad (WPRR) operates a rail line that runs parallel to OR 99W through Newberg. Rail freight originating in the western Willamette Valley is carried on WPRR tracks through Newberg, and on Portland & Western Railroad (PNWR) tracks the rest of the way into Portland. The rail crosses OR 99W in Newberg at-grade on the west end of the downtown couplet, as well as a spur that runs along Blaine Street.

The Federal Railroad Administration designates six classes for rail tracks to set maximum speeds for the trains based on the conditions of the tracks. The tracks within Newberg are designated as Class 2, which limits freight speeds to 25 miles per hour. The tracks within the City of Newberg are currently used for freight movement, and have one train operating daily in each direction with up to two additional smaller trains operating periodically. There are no passenger rail services near the study area, with the nearest Amtrak stations located in Portland, Oregon City, and Salem.

In 2008, Yamhill County completed a feasibility study for development of an improved rail system for passengers and freight.[12] Objectives were to evaluate infrastructure and develop a ridership estimate for a Yamhill County commuter rail service. One recommendation of this study was to take actions to

[12] Feasibility Study for Development of an Improved Yamhill County Rail System for Passengers and Freight, Final Report. Yamhill County, 2008.

preserve the integrity of existing rights-of-way to retain and enhance passenger and freight transportation options in the future.

Air

Within Newberg there is one airport that is privately owned but available for public use. The Sportsman Airpark in the southeast corner of the city has one paved 2,800-foot runway and averages 14,000 operations (takeoffs or landings) per year. Approximately 55 aircraft are based at the airport. The Sportsman Airpark provides general flight instruction and airplane rental and maintenance services, as well as private helicopter and recreational hot-air ballooning services.

A larger general aviation airport is located approximately 20 miles north of Newberg, in Hillsboro. The Hillsboro Airport serves approximately 200,000 operations annually. It is owned by the Port of Portland and has two paved runways (6,600 feet and 4,000 feet). There are three fixed-base operators at the airport, and the airport provides all the facilities to support jet- and propeller-driven aircraft and helicopters.

The nearest airport with scheduled passenger service is the Portland International Airport, located approximately 34 miles northeast of Newberg. This airport is also owned by the Port of Portland and has three runways (7,000 feet, 8,000 feet, and 11,000 feet). The Portland International Airport serves more than 13.7 million passengers and 270,000 tons of cargo annually.

Waterway

The Willamette River is located south of Newberg and provides potential opportunities for recreational boating. Rogers Landing County Park, operated by Yamhill County Parks and Recreation, takes access to the river at the end of Rogers Landing south of Downtown Newberg. Rogers Landing provides a three-lane boat launch.

Pipeline

Northwest Natural currently runs several high-pressure natural gas transmission lines within the City. The first is a 6-inch high-pressure (400 pounds per square inch) line through Newberg south of OR 99W that feeds the distribution systems within the city. The distributions systems operate at 60 psi or lower and range in size from 1 to 4 inch diameters. Additionally, there is a 12-inch high-pressure line that runs south of OR 99W and serves the WestRock site. This 12-inch line also supplies the 6-inch line that serves the west side of town.

Performance Measures

Maintaining an acceptable level of performance for Newberg's transportation infrastructure requires a variety of analytical tools and assessment types. The measures used to monitor the transportation system include safety analysis and mobility.

Safety

A safety review was conducted as part of the TSP process for both intersections and roadway segments to identify potential for safety problems.

Collisions at intersections are typically proportional to the number of vehicles entering it. Therefore, a crash rate describing the frequency of crashes per million entering vehicles is used to compare locations and assess if the number of crashes should be considered high. Further, a critical crash rate, a threshold value that allows for a relative comparison among intersections with similar characteristics, is computed for each intersection. The sites that have a higher crash rate than this critical rate are flagged for further review. In Newberg, two intersections were flagged for further review for exceeding the critical crash rate: OR 99W/Springbrook Road and Haworth Avenue/Springbrook Road.

For roadway segments, a crash rate identifying the number of crashes per million vehicle-miles traveled is developed and then compared with similar facilities in Oregon. Both OR 99W and OR 219 through Newberg had greater crash rates than similar ODOT facilities in four of the five years analyzed.

OR 99W in Newberg contains four segments that rank among the top ten percent and two that rank among the top five percent for state highways in Oregon according to the Safety Priority Index System (SPIS) for 2013.

- OR 99W between mile points 21.71 and 21.87 including the Brutscher Street intersection (top 10%).
- OR 99W between mile points 21.95 and 22.14 including the Springbrook Road intersection (top 5%).
- OR 99W between mile points 22.11 and 22.26 including the Deborah Road intersection (top 10%).
- OR99W between mile points 22.36 and 22.54 including the Elliott Road intersection (top 10%).
- OR 219 between mile points 20.71 and 20.82 including the Everest Road intersection (top 10%).
- OR 219 between mile points 21.11 and 21.28 including the OR-219 and 2nd Street intersection (top 5%).

Mobility

Mobility measures how freely vehicle traffic can move along to its intended destination. In general, roadway systems have their highest degree of conflicts and associated congestion at intersections, so the performance of a system is often defined by how well the intersections function. There are two methods used to gauge these conditions – one is numeric, and one is a letter grade. ODOT uses the numeric volume-to-capacity (v/c) ratio method, while Yamhill County and the City use a letter grade derived from the Level of Service (LOS) method.

Photo 7: Motor Vehicle Traffic on OR 99W

Volume-to-capacity (v/c) ratio is a decimal representation (between 0.00 and 1.00) of the proportion of capacity that is being used (i.e., the saturation) at a turn movement, approach leg, or an intersection. It

is determined by dividing the peak hour traffic volume by the hourly capacity of a given intersection or movement. A lower ratio indicates smooth operations and minimal delays. As the ratio approaches 1.00, congestion increases and performance is reduced. If the ratio is greater than 1.00, the turn movement, approach leg, or intersection is oversaturated and usually experiences excessive queues and long delays. The Oregon Highway Plan (OHP) dictates the mobility target for ODOT roads based on classification and speed (which range from 0.8 to 0.95 in Newberg).

Level of service (LOS): A "report card" rating (A through F) based on the average delay experienced by vehicles at the intersection. LOS A, B, and C indicate conditions where traffic moves without significant delays over periods of peak hour travel demand. LOS D and E are progressively worse operating conditions. LOS F represents conditions where average vehicle delay has become excessive and demand has exceeded capacity. This condition is typically evident in long queues and delays. Newberg's LOS standard is LOS D, based on the Design Standard and Details and Specifications Manual[13].

Capacity analysis indicates that the majority of the intersections are meeting mobility targets during peak travel times, as shown in Figure 7. The intersection of Haworth Avenue/Springbrook Road exceeds the Newberg mobility standards. The intersection of 1st Street (OR 219)/Everest Road meets mobility standards during the average weekday, however, it exceeds that target during peak seasonal traffic.

[13] City of Newberg Design Standard and Details and Specifications Manual (2015), http://www.newbergoregon.gov/engineering/page/2015-newbergs-public-works-design-construction-standards

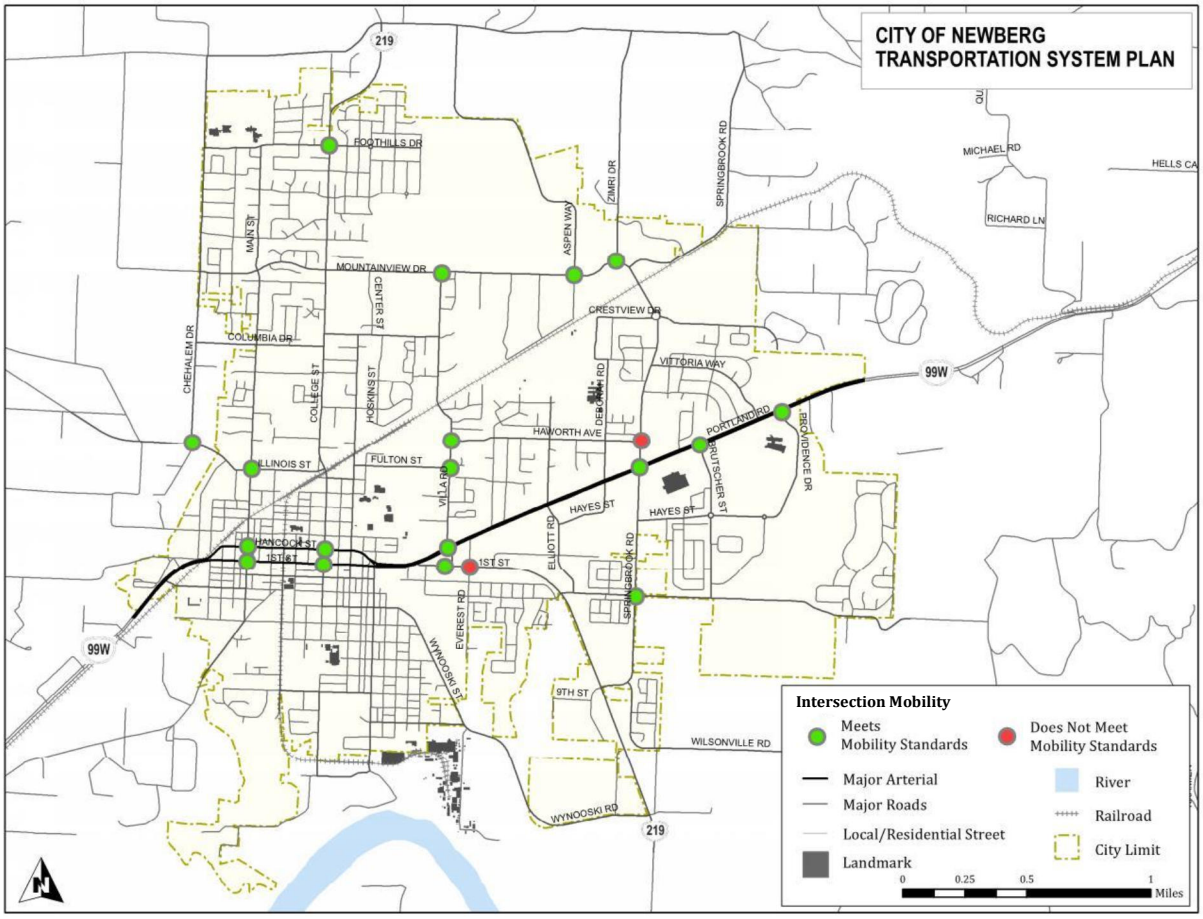

Figure 7: Existing Intersection Mobility (2015 Peak Hour Conditions)

Newberg in 2035

The number of people and jobs in Newberg is expected to grow by 85%

In 2010, Newberg had about 7,400 households and 7,800 jobs. Both population (households) and employment in Newberg are expected to grow significantly in the coming years. By 2035, Newberg is expected to grow to about 14,050 households and 16,150 jobs, an increase of about 85% from the year 2010[14]. The increase in people and jobs in Newberg, together with the construction of the Newberg-Dundee Bypass, will change travel patterns between 2015 and 2035.

Population and Employment Growth

Figure 8 provides an overview of anticipated population and employment growth through year 2035[15]. Much of the household growth is expected to occur outside of the downtown core, primarily in the north and southeast parts of town. While some employment growth is expected in the downtown core,

[14] Memo: Population and Employment Capacity in URA for TSP, Barton Brierley, City of Newberg, May 13, 2013

[15] The distribution of growth shown here is relative to year 2000, which is the base lane use inventory included in the regional travel demand model.

most of the future employment growth will occur in the existing employment areas in northeast and southeast Newberg. It should be noted that some predefined analysis zones extend beyond the UGB boundary. The analysis zone south of Portland Rd. and east of Vittoria Way extends beyond the UGB boundary, but the employment growth is expected in only the portion within the UGB.

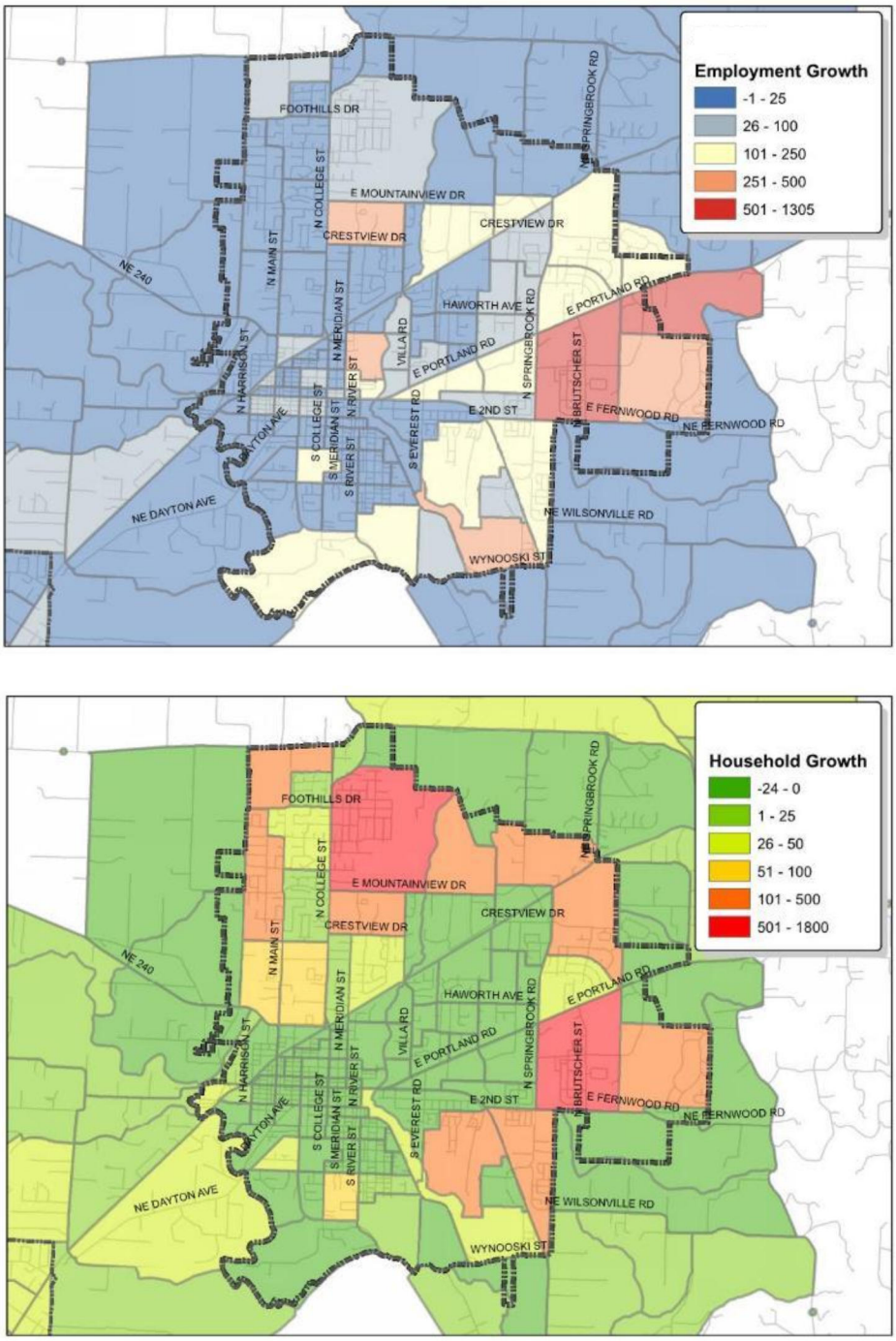

Figure 8: Population and Employment Growth

Newberg-Dundee Bypass

Phase 1 of the Newberg-Dundee Bypass shown in Figure 9 is a key regional highway improvement that will be completed in 2017 and will service much of the traffic currently passing through the Newberg-Dundee area on OR 99W. The Phase 1 Bypass includes one travel lane in each direction from OR 219 in Newberg to south of Dundee. Future potential phases of the Bypass (including widening and/or extensions to the north or south) are not currently funded nor considered reasonably likely to be constructed by 2035. However, the Oregon Transportation Commission (OTC) has recently approved $10.5 million to begin ROW acquisition along the eastern segment of the Bypass (OR 219 to OR 99W). The Statewide Transportation Improvement Program (STIP) now includes initial funding ($10.5 M) to begin strategic right of way acquisition to protect the future alignment.

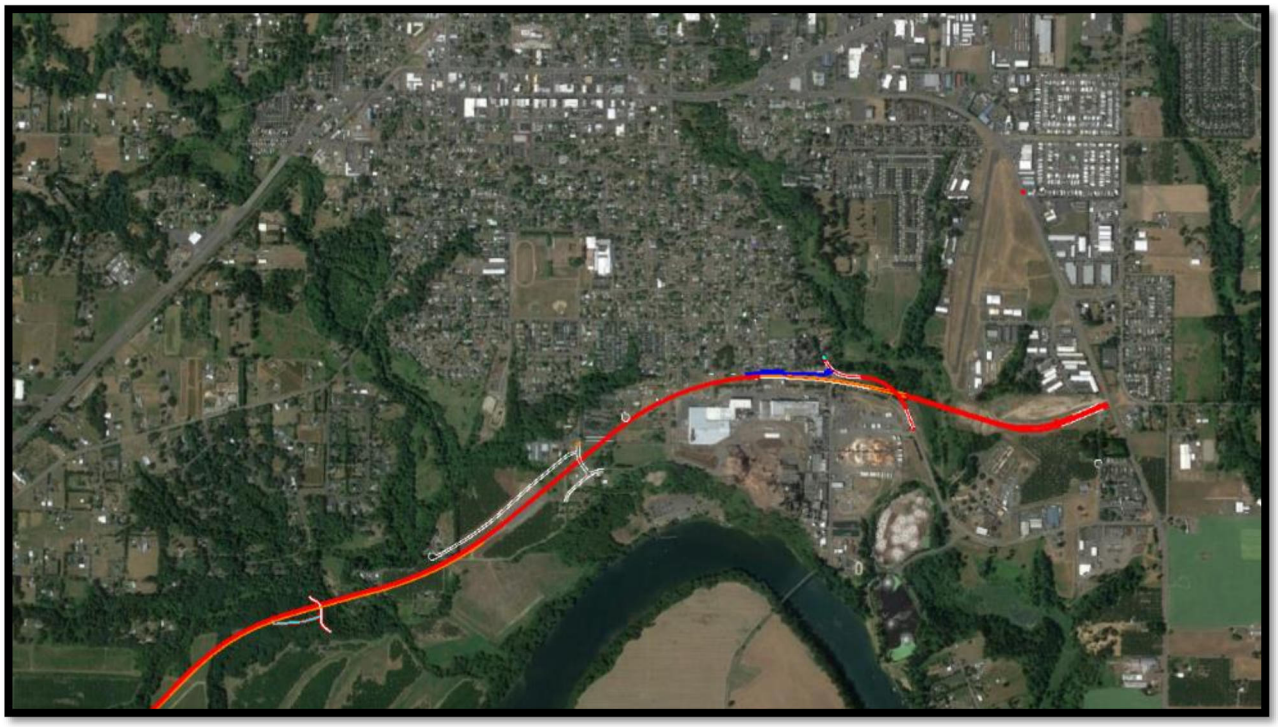

Figure 9: Newberg-Dundee Bypass Alignment (Phase 1)

Although local traffic in Newberg is expected to increase, the Phase 1 Newberg-Dundee Bypass is expected to temporarily reduce some of the traffic going through downtown Newberg on OR 99W. After the Bypass's opening, traffic levels on OR 99W through downtown Newberg will drop significantly relative to 2015 levels. As the population and employment within Newberg and the surrounding region increases, so too will the amount of traffic on OR 99W downtown, until traffic levels eventually exceed present day conditions.

In the interim while the Phase 1 Bypass reduces traffic through downtown, there may be an opportunity to temporarily close or restrict lanes on OR 99W in order to repurpose the existing right of way (such as making room for long-term temporary pedestrian and bicycle improvements). Eventually, as traffic levels return to pre-bypass levels, these improvements may need to be removed to accommodate traffic

growth. ODOT is willing to explore the potential for these kind of changes with the City, but numerous operational and design details will need to be satisfactorily addressed before such changes could be approved.

The Phase 1 Bypass will terminate at OR 219 north of Wynooski Road. Traffic continuing east on OR 99W will be routed north on OR 219 and Springbrook Road. Traffic along both of these corridors is expected to grow significantly from present day levels. The City will continually monitor these corridors as well as parallel routes through neighborhoods in an effort to proactively manage congestion and cut-through traffic problems before they arise. The City will consider using traffic calming and neighborhood traffic management tools to reduce traffic on neighborhood streets.

Future Needs

The majority of intersections in Newberg are currently meeting mobility targets. A few areas experience significant traffic congestion and vehicle queuing today. While the Newberg-Dundee Bypass is expected to divert some of the through traffic away from OR 99W west of Springbrook Road, traffic is expected to increase in the Newberg area over the next 20 years, particularly between Springbrook Road and Rex Hill, resulting in traffic volumes significantly higher than today at many locations, as shown in Figure 10. Traffic volume growth (relative to present conditions) at select locations includes:

- OR 219 (south of Foothills Drive): 110%
- OR 240 (west of Chehalem Drive): 70%
- Springbrook Road (north of Haworth Avenue): 60%
- OR 99W (east of Providence Drive): 45%
- Mountainview Drive (west of Villa Road): 40%
- OR 99W (west of couplet): 20%
- OR 99W (east of Villa Road): 10%
- OR 99W (both directions) west of College Street: -5%

Photo 8: Elliot Road

The locations above represent three relative levels of growth:

- Higher Growth Areas – Many of the collector and arterial facilities outside the downtown area will have higher growth due to a combination of lower existing traffic levels and more opportunities for adjacent land use development.
- Moderate Growth Areas – Areas along OR 99W outside the couplet will have higher overall traffic volume increases, but relative to existing traffic, growth is more moderate.
- Lower Growth Areas – Some areas, particularly those near the couplet, will have low future growth due to the traffic that will be diverted onto the Bypass. These areas will experience a reduction in traffic following the completion of the Bypass, with traffic returning nearer to present day levels through year 2035.

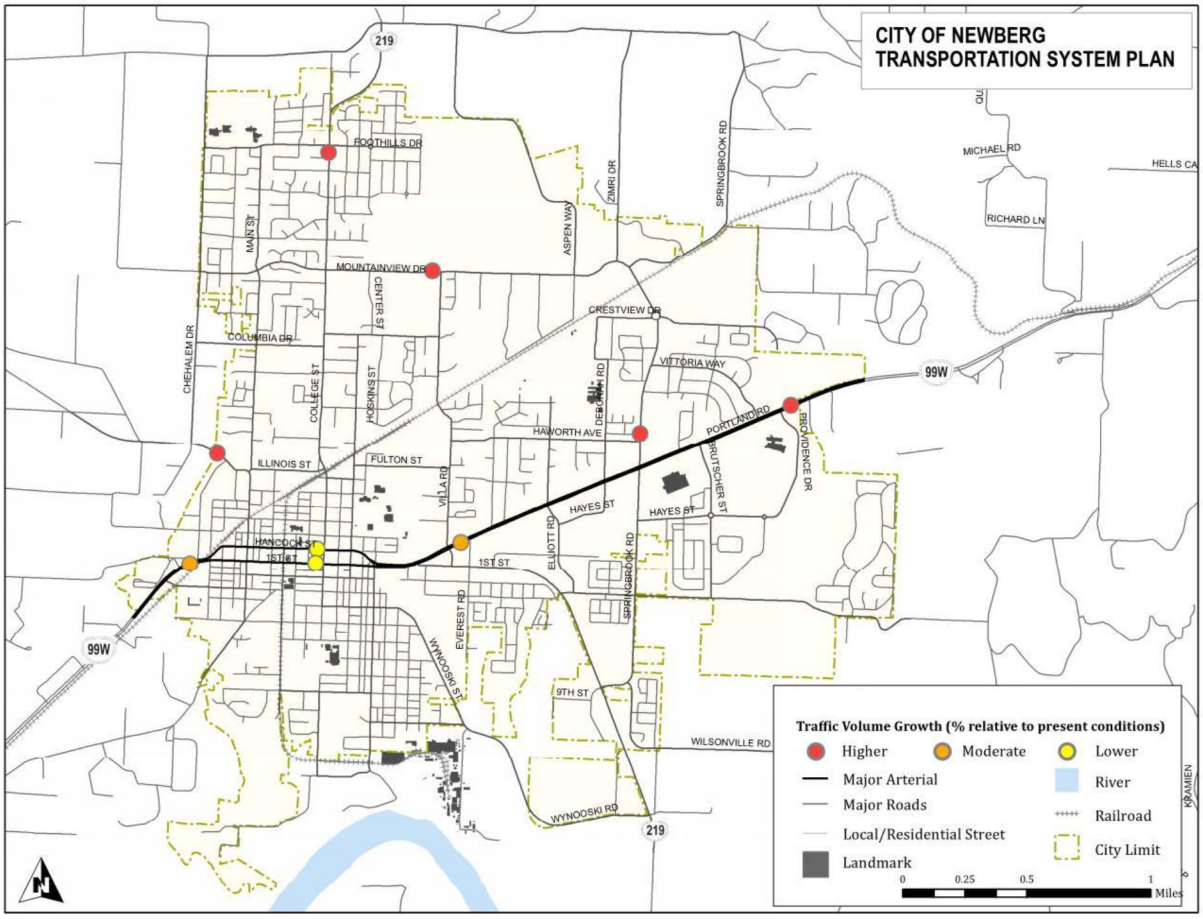

Figure 10: Traffic Volume Growth at Select Locations

Roadway Capacity Needs

Analysis indicates that many locations will fail to meet ODOT and/or City of Newberg mobility targets in 2035. The details of this analysis can be found in Volume 2, Memo 6: Future Needs Analysis. The general trends Newberg can expect to see in different locations over the next 20 years are:

- **OR 99W (East of Downtown) –** Major intersections along OR 99W east of downtown would degrade due to additional traffic along the corridor. These locations would not be relieved by the Bypass and may serve higher turning volumes for trips to and from the Bypass.
- **OR 99W (Through Downtown) –** Most of the study intersections through downtown would meet targets. Even with the expected traffic diversion to the Bypass, Hancock at Main Street and Hancock at College Street would both fail to meet mobility targets. However, the city will pursue alternative mobility standards for the downtown corridor to be applicable once the Phase 1 Bypass is constructed.
- **Stop-Controlled Approaches along Major Corridors –** Growth along major corridors will increase delay for vehicles turning from side streets. These locations may be candidates for intersection improvements (lane channelization or intersection control) or improvements to

parallel corridors to provide other routes that can relieve these corridors. These locations include:

- Mountainview Drive at Villa Road, Aspen Way, and Zimri Drive
- OR 240 at Illinois/Main and Chehalem
- Villa Road at Haworth and Fulton
- Springbrook Road at Haworth

Connectivity Needs

The ability to travel between different areas of the city conveniently and efficiently (a direct route) is an important part of transportation system planning. The following Citywide connectivity needs have been identified for Newberg:

- The extensions of Villa Road to the north and Foothills Drive to the east are planned in the northeast area of Newberg. It will be important to provide these collectors through the development process.
- Developments to the east of Springbrook Road have limited access to OR 99W and Wilsonville Road, which are key routes into and out of Newberg.
- Additional connectivity is needed north of OR 99W between Springbrook Road and Benjamin Road in both the north-south and east-west directions.
- Currently, OR 99W and OR 219 are the only regional roads that serve trips between Newberg and locations to the south. Additional major connections are constrained by the Willamette River. However, there may be options for creating additional connections, particularly for non-motorized travel.

There are several barriers to neighborhood connectivity in Newberg: Hess Creek, which bisects the City north to south; the WPRR railroad line, which runs northeast to southwest through the City; and highways OR 99W and OR219. These barriers make it difficult for bicycle and pedestrian traffic to circulate across the city. The following areas have especially constrained connectivity and access to the surrounding transportation system:

- The neighborhood south of 1st Street to the west of OR219 is constrained by OR 99W to the north, Hess Creek to the west, Fernwood Pioneer Cemetery to the south, and the airport and OR219 to the east. This neighborhood has only two outlets – N Everest Road and E 2nd Street. The 2nd Street exit is expected to be reconfigured to right-in-right-out only with Phase 1 of the Newberg-Dundee Bypass project. Additional connectivity options, including signalizing the N Everest Road/E 1st Street intersection, are being explored to improve accessibility and mobility in this neighborhood.
- The Greens neighborhood to the east of the Chehalem Glenn Golf Course has only one outlet at The Greens Avenue and E Fernwood Road. A new connection is proposed to extend The Greens Avenue to NE Corral Creek Road. However, extensions outside the UGB require a goal exception.

Walking Needs

Pedestrian activity is likely to increase as population and employment grows, and some non-local traffic is diverted to the Bypass. This means that correcting deficiencies in the pedestrian network becomes even more important.

- Sidewalks should be added along all collectors and arterials when possible.
- Key sidewalk gaps in the arterial and collector system exist on the following routes as shown in Figure 11a.
- All future improvements should meet ADA requirements.

The Chehalem Heritage Trail system being planned by the Chehalem Park and Recreation District (CPRD) should be considered when prioritizing pedestrian improvements in Newberg.[16] This trail system has facilities planned throughout the CPRD area (including both Newberg and Dundee) and includes existing and new or improved facilities for both pedestrians and bicyclists.

The Newberg ADA/Pedestrian/Bike Route Improvement Plan[17] identifies critical routes (Figure 10b) and deficiencies, and spot improvements (Figure 10c) to address ADA needs. While this prior plan indicates improvement needs and locations, it is not intended to be a guiding document for cross-sections or design details. Future transportation corridor or other improvements should continue to meet ADA requirements. For locations that are currently ADA deficient and are not included as part of a broader transportation system improvement, the Public Works department maintains a list of priority locations that are addressed through the annual improvement program.

[16] See the *Chehalem Heritage Trail Strategic Plan,* Chehalem Park and Recreation District, 2010.
[17] http://www.newbergoregon.gov/planning/page/adapedestrianbike-route-improvement-plan

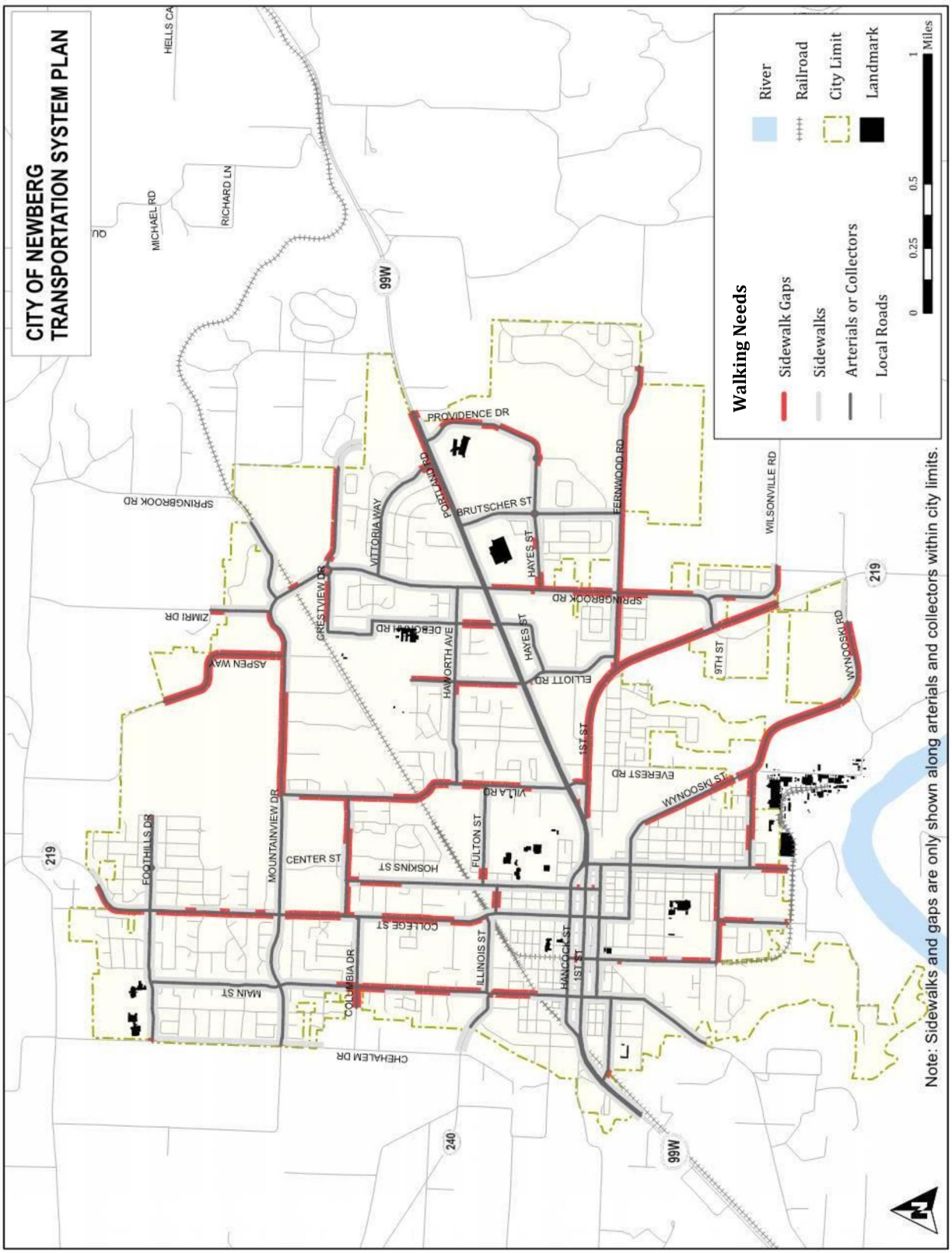

Figure 11a: Walking Needs

Figure 11b: Critical Bicycle and Pedestrian Routes (Map II-1 of Newberg ADA/Ped/Bike Route Plan)[18]

[18] http://www.newbergoregon.gov/planning/page/adapedestrianbike-route-improvement-plan

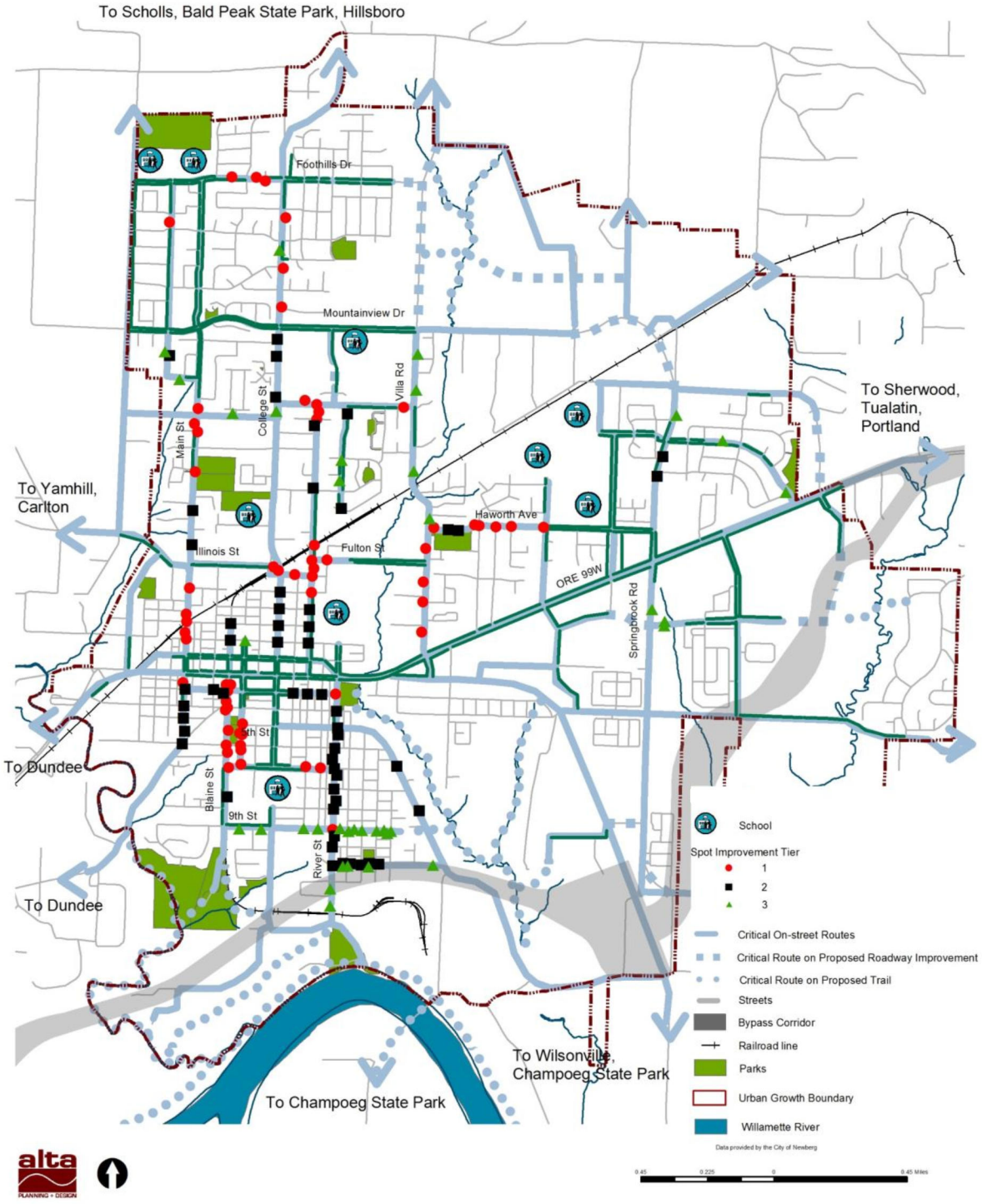

Figure 11c: Identified Spot Improvements (Map III-2 of Newberg ADA/Ped/Bike Route Plan)[19]

Biking Needs

As both population and employment increase in the Newberg area, more Newberg residents are anticipated to live closer to work. This may spur an increase in the number of commuters biking and walking to work. This means that Newberg has excellent potential to increase the number of people who travel by bike. It also highlights the importance of identifying and improving key bike connections to the city.

- OR 99W provides the most continuous bike route in Newberg with shoulders and/or striped bike lanes through town. The bike lanes are generally at least 5-6 feet wide.
- Newberg's local street system (away from OR 99W) generally features low volumes of motor vehicle traffic, and is suitable for shared use by cyclists. While some routes are marked and/or signed as shared routes, additional bike routes on the local system can provide continuity to other bicycle facilities such as roads with bike lanes and shared use paths.
- Including wayfinding signs will direct cyclists to key destinations such as shopping, employment centers, and schools. Wayfinding signs can also provide directions and distances to key connections to the bike network such as any trails developed as part of the proposed Chehalem Heritage Trail Strategic Plan.[20]
- Bike lanes should be considered on all collector and arterial roadways with a priority for higher motor vehicle volume routes (those in excess of about 3,000 vehicles daily) to provide access from outlying areas to commercial and employment centers in town. Arterials and high volume collector routes lacking bike lanes are shown in Figure 12. Some collectors have alternative bike facilities, including shared lane markings (sharrows) and/or bike route signage, due to existing conditions, low traffic speeds, or low traffic volumes.
- Bicycle facilities identified in the Chehalem Heritage Trails Master Plan within Newberg should be considered for potential bicycle treatments (i.e. bike lanes, shared use paths, etc.).
- Bike parking should continue to be considered at key destinations such as the commercial area on OR 99W in downtown Newberg, and in future development areas.

[20] See the *Chehalem Heritage Trail Strategic Plan,* Chehalem Park and Recreation District, 2010.

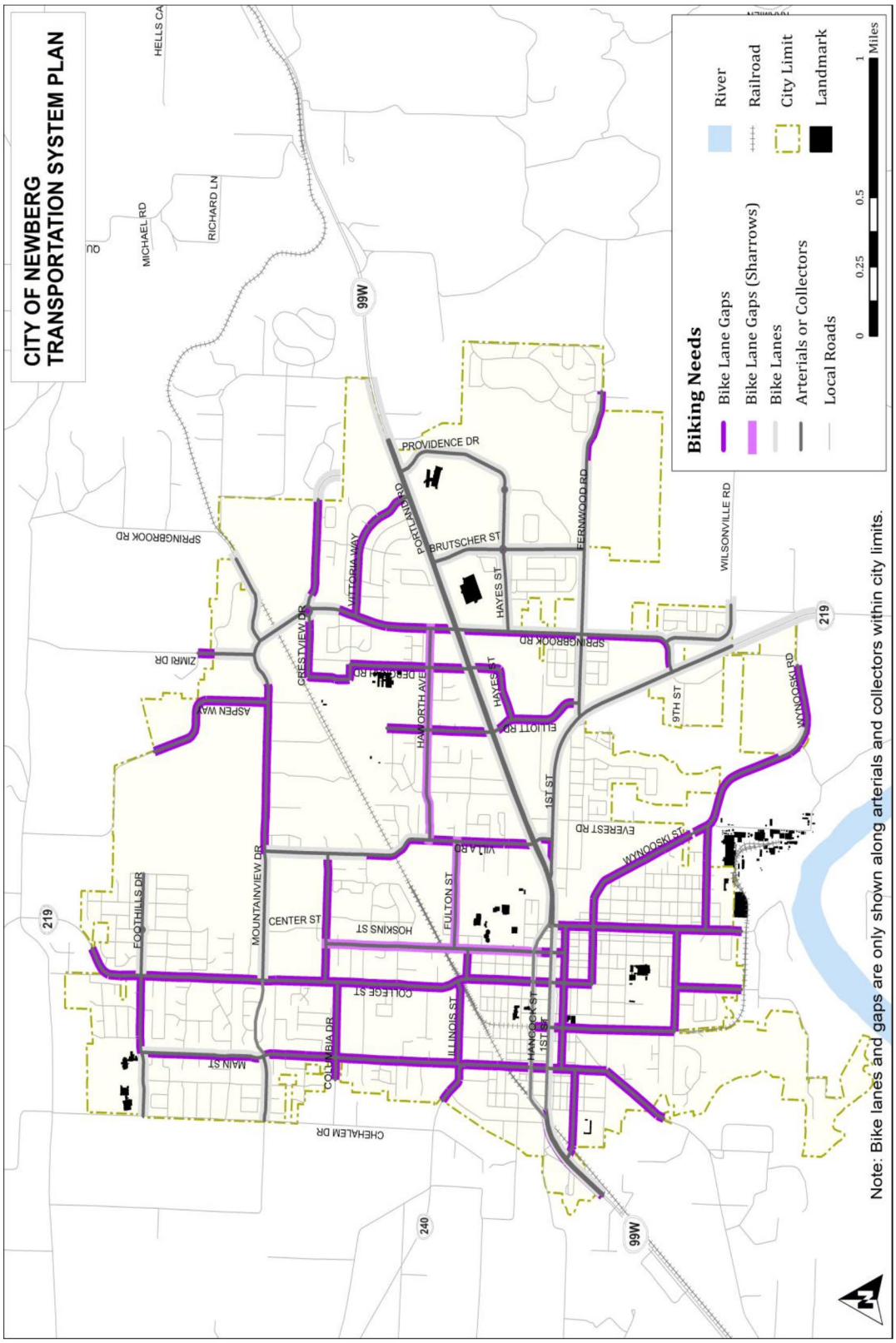

Figure 12: Biking Needs

Transit Needs

Yamhill County Transit Area (YCTA) provides two fixed bus routes connecting Newberg to destinations along the OR 99W corridor, including McMinnville, Newberg, Sherwood, and Tigard (routes 44/46S/45X). YCTA also provides Americans with Disabilities Act (ADA) dial-a-ride service and two routes within Newberg (routes 5 and 7). The following are future considerations as Newberg grows:

- Route 44/46S/45X, a commuter service with limited stops along OR 99W between McMinnville and Tigard, stops at three locations in Newberg (Safeway, J's Restaurant and Naps Thriftway). Improvements to provide comfortable pedestrian crossings and amenities should be considered in coordination with YCTA.
- Bus stops should be clearly identifiable, with amenities provided, such as shelters and information, where appropriate. Prominent stops help increase local awareness of transit options, and can enhance the street environment.
- Routes 5 and 7 provide local service within Newberg. Expansion of the transit network, and potentially these routes in particular, should be considered for new urban growth areas, particularly in the northeast and southeast parts of town. Connections to transit will be vitally important in southeast Newberg area where both households and employment are expected to grow significantly.
- All current routes provide infrequent service with one to two-hour headways between 6:00 AM. and 7:00 PM Monday through Friday. Route 44 also makes four trips between 8:00 AM and 7:00 PM Saturday.

Freight Needs

Truck freight movements in Newberg involve regional and local shipments. OR 99W is the primary truck route, however OR 219 and OR 240 also serve trucks. Medium and heavy trucks make up approximately six to seven percent of the traffic on OR 99W, about 2,800 vehicles per day. It is estimated that approximately 65% of through trucks will divert to the Newberg-Dundee Bypass when it is built. As Newberg attracts more commercial and industrial development in the future, the developments and roadways should be designed to accommodate freight traffic. Turning radii, access points, and pavement design will be important along any future freight routes.

Impact of Full Bypass

The future forecasts used for the Transportation System Plan Update to identify needs and projects were predicated on assumptions about land development and roadway system improvements. The 2035 Base Scenario assumed about 85% growth in jobs and housing plus the first phase of the Newberg-Dundee Bypass being open. These assumptions are consistent with current plans and state regulations, however, the City wanted to understand how sensitive these findings might be relative to extension of the full Bypass. This section presents an analysis exploring possible assumptions about impacts greater than the Base Scenario (Phase 1 Bypass only) used for the TSP update. This sensitivity analysis evaluates large trends and patterns, and does not evaluate to the same level of detail as the rest of the Transportation System Plan. The primary value of the outcomes from this analysis helps make better choices about which projects identified in this plan might also work towards also being a benefit to other future growth alternatives.

The full Newberg-Dundee Bypass would extend from the Phase 1 terminus at Springbrook Road eastward to connect to OR 99W near Corral Creek Road. West of Newberg, the Bypass would add an interchange to provide access near Fox Farm Road on the north side of Dundee. The Bypass would also be extended beyond the Phase 1 southern/western terminus on the south side of Dundee to reach Dayton. At that point, the interchange at the southwest end of Dundee near Parks Drive would be disconnected from the bypass. The full Bypass would include two lanes in each direction, which is wider than the Phase 1 width of 1 lane in each direction. Figure 13a shows the full Bypass alignment and design concept from Rex Hill to Dayton.

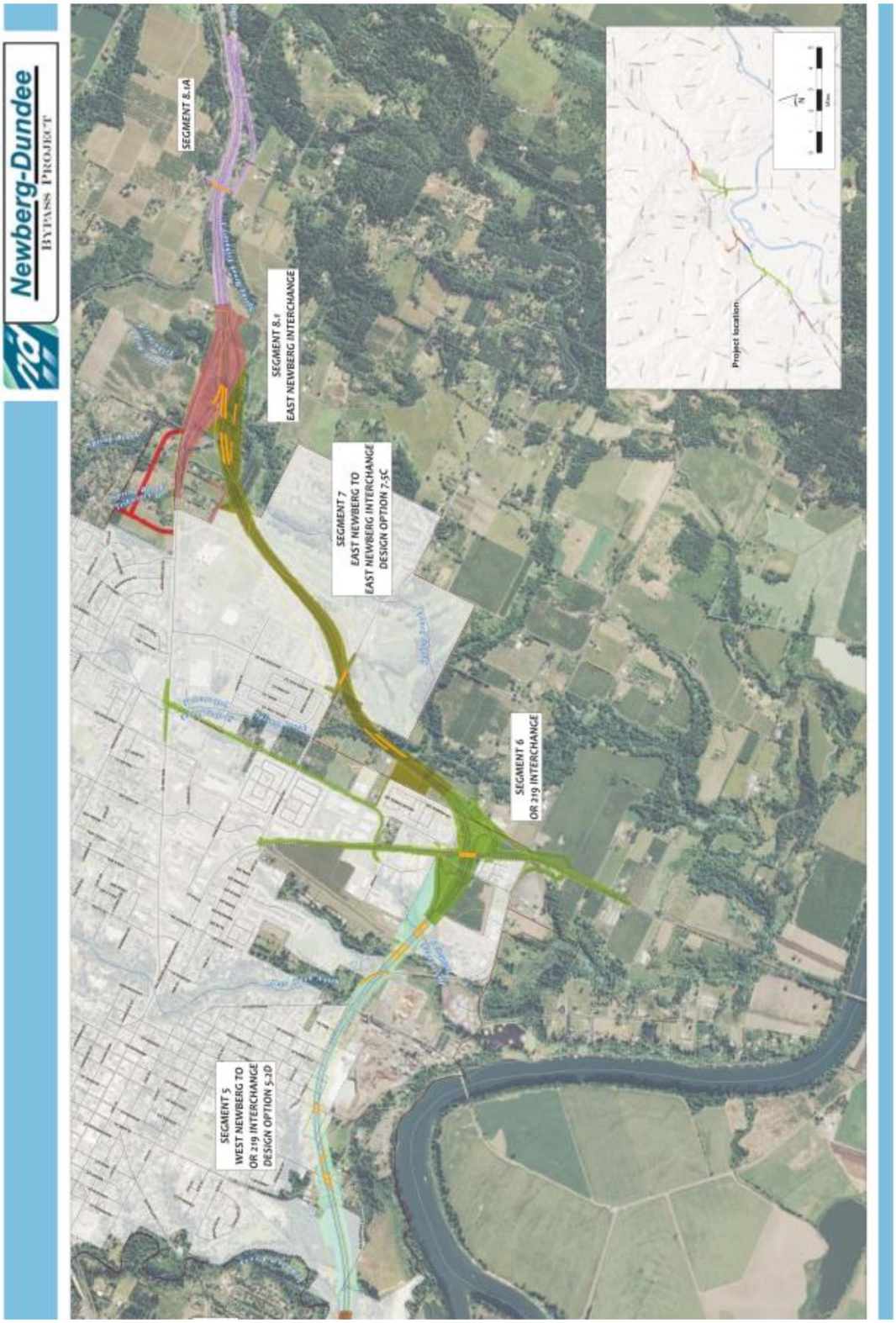

Figure 13a: Full Newberg Dundee Bypass Alignment (East End)

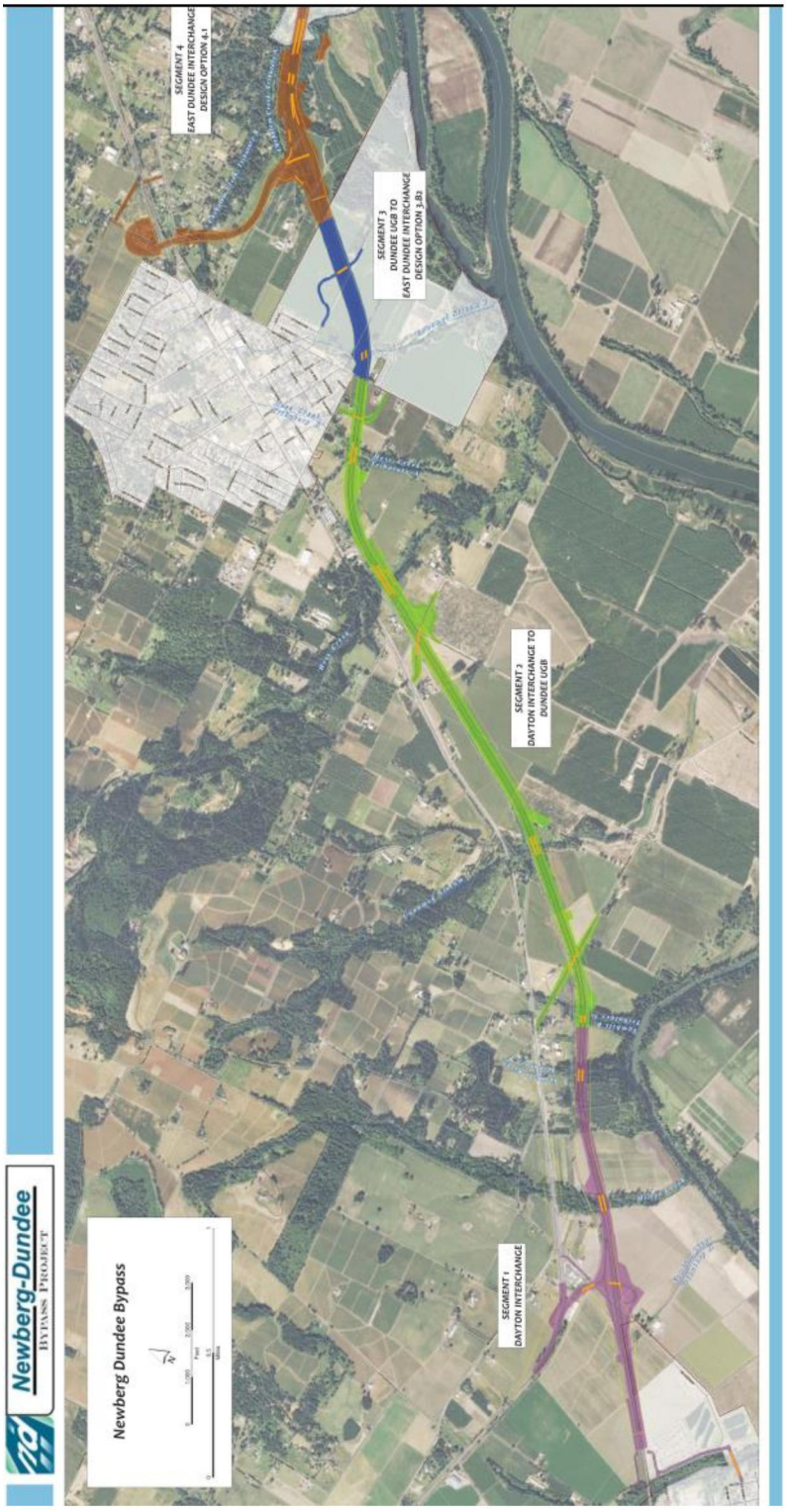

Figure 13a: Full Newberg Dundee Bypass Alignment (West End)

Figure 13 shows the general trends that could result from the full bypass scenario:

- Overall, the Bypass would become a much more attractive route. The Bypass (with increased length and capacity) would serve additional regional traffic growth.
- The largest magnitude of change would occur east of Springbrook Road. The extended Bypass alignment would serve two types of trips: It would remove Phase 1 Bypass trips from the adjacent street network (OR 99W and roadways connecting to the Phase 1 terminus at Springbrook Road), and it would carry additional (new) Bypass trips due to the extension being a more attractive route.
- West of Springbrook Road, the original (Phase 1) portion of the Bypass would serve additional traffic due to the increased attractiveness of the full Bypass route. The parallel OR 99W route through the couplet would have considerably less traffic.
- Study intersections impacted by this scenario include two general groups: those along OR 99W (less traffic) and those located north of OR 99W (less traffic).

Without future Bypass improvements (beyond Phase 1), Newberg's transportation system will be strained as the City and region continue to grow. The City strongly supports completion of the full Bypass from Rex Hill to Dayton and adopted Ordinance No. 2011-2734 adopting amendments to reflect the Tier 2 bypass corridor.

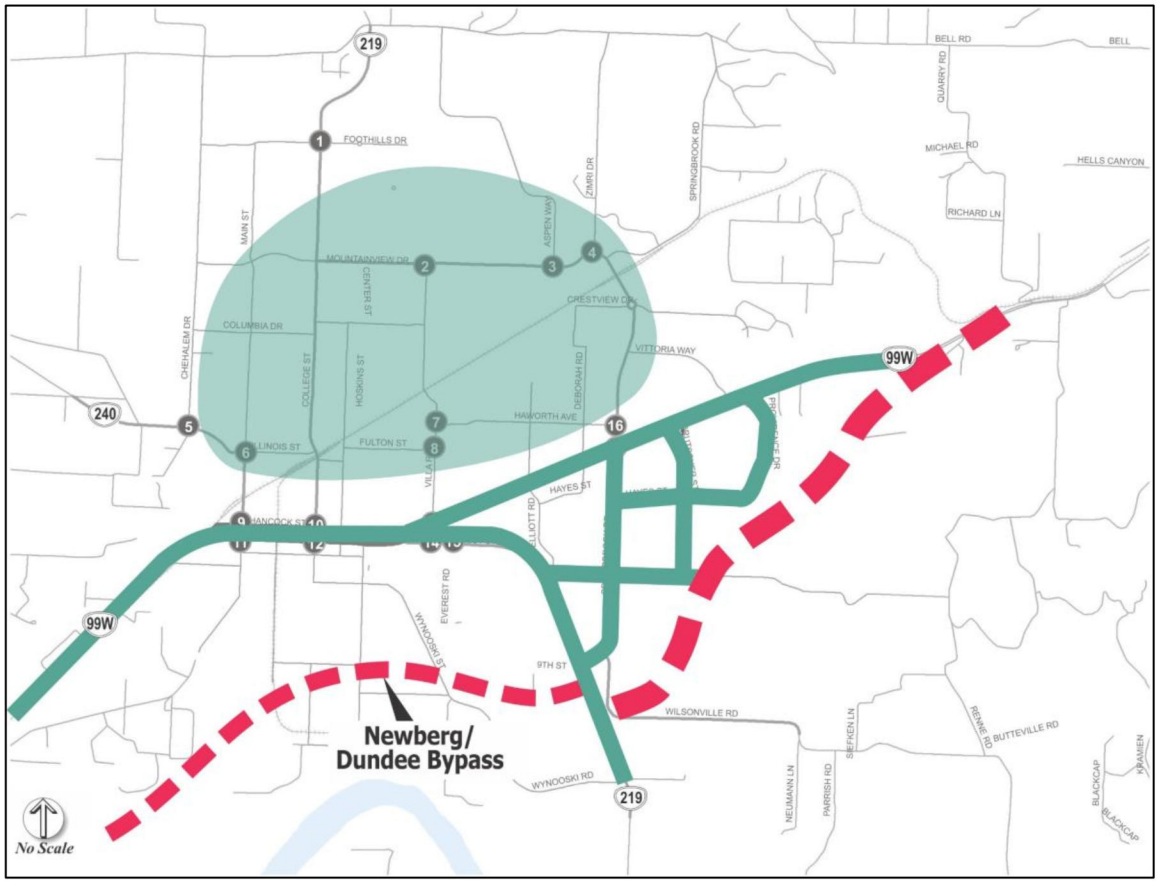

Figure 13b: Impacts of Full Bypass Extension

Standards

With Newberg's vision and resulting transportation investment priorities established, this chapter sets out the standards and regulations to ensure that future land development and redevelopment is consistent with this plan.

Transportation Standards

A transportation system is a hierarchy of streets organized by functional classification and area type. These classifications reflect a scale and design appropriate to the character of the neighborhood, abutting properties and land uses, and also identify design cross-sections that take into account the needs of all travel modes, including pedestrians, bicyclists, transit riders, and motorists. A sound multi-modal street classification system should also enable the city to vary design elements in a manner that is sensitive to the context, character, and constraints of the surrounding property.

Functional Classification

Traditionally, a roadway is classified based on the type of travel it is intended to serve (local traffic versus through traffic). The roadway functional classification determines the level of mobility for all travel modes, defining its level of access and usage within the City and region. The street functional classification system recognizes that individual streets form a network that works together to serve travel needs on a local and regional level. From highest to lowest intended traffic volume, the classifications are arterials, collectors, and local streets. Roadways with a higher intended traffic volume generally have a classification and related standards that promote more efficient vehicle movement through the City, while roadways with lower intended usage are classified to provide greater access to local destinations such as businesses or residences.

- **Arterial Streets** in Newberg are classified as either Major or Minor Arterials.
    - **Major Arterials** in Newberg include OR 99W, which is owned by ODOT. OR 99W has the highest traffic volumes in Newberg. It is the roadway that residents use to connect to locations outside the City, and the roadway that visitors use to reach and travel through Newberg.
    - **Minor Arterials** in Newberg include ODOT-owned OR 219 and OR 240, City-owned Mountainview Drive and Springbrook Road, and Yamhill County-owned Wilsonville Road. These Minor Arterials also carry some of the higher traffic volumes of any roadway in the City and are used by residents to connect to locations outside the City, as well as provide major connections within the City.

    The posted speed along arterials in Newberg may vary from 45 miles per hour as you enter the city to as low as 25 miles per hour through the downtown core.

- **Collector Streets** in Newberg connect the neighborhoods and major activity generators to arterial streets. These streets provide greater accessibility to neighborhoods than arterials, and provide efficient through movement for local traffic. The City of Newberg has two classifications for collectors: Major and Minor Collectors. Villa Road and Haworth Avenue are examples of Major Collector streets providing connections between commercial areas of town and the surrounding neighborhoods. Minor collectors (such as Meridian Street and Columbia Drive) provide the primary connections between neighborhoods and the major road system, but generally span shorter distances than major collectors.
- **Local Streets** provide direct access to residences in Newberg. These roadways are often lined with residences and are designed to serve lower volumes of traffic with posted speeds of 25 miles per hour.

Figure 14 shows the current functional classifications of streets in Newberg.

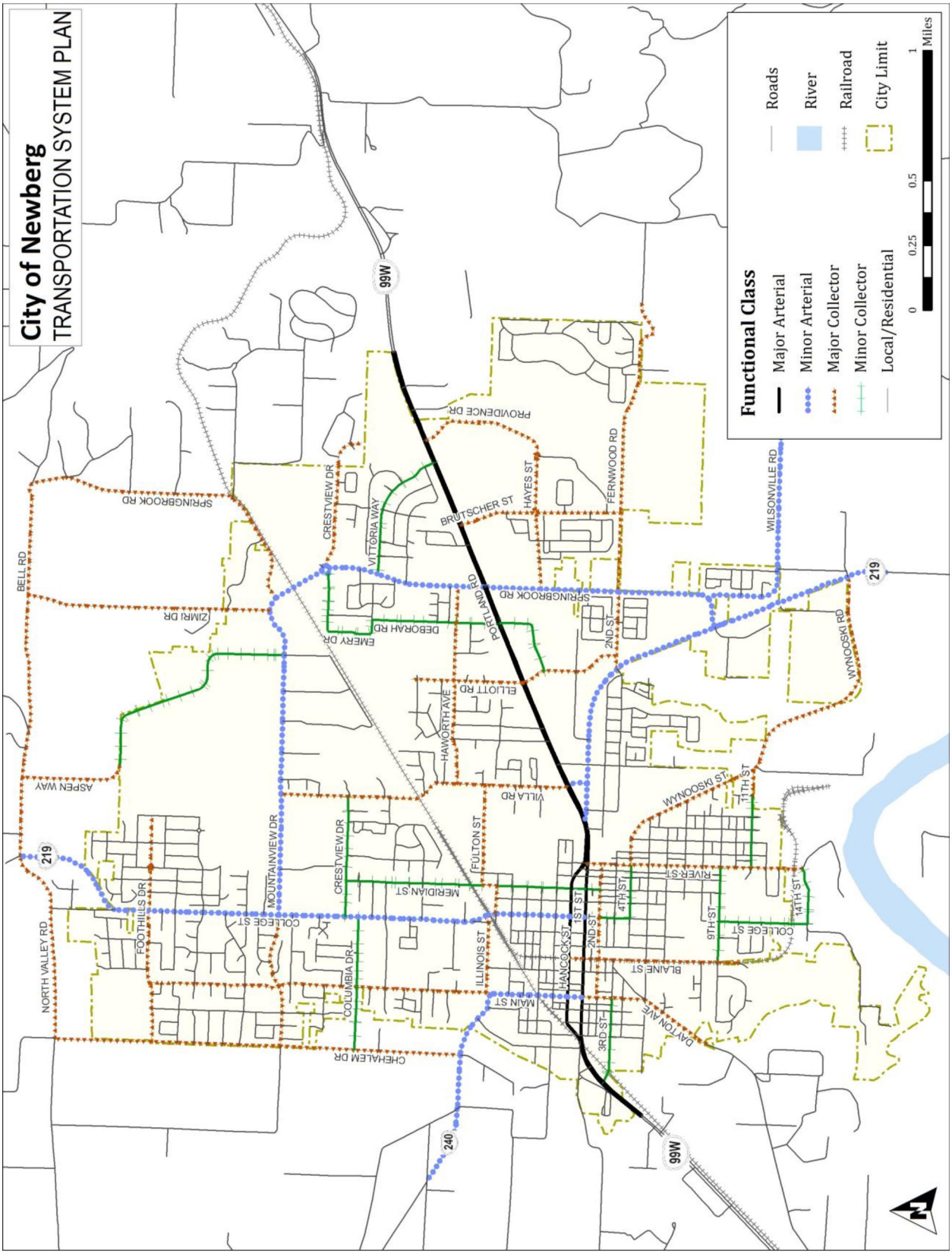

Figure 14: Functional Class Map

Street Type

In addition to functional class, the surrounding uses provide context for how roads are intended to function for pedestrians, bicyclists, and transit riders. The street type of a roadway defines its cross-section characteristics and determines how users of a roadway interact with the surrounding land use. Since the type and intensity of adjacent land uses and zoning directly influence the level of use by pedestrians, bicyclists, and transit riders, the design of a street (including target speed, intersections, sidewalks, and travel lanes) should reflect its surroundings. The street types attempt to strike a balance between street functional classification, adjacent land use, zoning designation and the competing travel needs by prioritizing various design elements.

- **Mixed-Use Streets** typically have a higher amount of pedestrian activity and are often on a transit route. These streets should emphasize a variety of travel choices such as pedestrian, bicycle, and transit use to complement the development along the street. Since Mixed-Use Streets typically serve pedestrian-oriented land uses, walking should receive the highest priority of all the travel modes. They should be designed with features such as wider sidewalks, pedestrian amenities, transit amenities, attractive landscaping, on-street parking, pedestrian crossing enhancements, and bicycle facilities.
- **Residential Streets** are generally surrounded by residential uses, although various small commercial uses may be embedded within the neighborhood. These streets often connect neighborhoods to local parks, schools and mixed-use areas. They should be designed to emphasize walking, while still accommodating the needs of bicyclists and motor vehicles. A high priority should be given to design elements such as traffic calming, landscaped buffers, walkways/pathways/trails, on-street parking, and pedestrian safety enhancements.
- **Commercial/Industrial Streets** are primarily lined with retail and large employment complexes, and often serve industrial areas. These uses serve customers throughout the City and region and may not have a direct relationship with nearby residential neighborhoods. Although commercial streets will be somewhat auto oriented, they should still accommodate pedestrians and bicyclists safely and comfortably. Roadway widths are typically wider to accommodate a high volume of large vehicles such as trucks, trailers, and other delivery vehicles. Design features should include sidewalks and pedestrian crossing enhancements. Bicycles should be accommodated through shared-lane markings and plentiful bicycle parking. Sidewalks should be constructed in accordance with Newberg's Development Code.

Multi-Modal Roadway Cross Sections

Street design in Newberg requires attention to many elements of the public right-of-way and considers how the street interacts with adjoining properties. Four zones comprise the cross-section of streets in Newberg: the context zone, walking zone, biking/on-street parking zone, and driving zone. The design of these zones varies based on the functional classification and street type.

- **Context Zone:** The context zone is the point at which the sidewalk interacts with the adjacent buildings or private property. The purpose of this zone is to provide a buffer for land use adjacent to the street and to ensure that all street users have safe interactions.

- **Walking Zone:** This is the zone in which pedestrians travel. The walking zone is determined by the street type and should be a high priority in mixed-use and residential areas. It includes a minimum five foot wide clear throughway for pedestrian and ADA access, an area for street furnishings or landscaping (e.g. benches, transit stops and/or plantings), and a clearance distance between curbside on-street parking and the street furnishing area or landscape strip (so parking vehicles or opening doors do not interfere with street furnishings and/or landscaping). Streets located along a transit route should incorporate furnishings to support transit ridership, such as transit shelters and benches, into the furnishings/landscape strip adjacent to the biking/on-street parking zone.
- **Biking/On-Street Parking Zone:** This is the zone for biking and on-street parking, and is the location where users will access transit. The biking/on-street parking zone is determined by the street type and use. Major streets that exceed speeds and traffic volumes for safe shared lane use should include designated bike lanes. On-street parking may be present in some cases depending on the adjacent uses, available right of way, and presence of surface parking.
- **Driving Zone:** This is the throughway zone for drivers, including cars, buses, and trucks and should be a high priority in commercial/employment and industrial areas. The functional classification of the street generally determines the number of through lanes, lane widths, and median and left-turn lane requirements. However, the route designations (such as transit street or freight route) take precedence when determining the appropriate lane width in spite of the functional classification. Wider lanes (between 13 to 14 feet) should only be used for short distances as needed to help buses and trucks negotiate right-turns without encroaching into adjacent or opposing travel lanes. Streets that require a raised median should include a minimum 6 foot wide pedestrian refuge at marked crossings. Otherwise, the median can be reduced to a minimum of 4 feet at midblock locations, before narrowing at intersections for left-turn lanes (where required or needed).

Design and Analysis Guidelines

Design and analysis guidelines allow cities to shape the character and functionality of the transportations system. In Newberg, these guidelines are used to provide standards for access spacing, connectivity, roadway and trail cross sections, intelligent transportation systems coordination, traffic impact analysis, neighborhood traffic management, bicycle facilities, enhanced pedestrian crossings, and on-street parking.

Roadway Access Spacing

Access spacing along Newberg streets is managed through access spacing standards. Access management is a broad set of techniques that balance the need to provide efficient, safe, and timely travel with the ability to allow access to individual destinations. Proper implementation of access management techniques will promote reduced congestion and accident rates, and may lessen the need for additional highway capacity enhancing projects in the future.

Table 2 identifies the minimum private access spacing standards for streets in Newberg. Within developed areas of the City, streets not complying with these standards could be improved with strategies that include shared access points, access restrictions (through the use of a median or channelization islands) or closed access points as feasible. New streets or redeveloping properties must comply with these standards, to the extent practical (as determined by the City Engineer).

Table 2: Access Spacing

Roadway Functional Classification	Minimum Public Street Intersection Spacing (Feet)*	Driveway Setback from Intersecting Street†
ODOT Statewide Highway Speeds 30 & 35 (Urban) Speeds 40 & 45 (Urban)	Refer to ODOT Access Spacing Standards	NA
Major arterial Urban (outside CBD) Central Business District	Refer to ODOT Access Spacing Standards	NA
Minor arterial Urban (outside CBD) Central Business District	 500 200	 150 100
Major collector	400	150
Minor collector	300	100

*Street Spacing measured centerline to centerline

†The setback is based on the higher classification of the intersecting streets. Measured from the curb line of the intersecting street to the beginning of the driveway, excluding flares. If the driveway setback listed above would preclude a lot from having at least one driveway, including shared driveways or driveways on adjoining streets, one driveway is allowed as far from the intersection as possible.

Roadway Cross Sections

Roadway standards and cross sections depend on functional classification, and are refined further in this section. Table 3 provides a summary of design standards by functional classification for typical Newberg streets, which are dictated by the Newberg Public Improvements Standards found in Chapter 15.505 of the Newberg Municipal Code and are provided here for reference. All new and rebuilt streets in Newberg must conform to the most current design standards in the Newberg Municipal Code, including but not limited to the required widths of travel lanes, bike lanes, sidewalks, planter strips, and on-street parking. Where a range of values is listed the City will determine the width based on a consideration of the existing constraints and needs for the facility. Illustrations of typical cross sections are shown in Figure 14 through Figure 20. Wider widths may result from enhanced multimodal facilities that may include wider bike lanes, presence of buffered bike lane, wider planting strips, wider sidewalks, or combined bike and pedestrian paths.

Table 3: Functional Classification Design Standards (Typical*)**

Street Classification	ROW (ft) Width	Street Width (ft)	Travel Lanes	Median Type	Striped Bike Lane	Sidewalk	On-street Parking	Planter Strip
Statewide Highway	ODOT	ODOT	ODOT	ODOT	ODOT	ODOT	ODOT	ODOT
Major Arterial	95-100	74	4	TWLTL or median	Yes	Yes	No	Yes
Minor Arterial	69-80	48	2	TWLTL or none	Yes	Yes	No	Yes
Major Collector	57-80	36	2	None	Yes	Yes	No	Yes
Minor Collector	61-65	40	2	None	Yes*	Yes	Yes	Yes
Local Residential	54-60	32	2	None	No	Yes	Yes	Yes†
Local Commercial/Industrial	55-65	34	2	None	No	Yes	No	Yes

*Minor collectors shall provide designated shared space for bicycles instead of bike lanes. See Bicycle Facility Treatment Guidelines later in this section for details.

***Actual standards based on the most recently adopted Public Works Design and Construction Standards and Development Code.

†The planter strip may be eliminated on limited residential streets. Curbside sidewalks have additional design requirements.

ODOT: Oregon Department of Transportation-owned facility. The design authority ultimately rests with ODOT.

TWLTL: Two-Way Left Turn Lane

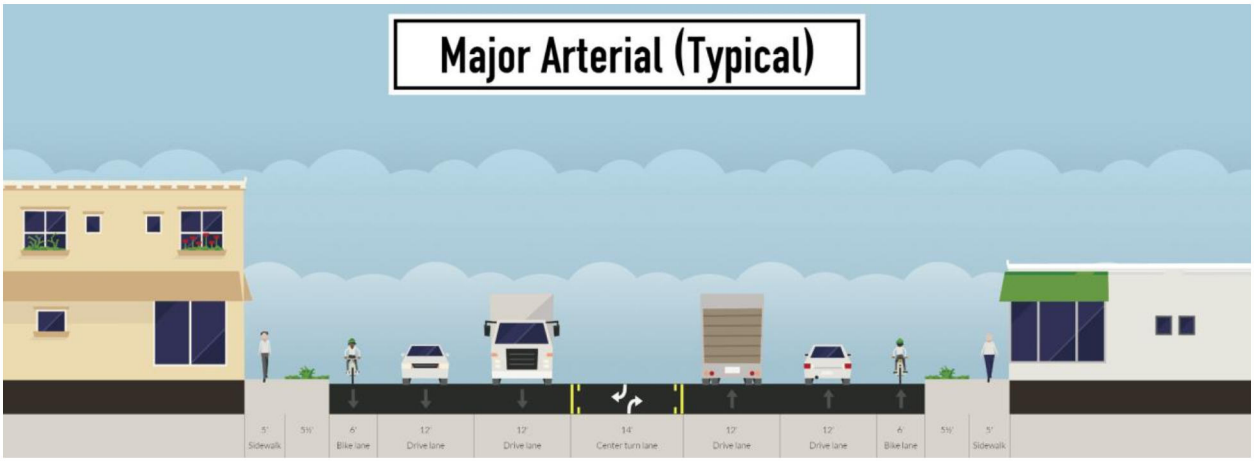

Figure 15: Typical Major Arterial

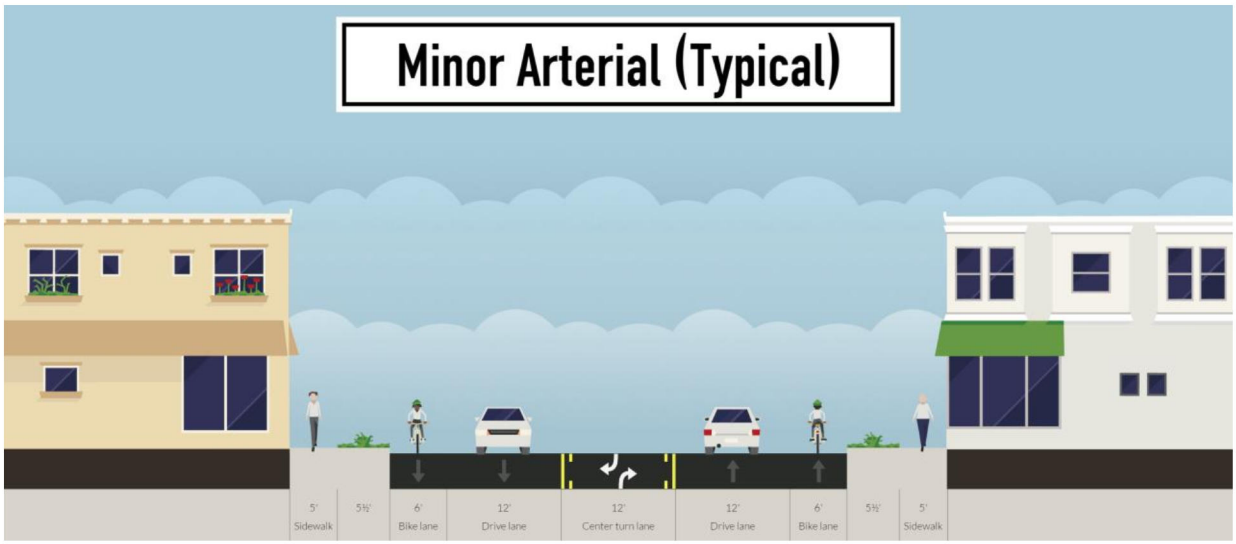

Figure 16: Typical Minor Arterial

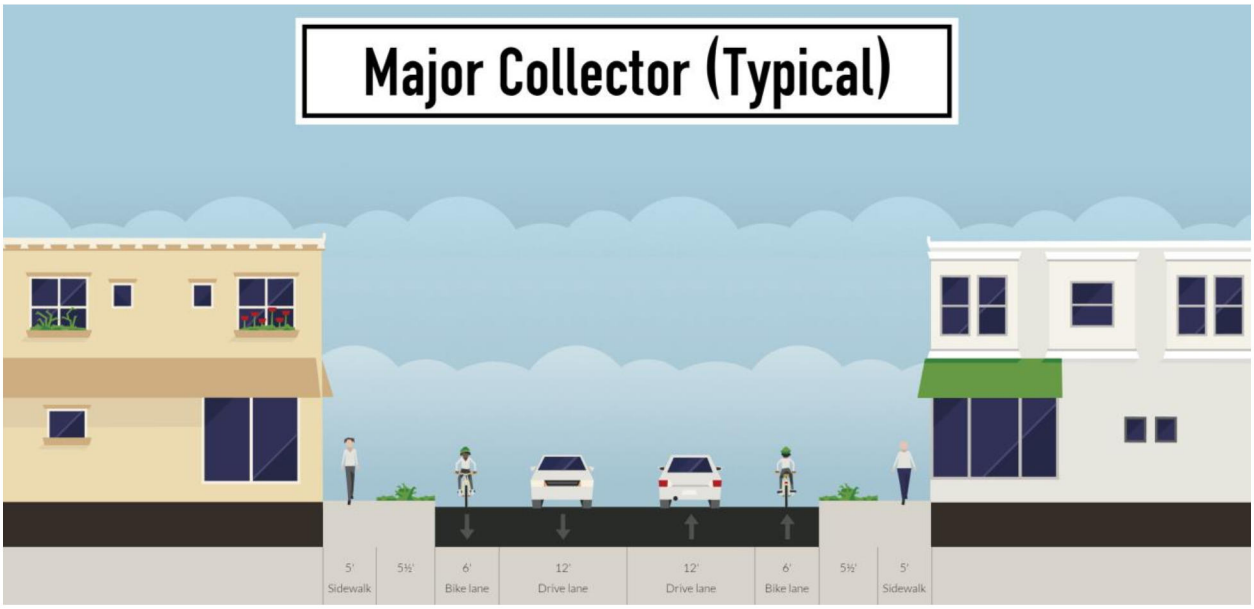

Figure 17: Typical Major Collector

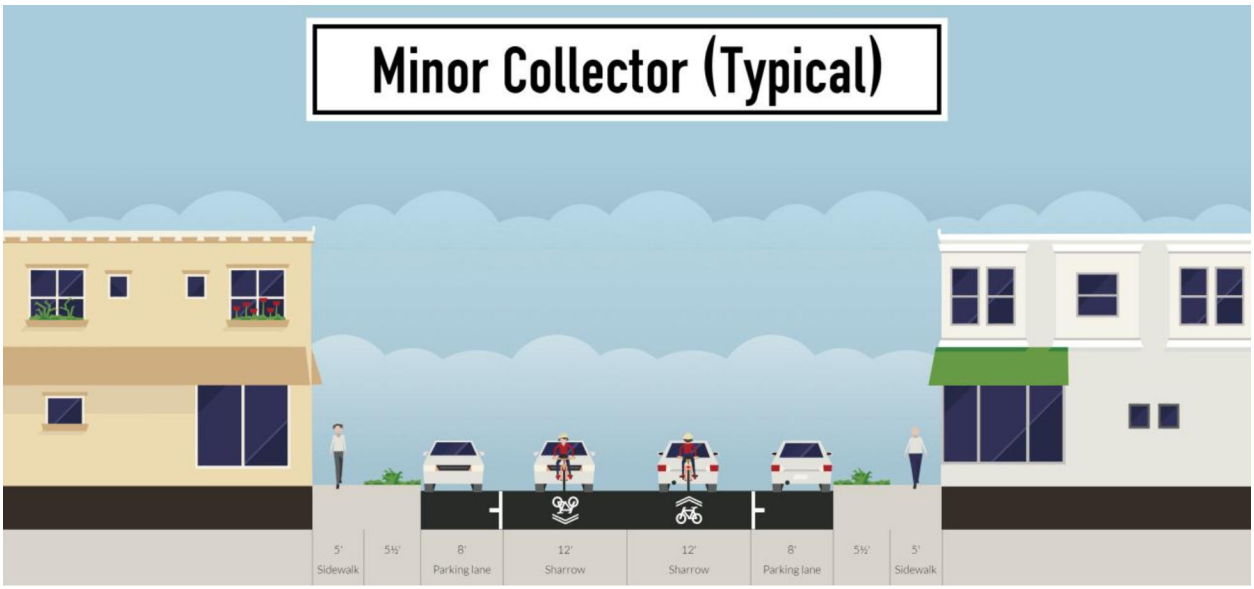

Figure 18: Typical Minor Collector

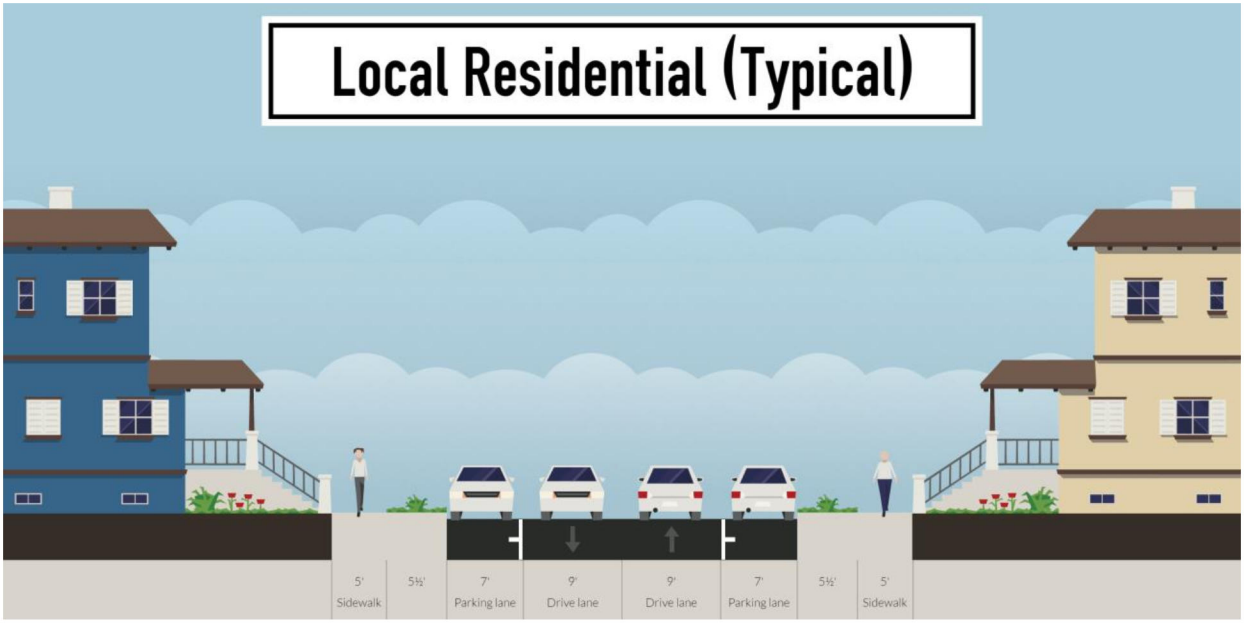

Figure 19: Typical Local Residential

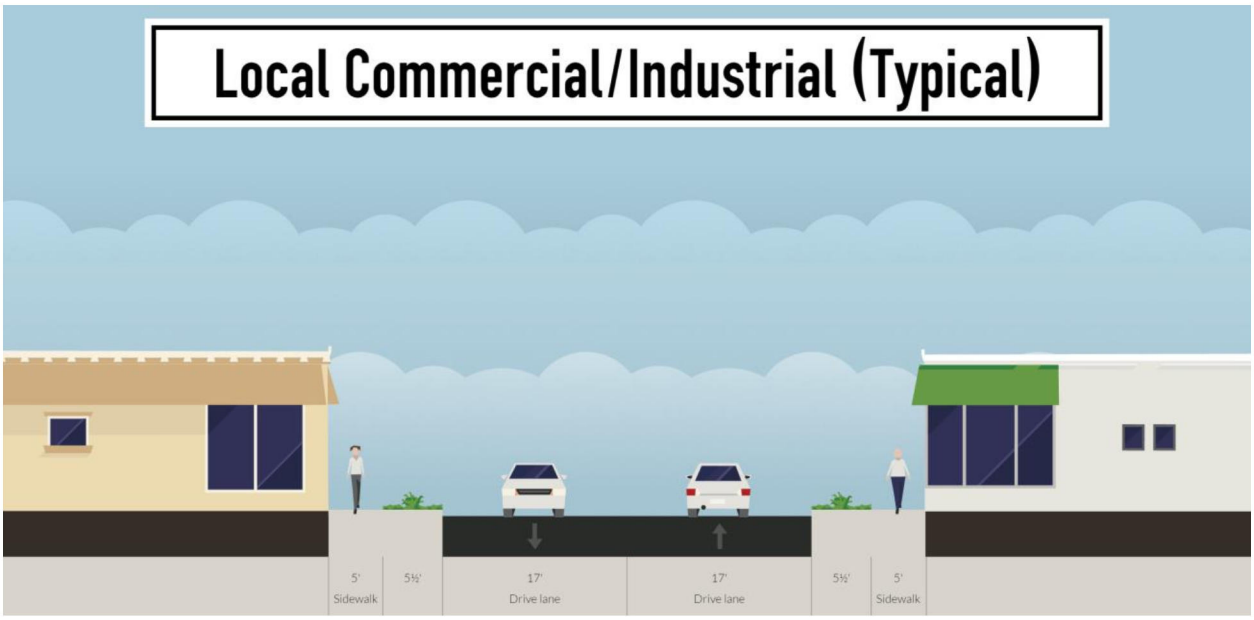

Figure 20: Typical Local Commercial/Industrial

Shared-Use Path Cross Sections

Shared-use paths provide off-roadway facilities for walking and biking travel. Depending on their location, they can serve both recreational and general travel needs. Widths should provide ample space for both walking and biking and should also be able to accommodate maintenance vehicles. The design criteria for shared-use paths are shown in Figure 21. The City may reduce the width of the paved shared-use path as necessary in constrained areas located in steep, environmentally sensitive, rural, historic, or development-limited areas of the City. In areas with significant walking or biking demand, the paved shared-use path should be 16 feet wide. In addition, a variety of amenities can make off-street trails more inviting to the user. These amenities (such as interpretive signs, water fountains, benches, lighting, maps, art, and shelters) would not typically be provided along shared-use paths but may be provided for off-street trails in natural settings that have more flexibility with right of way.

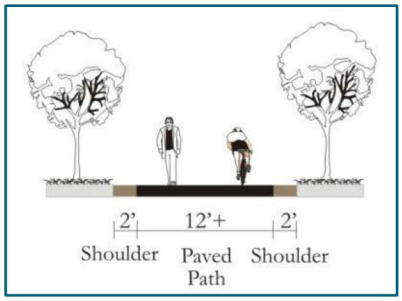

Figure 21: Design Criteria for Shared-Use Paths

ITS Coordination Guidelines

Intelligent Transportation System (ITS) planning and coordination is important for Newberg to consider. The City should follow the Oregon Statewide ITS Plan[21], including installing conduits for communications systems when building/rebuilding roads along planned ITS corridors. Incorporating ITS improvements for and existing project and/or providing opportunities for future infrastructure (laying conduit in advance of a fully-operational system) are a cost-effective means to provide additional opportunities for managing the transportation system.

Traffic Impact Analysis Guidelines

The City Engineer will require a traffic impact analysis report (TIA) as determined by the type of new development or redevelopment and its potential impact to existing street systems. Details for the scope and requirements of the traffic impact analysis report are located in the City of Newberg Municipal Code and the Newberg Public Works Design & Construction Standards[22].

A traffic analysis will be required at the discretion of the City Engineer, and will generally be required for a development:

- When it will generate in excess of 40 trips per p.m. peak hour, or
- When a development's location, proposed site plan, and traffic characteristics could affect traffic safety, access management, street capacity, or known traffic problems or deficiencies in a development's study area.

Neighborhood Traffic Management Tool Guidelines

Traffic calming is a form of neighborhood traffic management that can be used to create safe, slow streets (primarily in residential and mixed-use areas) without significantly changing vehicle capacity. Traffic calming can mitigate the impacts of traffic on neighborhoods and business districts where a greater balance between safety and mobility is desired. It seeks to influence driver behavior through physical and psychological means, resulting in lower vehicle speeds or through traffic volumes. Physical traffic calming techniques include:

- Narrowing the street by providing curb extensions or bulbouts, or mid-block pedestrian refuge islands.
- Deflecting the vehicle path vertically by installing speed humps, speed tables, or raised intersections.
- Deflecting the vehicle path horizontally with chicanes, roundabouts, or mini-roundabouts.

Narrowing travel lanes and providing visual cues such as placing buildings, street trees, on-street parking, and landscaping next to the street also creates a sense of enclosure that prompts drivers to reduce vehicle speeds.

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[21] http://www.oregon.gov/ODOT/HWY/ITS/Documents/Oregon%20ITS%20Architecture%20Report%202012.pdf

[22] Guidance here reflects current requirements, and are subject to change. Always consult current code and standards documents before preparing a TIA.

Traffic calming measures must balance the need to manage vehicle speeds and volumes with the need to maintain mobility, circulation, and function for service providers (e.g. emergency response). Table 2 lists common traffic calming applications and suggests which devices may be appropriate along various streets in the City. Any traffic calming project should include coordination with local emergency response agency staff to ensure public safety is not compromised.

Table 4: Traffic Calming Measures by Street Functional Classification

Traffic Calming Measure	Is Measure Appropriate? (per Roadway Classification)**	
	Collector*	Local Street*
Narrowing travel lanes	Yes	Calming measures are generally appropriate on local streets that are infrequent emergency response routes and have more than one way in and out
Placing buildings, street trees, on-street parking, and landscaping next to the street	Yes	
Curb Extensions or Bulbouts	Yes	
Roundabouts	Yes	
Mini-Roundabouts	Yes	
Medians and Pedestrian Islands	Yes	
Pavement Texture	Yes	
Speed Hump or Speed Table	No	
Raised Intersection or Crosswalk	No	
Speed Cushion (provides emergency pass-through with no vertical deflection)	No	
Choker	No	
Traffic Circle	No	
Diverter (with emergency vehicle pass through)	Yes	
Chicanes	No	

*Any traffic calming project should include coordination with emergency agency staff to ensure public safety is not compromised.

** Traffic calming may be considered for state highways but would be required to meet ODOT standards, including any ODOT approved design exceptions.

Bicycle Facility Treatment Guidelines

A network of family-friendly biking routes is envisioned to connect major destinations and neighborhoods in Newberg. All arterial and major collector streets must have bike lanes. Minor collector streets may be designated as a shared space for bicycles and motor vehicles with shared-lane markings (SLMs), or "sharrows", or they may warrant bike lanes. Bike lanes and sharrows are not required on local roads, but local roads may be designated as shared facilities if they are part of a designated bike route or critical connection.

Designated bike routes, sometimes referred to as Bicycle Boulevards, modify existing low volume, low speed streets to prioritize the through movement of bicyclists and pedestrians while maintaining local access for automobiles. Bicycle Boulevards typically include wayfinding signage, sharrows, and traffic calming features intended to reduce motor vehicle speeds and volumes. Where these facilities cross major roadways it is important to provide safe and comfortable pedestrian and bicycle crossings.

Photo 9: Bicycle Boulevard with Sharrows

Further enhancements may include "green street" features such as bio-swales and street trees, in addition to wider sidewalks and improved pedestrian amenities (e.g., benches and pedestrian-scale lighting). A network of bicycle boulevards helps encourage active transportation by providing comfortable, low-stress routes between neighborhoods and local parks, schools, and shopping areas. The bicycle boulevard network is generally off the main street system and is more attractive to less experienced walkers and bikers. It is generally envisioned to act like a linear park system linking parks, schools, jobs and other destinations in the City through a network of on-street shared-use streets and off-street shared-use paths.

Enhanced Pedestrian Crossing Treatment Guidelines

Enhanced street crossings are generally required on roadways with high traffic volumes and/or speeds in areas with nearby transit stops, residential uses, schools, parks, shopping, and employment destinations. These crossings should include treatments such as marked crosswalks, beacons or signalization, and curb extensions to improve the safety and convenience of street crossings. Crossings should be provided consistent with the connectivity standards.

On-Street Parking Dimensions

On-street parking should be a high priority along Mixed-Use or Residential streets. On-street parking is generally discouraged along Commercial/Industrial streets that have a primary function of traffic mobility (such as an arterial or major collector), although it may be allowed if the adjacent land use would benefit from it and adequate right-of-way is available. In Newberg, on-street parking is provided along all minor collector and local streets, although parking can be removed or reduced to one side if providing parking on both sides is not feasible.

The width of on-street parking should typically be eight feet, but can be reduced to seven feet where circumstances warrant with City Engineer approval.

The Investments

The Newberg approach to developing transportation solutions placed more value on investments in smaller, cost-effective solutions for the transportation system rather than larger, more costly ones, consistent with statewide and Newberg transportation goals. The approach helped to encourage multiple travel options, increase street connectivity, and promote a more sustainable transportation system. The projects in this plan fall within one of several categories:

Walking projects for sidewalk infill, providing seamless connections for pedestrians throughout the City. Newberg identified 45 walking projects. Of these projects, 29 are covered by other projects in this TSP, and 16 are standalone projects. The 16 standalone projects would cost the City a combined total of $7.6 million to complete.

Biking projects include an integrated network of bicycle lanes and marked on-street routes that facilitate convenient travel citywide. Newberg identified 34 biking projects. Of these projects, 13 are standalone projects and 21 are covered by other projects in the TSP. The 13 standalone projects would cost the City a combined total of $6.6 million to complete.

ADA Improvements should be a component of all project types identified in other categories as future improvements. Other ADA needs that do not overlap with these projects will be addressed through the Public Works department's ongoing ADA improvement program in order to provide a continuous, connected ADA route through Newberg

Chehalem Trail projects include trails identified under the Chehalem Heritage Trails Master Plan. These trails will provide pedestrian and bicycle connectivity between Newberg and Dundee. There are six Chehalem Trail projects, four within or partially within Newberg, and two within Dundee or Yamhill County. The trail segments within Newberg are expected to cost approximately $10.5 million to complete.

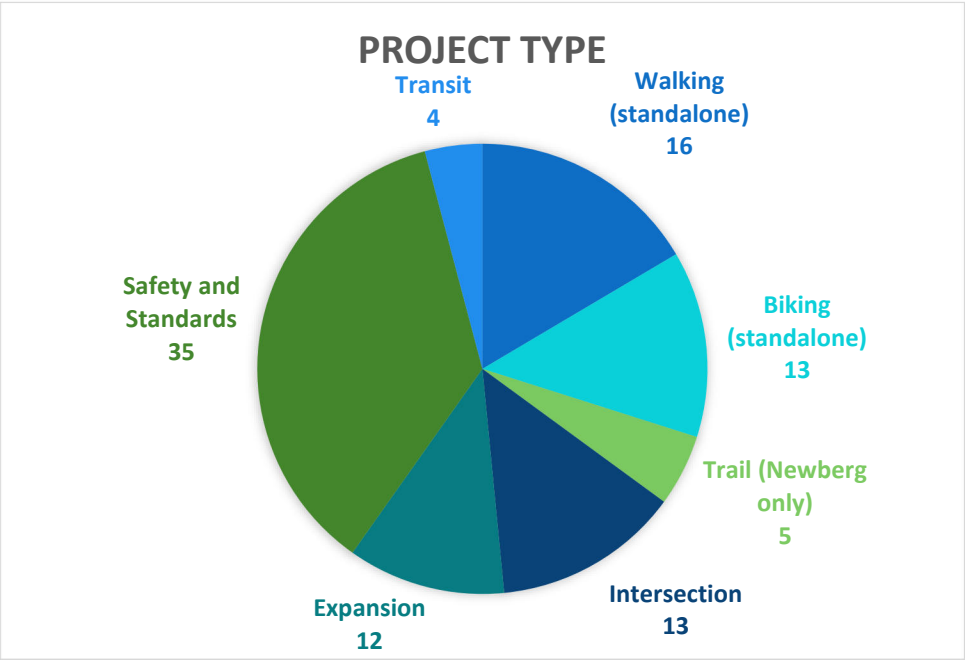
Intersection projects include safety and mobility improvements for intersections in Newberg. Newberg identified 13 intersection projects with a combined total cost of $5.2 million to complete.

Expansion projects are those that add or extend new roads or add more lanes to existing roads. Newberg identified 12 expansion projects that are expected to cost $31.2 million to complete. Many of these expansion projects would be paid for by new development in undeveloped areas of Newberg.

Safety and Standards projects are those that bring an existing facility up to Newberg's most current roadway standards, or address a known safety need. Newberg identified 35 Safety and Standards project that are expected to cost $53.9 million to complete. Some of these projects would be paid for by new or infill development along existing facilities.

Transit projects are those that expand or add amenities to existing transit service, or that add new transit routes within the City. Newberg identified four transit projects with a total cost of $205,000.

Figure 22 illustrates the breakdown of all projects by the number of projects in each category and the total expense of the projects in each category.



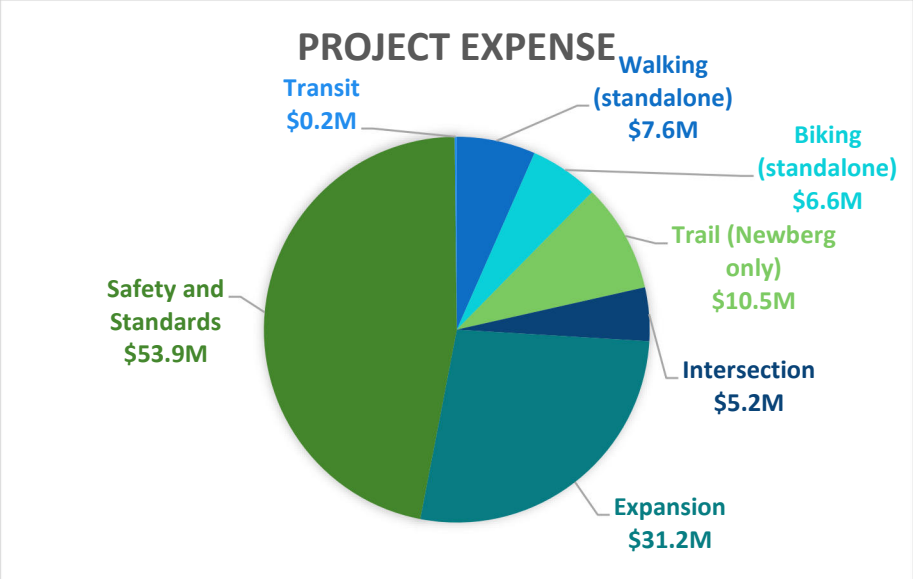


Figure 22: Project Type and Project Expense

Funding

With an estimated $115 million worth of transportation solutions identified, Newberg must make investment decisions to develop a set of transportation improvements reasonably likely to be funded to meet identified needs through 2035. As shown in Table 5, Newberg is expected to have approximately $18.7 million available for capital expenditures through 2035 with current funding sources and maintenance/operations expenditures.

Table 5: Newberg Transportation Funding

Revenue Source	Average Annual Amount	Estimated Through 2035
State Highway Trust Fund (Gas Taxes and Registration Fees)	$820,600	$16,400,000
Bikeway Taxes (portion of State Highway Trust Fund)	$12,400	$250,000
System Development Charges	$286,700	$20,700,000
Total Revenues	**$1,100,000**	**$37,300,000**
Expenditures	**Average Annual Amount**	**Estimated Through 2035**
Operations and Maintenance	$930,000	$18,600,000
Revenue over Expenditures (Available for Capital Improvements)		**$18,700,000**

Current Newberg Funding Sources

Two general funding sources are utilized by the City for transportation: the State Highway Trust Fund and System Development Charges (SDCs). In addition to City-funded projects, new private development will construct and/or fund some of the proposed transportation projects in Newberg. Federal transportation funds received by the City (approximately $250,000 annually) go towards the debt exchange to pay for a portion of the local contribution of the Newberg-Dundee Bypass.

State Highway Trust Fund monies come from state motor vehicle gas tax, vehicle registration fees and truck weight-mile fees, and are distributed on a per capita basis to cities and counties. By statute, the money may be used for any road-related purpose, including walking, biking, bridge, street, signal, and safety improvements. The state gas tax funds have previously failed to keep up with cost increases and inflation. With increased fuel efficiency of vehicles and the State's emphasis on reducing vehicle miles traveled, the real revenue collected has gradually eroded over time. The gas tax in Oregon increased on January 1, 2011 by six cents, to 30 cents per gallon. This was the first increase in the state gas tax since 1993.

System Development Charges (SDCs) are fees collected from new development and used as a funding source for all capacity adding projects for the transportation system. The funds collected can be used to construct or improve portions of roadways impacted by applicable development such as upgrading an existing collector road to add additional capacity to serve growth. The SDC is collected from new development and is a one-time fee. The fee is based on the proposed land use and size, and is

proportional to each land use's potential weekday vehicle trip generation. Newberg collects $3,052 per single-family residence and slightly less for multi-family residences. Commercial and industrial developments are charged based on Institute of Transportation Engineers (ITE) trip generation rates.

Revenue

Current revenue sources are expected to provide about $18.7 million through 2035. Over the past three years, Newberg averaged $821,000 in State Highway Fund shared revenue and $287,000 in SDC revenue. As a conservative estimate,[23] the same levels for State Highway Fund revenue ($821,000 per year) was assumed in the future, for a total of about $16.4 million through 2035.

Newberg is expected to receive $20.7 million from SDC charges through 2035. This figure was calculated by determining the expected household and commercial growth in Newberg over the planning horizon and using Newberg's existing (2015) SDC rates. State law requires that SDC revenue be used only on capacity increasing capital projects that increase the level of performance of an existing facility or provide new facilities.

State law requires that a minimum of one percent of the State gas tax and vehicle registration funds received must be set aside for construction and maintenance of walking and bicycling facilities. In Newberg, this represents approximately $12,000 per year and over $240,000 through 2035.

Expenditures

Current operations and maintenance expenditures are expected to top $18.6 million through 2035 (based on expenditures over the past three years).

Funds for Transportation Improvements

In addition to Newberg funds, ODOT has determined that it is reasonable to assume that $10 million in state discretionary funds will be available to fund new projects in Newberg over the next 20 years[24]. Many of the identified transportation improvements are expected to be funded, at least in part, by new development. About $32 million of the identified projects would be development-led.

ODOT Highway Safety Improvement Program (HSIP) Funding

With Oregon's funding under HSIP increased significantly and direction from the Federal Highway Administration to address safety challenges on all public roads, ODOT will increase the amount of funding available for safety projects on local roads. Safety funding will be distributed to each ODOT

[24] ODOT has not committed any future funding for projects in Newberg. This estimate is based on assuming that Newberg will receive a reasonable share of the state/federal funding projected to be available over the 20-year planning horizon in Region 2 and based on ODOT sustaining their current revenue structure. It is used to illustrate the degree of financial constraints faced by ODOT as of the writing of this document. Actual funding through state and federal sources may be higher or lower than the range of this estimate. This estimate does not include projects that might be funded through the federal Highway Safety Improvement Program (HSIP).

region, which will collaborate with local governments to select projects that can reduce fatalities and serious injuries, regardless of whether they lie on a local road or a state highway.

To maintain commitments in the current Statewide Transportation Improvement Program (STIP) for 2013-2015 and because the development of 2016-2018 STIP is well underway, a reasonable expectation is to start the jurisdictionally blind safety approach in 2017. Meanwhile, ODOT intends to implement a transition plan for 2013-2016. The transition will be developed to bridge the gap. Funding for local roads will be allocated to primarily focus on a few systemic low cost fixes that can be implemented in the shorter timeframe.

Potential Additional Funding Sources

Additional transportation funding options include local taxes, assessments and charges, and state and federal appropriations, grants, and loans. All of these resources can be constrained based on a variety of factors, including the willingness of local leadership and the electorate to burden citizens and businesses; the availability of local funds to be dedicated or diverted to transportation issues from other competing City programs; and the availability of state and federal funds. Nonetheless, it is important for the City to consider all opportunities for providing, or enhancing, funding for the transportation improvements included in the TSP.

The following sources have been used by cities to fund the capital and maintenance aspects of their transportation programs. There may be means to begin to or further utilize these sources, as described below, to address existing or new needs identified in the TSP.

Transportation Utility Fee

A transportation utility fee is a recurring monthly charge that is paid by all residences and businesses within the City. The fee can be based on the number of trips a particular land use generates, or as a flat fee per unit. It can be collected through the City's regular utility billing. Existing law places no express restrictions on the use of transportation utility fee funds, other than the restrictions that normally apply to the use of government funds.[25] Some cities utilize the revenue for any transportation-related project, including construction, improvements, and repairs. However, many cities choose to place self-imposed restrictions or parameters on the use of the funds, which may designate fund use for a specific purpose (such as street maintenance or overlays, pedestrian/bicycle improvements, or other specific transportation needs).

Assuming a flat fee of $10.00 per month per residential water meter, the City could collect an additional $1.5 million for transportation-related expenses through 2035. Additional revenue could be collected from businesses.

Local Fuel Tax

Fourteen cities and two counties in Oregon have adopted local gas taxes ranging from one to five cents per gallon. The taxes are paid to the city monthly by distributers of fuel. Newberg may want to consider implementing a local fuel tax. The process for presenting such a tax to voters would need to be consistent with Oregon State law as well as the laws of the City.

ODOT Statewide Transportation Improvement Program (STIP) Enhance Funding

ODOT has modified the process for selecting projects that receive STIP funding. The new process follows a jurisdictionally blind approach, meaning local agencies can receive funding for projects off the state system. Preferred projects are expected to be those that enhance system connectivity and improve multi-modal travel options. With the updated TSP, the City will be well positioned to apply for STIP funding.

Local Hotel/Lodging Tax

Many Oregon jurisdictions impose a local hotel tax. State law requires that 70 percent of the hotel tax revenue be used for tourism facilities and promotion and 30 percent go to the general fund. Tourism facilities could potentially include transportation projects such as public parking or pedestrian improvement projects that benefit tourism.

General Fund Revenues

At the discretion of the City Council, the City can allocate General Fund revenues to pay for its Transportation program (General Fund revenues primarily include property taxes, use taxes, and any other miscellaneous taxes and fees imposed by the City). This allocation is completed as a part of the City's annual budget process, but the funding potential of this approach is constrained by competing community priorities set by the City Council. General Fund resources can fund any aspect of the program, from capital improvements to operations, maintenance, and administration. Additional revenues available from this source are only available to the extent that either General Fund revenues are increased or City Council directs and diverts funding from other City programs.

Urban Renewal District

An Urban Renewal District (URD) would be a tax-funded district within the City. The URD would be funded with the incremental increases in property taxes resulting from construction of applicable improvements. This type of tax increment financing has been used in Oregon since 1960. Use of the funding includes, but is not limited to, transportation improvements, which are funded by the incremental taxes rather than fees.

Local Improvement Districts

Local Improvement Districts (LIDs) can be formed to fund capital transportation projects. LIDs provide a means for funding specific improvements benefiting a specific group of property owners. LIDs require owner/voter approval and a specific project definition. Assessments are placed against benefiting properties to pay for improvements. LIDs can be matched against other funds where a project has

system wide benefit beyond benefiting the adjacent properties. LIDs are often used for sidewalks and pedestrian amenities that provide local benefit to residents along the subject street.

Debt Financing

While not a direct funding source, debt financing can be used to mitigate the immediate impacts of significant capital improvement projects and spread costs over the useful life of a project. Though interest costs are incurred, the use of debt financing can serve not only as a practical means of financing major improvements, but is also viewed as an equitable funding strategy, spreading the burden of repayment over existing and future customers who will benefit from the projects. The obvious caution in relying on debt service is that a funding source must still be identified to fulfill annual repayment obligations.

The Plan

As detailed in the Funding section, the City is expected to have approximately $18.7 million in City funds to cover the City's public portion of project costs ($40 million) if no additional funding sources are developed. Therefore, most of the transportation solutions identified for the City are not reasonably likely to be funded through 2035. For this reason, the transportation solutions were divided into two categories:

- **Likely Funded** projects are those projects that the City believes are reasonably likely to be funded during the 20-year planning horizon based on the funding threshold established through the City's funding analysis.
- **Aspirational** projects include all identified projects for improving Newberg's transportation system that are not reasonably likely to be funded during the 20-year planning horizon, but do address an identified problem and are supported by the City.

Identifying the Investments

Using the five goals identified previously in the TSP, the transportation solutions were evaluated and compared to one another. Greater value was placed on projects stakeholders felt were most important to the community. The investment recommendations attempted to balance projects between different modes, selecting some of the highest rated projects from each mode. Complex and costly capital projects were disfavored compared with low cost projects with more immediate impact and the ability to spread investment benefits Citywide.

Additionally, ODOT will actively monitor key routes through neighborhoods that may be impacted by the Phase 1 Bypass. Future phases of the Newberg-Dundee Bypass are not likely to be built within the funding horizon, and the Phase 1 Bypass will likely alter travel patterns on several routes throughout the City. ODOT may set aside funds that may be used for improvements and traffic control on routes impacted by the Bypass, and improvements to reduce cut-through traffic through neighborhoods. This approach seeks to actively manage the transportation system after construction of the Phase 1 Bypass.

The Likely Funded Plan

The Likely Funded Plan identifies the transportation solutions that are reasonably expected to be funded by 2035 and have the highest priority for implementation. Figure 23 shows the breakdown of different funding sources for the plan, and Table 6 lists all projects by type of improvement and identifies the likelihood of the project being funded ("Likely" or "Aspirational[26]"). A subset of projects are marked that would add capacity to the transportation system. The project lead identified in Table 6 is the likely lead

[26] "Aspirational" designation denotes that the project is included in the plan to address a transportation need in the community but due to limited funding is not assumed to be funded during the planning horizon (2035) under current funding conditions. However, additional funding opportunities such as partnerships or grants may allow these projects to be pursued before 2035.

that will manage the project, but does not commit them to funding the project. All approximate costs are reported in terms of existing year (2016) costs and not year of opening. The City is assumed to spend $10 million on improvements, while ODOT could contribute approximately $10 to 15 million[27], Chehalem Park and Recreation District (CPRD) would be responsible for $1.3 million of investments, and Yamhill County would be responsible for approximately $35,000 of investments. Additionally, $27 million worth of investments are assumed to be development-led.

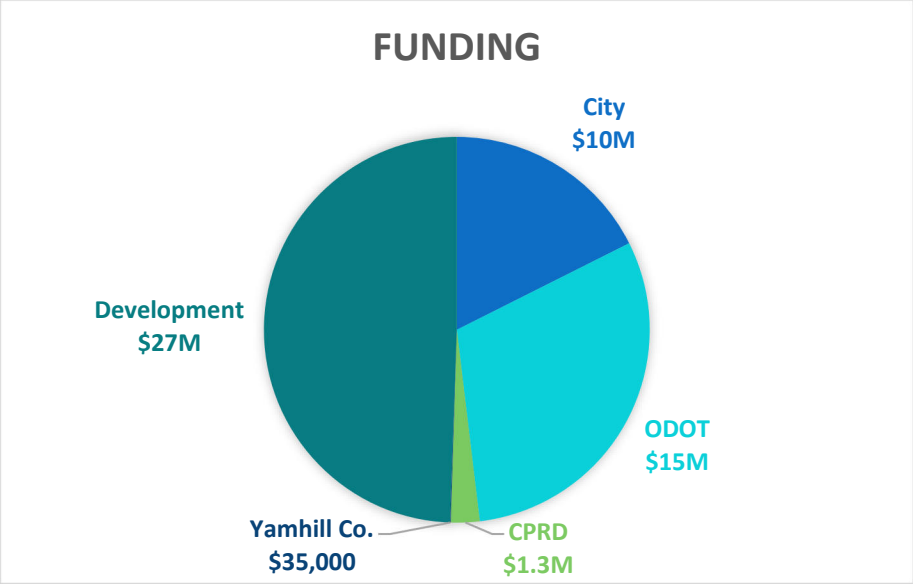


Figure 23: Funding for the Likely Funded Plan

The Aspirational Plan

The projects outlined within the Likely Funded Plan will significantly improve Newberg's transportation system. If the City is able to implement a majority of the Likely Funded Plan, nearly two decades from now Newberg residents will have access to a safer, more balanced multimodal transportation network.

The Aspirational Plan identifies those transportation solutions that are not reasonably expected to be funded by 2035, but will remain very important to the transportation system and have City support if funding does become available. Table 6 lists all projects by type of improvement, those identified as not likely to be funded comprise the Aspirational Plan. The Aspirational Plan includes approximately $60.5 million worth of investments.

[27] ODOT has not committed any future funding for projects in Newberg. This estimate is based on assuming that Newberg will receive a reasonable share of the state/federal funding projected to be available over the 20-year planning horizon in Region 2 and based on ODOT sustaining their current revenue structure. It is used to illustrate the degree of financial constraints faced by ODOT as of the writing of this document. Actual funding through state and federal sources may be higher or lower than the range of this estimate. This estimate does not include projects that might be funded through the federal Highway Safety Improvement Program (HSIP).

Table 6: Transportation Improvement Projects

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Expansion Projects					
E01*	OR 240 Minor Arterial Improvement	Reconstruct OR 240 for approximately 0.36 miles between the west edge of the Urban Growth Boundary and Main Street to full, 3-lane minor arterial street standards.	ODOT	$2,160,000	Aspirational
E03*	N Main Street (OR240) Arterial Improvement	Reconstruct to full minor arterial standards between Illinois and 1st to include three travel lanes, bike lanes, and sidewalks.	ODOT	$1,350,000	Aspirational
E04*	Blaine St Extension	Construct new street between 9th St and River St to major collector standards.	City	$1,682,200	Aspirational
E05*	College St Arterial Improvement	Reconstruct to minor arterial street standards between 1st St and Bell Rd to include sidewalks and bicycle lanes on each side of College Street.	ODOT	$8,835,750	Likely
E06*	Rogers Landing Rd Extension	Construct Rogers Landing Rd from Willamette River to UGB to major collector standards.	City	$1,215,000	Aspirational
E07*	Foothills Dr Extension	Construct Foothills Dr from Aldersgate to Villa Rd.	Developer	$342,150	Likely
E08*	Villa Rd Extension	Construct Villa Rd from Mountainview Dr to Aspen Way and construct to major collector standards with sidewalks and bike lanes.	Developer	$2,835,000	Likely
E11a*	Mountainview Dr Arterial Improvement	Safety Improvement: Reconstruct Mountainview Dr between Villa Rd and Alice Way to minor arterial standards. Include bike lanes and sidewalks on both sides.	Developer	$1,023,000	Likely

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Expansion Projects					
E11b*	Mountainview Dr Arterial Improvement	Reconstruct Mountainview Dr between Alice Way and Aspen Way to minor arterial standards. Include bike lanes and sidewalks on both sides.	Developer	$1,404,000	Likely
E14*	Crestview Dr Extension	Extend Crestview Dr from southern terminus to OR 99W. Construct to major collector standards (Other Crestview Dr projects S18, S40)	Developer	$1,830,000	Likely
E15*	Hayes St Extension	Construct Hayes St from its eastern terminus at Deborah St to Springbrook St to minor collector street standards	Developer	$540,000	Likely
E18*	OR219 Arterial Improvement	Reconstruct OR219 to arterial standards between First Street and the south UGB boundary to include sidewalks and bicycle lanes on each side of OR219.	ODOT	$7,965,000	Aspirational
		Total (All Expansion Projects)		**$31,182,100**	
		Total (Likely Expansion Projects)		**$16,809,900**	
		Total (Aspirational Expansion Projects)		**$14,372,200**	

Note: * indicates project that would add capacity to the transportation system

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Standards and Safety					
S01*	Dayton Ave Collector Improvement	Restripe Dayton Avenue to major collector street standards between 5th Street and Newberg city limits to include bicycle lanes on each side of Dayton Avenue	City	$13,500	Aspirational
S02*	3rd St Collector Improvement	Reconstruct 3rd Street to minor collector street standards between OR 99W and Main Street to include sidewalks and on-street parking on each side of 3rd Street	City	$110,250	Aspirational
S03*	OR 99W Arterial Improvement	Reconstruct OR 99W to major arterial street standards between Harrison Street and 3rd Street to include sidewalks and bicycle lanes on each side of OR 99W.	ODOT	$1,741,600	Aspirational
S07	Downtown Road Diet	Pending (and contingent upon) coordination and agreement with ODOT, implement components of the downtown road diet. Specific details to be developed through coordination with ODOT[28] and the recommendations of the Newberg Downtown Improvement Plan. This concept would generally remove one lane each from Hancock St and 1st St to use for additional enhancement to pedestrian, bicycle, or other amenities. Enhancements could include improved crossings, wider sidewalks, and curb extensions on 1st St and Hancock St. The road diet and related improvements in the downtown area may be implemented after completion of the Phase 1 Bypass on a temporary basis pending future capacity needs and some locations may retain the existing cross section.	ODOT	$6,000,000	Likely
S08*	S Main St Collector Improvement	Restripe to major collector street standards between 1st St and 5th St to include bicycle lanes on each side.	City	$27,000	Aspirational
S09*	2nd St Collector Improvement	Reconstruct 2nd St to major collector street standards between Main St and River St to include sidewalks, bicycle lanes, and on-street parking on each side of 2nd Street	City	$2,141,600	Aspirational

[28] Additional coordination and implementation will also require addressing freight Reduction Review Route (RRR) statutes and approval of Oregon Freight Advisory Committee (OFAC).

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Standards and Safety					
S10*	Blaine St Collector Improvement	Reconstruct Blaine St to major collector street standards between Hancock St and 9th St to include sidewalks and bicycle lanes on each side of Blaine Street.	City	$2,025,000	Likely
S11*	Chehalem Dr Collector Improvement	Reconstruct Chehalem Dr between OR240 and North Valley Rd to major collector street standards to include bicycle lanes and sidewalks on both sides of the street. Yamhill County and City of Newberg jurisdictions.	Developer	$4,428,000	Likely
S12*	N Main St Collector Improvement	Reconstruct to full major collector street standards between Illinois St and Mountainview Dr to include sidewalks and bicycle lanes on each side of Main St.	City	$1,350,000	Aspirational
S13*	Illinois St Collector Improvement	Reconstruct Illinois St between Main St and College St to major collector street standards to include on-street parking, bicycle lanes, and sidewalks on each side of the street.	City	$945,000	Aspirational
S14*	Columbia Dr Collector Improvement	Reconstruct Columbia Dr between Chehalem Dr and College St to minor collector street standards to include a travel lane in each direction, and sidewalks and on-street parking on both sides of the street.	Developer	$1,512,000	Likely
S15	OR 219 Routing	Add signs for routing traffic using OR 219 through Newberg to reduce neighborhood cut through	ODOT	$25,000	Likely
S16*	North Valley Rd Collector Improvement	Reconstruct North Valley Rd to major collector street standards between College St and Chehalem Dr to include sidewalks and bicycle lanes on each side of North Valley Rd.	Developer	$2,295,000	Aspirational
S17*	Foothills Dr Collector Improvement	Reconstruct to major collector street standards between Main St and Aldersgate Dr to include sidewalks and bicycle lanes on each side.	City	$3,240,000	Aspirational
S18*	Crestview Dr Collector Improvement	Reconstruct Crestview Dr to minor collector street standards between College St and Villa Rd to include sidewalks and on-street parking. (Other Crestview Dr projects E14, S40)	City	$1,620,000	Aspirational

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Standards and Safety					
S20*	Vermillion St Collector Improvement	Reconstruct Vermillion St between Meridian St and College St to major collector standards to provide bicycle lanes and sidewalks on each side of the street.	City	$405,000	Aspirational
S21*	Fulton St Collector Improvement	Reconstruct Fulton St between Meridian St and Villa Rd to major collector standards, providing bicycle lanes and sidewalks on each side of the street.	City	$174,050	Aspirational
S22*	River St Collector Improvements	Reconstruct to major collector street standards between 1st St and Rogers Landing Rd to include sidewalks and bicycle lanes on each side of River St.	City	$3,105,000	Aspirational
S23*	Rogers Landing Rd Collector Improvement	Reconstruct Rogers Landing Rd to major collector street standards between River St and the Willamette River to include sidewalks and bicycle lanes on each side of the street.	City	$540,000	Aspirational
S24	Villa Rd Wayfinding	Improve wayfinding on OR219 directing traffic bound for 99W onto Villa Rd	City	$5,000	Aspirational
S25*	Villa Rd Collector Improvement	Reconstruct Villa Rd to major collector street standards between OR 99W and Fulton St to include sidewalks and bicycle lanes on each side of Villa Rd.	Developer	$1,080,000	Aspirational
S26*	Villa Rd Collector Improvement	Reconstruct to major collector street standards between Fulton St and Crestview Dr to include sidewalks and bicycle lanes on each side of Villa Rd.	City	$2,376,000	Under Construction
S27*	Haworth Ave Collector Improvement	Reconstruct Haworth Ave to major collector street standards between Villa Rd and Springbrook St to include sidewalks and bicycle lanes on each side of Haworth St.	City	$1,682,200	Aspirational
S28	Villa Rd Collector Improvement	Reconstruct Villa Rd to major collector street standards between Aspen Way and UGB to include sidewalks and bicycle lanes on each side of Villa Rd.	Developer	$405,000	Aspirational

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Standards and Safety					
S29*	Aspen Way Collector Improvement	Reconstruct Aspen Way to minor collector standards between Villa Rd and Mountainview Dr to include sidewalks and on-street parking on each side of Aspen Way	Developer	$4,995,000	Likely
S32*	Elliott Rd Collector Improvement	Reconstruct to full, major collector street standards between OR 99W and Newberg High School to include sidewalks and bicycle lanes on each side of Elliot Rd.	City	$1,215,000	Likely
S33*	Hayes St Collector Improvement	Reconstruct Hayes Street to minor collector street standards between Elliott Road and Deborah Street to include sidewalks and on-street parking on each side of Hayes Street	City	$87,000	Aspirational
S35*	Fernwood Rd Collector Improvement	Reconstruct Fernwood Rd between Springbrook Rd and Creek to major collector standards to include bicycle lanes and sidewalks on each side of the street	Developer	$972,000	Aspirational
S36*	OR 99W Arterial Improvement	Reconstruct OR 99W to major arterial street standards between Vittoria Way and Harmony Ln to include sidewalks and bicycle lanes on each side of OR 99W.	ODOT	$270,000	Likely
S37*	Wynooski St Collector Improvement	Reconstruct Wynooski Street to major collector street standards between River Street and Bypass to include sidewalks and bicycle lanes on each side of Wynooski Street	City	$4,050,000	Aspirational
S38*	Zimri Dr Collector Improvement - in UGB	Improve Zimri Dr within the UGB to major collector standards, providing bicycle lanes and sidewalks on each side of the street	Developer	$2,160,000	Likely
S40*	Crestview Drive Improvements	Reconstruct Crestview Drive to collector street standards between Springbrook and the City limits. (Other Crestview Dr projects E14, S18)	Developer	$1,180,400	Likely
S41	Local System Bypass Monitoring and Enhancements	Monitor traffic use and performance on local system adjacent to bypass (south of OR 99W and east of Springbrook Road) to determine if unintended cut-through traffic between OR 99W and bypass require mitigation. Potential mitigation (placeholder project) may include traffic-calming and/or capacity enhancements, depending on the nature of the impacts	ODOT	$500,000	Likely

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Standards and Safety					
S42	Hancock Street Arterial Improvement	Reconstruct Hancock Street to major arterial street standards between Harrison Street and Main Street to include sidewalks and bicycle lanes on each side of Hancock Street.	ODOT	$1,113,600	Aspirational
		Total (All Standards and Safety Projects)		**$53,789,200**	
		Total (Likely Standards and Safety Projects)		**$26,686,400**	
		Total (Aspirational Standards and Safety Projects)		**$27,102,800**	

Note: * indicates project that would add capacity to the transportation system

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Intersection Projects					
I01	College St/Illinois St Intersection Safety	Bar left turns or add bypass lane to prevent queuing vehicles from going across RR tracks	City	$100,000	Likely
I02*	Foothills Dr/College St Intersection	Intersection control upgrade (roundabout or traffic signal) to address mobility needs	City	$825,000	Likely
I03*	Mountainview Dr/Villa Rd Intersection Improvement	Add traffic signal and left turn lanes on all approaches.	Developer	$860,000	Likely
I04*	Villa/Haworth Intersection Improvements	Add southbound left turn lane and northbound right turn lane on Villa to improve safety and operations. Monitor for control upgrade (roundabout or traffic signal)	City	$320,000	Likely
I05*	Villa/Fulton Intersection Improvements	Add SB right turn lane and NB left turn lane on Villa Rd. Monitor for control upgrade (roundabout or traffic signal)	City	$345,000	Likely
I07*	Mountainview Dr/Zimri Dr Intersection Improvements	Add SB left turn lane to Zimri Dr	Developer	$135,000	Likely
I08*	Springbrook Rd/Mountainview Dr Intersection Improvement	Traffic Signal.	Developer	$270,000	Likely
I09*	Springbrook Rd/Haworth Ave Intersection Improvement	Traffic Signal and left turn lanes on Haworth	City	$400,000	Likely
I10*	Springbrook Rd/Hayes St Intersection Improvement	Traffic Signal. Add 4th leg on west side of Springbrook.	Developer	$270,000	Likely

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Intersection Projects					
I11	Vittoria Way/OR 99W Intersection Improvement	Modify intersection to restrict turning movements to RIRO	ODOT	$27,000	Likely
I12*	Crestview Dr/OR 99W Intersection Improvement	Traffic signal modification to add north leg of Crestview when extended to north.	Developer	$380,000	Likely
I13*	Everest Rd/1st St Intersection Improvements	Traffic Signal and left turn lanes on all approaches. Additional improvements may be needed at the adjacent intersection of 1st/Villa in order ensure mobility along OR 219, including modify control and/or turn restrictions.	ODOT	$735,000	Likely
I14*	Main St/ Illinois St	Perform special study to determine appropriate intersection improvements to address future safety and mobility needs triggered by future growth. Possible alternatives include traffic signal, roundabout, or four-way stop control. Realignment of the intersection may be required; alternatively, closure of either the north or east approach may be considered.	City	$500,000	Likely
		Total (All Intersection Projects)		**$5,167,000**	
		Total (Likely Intersection Projects)		**$5,167,000**	
		Total (Aspirational Intersection Projects)		**$0**	

Note: * indicates project that would add capacity to the transportation system

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Sidewalk Projects					
P02*	OR 99W Sidewalks	From UGB to 3rd Street	ODOT	$174,150	Likely
P03*	1st St Sidewalks	From UGB to Ore 99W	City	$74,250	Likely
P08*	9th St Sidewalks	From Blaine St to River St	City	$66,150	Likely
P09*	14th St Sidewalks	From College St to River St	Developer	$63,180	Likely
P12*	11th St Sidewalks	From River St to Wynooski St	City	$59,400	Likely
P13*	College St Sidewalks	From 9th St to 14th St	City	$171,450	Likely
P15*	Meridian St Sidewalks	From Hancock Street to 2nd Street	City	$45,900	Likely
P23*	Meridian St Sidewalks	From Crestview Dr to Fulton St	City	$133,650	Likely
P33*	Crestview Dr Sidewalks	From Emery St to Springbrook St	Developer	$2,483,100	Likely
P34*	Emery St Sidewalks	From Crestview Drive to Douglas Ave	City	$1,724,300	Aspirational
P35	Douglas Ave Sidewalks	From Emery St to Springbrook Way	City	$1,843,200	Aspirational
P36	Springbrook Rd Sidewalks	100 ft section between Douglas Ave and Cedar St, beginning at Douglas Ave to 100 ft S of Douglas Ave	City	$104,800	Likely
P38*	Springbrook Rd Sidewalks	From Crestview Drive to Ore 99W	Developer	$112,050	Likely
P42*	Hayes St Sidewalks	From Springbrook Rd to Burl St	Developer	$166,050	Likely
P44*	S Elliott Rd Sidewalk Infill	From OR 99W to 2nd St	City	$295,000	Likely
P48*	OR 99W Sidewalk Infill	From Brustcher Street to Vittoria Way	ODOT	$86,400	Likely
		Total (All Sidewalk Projects)		**$7,603,030**	
		Total (Likely Sidewalk Projects)		**$4,035,530**	
		Total (Aspirational Sidewalk Projects)		**$3,567,500**	

Note: * indicates project that would add capacity to the transportation system

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Biking Projects					
B02*	Main St Bike Lanes - with S12, E03, S08	From 5th St to Mountainview Dr.	City	$3,760,000	Aspirational
B05*	9th St Bike Boulevard	From Blaine St to River St	City	$102,600	Likely
B12	Jaquith Park Path	New pedestrian/bicycle pathway adjacent to Jaquith Park between Main St and College St	CPRD	$135,000	Aspirational
B19*	11th St Bike Boulevard	East of River St	City	$103,950	Likely
B20	Hess Creek Path	New pedestrian/bicycle pathway along Hess Creek can serve recreational and school bicyclists and pedestrians.	CPRD	$580,500	Aspirational
B22	New Willamette River Pedestrian-Bicycle Bridge	Extended from Rogers Landing Drive across to Champoeg Park. This new connection would link the Newberg bicycle-pedestrian system with that of Champoeg Park and Marion County	CPRD	$1,215,000	Likely
B25*	Springbrook Road Bike Lanes - Partially with E16	South of OR 99W on west side and north of OR 99W between Haworth and Middlebrook	City	$60,000	Likely
B27	Hancock St Bike Lanes	West of Springbrook	City	$32,400	Likely
B29*	Vittoria Way Bike Lanes	From Springbrook to OR 99W	City	$145,800	Aspirational
B30*	Aspen Way Bike Lanes	From Mountainview Dr to Springbrook	City	$130,950	Likely
B31	Benjamin Rd Bike Lanes	From the railroad to UGB	City	$37,800	Aspirational
B100	Path Improvement	Improve existing path from Hancock to Fulton	CPRD	$183,750	Aspirational
B101	Trail	Add connection from Ewing Young Park to 14th St	CPRD	$160,550	Aspirational
		Total (All Biking Projects)		**$6,648,300**	
		Total (Likely Biking Projects)		**$1,644,900**	
		Total (Aspirational Biking Projects)		**$5,003,400**	

Note: * indicates project that would add capacity to the transportation system

Table 6: Transportation Improvement Projects (continued)

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Trail Projects*					
CH01	Central Newberg Trail Segment	Bicycle boulevard connections to the Chehalem Cultural Center, Newberg Library, Newberg City Hall, city center shops, George Fox University, local parks, and other places. Includes Sheridan, Howard, and Meridian Street. This portion of the project includes signage and pavement markings.	City	$50,000	Aspirational
CH03	Dayton Ave	Combination of bicycle boulevards, bike lanes/bike shoulders, and multi-use paths to connect Memorial Park in Newberg to Billick Park in Dundee.	CPRD	$80,900	Aspirational
CH05	Hess Creek Path	Off-street multi-use trail along Hess Creek	CPRD	$9,941,100	Aspirational
CH06	Chehalem Glenn	Multi-use path that connects the Willamette riverfront with Ewing Young Park	CPRD	$157,100	Aspirational
CH07	Bypass and river trail system	Coordinate with CPRD, ODOT, and other stakeholders to identify and implement trail connections to and along the river and adjacent to the Newberg-Dundee bypass alignment.	CPRD	$250,000	Aspirational
		Total (All Trail Projects)		**$10,479,100**	
		Total (Likely Trail Projects)		**$0**	
		Total (Aspirational Trail Projects)		**$10,479,100**	

Note: * trail project locations are approximate and may be refined through coordination with CPRD as opportunities for implementation develop.

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Transit Projects					
T01	Bus Stop Improvements	Amenities and improved pedestrian crossings at bus stops along 99W	City	$70,000	Likely
T02	Route 5 and 7 Expansion	Expand routes 5 and 7 to new urban growth areas	YCTA	$15,000	Likely
T03	Rider Information	Enhance information available to riders, including placement of route information and stop location descriptions. Information	YCTA	$20,000	Likely

Table 6: Transportation Improvement Projects (continued)

		may include a combination of posted material at stops and brochures for riders.			
T05	Transit Amenities [Placeholder Project]	Placeholder project to update/install various transit amenities (signs, benches, shelters, etc.)	City	$100,000	Likely
			Total (All Transit Projects)	**$205,000**	
			Total (Likely Transit Projects)	**$205,000**	
			Total (Aspirational Transit Projects)	**$0**	

While additional phases of the bypass are not reasonably likely to be funded by 2035, remaining improvements are identified here to provide consistency for future planning efforts. Future improvement to the transportation system should not preclude these improvements in order to accommodate the full Newberg-Dundee bypass when funding is available. ODOT has set aside funds through the STIP to begin right of way acquisition in order to protect the future bypass alignment.

Project #	Project Name	Project Description	Project Lead	Total Cost (2016)	Funding
Bypass Expansion Projects					
BY1	Wilsonville Rd Reroute	Wilsonville Road is to be rerouted to connect to OR 219. Create cul-de-sac section of Wilsonville Road between new extension and Springbrook Road			Funded (Phase 1)
BY2	Springbrook/Fernwood Traffic Signal	New traffic signal at Springbrook Rd and Fernwood Rd			Funded (Phase 1)
BY3	Benjamin Closure	Concurrent with the construction of the interchange at OR 99W and the bypass as part of Phase 2, Benjamin Road will be closed at OR99W and reconnected to a new road that will go under the bypass and connect Crestview to Corral Creek Road (reconnection outside of UGB).		See EIS	Aspirational
BY4	Fernwood Road Crossing	As part of Phase 2, Fernwood Road to be reconnected over the Bypass.		See EIS	Aspirational
BY5	Wynooski Realignment	When the bypass interchange at OR 219 is constructed as part of Phase 2, Wynooski Road will be closed at its current location and rerouted south to create a 4-way intersection with realigned Wilsonville Road (BY17).		See EIS	Aspirational
BY6	Phase 1 Bypass Crossings	Phase 1 crossing locations include Blaine Street, College Street, River Street, Wynooski Street, at milepoint 59.26			Funded (Phase 1)

Table 6: Transportation Improvement Projects (continued)

BY7	RIRO at OR219/2nd	RIRO at OR 219/2nd to limit through traffic, improve intersection safety			Funded (Phase 1)
BY8	Newberg-Dundee Bypass Bike Path	New bicycle facility to be developed in conjunction with the Newberg Dundee Bypass. As part of ND Phase 1G-Springbrook Rd, some areas will have a multi-use path as part of a trail system that CPRD, City of Newberg, City of Dundee and Yamhill County are developing (CH07). ODOT has agreed to allow part of the trail to be constructed within ODOT (Bypass) right of way with the agreement when additional funding is secured to build the other half of the Bypass, the trail will need to move. In the Phase D and E construction contracts, the grading work for the trail has been included.			Partially Funded (Phase 1)
FBY9	OR99W/Springbrook Rd	Construct second westbound left turn lane and second southbound receiving lane on Springbrook Road extending 300 feet from Oregon 99W			Funded (Phase 1)
BY14	14th St Realignment	Preserve access to properties on 14th Street when bypass is built			Funded (Phase 1)
BY18	College St Realignment	Realign College St to create a 3-way intersection with realigned 14th St (BY14)			Phase 1 (Funded)
BY19	Frontage Road	Construct frontage road north of the Bypass from College Street to about ½ mile west with a cul-de-sac.			Phase 1 (Funded)
BY20	Waterfront Rd Extension	Extend Waterfront Rd about 450 feet west with a cul-de-sac.			Phase 1 (Funded)
BY21	Phase 2 Bypass Crossings	Phase 2 crossing locations include Springbrook Creek		See EIS	Aspirational
BY22	Bypass/Highway 219 Traffic Signal	New Traffic Signal at Bypass and Highway 219			Phase 1 (Funded)
BY23	OR219 Widening	Widen OR219 between Wilsonville Rd and Springbrook Rd to include a 7-lane cross section, bike lane, median and shoulder			Phase 1 (Funded)
BY24	OR 219 Widening	Widen OR219 between Springbrook Rd and 2nd St to include a 6-lane cross section, bike lane, median and shoulder			Phase 1 (Funded)
BY25	Springbrook Rd Widening	Widen Springbrook Rd between Wilsonville Rd to OR 99W to include a 3-lane cross section, bike lanes, planter strips and sidewalks on both sides.			Phase 1 (Funded)

Table 6: Transportation Improvement Projects (continued)

BY26	Extend Bypass from OR 219 to OR 99W	Obtain right of way (only currently partially funded through STIP) and construct extension of east end of bypass from Phase 1 terminus at OR 219 and extend northeast to OR 99W. The extension will include a new interchange at OR 219 and at OR 99W.			Aspirational ($10.5M funded for partial ROW)
				Total (All Bypass Projects)	**$0**
				Total (Likely Bypass Projects)	**$0**
				Total (Aspirational Bypass Projects)	**$0**

GRAND TOTAL (All Projects)		**$115,073,730**
GRAND TOTAL (Likely Projects)		**$54,548,730**
GRAND TOTAL (Aspirational Projects)		**$60,525,000**

Mapping the Projects

The proposed transportation solutions are mapped in Figure 24 through Figure 30. The project numbers are denoted as follows:

- Expansion (E)
- Standards (S)
- Intersection (I)
- Sidewalk (P)
- Biking (B)
- Bypass (BYP)

Figure 30 shows the initial (Phase 1) and additional, unfunded components of the bypass. The remaining maps generally depict the Phase 1 bypass improvements concept only since the remainder of the Bypass is not reasonably likely to be funded during the 20-year planning horizon.

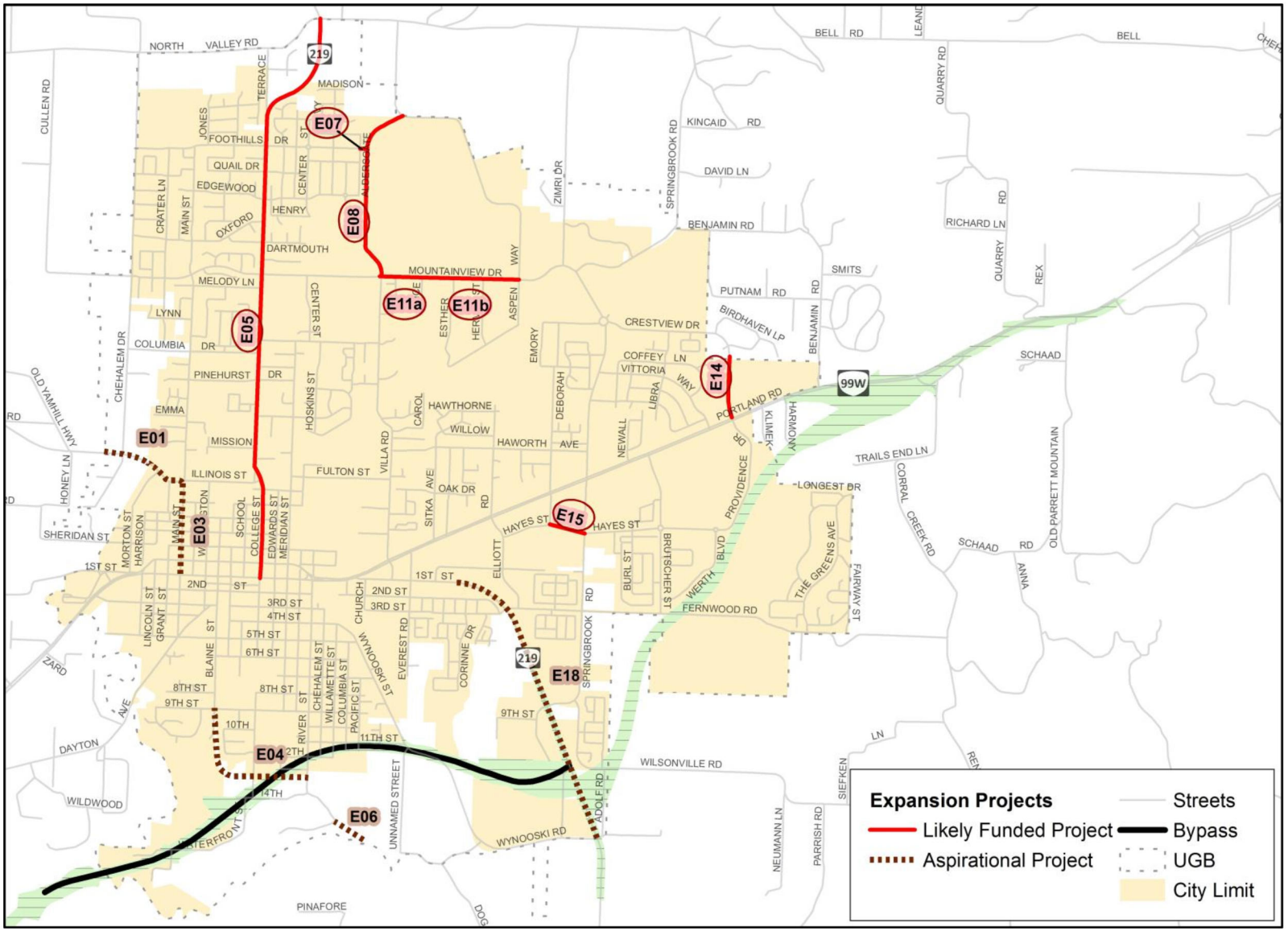


Figure 24: Roadway Expansion Projects

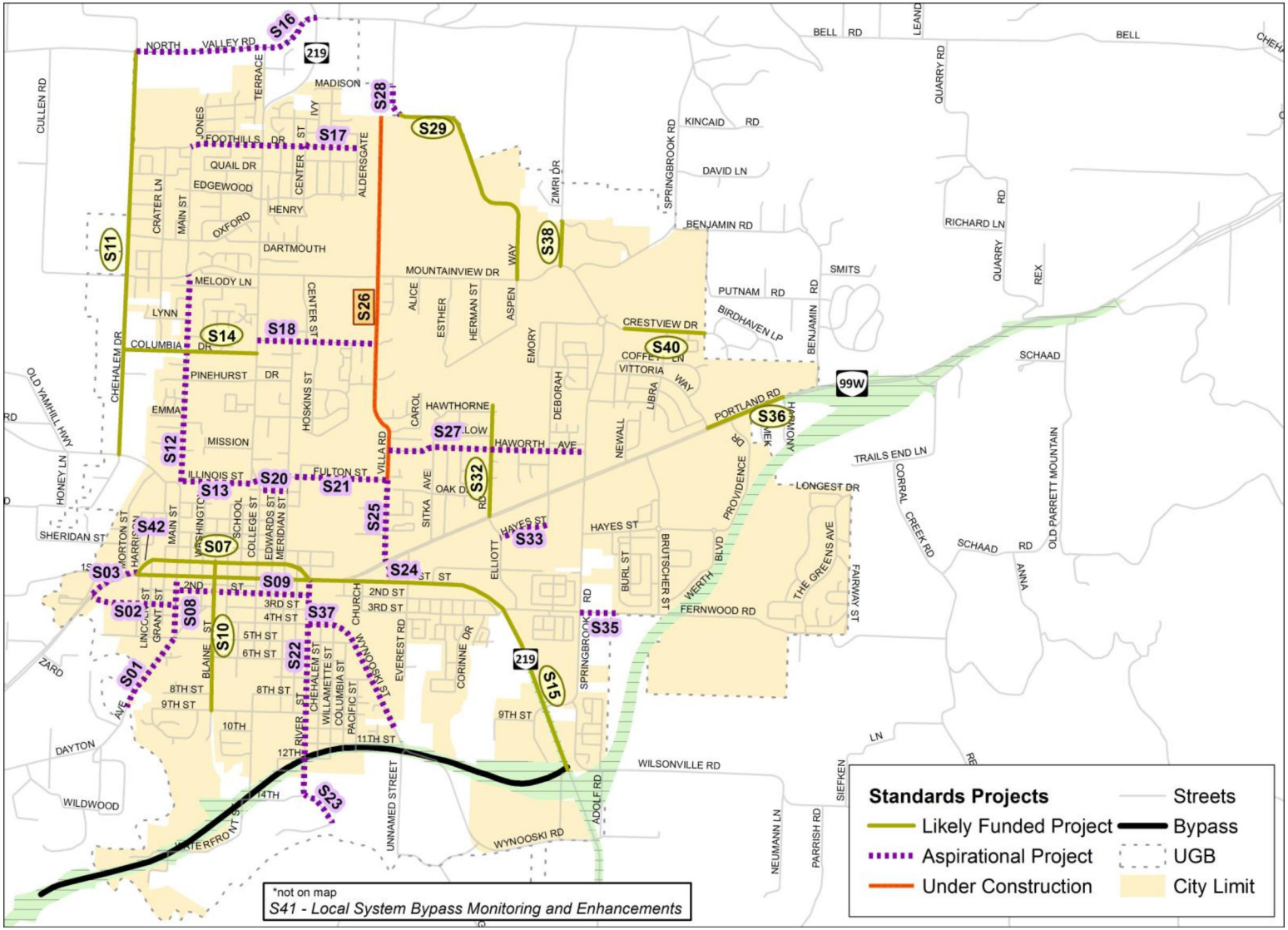


Figure 25: Roadway Standards Projects

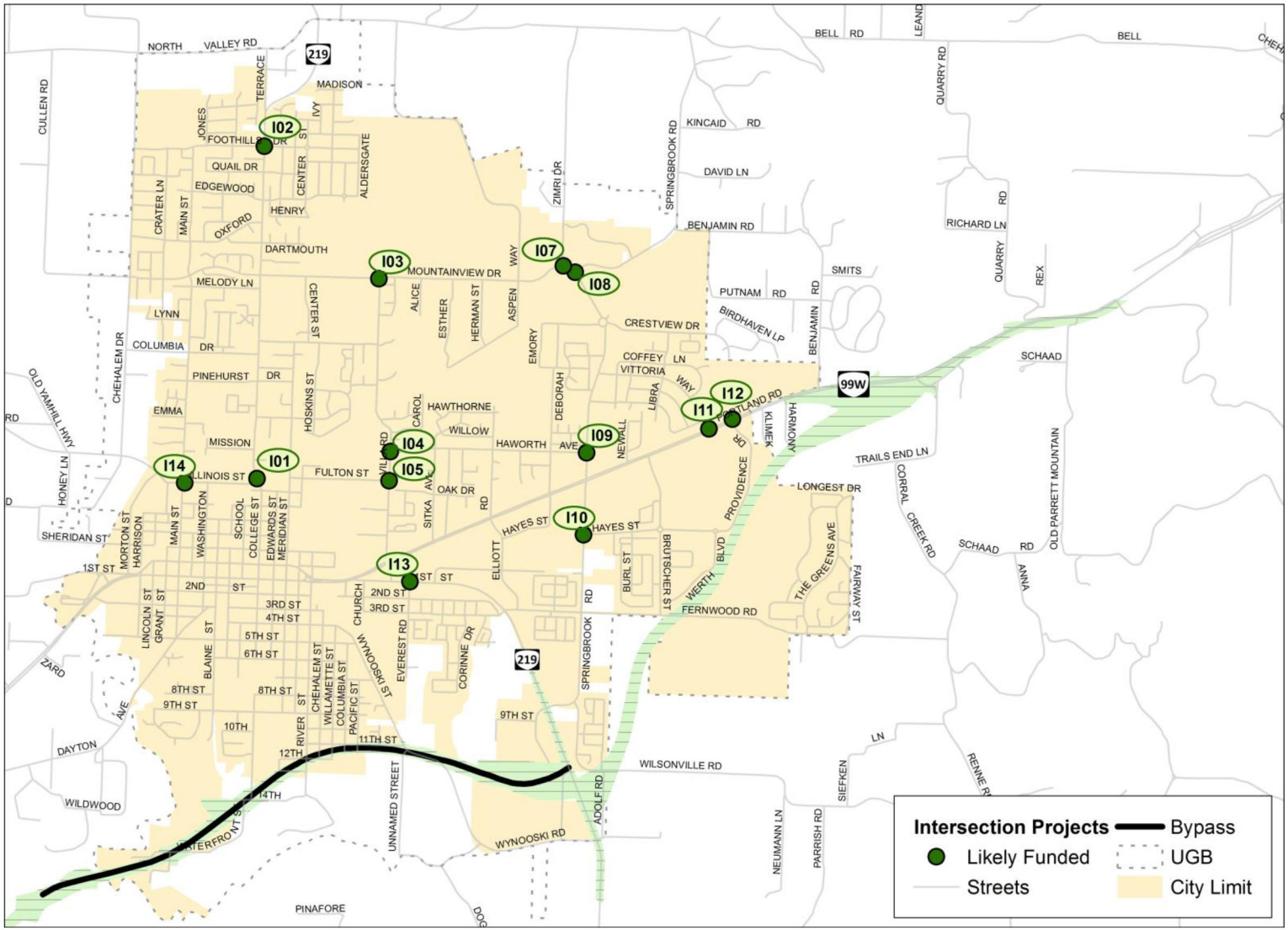


Figure 26: Intersection Projects

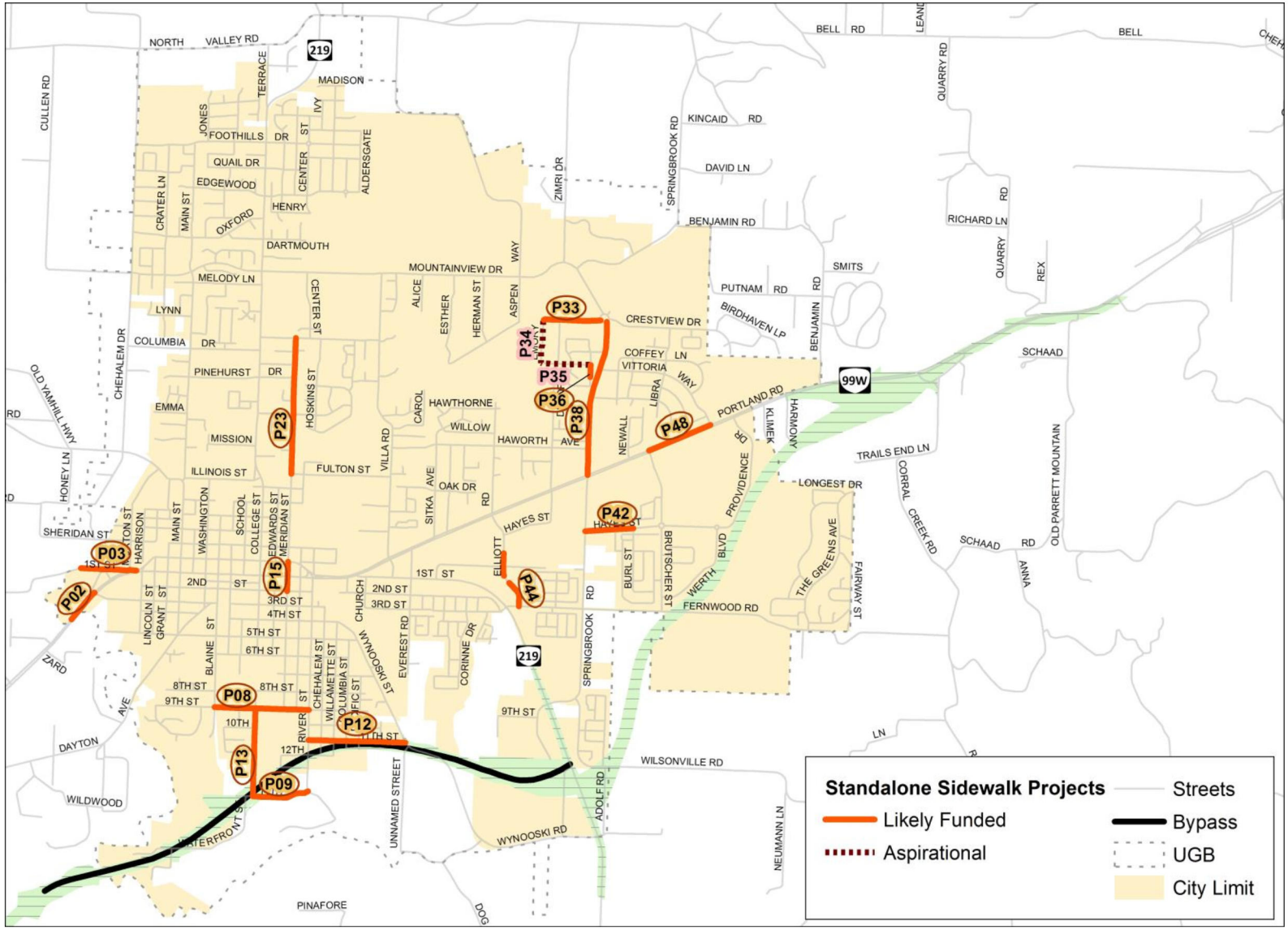


Figure 27: Walking Projects

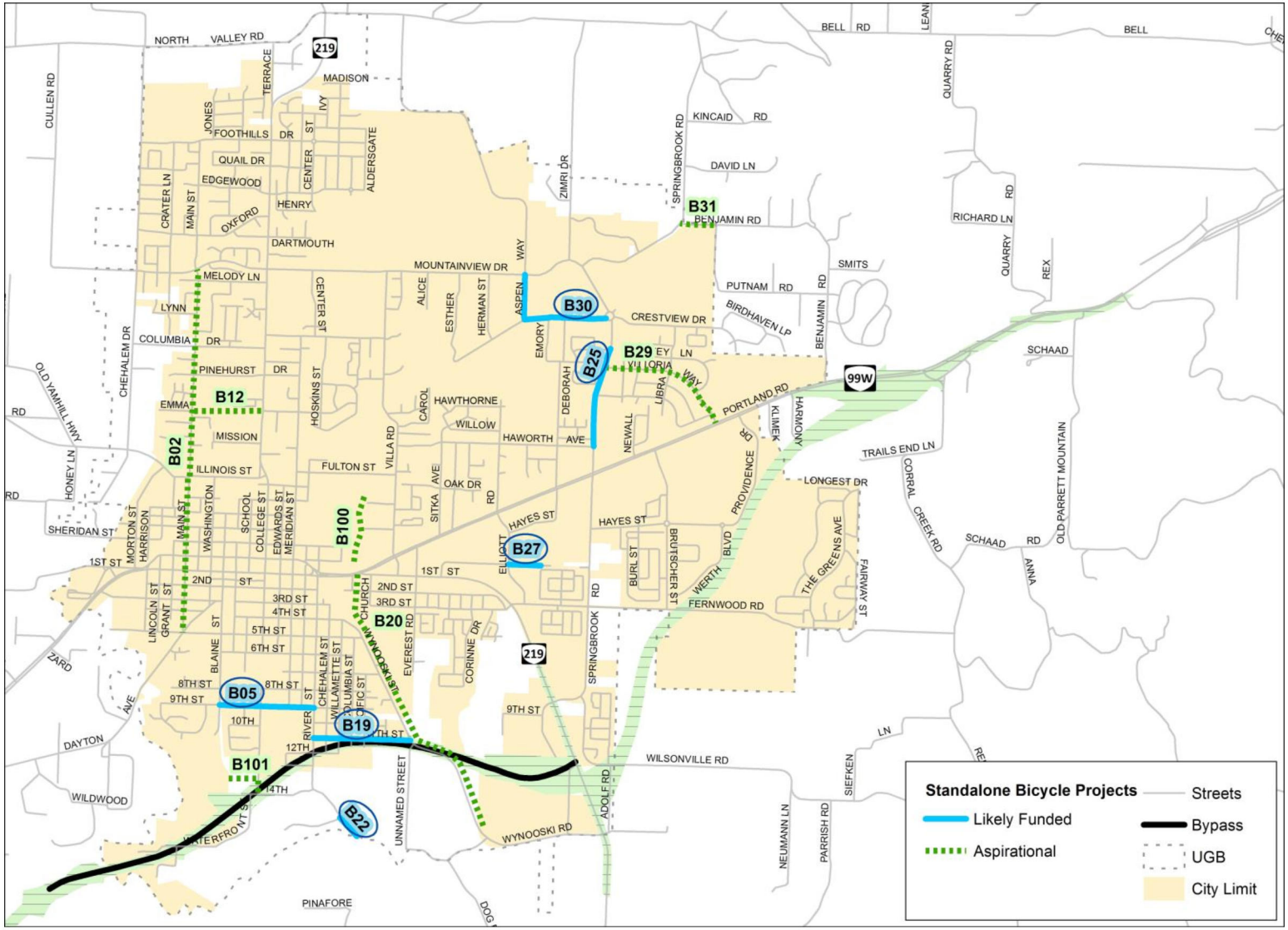


Figure 28: Biking Projects

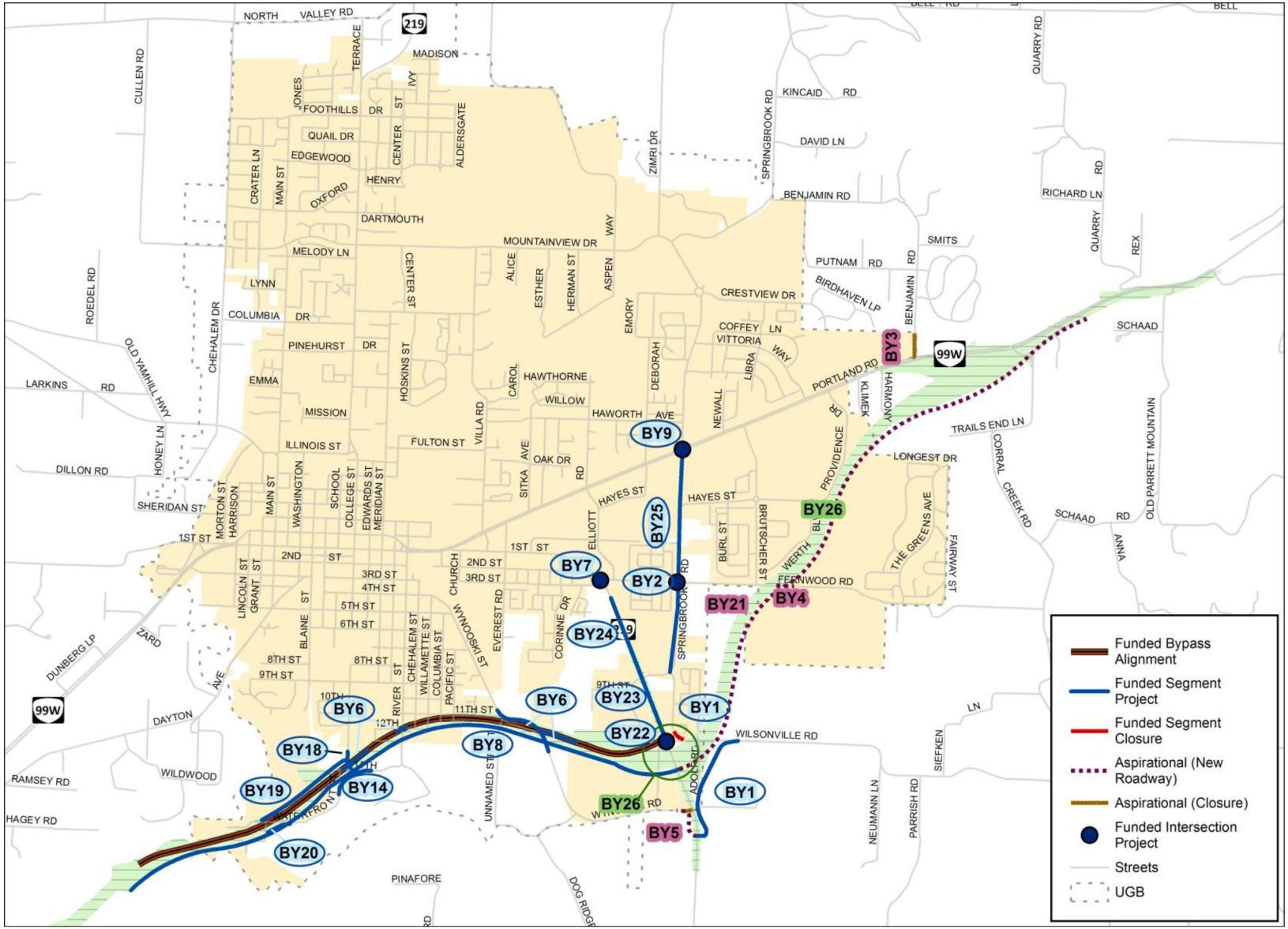


Figure 29: Bypass Projects

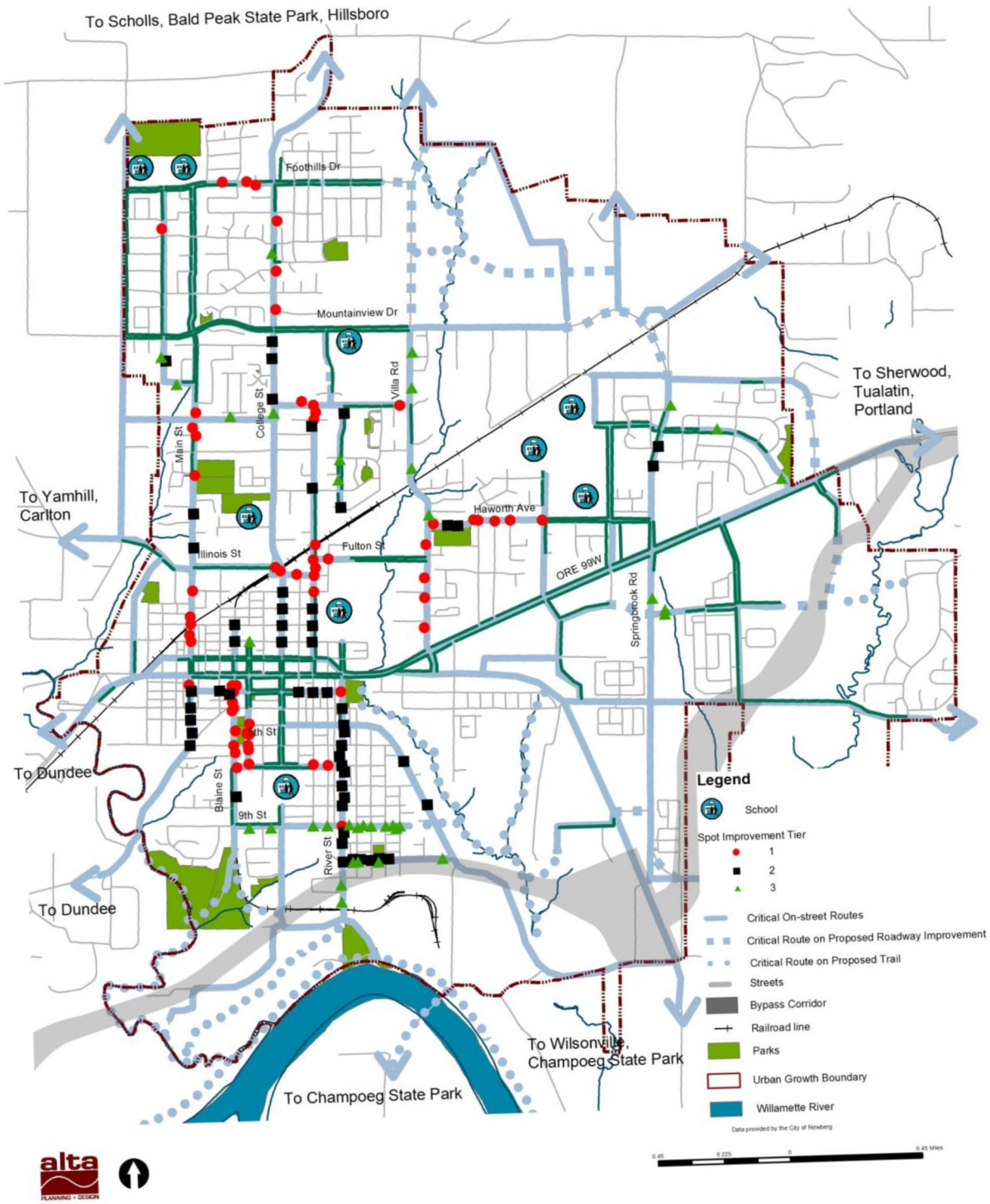


Figure 30: Identified Spot Improvements (Map III-2 of Newberg ADA/Ped/Bike Route Plan)[29]

The Outcome

This section summarizes the trends and condition of the transportation system in 2035 and future items for consideration.

The 2035 Transportation System

The following general trends are expected in Newberg with the planned transportation projects and strategies included in the TSP:

- **Increased travel options** – Filling gaps in the pedestrian and bicycle system (including connections to transit routes) and expanding the trail system will provide alternatives to driving a motor vehicle.
- **Downtown opportunities** – In the near term, the completion of Phase 1 of the bypass will present an opportunity to reclaim a travel lane along the downtown couplet to use for pedestrian and bicycle improvements, additional street seating, or other amenities. This can make the area more comfortable and attractive, while improving the livability of Newberg.
- **Improved connectivity** – Future street extensions will reduce out of direction travel and provide relief to congested parallel routes.
- **Local system mobility maintained** – The planned roadway improvements will maintain mobility to address growth in most areas of the City. The eastern portion of OR 99W will face additional congestion without further Bypass improvements beyond Phase 1. The city will monitor the local street system to address unintended congestion on the City's system related to cut-through traffic using the Bypass.

The Planning Horizon and Beyond

In addition to the investment decisions in this TSP, further issues will need to be explored through 2035 and beyond.

Future Uncertainty of Bypass and Development

The uncertainty of future land use and Bypass changes beyond the planning horizon of 2035 could significantly affect traffic conditions. In order to provide flexibility for the future, it is important to not preclude future improvements that may be needed to address other future scenarios. Preserving future right of way for the Bypass will improve construction opportunities in the event that funding becomes available. In order to protect the identified corridor, the City and ODOT will work together to conduct strategic purchases as funding allows and will continue to negotiate with prospective developers and seek ways to minimize the impacts of future development on the identified corridor if protective purchase is not possible. Maintaining mobility along collectors and arterials will be important in order to support future growth opportunities.

Geologic Hazards

All proposed new streets or street extensions included in the TSP are shown with conceptual alignments. These alignments represent a planning level illustration of the street connectivity enhancements that are needed in these areas. Before construction of any of the projects can begin, more detailed surveys will need to be undertaken to identify hydrologic, topographic, or other geologic constraints that could hinder the alignment of the planned streets. Final street alignments will be identified after these surveys have been completed.

Policy Considerations

Newberg's future policy decisions will shape the implementation of the TSP and the future transportation system. The following items may be considered as along with the TSP update or through future actions to update relevant transportation policies:

- Downtown Visioning – The Newberg Downtown Improvement Plan is a planning process that started in 2015 and will further explore potential options for improving livability in the downtown area. There may be an opportunity to temporarily close or restrict lanes on OR 99W in order to repurpose the existing right of way (such as making room for long-term temporary pedestrian and bicycle improvements). As part of the TSP process, the City Council has already approved a motion supporting the removal of a lane in each direction along the couplet. While additional coordination, outreach and refinements are needed before ODOT could approve such a change, there may be related policies that need to be considered as this process evolves.
- Local Transportation Fund Opportunities – Several potential funding mechanisms exist that the City could further explore.
    - Street Utility Fee - The City is exploring funding opportunities for improving the condition of local streets. A street fee could be considered to address shortfalls in street maintenance or supplement other transportation programs and needs.
    - Local SDC – The City's SDC program currently collects funds from new development. The program is being be updated to address current projected transportation growth needs identified in the TSP to ensure that sufficient funds are available for the identified projects. Along with the rate update, the methodology should be updated.
    - Other Local Funds – In addition to a street fee and SDC, other funds could be considered, such as a local gas tax.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion ___**	**Information XX**
SUBJECT: 2016 Newberg Downtown Improvement Plan Review			**Contact Person (Preparer) for this Item: Doug Rux, Director Dept.: Community Development File No.:**	

RECOMMENDATION:

Information only.

EXECUTIVE SUMMARY:

The Newberg Downtown Improvement Plan was approved by the Newberg City Council on December 5, 2016 by Resolution No. 2016-3345. The Newberg Downtown Improvement Plan Summary is included as Attachment 1. The Plan covers approximately 100 acres within the downtown area. The plan has 10 Big Ideas noted as:

- Gateways
- First Street Improvements
- Hancock Street Improvements
- East End/Gateway District
- West End/Mill District
- Second Street Mixed-Use District
- Civic/Cultural District Corridor
- Core Catalyst Development
- North/South Connections
- Celebrate Art

Accomplishments and Activities in Year 1 include:

Gateways

1. Applied for Transient Lodging Tax Destination Development-Marketing Grant funds for wayfinding in the Cultural District – Funding was not approved.

East End/Gateway District

1. Discussed with potential developers the concept of a hotel at the east end of the couplet.

2. A Food Cart Pod was established south of E First Street between S Meridian Street and S Center Street. This removed the RV storage/sales operation. Five food carts are currently operating with the intent to expand to a total of eight.

3. George Fox University leased land and made parking lot improvements. This removed the RV storage/sales operation.

West End/Mill District

1. Discussed with potential developers the concept of a hotel at the northwest corner of EW Hancock Street and N Main Street.

2. Discussed with the owner of the Chehalem Mill building a potential re-purposing of the building for artists space.

3. Newberg Area Habitat for Humanity relocated their ReStore from N Main Street to a new facility on N Meridian Street.

4. Discussed with interested parties the concept of a brewery.

5. Funds are budgeted for potential re-zoning and traffic analysis to designate the area into a maker space location. This activity will get delayed to Fiscal Year 2018-2019.

Second Street Mixed-Use District

1. The City approved a 20 unit apartment project on E Second Street between S Edwards Street and S. Meridian Street.

2. Discussed with a property owner the potential of an apartment project between S College Street and S Howard Street.

3. Held a pre-application meet for an office building between on E Second Street between S Washington Street and S Main Street.

4. The former PGE building at the northeast corner of S College Street and E Second Street was demolished due to structural deficiency to the building.

5. The City awarded a grant from its Economic Development fund of $1,000 to assist with foundation work at the Hoover-Minthorn House Museum.

6. The City awarded a Transient Lodging Tax Small Grant to the Hoover-Minthorn House Museum for information signage.

Civic/Cultural Corridor

1. Chehalem Park and Recreation District constructed an outdoor patio area off of the Ballroom to provide for more event space opportunities.

Core Catalyst Development

1. An appraisal for the Butler property is being prepared.

2. Discussed with potential developers the concept of a hotel.

3. Initiated discussions with the U.S. Postal Service on possible re-use of the existing post office facility.

4. Chapters received a $93,000 grant from the Oregon Main Street Revitalization Grant program and restored the front facade to the building back to its original appearance.

5. Tesmer-Emery LLC restored the façade to the building at 714 E First Street formerly known as Darby's and Cancun Mexican Restaurant. The intent is to attract an Italian restaurant into the space.

6. Recipe is remodeling and expanding after fire damaged the building.

North/South Connections

1. Conversations and research was conducted on the feasibility of establishing a trolley operation on the railroad track in Blaine Street.

Staff reviewed the Transportation System Plan (TSP) and found no conflicts between the two plans. Staff will continue to discuss with the Oregon Department of Transportation improvements to First Street and Hancock Street for the reduction of a travel lane in each direction and the designation of downtown as a Special Transportation Area to address alternative mobility standards. As these discussions progress a modification to the TSP may be required.

The Water Master Plan was reviewed and it was noted that a capital project was identified to upgrade the water line in Hancock Street from N Grant Street to N Edwards Street.

Staff is currently working on updating the Wastewater Master Plan. During this update process we will look to see if there are potentially any impacts to the Newberg Downtown Improvement Plan.

The 2007 Newberg ADA/Pedestrian/Bike Route Improvement Plan has several identified projects which include:

Blaine Street (E Sherman Street to Chehalem Skate Park) – A portion of this improvement is located within the downtown identifying sidewalk improvements and curb ramps from E First Street to E Third Street.

Main Street (Mountainview Drive to Fifth Street) – A portion of this improvement is with the downtown area identifying sidewalks, curb ramps and bike lanes.

River Street (Sheridan – Fourteenth Street) - A portion of this improvement is with the downtown area identifying sidewalks, curb ramps and bike lanes.

The improvements that have been identified are anticipated in the Newberg Downtown Improvement Plan when funding becomes available.

Staff reviewed the 2014 Stormwater Master Plan and identify a capital improvement project for

stormwater improvements from S Howard Street to S Blaine Street that will be conducted in the future when funds become available.

FISCAL IMPACT:

Not applicable.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Not applicable to the September 2017 Council Priorities.

Review of the various master plans which is now a standard work product of the Community Development Department is tied to the City Council March 21, 2016 City Council Strategic Objectives. One of the adopted priorities was Project Planning. The priority states:

PROJECT PLANNING
In 3 years the council will have a schedule for reviewing of existing Master and Long Range plans. These will include acknowledgement of inter-departmental dependencies and demonstrate a mitigation of redundancy. The intent of this is to have a strategic approach for the Council to review existing plans in a scheduled manner to ensure that the original intentions and targets are being achieved. It is not intended that the council reviews the details of all the documents.

A schedule was prepared and shared with the City Council on March 4, 2017 outlining when various Master and Long Range plans would be brought before the City Council for review. This is the first year report on the Newberg Downtown Improvement Plan.

Attachment: 1. 2016 Newberg Downtown Improvement Plan Summary

NEWBERG DOWNTOWN IMPROVEMENT PLAN

NEWBERG DOWNTOWN IMPROVEMENT PLAN

January 2017

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E Downtown Strategic Parking Management Plan
F Newberg Downtown Improvement Plan: Capital Improvement Costs
G Urban Design and Streetscape Development Strategies
H Land Use Regulatory Improvements
I High-Level Circulation Summary

ACKNOWLEDGMENTS

City of Newberg

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Oregon Transportation & Growth Management Program

- Naomi Zwerdling, *Senior Grant Manager, ODOT TGM Program*

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The contents of this document do not necessarily reflect views or policies of the State of Oregon.

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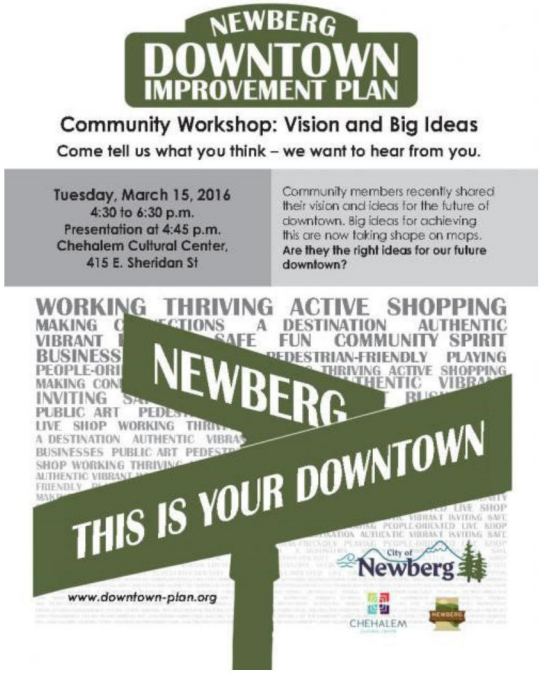
EXECUTIVE SUMMARY

CONTEXT FOR THE PLAN

Newberg's downtown area is the historic and commercial heart of the city. For the purposes of this Downtown Improvement Plan, the downtown is defined as a 92-acre area generally bordered by Harrison Street on the west, Sheridan Street on the north, River Street on the east and Second Street to the south. The Study Area is bisected by two heavily traveled state highways: 99W (east to west) and 219 (north and south). That portion of the downtown planning area along Highway 99W – also known as First Street – predominantly consists of beautiful, early 20th century buildings of architectural significance and character. While the downtown area remains a key component of Newberg's economy, maintaining downtown's vitality has been a struggle in the last few decades.

For many years, that portion of Highway 99W within downtown has been known for its heavy traffic, and congestion on this designated state freight system route has created both livability and economic impacts to downtown Newberg, the larger community and the region. In 2009, the Oregon Legislature approved House Bill 2001 – the Oregon Jobs and Transportation Act – funding Phase 1 of the Newberg Dundee Bypass. When Phase 1 is completed in 2017, the bypass is expected to reduce traffic congestion by approximately 20 percent in Newberg and 40 percent in Dundee. Freight traffic will be reduced even more, between 45 to 70 percent, through both cities. When the remainder of the bypass is funded and constructed, these reductions are anticipated to increase or keep pace with anticipated growth and resultant traffic.

Once the bypass is operational, the community will have a unique opportunity for transforming its historic downtown by capitalizing on the planned congestion relief, and the opportunity for increasing the use of the current Highway 99W right-of-way for people, social interaction and commerce – as opposed to the primary focus of moving traffic and freight. This will result in a safer and more pleasant environment for all users of Newberg's downtown. This is especially important for current business customers, and will make the area more inviting for potential new customers and for Newberg's burgeoning tourism economy. The need to provide sufficient and well-managed parking and multiple transportation options for current and potential new customers will be very important. This new condition and opportunity will allow the community to expand upon the momentum it has fostered over the last decade in its pursuit of a unique, attractive and vibrant downtown.



PROJECT OBJECTIVES

The primary objectives of Newberg's Downtown Improvement Plan (NDIP or Plan) are threefold. First and foremost, the NDIP is a downtown improvement plan, one that builds upon the good "bones" of the current downtown area and that builds upon the sound foundation of community-based planning for the area. Secondly, the NDIP is intended to serve as the "master conceptual plan" for the downtown neighborhood, as envisioned within Newberg's comprehensive plan. Finally, the overarching objective of the Plan is implementation, ensuring that Newberg will carry out the community's stated vision for downtown as a unique destination – a place to live, work, shop and play.

The NDIP is a vision-driven and outcomes-oriented blueprint for the reinvention of Downtown Newberg into a vital, active, more urban, mixed-use and pedestrian-friendly environment over the next 20 to 30 years. This document depicts and summarizes the rationale for the master conceptual design plan and identifies development types, redevelopment opportunities, and "catalyst projects" having the ability to jumpstart investment and development downtown. Finally, the NDIP provides an incremental implementation strategy – a program for carrying out the plan and achieving the community's vision for Downtown over time.

A VISION FOR DOWNTOWN NEWBERG

Through a sustained and interactive public process, the community identified a vision and set of desired outcomes for the future of downtown Newberg:

> *Downtown Newberg will be a thriving, active and attractive destination at the gateway to Oregon's wine country. Building upon an authentic main street environment and maximizing redevelopment opportunity, downtown will have a successful, complementary mix of retail, civic, entertainment, cultural, office and residential uses, showcasing its pedestrian-friendly streetscapes, public art, and strong connections to adjacent neighborhoods and activity centers. Downtown Newberg – a unique destination, and a place to live, work, shop and play.*

Downtown Newberg will have the following characteristics, or desired outcomes:

- Downtown will be a vibrant, inviting, and fun destination for those coming from near and far
- Downtown streets will be pedestrian-friendly and safe for all modes of transportation
- Downtown will be the center for public life – a place to shop, work, visit, gather and play
- Downtown will have increased density, a diverse mix of businesses and a broad range of places in which to live
- Downtown will be easy to navigate through attractive, effective signage and physical connections between activity centers and districts
- Downtown will have a variety of easy-to-find parking options
- New development and redevelopment will complement older and historic buildings
- Downtown will be "people-oriented" with attractive, comfortable, and functional amenities or public uses on the sidewalk or in other right-of-way
- Downtown will build upon Newberg's strong community spirit, and incorporate public art reflecting the local character
- Downtown will have the appropriate type and level of infrastructure to support the envisioned future type, mix and intensity of uses

BIG IDEAS – THE FOUNDATION FOR ACTION

This vision and desired outcomes are intended to guide future action from the "big picture" level. To help focus efforts to achieve the envisioned downtown, a framework of key concepts, or "big ideas" was established. These Big Ideas are intended to focus recommended actions and projects for creating a climate for investment, and for stimulating development to achieve the envisioned future for downtown Newberg. The ten Big Ideas that comprise the framework for the NDIP are:

- Gateways: Heralding arrival at a special destination
- First Street Improvements: Making what's good even better!
- Hancock Street Reinvention: Changing its character over time
- East End/Gateway District: A signature "welcome" to downtown's main point of entry
- West End/Mill District: A place where things are made and experienced
- Second Street Mixed-Use District: A place to live with access to all downtown has to offer
- Civic/Cultural Corridor: Linking cultural, recreational and civic institutions and opportunities
- Core Catalyst Development: Jumpstarting private investment
- North/South Connections: Linking downtown to the greater community
- Celebrate Art! Good art is good business

These Big Ideas, and the actions and projects recommended for carrying them out, are detailed in the NDIP.

A STRATEGY FOR ACTION

Finally, for the Downtown Improvement Plan to truly be the "chart for change" it is intended to be, it must be accompanied by an action plan for carrying it out in manageable steps. As not every recommendation can be carried out and completed at once, an incremental implementation strategy has been provided, laying out the short-term, medium range, and long-term actions for achieving them. Critical to the success of the NDIP is ensuring that this incremental implementation strategy is regularly monitored, and that it is updated to reflect progress, changing circumstances and opportunities. In addition, it is important that progress in carrying out the strategy in support of the vision for downtown is regularly reported to City Council and the public.

This regular monitoring, reporting and updating helps to keep the NDIP flexible and current, keeps all City departments and project partners focused on carrying out this important public policy objective, and keeps the implementation of the NDIP on the "front burner", and in the public eye.

Newberg Downtown Improvement Plan public workshop

INTRODUCTION

INTRODUCTION AND HOW TO USE THIS PLAN

Cities are seldom provided the chance to re-imagine the future for the heart and soul of their community – their downtown. Events and conditions have recently aligned within and around Newberg in a manner that provides a unique opportunity for focusing on an *intentional* future. With the advent of the Newberg Dundee Bypass (currently under construction in phases), the amount of car and truck traffic that has historically plagued the community, and particularly its downtown, will be greatly reduced. This project, in combination with a resurging economy and an active downtown organization, sets the stage for the community to seize the opportunity to re-imagine how downtown can make the most of these favorable circumstances, and establish a vision-driven and outcomes oriented plan of action for improving downtown Newberg.

The Newberg Downtown Improvement Plan (NDIP or Plan) is a vision-driven and outcomes-oriented blueprint for the reinvention of downtown Newberg into a vital, active, more urban, mixed-use and pedestrian-friendly environment over the next 20 to 30 years. This document depicts and summarizes the rationale for the master conceptual design plan and identifies development types, redevelopment opportunities, and "catalyst projects" having the ability to jumpstart investment and development downtown. Finally, the NDIP provides an incremental implementation strategy – a program for carrying out the plan and achieving the community's vision for downtown over time.

This document is divided into four sections: Introduction, Physical and Economic Context, the Downtown Improvement Plan, and Implementation – Taking the Plan Forward. The Physical and Economic Context section summarizes the background conditions upon which the Plan is based. The Downtown Improvement Plan section provides the vision, desired outcomes and "big ideas" – the key concepts upon which the Plan is based. The Implementation section describes the projects, tools, actions and best practices the City, its project partners and the community can take for advancing these big ideas, and lays out a programmatic strategy for initiating them. This NDIP document is a summary statement of the community's intended future for downtown. The background information providing the foundation for the community's policy decisions is contained within a series of technical memoranda, and is available for review by contacting the City of Newberg, and through the City's website.

PROJECT OBJECTIVES

The primary objectives of the NDIP are threefold. First and foremost, the NDIP is a downtown improvement plan, one that builds upon the good "bones" of the current downtown area and that builds upon the sound foundation of community-based planning for the area. Secondly, the NDIP is intended to serve as the "master conceptual plan" for the downtown neighborhood, as envisioned within Newberg's comprehensive plan. Finally, the overarching objective of the Plan is implementation, ensuring that Newberg will carry out the community's stated vision for downtown as a unique destination – a place to live, work, shop and play.

VISIONING AND DESIGN PROCESS OVERVIEW

The process used in developing the NDIP was comprised of five major tasks, with the majority of the work centering upon three of them: Existing Conditions, Community Visioning, and Draft Plan. The major elements of each task are shown in Figure 1 below. As one of the initial steps in the process, a Project Management Team (PMT) and a Newberg Downtown Improvement Plan Advisory Committee (NDIPAC or Advisory Committee) were formed. The PMT consisted of the project leaders and project managers from the City of Newberg, the Newberg Downtown Coalition, the consultant team, and the grant manager from Oregon's Transportation and Growth Management Program who funded the project in participation with the City. The PMT met at strategic points in the process to make critical decisions in project direction.

The NDIPAC was comprised of local elected and appointed officials, state agency representatives, and other leaders and stakeholders representing business, residential, institutional and general community interests. The role of the Advisory Committee was to represent the public viewpoint in discussions, review and comment on project reports and presentation materials, provide technical and regulatory advice according to their area of expertise, share information regarding the project to others in the community, and obtain input on issues and suggested solutions. The Advisory Committee met during each of the project's major tasks.

The NDIP is the result of interactive community planning and includes a vision and set of desired outcomes; a land use and urban design framework; improvements to land use, circulation, streetscape, infrastructure and parking management; and a programmatic strategy for carrying out projects and actions for implementing the vision over time. The vision, desired outcomes, "big ideas" for effecting change and the program of action for achieving them were developed iteratively through discussions with stakeholders, the Advisory Committee, and the community at large through three interactive workshops. In addition, information was provided and input solicited through the City's website and other efforts conducted by the City and the Newberg Downtown Coalition.

Figure 1: Visioning and Design Process

TASK 1 *Project Initiation*	TASK 2 *Existing Conditions Analysis*	TASK 3 *Community Visioning*	TASK 4 *Draft Plan*	TASK 5 *Final Plan & Adoption*
· Project kickoff · Background, issues, and context	· Stakeholder interviews · SWOT analysis · Existing market conditions · Project area analysis	· Public workshop #1 · Desired outcomes · Future market conditions · Initial vision and concepts	· Developer "reality check" · Public workshop #2 · Refine vision and big ideas · Parking management strategies · Draft plan · Public workshop #3	· Final plan · Planning Commission approval · City Council approval

PHYSICAL AND ECONOMIC CONTEXT

LAND USE

The project area for the NDIP encompasses 92 acres of land. The area includes Newberg's historic downtown and surrounding blocks, roughly measured between Sheridan Street to the north, Second Street to the south, and the east and west ends of the one-way street couplet that is formed by Hancock Street and First Street. These two streets are also known by their Oregon Department of Transportation numbered names, Oregon 99W and Oregon 219, respectively.

The primary land use designation in the project area is commercial. Additional uses include industrial, high density residential, medium density residential, mixed-use, parks and public/quasi-public (public non-park facilities). Comprehensive Plan designations and zoning support most existing land uses, though several lots within the study area have non-conforming uses.

Photo credit: www.sf.curbed.com

The City of Newberg's Comprehensive Plan was adopted by the City Council in 1979 and has been amended numerous times. There are many land use policies in the Comprehensive Plan that apply in general to the NDIP. In addition to the Comprehensive Plan, several land use plans and other documents provide guidance regarding downtown Newberg. These include:

- Declared Future for Downtown Newberg in 2020, Beyond the Vision: The Chehalem Valley in 2020
- Ad Hoc Committee on Newberg's Future; Downtown Transformation Project
- City of Newberg Economic Opportunities Analysis
- City of Newberg Historic Resource Inventory
- Newberg Street Seats Program
- City of Newberg, Downtown Bike Rack Cost Share Program
- The (1986) Downtown Development Plan
- City of Newberg Transportation System Plan

The City has also recently adopted an Economic Development Strategy and a Strategic Tourism Plan. Each of these two plans were developed concurrently with the NDIP and provide parallel and compatible strategies and actions for the City and community stakeholders to take in order to support the revitalization of the downtown area.

URBAN FORM

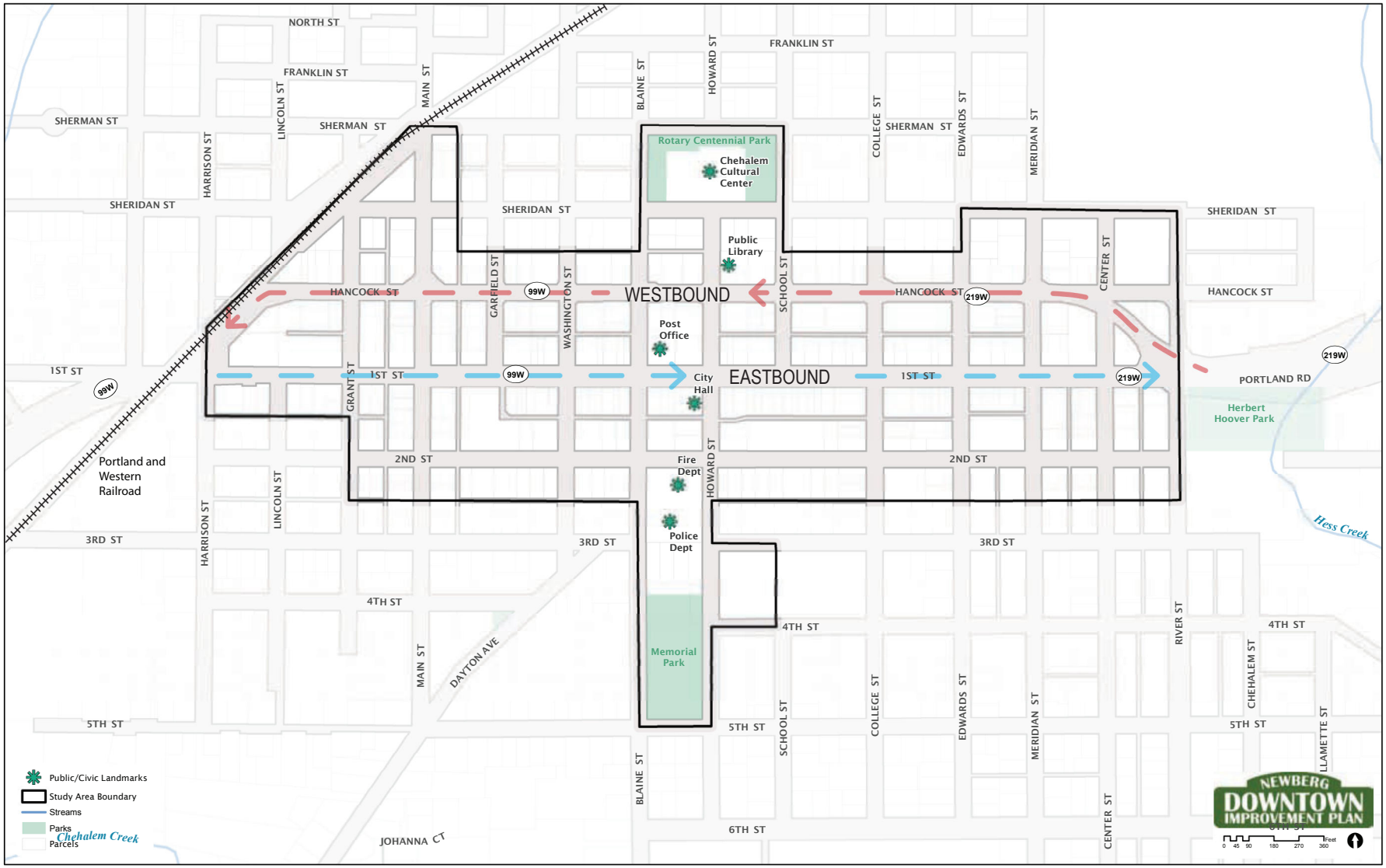
Urban design is defined as the process of designing and shaping cities, towns and villages. In contrast to architecture, which focuses on the design of individual buildings, urban design deals with the larger scale of groups of buildings, streets and public spaces, whole neighborhoods and districts, and entire cities, with the goal of making urban areas functional, attractive, and sustainable. Urban design makes connections between people and places, movement and urban form, nature and the built fabric. Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity.

Newberg's downtown area builds on a rich history of architecture and historic properties that date from the 1880s to present, and represent the "Commercial Style" and "Commercial with Decorative Masonry Style," which is considered a building type, more than a particular style of architecture from the late 1800s to early twentieth century. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, but those that remain have been repurposed and house a variety of business types while preserving their original aesthetic quality and facade informing the present streetscape.

Another major impact affecting the present streetscape of downtown Newberg is Oregon 99W, also known as Herbert Hoover Highway, which is designated as a Statewide Highway and is on the National Highway System. Completed in 1917, it transects through downtown Newberg as a one-way couplet; westbound traffic travels along Hancock Street and eastbound traffic flows on First Street. Oregon 99W directly affects the current streetscape and aesthetic quality of the downtown area, due to its high traffic volumes and serves as a major freight corridor leading to larger major metropolitan areas. Figure 2 on the following page illustrates the geographic location of Oregon 99W within the project boundary area.

Photo credit: City of Newberg

Figure 2: Downtown Newberg Oregon 99W Couplet System



TRANSPORTATION AND PARKING

Newberg's transportation system is undergoing significant change at this time. The City is currently in the process of updating its transportation system plan (TSP), and the completion of the first phase of the Newberg Dundee Bypass will be completed in the late 2017. The long-anticipated Newberg Dundee Bypass will provide an alternate route for regional traffic that currently passes through downtown Newberg on Oregon 99W. Figure 3 reflects the primary roadway network serving downtown Newberg, as well as the first phase of the Newberg Dundee Bypass.

The current transportation conditions through downtown Newberg vary by mode. As a state highway, Oregon 99W currently serves regional movement with three travel lanes in each direction along the First-Hancock couplet. Traffic signals along the corridor are timed to facilitate the movement of vehicular and freight traffic along the corridor and the four key intersections analyzed in the TSP update currently meet ODOT mobility targets. Due to the traffic volume and street width within the corridor, crossing the street at unsignalized intersections can be difficult for both motor vehicles and pedestrians/ bikes that wait for gaps in traffic in order to travel north-south.

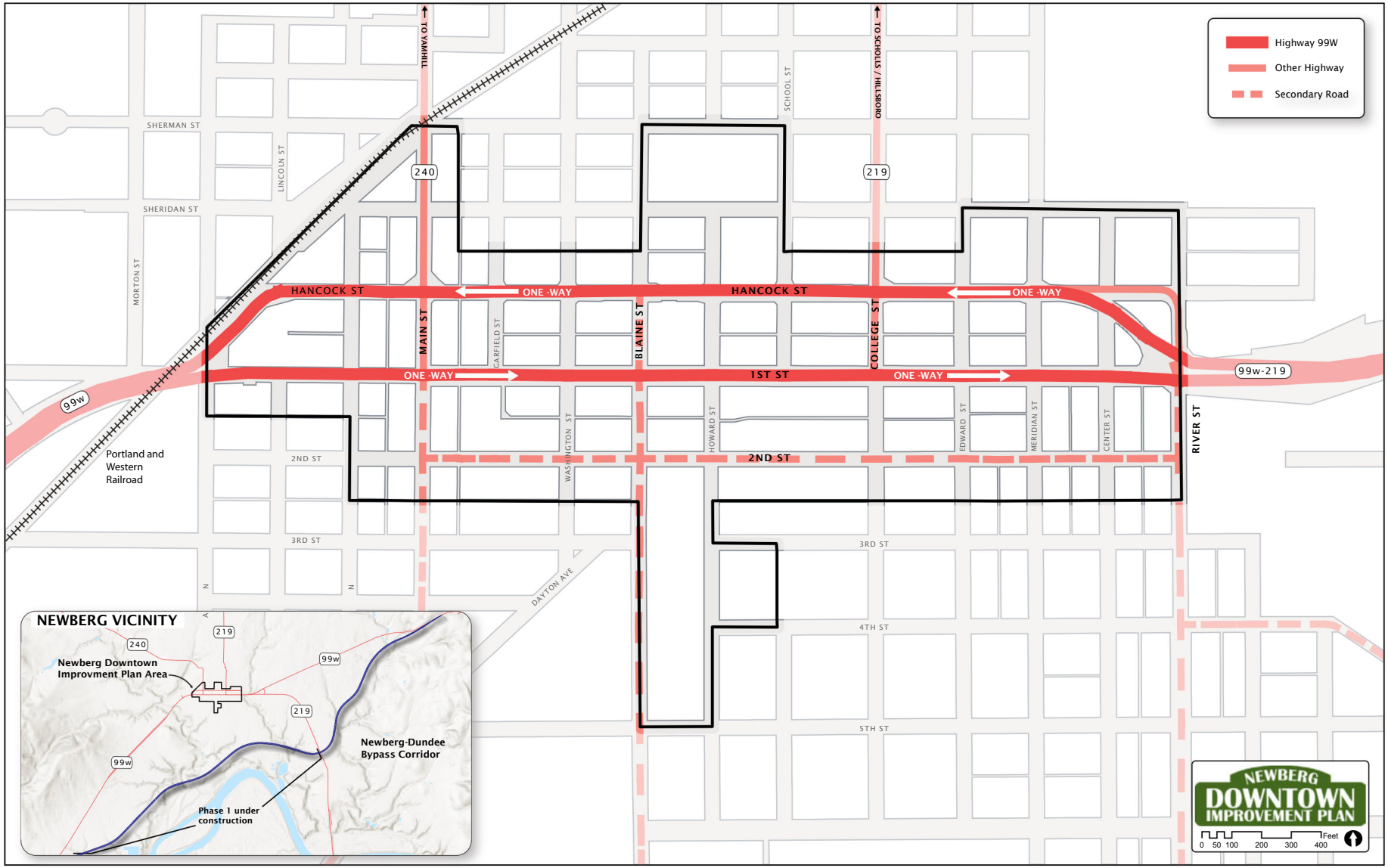
The downtown area is well connected with sidewalks for pedestrian travel. Bicycle lanes are provided along the couplet and some connecting roadways. Transit service is provided along the couplet by Yamhill County Transit Area, but local and regional routes have limited service frequency with headways of one hour or longer. Additionally, transit stop information and other amenities are limited.

Downtown Newberg has a robust parking supply. There are a total of 2,090 parking stalls in the downtown study area, nearly evenly split between on-street, (944 stalls, or 45 percent of all spaces) and off-street (1,146 stalls, or 55 percent of all spaces). The majority of the on-street stalls (68 percent) are unregulated with no time restriction. The remainder of the on-street stalls have a mix of time limits and regulations. There is currently no parking enforcement in the area.

In studying parking utilization it was found that on-street parking was only 47.6 percent occupied during peak hours and that on-street parking is readily available throughout the day. Off-street parking faced similar levels of vacancy. During peak hours, off-street parking was 47.3 percent occupied and is therefore underutilized.

Photo credit: thebellacasagroup.com

Figure 3: Newberg's Downtown Transportation System



INFRASTRUCTURE

Newberg's public infrastructure (water distribution, storm sewer, and sanitary sewer systems) is generally adequately proportioned and in good condition to meet current and most future growth scenarios.

The water distribution system serving the Newberg downtown area is well established. There are no specific projects within the study area identified in the City of Newberg Water Distribution System Plan, though the Plan recommends replacing aging pipelines as part of the annual City budgeting process. One location identified by the City as having insufficient pressure for future development is along the south side of First Street between Howard Street and College Street. It is assumed that water and sewer systems in the NDIP planning area will be upgraded and improved as needed to support future growth in conjunction with new development or with design and construction of transportation improvement projects.

The downtown stormwater system is concentrated on Hancock Street, First Street, and Howard Street. The City of Newberg Stormwater Master Plan identified a number of observed drainage problem areas, as reported by City staff. The Stormwater Master Plan identified one project within the study area. This project, located from Hancock near Howard Street, diagonally to Blaine Street, and only partially within the study area, recommends decommissioning a storm sewer line that runs on private property and upsizes surrounding lines to accommodate future anticipated flows.

Oriented on a grid system in the Newberg downtown area, the sanitary sewer system is well established to serve the area. The 21-inch-diameter Wynooski Trunkline cuts through the east end of the study area. The City of Newberg Sewerage Master Plan recommends upsizing a portion of this trunkline in the study area from 21 inches to 24 inches to increase its capacity for 2040 flows.

Photo credit: City of Newberg

ECONOMIC CONDITIONS AND TRENDS

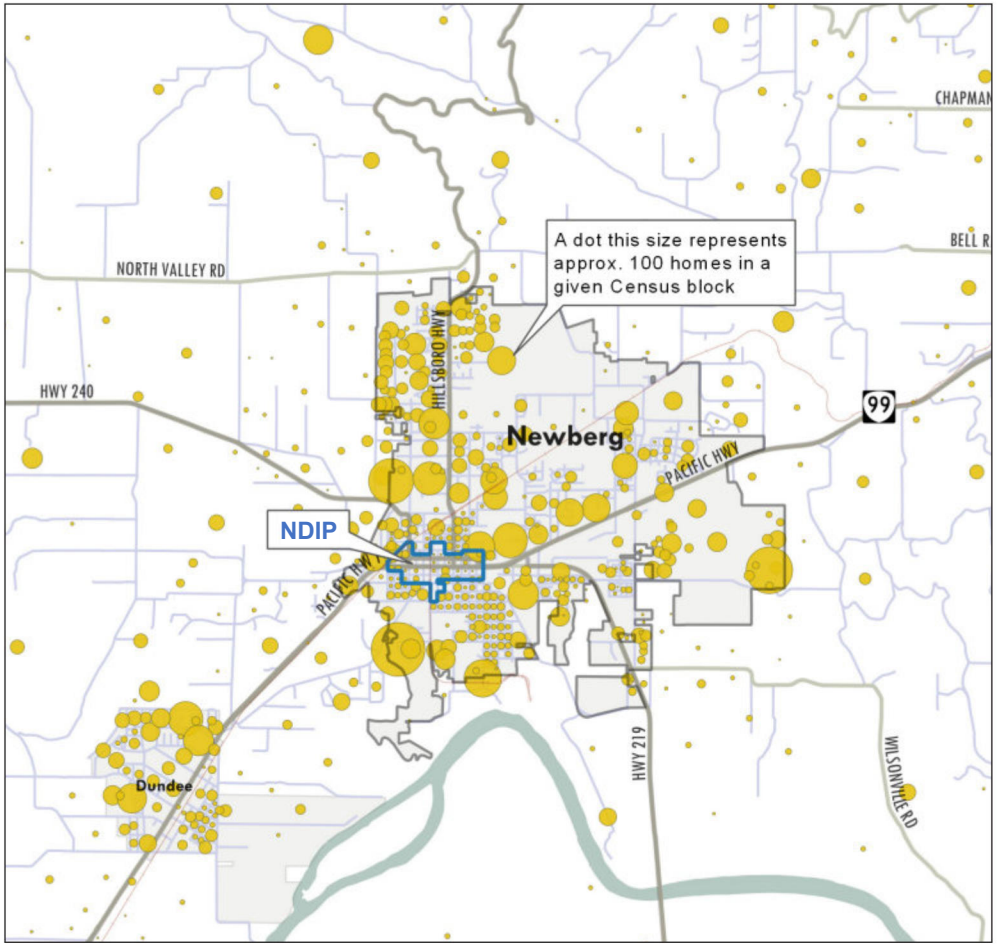
Newberg is a steadily growing community that is poised and ready for economic transformation. The city has many positive attributes that make it a desirable place to live and work including its proximity to the Portland Metropolitan region and Oregon's wine country, a strong and diverse economy, a four-year private university, a community college campus, a diverse housing stock, and an active and engaged community. Figure 4 shows the concentration of residential housing in Newberg and its relative proximity to downtown.

Newberg is a growing community with a population of almost 23,000 as of 2015. Between 2000 and 2010 Newberg grew by over 20 percent, a substantial change when compared to the State of Oregon's growth of 12 percent over the same period. The population is relatively young with an average age of 34 years. Newberg is a college town, with over 4,000 undergraduate and graduate students attending the private George Fox University, along with scores of students at Newberg's Portland Community College (PCC) campus. Newberg is expected to continue to grow its population primarily through migration through the short and long terms.

The local economy is strong, diversified, and expanding. The community has a number of stable and economically significant employers, and local market indicators, including the unemployment rate and jobs created, have been improving in recent years. Newberg is also well positioned in Oregon's wine country, leading to a rapidly expanding tourism economy.

The City of Newberg recently adopted an Economic Development Strategy and a Strategic Tourism Plan. Each of these living documents outlines concrete actions for the City and public and private sector partners to take in order to promote the city's growing economy and revitalization of the downtown area.

Figure 4: Residential Housing Concentration in Newberg 2015



Source: ESRI Business Analyst, Leland Consulting Group

Shown by block group.

THE DOWNTOWN IMPROVEMENT PLAN

The types, arrangement, mix and intensity of land uses, transportation facilities, streetscape and other amenities, parking facilities and programs, and other public and private sector projects and activities greatly affect the character of a downtown. Great downtowns do not come about by accident – rather they are created, nurtured and improved by the dreams and intentional actions of many. A substantial number of ideas were generated by the Advisory Committee, the public and the Project Management Team during the initial, visioning phase of Plan development. These have been synthesized into a vision statement and a set of 10 desired outcomes that would further describe an envisioned future for downtown. In addition, 10 draft "big ideas" have been formulated which would then be used to help focus the generation of recommended projects and actions that would create a climate for investment and stimulate development to achieve the envisioned future for downtown Newberg. The vision, desired outcomes and conceptual big ideas are provided below.

VISION AND DESIRED OUTCOMES FOR DOWNTOWN NEWBERG

Downtown Newberg will be a thriving, active and attractive destination at the gateway to Oregon's wine country. Building upon an authentic main street environment and maximizing redevelopment opportunity, downtown will have a successful, complementary mix of retail, civic, entertainment, cultural, office and residential uses, showcasing its pedestrian-friendly streetscapes, public art, and strong connections to adjacent neighborhoods and activity centers. Downtown Newberg – a unique destination, and a place to live, work, shop and play.

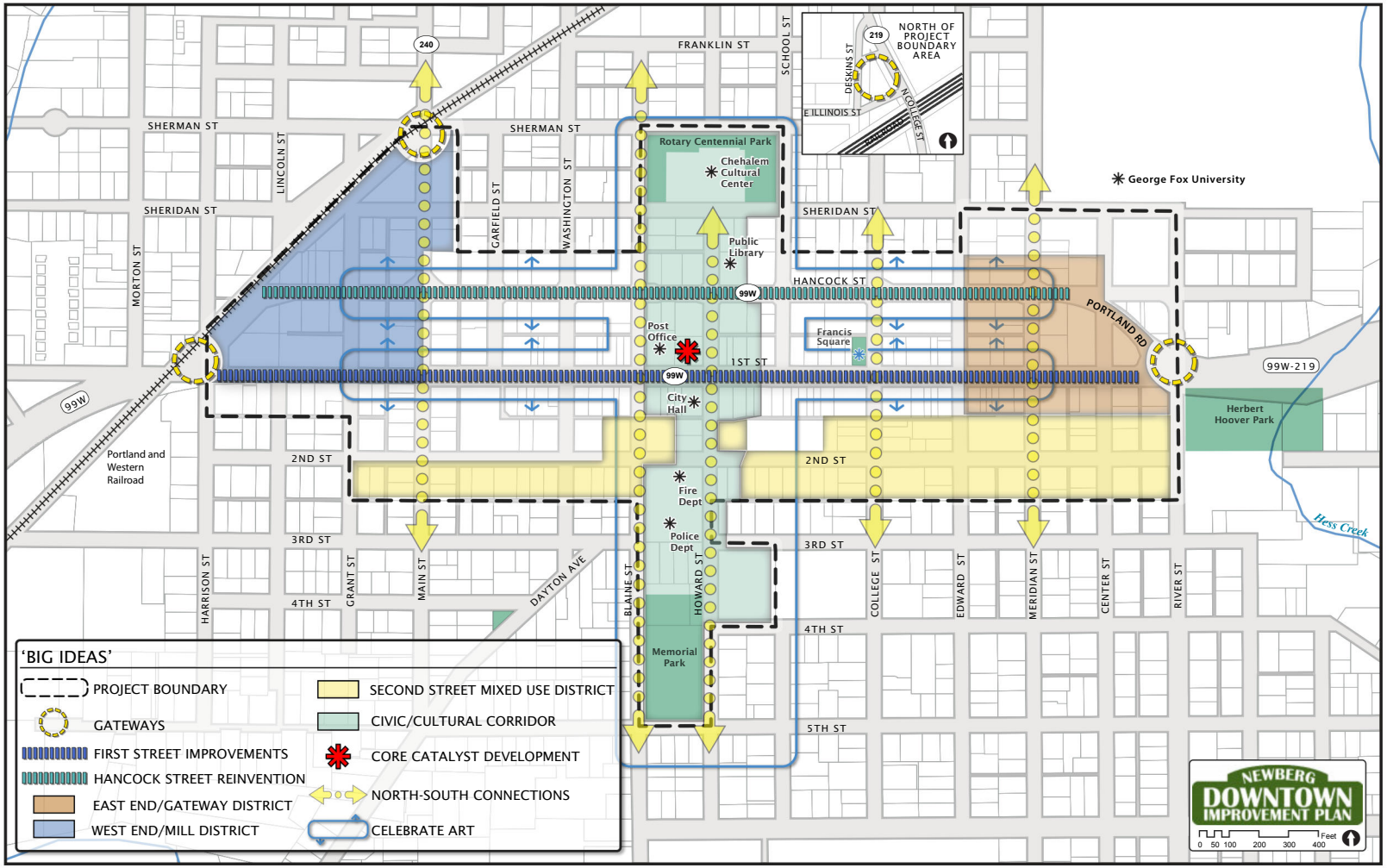
Downtown Newberg will have the following characteristics, or desired outcomes:

1. Downtown will be a vibrant, inviting, and fun destination for those coming from near and far
2. Downtown streets will be pedestrian-friendly and safe for all modes of transportation
3. Downtown will be the center for public life – a place to shop, work, visit, gather and play
4. Downtown will have increased density, a diverse mix of businesses and a broad range of places in which to live
5. Downtown will be easy to navigate through attractive, effective signage and physical connections between activity centers and districts
6. Downtown will have a variety of easy-to-find parking options
7. New development and redevelopment will complement older and historic buildings
8. Downtown will be "people-oriented" with attractive, comfortable, and functional amenities or public uses on the sidewalk or in other right-of-way
9. Downtown will build upon Newberg's strong community spirit and incorporate public art reflecting the local character
10. Downtown will have the appropriate type and level of infrastructure to support the envisioned future type, mix and intensity of uses

CONCEPTUAL FRAMEWORK: BIG IDEAS

The vision and desired outcomes provide the foundation for developing a framework of key concepts – big ideas that would focus the generation of recommended actions and projects that would create a climate for investment and stimulate development to achieve the envisioned future for downtown Newberg. Accordingly, 10 key concepts, or big ideas, have been identified to comprise the framework for the Downtown Improvement Plan. The Conceptual Framework Plan presented in Figure 5, below, represents a composite of the 10 big ideas. A narrative description and accompanying graphic are provided in the sections that follow.

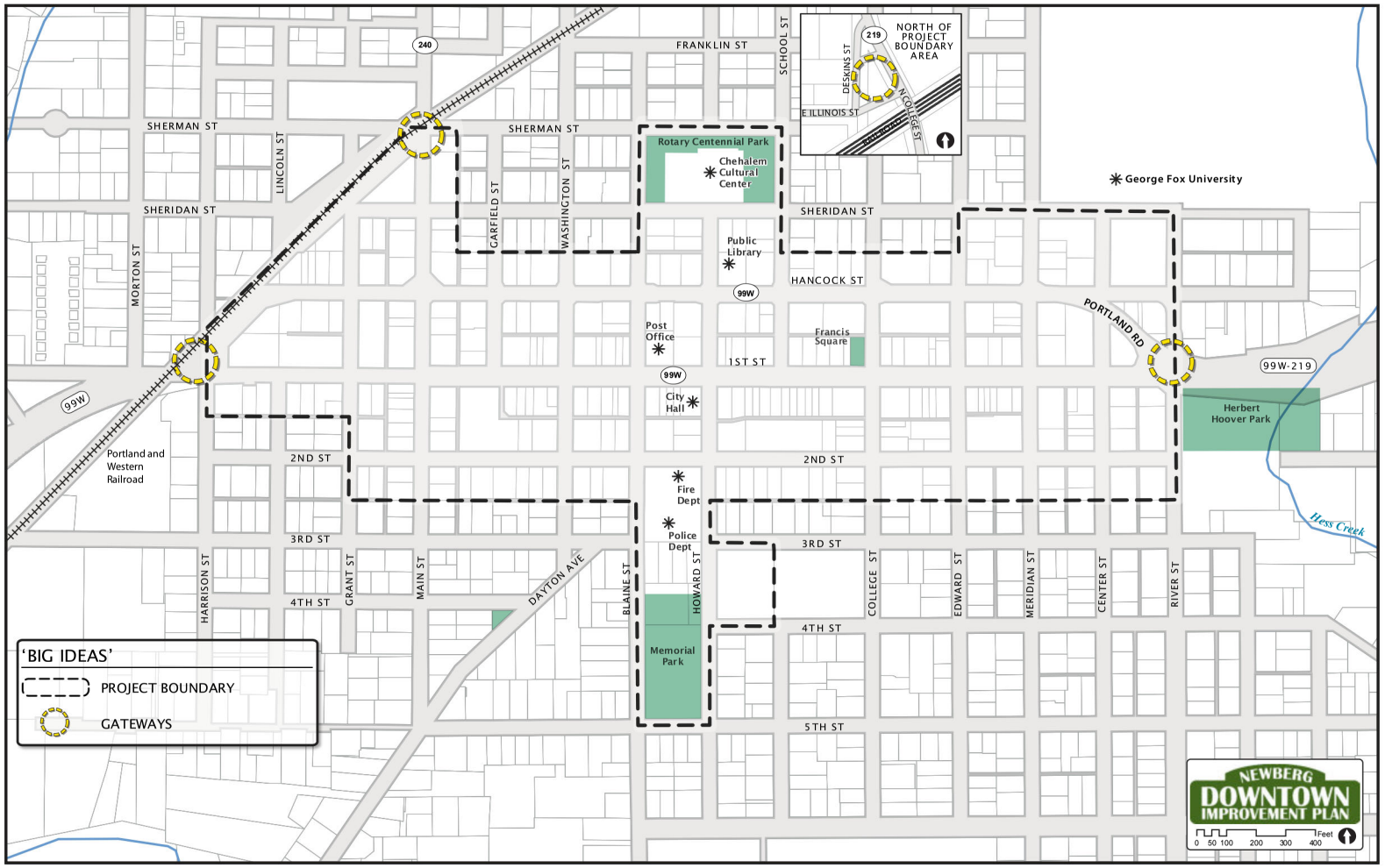
Figure 5: Big Ideas



GATEWAYS | Heralding arrival at a special destination

Gateway features help define neighborhoods and districts through the design of landscape, buildings, or art installations to symbolize or designate an entrance and signal a sense of arrival to a special area or place. Gateways often employ streetscape schemes or physical structures such as landmarks, public art, special signs, a highly visible archway or some other drive-through entry feature to help establish a district's identity – sending a signal to residents and visitors that they are approaching/entering a special place with a unique identity, one in which the community takes pride. There are four key primary gateways to downtown Newberg that can inform the greatest number of visitors from the east, west and north. These key gateways, in conjunction with a clear system of directional wayfinding signage, can make downtown a more legible, identifiable and easily accessible destination.

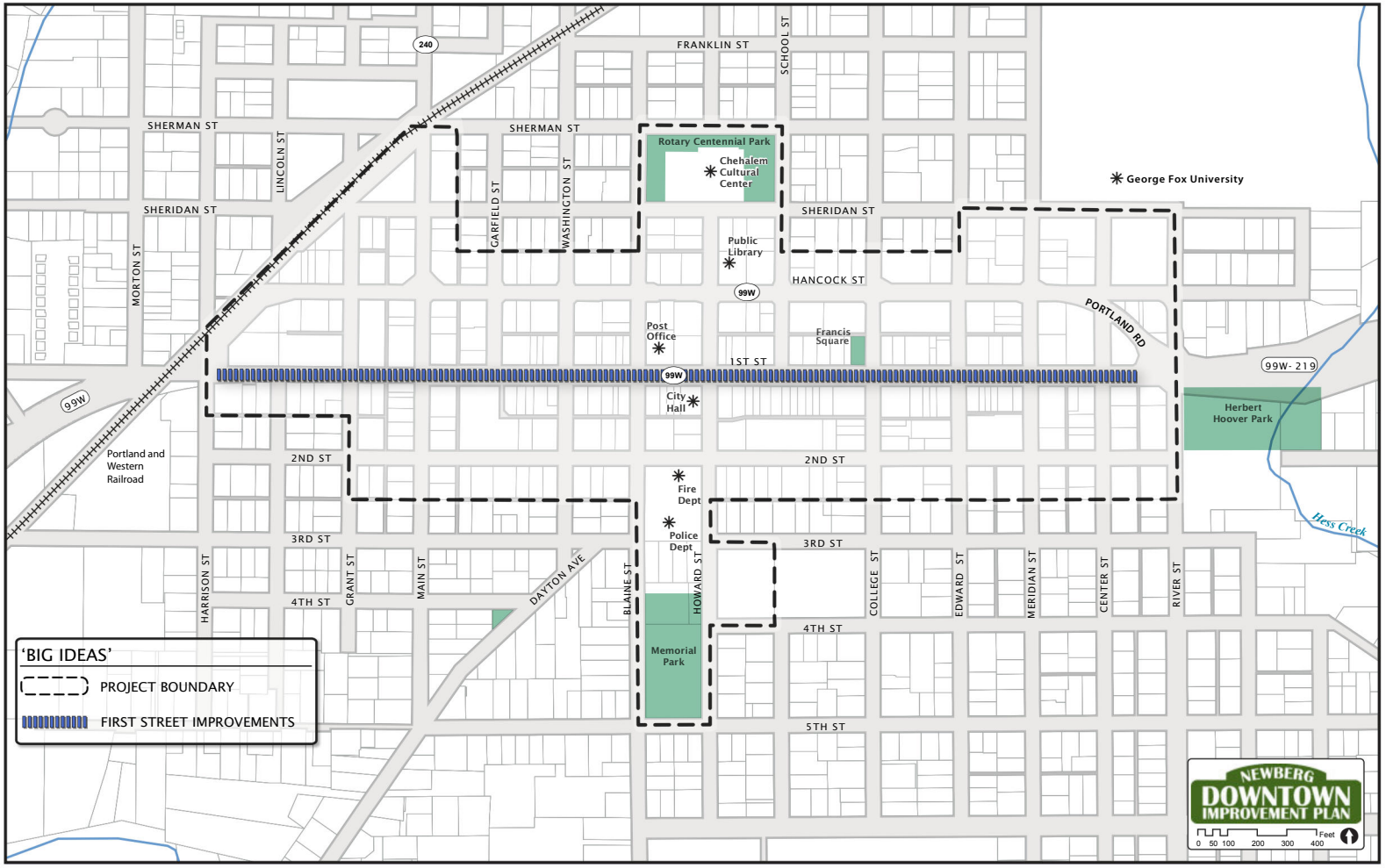
Figure 6: Gateways



FIRST STREET IMPROVEMENTS | Making what's good even better!

First Street is downtown Newberg's "main street" – the principal business street within the downtown area, with a concentration of businesses, restaurants and services within a walkable environment – and the social center of the community. New development and major redevelopment will be more vertical in nature, providing increased opportunities for new businesses and residents, and creating additional vitality downtown. The pedestrian quality of the First Street environment should invite visitors and shoppers to explore, linger, have a conversation, have a meal at a restaurant's outdoor tables, and provide an attractive and safe atmosphere for exploration of businesses and local attractions. Reducing roadway traffic from three lanes to two along most of its length, retaining on-street customer and visitor parking, increasing the width and attractiveness of the sidewalk environment, improving the streetscape and providing safer pedestrian crossings will, in combination, help advance First Street's role as the center for public life within Newberg and downtown.

Figure 7: First Street Improvements



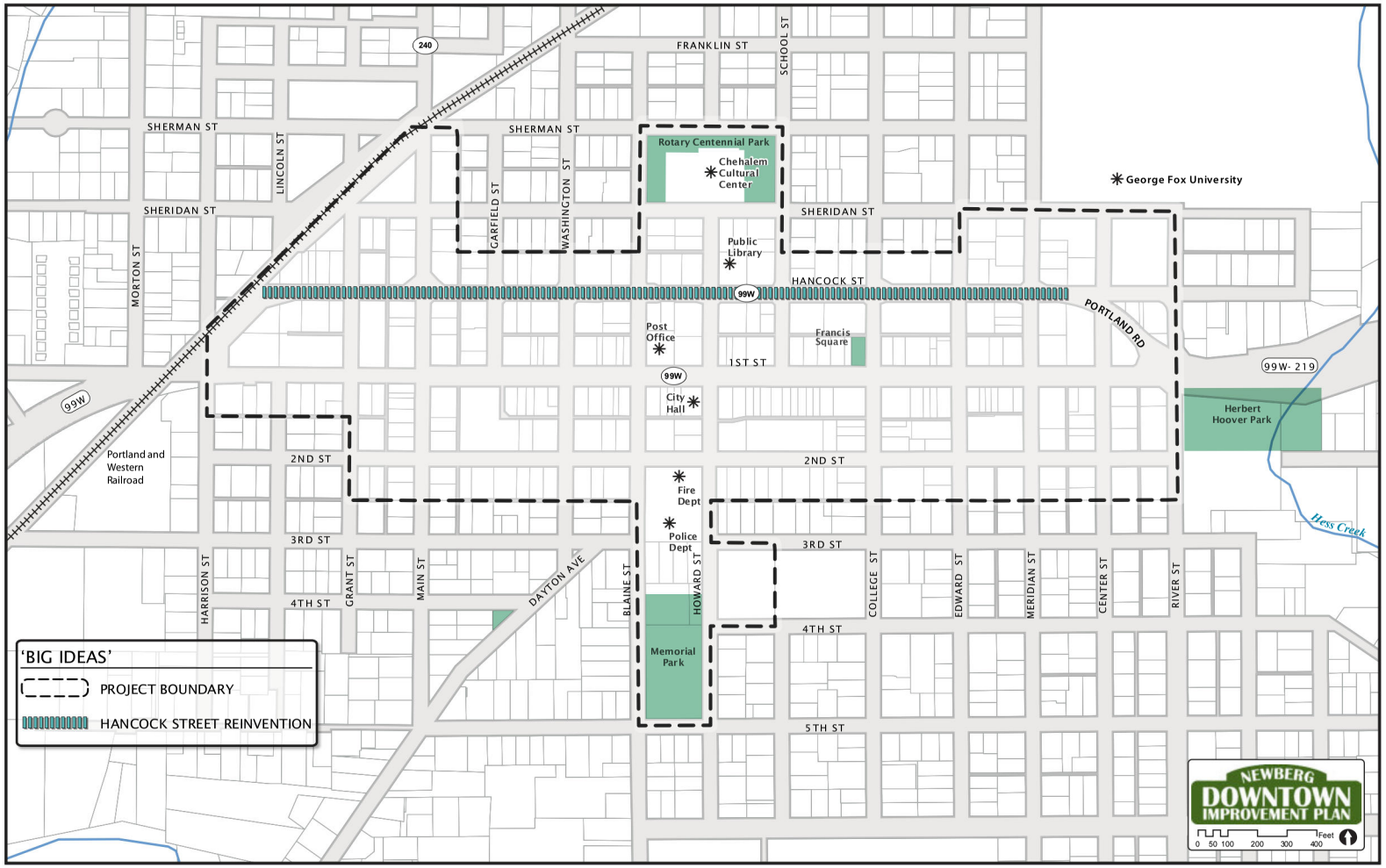
Big ideas

HANCOCK STREET REINVENTION | Changing its character over time

While Hancock Street is one of downtown's two primary traffic streets – an important connection and through-way for local residents and for the movement of goods and services to and through the community – it has an important role to play in the growth and continued evolution of downtown. Reducing roadway traffic from three lanes to two along most of its length, increasing the width and attractiveness of the sidewalk environment and providing safer pedestrian crossings will make Hancock a more attractive "address" for the mixed-use development that complements the more traditional main street role of First Street.

Over time, infill development and redevelopment will be oriented toward the street and result in a higher-density and mix of uses, creating a more vital location for office, housing and commercial uses, and in Hancock Street becoming a business district destination in its own right.

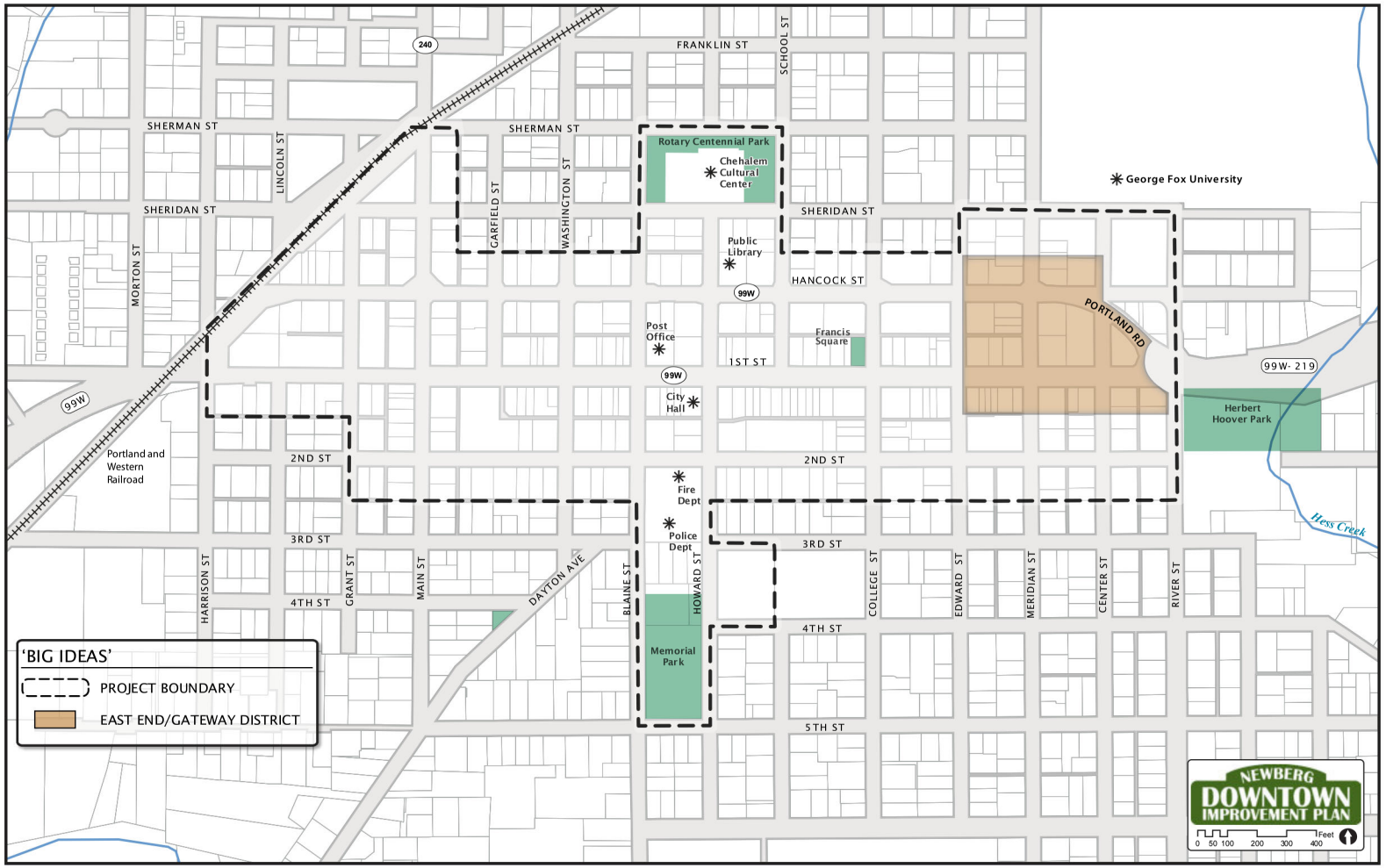
Figure 8: Hancock Street Reinvention



EAST END/GATEWAY DISTRICT | A signature welcome to downtown's main point of entry

For those coming to Newberg from Portland and other locations to the northeast, the East End or "Gateway District" will serve as the point of arrival to a special place – downtown, the "heart" of Newberg, and the first point of entry to Oregon's wine country. Immediate and clear wayfinding signage will be provided directing those arriving from the northeast to where attractions and destinations can be accessed, such as First Street's eclectic mix of retail and business uses, the Chehalem Cultural Center, George Fox University, the West-End Mill District, and parking. This could be the location for a signature development, such as an attractive hotel and small conference facility providing lodging for those doing business in Newberg and for tourists accessing the community's attractions and surrounding wine country.

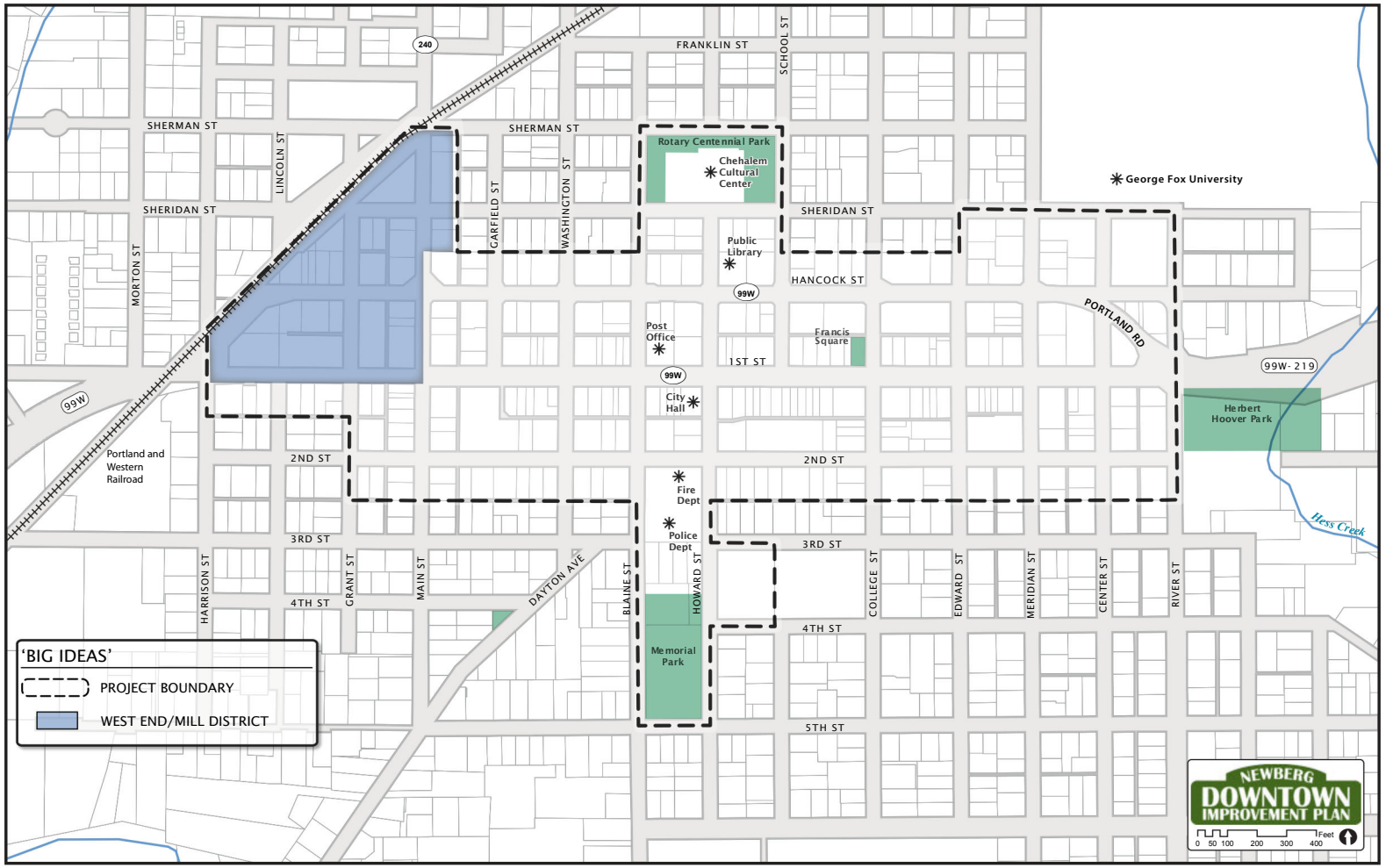
Figure 9: East End/Gateway District



WEST END/MILL DISTRICT | A place where things are made and experienced

Possessing a combination of employment and commercial uses, downtown's West End/Mill District presents an opportunity for building upon the industrial and employment heritage of the area. This area can serve as a location for those uses that may not have a home in the core of downtown, but play a vital role in the downtown environment. Given its history and suitability for a variety of employment and commercial uses, redevelopment within this district would be guided with a lighter touch, retaining some of the area's "gritty" feel and ambiance, which is a key part of its appeal. In addition to employment, the west end and the old mill area in particular can serve as a destination for craft industrial uses – places where goods can be made, sampled or touched (and purchased). Within easy walking distance from the community's Civic/Cultural Corridor (see Figure 12) and First Street's main street character and feel, this jobs-focused concept will also have added tourism value, building upon the appeal of goods produced locally and from materials sourced locally or within the region.

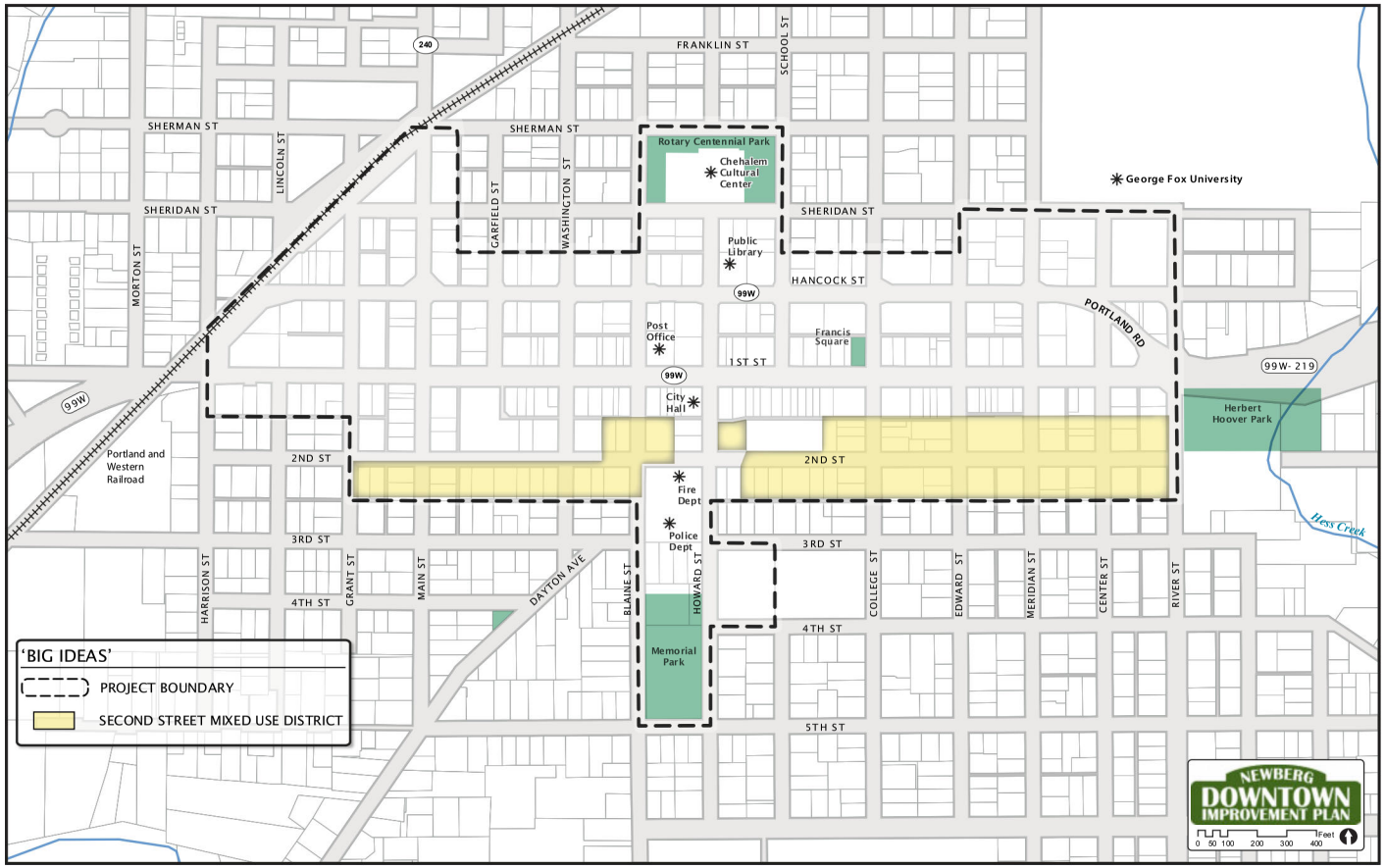
Figure 10: West End/Mill District



SECOND STREET MIXED-USE DISTRICT | A place to live with access to all downtown has to offer

Housing is a key component of successful downtowns – it provides for a large and growing market of consumers wanting to live in close proximity to goods, services, restaurants, and other activities and resources offered in a downtown environment. Demographic trends show a demand for the type of smaller, mixed-use or free-standing urban housing products that would be suitable in downtown Newberg. Downtown residents provide additional buying power to support local merchants. Similarly, downtown residents generate additional vitality and safety – providing "eyes on the street" seven days a week – and housing grows the tax base for the community. While additional housing is encouraged throughout downtown, the area along Second Street offers a unique opportunity for appropriately scaled multi-family apartments, condominiums, townhomes, or rowhomes at a variety of affordability levels, integrated with ground-floor retail or other commercial uses in a mixed-use environment immediately adjacent to the First Street commercial core. This will help fill a demonstrated housing need, provide additional business opportunities, create an active downtown neighborhood, and increase the number of rooftops supporting downtown merchants.

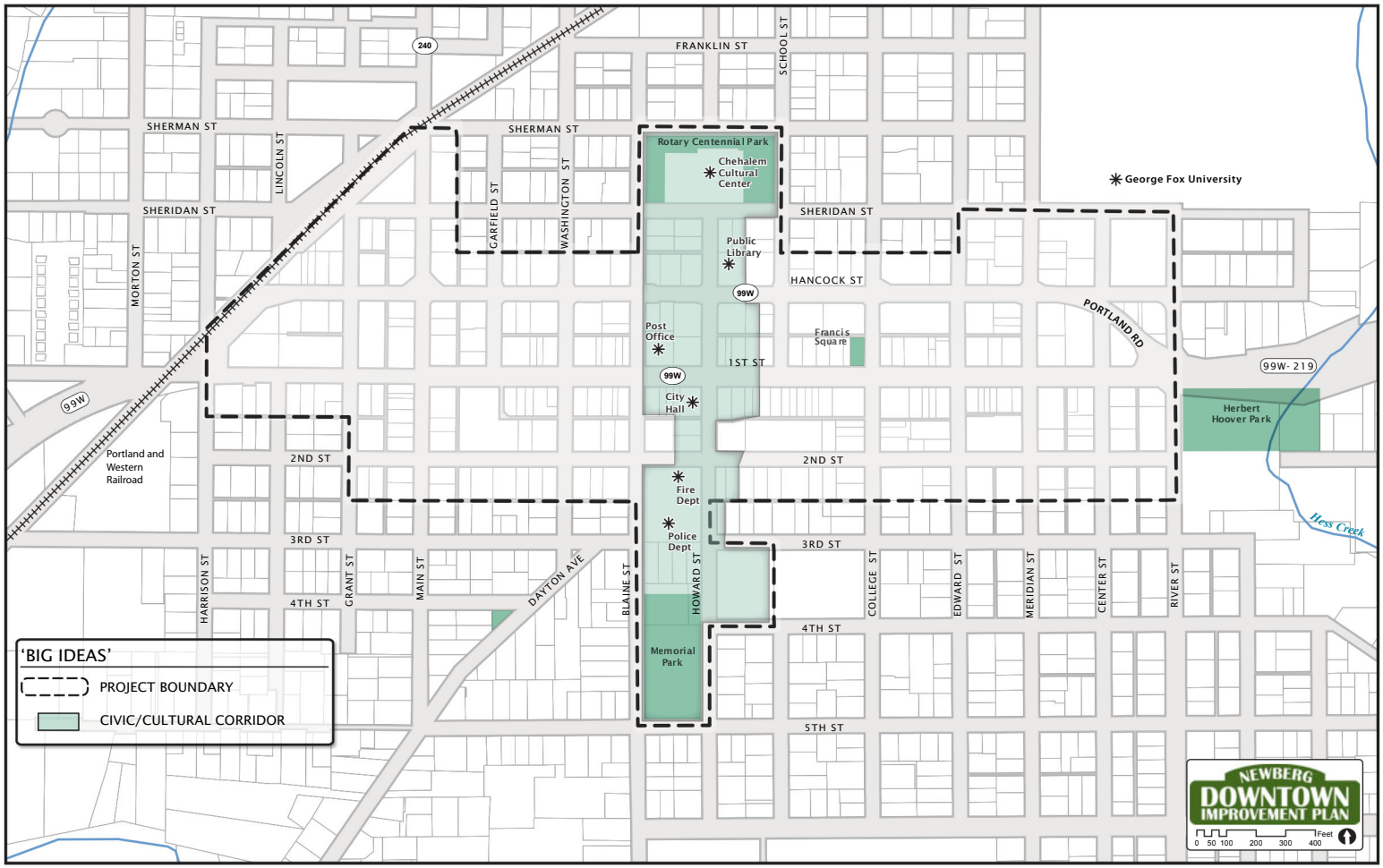
Figure 11: Second Street Mixed-Use District



CIVIC/CULTURAL CORRIDOR | Linking cultural, recreational and civic institutions and opportunities

The Civic and Cultural Corridor is an important activity center – a celebratory location connecting key institutions within the community such as City Hall, the Chehalem Cultural Center, the Public Safety facility and Memorial Park. The Corridor will provide a special pedestrian-oriented streetscape environment that can be easily reconfigured as a "festival street" along portions of Howard Street for special occasions and events. The Civic and Cultural Corridor will also feature special signage, wayfinding, public art distributed throughout the corridor to signify a unique identity and provide interest. Streetscape treatments will highlight the connection of downtown and neighborhoods to the north, to Memorial Park and the river to the south, and to nearby activity centers such as George Fox University. The "occasional" festival street facilities might include special paving treatments, rolled curbs to facilitate easy pedestrian movement, electricity and water for special uses such as seasonal/ holiday lighting, or food and craft vendors.

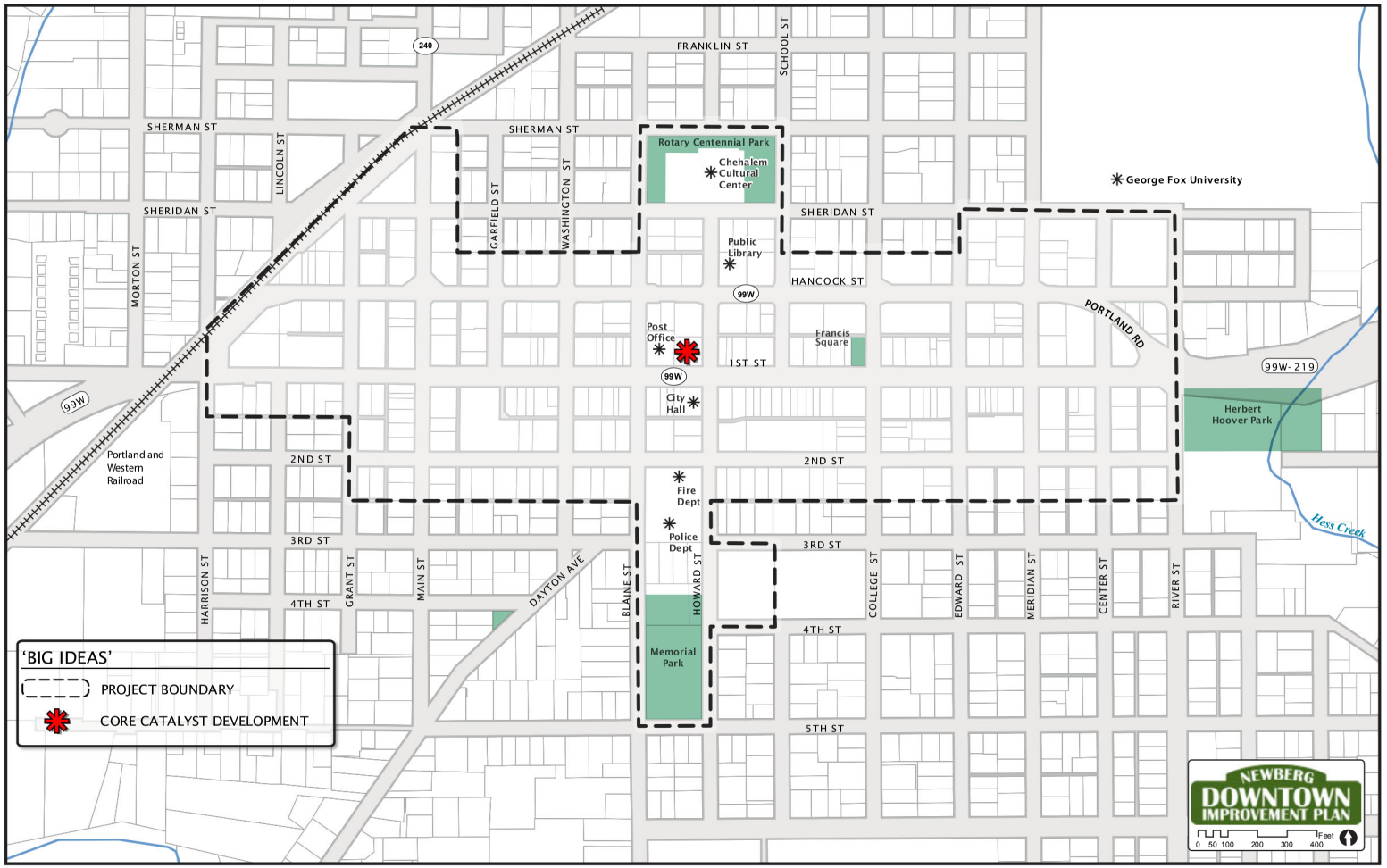
Figure 12: Civic/Cultural Corridor



CORE CATALYST DEVELOPMENT | Jumpstarting private investment

"Catalyst" developments are those that present a particularly good opportunity for stimulating private investment and for substantively changing the development environment downtown – serving as a catalyst for development consistent with the vision of the Plan. A signature development on the City-owned former Butler site, in the heart of the First Street retail and entertainment district and along/within the Civic and Cultural corridor, has the potential to help create and jumpstart the climate for private investment and action. This site has long been envisioned as having the potential for a showcase mixed-use development featuring ground-floor retail with housing, lodging or office uses above, perhaps featuring an opportunity to sample food and wine from the region, and perhaps linked to a future adaptive re-use of the historic Post Office. This concept provides a key opportunity for employing a public-private partnership to facilitate the development of this opportunity site in a manner consistent with the vision for downtown.

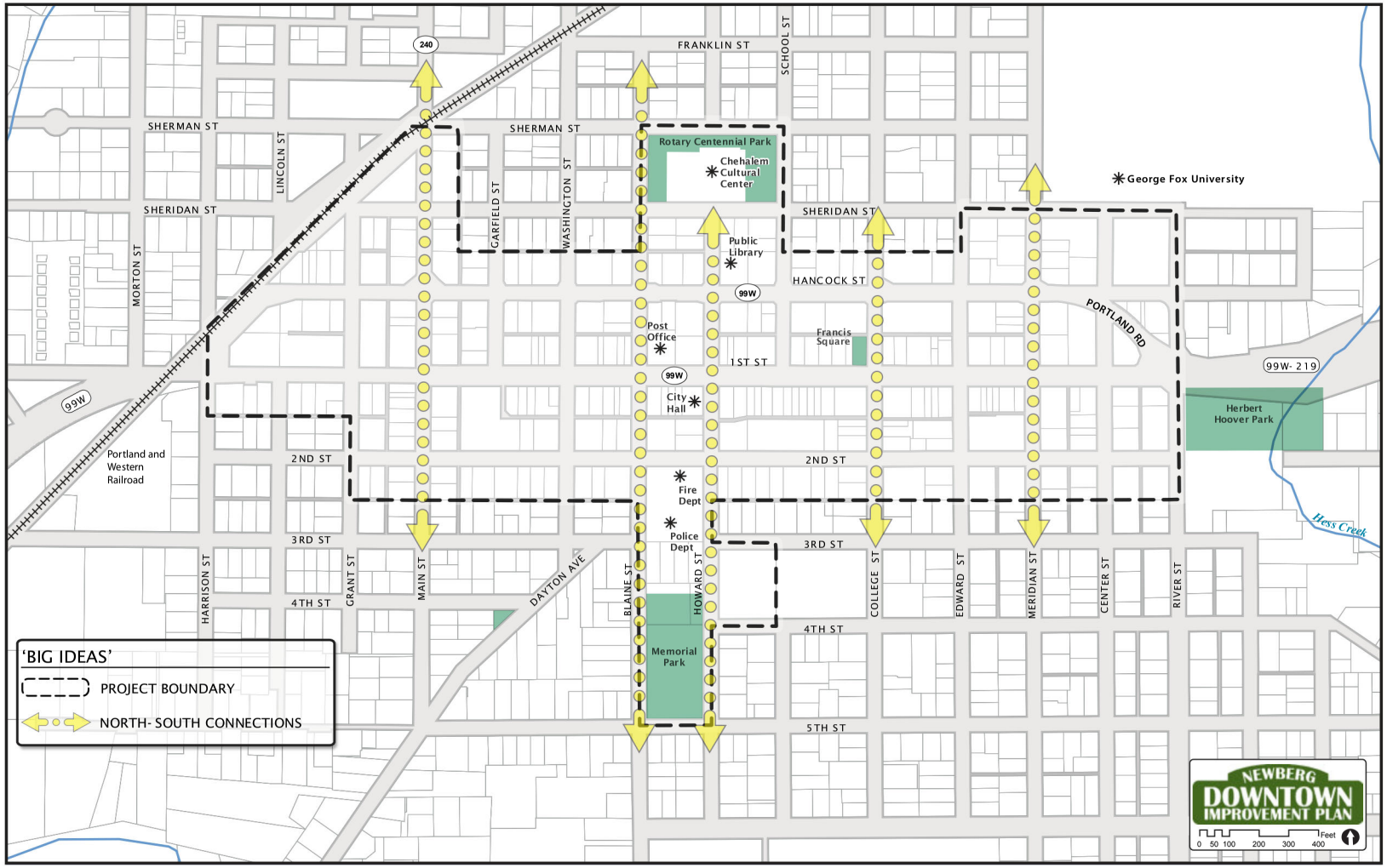
Figure 13: Core Catalyst Development



NORTH/SOUTH CONNECTIONS | Linking downtown to the greater community

Key local north/south streets within and accessing downtown such as Main, Blaine, College, Meridian and River Streets, should be enhanced to emphasize and improve connections to adjacent neighborhoods and uses close to downtown such as Friendsview Retirement Community and George Fox University. It should be easy to understand how to get downtown and safely and easily access it – by car, by bike or on foot. Perhaps there's even a future trolley using the existing railroad tracks within Blaine Street to connect such attractions as the Allison Inn, the Chehalem Cultural Center, Memorial Park and the Willamette River. Quality connections require good street and walkway connectivity, effective signage, and a distinct streetscape that is attractive and easy to understand, making the connection to downtown clear, safe and pleasant.

Figure 14: North/South Connections

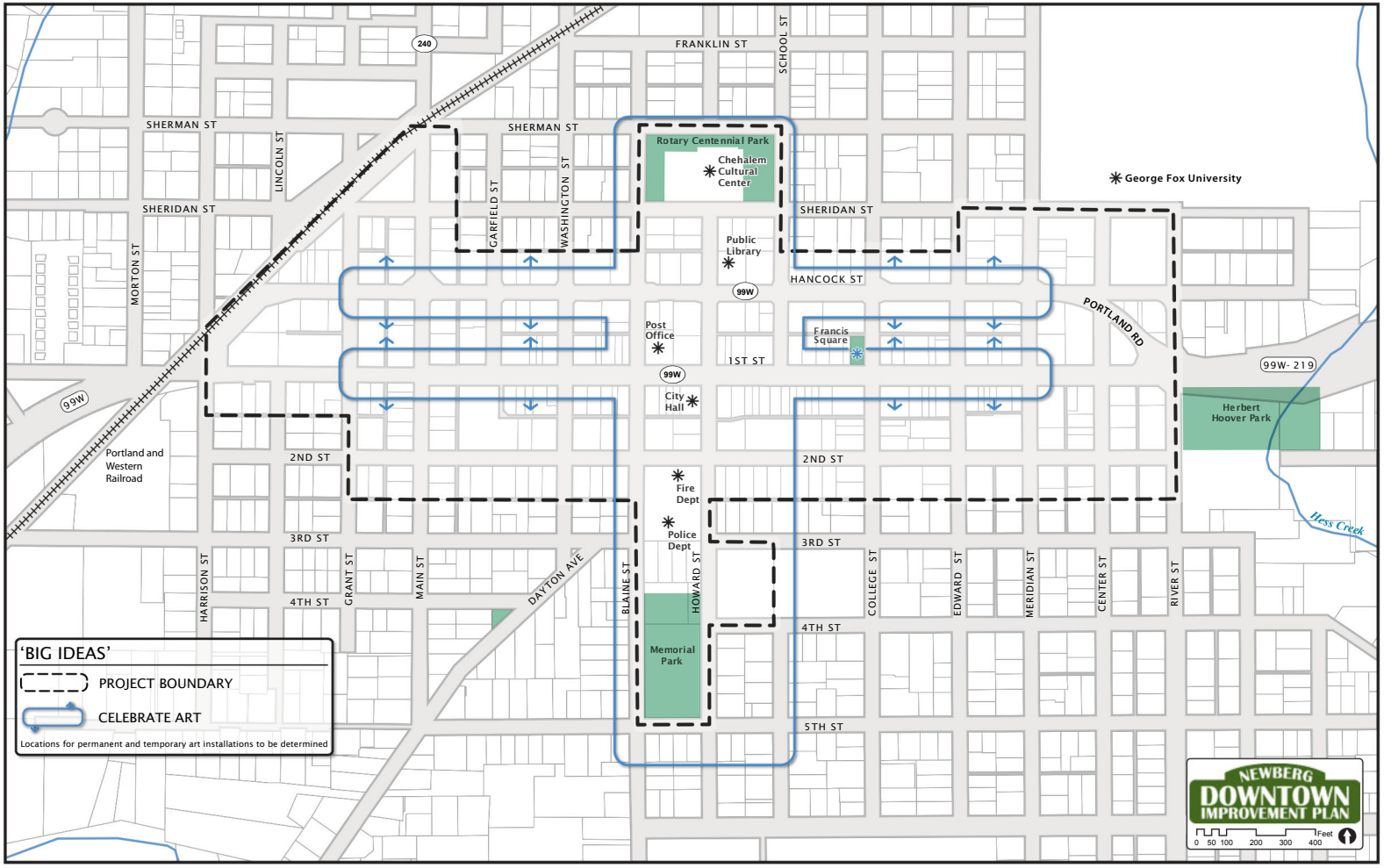


CELEBRATE ART! | Good art is good business

It's been said that "the sign of a great city is the strength of its cultural life." Public art helps create an attachment to one's community and has been proven to be a highly cost-effective way of helping spur economic revitalization in downtowns nationwide. Public art reflecting the character and identity of the community should be an important part of the Plan and should be provided through a mix of signature installations in locations special to the community such as Francis Square, within an improved streetscape environment along First and Hancock Streets, along the Cultural Corridor, or building upon the existing great examples of murals adorning the walls of downtown buildings.

Whether the installment is permanent or temporary, the ability of public art to educate, create jobs, increase real estate value, build community pride, increase tourism, and provide other benefits is well-known. According to the Urban Land Institute, "good art is good business."

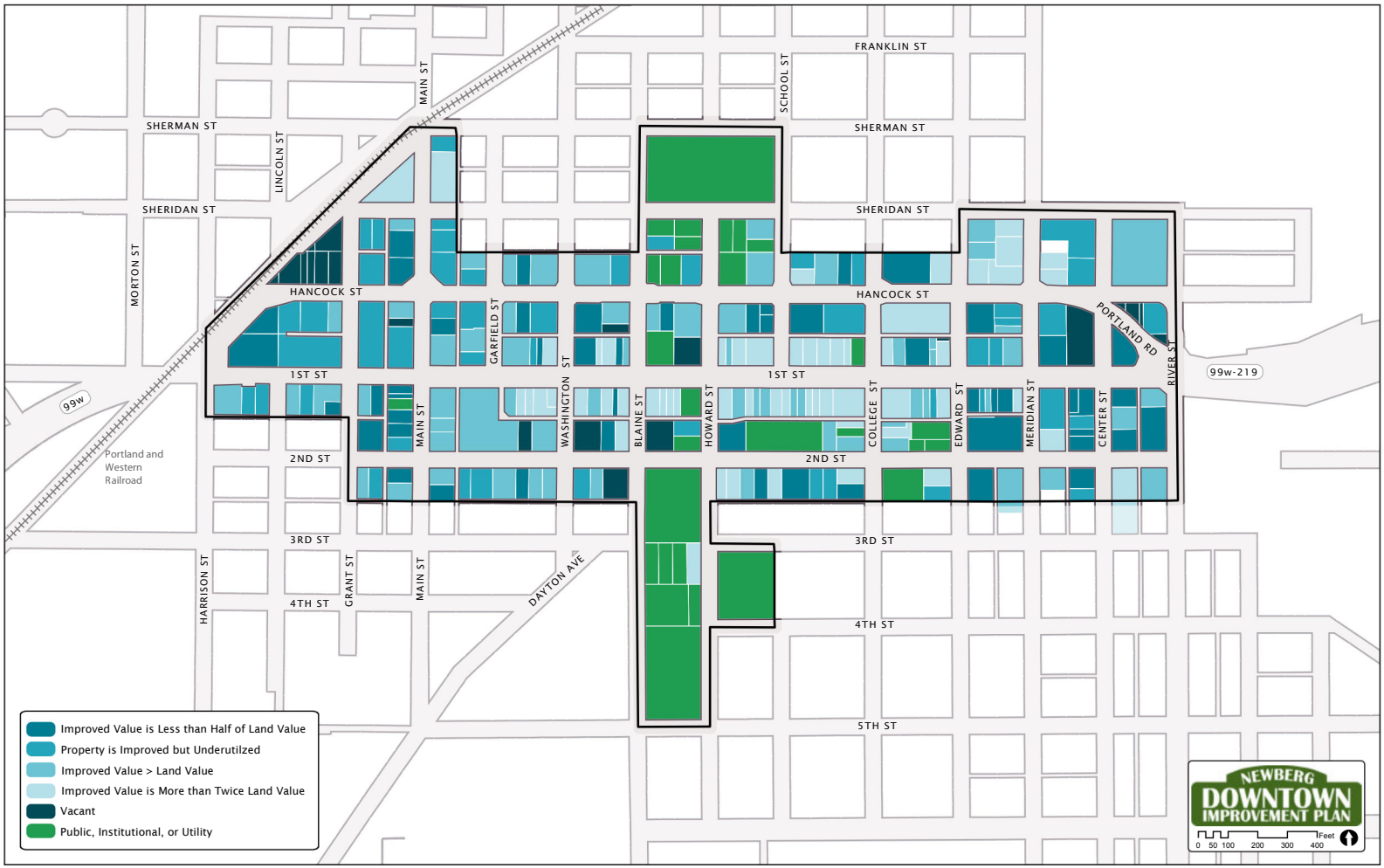
Figure 15: Celebrate Art!



FUTURE POTENTIAL DOWNTOWN DEVELOPMENT PROGRAM

Market trends and future demographic and economic conditions will reshape the built form of downtown Newberg. This section considers how and where future growth and development will take place in the downtown area in the short and long term. Figure 16 below illustrates the ratio between improvement value and land value for downtown Newberg properties.[1] This ratio is commonly used to identify properties that may be underutilized and ripe for redevelopment. When a property has few or no improvements (buildings) on it, it will have a low improvement to land value ratio, indicating that it is more easily redeveloped. Conversely, if a property has significant improvements on it, the ratio will be high, indicating that redevelopment is unlikely. In the map below, darker parcels represent those with low improvement to land value ratios, illustrating potential opportunity sites for redevelopment. In other words, the darker the blue, the greater the potential for redevelopment.

Figure 16: Downtown Newberg Improvement to Land Value Map



[1] *The values used for this analysis are real market values as identified by the Yamhill County assessor.*

There is significant redevelopment potential in the area based on low improvement to land ratios especially at the eastern and western ends of the area. In all, it appears that approximately 26 acres of the 44 acres of private land in downtown Newberg are either vacant or underutilized. Redeveloping these properties will require property assembly and coordination between the public and private sectors.

The overall objective of downtown development is to capture target markets, maintain economically viable conditions, continually strengthen prospects for financial success while addressing residents' needs and desires for a "live, work, stay, play, learn" environment and create a positive, long-term identity for the downtown as described in the Vision for downtown Newberg. Following is a description of the development anticipated over the short term (through 2020) and the long term (through 2030).

Development Assumptions

The development program for downtown Newberg assumes a number of parameters will guide both the form and timing of development, as noted below.

SURFACE PARKING: The area will most likely be reliant upon surface parking, be it on-street or in surface parking lots. Development in the short term will be unlikely to support structured parking, which is much more expensive to build. This will dictate the form of development and will likely keep new development at a two- to four-story maximum. In the long term, it is possible that downtown development will command prices that make structured parking feasible. Likewise, a public shared parking facility could be built at any time. As noted elsewhere in this document, studies conducted in conjunction with this Plan demonstrate that downtown Newberg does not currently have a parking supply problem – rather, there are significant opportunities for improving how on- and off-street parking resources are managed.

As noted within the Parking Management Plan (see Appendix E) there are a number of cost-effective parking management strategies that can be employed before structured parking becomes a viable parking option. In the short term, this means employing management practices such as effective signage, improved enforcement, shared parking, etc.

INFRASTRUCTURE: Before the area can reach its full redevelopment potential, major investments in transportation infrastructure will be necessary, especially road and sidewalk improvements to First and Hancock Streets. These improvements will balance automobile and bike traffic through downtown Newberg, improve safety and greatly enhance the pedestrian experience. The timeframe for these capital improvement projects, especially the reinvention of the character of uses along Hancock Street and the improvement of the pedestrian/streetscape environment along First Street, reflects the anticipated phasing of such investments. More detail on implementing actions and potential phasing of improvements is presented in the Implementation Strategy section of this Plan.

ZONING REFINEMENTS: As described in the previous Land Use discussion, achieving the community's vision implies that land uses will change over time, which will require amendments to existing zoning and development regulations as presented in the Implementation Strategy. Without being overly burdensome, the zoning regulations should encourage the distinct urban form that is envisioned in the Desired Outcomes. This may mean clarifying use regulations and/or providing flexibility in development standards.

Short-Term Development

Development in the short term, through 2020, will be incremental and will likely warrant public support. The level of support will depend on the scale of the project, but does not necessarily need to take the form of financial assistance. Pre-application meetings, site visits, providing connections to brokers or potential tenants – these are proactive and nonmonetary ways that City staff can assist near-term developers. In the next few years, development is likely to take the shape of rehabilitation of existing buildings or modest one- or two-story infill projects. As more of these projects come online, their momentum is likely to snowball into more substantial projects.

As is highlighted in the Market Analysis Existing Conditions Report in Appendix A, development of a hotel is feasible in today's market, requiring a site of approximately 2.5 acres. Attracting a hotel to downtown Newberg will take significant legwork from City staff and community partners, and this effort should be initiated in the near term. Although there are likely opportunities within the West End/Mill District and the East End Gateway District, there may be other potential sites downtown. Identifying a suitable hotel site and overcoming the project challenges will demand time and energy, and should be considered a priority action.

Figure 17: Feasible Near-Term Development Types

Long-Term Development

Development prospects look better for the long term, through 2030, as overall economic conditions continue to improve, the Newberg Dundee Bypass is constructed, and infrastructure improvements are made within the area. In this timeframe, downtown Newberg will likely experience its first few midrise buildings along with other new developments and existing building renovations. Infill housing projects will boost the number of downtown residents, leading to a more vibrant downtown core that is active 18 hours a day. Development at the East End Gateway will provide a signature entrance to downtown from the east, while the West End/Mill District will flourish with a mix of craft industrial, office, and retail businesses. Downtown Newberg is still not expected to be completely built-out within this timeframe, however, and market conditions should be reassessed in the future to further guide development in this area.

PROGRAMS, PROJECTS AND ACTIONS

The Plan is action-oriented. It focuses upon the actions to be taken, programs and projects to be initiated, and partnerships to be formed to carry out a clearly defined vision, a set of desired outcomes and the framework plan for improving urban form, land use and transportation downtown. The Plan will be implemented in pieces. Some actions will be initiated immediately; others will be initiated in the years to follow as resources become available or as circumstances change. There are projects, actions and partnerships that are expected to serve as catalysts for investment, development and redevelopment. In some cases, these catalytic projects or activities require a refinement study or next step to pin down a concept, a location, a footprint or criteria for subsequent development proposals.

Accordingly, the Plan identifies preliminary "setup" tasks or staffing resources/actions needed to enable projects to move forward (e.g., land assembly, property owner coordination). The Plan also identifies potential amendments to the City's Comprehensive Plan and Development Code to carry out the intended uses, character and densities envisioned. These potential amendments will need to be considered through a separate process and after a thorough discussion with downtown property owners, businesses and stakeholders.

It is anticipated that the City will conduct discussions with potential development interests regarding carrying out the Plan. Certain major improvements will be made by the City of Newberg through a variety of funding sources, perhaps including urban renewal, should this financing tool be approved. Other improvements will be the responsibility of proposers of specific development activities. One or more of the catalyst projects may come about as a result of a public-private partnership: a contractual arrangement tailor-made for each situation by which the public sector authority assigns certain functions or responsibilities to a private developer. The important point is that the Plan is both a community partnership and a long-term plan for the revitalization and growth of the area over the course of the next 20 years, in alignment with a vision for the future of the area established by the community. The following sections summarize the recommended actions, projects and tools recommended within the Plan for achieving envisioned character and future uses downtown. These will be followed by the incremental implementation strategy for programming their execution.

LAND USE

To reinvent downtown Newberg as a vital, active, more urban, mixed-use and pedestrian-friendly environment, the City will need to consider amending the Newberg Comprehensive Plan and Development Code. Amendments have been identified to help the City focus on creating the desired uses, scale and character envisioned within the Plan.

The NDIP should be adopted as a refinement plan of the Newberg Comprehensive Plan. In addition, it is suggested that several sub-policies in the Comprehensive Plan see some additions and revisions. These revisions will clarify policies intended to encourage downtown revitalization. These clarifications and additions include:

- Language to encourage the retention of the post office retail function in downtown.
- Encouraging a list of uses in downtown including, "mixed-use commercial/ residential buildings and mixed-use commercial/craft industrial buildings to create a vital downtown core with a strong retail sector."
- Modifications to sub-policies encouraging the City to consider:
  - adequate off-street parking.
  - adoption of a downtown improvement plan which should include design standards for all new public and private improvements.
  - various options to make the downtown area more pedestrian friendly, particularly as volumes change with the opening of Phase 1 of the Newberg Dundee Bypass.

It is also suggested the City update sections on the economy and commercial area policies to encourage tourism-related businesses, a hotel, and craft industrial uses in downtown.

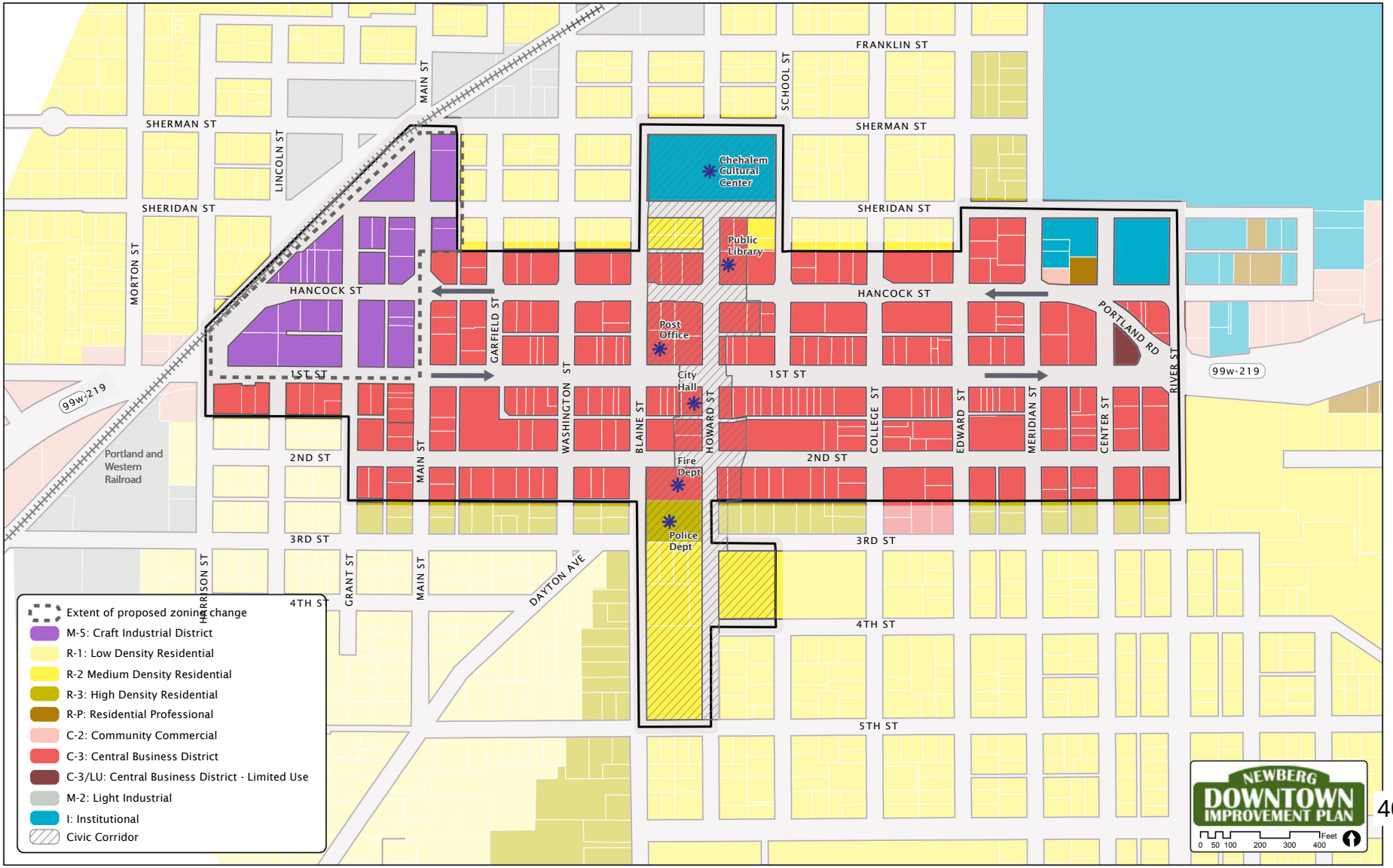
In addition to updating the comprehensive plan, the following amendments to the zoning and development code are suggested to implement the NDIP:

- **HANCOCK, FIRST AND SECOND STREETS.** Revise the C-3 zone to achieve the vision for these three streets as a mix of commercial, service and residential uses, with a heavier emphasis on residential along Second Street and commercial and service uses along First Street, and a desired form of two- to four-story buildings.
- **CIVIC/CULTURAL CORRIDOR.** No changes to the current Civic Corridor Overlay District are recommended.
- **WEST END/MILL DISTRICT.** Create a new Craft Industrial Zoning District (M-5) to regulate the mix of uses allowed and prohibited, dimensional and design standards, and to provide better continuity for the area than can be achieved through existing split C-3 and M-2 zoning. Allow for the potential siting of a hotel to take advantage of the West End's unique craft industrial character and to provide a needed resource for downtown. The focus is on developing craft industrial uses and maintaining the area's gritty feel more in keeping with the industrial heritage than the main street, historic feel along parts of First Street. The recommended M-5 zone is discussed in Appendix H of this Plan, as it is the recommended creation of design guidelines to achieve the envisioned feel and character of this area.
- **EAST END/GATEWAY DISTRICT.** Accommodate desired uses, such as a hotel/conference center and parking lot in the base zone, reviewing the footnotes in the use table and tailoring them to encourage this development. Specifically, revise the limitation on hotel uses in C-3 district that requires a conditional use permit for hotel uses greater than 40,000 square feet.
- **PARKING REGULATIONS.** It is recommended that parking requirements for residential uses be removed, and the City introduce a fee-in-lieu program. These in-lieu fees can be accrued and used in the future to purchase land for future parking facilities or for making other parking improvements. Address additional parking needs of residents, visitors, and employees through a variety of strategies outlined in the parking

management plan to complement the off-street parking exemptions. Support plans for shared parking facilities across downtown by revisiting the standards for joint use of facilities. Adjust landscaping standards to make parking areas more efficient, and review bike parking ratios to support the vision for bicycle tourism and multimodal transportation.

Figure 18 shows the recommended zone changes to carry out the visions for downtown and the big ideas called for in this Plan.

Figure 18: Downtown Newberg Proposed Zoning Changes



STREETSCAPE AND PLACE-MAKING

Successful urban design and streetscapes help foster strong, livable communities. They are physically comfortable and safe; they bolster economic growth and stability and help improve the natural environment. They are accessible to everyone, they help facilitate chance meetings, and they bring the citizens of the community together. These urban spaces are flexible and can accommodate a variety of activities and events like farmer's markets, art fairs, political rallies and parades. These spaces should accommodate different modes of transportation and ease traffic congestion. Foremost, these spaces and landscapes should reflect the spirit and identity of a community.

The purpose of the Plan is to enable and encourage revitalization of Newberg's downtown so that it develops in an intentional manner, contributes to the economy and livability of the city, takes advantage of the opportunity to reinvent the streetscape environment along First and Hancock Streets provided by the future completion of the Newberg Dundee Bypass, and accommodates local and through-traffic demands through all modes of transportation. To that end, there are actions to be taken and guidelines to follow that will improve the quality of publicly owned streets, pathways, rights-of-way, parks and publicly accessible open spaces and advance the realization of the vision and big ideas contained within this Plan.

Streetscape

Streetscape improvements enhance the "public space" environment. Streets in downtown Newberg should have a consistent and high-quality streetscape design that enhances the character of the area in support of the vision. While First and Hancock Streets should have an enhanced, distinctive section and design as discussed in this Plan, all of downtown's streets should have a similar or complementary set of streetscape elements to unify the area and facilitate use by the public. For the purposes of this Plan, a successful streetscape is one that:

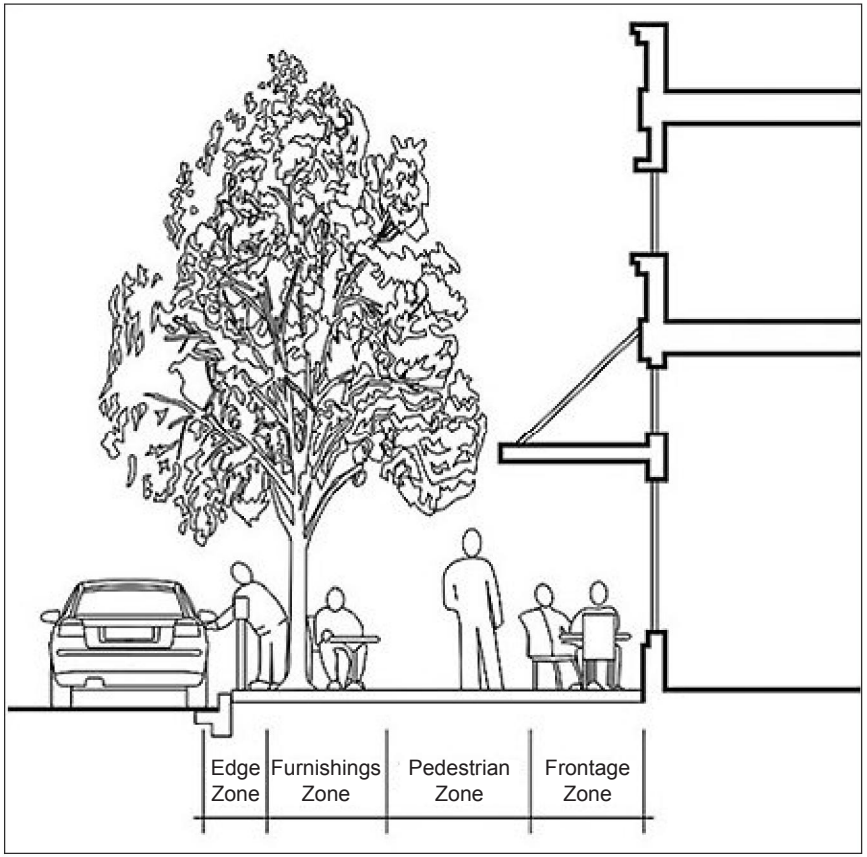
- Makes the right of way accessible to all users, regardless of age, ability or mode of transportation.
- Supports the economic vitality of downtown for businesses and residents. Incorporates the use of "green" approaches to design that improve the long-term environmental performance of the street and the uses along it.
- Treats the planning of the downtown public environment as a coordinated community design strategy.

Photo credit: Leland Consulting Group

- Enhances the attractiveness of downtown through design improvements that result in a reinvestment of public and private dollars.
- Creates a consistent and memorable image for the street that reflects downtown's history and character.
- Makes the street a safe, attractive and comfortable place to walk, shop, and interact with others.

The sidewalk corridor is the zone between the curb and the edge of the right of way/ property line of adjacent development. It consists of three functional zones: Frontage Zone, Pedestrian Zone, and Furnishings Zone (see Figure 19). While not all features would be accommodated on every street, the figure shows elements to consider for an active pedestrian streetscape. The streetscape should have well-defined zones so that the pedestrian throughway is clearly evident.

Figure 19: Streetscape Zones



Source modified from:

Institute of Transportation Engineers

Designing Walkable Urban Thoroughfares: A Context Sensitive Approach

Chapter 8. Streetside Design Guidelines

http://www.ite.org/css/online/DWUT08.html

July 21, 2016

Furnishing Zone

Streetscape elements of the Furnishing Zone include utility poles, street lights, planters, trees, benches, bike racks, and future bus shelters, all of which should be designed and consistently used throughout downtown to contribute to its unified character. Green street design improvements (such as flow-through stormwater planters) should also be located in this zone.

Pedestrian Zone

New sidewalks along downtown streets should be at least five or six feet in width and wider if the right of way allows. Ideally, two people walking together should be able to pass a third person comfortably. On First Street and Hancock Streets, consistent with this Plan's big ideas, sidewalk widths are anticipated to be significantly increased in the future. The width and timing of sidewalk improvements will be determined by ODOT and the City of Newberg as a result of discussions following adoption of the NDIP and Transportation System Plan.

Frontage Zone

Buildings should have active frontages including outdoor uses, such as display or restaurant seating, or be designed to provide views into buildings from ground-floor windows and doors. Residential uses should include stoops, main entries, and/ or public spaces. No blank walls should be permitted.

Public Space

Within the streetside – the area within the public right of way that accommodates non-vehicular activity – civic and community functions may require additional public space to complement adjacent civic or retail land uses. Public spaces in the streetside include public plazas, squares, outdoor dining, transit stops and open spaces. Public spaces should be designed to serve functions that enhance the surrounding context, such as public gatherings, special events, farmers' markets, quiet contemplation, lunchtime breaks and so forth. General principles for the design of public spaces include the following:

- Public spaces in private property adjacent to the streetside should be visible and accessible from the streetside. These public spaces can accommodate higher levels of pedestrian activity at entries to major buildings or businesses.
- Public spaces in the streetside should not impede the circulation of pedestrians and should provide appropriate features such as seating and lighting to make them attractive and functional places for people to use.
- The streetside and public space design should integrate each other's functions in a compatible and mutually supportive manner. Functions should interconnect by design.
- Special paving and materials may be considered to unify the look of the sidewalk, parking lane and crosswalks.
- There should be a continuity of design in adjacent streetside and public spaces. This may include paving, lighting, landscape plants and materials and other features.
- Street trees, light fixtures, public art and other elements with a unified design can be used to highlight a segment of a roadway that is specifically designed to function as a public gathering place.

Photo credit: City of Newberg

Signage and Wayfinding

Signage and wayfinding are information systems that guide people through a physical environment such as a downtown, enhancing their understanding and experience of the place. Signage and wayfinding help inform people of the features of a place or district, provide guidance on how to get to features or attractions, and clearly communicate an instructional message to users of a service or feature (such as the timing of a parking space, hours of operation, and etc.). They also include gateway features, signaling a sense of arrival to a special area. This Plan addresses the need to identify and locate key gateways to downtown. The Parking Management Strategy addresses the need for clear informational wayfinding indicating the location of – and how to get to – downtown's parking resources, and the need for signage clearly communicating parking purpose, stay-limits and other information.

In order to ensure a consistent direction for the type and location of streetscape amenities, identification of specific treatments and improvements, provision of clear and coordinated wayfinding, gateway features and other signage, a Streetscape and Wayfinding Plan is recommended as a high-priority action for initiating realization of the vision and big ideas contained within the NDIP. This Plan will provide standards, identify projects and establish a program for carrying them out. Until such time as the recommended Streetscape and Wayfinding Plan is prepared and approved, interim guidance for streetscape improvements is provided within Appendix G emphasizing those actions and types of street furniture that may be used again or relocated, rather than replaced. During the initial public workshop conducted in association with the NDIP, attendees were presented with

Photo credit: www.visitcentraloregon.com

imagery of various types and examples of streetscape furnishings, gateways and other features, and were asked which appealed to them most. This input helped inform these interim streetscape guidelines, and should also serve as initial input for the Streetscape and Wayfinding Plan.

The Streetscape and Wayfinding Plan will identify the type/details of the wayfinding feature most appropriate for the four gateway locations noted within the NDIP. Given the lack of current signage, a higher priority should be given to design and construction of gateway features to inform visitors coming into the downtown from the west (where Oregon 99W comes into downtown at First and Harrison Streets) and the northwest (at the intersection of Sherman Street and Main Street/Oregon 240), announcing entry to downtown from highly popular wine country destinations and helping to brand the adjacent West End/Mill District.

As referenced within the Big Idea of Celebrate Art!, public art can be a significant streetscape component by enhancing civic identity at multiple scales. At the larger scale, it can help to unify an entire district or neighborhood. At the pedestrian scale, it can add aesthetic interest and also functional benefits if incorporated into pedestrian furnishings such as seating or lighting. As part of developing a public art program, creation of an "art walk," building upon the existing First Friday Artwalk event hosted by the Newberg Downtown Coalition, is recommended as a near-term action that will generate interest and excitement for residents and visitors alike. Art walks often have both a physical component – leading visitors along a route with stops at permanent and/or temporary installations, and an interactive component, where visitors are directed to galleries for exhibits or receptions. It's all about interest and activity downtown.

To begin implementing the Plan's vision and big ideas, the following order-of-magnitude costs have been estimated:

Signage and Wayfinding Cost Estimates	
Improvement	Cost Estimate
Streetscape and Wayfinding Plan	$100K–$120K
West End Gateway	$250K–$350K
Secondary Gateway	$100K–$120K
Art Walk	$100K

Additional information and recommended programming can be found in the Implementation section of this Plan and in its appendices.

PARKING MANAGEMENT

In assessing the role of parking for downtown Newberg, it is clear that a balance must be struck between supporting broader community goals for development, growth and vitality while retaining Newberg's historic downtown character. Parking management should be supportive of these goals, providing community members and visitors with clearly communicated and easy parking access to a successful and well-functioning downtown.

An evaluation of downtown on-street and off-street parking revealed that nearly half (47 percent) of downtown's parking spaces went underutilized during peak hours, clearly indicating the potential and need for effective parking management. A total of 15 strategies are recommended for the City of Newberg. Successfully completed, these strategies will improve the existing function and efficiency of the City's parking system and provide a solid foundation for decision-making and accommodating future growth. The full and detailed parking management plan is provided in Appendix E.

In the short term, parking management strategies are focused on establishing principles and guidelines setting the stage for future parking changes and management of the parking resource. Creating a Parking Work Group will create a forum for addressing parking issues. Similarly, fostering business-to-business communication will help coordinate parking utilization and planning.

Opportunities for shared parking should be pursued in the near term and code guidelines should be reevaluated to support these opportunities. Off-street shared-use parking is particularly effective in freeing up visitor parking by providing employee parking in areas away from popular destinations.

In coordination with streetscape and wayfinding planning, the City should develop an identifiable parking brand that is evident in signage, wayfinding, and public parking lot design. Branding should also include communication systems at the East End Gateway and West End/Mill District that assist users in finding and identifying parking lots and simply and clearly convey time-stay allowances.

Upgrading parking facilities is warranted throughout the downtown area with public off-street lots, on-street spaces, and private off-street lots all deserving attention. There is also a need to add bike parking at strategic locations around downtown in order to better integrate Newberg's existing bike system into the downtown area. In the long term, and on an ongoing basis, the City should develop a schedule for collecting and analyzing parking data, explore and develop parking funding options, and identify strategically located locations for long-term public parking. The City may elect to reorder, accelerate, or moderate parking management strategies depending on community support and consensus, opportunity, and/or funding. All strategies will require consistent and dedicated management with active participation by the private sector.

Photo credit: GreenWorks, LLC

INFILL AND REDEVELOPMENT

Newberg's downtown is already a thriving and successful classic main street with many businesses and restaurants. However, there are still storefront vacancies, underutilized properties, and few downtown residents. For Newberg's downtown to continue to be a place for businesses to locate and expand, and for residents to live, work, and play, infill development and redevelopment of underutilized properties should be encouraged through policy actions and community leadership.

There are a variety of actions that the City can take to support infill in the downtown area. To encourage commercial and mixed-use infill redevelopment, the City of Newberg should consider actions, programs, and projects that together establish a proactive strategy for effective engagement with the real estate development sector. One program that has proven successful in other similarly sized cities includes Design and Development Programs that assist property owners with design issues, pre-development planning, and project feasibility. These programs are frequently linked to grant and loan programs that provide matching funds for property owners that are investing capital into their properties. These programs frequently provide funding for development opportunity studies to help support and pay for up-front pre-development feasibility analysis – this is a low-cost tool that the City of Newberg can provide to help facilitate downtown development at various scales.

Photo credit: GreenWorks, LLC

There is one block in the center of downtown that should be considered as a catalyst development opportunity having the potential to jumpstart other investment downtown – the city block containing the Butler Property: the quarter-block, city-owned, vacant parcel at the corner of First and Howard Streets. Given its key location, ownership, and site readiness, the City should consider near-term development on this site. With the redevelopment of the Butler Property, or perhaps in the future if the opportunity presents itself, it will be worth considering the potential reuse of the adjacent Post Office. This historically significant building could be adapted into a host of new uses either with the Butler Property development or as a standalone project.

In concert with the preparation of this Plan, a pre-development feasibility study was conducted evaluating three potential development programs for the Butler property: a small hotel, and two types of mixed use development (the study is attached to this Plan as Appendix D. Although the location is great, it's a very

small piece of property (only about 10,000 square feet) for these types of uses. The key finding of the study was that these particular uses aren't presently feasible, given the rents and property values downtown at this time – perhaps in the future, but not at this time.

In the meantime, the Butler Property presents an opportunity to develop a temporary community resource that could be utilized until such time as a permanent development or solution is identified. Although currently used as the location for a seasonal farmers' market, it is recommended that until the right, more permanent use for the property is solidified, the Butler Property be planned and developed in the interim as an active, public space – perhaps as an artisanal demonstration or promotional venue with art installations, a food cart pod, or perhaps with a temporary theater or performance shelter to bring energy and focus to the heart of downtown Newberg. It is recommended that the Downtown Coalition or other working group be charged with developing a program of activity for this interim public space and coordinating the scheduling and/or leveraging of events with others holding events downtown. A budget in the range of $50,000 would be appropriate for initiating and supporting program development, coordination and costs for this initial start-up phase of activity.

In order to specifically target more infill housing in downtown, the City should work with the private sector to construct an Infill Housing Demonstration Project. The Infill Housing Demonstration Project would provide an example to developers and investors on how an infill housing project could take shape and be expedited in downtown Newberg. Additionally, the demonstration project would act as a "trial run" for city staff on how to facilitate and permit new housing development downtown.

Photo credit: Leland Consulting Group

Recruiting a downtown hotel has been a long-held interest by local elected leaders and community stakeholders alike. At present there are no hotels downtown, and at the citywide level there is a gap between one luxury resort and low-cost, aging motels. At present, the market for a hotel in downtown Newberg is ripe for investment. This Plan indicates two suitable, feasible locations for a hotel – the East End/Gateway District and the West End/Mill District. Recruiting a new hotel will boost local economic activity and encourage business creation, expansion, and property reinvestment.

No matter what form of development the City is attempting to attract, it's crucial to take a proactive role in marketing, partnering, coordinating, and project problem-solving. A few actions that exemplify what this proactivity would look like include active property-owner engagement, inventorying and tracking vacant and underutilized properties and their redevelopment, site-specific partnering, and mentoring of property owners that lack development capacity. Other cities have found that creating a new position either within the City or in a downtown organization that serves as a downtown development ombudsman to shepherd redevelopment projects towards construction, coordinate problem-solving efforts, and play this proactive role, is a successful way in which the public sector can meaningfully engage with the private sector and actively help move projects forward.

TRANSPORTATION AND CIRCULATION

Efficient downtown transportation facilities and freedom of multimodal circulation are essential elements of a successful and well-functioning downtown. Analysis conducted for this project and also the draft Transportation System Plan (TSP), included planned projects to address gaps in the network and provide connections to the downtown area for pedestrians and bicyclists. Key projects are identified along Main Street, College Street, Meridian Street, and Blaine Street to improve accessibility to the downtown core from surrounding neighborhoods, parks and George Fox University. Within the downtown area, four primary strategies have been identified

Photo credit: GreenWorks, LLC

to improve multimodal circulation. While these strategies will require design review with City and/or ODOT staff to identify and refine specific locations and treatments, the concepts lay the framework for creating a more inviting destination for residents.

The first strategy includes improving north/south connections within downtown. Among the big ideas associated with this Plan is the improvement of north/south connections linking downtown to the greater community, particularly focusing upon Main, Blaine, College, Meridian and River Streets. Early-on in the process of developing the NDIP, the public was asked in a workshop exercise to identify those types of streetscape and access improvements they found appealing for improving safety, appearance and identity along these north-south connections. This information can help inform the future design and engineering of improvements, and should be considered through a refinement study and subsequent engineering design in conjunction with the future streetscape and wayfinding plan and road diet concepts also being called for within this Plan. As it is not yet known what the specific improvements might be, a per-block estimated improvement cost has been determined as a placeholder for planning purposes.

In addition, the Plan calls for creating a north/south civic corridor through the

Photo credit: www.downtownmcminnville.com

downtown area centering upon Howard Street. The corridor would connect the Chehalem Cultural Center on the north end with Memorial Park on the south end. Howard Street is currently signalized at First Street and Hancock Street, enabling pedestrian access to the area. The two-block stretch of Howard Street between First Street and Sheridan Street is proposed to be redesigned and reconfigured into a festival street for civic uses, such as an extended farmers' market, special celebrations, and other occasional uses.

The second strategy focuses on facilitating the pedestrian crossing of Hancock Street and First Street by providing enhanced pedestrian crossings where traffic signals are not present. Due to the volume of vehicle traffic traveling along both

Hancock Street and First Street, and the existence of the coordinated traffic signals within the downtown grid, the addition of pedestrian signals at some locations where no signals currently exist would provide for a less intimidating and safer crossing environment for pedestrians and bicyclists. A discussion of potential locations and project considerations is provided in the transportation technical memorandum in Appendix I. As the specific type of pedestrian signal is not yet known, an estimated cost has been determined as a placeholder for planning purposes.

The third strategy is the implementation of a partial road diet through the downtown couplet on Hancock Street and First Street. The road diet will assist in achieving the goal of the second strategy by reducing each street to two vehicle lanes and decreasing the street widths. Implementing this road diet would also provide opportunities for enhancing the multimodal system along both Hancock Street and First Street. These improvements could include widening existing bicycle lanes, buffering bicycle lanes, and widening sidewalks and/or pedestrian space. The road diet concept is feasible due to the reduced traffic flow through downtown following the completion of Phase 1 of the Newberg Dundee Bypass.

The traffic analysis associated with the NDIP recommended that First Street between School Street and College Street remain a three lane section with the third lane as a dedicated left turn lane onto northbound College Street. This analysis also recommended that Hancock Street retain three lanes from River Street to College with the third lane as a dedicated right turn lane onto northbound College Street, and from Garfield Street to Main Street with the third lane as a dedicated right turn lane onto northbound Main Street. The partial retention of a three-lane section is recommended for accommodating traffic flow and management of potential queuing.

Figure 20: Proposed First Street Permanent Street Design

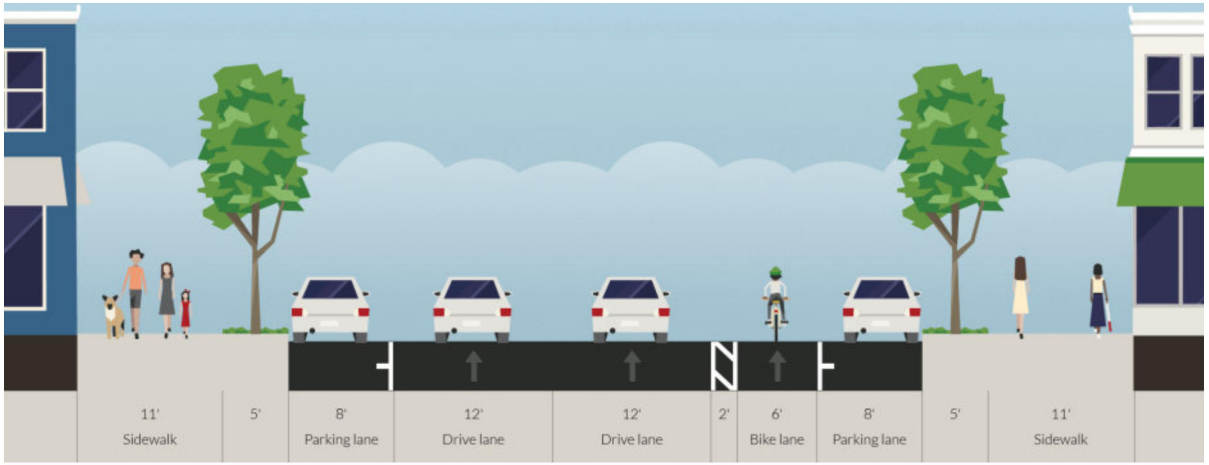
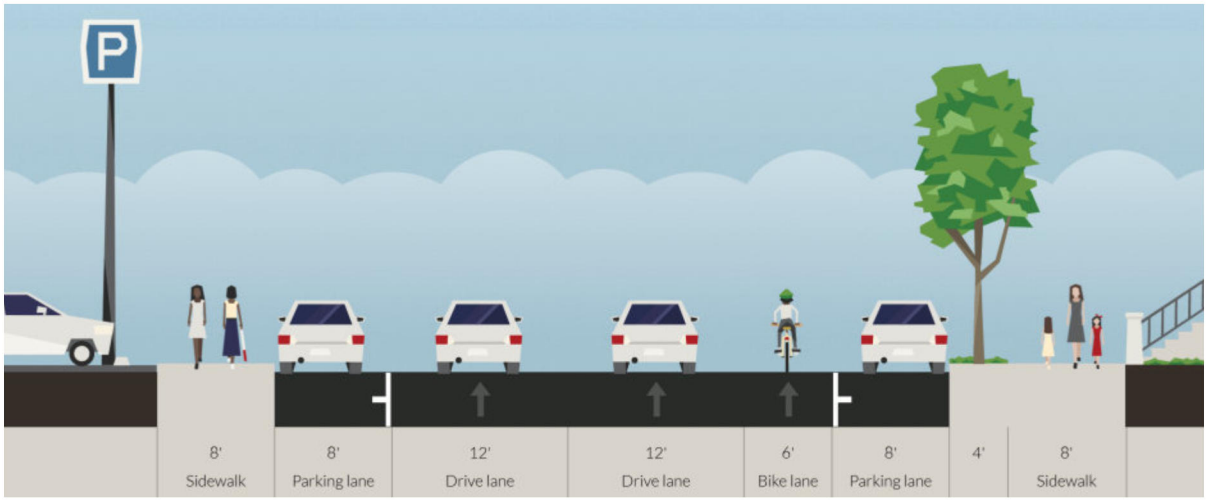


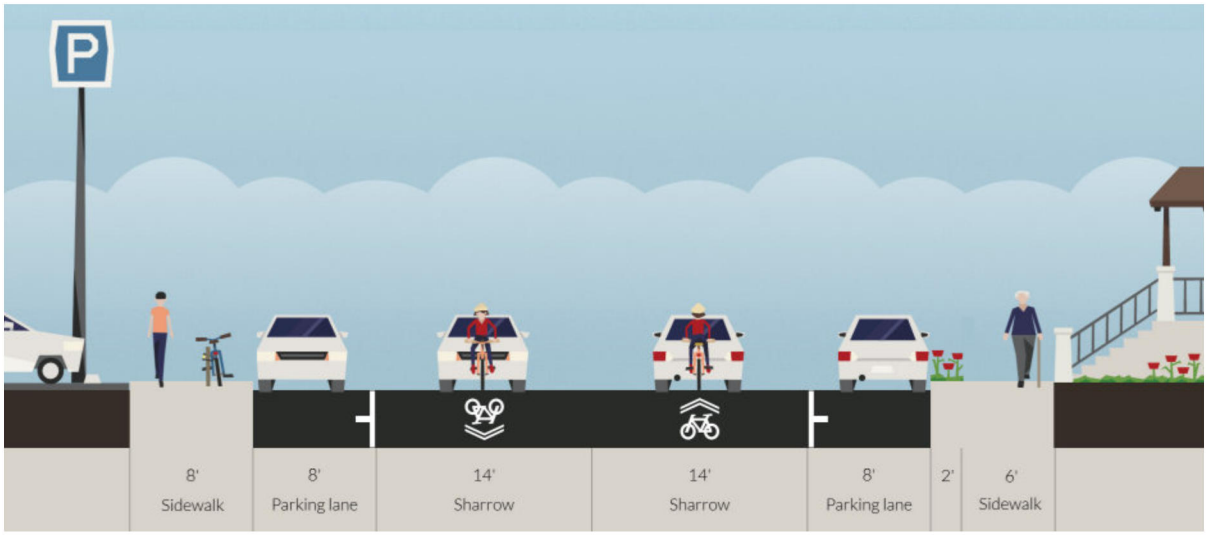
Figure 21: Proposed Hancock Street Permanent Street Design



The improvement may be implemented on a temporary or permanent basis, pending the congestion relief provided by Phase 1 or completion of additional phases of the Bypass and future traffic growth. With the temporary road diet concept, the lane reduction is achieved with striping and movable planters. No changes in curb locations or sidewalk width would occur. With the permanent road diet concept the curb location and sidewalk width would change (see Appendix F for a graphic reflecting the temporary improvement cross sections for First and Hancock Streets). Due to ODOT's control of the roadway and existing freight designations, this project will require continued coordination with ODOT to achieve policy support with the Oregon Freight Advisory Committee and Oregon Transportation Commission, and to seek approval for the use of alternative mobility standards or STA Special Transportation Area) designation to facilitate achieving the vision for downtown Newberg. Specific design treatments would also be coordinated and reviewed by ODOT.

The fourth strategy addresses the big idea calling for the Second Street Mixed-Use District and calls for the improvement of Second Street to create a more inviting environment. The primary work to be done is the rehabilitation of current pavement, replacement of about 25 percent of the sidewalks and curbs, and restriping to delineate parking, all of which can be done within current rights of way. This improvement will better support envisioned infill and redevelopment of the area as a mixed-use and residential district – creating a more inviting environment for investment and development.

Figure 22: Proposed Future Second Street Design



To implement the Plan's vision and big ideas, order-of-magnitude costs have been estimated for recommended improvements to downtown's transportation system and are noted in the following table. Additional detail can be found in Appendix F.

Transportation Improvement Cost Estimates	
Transportation Improvement	Cost Estimate
First Street Improvements	
Road Diet (temporary)	$2.1M
Road Diet (permanent)	$9.3M
Hancock Improvements	
Road Diet (temporary)	$1M
Road Diet (permanent)	$2.7M
Second Street Improvements	$565K
Howard Street	
Festival Street	$2M
North/South Street Improvements	
Per Ave./Block	$228K

CAPACITY BUILDING

Capacity refers to the ability of people or organizations to effect change over an extended period of time. Successful downtowns are a reflection of the capacity of people and organizations that plan, maintain, and manage their daily needs and longer term demands. In order to initiate downtown projects, create a sense of ownership within the community, and maintain momentum on current projects, it's crucial to have an organized group or groups to take on these challenges, and push for change. These can take the form of business or property owner associations or groups of citizens that are engaged in downtown revitalization, or a combination thereof. Newberg's Downtown Coalition is an excellent example of a downtown champion, well-positioned to coordinate events, actions, marketing and branding. There's also a significant benefit to having a committee or partnership that can champion and fundraise for specific projects. This Plan recommends the City appoint a broad downtown partnership of community and regional leaders with influence and/or a proven track record of success in significant fundraising. This partnership would coordinate and "make the asks" for helping fund significant improvements citywide, with an initial focus on advancing the vision and big ideas for downtown, complementing the work of the Downtown Coalition. These groups, along with the task forces and committees the City appoints to address key tasks, help build Newberg's capacity for leadership and change, bringing attention, energy, and focus to the downtown area, boosting business and economic activity, while also forming a strong sense of community.

Credit: City of Newberg

IMPLEMENTATION: TAKING THE PLAN FORWARD

INCREMENTAL IMPLEMENTATION STRATEGY

As noted within the previous sections, a substantial number of actions, programs and projects are needed to carry out the Plan. Not all of these can be done at once, and consideration needs to be given at the outset to the grouping, phasing, and timing of particular actions. The community should program available resources where they can do the most good, where they can leverage other resources or supporting activities, or where they can be concentrated to focus on a designated geographic target area. However, as opportunities and priorities change, or as additional funding becomes available, there may very well be the desire to change the geographic focus or implementation priorities for carrying out components of the Plan. The Incremental Implementation Strategy and its periodic review are intended to allow for and accommodate just this sort of flexibility.

The Incremental Implementation Strategy is a renewable/rolling, short-term action plan that is annually updated with a regularly scheduled monitoring and updating process and a supporting budget. It is an assemblage of objectives and a game plan of short-term and medium-range projects, actions and partnerships for achieving them, prioritized with regard to relative timing (e.g., short-term: 1-3 years; near-term: 4-6 years; and long-term: 7 years and beyond).

This allows the City to review the Plan on a regularly scheduled basis, and make amendments as opportunity or changing community and economic circumstances necessitate. Should there be a desire to change the vision and guiding principles or shift the emphasis of a particular project, this action plan and update process provides the mechanism for doing so within the context of reviewing the plan as a whole.

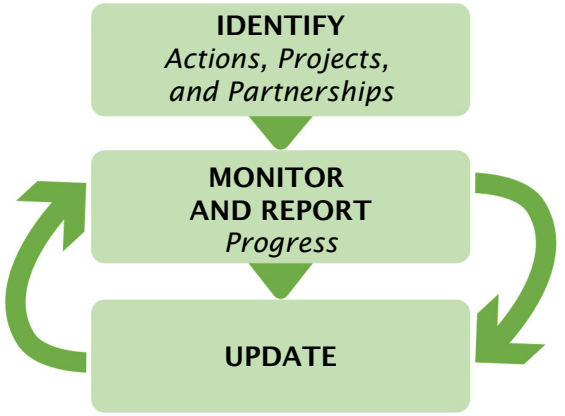
In addition, the strategy identifies those short-term actions needing to occur in each of the next three years to set the stage for the activities to be programmed for the next year. The Implementation Strategy calls for the City to develop and maintain a short-term strategic action plan for phasing and carrying out the Plan's improvements and actions.

HOW THE STRATEGY WORKS

The Plan's vision and desired outcomes would be examined on a regularly scheduled basis to ascertain the current status of progress in achieving them and actions for moving ahead in each of the next three years. The activities for Year 1 would be tied to the City's annual operating budget. The activities identified for Year 2 and Year 3 would serve as a placeholder or indication of anticipated action-related resource needs for the coming two years. Once Year 1 is nearly complete, the status of activities would be reviewed, and the activities for Year 2 would be adjusted as necessary, as it will become the new Year 1. Year 3 would be adjusted as appropriate in readiness for its becoming the new Year 2, and activities for a new Year 3 would be identified.

The City should identify the coordinating body responsible for the monitoring, development and update of the Incremental Implementation Strategy, and for the coordination of the various City departmental activities to fund and/or carry out the strategy. City staff or the identified coordinating body would provide the City Council with a regularly scheduled status report on implementation activities. This regular monitoring, reporting and updating help to keep the NDIP flexible and current, keeps all City departments and project partners focused on the carrying out of this important public policy objective, and keeps the implementation of the NDIP on the "front burner."

Figure 23: Reviews and Updates to Plan Activities



IMPROVEMENTS, PROJECTS, AND ACTIONS

Previous sections summarized the actions, projects and partnerships recommended for carrying out the future vision for downtown Newberg over time. The following sections provide additional detail to the range of actions and preliminary subtasks needing to be taken, and indicate the timeframe within which they should be initiated (and by whom).

GATEWAYS | Heralding arrival at a special destination

Gateways inform visitors of their arrival to the downtown area and in conjunction with a clear system of directional wayfinding signage can make downtown a more legible, identifiable and easily accessible destination. In order to carry out this vision the following projects and actions are warranted:

- *Develop a Streetscape, Wayfinding, and Gateway Plan.* This plan will identify types and locations for streetscape features, wayfinding markers, gateways, and other components of the pedestrian realm. The plan will inform, guide, and be coordinated with other big ideas.
- *Pilot Project Design and Construction.* Using the Streetscape, Wayfinding, and Gateway Plan as a guide, initiate pilot gateway projects in order to build momentum, interest and support for downtown improvement activities. The two pilot projects include the West End gateway and Northwest gateway at the intersection of Sherman and Main Streets.

Implementation Timing for Gateway Projects and Actions

	Timeline							
	Short-Term			Near-Term	Long-Term			
Projects and Actions	*Year 1*	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*	*Cost*	*Project Lead*	*Coordination*
Gateways and Streetscape								
Streetscape, wayfinding, and gateway plan		✓				$100,000–$120,000	City	NDC, CDB, GFU, ODOT, Service Organizations
Pilot Project Design and Construction								
West End Gateway				✓		$250,000–$350,000	City	NDC, CDB, GFU, ODOT, Service Organizations
Northwest Gateway				✓		$100,000–$120,000	City	NDC, CDB, GFU, ODOT, Service Organizations

FIRST STREET IMPROVEMENTS | Making what's good even better!

First Street is downtown Newberg's "main street" – the principal business street within the downtown area, with a concentration of businesses, restaurants and services within a walkable environment – and the social "center" of the community. As First Street is under ODOT's jurisdiction (curb to curb), any physical or functional changes will require close coordination and approval by the State. The following projects and actions are recommended for improving First Street:

- *Resolve policy and analysis issues* needed to support the road diet recommendation, including alternative mobility standards or the application of a Special Transportation Area (STA) designation.
- *Road Diet/Design Agreement.* Working closely with ODOT, facilitate a process to agree upon a specific road diet plan, design, and timeline.
- *Pursue approvals* with the Oregon Freight Advisory Committee and Oregon Transportation Commission.
- *Design and Programming.* Coordinate with projects and actions from the other big ideas and design and program the improved right of way.
- *Determine project limits and phasing,* particularly regarding when the road diet improvements (temporary or permanent) are to be made and their extent/location.
- *Final design.* Final street design alternative is identified.

Implementation Timing for First Street Improvements Projects and Actions

Projects and Actions	*Timeline*					*Cost*	*Project Lead*	*Coordination*
	Short-Term			*Near-Term*	*Long-Term*			
	Year 1	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*			
First Street Improvements								
Resolve policy/analysis issues	✓					Staffing	City	ODOT
Road diet/design agreement	✓					Staffing	City	ODOT
Pursue OFAC and OTC approvals		✓				Staffing	ODOT	City, NDC
Design and programming			✓			TBD	ODOT	City, NDC
Determine project limits/ phasing				✓		TBD	ODOT	City, NDC
Final design and construction				✓	✓	TBD	ODOT	City, NDC

HANCOCK STREET REINVENTION | Changing its character over time

While Hancock Street is one of downtown's two primary "traffic streets" – an important connection and through-way for local residents and for the movement of goods and services to and through the community – it has an important role to play in the growth and continued evolution of downtown. As Hancock Street is under ODOT's jurisdiction (curb to curb), any physical or functional changes will require close coordination and approval by the State. The following projects and actions are recommended:

- *Resolve policy and analysis issues* needed to support the road diet recommendation, including alternative mobility standards or the application of a Special Transportation Area (STA) designation.
- *Road Diet/Design Agreement.* Working closely with ODOT, facilitate a process to agree upon a specific road diet plan, design, and timeline.
- *Pursue approvals* with the Oregon Freight Advisory Committee and Oregon Transportation Commission.
- *Design and Programming.* Coordinate with projects and actions from the other big ideas and design and program the improved right of way.
- *Determine project limits and phasing,* particularly regarding when the road diet improvements (temporary or permanent) are to be made and their extent/location.
- *Final design.* Final street design alternative is identified.

Implementation Timing for Hancock Street Reinvention Projects and Actions

Projects and Actions	Timeline					Cost	Project Lead	Coordination
	Short-Term			Near-Term	Long-Term			
	Year 1	Year 2	Year 3	Years 4–6	Years 7+			
Hancock Street Reinvention								
Resolve policy/analysis issues	✓					Staffing	City	ODOT
Road diet/design agreement	✓					Staffing	City	ODOT
Pursue OFAC and OTC approvals		✓				Staffing	ODOT	City, NDC
Design and programming			✓			TBD	ODOT	City, NDC
Determine project limits/ phasing				✓		TBD	ODOT	City, NDC
Final design and construction				✓	✓	TBD	ODOT	City, NDC

EAST END/GATEWAY DISTRICT | A signature "welcome" to downtown's main point of entry

For those coming to Newberg from Portland and other locations to the northeast, the East End or "Gateway District" will serve as the point of arrival to a special place – downtown, the "heart" of Newberg, and the first point of entry to Oregon's wine country. The following projects and actions are recommended for defining and developing this district:

- *Property owner engagement.* Engagement with property owners is a key strategy for encouraging any form of development and building momentum towards a signature development in the gateway area. Developing effective working relationships with these stakeholders will propel development forward. The City would have the lead role, with the Downtown Coalition assisting with input and outreach.
- *Developer engagement.* Along with local property owners, skilled real estate developers will be key project partners for the creation of this new district. Outreach and marketing to this stakeholder group by the City and Downtown Coalition will be necessary in order to build interest in the district formation and leverage the skills of the group.
- *Development opportunity study.* A development opportunity study is an in-depth feasibility analysis that presents and compares various development scenarios. This study will inform the City, property owners, and community stakeholders as to which district development options are likely or possible. The City may wish to examine the potential for grant funding, or ask a third party (such as the Urban Land Institute) to conduct an independent look at specific development potential.

Implementation Timing for East End/Gateway District Projects and Actions

Projects and Actions	Timeline: Short-Term Year 1	Timeline: Short-Term Year 2	Timeline: Short-Term Year 3	Timeline: Near-Term Years 4–6	Timeline: Long-Term Years 7+	Cost	Project Lead	Coordination
East End/Gateway District								
Property owner engagement	✓	✓	✓	✓	✓	Staffing	City	NDC, Property Owners
Developer engagement		✓	✓	✓	✓	Staffing	City	NDC, Property Owners
Development opportunity study		✓	✓			$25,000	City	NDC, Property Owners

WEST END/MILL DISTRICT | A place where things are made and experienced

Possessing a combination of employment and commercial uses, downtown's West End/Mill District presents an opportunity for building upon the industrial and employment heritage of the area. The following projects and actions are recommended:

- *Property owner engagement.* Engagement with property owners and local developers is a key strategy for encouraging any form of development and building momentum towards a shared vision for the district. These stakeholders are the key private sector players that have the capability to carry forward public sector development goals. Developing effective working relationships with this group is crucial at every stage of downtown revitalization. The City would have the lead role, with the Downtown Coalition assisting with input and outreach.
- *District vision/strategy.* Working closely with property owners and other downtown stakeholders the City should facilitate a discussion on how the Mill District will take shape. The outcome of this task will be a shared vision for the district, an action-oriented strategy that guides that vision to implementation, and recommended comprehensive plan and zoning charges if/as appropriate.
- *Create an action plan.* A detailed action plan will provide step by step details for carrying out the vision and strategy.
- *Developer engagement.* As with the envisioned development of the East End/ Gateway District, skilled developers will be key project partners in the creation of a unique and active West End/Mill District. The City and the Downtown Coalition will play important roles in engaging potential developers.

Implementation Timing for West End/Mill District Projects and Actions

	Timeline							
	Short-Term			Near-Term	Long-Term			
Projects and Actions	Year 1	Year 2	Year 3	Years 4–6	Years 7+	Cost	Project Lead	Coordination
West End/Mill District								
Property owner engagement	✓	✓	✓	✓	✓	Staffing	City	NDC, Property Owners
Developer engagement			✓	✓		Staffing	City	NDC, Property Owners
District vision and strategy	✓					Staffing	City	NDC, Property Owners
Action plan		✓				Staffing	City	NDC, Property Owners

SECOND STREET MIXED-USE DISTRICT | A place to live with access to all downtown has to offer

The Second Street Mixed-Use District offers a prime location for near-term infill housing projects. The area is proximate to the commercial core of downtown, but also shielded from traffic noise by the buildings along the south side of First Street. In order to encourage infill housing and mixed-use development in the district the following actions are recommended:

- *Property/developer engagement.* Engagement with property owners and local developers is a key strategy for encouraging any form of development. These stakeholders are the key private sector players that have the capability to carry forward public sector development goals. Developing effective working relationships with this group by the City and the Downtown Coalition is crucial at every stage of downtown revitalization.
- *Infill housing demonstration project.* Demonstration projects illustrate to the private real estate development community appropriate and viable projects for the local area. They also train public sector staff in how to approach and permit projects that they might not have encountered with less complicated greenfield development projects.
- *Second Street Improvement Design.* Second street is the spine of the mixed-use district. An improved right-of-way design would foster a better climate for redevelopment and investment. Improvements could include marked on-street parking, bikeway signage and wayfinding, and improved streetscape zones.

Implementation Timing for Second Street Mixed-Use District Projects and Actions

Projects and Actions	Timeline: Short-Term Year 1	Timeline: Short-Term Year 2	Timeline: Short-Term Year 3	Timeline: Near-Term Years 4–6	Timeline: Long-Term Years 7+	Cost	Project Lead	Coordination
Second Street Mixed-Use District								
Property/developer engagement	✓	✓	✓	✓	✓	Staffing	City	NDC, Property Owners
Infill housing demonstration project		✓	✓			TBD	City	NDC, Property Owners
Second Street improvement design/ construction				✓		$565,000	City	

CIVIC/CULTURAL CORRIDOR | Linking cultural, recreational and civic institutions and opportunities

The Civic and Cultural Corridor is an important activity center – a celebratory location connecting key institutions within the community such as City Hall, the Chehalem Cultural Center, the Public Safety facility and Memorial Park. The following actions are recommended:

- *Appoint a Cultural Corridor Task Force.* This taskforce will be the acting organized body responsible for creating priority and demonstration projects along the corridor, and leading fund-raising efforts. The Cultural Corridor Task Force is suggested to be comprised of representatives from the City, the Newberg Downtown Coalition (NDC), the Chehalem Cultural District Board (CDB) and the Chehalem Park & Recreation District (CPRD).
- *Howard Street Festival Street Design.* A festival street enables a section of a street to be easily cordoned off for events and temporary pedestrian only access. The festival street feature is a key element of the civic/cultural corridor and would provide an enhanced space for a variety of downtown events.

Implementation Timing for Civic/Cultural Corridor Projects and Actions

Projects and Actions	*Timeline*					*Cost*	*Project Lead*	*Coordination*
	Short-Term			*Near-Term*	*Long-Term*			
	Year 1	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*			
Civic/Cultural Corridor								
Appoint task force	✓					Staffing	City	NDC, CDB, CPRD
Coordinate activities with other Big Ideas	✓	✓	✓	✓	✓	Volunteer	Task Force	City
Begin fundraising activities		✓	✓	✓	✓	Volunteer	Task Force	City
Howard Street festival street design and construction				✓		$1.5 million	City	NDC, CDB, CPRD, Property Owners

CORE CATALYST DEVELOPMENT | Jumpstarting private investment

The following projects and actions are recommended for incentivizing and encouraging infill development and building redevelopment in Newberg's downtown:

- *Downtown Catalyst Project Program.* Catalyst projects are those that lead to a corresponding and complementary development reaction on surrounding properties, thus greatly leveraging public investment. A Catalyst Project Program creates a framework for City staff to identify, prioritize, and ultimately support key catalyst projects. Initial programmatic steps include developing criteria for selecting and prioritizing project sites, and identifying willing private partners, and lenders.
- *Butler Property Development.* As described in detail earlier in the Plan and in Appendix D, the City should initiate a process to utilize and develop the Butler Property in a way that draws users to the area and catalyzes the core of the downtown area. Until a plan for developing the Butler property is firmed up, the City should work with downtown partners to program and schedule events, activities and temporary uses to bring energy and attention to this centrally-located resource. Locating around $50,000 as seed money to help initiate and leverage activities and sponsorships is also recommended.
- *Explore Potential Re-use of Post Office.* Hold discussions with the U.S. Post Office regarding long-term plans for the downtown facility adjacent to the Butler property to ascertain potential for future re-use, while still retaining the post office retail function downtown.
- *Recruit Hotel Developer.* Downtown Newberg is a ripe market for a new upscale or boutique hotel. The City should work with brokers, property owners, and other community stakeholders to recruit a hotel developer and find a suitable site for hotel development. It is assumed the City may need consultant assistance for outreach and recruitment.

Implementation Timing for Catalyst Development Projects and Actions

Projects and Actions	*Timeline*					*Cost*	*Project Lead*	*Coordination*
	Short-Term			*Near-Term*	*Long-Term*			
	Year 1	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*			
Catalyst Development								
Downtown catalyst project program	✓	✓	✓	✓		Staffing	City	NDC
Butler property activation								
Develop program	✓	✓				$50,000	NDC	City
Schedule events		✓	✓			Staffing	NDC	City
Butler property development	✓	✓	✓			TBD	City	NDC
Explore post office re-use	✓	✓	✓			Staffing	City	NDC
Recruit hotel developer	✓	✓				TBD	City	Brokers, Property Owners

NORTH/SOUTH CONNECTIONS | Linking downtown to the greater community

Key local north/south streets within and accessing downtown such as Main, Blaine, College, Meridian and River Streets should be enhanced to emphasize and improve connections to adjacent neighborhoods, and uses close to downtown such as Friendsview Retirement Community and George Fox University. The following projects and actions are recommended:

- *North-South Connections Refinement Study and Design.* Coordinated with the Streetscape and Wayfinding Plan, the Refinement Plan will propose design schemes and associated improvements for improving the north-south connections between downtown and adjoining neighborhoods and activities.
- *Connectivity Demonstration Projects.* Guided by the Refinement Plan, connectivity demonstration projects improve multimodal access through key north-south connection points. Improvements could include enhanced signage, pedestrian actuated signal, streetscape redesign, or improved wayfinding.
- *Downtown Trolley.* A trolley running north and south through downtown Newberg could facilitate development and attract more visitors to the area. It is recommended that the feasibility of a trolley line be investigated and a timeline for implementation be developed if found feasible.
  - *Discussions With Railroad and Users.* Meet with the owners of the railroad, its users, and ODOT to ascertain potential for future use of rail and right-of-way for a trolley.
  - *Trolley Feasibility Study.* If meetings with the railroad appear to provide a pathway forward for a trolley, conduct a feasibility study regarding the potential viability and needs of such a project.
  - *Identify Funding for Trolley.* If a trolley appears viable and feasible, identify and secure funding for proceeding with project development.
  - *Project Development.* Initial project development and acquisition of easement, property, rolling stock and etc.

Implementation Timing for North-South Connections Projects and Actions

Projects and Actions	*Timeline*					*Cost*	*Project Lead*	*Coordination*
	Short-Term			*Near-Term*	*Long-Term*			
	Year 1	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*			
North-South Connections								
North-South refinement study		✓				$80,000-$100,000	City	NDC
Connectivity demonstration projects			✓			TBD	City	NDC
Downtown Trolley								
Discussions with railroad owners and railroad users	✓	✓				Staffing	City	NDC, ODOT, others
Trolley feasibility study			✓			$60,000-$75,000	City	NDC, ODOT, others
Identify funding				✓		Staffing	City	NDC, ODOT, others
Project development				✓	✓	TBD	City	NDC, ODOT, others

CELEBRATE ART! | Good art is good business

Public art helps create an attachment to one's community and has been proven to be a highly cost-effective way of helping spur economic revitalization in downtowns nationwide. The following is recommended for bolstering the already established and active public art efforts in Newberg:

- *Establish Public Art Program.* A public art program will guide the funding, selecting, and locating of public art in Newberg's downtown. A newly formed art committee will work with community partners to initiate and fund public art projects, lead educational workshops, and create dialogs around art in the downtown.
- *Art Walk.* Creating an "artwalk" will lead visitors along a route with stops at permanent and temporary installations, as well as to local galleries and exhibits at the Chehalem Cultural Center and other venues.

Implementation Timing for Celebrate Art Projects and Actions

Projects and Actions	*Timeline*					*Cost*	*Project Lead*	*Coordination*
	Short-Term			*Near-Term*	*Long-Term*			
	Year 1	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*			
Celebrate Art								
Establish public art program	✓					Staffing	City	NDC
Identify program champion	✓					Staffing	Art Committee	NDC, CCC
Establish public art advisory committee	✓					Staffing	Art Committee	NDC, CCC
Establish criteria, funding, and acquisition program		✓				Staffing	Art Committee	NDC, CCC
Initiate educational workshops and dialogues		✓				Staffing	Art Committee	NDC, CCC
Project and program implementation			✓	✓	✓	TBD	Art Committee	NDC, CCC
Art walk		✓	✓	✓		$100,000	City	NDC, CCC

Funding, Administrative, and Organizational Actions

The actions below enable all of the big ideas to be realized, transcending any one individual concept. These actions provide the funding mechanisms and organizational structure for carrying out all of the other projects and actions in the Plan. These actions include:

- *Creation of an Urban Renewal Program.* Urban Renewal programs are powerful, robust City-controlled redevelopment tools that enable the planning, funding, and implementation of significant public infrastructure improvements, and provide support for private development. By leveraging local tax increment, urban renewal programs increase the public sector's borrowing capacity and increase capital project investment.
- *Economic or Business Improvement District.* EIDs and BIDs provide ongoing funding for downtown activities, modest capital projects, public art, and operations and maintenance. These organizations also provide a forum for downtown business and property owners to discuss downtown related topics and issues.
- *Regulatory Improvements.* Downtowns continually evolve. For this reason, it is crucial for regulations and policies to remain flexible and, on an ongoing basis, to look to codify and synchronize policies with current projects and actions. Amendments to the City's Comprehensive Plan and Zoning Redevelopment Code and the creation of design guidelines for a new M-5 zone are proposed as actions to be taken in the short term.
- *Parking Management.* Parking management plans provide a comprehensive strategy for facilitating parking in the downtown area and planning for future parking needs. Parking is effectively managed through a number of simultaneous policies, programs, and actions. For a full description of parking management tasks, please refer to the Downtown Strategic Parking Management Plan in Appendix E.
- *Downtown Development Ombudsman.* This position would provide a single point of contact for property owners and developers for any issue pertaining to real estate development. The ombudsman would also act as a mediator for resolving downtown development conflicts, and champion local development initiatives. It is recommended that an initial investment of a half-time employee position be provided to serve in this role.
- *Downtown Partnership.* This partnership brings together notable community leaders to champion and raise funds for significant community projects. Although projects can be citywide, the primary focus of this committee should be on activity generating projects that draw users to the downtown area.
- *Other funding tools.* The State of Oregon enables the use of a variety of tools to help facilitate development as envisioned within this Plan and they should be considered for application within downtown Newberg.
    - *Vertical Housing Program.* The Vertical Housing Program is a state tax abatement program that allows for a tax exemption of up to 80 percent of the improvement over a 10-year term for mixed-use projects in Vertical Housing Development Zones (VHDZ) designated by local jurisdictions. The ground floor of the project is required to be a non-residential use. An additional tax exemption of up to 80 percent may be given on the land for qualifying projects providing low-income housing (set at 80 percent

of area median income or below). This program could be used to incentivize mixed-use housing development in the downtown Newberg, if the City adopts the incentive.

- *New Market Tax Credits.* The New Markets Tax Credit program is a state program aimed at helping finance investments and create jobs in low-income communities. The program delivers below-market-rate investment options to Oregon businesses and helps attract additional Federal New Markets Tax Credit investments in Oregon. As one of the communities eligible for new market tax credits, Newberg could potentially develop the community development corporation needed to secure new market tax credits and use the resources as incentives to induce employment opportunities.
- *Multi-Unit Housing Tax Incentive.* The Multi-Unit Housing Tax Incentive is intended to stimulate construction of transit-supportive multiple-unit housing. The tax incentive is a 10-year property tax abatement for new or converted, non-transient housing units constructed within a designated boundary and providing one or more public benefits. Newberg can consider setting up the procedures for reviewing and approving applications for this tax incentive in coordination with State statute (ORS 307.600-690).
- *EB-5 Program.* The Federal government created and administers the EB-5 Program to stimulate the U.S. economy through job creation and capital investment by foreign investors. Under this program, entrepreneurs who reside outside of the United States (and their families) are eligible to apply for permanent residence status if they:
  - Make the necessary investment in a commercial enterprise in the United States. This investment must be at least $500,000, and often must be $1 million or more.
  - Plan to create or preserve 10 permanent full-time jobs for qualified U.S. workers.

  This program is known as EB-5 for the name of the visa that participants receive. In order for cities or counties to attract investment from an EB-5–eligible investor, they must have a designated "regional center," a designation awarded by the U.S. Citizenship and Immigration Services via a competitive process. The government takes into account the proponent's economic development plan, job creation, and investment benefits when considering center designations. For more information, see https://www.uscis.gov/eb-5.
- *Local Improvement District (LID).* A LID is a special district within which properties are assessed a fee to pay for specific infrastructure improvements that benefit a specifically-identified district. Revenues can be collected up front or paid over a fixed period of time in annual assessments. LIDs are typically formed by a voluntary petition of affected property owners. In the context of downtown Newberg, infrastructure improvements that could be paid for by a LID and that would benefit surrounding property owners could include streetscape improvements, lighting, utility undergrounding, parks and open space improvements, and other capital projects. LIDs are most frequently used in new development areas where no infrastructure exists, although there are examples where it has been used in a downtown setting (Portland's transit mall and the Portland Streetcar are two examples).

Funding, Administrative, and Organizational Actions

Projects and Actions	*Timeline*					*Cost*	*Project Lead*	*Coordination*
	Short-Term			*Near-Term*	*Long-Term*			
	Year 1	*Year 2*	*Year 3*	*Years 4–6*	*Years 7+*			
Urban Renewal District								
Urban Renewal feasibility study	✓					$35,000	City	NDC/Chamber
Urban Renewal district and board creation	✓					Staffing	City	
Urban Renewal plan and report		✓				$50,000	URA Board	NDC/Chamber
Urban Renewal district formation			✓			Staffing	URA Board	NDC/Chamber
Economic or Business Improvement District								
Business and property owner outreach	✓	✓	✓	✓	✓	Staffing	City	NDC/Chamber
Establish BID or EID		✓	✓			$25,000 - $40,000	City	NDC/Chamber
Development Funding Tools								
Vertical Housing Program	✓	✓	✓	✓	✓	Staffing	City	NDC
Multi-Unit Housing Tax Exemption Program		✓	✓	✓	✓	Staffing	City	NDC
New Market Tax Credits	✓	✓	✓	✓	✓	$20,000 + $1,000/year	City, Developer	City, NDC
EB-5 Program	✓	✓	✓	✓	✓	Staffing	Developer	
Regulatory Improvements								
Property owner engagement	✓							
Update Comprehensive Plan and policies	✓	✓				Staffing	City	
Update Zoning and Development Code	✓	✓				Staffing	City	
Prepare M-5 design guidelines	✓	✓						
Downtown Partnership								
Identify and recruit potential Partnership members	✓					Staffing	City	
Support and guide the Downtown Partnership		✓	✓	✓	✓	Staffing	City	
Downtown Development Ombudsman								
Identify funding and host organization of position	✓					Staffing	NDC	City
Downtown ombudsman		✓	✓	✓	✓	$50,000/year	NDC	City

Projects and Actions	Timeline					Cost	Project Lead	Coordination
	Short-Term			Near-Term	Long-Term			
	Year 1	Year 2	Year 3	Years 4–6	Years 7+			
Parking Management								
Establish guiding principles for parking	✓					Staffing	City	NDC
Establish a parking working group		✓	✓			Staffing	City	NDC
Amend code guidelines, shared parking		✓				Staffing	City	NDC
Simplify on-street stay time allowances		✓				$5,000/year	City	NDC
Upgrade on-street signage and striping		✓	✓					
Create parking brand		✓	✓			$20,000	City	NDC
Upgrade public lots				✓		TBD	City	
Improve private surface parking			✓	✓	✓	TBD	City	NDC
East/West gateway communication system		✓	✓			TBD	City	NDC
Add bike parking at strategic locations	✓	✓	✓	✓	✓	TBD	City	NDC
Identify off-street shared-use opportunities			✓			Staffing	City	NDC
Parking data collection			✓	✓	✓	$30,000/biannually	City	
Business-to-business outreach and communication		✓	✓	✓	✓	$2,500/year	NDC	City
Explore and develop funding options		✓	✓			Staffing	City	NDC
Long-term parking asset identification and procurement				✓		Staffing, cost TBD	City	NDC

CONCLUSION

The Newberg Downtown Improvement Plan represents the community's official framework for the future of downtown Newberg as it seeks to re-imagine and revitalize its business, civic and cultural center to take advantage of the opportunity provided with the future completion of the Newberg Dundee Bypass and a resurgent economy. As this Plan represents the expression of the community's vision and desired outcomes for downtown, the Plan must be regarded as a dynamic and responsive policy framework – one that changes as needed to keep pace of changing community values and external factors, and as opportunities arise. Over time, the Newberg Downtown Improvement Plan is intended to continue to evolve, serving as the foundation for further refinement. The regular monitoring and updating of the Plan will help ensure that it reflects changing circumstances and opportunity.

APPENDICES

This draft Downtown Improvement Plan is supported by a number of technical memoranda providing the foundation for the community's policy decisions. These memoranda provide additional detail regarding the existing and forecast conditions of downtown Newberg, as well as more detailed background regarding the recommended improvements and actions for carrying out the Plan's vision and big ideas. These memoranda are available for review by contacting the City of Newberg, and through the City's website. A list of these technical memoranda is provided below.

A *Technical Memo #1: Existing Conditions Analysis (Parametrix, Project Team)*

B *Technical Memo #2: Market Study Current Conditions (Leland Consulting Group)*

C *Technical Memo #3: Market Study Future Potential Development (Leland Consulting Group)*

D *Newberg Core Catalyst Site Feasibility Study (Leland Consulting Group)*

E *Downtown Strategic Parking Management Plan (Rick Williams Consulting)*

F *Newberg Downtown Improvement Plan: Capital Improvement Costs (Parametrix)*

G *Urban Design & Streetscape Development Strategies (GreenWorks)*

H *Land Use Regulatory Improvements (Cogan Owens Greene)*

I *High-Level Circulation Summary (DKS Associates)*

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 5, 2018				
Order ___ No.	**Ordinance ___ No.**	**Resolution ___ No.**	**Motion** XX	**Information ___**
SUBJECT: City Council Rules Subcommittee Request			**Contact Person (Preparer) for this Motion: Joe Hannan** **Dept.: City Manager**	

RECOMMENDATION:

MOTION: Meals be provided to the Mayor and City Council at regular and special meetings at a cost not to exceed $15.00 per meeting beginning at the May 7, 2018 Council meeting.

EXECUTIVE SUMMARY:

The City Council Rules Subcommittee (Mayor Andrews, Councilor Essin and Councilor Johnson) has been discussing several items such as Council compensation and Council meeting meal options.

Regular Council meetings, (with work session start at 6 PM and can last until 11 PM), to accommodate work schedule requiring Councilors to come from work to Council meetings and in recognition of the need for modest meals to facilitate effective Council meetings, the Council Rules subcommittee has been exploring the pros and cons of funding modest meals at meetings for Councilors.

On February 7, 2018, Councilor Johnson/Councilor Essin made a motion advising the city manager to provide a cost estimate for modest dinner options for City Council meeting with the cost not to exceed $15.00 per person.

Meal options include hot and catered meals estimated at $20.00 per person.
Local options for sandwiches, salads or pizza are as follows: Jac's Deli, Coffee Cottage, Domino's Pizza, Sandwich Express, Subway, individual or platters from Fred Meyer or Nap's Deli.

Additional costs could include cups, plates, utensils, and napkins. Some additional staff time will be necessary for ordering, set-up and clean-up of the meals.

FISCAL IMPACT:

Regular meetings: (Mayor and Councilors)	24
Special meetings:	5
Total:	29
Cost per meal:	$15
Total cost per person per year:	$435

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

NEWBERG
ANIMAL SHELTER FRIENDS

PHYSICAL ADDRESS: 1591 S SANDOZ RD
MAILING ADDRESS: 901 BRUTSCHER ST, STE D, PMB 107
NEWBERG, OR 97132
PHONE (503) 554-9285 • FAX (503) 554-9323
NEWBERGANIMALS@GMAIL.COM • WWW.NEWBERGANIMALS.COM

City Council Meeting
Date: 3/5/18
Re: Animal Shelter
Topic: Public Comments

3/3/2018

To our supporters,

We have exciting news to share!

We have been engaged with the city of Newberg as it considers the sale of the Newberg Animal Shelter building. Given the uncertainty that has brought, it has become clear that the best path toward a stable future for the shelter is to buy the building ourselves.

This will require a significant fundraising campaign. We are thrilled to announce that Newberg businessman and A-dec founder Ken Austin and his family, through a fund set up with the Oregon Community Foundation, will match every dollar raised!

"I grew up here, surrounded by animals," Ken said. "Our family has shared a love of animals my entire life, and we've been proud to support the Newberg Animal Shelter's mission and the vital role it plays in our community."

In 2016, when the shelter needed a new HVAC system, the Austin family offered $15,000 in matching funds. With the money that was left over, we established the Joan Austin Angel Fund. Named for Ken's late wife, it is a permanent fund with a priority toward medical care and emergency situations.

Crista Eberle, president of Newberg Animal Shelter Friends, adds "Ken and the Austin family have been continual supporters of the shelter, and a guiding light during this key transitional time for the shelter. We are eternally grateful for their support."

This month, the Newberg City Council is set to consider the next steps in this process. The city manager has said the equity NASF already has in the building — more than $600,000 worth — should be recognized.

Since the city announced it was considering a sale of the shelter, we've been overwhelmed by the community's support. You've written letters and emails. You've attended council meetings. You've continued to volunteer and help where help was needed. Together, we can secure the future of our community's homeless pets.

We have an opportunity to take control of our future. There's a lot of work to do. That work starts now.

Thank you,

NASF Board of Directors

Donate via our website www.newberganimals.com, at the Shelter. 1591 S. Sandoz Rd, or over the phone, 503-554-9285

Follow us to get the most updated information!

NEWBERG CITY COUNCIL MEETING INFORMATION

Meeting Date: March 5th, 2018 **Prepared by: Sue Ryan**

Councilors	**Roll Call**	**Committee appointments** **Affordable Housing** **Traffic** **Safety**	**Committee appointments** **NB 2030**	**Consent** **Res3447 – Kittleson & Associates contract** **Res 3448 & Res 3449 Release of easements Springbrook subdivision**	**Res 3433** **TLT Small Grants**	**Rules subcommittee request for meals**	
ANDREWS, Bob, Mayor	X	Yes	Yes	Yes	Yes	Yes	
BACON, Denise	**X**	Yes	Yes	Yes	Yes	Yes	
COREY, Mike	X	Yes	Yes	Yes	Yes	No	
ESSIN, Scott	X	Yes	Yes	Yes	Yes	Yes	
JOHNSON, Patrick	X	Yes	Yes	Yes	Yes	No	
McKINNEY, Stephen	X	Yes	Yes	Yes	Yes	Yes	
MURRAY, Matt	X	Yes	Yes	Yes	Yes	No	
ROLL CALL VOTES		**YES: 7** **NO: 0**	**YES: 7** **NO: 0**	**YES: 7** **NO: 0**	**YES: 7** **NO: 0**	**YES: 4** **NO: 3**	
MOTION (1st/2nd):		Andrews/ Bacon	Andrews/ Bacon	Bacon/Corey	Bacon/Johnson	Bacon/Essin	

Meeting adjourned at 9:11 p.m.

Executive Session OR 192.660 (2) e Real Property Transactions
Start: 8:53 p.m.
End: 9:11 p.m.
Staff present: City Manager Joe Hannan, City Attorney Truman Stone, Community Development Director Doug Rux
Topic of Discussion: Butler Property Appraisal