

Council Roundup for May 4, 2020

The Newberg City Council met on May 4, 2020.

The Council took the following actions:

- Approved Resolutions:
 - 2020-3665 –Visit Newberg Plan & Budget for 2020-2021.
 - 2020-3667 – Declaration of support for Chehalem Cultural Center request for state funding.
- Proclaimed May as National Historic Preservation Month.

In other business,

Directed staff to prepare a proclamation in recognition of June as PRIDE month, and a proclamation for Harvey Milk Day.

Heard presentations on Urban Renewal, and PRIDE month.

Heard activity report from City Manager, and committee reports from Councilors.



City Council Work Session

May 4, 2020 - 6:00 PM

Newberg city hall

**414 e. first street (teleconference meeting - limited seating.
instructions to join electronically on city website.
email comments to sue.ryan@newbergoregon.gov)**

- 1. CALL MEETING TO ORDER**
- 2. ROLL CALL**
- 3. REVIEW OF THE COUNCIL AGENDA AND MEETING**
- 4. COUNCIL BUSINESS ITEMS**
- 5. PRESENTATIONS**
 - 5.A Work Session on Urban Renewal Feasibility Study
[RCA Information.doc](#)
[Attachment 1 - UR Orientation TAX INCREMENT FINANCING 1-23-20.pdf](#)
[Attachment 2 - Urban Renewal at a Glance Newberg.pdf](#)
[Attachment 3 - NewbergCommunicationsToolbox.pdf](#)
[Attachment 4 - Newberg_UrbanRenewal_Factsheet 4.20.20.pdf](#)
[Attachment 5 - UR CAC # 2 Power Point V4.pdf](#)
[Attachment 6 - Proposed Tax Increment Financing Area.pdf](#)
[Attachment 7 - UR CAC # 3 Power Pointv3.pdf](#)
[Attachment 8 - Financial Summary 04062020v3.pdf](#)
[Attachment 9 - CC Briefing May 2020V4.pdf](#)
- 6. ADJOURNMENT**

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 4, 2020

Order ____ No.	Ordinance ____ No.	Resolution ____ No.	Motion ____	Information <u>XX</u>
-------------------	-----------------------	------------------------	-------------	-----------------------

**SUBJECT: Work Session on Urban Renewal
Feasibility Study**

Contact Person (Preparer) for this
Item: Doug Rux, Director
Dept.: Community Development
File No.: GEN19-0017

RECOMMENDATION:

Information only.

EXECUTIVE SUMMARY:

Background

The City of Newberg has identified through a series of projects over the past 5 years ways to enhance our local economy. This has included the 2016 Economic Development Strategy (Updated in November 2019), 2016 Newberg Strategic Tourism Plan, 2016 Newberg Downtown Improvement Plan, 2019 Newberg Housing Needs Analysis, 2019 A NewBERG Community Visioning program, 2019 Riverfront Master Plan, and continuing activities to evaluate a possible urban growth boundary expansion through an Economic Opportunities Analysis. An urban renewal program was identified as an economic development tool within the Economic Development Strategy, Newberg Downtown Improvement Plan, Newberg Housing Needs Analysis, A NewBERG, and Riverfront Master Plan.

The process to determine if an urban renewal program works for Newberg involves the following:

1. Urban Renewal Feasibility Study (draft and final).
2. Establishment of an Urban Renewal Agency.
3. Urban Renewal Plan and Report (draft and final).
4. Confer and consult with overlapping taxing districts, Urban Renewal Agency referral to Planning Commission, public hearings before the Planning Commission and City Council, Yamhill County approval of the urban renewal plan by resolution, distribution of adopted ordinance to the Urban Renewal Agency by the City, notice of adoption in newspaper per ORS 457.115, recording of plan per ORS 457.125, and referendum process.

The City Council was provided a briefing on urban renewal at their October 7, 2019, meeting. Staff solicited a Request for Proposals on October 18, 2019, which closed on November 13, 2019.

On December 9, 2019, City Council adopted Resolution No. 2019-3623 authorizing the City Manager to enter into a professional services agreement with Elaine Howard Consulting, LLC to assist the City in conducting the urban renewal feasibility study, and if City Council determines a program is feasible, to assist in preparing an urban renewal plan and report.

On January 6, 2020, a Request for Council Action was brought forward by the Mayor for appointment of members to the Ad Hoc Urban Renewal Citizens Advisory Committee for terms beginning January 2020 –

April 2021. Members of the Advisory Committee include:

John Bridges, Chair
Francisco Stoller, Vice Chair
Patrick Johnson
Molly Olson
Angel Aguiar
Don Clements
Joe Morelock
Loni Parrish
Don Griswold
Shannon Buckmaster
Cassandra Ulven

Citizens Advisory Committee

On January 23, 2020, the Advisory Committee held its orientation meeting to the urban renewal feasibility study, and plan and report process. Attachment 1 is the background material provided to the Advisory Committee.

The Advisory Committee met on February 10, 2020, and received a project overview from Elaine Howard along with review of the feasibility study timeline, Urban Renewal at a Glance, public input, and began the discussion of a potential urban renewal area boundary. Attachment 2 is Urban Renewal at a Glance. Attachment 3 is the Urban Renewal Community Engagement Toolbox. Attachment 4 is the Urban Renewal Feasibility Study Fact Sheet.

On March 9, 2020, the Advisory Committee met to further the discussion on a potential urban renewal area boundary, reviewed a preliminary list of potential projects drawn from various master plans that cover the potential urban renewal area, and discussed information to be shared and presented at the community open house scheduled for April 13, 2020. Attachment 5 is the presentation materials from the meeting. The Advisory Committee finalized the proposed boundary at this meeting. Attachment 6 is the proposed boundary area. The Advisory Committee additionally discussed if a community open house would be feasible on April 13th with the rising concerns regarding COVID-19.

The Advisory Committee met virtually on April 13, 2020, due to the COVID-19 pandemic to review and discuss the preliminary financial analysis information based on the proposed urban renewal area boundary. The discussion included the statutory limitations on plan area and assessed value, historical assessed value growth for the County and City, maximum indebtedness estimates, impacts on taxing districts, and preliminary project cost estimates. For the statutory limitations the proposed area is under the 25% cap at 16.74%. The assessed value is under the 25% cap at 7.8%. The City's assessed value Average Annual Growth Rate from 2008 to 2020 was 5.5%. The Advisory Committee questioned some of the percentages presented for the years 2019 and 2020 asking the consultant team to dig deeper into those numbers for clarification. The Advisory Committee additionally discussed the growth rates under 4%, 5%, 6% and 7% scenarios based on development opportunities within the proposed urban renewal plan area significantly driven by what occurs at the WestRock mill site. They also discussed the life of the plan of 30 years verses a shorter horizon and asked the consultant to look at duration clauses that are contained in some urban renewal plans. The Advisory Committee discussed the statutory limitation on maximum indebtedness that ranged from \$146M and \$148M. Impacts on taxing districts were discussed based on the four growth scenarios and

the impacts on Newberg Public Schools and funding through the State School Fund. It was discussed that Newberg Public Schools and Willamette Education Service District have indirect impacts as they received funding through the State School Fund and that other taxing districts have a direct impact from urban renewal such as the City of Newberg, Tualatin Valley Fire & Rescue, and Chehalem Park and Recreation District, as examples. The preliminary project costs presented on March 9th were updated to bring them to current 2020 values. The preliminary project costs shared was slightly above \$88M. Staff continues to investigate possible project costs from the initial proposed plan area to the current proposed plan area. Attachment 7 is the presentation materials from the meeting. Attachment 8 contains the initial Financial Summary memorandum.

The Advisory Committee additionally discussed the canceled April 13th community open house due to COVID-19 and options for a form of online information sharing that could include a voiceover explaining the Urban Renewal 101 material they had reviewed at a prior meeting. A video explaining urban renewal was also discussed. Distribution of the Urban Renewal Feasibility Study fact sheet was discussed for broader distribution.

City Council Briefing

Based on Advisory Committee feedback, financial information was updated for tonight's presentation. Corrections to the City's assessed value Average Annual Growth Rate from 2008 to 2020 was modified to be 4.78%. Staff and the Elaine Howard also discussed community outreach through the Urban Renewal 101 voiceover. It was determined to wait to prepare a video during the plan and report development phase if the City Council concludes that the feasibility study indicates urban renewal is a viable economic development tool for Newberg. Funds are included in the project budget to prepare a video through JLA, a sub-consultant on the project. Advisory Committee members will be asked to share the location of the urban renewal material with interested parties. Staff will take any received feedback via email and forward that information to the Advisory Committee for their June 2020 meetings.

Next Steps

Public Information – Information will be prepared and posted onto the web site. Advisory Committee members will be asked to direct people who are interested in the program to the City's web site to gather information. The June 8th community open house will likely be a web based information sharing approach rather than a community open house as originally envisioned.

Feasibility Study Report – The consultant will start preparing the report based on information generated to date. Staff will provide to our consultant updated project costs and include estimated administrative costs to implement a program.

Advisory Committee – There are two additional Advisory Committee meetings scheduled for June 8th and June 29th on the Feasibility Study. A recommendation will be developed from the Advisory Committee to the City Council on the Feasibility Study on June 29th.

City Council – A final Feasibility Study will be brought before the City Council on July 20 for consideration and direction to staff.

FISCAL IMPACT:

The urban renewal consultant project cost is \$87,891. The Community Development Department's 2019-2020 budget in Fund 14 Economic Development includes \$100,000 to fund the feasibility study, and plan and report along with separate consultant services to prepare an urban renewal district legal description estimated at \$12,000 that will be addressed through a separate contract. Work began in December 2019 and will go through April 2021. Funding for the project will be carried over to complete work in the 2020-2021 fiscal year.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL GOALS FROM FEBRUARY 2020):

4. Create and support an Urban Renewal Plan and Authority.

The urban renewal feasibility study furthers this goal to evaluate and determine if urban renewal is financially feasible in the City of Newberg to further the community's economic development goals.

Attachments: 1. Orientation Materials January 23, 2020
2. Urban Renewal at a Glance
3. Urban Renewal Community Engagement Toolbox
4. Urban Renewal Feasibility Study Fact Sheet
5. Presentation Materials March 9, 2020, CAC Meeting
6. Proposed Urban Renewal Boundary Area Map
7. Presentation Materials April 13, 2020, CAC Meeting
8. Initial Financial Summary Memorandum
9. City Council Power Point 5-4-20

TAX INCREMENT FINANCING (TIF)

Ad Hoc Urban Renewal Citizens Advisory Committee

January 23, 2020

Orientation

Topics of Presentation

- What is Tax Increment Financing (aka urban renewal) – Does not increase property taxes, redistribution of existing taxes paid
- History of Tax Increment Financing in Oregon
- History of Tax Increment Financing in Newberg
- Why consider a Tax Increment Financing program in Newberg
- Steps and Process to creating a Tax Increment Financing program in Newberg

What is Tax Increment Financing?

- Tax Increment Financing (aka urban renewal) addresses the issue of blighted areas that impairs economic values and tax revenues through actions such as acquisition, conservation, rehabilitation, redevelopment, clearance, re-planning and preparation for rebuilding of blighted areas. Activities can include streets, sewer, water, housing, parks, sidewalks, façade programs, repair/rehabilitation of buildings, etc.
- Allows for the use of tax increment financing to finance improvement projects.
- Allows for special powers to buy and assemble sites for development or redevelopment, if that is desired.
- Allows for special flexibility in working with private parties to complete development projects.

History of Tax Increment Financing (TIF) In Oregon

1949 - U.S. Housing Act marked the beginning of what became known as “modern urban renewal”.

1950 - A California constitutional amendment authorizing TIF was approved.

1951 - California legislature enacted implementing legislation.

1951 - The Oregon legislature passed an urban renewal law. This enabling legislation authorized only housing authorities to act as urban renewal agencies, but was expanded in 1957 to include city councils, county commissions, or separate boards appointed by these governing bodies. Purpose was to access federal funds.

History of Tax Increment Financing In Oregon

1960 - Oregon voters approved a constitutional amendment on TIF.

1961 – The Oregon legislature enacted implementing legislation. (Modeled after CA)

1979 – Oregon legislature substantially rewrote Oregon urban renewal statutes. Expanded permissible uses of TIF, Expanded the definition of “blight”, Improved public scrutiny of renewal efforts with annual reports, Required approval of an urban renewal plan by non-emergency ordinance, Restricted the percentage of a municipality’s assessed value and land area.

1990 - Voters approved Measure 5. (impacted TIF statewide)

1997 - Voters passed Measure 47. (impacted TIF statewide)

History of Tax Increment Financing In Oregon

2001 – Oregon Supreme Court “Shilo Case”. (changed categorization of school taxes for TIF)

2003 - HB 2187 was passed at the request of the Oregon Department of Revenue (DOR) for statutory changes related to the implementation of the Supreme Court decision in the Shilo case.

2003 - HB 2589 was passed, adding urban renewal agencies to housing authorities as agencies that may choose to not disclose records that are submitted by applicants for loans, grants, and tax credits.

2006 - Voter approval of Ballot Measure 39, which, as stated in the official title, “Prohibits Public Body From Condemning Private Real Property if Intends to Convey to Private Party”.

11

History of Tax Increment Financing In Oregon

2007 - HB 2140 substantially changed the application of prevailing wage laws to public-private development projects.

2009 - HB 3056 significantly changed TIF law with, Initial Maximum Indebtedness Limits, Maximum Indebtedness Increases, Revenue Sharing, Concurrence, Underlevy, Indebtedness v. Maximum Indebtedness, Annual Reports.

2009 – Cooperation Agreement, good until 2017 (relates to HB 3056).

2019 – HB 2175 modified what constitutes a public building, clarified adding additional land to a district, modified what's to be included in a report, and modifications to standard and reduced rate plans.

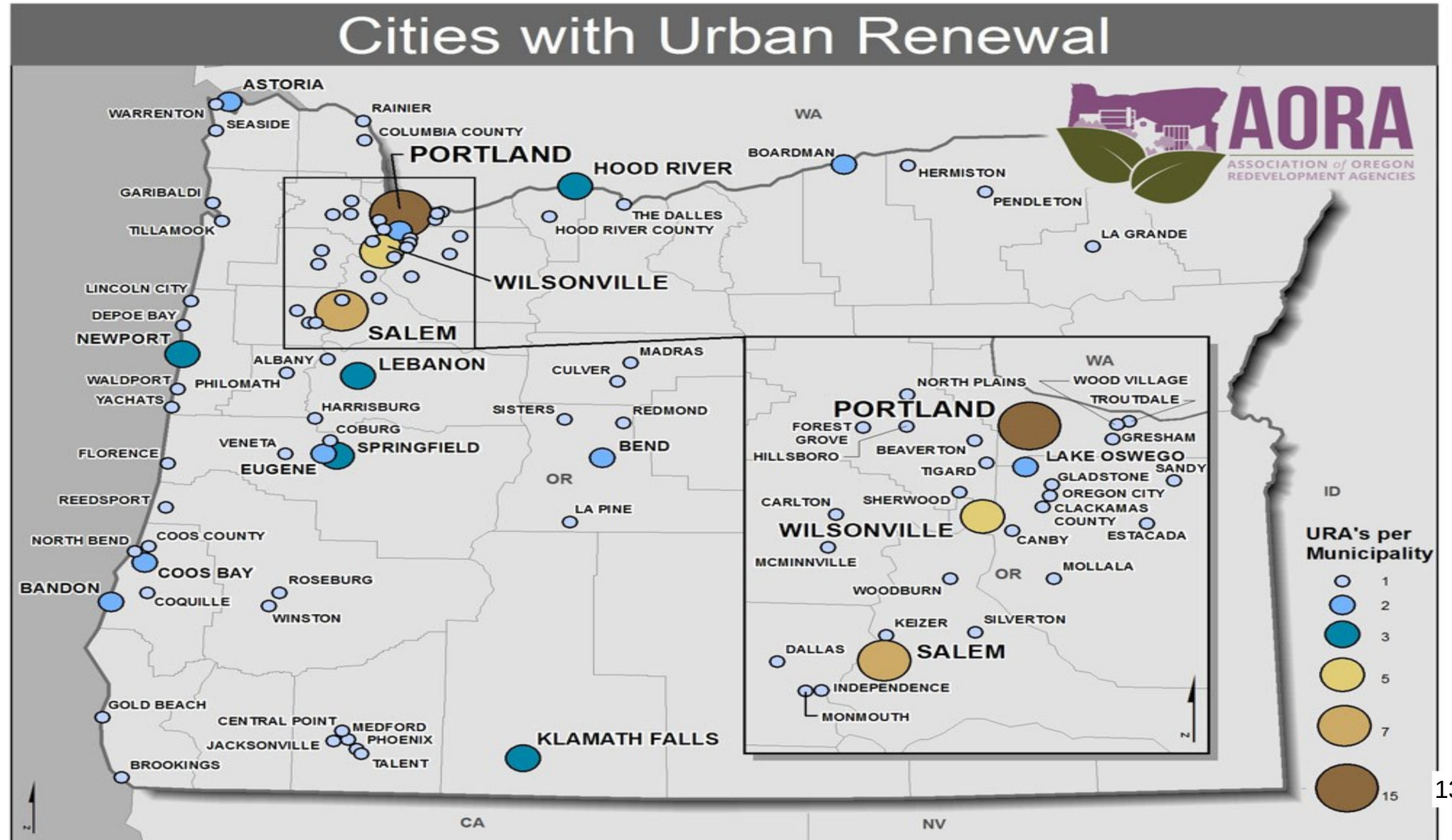
TIF Programs Operating in Oregon?

175

Districts

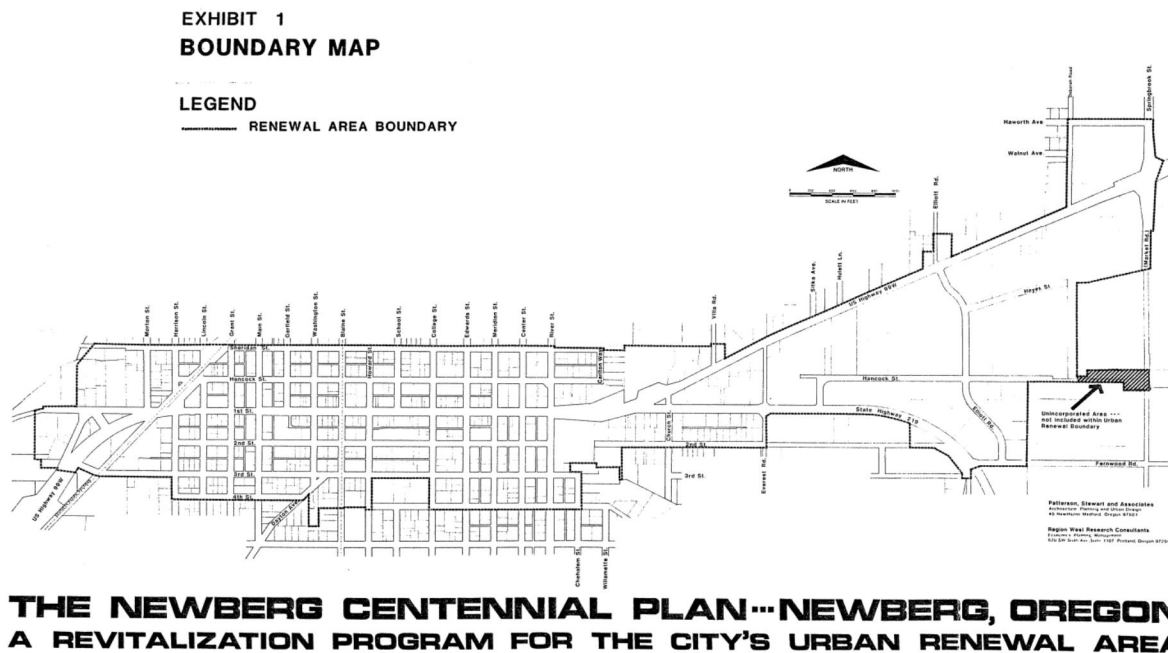
Statewide

3 in Yamhill
County



Past Efforts for Tax Increment Financing (TIF) in Newberg

1982 – Centennial Redevelopment Agency & Plan approved by Ord. No. 1982-2090 & Ord. No. 1982-2107



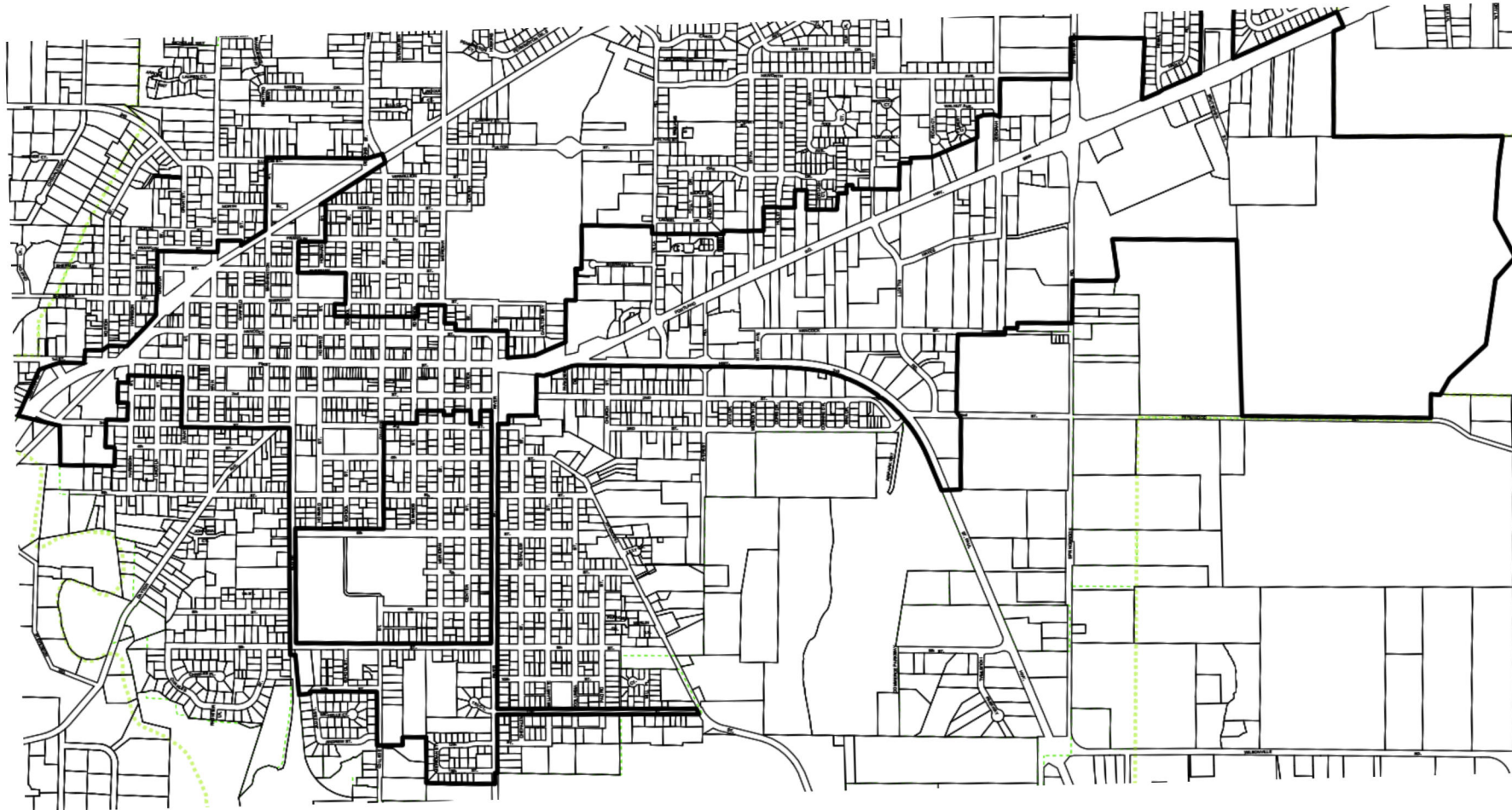
Terminated by Initiative
Petition Ord. No. 1983-2172

Yes – 2397 (70.4%)

No – 1006 (29.6%)

Past Efforts for Tax Increment Financing (TIF) in Newberg

2001 Newberg Urban Renewal Agency and Plan approved by
Ord. No. 2001-2557 & Ord. No. 2001-2560



Terminated by Initiative
Petition Ord. No. 2002-2575

Yes – 3092 (57.38%)

No – 2297 (46.62%)

Why Consider a Tax Increment Financing (TIF) Program in Newberg Now?

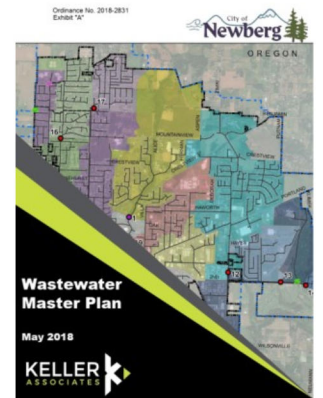
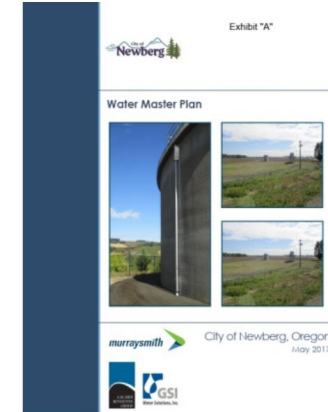
- Newberg Economic Development Strategy (2016)
- Newberg Strategic Tourism Strategy (2016)
- Newberg Downtown Improvement Plan (2016)
- Newberg Transportation System Plan (2016)

NEWBERG ECONOMIC
DEVELOPMENT STRATEGY
Executive Summary
March 31, 2016



Why Consider a Tax Increment Financing (TIF) Program in Newberg Now? (con't)

- Newberg Water Master Plan (2017)
- Newberg Wastewater Master Plan (2018)
- Newberg 2030 program – UGB Expansion (2016/20)
- Riverfront Master Plan (2019)
- Community Visioning (2019)



Newberg
2030

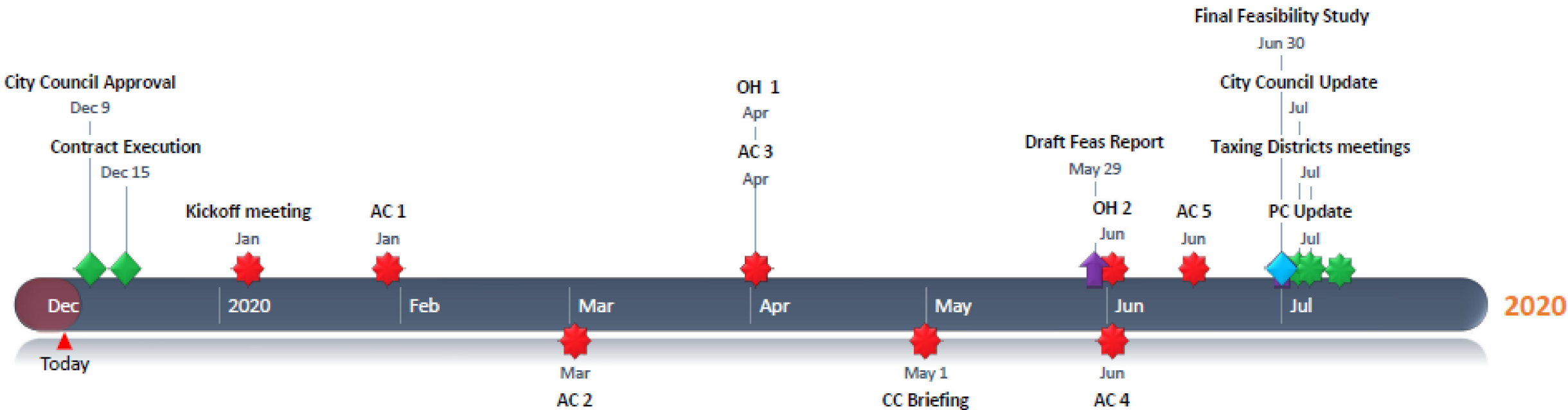


Steps/Time/Cost to Creating a TIF Program

- Preliminary Feasibility Study – Phase 1
- Creating an Urban Renewal Agency – Phase 2
- Urban Renewal Plan & Report – Phase 3
 - 15 - 16 months to work through the steps (may be longer)
 - Cost: approximately \$100,000

Timeline

Newberg Urban Renewal Feasibility Study Timeline



Proposed Meeting Dates

UR CAC

February 10, 2020

March 9, 2020

April 13, 2020

June 8, 2020

June 29, 2020

Open Houses

April 13, 2020 - Open House #1

June 8, 2020 – Open House #2

Preliminary Feasibility Studies

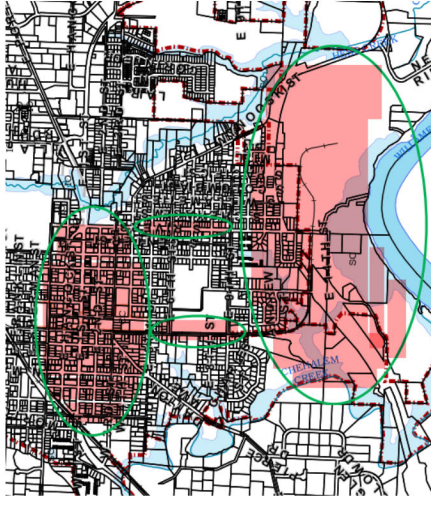
- Public Involvement – engage public in evaluation
- Area Boundary – maximum 25% of City limit area
- Blight – defined by ORS 457.010
- Preliminary Projects – draw from existing plans within the boundary
- Comprehensive Plan Review – review goals and policies
- Financial Analysis – maximum 25% City assessed value, there are limits on maximum indebtedness that can be established
- Impacts on Taxes Imposed by Overlapping Tax Districts

Creating an Urban Renewal Agency

- City Council activates agency by ordinance
- Establishing a Board – ORS 457.035 – can be either a governing body (City Council), Board or Commission, or Housing Authority
- Advisory Committee – not required but suggested

Urban Renewal Plan

- Public Involvement
- Area Boundary
- Blight
- Goals & Objectives
- Projects to be Funded

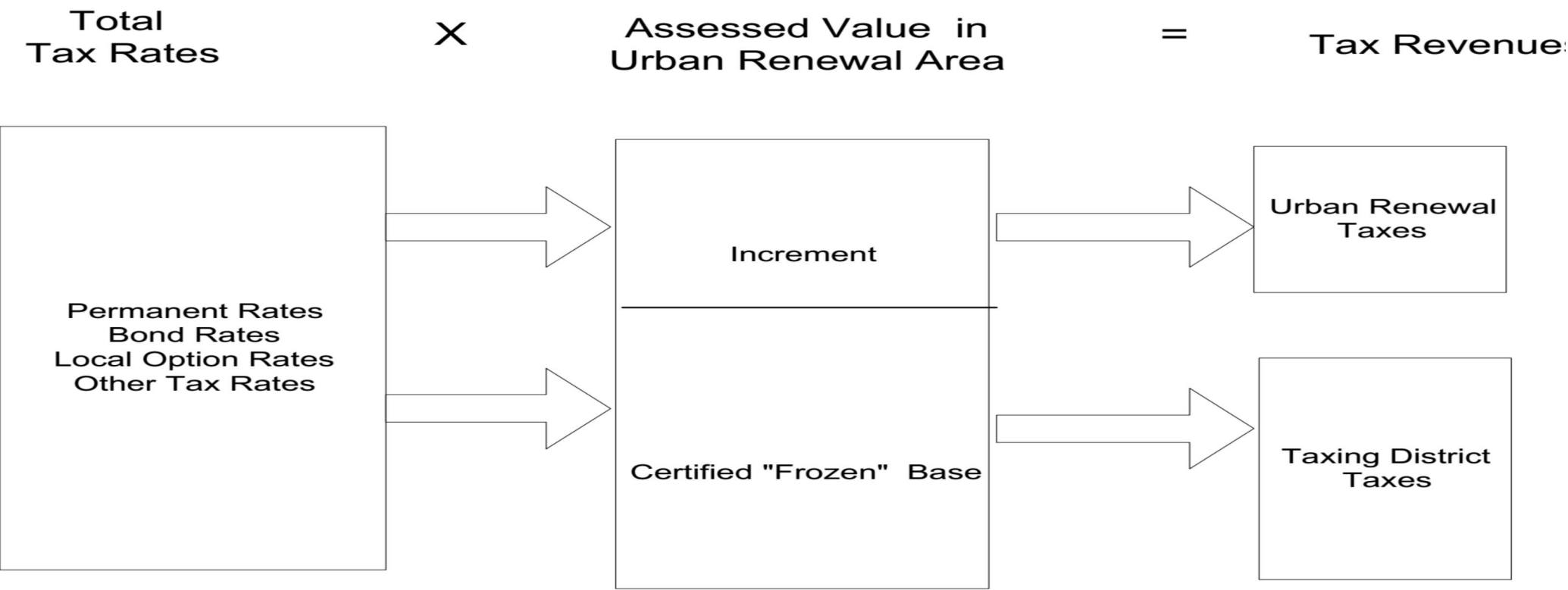


Urban Renewal Plan (con't)

- Comprehensive Plan and Economic Development Plan Review
- Procedural Requirements for Approval of a Plan
- Urban Renewal Report
- Finance

Financing

Urban Renewal Taxes for New Urban Renewal Plans



Financing (con't)

- Maximum indebtedness (maximum amount of debt that can be incurred)
- Revenue sharing with Overlapping Taxing Districts (OTD's)
- Does not increase property taxes, redistribution of existing taxes paid
- How to fund the feasibility study & plan/report

Financing (con't)

Figure 2. Revenue Sharing

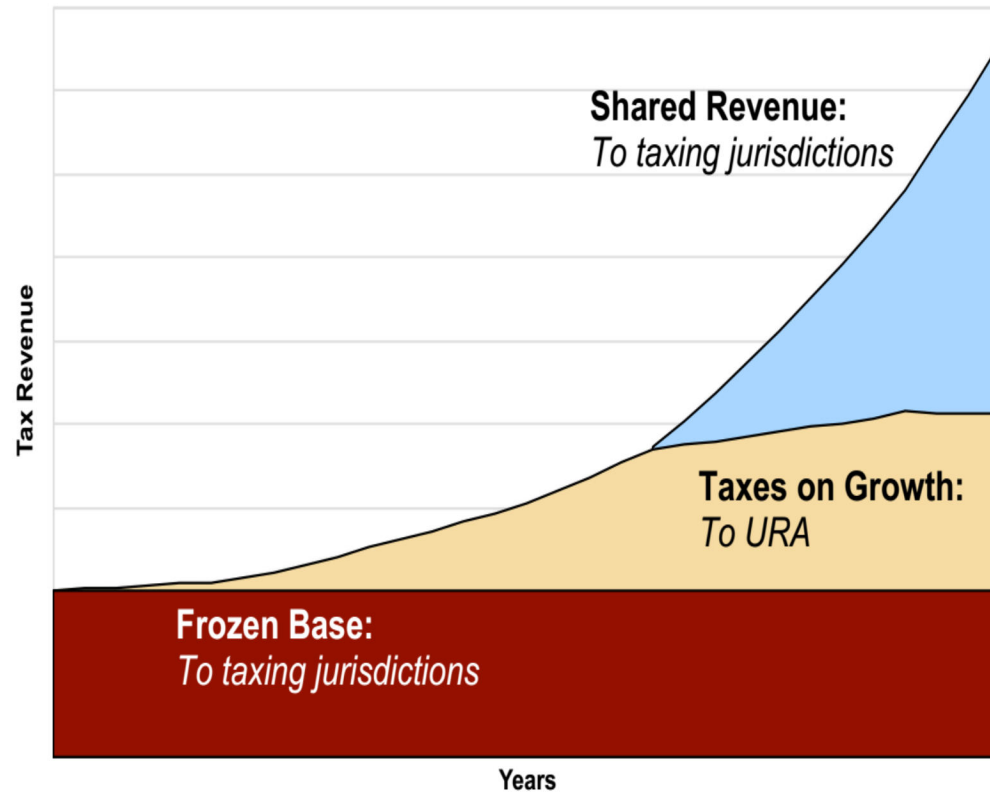
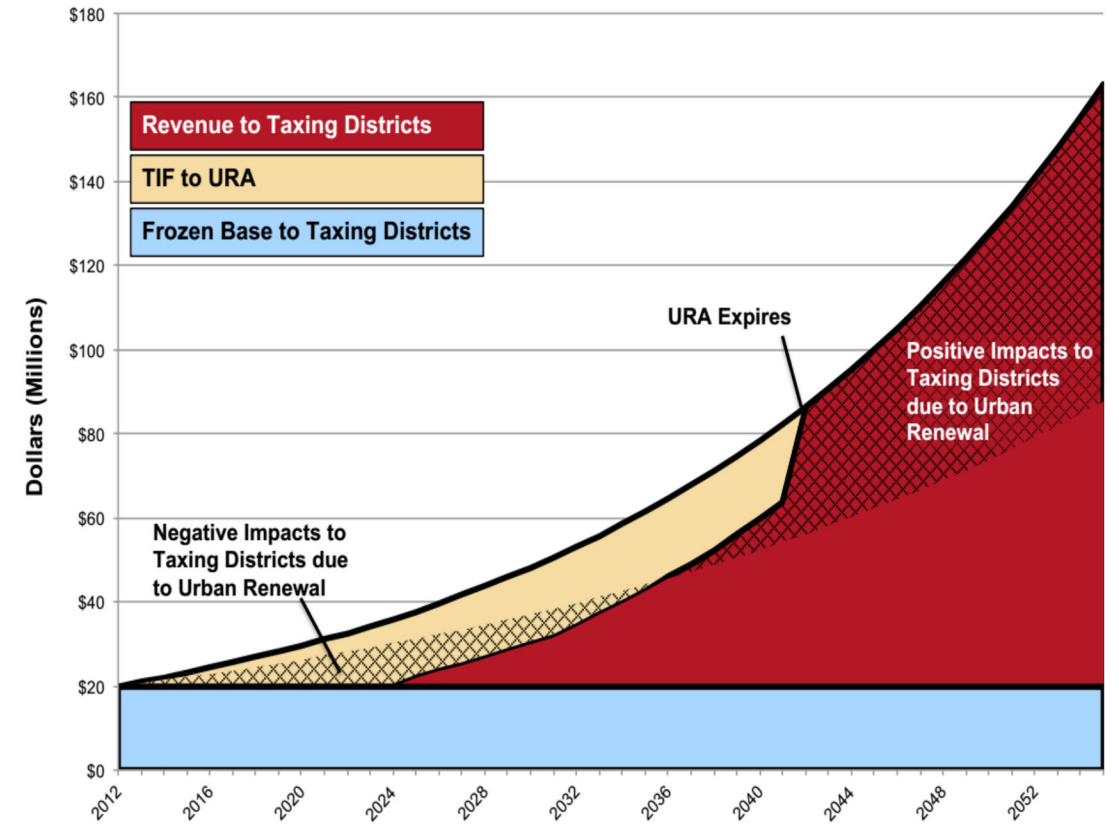


Figure 3. Impact on Taxing Districts



Referendum Process

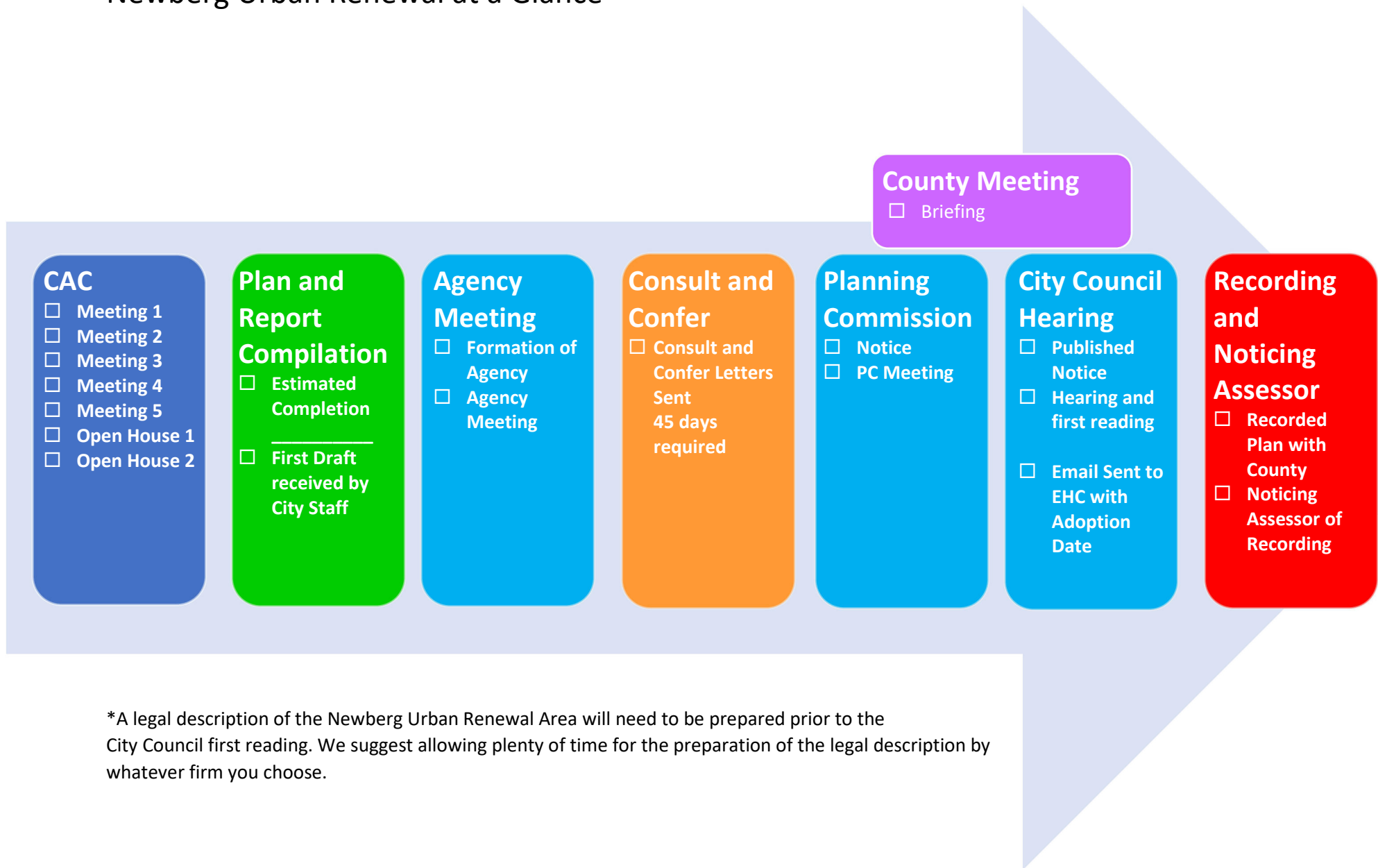
- An ordinance adopting an urban renewal plan is subject to referendum per ORS 457.120(3)(d)
- Referendums are subject to the requirements of ORS 250
- After October 3, 1979, any urban renewal plan purported to be adopted in conformance with applicable legal requirements shall be conclusively presumed valid for all purposes 90 days after adoption of the plan by ordinance of the governing body of the municipality. No direct or collateral attack on the action may thereafter be commenced (ORS 457.435)

Next Steps

- Urban Renewal Feasibility Study, CAC Meetings, Open Houses

Questions?

Newberg Urban Renewal at a Glance



Newberg Urban Renewal at a Glance

Citizens Advisory Committee

<u>Meeting 1</u>	<u>February 10, 2020</u>
<u>Meeting 2</u>	<u>March 9, 2020</u>
<u>Meeting 3</u>	<u>April 13, 2020</u>
<u>Open House 1</u>	<u>April 13, 2020</u>
<u>Meeting 4</u>	<u>June 8, 2020</u>
<u>Open House 2</u>	<u>June 8, 2020</u>
<u>Meeting 5</u>	<u>June 29, 2020</u>
<u>Description</u>	

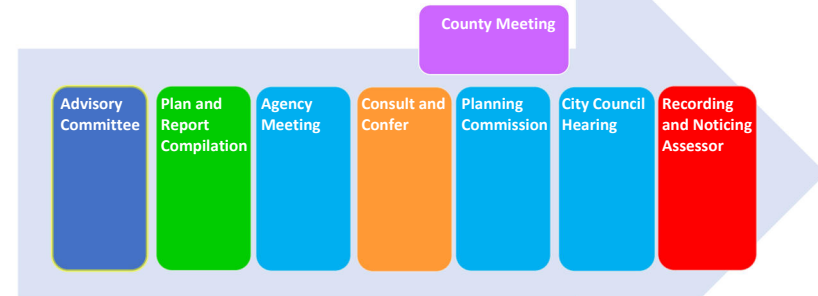
The Advisory Committee more than fulfills the public input requirements set forth by ORS 457. There are 5 meetings in the Feasibility Study stage and an additional 3 meetings if the decision is made to develop an urban renewal plan and report.

Two Open Houses are scheduled for the Feasibility stage.

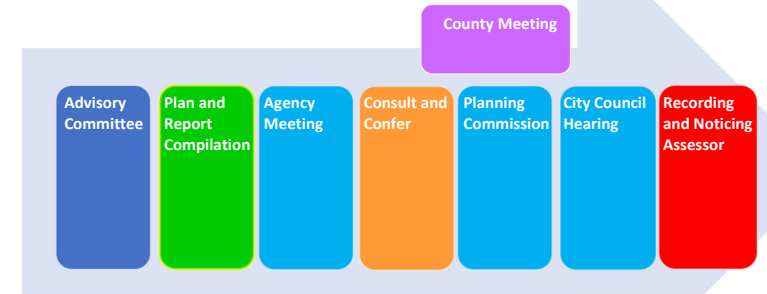
Materials Provided by Elaine Howard Consulting, LLC

We will provide the following; however we do request you print any handout materials:

- PowerPoints which summarize the relevant information for each meeting.
- Agendas for each meeting.
- Urban Renewal FAQ handouts.
- Financial handouts.



Plan and Report Compilation



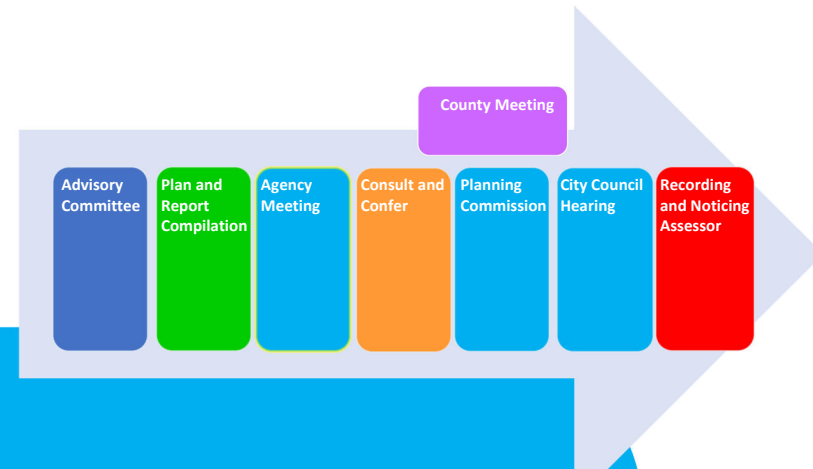
Description

Compiling the Urban Renewal Plan and Report is the most time-consuming task that Elaine Howard Consulting, LLC performs in terms of weeks or months on the timeline. It is not necessarily time-consuming because of the hours we spend compiling the Plan and Report, but moreover it is time-consuming because we must coordinate with city staff, assessor, local utilities, taxing districts, etc. The more quickly we can get the necessary information the more quickly the Plan and Report are compiled. Below is a list of questions we will ask and documents we will need.

Questions and Documents

1. What is the total acreage of the City of Newberg?
2. Can your City Council adopt an Urban Renewal Plan in one meeting? (Newberg is two)
3. Does the City of Newberg have a separate Fire District? YES
4. We will eventually need to know all the capital projects from the following generic master plans that are INSIDE the proposed Urban Renewal Boundary (this is for existing conditions/blight findings):
 - a. Transportation System Plan
 - b. Water Master Plan
 - c. Stormwater Master Plan
 - d. Wastewater Sewer Master Plan
 - e. Parks and Open Space Master Plan (or any specific park master plan in the URA)
 - f. Other Utilities Master Plans (for example, fiber optics)
 - g. Comprehensive Plan
 - h. Economic Development Plan (if applicable)

Newberg Urban Renewal at a Glance



Agency Meeting

Description

The Urban Renewal Agency Meeting has the role of sending out the draft Urban Renewal Plan and Report for "public review". "Public review" means review by the City of Newberg Planning Commission for the Urban Renewal Plan's conformance to the City of Newberg's Comprehensive Plan, briefing to the County Commission and a formal hearing in front of Newberg City Council to review an ordinance adopting the Urban Renewal Plan. The Agency Meeting is just the first step in this process and is really just the Agency putting their seal of approval on the draft version of the Plan and Report.

Will Elaine Howard Consulting, LLC Attend this Meeting?

Yes, we will send at least one representative to give a presentation summarizing the staff report. The presentation also includes an urban renewal 101 as an introduction.

Agency Creation

The Urban Renewal Agency must be established by City Council. **This must be done by non-emergency ordinance, and thus must be done 30 days prior to your initial Agency meeting.**

Materials Provided by Elaine Howard Consulting, LLC

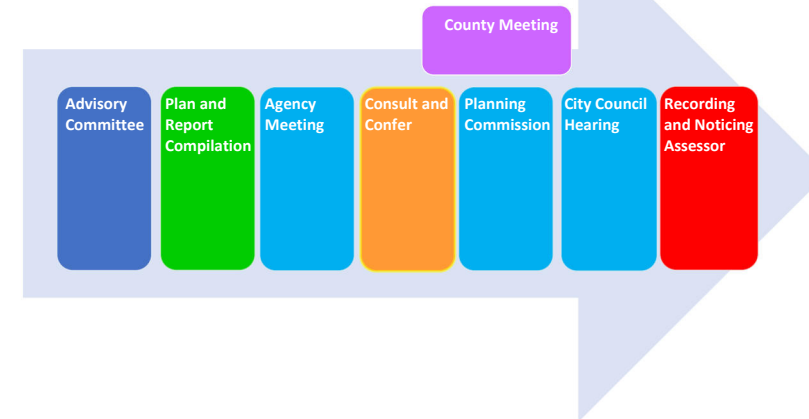
We will provide the following materials. Any documents provided will be in word format, and City staff must transition them to City templates.

- Draft Agency creation ordinance.
- The draft the Urban Renewal Plan and Report and
- An Urban Renewal Agency Staff Report with a suggested motion for sending the Plan and Report out to public review.
- A PowerPoint presentation containing an Urban Renewal 101 and a summary of the Urban Renewal Plan.

Are there noticing requirements for the Agency Meeting?

There are none in ORS 457. However, we recommend noticing as you would a City Council meeting.

Newberg Urban Renewal at a Glance



Consult and Confer

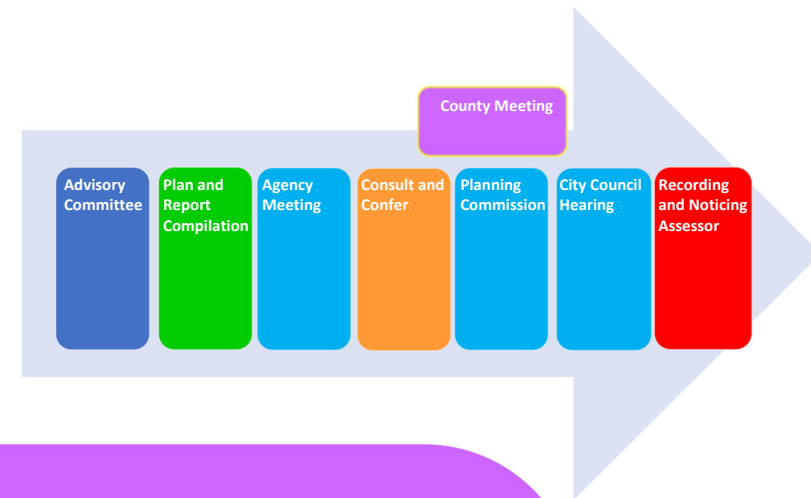
Consult and Confer is the formal process of notifying and receiving input from the overlapping taxing districts impacted by the Urban Renewal Plan. Typically, the same draft of the Plan and Report that is reviewed at the Agency Meeting is sent to all the overlapping taxing districts with a cover letter letting them know how to provide their input and the process by which they can expect a response from the City Council. There is usually a set date by which responses must be received in order to be considered. There is a required 45 day notification period for the taxing districts.

Materials Provided by Elaine Howard Consulting, LLC

We will provide the following:

- The draft Urban Renewal Plan and Report.
- Cover letters for the taxing districts.
- (If needed) Contact information for taxing districts.

Newberg Urban Renewal at a Glance



County Meeting

Description

The role the County plays in the public review process of an Urban Renewal Plan varies based on whether there is unincorporated County property in the given Urban Renewal Boundary. If there are properties in unincorporated areas, Yamhill County must also approve the urban renewal plan. In any case, you must provide a briefing with the County Commissioners highlighting the maximum indebtedness (statute requires you mention this).

Will Elaine Howard Consulting, LLC Attend this Meeting?

We will attend.

Materials Provided by Elaine Howard Consulting, LLC

We will provide the following materials. Any text materials will be supplied in default word format, and County staff must transition them to County templates

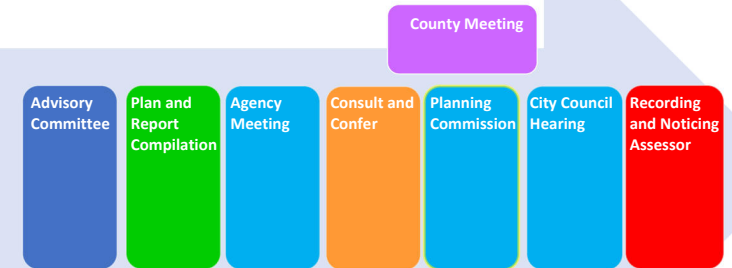
- If needed, a draft of the Urban Renewal Plan updated with changes from the Agency Meeting.
- Draft resolution for County consideration if there are unincorporated properties.
- A County Commission memo that summarizes the Plan and Report. In many cases the County Consult and Confer Letter will suffice. The memo will also highlight the maximum indebtedness per ORS 457.
- A PowerPoint presentation containing the following elements: 1) an Urban Renewal 101 (if necessary) 2) a summary of the Urban Renewal Plan and Report.

Are there noticing requirements for the County Meeting?

The requirements for noticing the County meeting are up to the County. There are no requirements designated in ORS 457.

Newberg Urban Renewal at a Glance

Planning Commission



Description

The Newberg Planning Commission will have a rather narrow scope when it comes to the public review process concerning the Urban Renewal Plan and Report. The Planning Commission's role in the public review process is to determine whether the Urban Renewal Plan is in conformance with the City of Newberg's Comprehensive Plan. There is an entire section in the Urban Renewal Plan devoted to findings concerning the Urban Renewal Plan's conformance to the Comprehensive Plan. That section, and the projects section, should be the major focus of the Planning Commission's evaluation of the Urban Renewal Plan.

Will Elaine Howard Consulting, LLC Attend this Meeting?

Yes, we will send at least one representative to give a presentation summarizing the staff report. The presentation also includes an urban renewal 101 as an introduction for any concerned citizens attending the meeting.

Materials Provided by Elaine Howard Consulting, LLC

We will provide the following materials. Any text materials will be supplied in default word format, and City staff must transition them to City templates

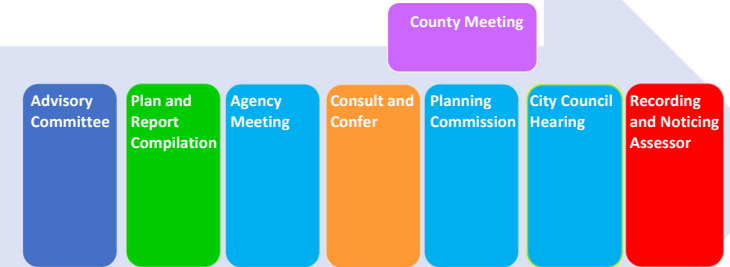
- If needed, a draft of the Urban Renewal Plan updated with changes from the Agency Meeting.
- A Planning Commission staff report with a suggested motion that encompasses the role of the Planning Commission according to state statute ORS 457. The staff report will also summarize the relevant sections of the draft Urban Renewal Plan and Report (conformance to City of Newberg's Comprehensive Plan and Projects) and the advisory committee and public input processes that led to the compilation of the Urban Renewal Plan and Report.
- We will also provide a PowerPoint presentation containing the following elements: 1) an Urban Renewal 101 2) a summary of the Urban Renewal Plan and Report and 3) a summary of the conformance to Comprehensive Plan findings.

Are there noticing requirements for the Planning Commission Meeting?

Noticing the Planning Commission meeting is not required in ORS 457. Because there are no noticing requirements for the Planning Commission meeting, the noticing audience is up to City staff. We recommend noticing just as you would notice any other Planning Commission meeting.

Newberg Urban Renewal at a Glance

City Council



Description

The Newberg City Council, according to statute, will hold a hearing to consider an ordinance adopting the Newberg Urban Renewal Plan. Adopting this ordinance typically requires two readings. In the City of Newberg this takes two meetings. By this time the Newberg Urban Renewal Plan and Report should be in final draft form, barring any last-minute dramatics at the City Council hearing. The City Council will open a hearing, take testimony, deliberate, then vote on adoption OR move to a second reading and vote. One caveat that must be remembered is the fact that any response from a taxing district received as a part of the consultant confer process must be addressed in the ordinance considered by City Council.

Will Elaine Howard Consulting, LLC Attend this Meeting?

Yes, we will send at least one representative to give a presentation summarizing the staff report and the Newberg Urban Renewal Plan and Report. The presentation also includes an Urban Renewal 101 as an introduction for any concerned citizens attending the hearing.

Materials Provided by Elaine Howard Consulting, LLC

We will provide the following materials. Any text materials will be supplied in default word format, and City staff must transition them to City templates

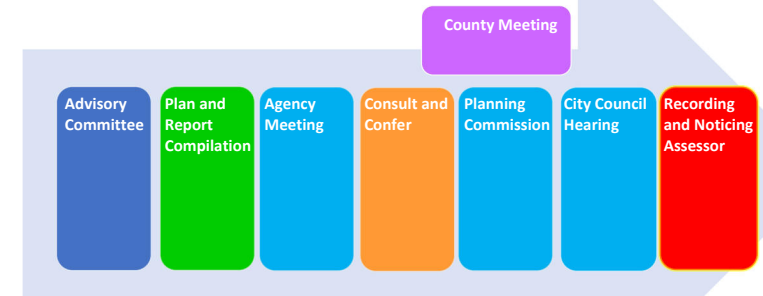
- The draft the Newberg Urban Renewal Plan and Report, updated with any changes requested at the Agency and Planning Commission Meetings, and
- An Ordinance for Adoption of the Plan by City Council.
- A City Council staff report. The staff report will summarize the most relevant sections of the Newberg Urban Renewal Plan and Report and the advisory committee and public input processes that led to the compilation of the Newberg Urban Renewal Plan and Report.
- A PowerPoint presentation containing an Urban Renewal 101 and a summary of the Newberg Urban Renewal Plan and Report.
- A notice that conforms to the requirements of ORS 457.120.

Are there noticing requirements for the City Council Meeting?

Yes, the City Council hearing considering the ordinance for adoption must be noticed in a specific manner. As mentioned earlier, we will provide you with a notice containing very specific language that conforms to state statute ORS 457. Please do not alter the language in the notice unless you ask us first, as the language is *very* specific. The notice must be published according to ORS 457.120 which specifically states: As for where to publish the notice of adoption, according to ORS 457.120 (a) Owners of real property that is located in the municipality;(b) Electors registered in the municipality;(c) Sewer, water, electric or other utility customers in the municipality; or(d) Postal patrons in the municipality.

You must also notice adoption four days after plan adoption of the Plan according to ORS 457.115 as follows, “Notice of adoption of an urban renewal plan shall be published in the newspaper having the greatest circulation in the municipality and which is published within the municipality. If no newspaper is published within the municipality, the required notice shall be published in the newspaper having greatest circulation within the municipality published nearest to the municipality.”

Newberg Urban Renewal at a Glance



Recording with County, Transmit to Assessor

Description

Once City Council has adopted the Newberg Urban Renewal Plan, City staff will need to record the Plan with the County Recording Office 30 days later, or more easily on the above date. Staff MUST also notify the Assessor of the adoption and recording of the plan. Transmitting your Plan with the Assessor involves sending a copy of the final Plan and Report and a cover letter to the assessor by a certain date. This is especially important for plans that are adopted near the end of the year, as missing your recording and notice date could delay your first year of tax increment proceeds by one year. We will reiterate, you must 1) record the Plan with the County Recording Office and 2) transmit to the Assessor to ensure your first year TIF revenues arrive without a hitch.

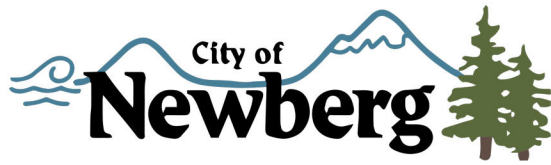
Will Elaine Howard Consulting, LLC participate in the Recording?

Yes and no, we will provide materials for you, but you will have to send them to the assessor by the proper date.

Materials Provided by Elaine Howard Consulting, LLC

We will provide the following:

- The final draft the Newberg Urban Renewal Plan and Report.
- A cover letter for Recording.
- A cover letter for Assessor notice.



Newberg Urban Renewal Area

Community Engagement Toolbox

Prepared for:

City of Newberg

Newberg, OR

Prepared by:



JLA Public Involvement, Inc.

921 SW Washington Street, Suite 570

Portland, OR 97205

January 2020

Introduction

Beginning early 2020 and lasting through the spring of 2021, the City of Newberg will develop a feasibility study to create an Urban Renewal Area. The areas to be studied include Downtown Newberg and the Riverfront, with connections along S. Blaine Street and S. River Street. The work will build in recently adopted comprehensive plans including the Newberg Downtown Improvement Plan and the Riverfront Master Plan.

This Community Engagement Toolbox is living document that will help the process with outreach goals, messaging, stakeholder identification, and selecting the best communications tools and methods. Clearly communicating with the public, stakeholders, community and neighborhood groups and organizations, and both in and out-commuters about what an Urban Renewal Area is, what it is not, and how it will function and benefit the area will be key to a successful process.

Communications Goals

The communications and outreach goals for the City of Newberg Urban Renewal Process are to:

- Communicate complete, accurate, understandable, and timely information to the public throughout the project.
- Providing accurate project information in all available avenues to help dispel urban renewal myths and false information.

Community Demographics

As of July 1, 2014, the City of Newberg had a population of 22,765, according to Portland State University's Population Research Center. By Newberg's own estimates, laid out in their Newberg Comp. Plan, the population will reach 28,250 by 2020. More than 7,000 people commute out of Newberg everyday and more than 6,000 people commute into Newberg everyday. It will be important to engage the outbound and inbound commuters, as well as residents and property owners in the potential Urban Renewal Area.

Key Stakeholders

Public engagement efforts seek to inform and engage large employers, businesses, jurisdictions, organizations, community groups, and individuals of the project. The following are key stakeholders to engage throughout the public process.

Major Stakeholders:

- Newberg Booster Club
- Newberg Downtown Coalition
- Chehalem Valley Chamber of Commerce
- Newberg School District
- Chehalem Aquatic and Fitness Center
- Tualatin Valley Fire and Rescue
- City of Newberg employees and elected officials, including Parks and Recreation
- All businesses in the potential Urban Renewal Area
- All property owners in the potential Urban Renewal Area
- Inbound Commuters
- Outbound Commuters
- Newberg Graphic Editorial Staff
- Yamhill Valley News Register Editorial Staff
- Community, Faith-Based, and Neighborhood Organizations

Note: *This list is not exhaustive of all stakeholders.*

Communications Toolbox

It is important to be strategic and thoughtful when choosing communication tools and methods. Picking the right communications tools for the right audience will be the most effective way to reach our audience, help them understand urban renewal areas, and make informed decisions. For this project, dispelling common myths about Urban Renewal programs will be important, and social media has been identified as a tool to help spread messages through online communications channels. In addition, on-the-ground communications tools are still an effective way to educate and engage communities. The following communications toolbox includes proposed methods to keep stakeholders engaged and informed of project activities throughout the life of the project.

**Note that there are budget restrictions and not every tool in the toolbox can be created for the Newberg Urban Renewal Project. As a team we can select the best suite of communications tools for the project's needs. They are in order of most useful to least useful. In addition, these are only cost estimates. Depending on which tools are selected, certain efficiencies could happen allowing us to create more communications tools.*

Tool	Description	Purpose and Audience	Cost Estimate
Fact Sheet	A project factsheet will inform community members about the purpose of the project, provide a brief description of urban renewal and how to learn more, the project timeline and opportunities to provide feedback, and project contact information. The factsheet can be updated three times for each of the three key public outreach phases and will clearly outline why public input is being sought and how it has been incorporated into the project to date. It is recommended that the project factsheet be translated into Spanish.	Basic project information, suitable for all interested parties and to be used at all engagement points	<i>Cost Estimate for JLA staff: \$3000;</i> <i>Any and all communications tools can be translated into Spanish and other languages for additional cost.</i>

Project Website	A dedicated project website will be developed to provide one location for all project information. The website will be dynamic and provide project overview information, links to surveys and a general comment form, an overview video, a schedule of events and contact information. Website should include page in Spanish, directing people to Newberg's Spanish-language engagement specialist for more information.	Provides overview of project information suitable for all audiences; regular project news/updates; and repository/library of all project-related information to promote transparency	<i>Cost Estimate for JLA staff: \$2,000</i> <i>This estimate can be lowered if the City would like to create the website and the Consultant team populates it with content.</i>
Mailer	A postcard mailed to the projected urban renewal area to explain the facts about the Urban Renewal designation and benefits it can provide. Sending accurate information to people's mailboxes, as well as providing direction to where the public can find more information, could head off misinformation before it begins.	All addresses in the proposed urban renewal area	<i>Cost Estimate for JLA staff to design: \$1000</i> <i>(City of Newberg to assume mailing costs)</i>
Online Surveys	Understanding public opinion and input on urban renewal is at the heart of this project. Two community surveys will be both informative and provide a format to provide feedback at key project milestones. Online engagement is a proven way to engage populations on their time (including inbound and outbound commuters), rather than requiring people to come to an in-person open house. Surveys will be promoted through the communications channels outlined in this toolbox.	All interested parties.	<i>Cost Estimate for JLA staff: \$3,000 per survey</i>

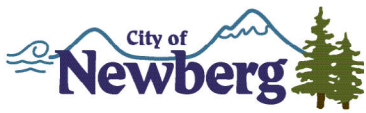
Video Series	We would recommend two short, social media friendly videos be produced to support this effort, including a project overview video that describes what the project is, why it matters and how people can get involved. The second video will focus on Urban Renewal 101. This video will help explain this complex and nuanced subject to the stakeholder community. It is standard practice for JLA to add ADA subtitles to videos. If desired, JLA could add subtitles and/or narration in multiple languages. This is relatively inexpensive and an excellent way to engage multicultural community members online. We have found great success in making videos available on the project website, social media and during public meetings and presentations, with videos often being viewed thousands of times.	Videos appropriate for all interested parties. Main audience would be people accessing information online. Secondary use would be during project presentations.	\$5,000 or less (depending on the number and style of videos made)
Social Media Program	An engaging social media plan and content for use by the city will include eye-catching graphics, videos and promotion of online surveys to get people interested in and encourage participation in this important effort. Option: Purchase ads on Facebook and Instagram to increase visibility of the campaign and reach specific audiences.	All interested parties	<i>Cost Estimate for JLA staff to develop: \$2000</i>

Poster	An eye catching project poster to be distributed to area businesses, library, community center, city hall, and other community gathering spaces across the projected urban renewal area. Poster will raise awareness, provide basic information to mitigate any misinformation and provide notification of input opportunities. Poster will include information in Spanish, leading to more information on the website.	Raise awareness and dispel misinformation among a broad variety of Newberg stakeholders	<i>Cost Estimate for JLA staff to design: \$1000</i> <i>(City of Newberg to assume distribution costs)</i>
Community Briefing PowerPoint for Project Team Presentations	Clearly communicating to community organizations, neighborhood associations, agencies, and other internal and external stakeholders will be key to dispel urban renewal myths and misinformation. Streamlining a communications packet for community briefings will help clearly communicate what an urban renewal district is and isn't. Community Briefing PowerPoint can be used in conjunction with fact sheets, project videos, and other communication tools.	Community groups, organizations, internal City of Newberg stakeholders	<i>Cost Estimate for JLA staff edit and streamline messaging in PowerPoint: \$2000</i>
Media Releases	Engaging with media outlets to clearly state project goals, outcomes, and milestones will be key in communicating with the general public. JLA will write, edit, streamline, project media releases. City of Newberg will issue releases and serve as media point of contact.	Newberg Graphic and Yamhill Valley News Register	<i>Cost Estimate for JLA staff to review and edit project milestone media releases: \$200 (per release)</i>

Other Potential Communications Tools	• Eye-catching sidewalk decals • Magnets • Bookmarks • Virtual Urban Renewal Area Tour • Doorhangers • Stickers		
---	--	--	--

Easy to compare cost estimates:

Tool	Cost Estimate
Fact Sheet	<i>\$3000</i>
Project Website	<i>\$2,000</i>
Mailer	<i>\$1000</i>
Online Surveys	<i>\$3,000</i>
Video Series	<i>\$5,000 or less</i>
Social Media Program	<i>\$2000</i>
Poster	<i>\$1000</i>
PowerPoint	<i>\$2000</i>
Media Releases	<i>\$200</i>
Other Potential Communications Tools	Estimates can be given on a case-by-base basis



Urban Renewal Feasibility Study

SPRING
2020



What is urban renewal?

Urban renewal is a local government tool used to improve and revitalize areas within a city. This tool is currently used by 79 communities statewide to implement economic development strategies and comprehensive plan goals. Urban renewal allows local governments to focus investments on a particular area to encourage public and private development. McMinnville, Carlton, and Dundee all use Urban Renewal.



How does it work?

In Oregon, "urban renewal" is the title of the program that authorizes the city to use tax increment financing. Tax increment financing is a tool that allows local governments to set aside property taxes generated from new businesses and development in a specific area. It also creates guidelines for spending the money. Access to this funding enables governments to focus investments on projects that encourage public and private development.



Why is the city considering urban renewal?

Urban renewal has proven successful in reinvigorating communities across Oregon. The feasibility study will help determine if using urban renewal in Newberg will help rejuvenate our downtown and waterfront area. Urban renewal in Newberg also aims to create better road connectivity across the city, improve bicycle and pedestrian safety, and update some downtown streets, making our city more enjoyable and accessible for community and family activities.



What is the source of the funding?

Urban renewal is not new money, instead it redirects money usually allocated for other taxing districts to the urban renewal agency. This shifts the impact of funding urban renewal to the taxing districts, not taxpayers.

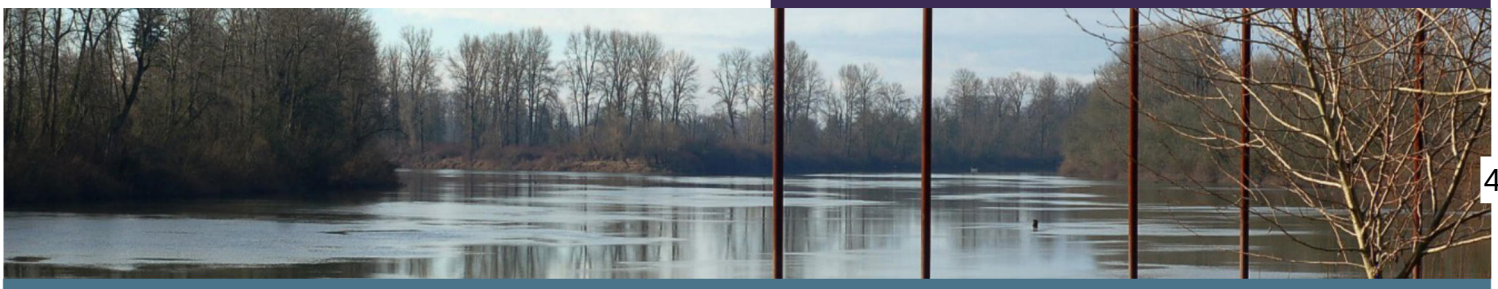
How is the money spent?

Urban renewal entities can do specified projects or activities under an adopted urban renewal plan which generally include:

- Construction or improvement of public facilities including streets, sidewalks, utilities, and parks.
- Streetscape improvements.
- Storefront improvements.
- Participation with developers for property improvement.
- Rehabilitation of existing buildings.

What will I pay?

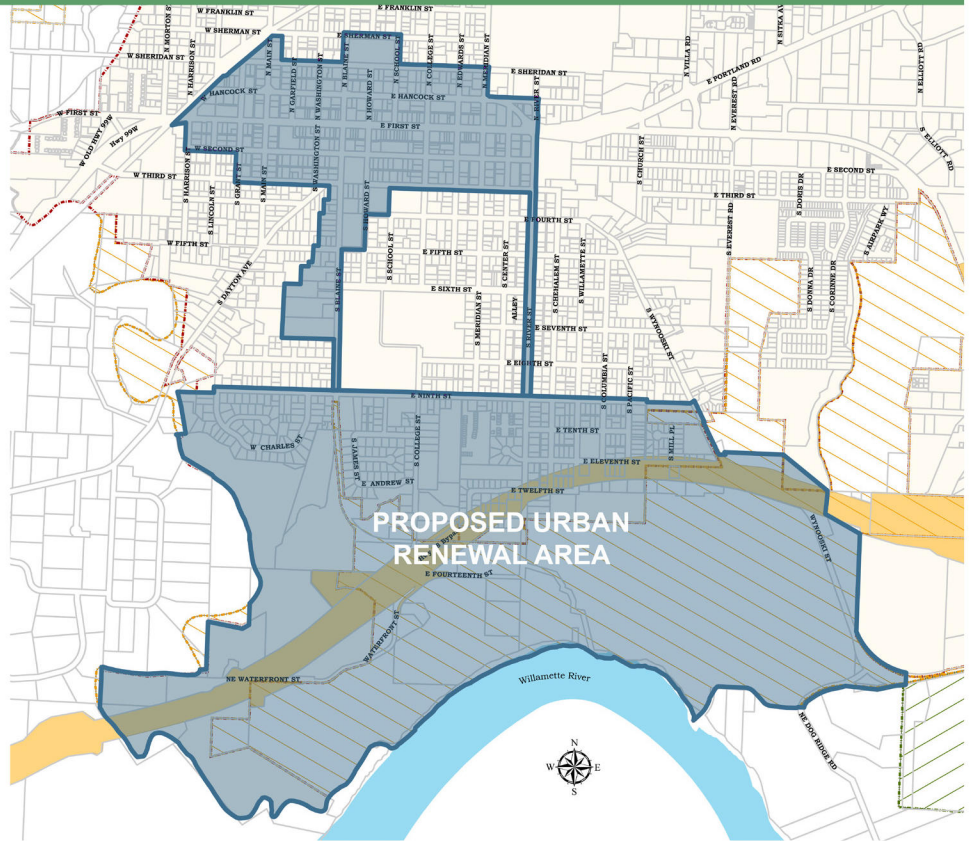
Property taxpayers will not see an increase in property taxes as a direct result of an urban renewal area. If an urban renewal area is adopted, all property taxpayers will see a line item on the property tax bill that shows the breakdown of taxes for urban renewal. Urban renewal funding is not a new tax or an increase in taxes, and it does not directly divert money from schools.





Where did the idea for this urban renewal come from?

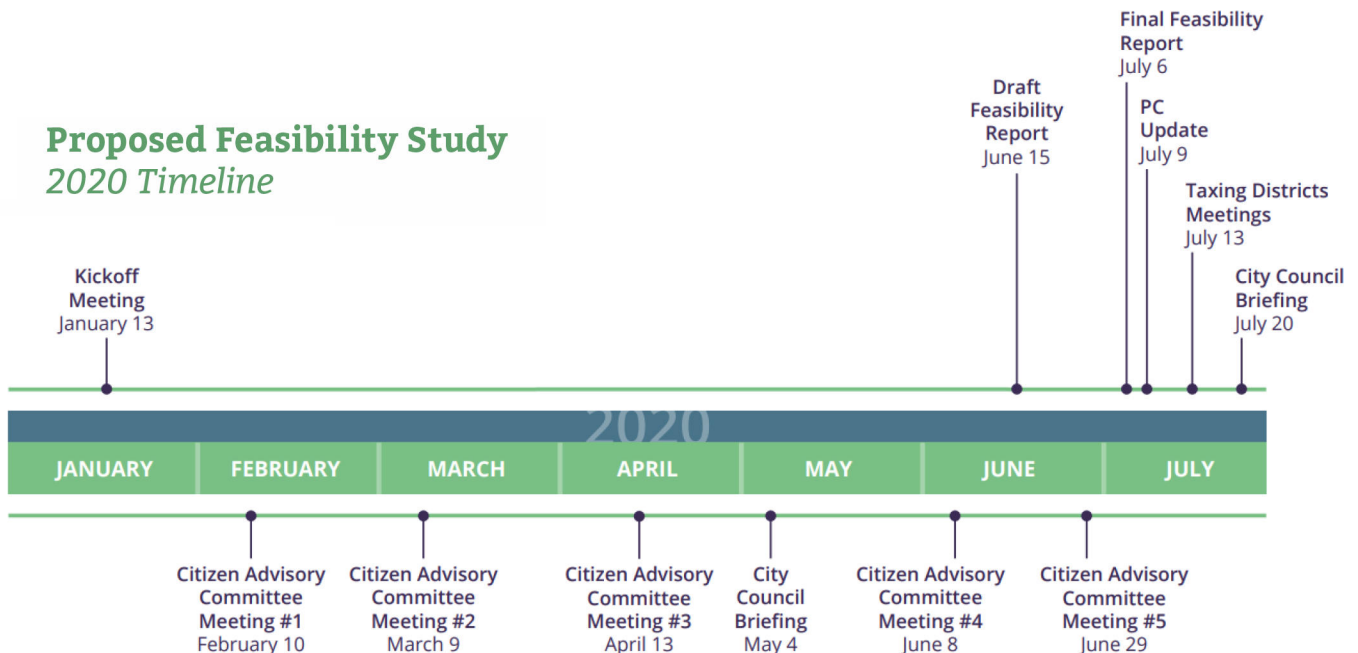
This urban renewal project is the result of years of outreach in the community while developing several plans that are shaping the future of our community, including the Newberg Downtown Improvement Plan, the Riverfront Master Plan, and the Newberg Community Visioning process. Urban renewal can help pay for infrastructure improvements already identified as needs by the community.



How can I get involved?

Join us at an open house or a citizen advisory committee meeting. To learn more, visit » newbergoregon.gov/urban-renewal

Proposed Feasibility Study 2020 Timeline



OR CONTACT THE CITY DIRECTLY »

NEWBERG AD HOC URBAN RENEWAL CITIZENS ADVISORY COMMITTEE

Meeting 2 March 9, 2020



AGENDA

March 9

5:30 – 7:00

1. Call to order
2. Roll Call
3. Consent Calendar
4. New Business
5. Public Comment
6. Items from staff
7. Items from committee members
8. Adjournment

NEW BUSINESS

- ❖ Considerations for Boundary decisions
- ❖ Revised Maps
- ❖ Boundary discussion
- ❖ Open House – April 13, 2020
 - Advertising
 - Content
 - UR 101 slide show
 - 2 page public information piece
 - Maps
 - Process

URBAN RENEWAL

What work has been done?

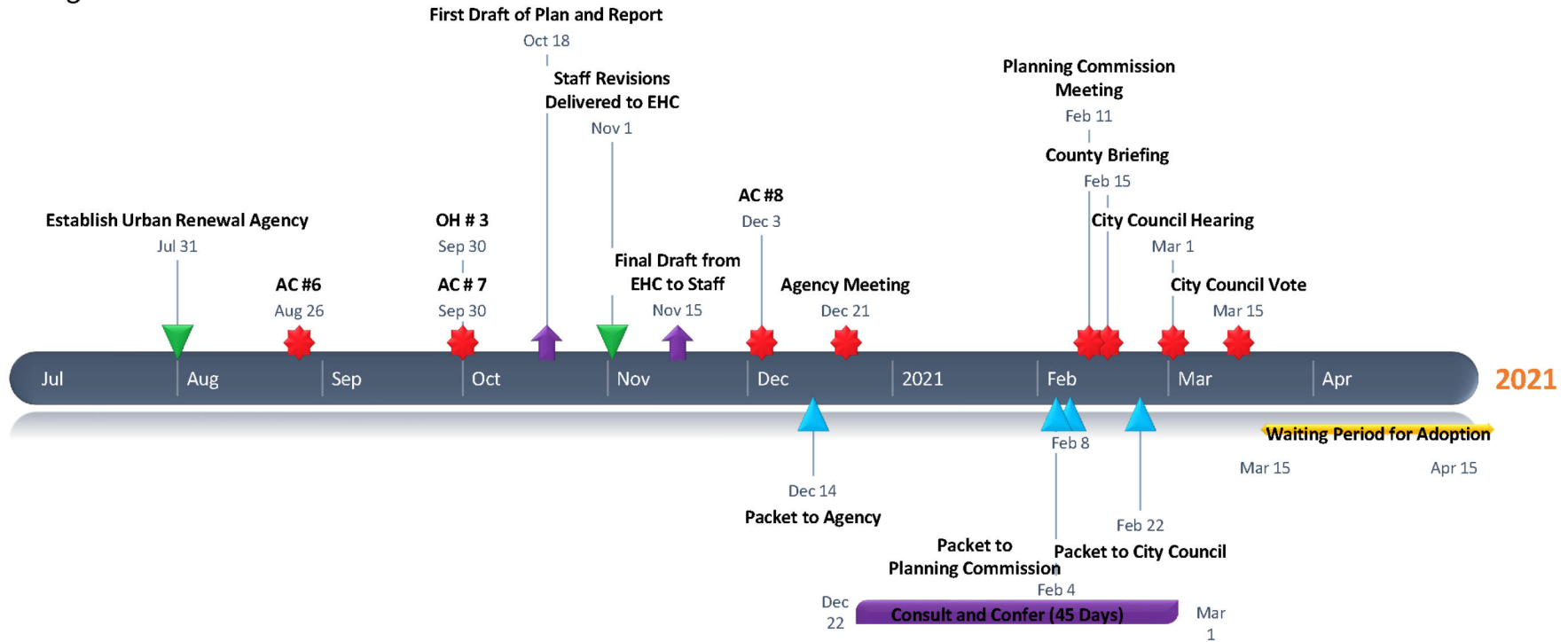
What determines which projects will be funded?

Where will the dollars go?

The Urban Renewal Feasibility Study is being conducted after years of the City of Newberg developing plans. The City of Newberg has engaged in multiple long-range planning projects to determine what projects matter to Newberg Residents and where money from a possible Urban Renewal Area should go. Previous plans also informs the City on what boundaries are being considered for an Urban Renewal Area.



Newberg Urban Renewal Plan Timeline



Newberg Urban Renewal Timing



FACTS ON BOUNDARY ADJUSTMENTS

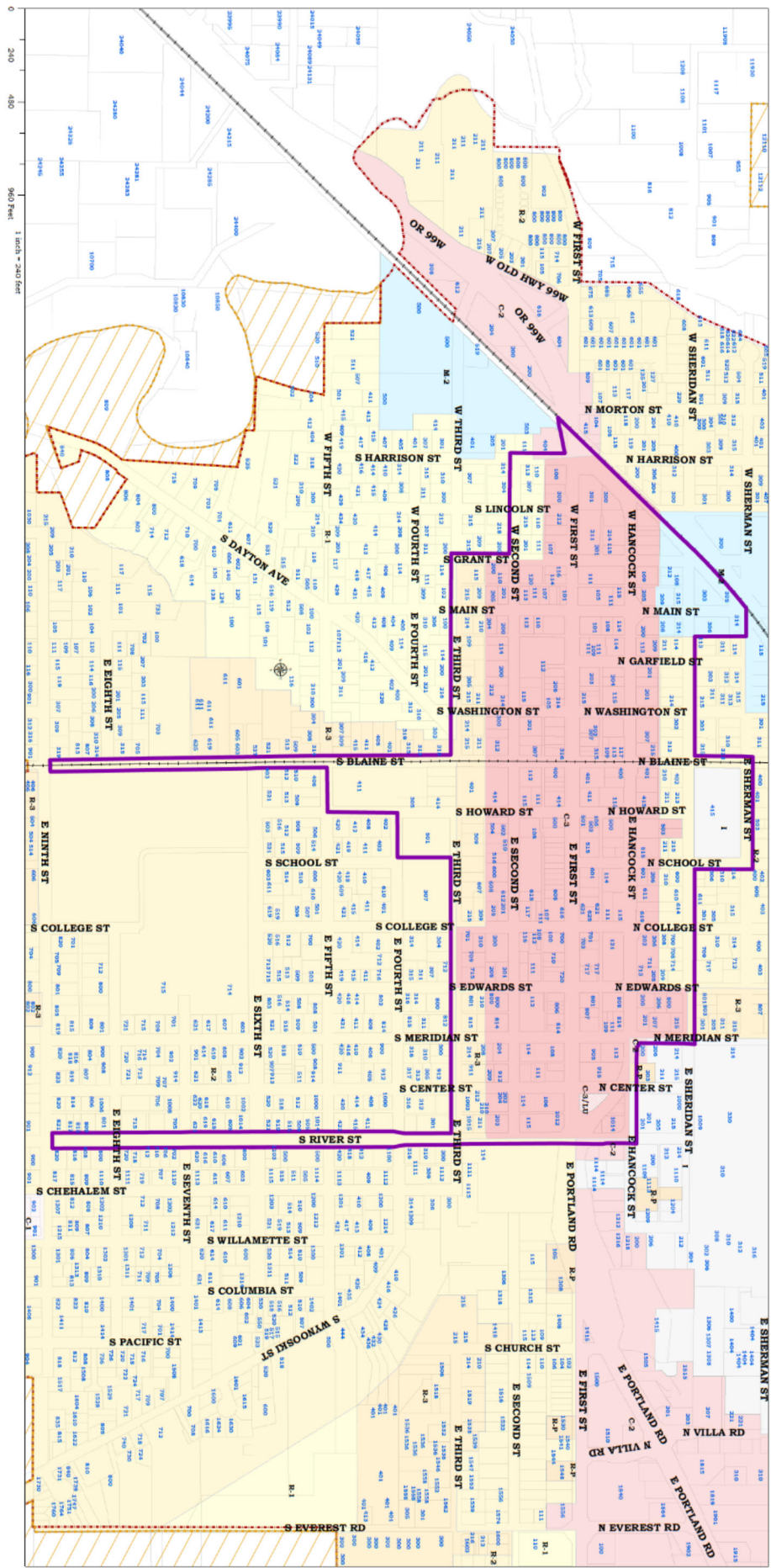
1. Increases limited to 20% of original boundary. There is no provision for increasing this amount.
2. Any increase of property above 1% of existing boundary is a substantial amendment, meaning same process as original adoption of an urban renewal area.
 - a) Public input
 - b) Agency
 - c) Review
 - d) Consult and confer with taxing districts
 - e) Planning Commission
 - f) City Council hearing and vote on non-emergency ordinance

STRATEGY ON BOUNDARY

1. Identify the most ideal final boundary
2. As part of the feasibility study:
 - a) Identify acreage of Riverfront Area minus
 - i. Areas outside of UGB
 - ii. Rogers Landing
 - iii. Water Treatment Plant property
 - b) Identify timing issues with this boundary
 - i. Assessed value of improvements
 - ii. Machinery and equipment
 - iii. Timing of potential new development
 - c) Identify strategies for dealing with timing issues

CONSIDERTIONS FOR BOUNDARY HANDOUT

Downtown Urban Renewal Area - Proposed



Legend

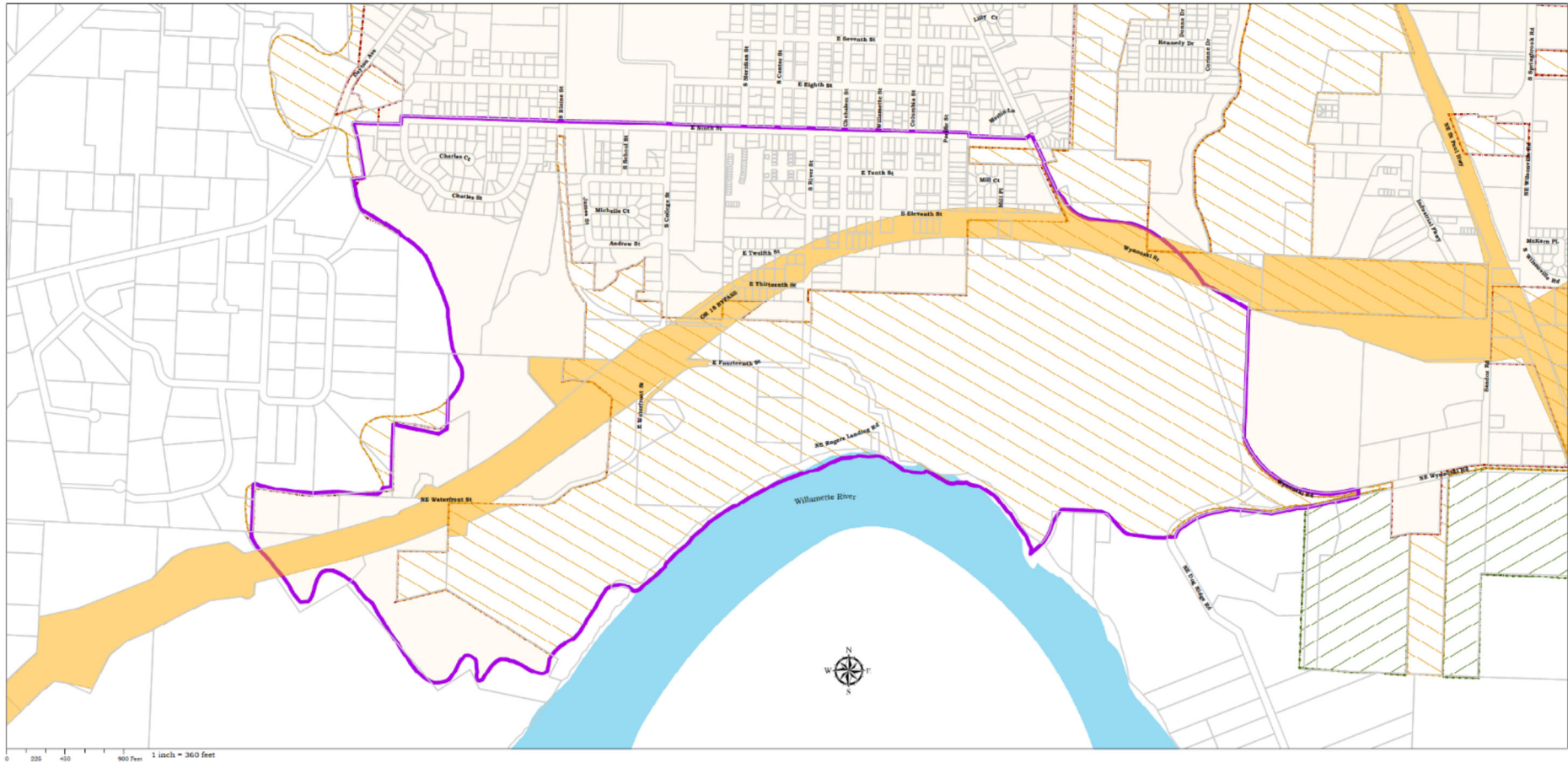
- City Limit
- UGB
- UGA
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- C-3 Central Business District
- C-3/1U Central Business District - Limited Use
- Institutional
- M-2 Light Industrial District
- M-3 Heavy Density Residential
- M-4 Residential
- R-1 Single-Family Residential
- R-2 Medium Density Residential
- R-3 High Density Residential
- R-4 Residential
- Rail Road Tracks

City of Newberg

59

This information is provided for informational purposes only. It is not intended to be used for any other purpose. The City of Newberg is not responsible for any errors or omissions in this information. The City of Newberg is not responsible for any damages, including consequential damages, arising from the use of this information. The City of Newberg is not responsible for any damages, including consequential damages, arising from the use of this information.

Proposed Riverfront Urban Renewal Area

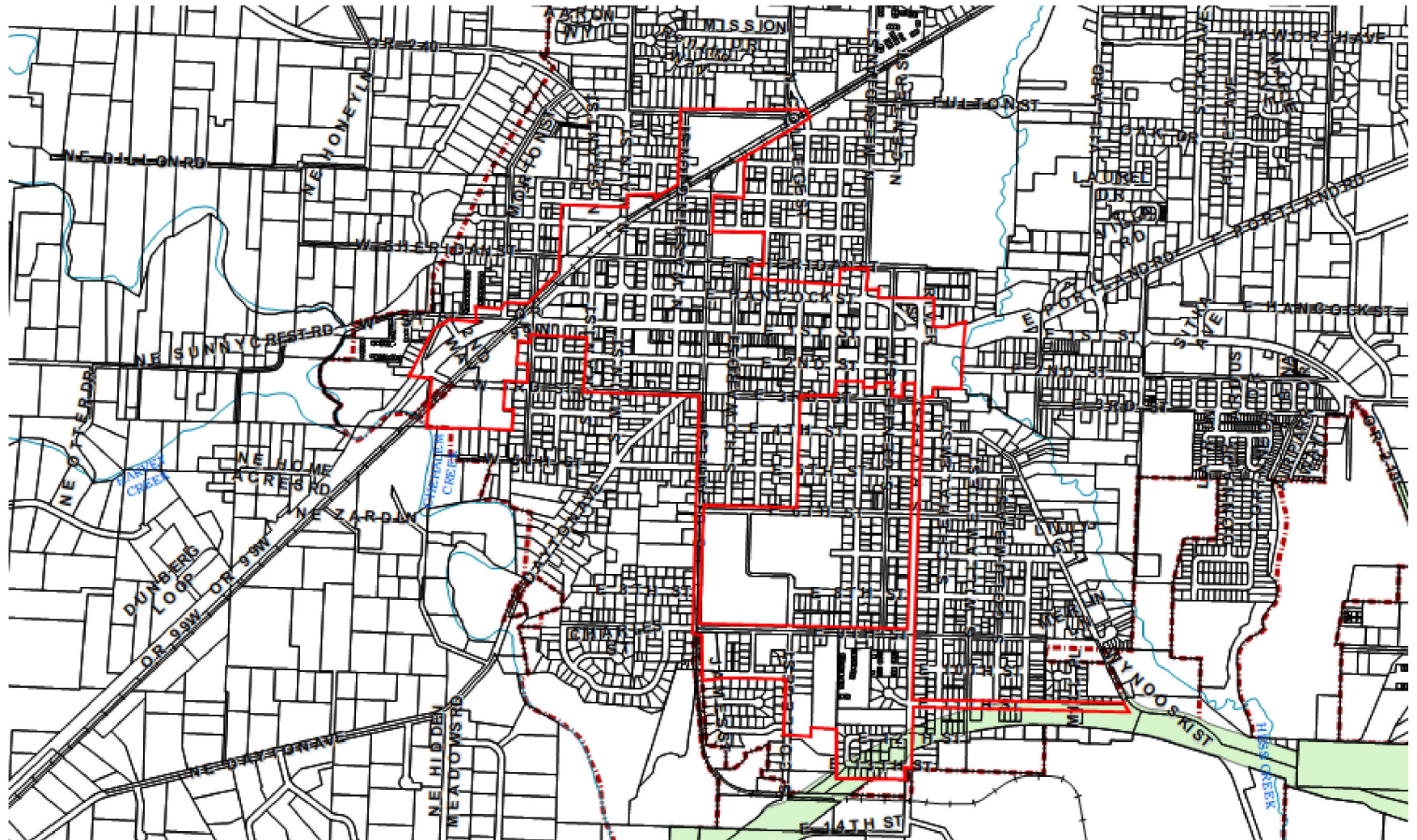


Coordinate System: NAD 1983 HARN StatePlane Oregon North FIPS 3501 Feet Intl
 Projection: Lambert Conformal Conic
 Datum: North American 1983 HARN
 False Easting: 8,202,099.7376
 False Northing: 0.0000
 Central Meridian: -120.5000
 Standard Parallel 1: 44.3333
 Standard Parallel 2: 46.0000
 Latitude Of Origin: 43.6667
 Units: Feet
 Document Path: O:\GIS\MapRequest\City\Riverfront Master Plan.mxd
 Date Served: 2/20/2020 3:45:09 PM
 Author: Keith McKinnon, GIS Analyst

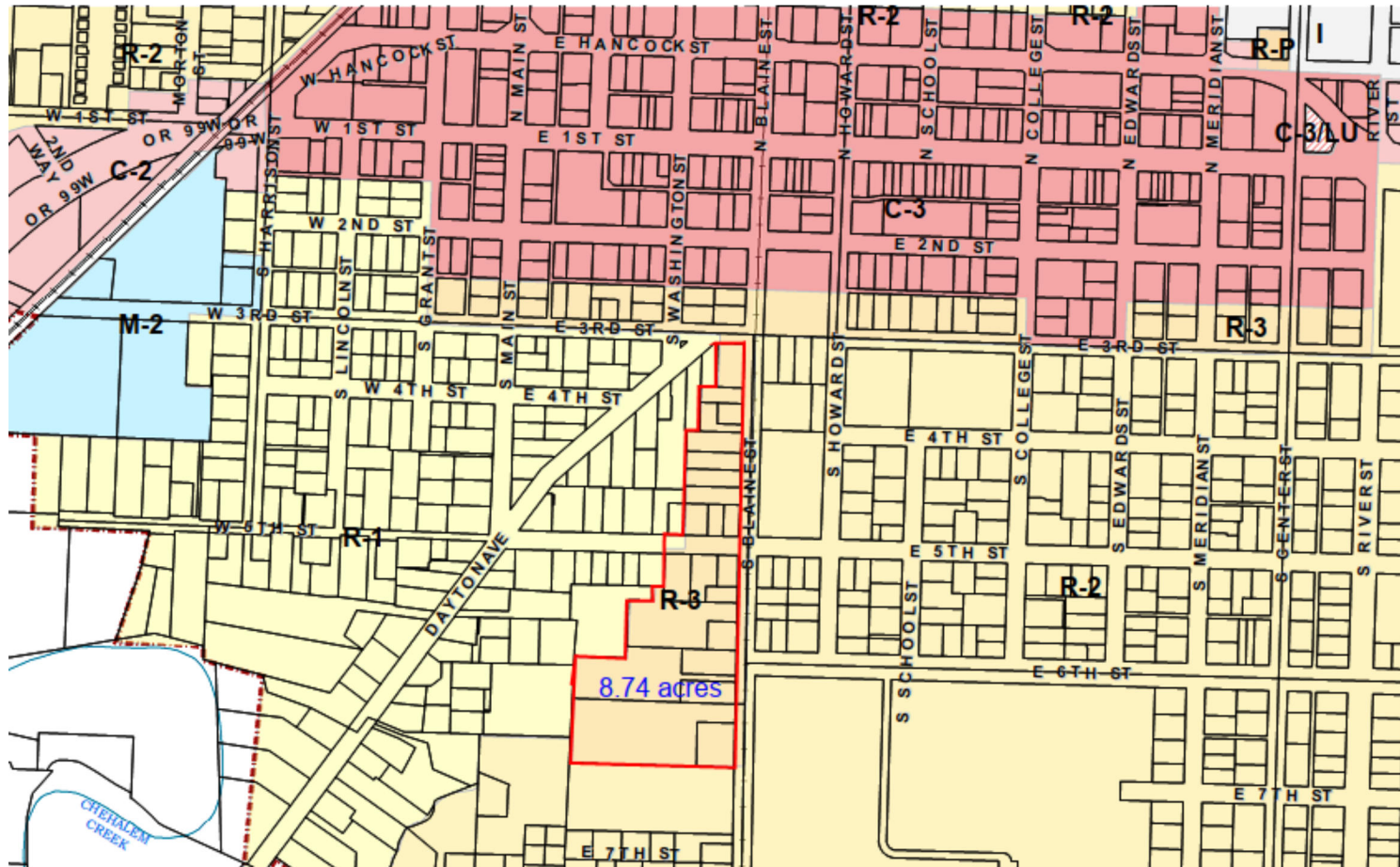
IMPORTANT NOTICE TO ALL USERS:
DISCLAIMER AND LIMITATION OF LIABILITY
 This information is not guaranteed to be accurate and may contain errors and omissions.
 The City of Newberg provides
NO WARRANTY AS TO THE MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE FOR ANY INFORMATION HEREIN.
 This map is created from various data sources and is subject to change without notice.
 This map is intended for general planning purposes only.



2001 URBAN RENEWAL AREA - PARTIAL



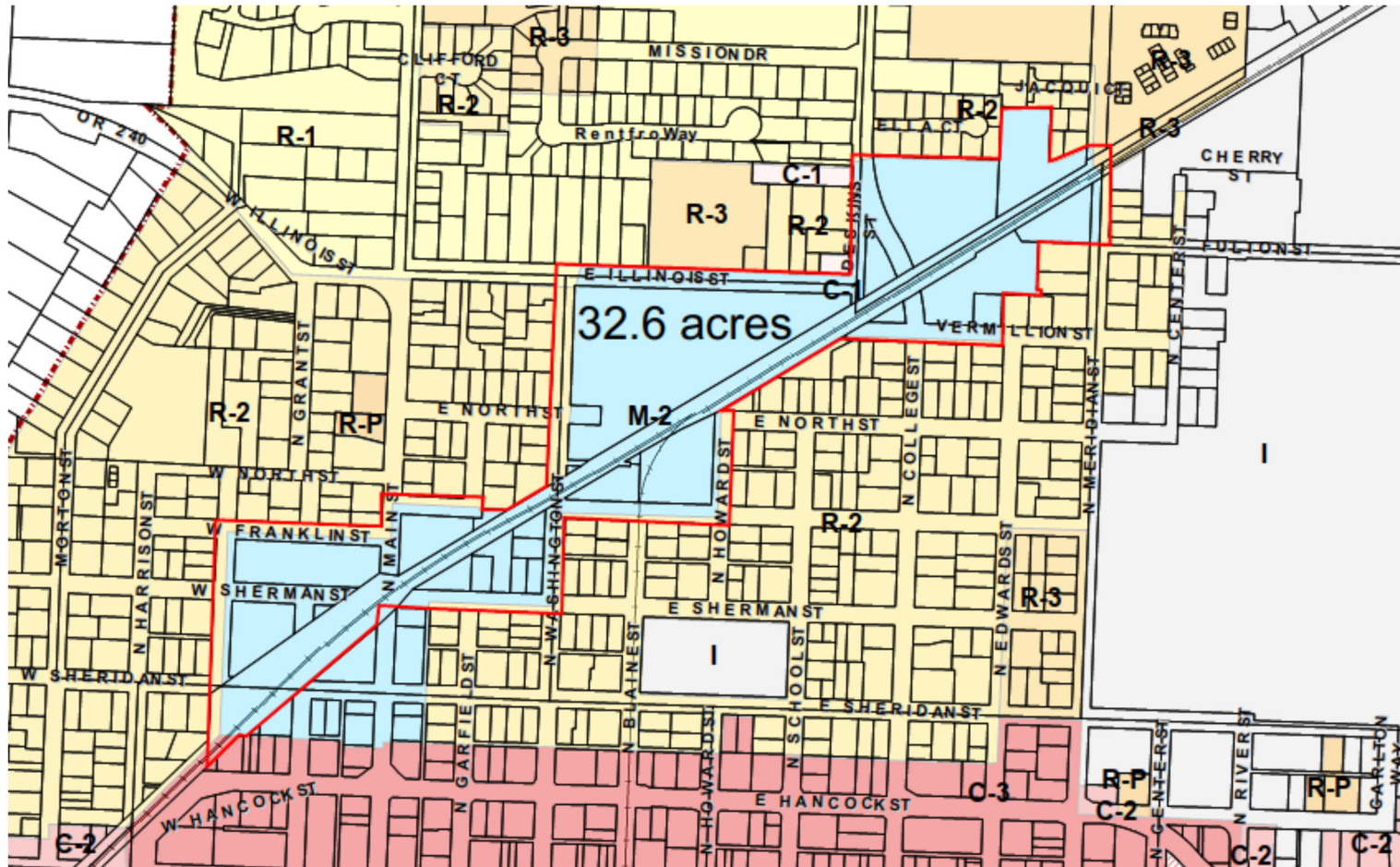
BLAINE STREET HIGH DENSITY RESIDENTIAL



ISSUES

1. Undersized Water Lines
2. Wastewater Lines
3. Sidewalks
4. ADA Ramps

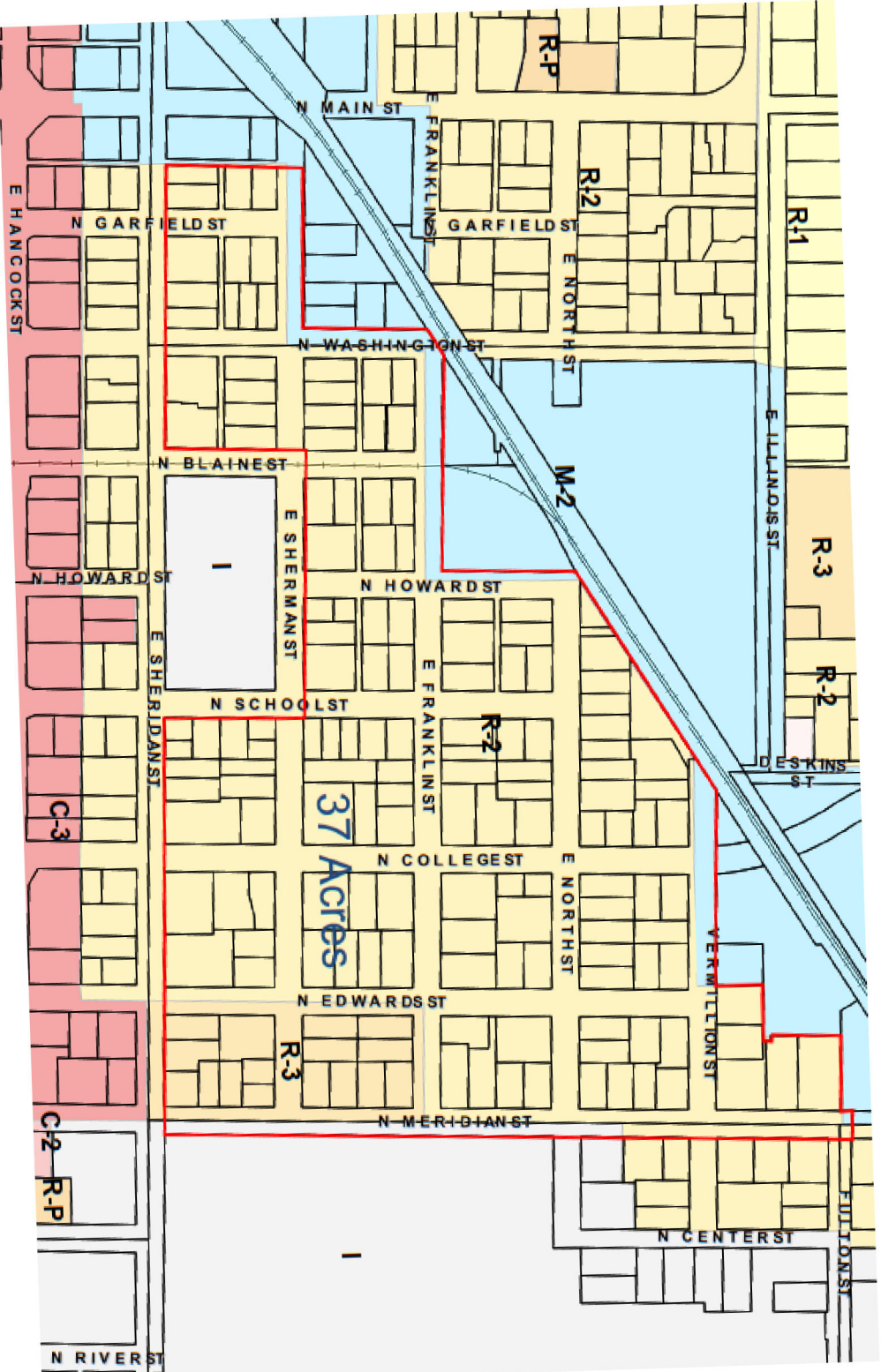
INDUSTRIAL ALONG RAIL ROAD LINE



ISSUES

1. Undersized Water Lines
2. Wastewater Lines
3. Sidewalks
4. ADA Ramps

RESIDENTIAL NORTH OF DOWNTOWN



ISSUES

1. Undersized Water Lines
2. Wastewater Lines
3. Sidewalks
4. ADA Ramps

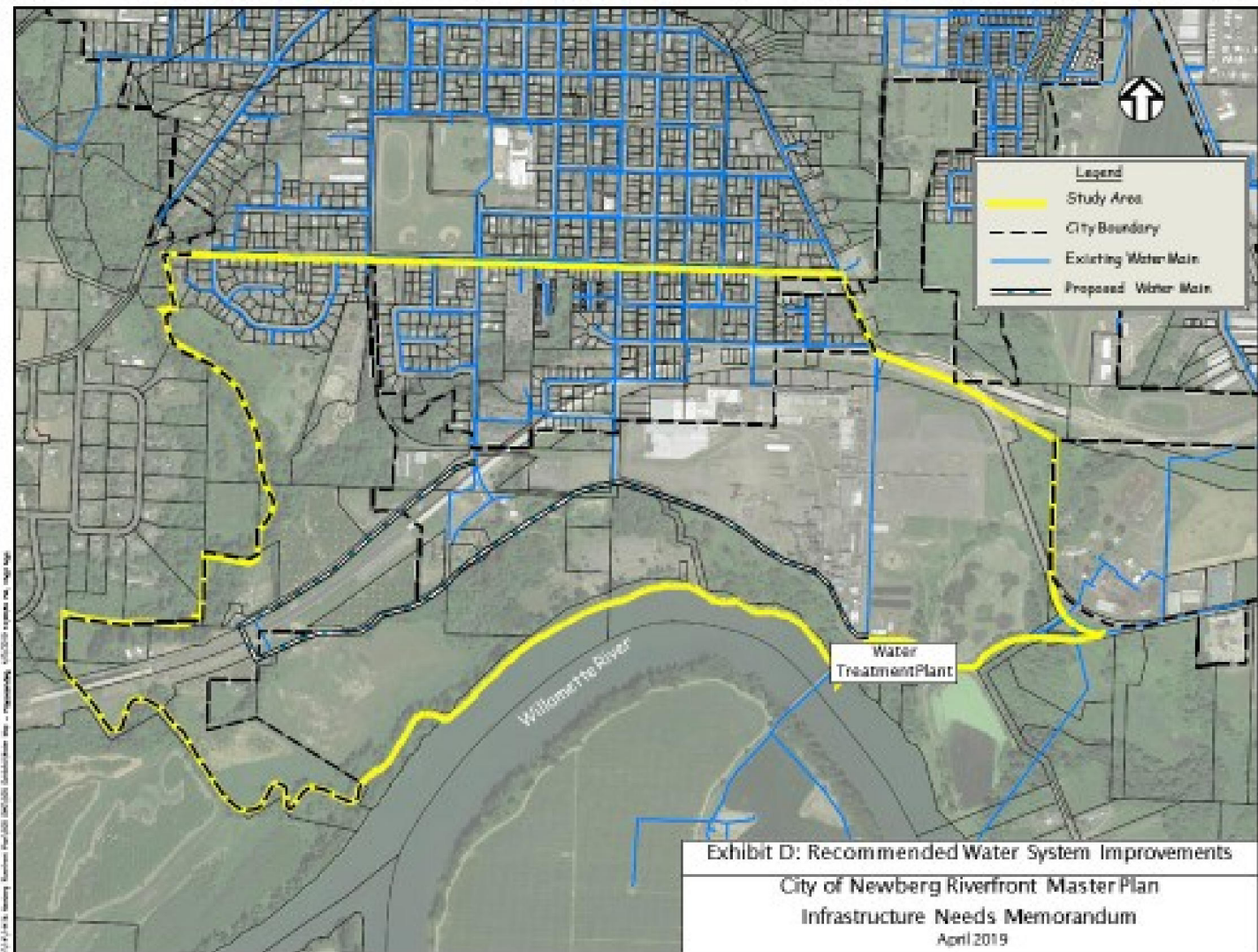
BOUNDARY DISCUSSION

POTENTIAL PROJECTS - RIVERFRONT

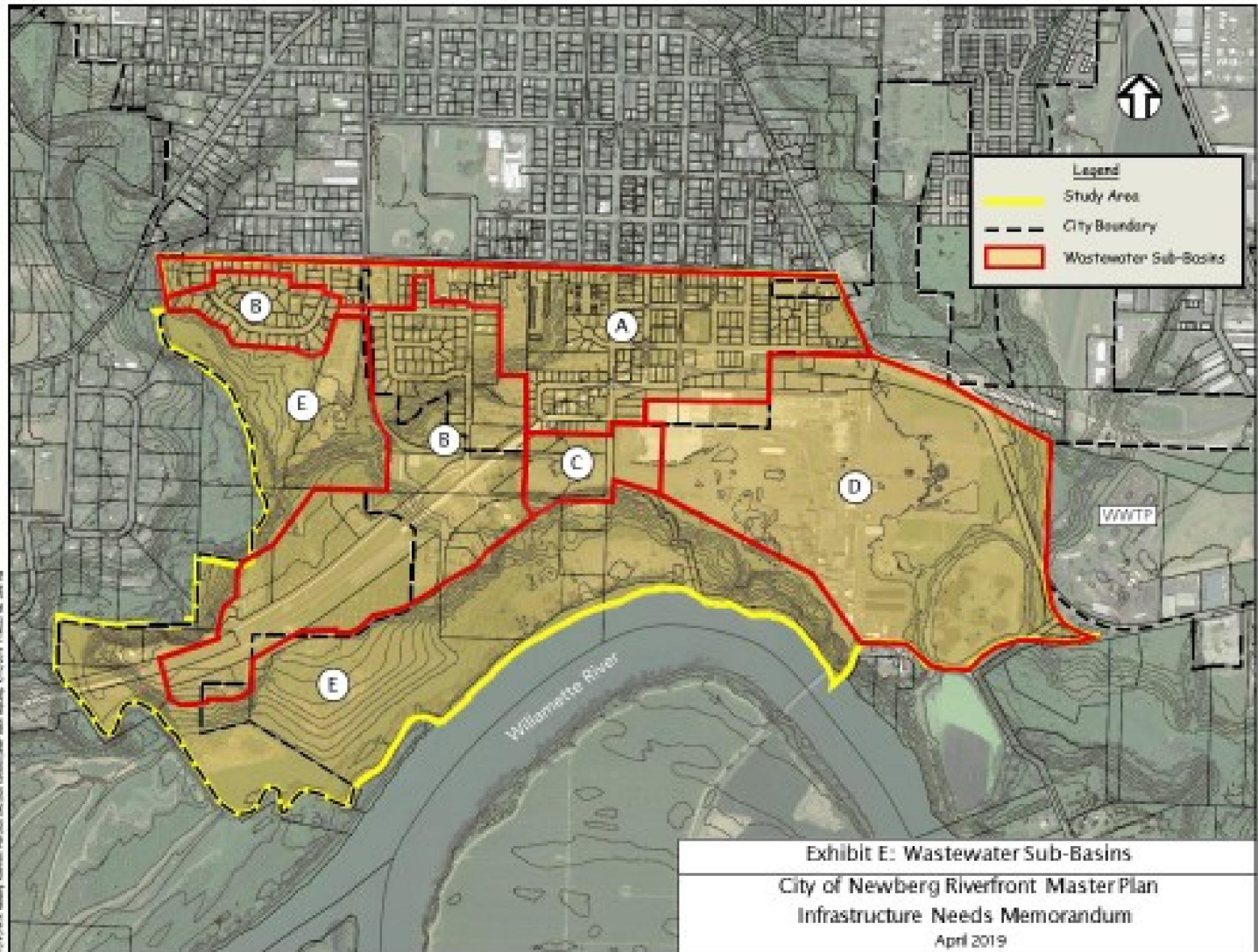


January 2019

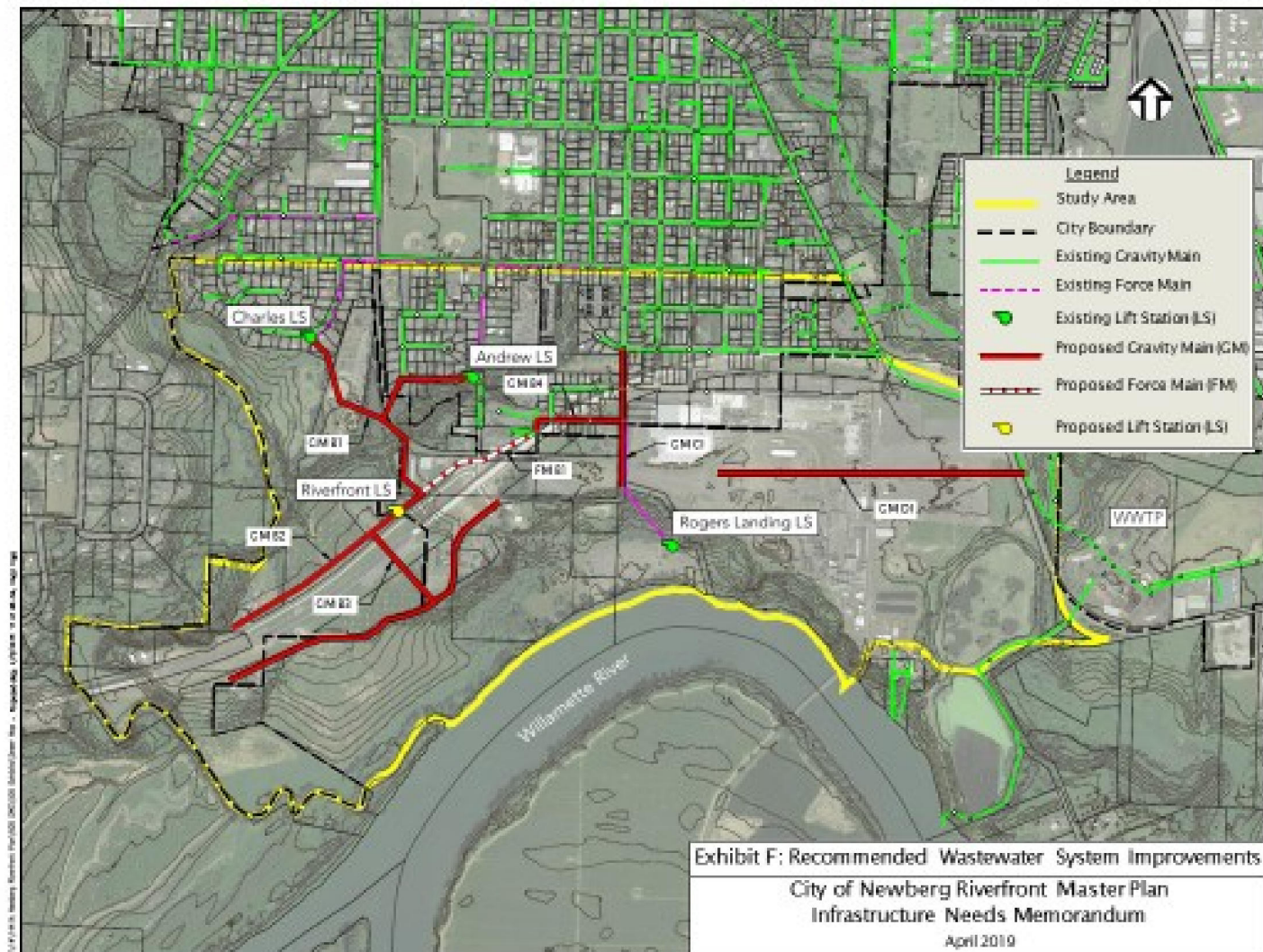
POTENTIAL PROJECTS - RIVERFRONT



POTENTIAL PROJECTS - RIVERFRONT



POTENTIAL PROJECTS - RIVERFRONT



POTENTIAL PROJECTS - RIVERFRONT TRANSPORTATION

S Blaine Street Extension - E Ninth St to S College St - \$1,800,000

Rogers Landing Rd Extension - Willamette River to UGB - \$1,400,000

S College Street Improvements - S Ninth St to E Fourteenth St - \$2,925,000

S River Street Improvements - S First St to Bypass - \$3,200,000

S River Street Improvements - Bypass to Rogers Landing Rd - \$1,215,000

Wynooski St Improvements - S River St to Bypass - \$4,400,000

E Ninth St Sidewalks - S Blaine St to S River St - \$86,000

E Fourteenth St Sidewalks - S College St to S River St - \$83,000

E Eleventh St Sidewalks - S River St to Wynooski - \$78,000

POTENTIAL PROJECTS – RIVERFRONT TRANSPORTATION

E Ninth St Bike Boulevard - S Blaine St to S River Street - \$118,000

E Eleventh St Bike Boulevard - East of S River Street - \$120,000

N Blaine/E Hancock Signal - \$900,000

N Blaine/E First Signal - \$900,000

E Ninth Street Connection - S Pacific Street to Wyooski St - \$562,500

Mill Place Extension - E Ninth Street (Connection) to South Terminus - \$180,000

Rail Crossing Improvements Crossing No. 40A-000.60
(College Street) - \$450,000

Rail Crossing Improvements Crossing No. 40A-000.40 (River Street) - \$415,000

POTENTIAL PROJECTS - RIVERFRONT TRANSPORTATION

E Fourteenth Street - S College St to S River St (Sidewalks in TSP Project P09)
\$640,000

Waterfront Street - S College St to UGB - \$2,160,000

E Fourteenth Street Extension - S River St to NE Dog Ridge Rd - \$3,060,000

E Industrial St (1) - E Fourteenth St Ext to Wynooski St - \$2,868,750

S Industrial St (2) - Bypass to E Fourteenth St Ext - \$1,338,750

S Industrial St (3) - E Industrial St (1) to E Fourteenth St Ext - \$1,434,375

Ninth Street Sidewalks/ADA Ramps – TBD

NE Wynooski Road ½ Street Improvement – TBD

NE Dog Ridge Road ½ Street Improvement - TBD

POTENTIAL PROJECTS – RIVERFRONT WATER/WASTEWATER/STORMWATER

Water Main - \$2,372,490

Riverfront Lift Station* - \$770,000

Force Main B1* - \$119,000

Gravity Main B1 - \$832,000

Gravity Main B2 - \$512,000

Gravity Main B3 - \$1,088,000

Gravity Main B4* - \$505,000

Gravity Main C1 - \$160,000

Gravity Main D1 - \$840,000

Stormwater Mains - \$5,040,000

POTENTIAL PROJECTS - RIVERFRONT TRAILS

Ewing Young Park Nature Trail - \$339,000

Hess Creek Nature Trail - \$226,000

Chehalem Creek Urban Multi-Use Trail - \$480,810

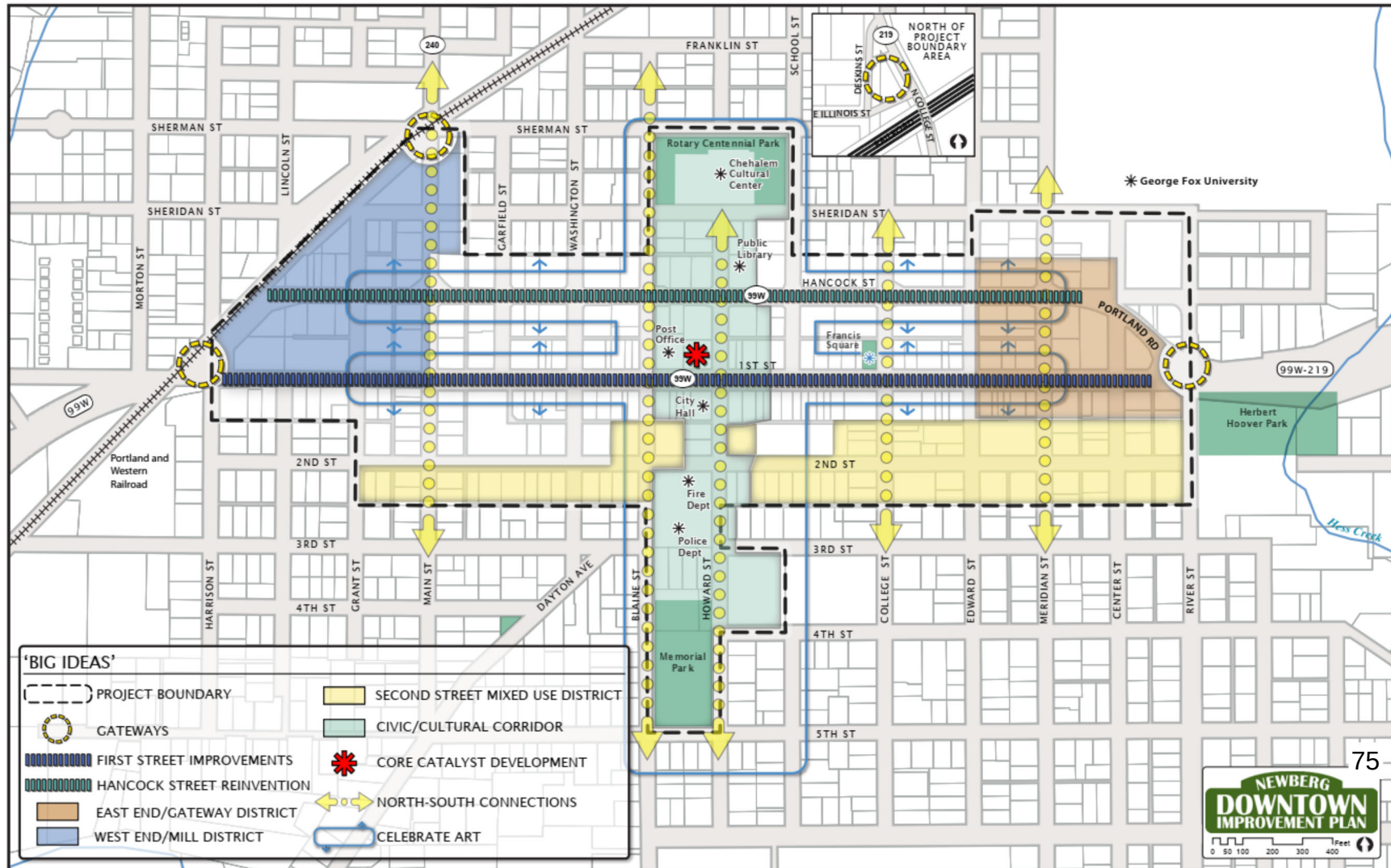
S River Street to S College Street Urban Multi-Use Trail – \$97,200

Esplanade West of S River Street Urban Multi-Use Trail - \$152,000

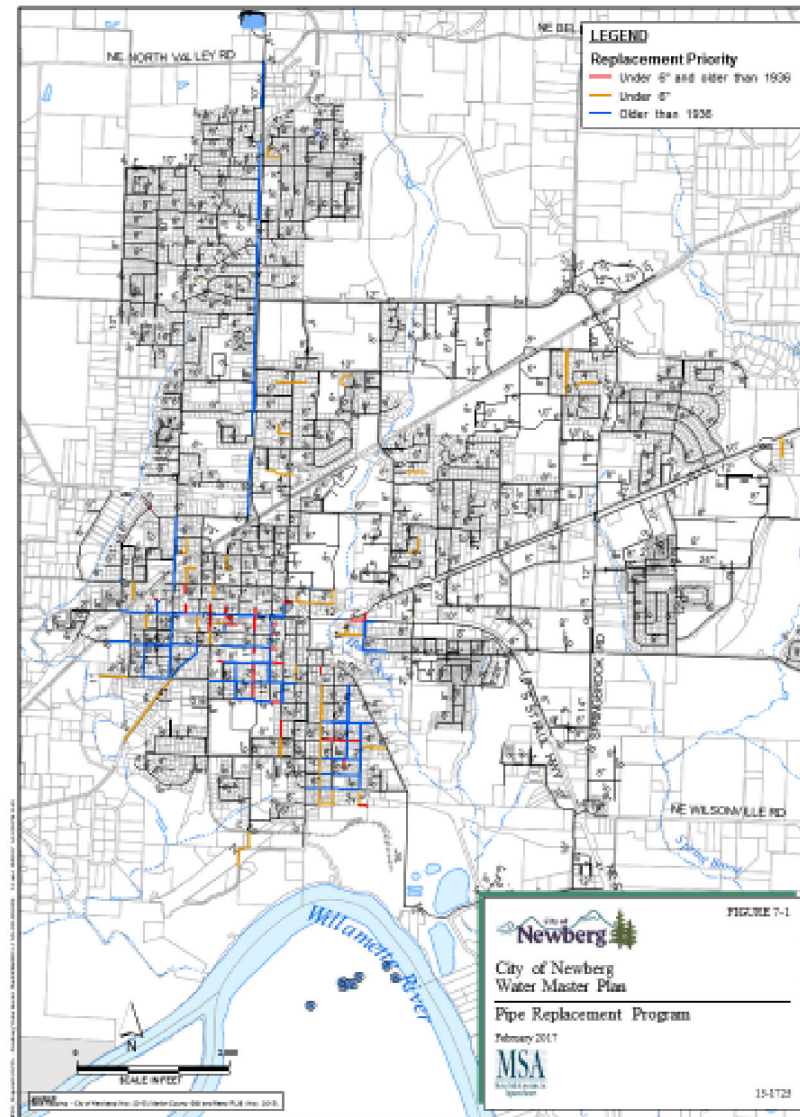
Esplanade South of Mill Urban Multi-Use Trail – \$394,000

Roger Landing Road Urban Multi-Use Trail - \$117,000

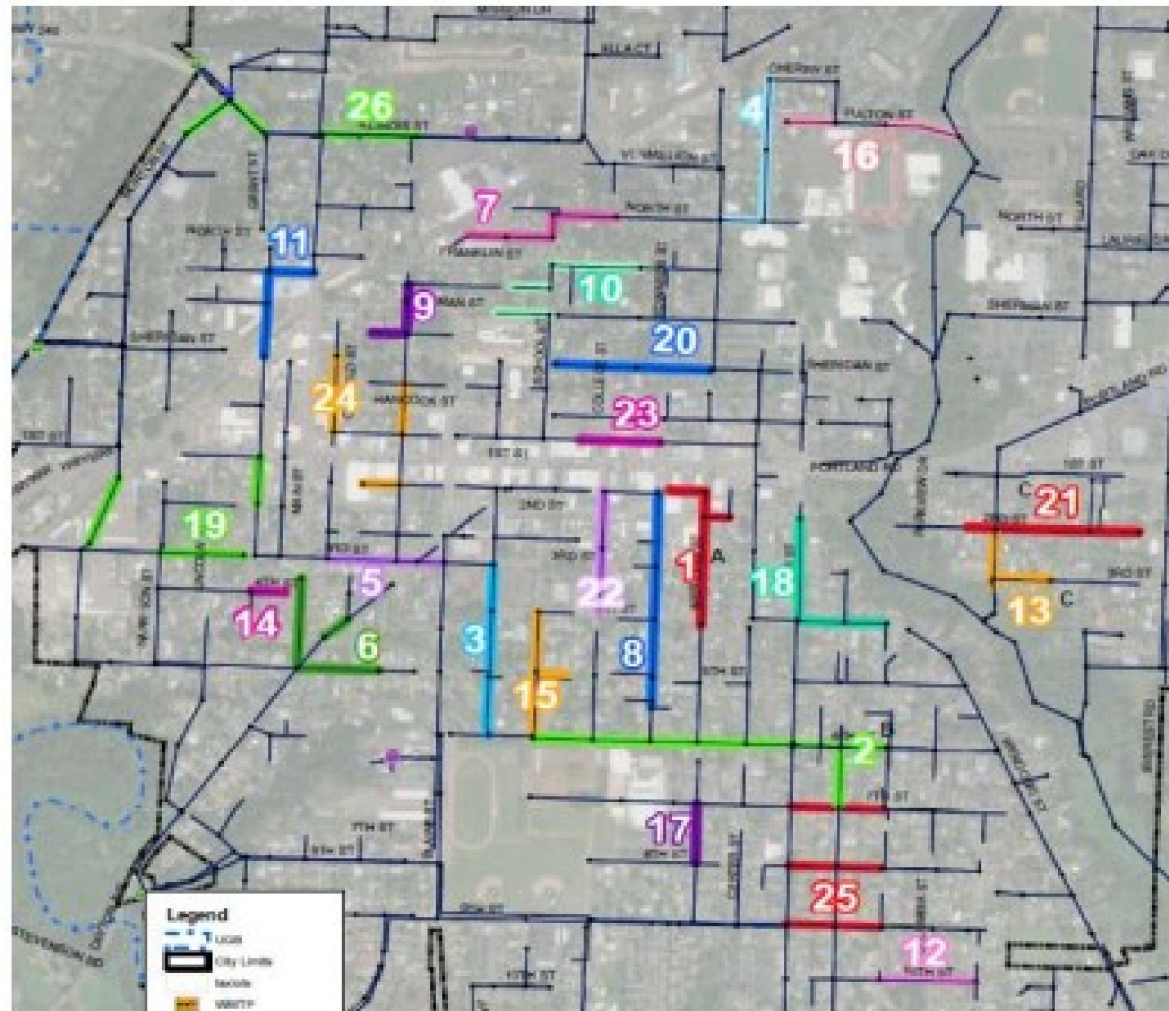
POTENTIAL PROJECTS – DOWNTOWN



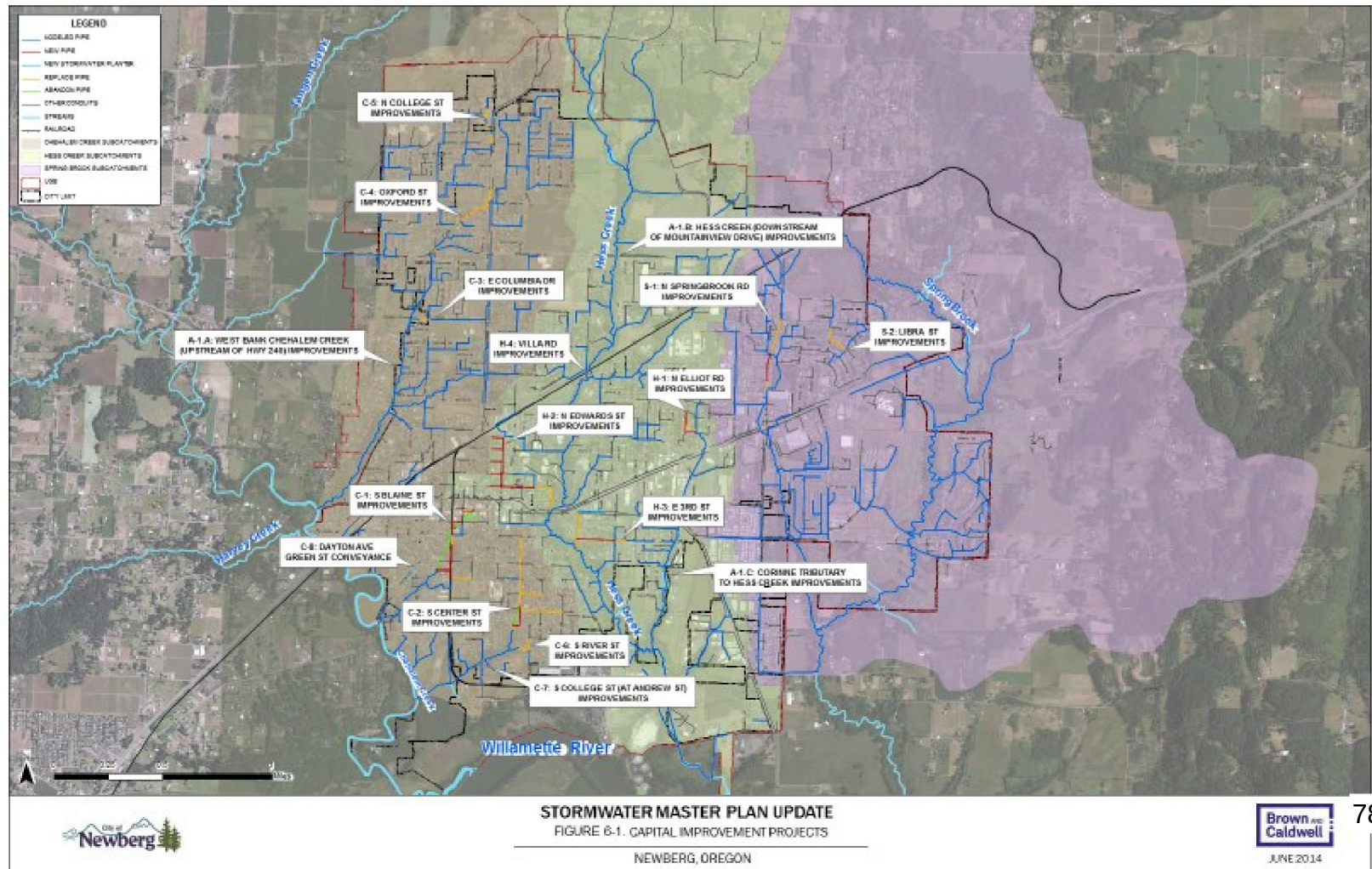
POTENTIAL PROJECTS – DOWNTOWN WATER



POTENTIAL PROJECTS – DOWNTOWN WASTEWATER (I&I)



POTENTIAL PROJECTS – DOWNTOWN STORMWATER



POTENTIAL PROJECTS DOWNTOWN TRANSPORTATION

Hancock Street Road Diet (College to Garfield) - \$2,650,000

First Street Road Diet (Harrison to River) - \$9,275,000

Second Street (Grant to River) - \$846,000

River Street (1/2 block south of Second to Sheridan) - \$682,623

Center Street (1/2 block south of Second to Sheridan) - \$796,394

Meridian Street (1/2 block south of Second to Sheridan) - \$796,394

Edwards Street (1/2 block south of Second to Sheridan) - \$796,394

College Street (1/2 Block south of Second to 1/2 block north of
Hancock) \$682,623

POTENTIAL PROJECTS DOWNTOWN TRANSPORTATION

School Street (First Street to Sherman) - \$455,082

Howard Street (Fifth to First) - \$682,623

Howard Street (First to Sheridan) Festival Street - \$1,980,000

Blain Street (Fifth to Sherman) - \$1,365,246

Washington Street (1/2 block south Second to 1/2 block north
Hancock) - \$682,623

Garfield Street (First to 1/2 block north Hancock) - \$341,312

Main Street (1/2 block south Second to Rail Road Tracks) - \$1,023,935

Grant Street (1/2 block south of Second to Rail Road Tracks) - \$796,394

Lincoln Street (1/2 block south of First) - \$113,771

POTENTIAL PROJECTS DOWNTOWN TRANSPORTATION/WATER/ WASTEWATER/STORMWATER

Harrison Street (1/2 block south of First) – \$113,771

Sheridan (Rail Road tracks to 1/2 block east of Main) - \$341,312

Sheridan (Edwards to River) - \$682,623

Water Line Replacement M-1 – \$552,000

Water Line Replacement (various) - \$3,101,000

Wastewater Line Replacement S River Street – \$2,764,000

Inflow/Infiltration Projects - \$1,398,800

Stormwater Line Replacement - S Blaine Street
Improvements \$1,161,000

POTENTIAL PROJECTS DOWNTOWN

Streetscape & Wayfinding Plan - \$120,000

East End Gateway - \$350,000

Secondary Gateway - \$120,000

Artwalk - \$100,000

North/South Connections Refinement Study - \$100,000

Trolley Feasibility Study - \$75,000

POTENTIAL PROJECTS DOWNTOWN

BID or EID - \$40,000

Signage (yearly) - \$5,000

Pedestrian Furniture/Trash Cans/etc. - TBD

Undergrounding Second Street Utilities – TBD

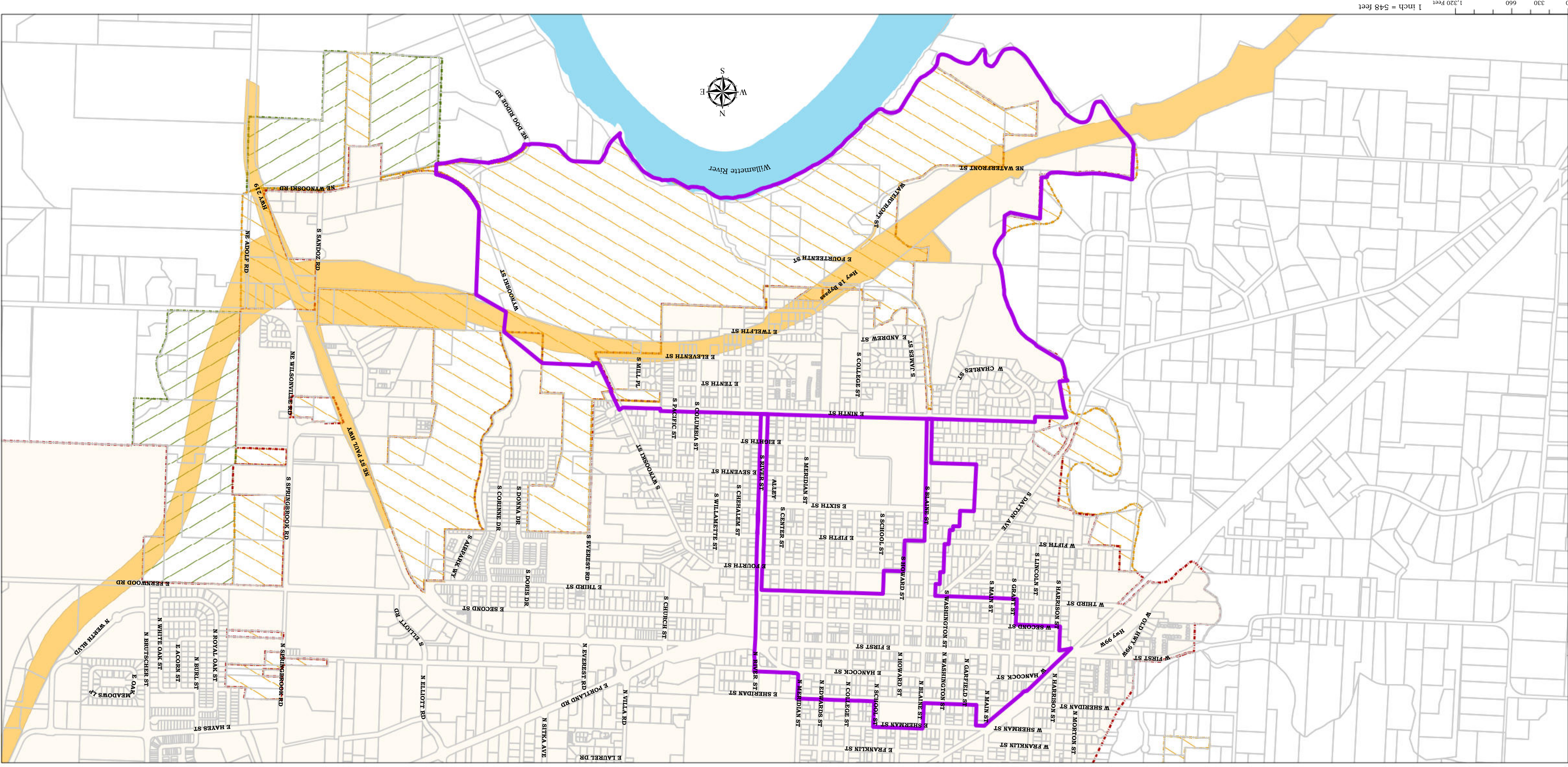
Building Façade Program - TBD

OPEN HOUSE

- ❖ Advertising
- ❖ Content
- ❖ UR 101 slide show
- ❖ 2 page public information piece
- ❖ Maps
- ❖ Process

Proposed Tax Increment Financing Area

ATTACHMENT 6



This map is created from various data sources and is subject to change without notice.

NO WARRANTY AS TO THE MERCHANTABILITY OR FITNESS
FOR A PARTICULAR PURPOSE FOR ANY INFORMATION HEREIN.

The City of Newberg provides
may contain errors and omissions.
This information is not guaranteed to be accurate and

DISCLAIMER AND LIMITATION OF LIABILITY

IMPORTANT NOTICE TO ALL USERS:

Tax L

Coordinate System: NAD 1983 HARN StatePlane Oregon North FIPS 3601 Feet Intl
 Projection: Lambert Conformal Conic
 Datum: North American 1983 HARN
 False Easting: 8,202,099.775
 False Northing: 0.000
 Central Meridian: -120.500
 Standard Parallel 1: 44.333
 Standard Parallel 2: 46.000
 Latitude Of Origin: 43.6667
 Units: Foot
 Document Path: G:\GIS\MapRequest\Doug\Proposed Tax Incremental Financing Arv
 Date Saved: 3/12/2020 2:51:31 PM

The diagram shows a 2D grid with several labeled regions and boundaries:

- OR-18 Bypass**: A yellow rectangular region in the top right corner.
- City Boundaries**: A red dashed rectangular boundary in the bottom left.
- City Limit**: A red dashed rectangular boundary in the bottom right.
- UGB**: An orange rectangular region in the middle right.
- URA**: A green rectangular region in the middle left.
- Williamette River**: A blue rectangular region in the top left.





NEWBERG AD HOC URBAN RENEWAL CITIZENS ADVISORY COMMITTEE



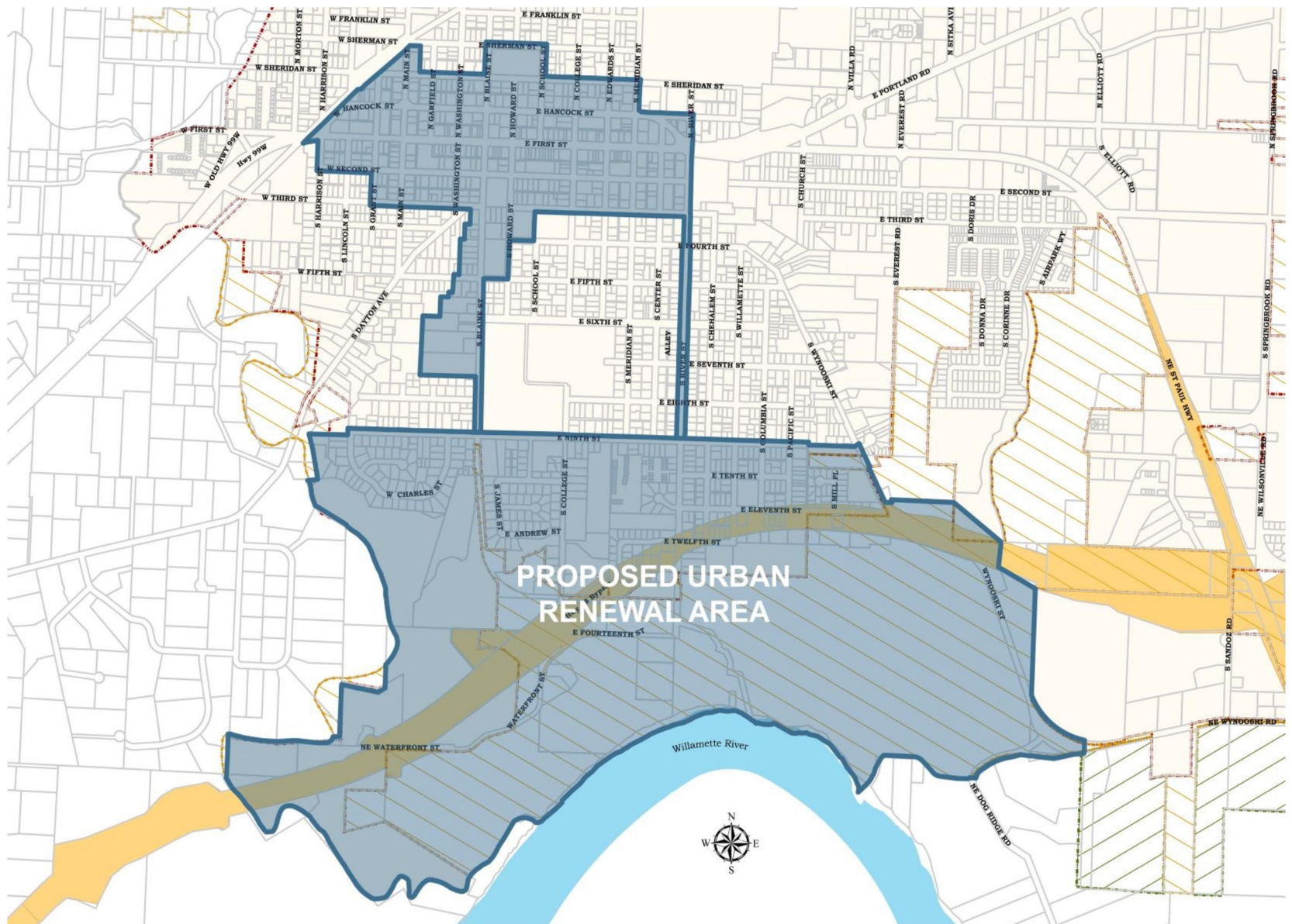
AGENDA

April 13, 2020
5:30 – 7:00

1. Call to order
2. Roll call
3. Public comments
4. Approval of minutes
5. New Business
6. Items from
committee members
7. Adjournment

- Financial Analysis
- Open House

NEW BUSINESS

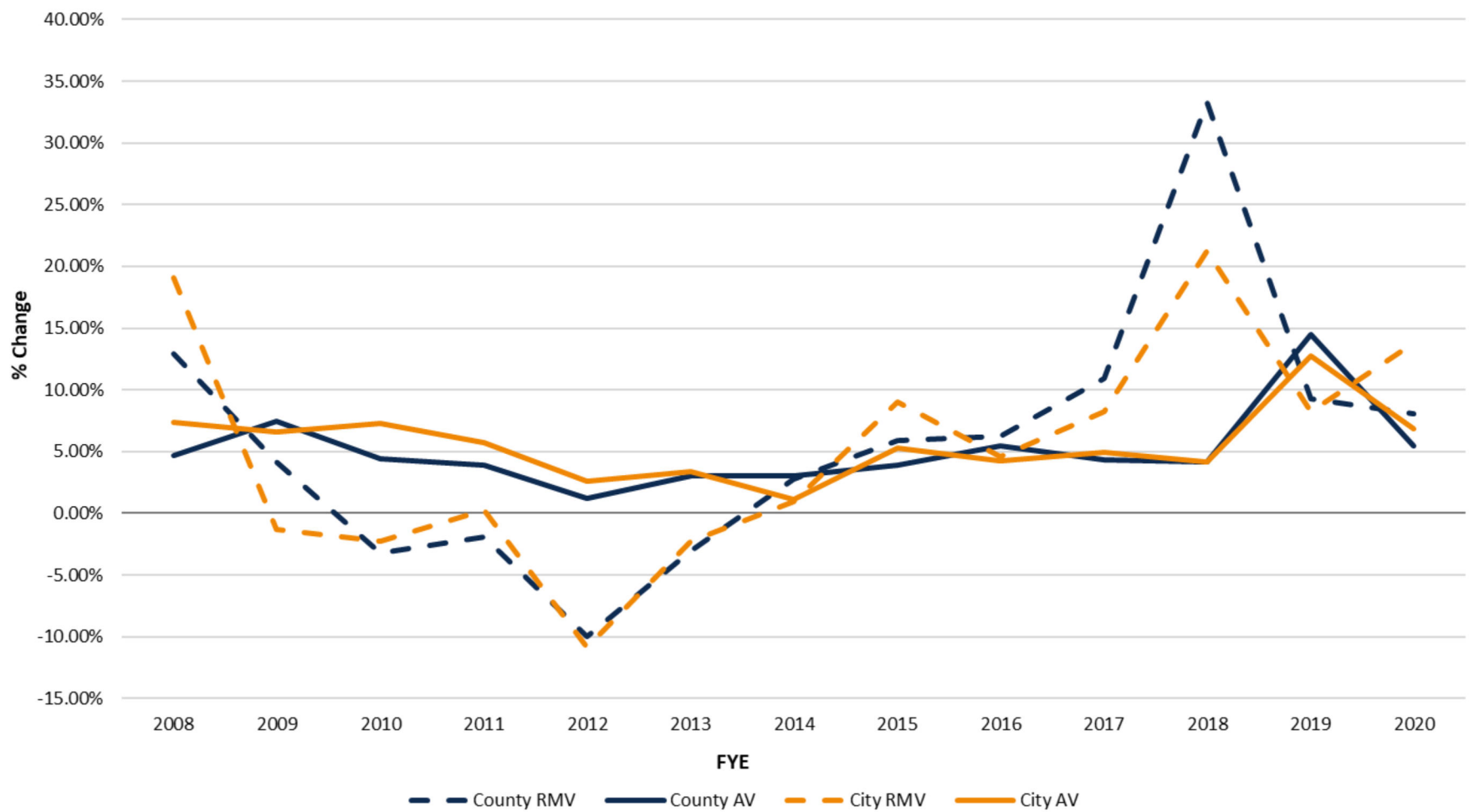


STATUTORY LIMITATIONS

	Acreage	Assessed Value
Potential Urban Renewal Area	622.72	\$159,550,623
City of Newberg	3,799.92	\$2,037,958,279
Percent in URA	16.74%	7.80%

HISTORICAL GROWTH

	County Real Market Value	County Assessed Value	City Real Market Value	City Assessed Value
2008	12.95%	4.72%	19.07%	7.41%
2009	4.17%	7.46%	-1.29%	6.60%
2010	-3.24%	4.45%	-2.30%	7.26%
2011	-1.90%	3.93%	0.28%	5.70%
2012	-9.96%	1.22%	-10.83%	2.63%
2013	-3.03%	3.00%	-2.25%	3.36%
2014	2.75%	3.03%	0.92%	1.09%
2015	5.93%	3.92%	8.98%	5.27%
2016	6.23%	5.44%	4.58%	4.24%
2017	10.92%	4.33%	8.22%	4.95%
2018	33.30%	4.13%	21.24%	4.19%
2019	9.24%	14.52%	8.26%	12.76%
2020	8.10%	5.45%	13.80%	6.84%
AAGR		5.04%		5.5%



FINANCIAL PROJECTIONS

Growth Rate	4%	5%	6%	7%
Avg Annual Exception AV (2020 \$)	\$ 1,800,000	\$ 4,300,000	\$ 7,700,000	\$ 12,300,000
Total Net TIF	\$ 62,000,000	\$ 88,300,000	\$ 121,200,000	\$ 161,500,000
Maximum Indebtedness	\$ 52,700,000	\$ 75,300,000	\$ 104,000,000	\$ 138,900,000
Capacity (2020 \$)	\$ 29,200,000	\$ 41,200,000	\$ 56,200,000	\$ 74,400,000
Years 1-5	\$ 2,700,000	\$ 3,400,000	\$ 4,200,000	\$ 5,100,000
Years 6-10	\$ 4,100,000	\$ 5,400,000	\$ 6,800,000	\$ 8,400,000
Years 11-15	\$ 5,300,000	\$ 7,300,000	\$ 9,600,000	\$ 12,400,000
Years 16-20	\$ 5,500,000	\$ 7,800,000	\$ 10,800,000	\$ 14,300,000
Years 21-25	\$ 5,700,000	\$ 8,300,000	\$ 11,800,000	\$ 16,300,000
Years 26-30	\$ 5,900,000	\$ 8,900,000	\$ 12,900,000	\$ 17,900,000

STATUTORY LIMITATIONS ON MAXIMUM INDEBTEDNESS

Based on total MI, estimated between \$146M and \$148M

OVERALL IMPACTS TO TAXING DISTRICTS

AAGR	Yamhill County	Yamhill County Extension Service	Yamhill County Soil & Water	City of Newberg	TVF&R	Chehalem Park & Rec	Subtotal General Government
4%	\$ (12,630,370)	\$ (220,021)	\$ (173,468)	\$ (11,379,174)	\$ (7,473,847)	\$ (4,447,458)	\$ (36,324,340)
5%	\$ (17,985,608)	\$ (313,309)	\$ (247,019)	\$ (16,203,908)	\$ (10,642,735)	\$ (6,333,167)	\$ (51,725,746)
6%	\$ (24,696,445)	\$ (430,212)	\$ (339,187)	\$ (22,249,954)	\$ (14,613,780)	\$ (8,696,215)	\$ (71,025,793)
7%	\$ (32,889,004)	\$ (572,926)	\$ (451,705)	\$ (29,630,937)	\$ (19,461,614)	\$ (11,581,013)	\$ (94,587,198)

AAGR	SD 29J	ESD	PCC	Subtotal Education	Total General Gov/Education
4%	\$ (22,842,962)	\$ (1,453,901)	\$ (1,385,788)	\$ (25,682,652)	\$ (62,006,991)
5%	\$ (32,528,307)	\$ (2,070,351)	\$ (1,973,358)	\$ (36,572,016)	\$ (88,297,763)
6%	\$ (44,665,354)	\$ (2,842,846)	\$ (2,709,662)	\$ (50,217,862)	\$ (121,243,655)
7%	\$ (59,482,204)	\$ (3,785,904)	\$ (3,608,539)	\$ (66,876,648)	\$ (161,463,846)

PRELIMINARY PROJECT COSTS

Downtown Improvement Plan Planning Level Cost Estimates Updated to 2020 Dollars									
Public Transportation Infrastructure									\$28,299,467
Public Utility Infrastructure (Water, Wastewater and Storm)									\$8,943,218
SIGNAGE & WAYFINDING, NORTH/SOUTH CONNECTIONS, DOWNTOWN TROLLEY, URBAN RENEWAL, ECONOMIC OR BUSINESS DISTRICT, DOWNTOWN DEVELOPMENT OMBUDSMAN, PARKING									\$1,260,675
Downtown Improvement Plan Area Project Costs									\$38,503,360
Riverfront Master Plan Update Planning Level Cost Estimates Updated to 2020 Dollars									
<i>These planning level cost estimates will be further refined with future updates to the City Transportation System Plan (TSP) and City master plans for Water, Wastewater and Storm.</i>									
Public Transportation Infrastructure									\$34,029,425
Public Utility Infrastructure (Water, Wastewater and Storm)									\$13,713,780
Riverfront Trails									\$1,824,070
Riverfront Master Plan Area Project Costs									\$49,567,275
GRAND TOTAL - URBAN RENEWAL PROJECT COST ESTIMATES - 2020**									\$88,070,635
**Does not currently include project costs for:									
1) Undergrounding Overhead Utilities - Second Street, S Grant Street to S River Street									
2) ADA Curb Ramps - S Blaine Street, E First Street to E Ninth Street									
3) ADA Curb Ramps - E Ninth Street, S Blaine Street to S Pacific Street									
4) ADA Curb Ramps - Intersections Around Scott Leavitt Park, E Eleventh Street, S Willamette Street, S Columbia Street, E Tenth Street									
5) Pedestrian Furniture, Trash Cans, etc.									
6) Building Façade Program									

OPEN HOUSE #1 DISCUSSION

1. Date
2. Format
3. Information: UR 101

NEXT STEPS

- | | |
|--------------------------|---------|
| 1. Open House #1 | TBD |
| 2. City Council Briefing | May 4 |
| 3. CAC Meeting #4 | June 8 |
| 4. Open House #2 | TBD |
| 5. CAC Meeting #5 | June 29 |

Draft Feasibility Study June 15

MEMO

TO: Doug Rux, Newberg Community Development Director

FROM: Elaine Howard and Nick Popenuk of Tiberius Solutions LLC

RE: Citizen Advisory Committee Meeting 3

DATE: April 3, 2020

The information in this memorandum has been prepared as briefing material for the Newberg Urban Renewal Citizens Advisory Committee meeting on April 13, 2020.

Boundary

The Newberg Urban Renewal Citizens Advisory Committee approved the Urban Renewal Feasibility Study boundary option as shown in Figure 1. It encompasses 622.72 acres, and approximately \$159,550,623 in assessed value in FY 2019/20.

ORS 457 limits the total amount of assessed value and acreage that can be included in urban renewal districts in a city the size of Newberg to 25% of acreage and 25% of assessed value. This potential URA does not exceed the assessed value and acreage statutory authority for urban renewal in Newberg, see Table 1. The assessed value of the proposed URA is based on fiscal year end (FYE) 2020 data. The total assessed value is an estimate as there are personal property and industrial accounts in the Area that may alter the total frozen base. However, as shown in Table 1, even if the initial assessed value (frozen base) increases, Newberg will still be well below their statutory limitation.

Figure 1 – Newberg Urban Renewal Feasibility Study Area

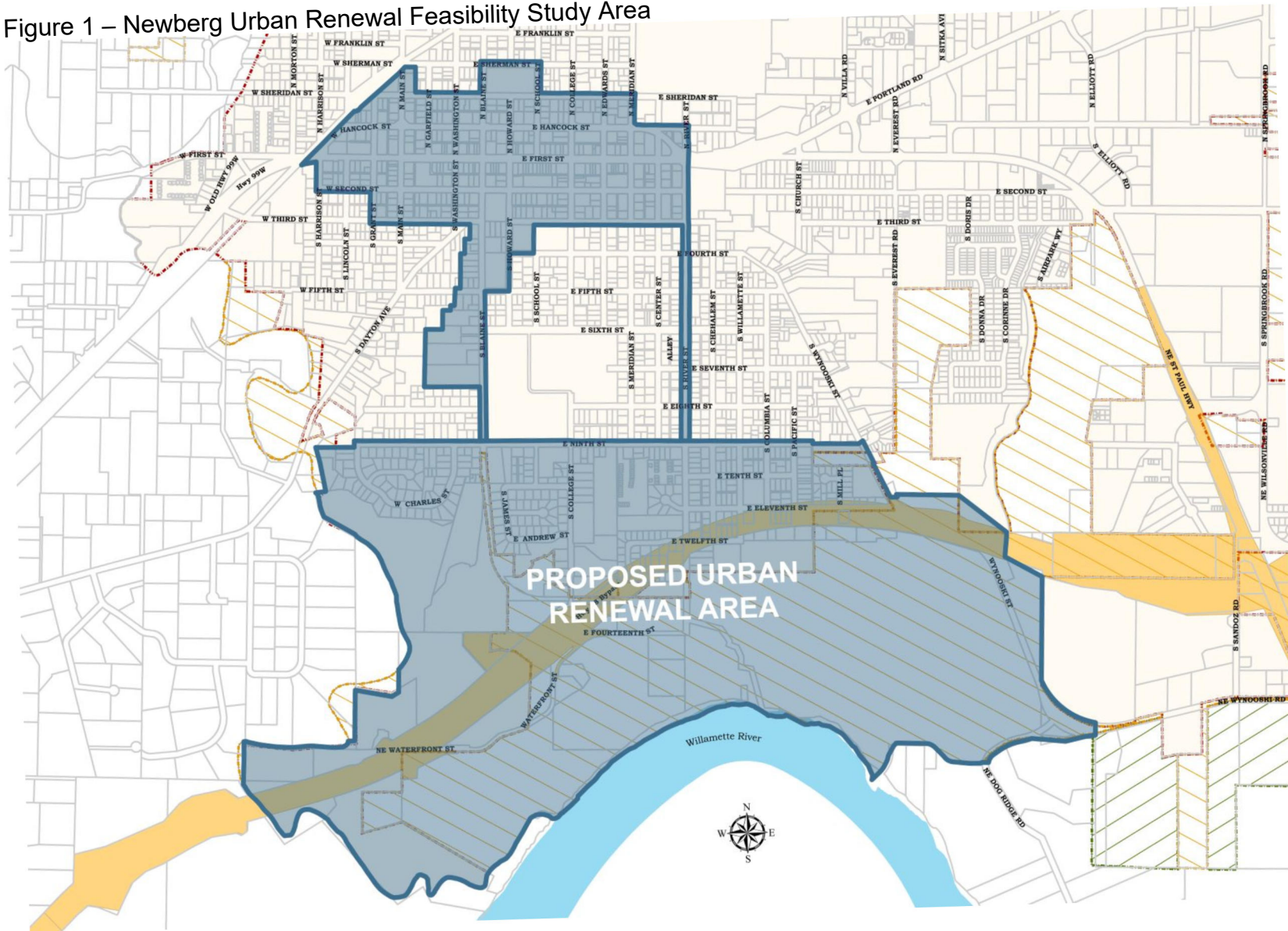


Table 1 - Statutory Limitation on Assessed Value and Acreage

	Acreage	Assessed Value
Potential Urban Renewal Area	622.72	\$159,550,623
City of Newberg	3,799.92	\$2,037,958,279
Percent in URA	16.74%	7.80%

Source: City of Newberg, Yamhill County Assessor and Tiberius Solutions

Historical Assessed Value Growth

As part of preparing financial projections, the historical growth rates are examined. Growth rates for assessed value vary over time, depending on market cycles and new development. In Oregon, appreciation on existing development is capped at 3.0% per year, which means any growth above 3.0% per year requires new development to occur.

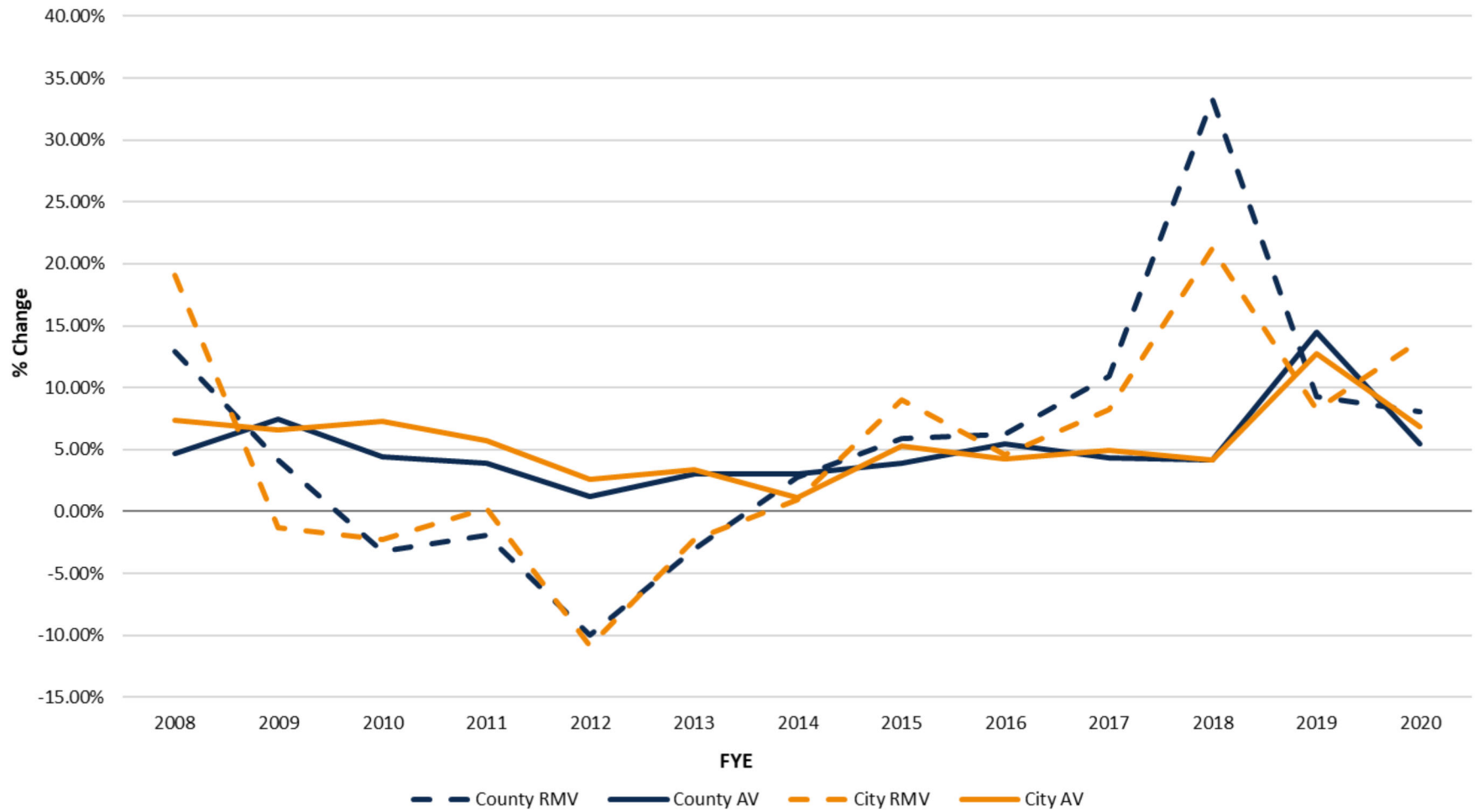
Recent historical trends in the City of Newberg and Yamhill County were reviewed to provide information for determining the growth rate to use. Table 2 shows the historical growth in assessed value for both the City of Newberg and Yamhill County from FYE 2008 to FYE 2020. The annual growth rate in Yamhill County varies from 1.22% to 14.52%, with an average annual growth rate (AAGR) from 2008-2020 of 5.04%. The City of Newberg annual growth varies from 1.09% per year to 12.76% per year with a city wide AAGR from 2008-2020 of 5.5%. This is also shown in a graphic in Chart 1.

Table 2 – Assessed Value Growth in the City of Newberg and Yamhill County

FYE	County Real Market Value	County Assessed Value	City Real Market Value	City Assessed Value
2008	12.95%	4.72%	19.07%	7.41%
2009	4.17%	7.46%	-1.29%	6.60%
2010	-3.24%	4.45%	-2.30%	7.26%
2011	-1.90%	3.93%	0.28%	5.70%
2012	-9.96%	1.22%	-10.83%	2.63%
2013	-3.03%	3.00%	-2.25%	3.36%
2014	2.75%	3.03%	0.92%	1.09%
2015	5.93%	3.92%	8.98%	5.27%
2016	6.23%	5.44%	4.58%	4.24%
2017	10.92%	4.33%	8.22%	4.95%
2018	33.30%	4.13%	21.24%	4.19%
2019	9.24%	14.52%	8.26%	12.76%
2020	8.10%	5.45%	13.80%	6.84%
AAGR		5.04%		5.5%

Source: Yamhill County Assessor, Tiberius Solutions AAGR – Average Annual Growth rate

Chart 1 – Historical Growth Information



Source: Yamhill County Assessor, Tiberius Solutions

Maximum Indebtedness Estimates and Money Available for Projects

Given the assessed value information, applicable tax rates, and historical growth information, Tiberius Solutions prepared 4 scenarios for review for financial capacity of the Area, shown in Table 3. These scenarios are based on a 30 year urban renewal area. The scenarios have 4, 5, 6 and 7% assessed value growth assumptions. There is expected new development in the Area, but that development is not specifically guaranteed, so the growth rates are a more general way to forecast the financial capacity of the Area. Input from the Citizens Advisory Committee in addition to input from City staff on these financial forecasts will be forwarded to the City Council for their review. A final determination on which growth scenario to use must be made prior to preparing an urban renewal plan and report.

Definitions for terms used in Table 3:

Growth rate: the annual percentage growth expected in the Area. Three percent assessed value growth is the limit for existing properties. Growth above that is achieved through either substantial rehabilitation or new development. The average assessed value growth rate in Newberg and Yamhill County is shown in Table 2.

Average Annual Exception Assessed Value: The assessed value amount of new development or substantial rehabilitation that must occur to achieve growth over the 3% statutory limitation.

Total Net TIF: The total amount of tax increment funds (taxes paid off increased assessed value) given the growth rate.

Maximum Indebtedness (MI): The statutory limitation on urban renewal. This is the total amount of funds to be spent on projects, programs, and administration over the life of the Plan. The maximum indebtedness is the figure that is adopted by a city council when an urban renewal plan is adopted.

Capacity (2020\$): This takes the total MI and brings it to 2020\$. This is necessary as you need to know the total value of projects in today's dollars to be able to identify projects for the Plan. The inflation rate used in the analysis is 3% annual inflation on costs. This is a typical inflation rate used in our financial analysis. This rate can be adjusted based on the input of the locality.

The difference between dollars for projects and maximum indebtedness is due to inflation increasing the project costs over time. If an urban renewal plan is drafted, the cost for projects to be accomplished in the URA will be identified in constant 2020\$. However, the actual cost of those projects increases over time. The urban renewal area is projected to last 30 years, so there is inflation during that full time period. For example, a project estimated to cost \$1 million in 2020\$ will actually cost approximately \$1.3 million in year 10, using a 3% inflation rate.

The capacity is shown in 5 year increments. The amount available in the first years is smaller and grows as the incremental value grows.

Table 3 – Preliminary Tax Increment Finance Forecast

Growth Rate	4%	5%	6%	7%
Avg Annual Exception AV (2020 \$)	\$ 1,800,000	\$ 4,300,000	\$ 7,700,000	\$ 12,300,000
Total Net TIF	\$ 62,000,000	\$ 88,300,000	\$ 121,200,000	\$ 161,500,000
Maximum Indebtedness	\$ 52,700,000	\$ 75,300,000	\$ 104,000,000	\$ 138,900,000
Capacity (2020 \$)	\$ 29,200,000	\$ 41,200,000	\$ 56,200,000	\$ 74,400,000
Years 1-5	\$ 2,700,000	\$ 3,400,000	\$ 4,200,000	\$ 5,100,000
Years 6-10	\$ 4,100,000	\$ 5,400,000	\$ 6,800,000	\$ 8,400,000
Years 11-15	\$ 5,300,000	\$ 7,300,000	\$ 9,600,000	\$ 12,400,000
Years 16-20	\$ 5,500,000	\$ 7,800,000	\$ 10,800,000	\$ 14,300,000
Years 21-25	\$ 5,700,000	\$ 8,300,000	\$ 11,800,000	\$ 16,300,000
Years 26-30	\$ 5,900,000	\$ 8,900,000	\$ 12,900,000	\$ 17,900,000

Source: Tiberius Solutions

Impacts on Taxing Districts

These tax revenues are generated from the existing property tax rates of other taxing districts that overlap the URA. An URA would impact these affected taxing districts by redirecting a portion of these property tax revenues to the URA. The impact to other taxing districts is measured in terms of “foregone revenue”. Table 4 and Table 5 summarize the total amount of foregone revenue under each scenario (4, 5, 6 and 7% assessed value growth). Note that the foregone revenue for the Newberg School District 29J and Willamette Regional Education Service District has an indirect impact on school funding, as funding is equalized at the State level and the formula includes resources in addition to property tax revenues.

The amount of foregone revenues is roughly equal to the amount of tax increment revenue needed to pay debt service on the maximum indebtedness.

In general, these impacts start off very small, and grow over time as the assessed value of the URA grows. For example, in Table 6, the 4% growth scenario, the City of Newberg is estimated to have a total impact of only \$29,870 in FYE 2023 (the first year in which tax increment would be collected), and an impact of \$881,020 in FYE 2052 (the 30th year tax increment would be collected).

To the extent that urban renewal investment is successful in stimulating new taxable development, not all of the foregone revenues should truly be categorized as impacts to taxing districts. Successful URAs cause new development to occur, above and beyond the level that would have occurred without urban renewal. In these situations, the property taxes would not have existed but for the URA’s targeted investments.

Table 4 and Table 5 show the total impacts to each taxing district for a 30 year Plan of the 4 scenarios. Table 6, Table 7, Table 8, Table 9, Table 10, Table 11, Table 12, and Table 13 show the annual estimated impacts for the four scenarios.

Table 4 – Total Estimated Impacts to General Government Taxing Districts

AAGR	Yamhill County	Yamhill County Extension Service	Yamhill County Soil & Water	City of Newberg	TVF&R	Chehalem Park & Rec	Subtotal General Government
4%	\$ (12,630,370)	\$ (220,021)	\$ (173,468)	\$ (11,379,174)	\$ (7,473,847)	\$ (4,447,458)	\$ (36,324,340)
5%	\$ (17,985,608)	\$ (313,309)	\$ (247,019)	\$ (16,203,908)	\$ (10,642,735)	\$ (6,333,167)	\$ (51,725,746)
6%	\$ (24,696,445)	\$ (430,212)	\$ (339,187)	\$ (22,249,954)	\$ (14,613,780)	\$ (8,696,215)	\$ (71,025,793)
7%	\$ (32,889,004)	\$ (572,926)	\$ (451,705)	\$ (29,630,937)	\$ (19,461,614)	\$ (11,581,013)	\$ (94,587,198)

Source: Tiberius Solutions, LLC

Table 5 – Total Estimated Impacts to Education Taxing Districts

AAGR	SD 29J	ESD	PCC	Subtotal Education	Total General Gov/Education
4%	\$ (22,842,962)	\$ (1,453,901)	\$ (1,385,788)	\$ (25,682,652)	\$ (62,006,991)
5%	\$ (32,528,307)	\$ (2,070,351)	\$ (1,973,358)	\$ (36,572,016)	\$ (88,297,763)
6%	\$ (44,665,354)	\$ (2,842,846)	\$ (2,709,662)	\$ (50,217,862)	\$ (121,243,655)
7%	\$ (59,482,204)	\$ (3,785,904)	\$ (3,608,539)	\$ (66,876,648)	\$ (161,463,846)

Source: Tiberius Solutions, LLC

Table 6 - Estimated Impacts to Taxing Districts, General Government 4% Growth

FYE	Yamhill County Permanent	Yamhill County Extension Service Permanent	Yamhill County Soil & Water Permanent	City of Newberg Permanent	Tualatin Valley Fire & Rescue Permanent	Chehalem Park & Recreation Permanent	Subtotal Gen. Govt.
2023	\$ (33,155)	\$ (578)	\$ (455)	\$ (29,870)	\$ (19,619)	\$ (11,675)	\$ (95,351)
2024	\$ (51,230)	\$ (892)	\$ (704)	\$ (46,155)	\$ (30,315)	\$ (18,039)	\$ (147,336)
2025	\$ (69,776)	\$ (1,215)	\$ (958)	\$ (62,864)	\$ (41,289)	\$ (24,570)	\$ (200,672)
2026	\$ (89,063)	\$ (1,551)	\$ (1,223)	\$ (80,240)	\$ (52,702)	\$ (31,361)	\$ (256,140)
2027	\$ (109,121)	\$ (1,901)	\$ (1,499)	\$ (98,312)	\$ (64,571)	\$ (38,424)	\$ (313,828)
2028	\$ (129,982)	\$ (2,264)	\$ (1,785)	\$ (117,106)	\$ (76,915)	\$ (45,770)	\$ (373,823)
2029	\$ (151,678)	\$ (2,642)	\$ (2,083)	\$ (136,652)	\$ (89,753)	\$ (53,409)	\$ (436,218)
2030	\$ (174,241)	\$ (3,035)	\$ (2,393)	\$ (156,980)	\$ (103,105)	\$ (61,354)	\$ (501,108)
2031	\$ (197,706)	\$ (3,444)	\$ (2,715)	\$ (178,121)	\$ (116,990)	\$ (69,617)	\$ (568,594)
2032	\$ (222,111)	\$ (3,869)	\$ (3,051)	\$ (200,108)	\$ (131,431)	\$ (78,211)	\$ (638,780)
2033	\$ (247,491)	\$ (4,311)	\$ (3,399)	\$ (222,974)	\$ (146,450)	\$ (87,148)	\$ (711,773)
2034	\$ (273,887)	\$ (4,771)	\$ (3,762)	\$ (246,755)	\$ (162,069)	\$ (96,442)	\$ (787,686)
2035	\$ (301,339)	\$ (5,249)	\$ (4,139)	\$ (271,487)	\$ (178,313)	\$ (106,109)	\$ (866,635)
2036	\$ (329,888)	\$ (5,747)	\$ (4,531)	\$ (297,209)	\$ (195,207)	\$ (116,162)	\$ (948,742)
2037	\$ (359,580)	\$ (6,264)	\$ (4,939)	\$ (323,959)	\$ (212,776)	\$ (126,617)	\$ (1,034,134)
2038	\$ (390,459)	\$ (6,802)	\$ (5,363)	\$ (351,779)	\$ (231,049)	\$ (137,490)	\$ (1,122,941)
2039	\$ (422,573)	\$ (7,361)	\$ (5,804)	\$ (380,712)	\$ (250,052)	\$ (148,798)	\$ (1,215,301)
2040	\$ (455,972)	\$ (7,943)	\$ (6,262)	\$ (410,803)	\$ (269,815)	\$ (160,559)	\$ (1,311,355)
2041	\$ (490,707)	\$ (8,548)	\$ (6,739)	\$ (442,097)	\$ (290,369)	\$ (172,790)	\$ (1,411,251)
2042	\$ (526,832)	\$ (9,177)	\$ (7,236)	\$ (474,642)	\$ (311,745)	\$ (185,510)	\$ (1,515,142)
2043	\$ (564,401)	\$ (9,832)	\$ (7,752)	\$ (508,490)	\$ (333,976)	\$ (198,739)	\$ (1,623,190)
2044	\$ (603,473)	\$ (10,512)	\$ (8,288)	\$ (543,691)	\$ (357,097)	\$ (212,497)	\$ (1,735,560)
2045	\$ (644,108)	\$ (11,220)	\$ (8,846)	\$ (580,301)	\$ (381,142)	\$ (226,806)	\$ (1,852,424)
2046	\$ (686,368)	\$ (11,957)	\$ (9,427)	\$ (618,375)	\$ (406,149)	\$ (241,687)	\$ (1,973,963)
2047	\$ (730,319)	\$ (12,722)	\$ (10,030)	\$ (657,972)	\$ (432,156)	\$ (257,163)	\$ (2,100,363)
2048	\$ (776,028)	\$ (13,518)	\$ (10,658)	\$ (699,153)	\$ (459,204)	\$ (273,258)	\$ (2,231,819)
2049	\$ (823,565)	\$ (14,346)	\$ (11,311)	\$ (741,981)	\$ (487,333)	\$ (289,997)	\$ (2,368,534)
2050	\$ (873,004)	\$ (15,208)	\$ (11,990)	\$ (786,522)	\$ (516,588)	\$ (307,406)	\$ (2,510,717)
2051	\$ (924,420)	\$ (16,103)	\$ (12,696)	\$ (832,845)	\$ (547,013)	\$ (325,511)	\$ (2,658,588)
2052	\$ (977,893)	\$ (17,035)	\$ (13,431)	\$ (881,020)	\$ (578,655)	\$ (344,340)	\$ (2,812,373)
Total	\$ (12,630,370)	\$ (220,021)	\$ (173,468)	\$ (11,379,174)	\$ (7,473,847)	\$ (4,447,458)	\$ (36,324,340)

Source: Tiberius Solutions, LLC

Table 7 - Estimated Impacts to Taxing Districts, Education 4% Growth

	SD 29J	Willamette Regional ESD	Portland Community	Subtotal	Total Gen. Govt. & Education
FYE	Permanent	Permanent	Permanent	Education	
2023	\$ (59,963)	\$ (3,816)	\$ (3,638)	\$ (67,417)	\$ (162,768)
2024	\$ (92,654)	\$ (5,897)	\$ (5,621)	\$ (104,172)	\$ (251,508)
2025	\$ (126,195)	\$ (8,032)	\$ (7,656)	\$ (141,882)	\$ (342,554)
2026	\$ (161,077)	\$ (10,252)	\$ (9,772)	\$ (181,101)	\$ (437,241)
2027	\$ (197,354)	\$ (12,561)	\$ (11,973)	\$ (221,888)	\$ (535,716)
2028	\$ (235,083)	\$ (14,962)	\$ (14,261)	\$ (264,307)	\$ (638,129)
2029	\$ (274,320)	\$ (17,460)	\$ (16,642)	\$ (308,422)	\$ (744,639)
2030	\$ (315,127)	\$ (20,057)	\$ (19,117)	\$ (354,302)	\$ (855,410)
2031	\$ (357,567)	\$ (22,758)	\$ (21,692)	\$ (402,017)	\$ (970,611)
2032	\$ (401,704)	\$ (25,568)	\$ (24,370)	\$ (451,641)	\$ (1,090,421)
2033	\$ (447,606)	\$ (28,489)	\$ (27,154)	\$ (503,250)	\$ (1,215,023)
2034	\$ (495,345)	\$ (31,528)	\$ (30,051)	\$ (556,923)	\$ (1,344,609)
2035	\$ (544,993)	\$ (34,688)	\$ (33,062)	\$ (612,743)	\$ (1,479,378)
2036	\$ (596,627)	\$ (37,974)	\$ (36,195)	\$ (670,796)	\$ (1,619,538)
2037	\$ (650,327)	\$ (41,392)	\$ (39,453)	\$ (731,171)	\$ (1,765,305)
2038	\$ (706,174)	\$ (44,946)	\$ (42,841)	\$ (793,961)	\$ (1,916,902)
2039	\$ (764,255)	\$ (48,643)	\$ (46,364)	\$ (859,263)	\$ (2,074,563)
2040	\$ (824,660)	\$ (52,488)	\$ (50,029)	\$ (927,176)	\$ (2,238,531)
2041	\$ (887,481)	\$ (56,486)	\$ (53,840)	\$ (997,806)	\$ (2,409,057)
2042	\$ (952,814)	\$ (60,644)	\$ (57,803)	\$ (1,071,262)	\$ (2,586,404)
2043	\$ (1,020,761)	\$ (64,969)	\$ (61,925)	\$ (1,147,655)	\$ (2,770,845)
2044	\$ (1,091,426)	\$ (69,467)	\$ (66,212)	\$ (1,227,105)	\$ (2,962,664)
2045	\$ (1,164,917)	\$ (74,144)	\$ (70,671)	\$ (1,309,732)	\$ (3,162,156)
2046	\$ (1,241,348)	\$ (79,009)	\$ (75,307)	\$ (1,395,665)	\$ (3,369,627)
2047	\$ (1,320,836)	\$ (84,068)	\$ (80,130)	\$ (1,485,034)	\$ (3,585,397)
2048	\$ (1,403,504)	\$ (89,330)	\$ (85,145)	\$ (1,577,979)	\$ (3,809,798)
2049	\$ (1,489,479)	\$ (94,802)	\$ (90,361)	\$ (1,674,641)	\$ (4,043,175)
2050	\$ (1,578,892)	\$ (100,493)	\$ (95,785)	\$ (1,775,170)	\$ (4,285,887)
2051	\$ (1,671,882)	\$ (106,411)	\$ (101,426)	\$ (1,879,720)	\$ (4,538,308)
2052	\$ (1,768,592)	\$ (112,567)	\$ (107,293)	\$ (1,988,452)	\$ (4,800,825)
Total	\$ (22,842,962)	\$ (1,453,901)	\$ (1,385,788)	\$ (25,682,652)	\$ (62,006,991)

Source: Tiberius Solutions, LLC

Note that the foregone revenue for the School District and Education Service District does not have a direct impact on school funding, as funding is equalized at the State level.

Table 8 - Estimated Impacts to Taxing Districts, General Government 5% Growth

FYE	Yamhill County Permanent	Yamhill County Extension Service Permanent	Yamhill County Soil & Water Permanent	City of Newberg Permanent	Tualatin Valley Fire & Rescue Permanent	Chehalem Park & Recreation Permanent	Subtotal Gen. Govt.
2023	\$ (42,047)	\$ (732)	\$ (577)	\$ (37,882)	\$ (24,881)	\$ (14,806)	\$ (120,925)
2024	\$ (65,291)	\$ (1,137)	\$ (897)	\$ (58,823)	\$ (38,635)	\$ (22,990)	\$ (187,773)
2025	\$ (89,374)	\$ (1,557)	\$ (1,227)	\$ (80,520)	\$ (52,886)	\$ (31,471)	\$ (257,034)
2026	\$ (114,661)	\$ (1,997)	\$ (1,575)	\$ (103,302)	\$ (67,849)	\$ (40,375)	\$ (329,758)
2027	\$ (141,212)	\$ (2,460)	\$ (1,939)	\$ (127,223)	\$ (83,560)	\$ (49,724)	\$ (406,119)
2028	\$ (169,091)	\$ (2,946)	\$ (2,322)	\$ (152,340)	\$ (100,057)	\$ (59,541)	\$ (486,297)
2029	\$ (198,364)	\$ (3,455)	\$ (2,724)	\$ (178,713)	\$ (117,379)	\$ (69,849)	\$ (570,484)
2030	\$ (229,100)	\$ (3,991)	\$ (3,147)	\$ (206,405)	\$ (135,567)	\$ (80,672)	\$ (658,881)
2031	\$ (261,374)	\$ (4,553)	\$ (3,590)	\$ (235,481)	\$ (154,664)	\$ (92,036)	\$ (751,698)
2032	\$ (295,261)	\$ (5,143)	\$ (4,055)	\$ (266,011)	\$ (174,716)	\$ (103,968)	\$ (849,155)
2033	\$ (330,842)	\$ (5,763)	\$ (4,544)	\$ (298,068)	\$ (195,771)	\$ (116,497)	\$ (951,486)
2034	\$ (368,202)	\$ (6,414)	\$ (5,057)	\$ (331,727)	\$ (217,879)	\$ (129,653)	\$ (1,058,933)
2035	\$ (407,431)	\$ (7,097)	\$ (5,596)	\$ (367,070)	\$ (241,092)	\$ (143,466)	\$ (1,171,752)
2036	\$ (448,621)	\$ (7,815)	\$ (6,161)	\$ (404,179)	\$ (265,465)	\$ (157,970)	\$ (1,290,212)
2037	\$ (491,870)	\$ (8,568)	\$ (6,755)	\$ (443,144)	\$ (291,057)	\$ (173,199)	\$ (1,414,595)
2038	\$ (537,282)	\$ (9,359)	\$ (7,379)	\$ (484,057)	\$ (317,929)	\$ (189,190)	\$ (1,545,197)
2039	\$ (584,964)	\$ (10,190)	\$ (8,034)	\$ (527,016)	\$ (346,145)	\$ (205,980)	\$ (1,682,330)
2040	\$ (635,031)	\$ (11,062)	\$ (8,722)	\$ (572,123)	\$ (375,771)	\$ (223,610)	\$ (1,826,319)
2041	\$ (687,601)	\$ (11,978)	\$ (9,444)	\$ (619,485)	\$ (406,878)	\$ (242,121)	\$ (1,977,507)
2042	\$ (742,799)	\$ (12,940)	\$ (10,202)	\$ (669,216)	\$ (439,541)	\$ (261,558)	\$ (2,136,255)
2043	\$ (800,758)	\$ (13,949)	\$ (10,998)	\$ (721,433)	\$ (473,837)	\$ (281,966)	\$ (2,302,940)
2044	\$ (861,614)	\$ (15,009)	\$ (11,834)	\$ (776,260)	\$ (509,848)	\$ (303,395)	\$ (2,477,960)
2045	\$ (925,513)	\$ (16,122)	\$ (12,711)	\$ (833,829)	\$ (547,659)	\$ (325,895)	\$ (2,661,731)
2046	\$ (992,607)	\$ (17,291)	\$ (13,633)	\$ (894,277)	\$ (587,361)	\$ (349,521)	\$ (2,854,690)
2047	\$ (1,063,056)	\$ (18,518)	\$ (14,600)	\$ (957,747)	\$ (629,048)	\$ (374,328)	\$ (3,057,297)
2048	\$ (1,137,027)	\$ (19,807)	\$ (15,616)	\$ (1,024,390)	\$ (672,820)	\$ (400,375)	\$ (3,270,034)
2049	\$ (1,214,696)	\$ (21,160)	\$ (16,683)	\$ (1,094,365)	\$ (718,780)	\$ (427,724)	\$ (3,493,408)
2050	\$ (1,296,249)	\$ (22,581)	\$ (17,803)	\$ (1,167,840)	\$ (767,038)	\$ (456,441)	\$ (3,727,951)
2051	\$ (1,381,880)	\$ (24,072)	\$ (18,979)	\$ (1,244,988)	\$ (817,709)	\$ (486,593)	\$ (3,974,221)
2052	\$ (1,471,793)	\$ (25,639)	\$ (20,214)	\$ (1,325,993)	\$ (870,913)	\$ (518,254)	\$ (4,232,805)
Total	\$ (17,985,608)	\$ (313,309)	\$ (247,019)	\$ (16,203,908)	\$ (10,642,735)	\$ (6,333,167)	\$ (51,725,746)

Source: Tiberius Solutions, LLC

Table 9 - Estimated Impacts to Taxing Districts, Education 5% Growth

	SD 29J	Willamette Regional ESD	Portland Community College	Subtotal	Total Gen. Govt & Education
FYE	Permanent	Permanent	Permanent	Education	
2023	\$ (76,045)	\$ (4,840)	\$ (4,613)	\$ (85,498)	\$ (206,423)
2024	\$ (118,083)	\$ (7,516)	\$ (7,164)	\$ (132,762)	\$ (320,535)
2025	\$ (161,639)	\$ (10,288)	\$ (9,806)	\$ (181,732)	\$ (438,766)
2026	\$ (207,372)	\$ (13,199)	\$ (12,580)	\$ (233,151)	\$ (562,909)
2027	\$ (255,392)	\$ (16,255)	\$ (15,494)	\$ (287,141)	\$ (693,260)
2028	\$ (305,813)	\$ (19,464)	\$ (18,552)	\$ (343,830)	\$ (830,127)
2029	\$ (358,756)	\$ (22,834)	\$ (21,764)	\$ (403,354)	\$ (973,838)
2030	\$ (414,345)	\$ (26,372)	\$ (25,137)	\$ (465,853)	\$ (1,124,735)
2031	\$ (472,714)	\$ (30,087)	\$ (28,678)	\$ (531,478)	\$ (1,283,176)
2032	\$ (534,001)	\$ (33,988)	\$ (32,396)	\$ (600,384)	\$ (1,449,540)
2033	\$ (598,352)	\$ (38,084)	\$ (36,300)	\$ (672,736)	\$ (1,624,221)
2034	\$ (665,921)	\$ (42,384)	\$ (40,399)	\$ (748,704)	\$ (1,807,637)
2035	\$ (736,869)	\$ (46,900)	\$ (44,703)	\$ (828,472)	\$ (2,000,223)
2036	\$ (811,364)	\$ (51,641)	\$ (49,222)	\$ (912,227)	\$ (2,202,439)
2037	\$ (889,584)	\$ (56,620)	\$ (53,967)	\$ (1,000,171)	\$ (2,414,766)
2038	\$ (971,714)	\$ (61,847)	\$ (58,950)	\$ (1,092,512)	\$ (2,637,709)
2039	\$ (1,057,952)	\$ (67,336)	\$ (64,182)	\$ (1,189,469)	\$ (2,871,799)
2040	\$ (1,148,501)	\$ (73,099)	\$ (69,675)	\$ (1,291,275)	\$ (3,117,594)
2041	\$ (1,243,577)	\$ (79,151)	\$ (75,443)	\$ (1,398,171)	\$ (3,375,678)
2042	\$ (1,343,408)	\$ (85,505)	\$ (81,499)	\$ (1,510,411)	\$ (3,646,667)
2043	\$ (1,448,230)	\$ (92,176)	\$ (87,858)	\$ (1,628,264)	\$ (3,931,205)
2044	\$ (1,558,293)	\$ (99,182)	\$ (94,535)	\$ (1,752,009)	\$ (4,229,969)
2045	\$ (1,673,859)	\$ (106,537)	\$ (101,546)	\$ (1,881,942)	\$ (4,543,673)
2046	\$ (1,795,203)	\$ (114,261)	\$ (108,908)	\$ (2,018,371)	\$ (4,873,061)
2047	\$ (1,922,615)	\$ (122,370)	\$ (116,637)	\$ (2,161,622)	\$ (5,218,919)
2048	\$ (2,056,397)	\$ (130,885)	\$ (124,753)	\$ (2,312,035)	\$ (5,582,069)
2049	\$ (2,196,868)	\$ (139,826)	\$ (133,275)	\$ (2,469,969)	\$ (5,963,377)
2050	\$ (2,344,363)	\$ (149,213)	\$ (142,223)	\$ (2,635,799)	\$ (6,363,751)
2051	\$ (2,499,233)	\$ (159,070)	\$ (151,618)	\$ (2,809,922)	\$ (6,784,143)
2052	\$ (2,661,846)	\$ (169,420)	\$ (161,483)	\$ (2,992,750)	\$ (7,225,555)
Total	\$ (32,528,307)	\$ (2,070,351)	\$ (1,973,358)	\$ (36,572,016)	\$ (88,297,763)

Source: Tiberius Solutions, LLC

Note that the foregone revenue for the School District and Education Service District does not have a direct impact on school funding, as funding is equalized at the State level.

Table 10 - Estimated Impacts to Taxing Districts, General Government 6% Growth

	Yamhill County	Yamhill County Extension Service	Yamhill County Soil & Water	City of Newberg	Tualatin Valley Fire & Rescue	Chehalem Park & Recreation	Subtotal
FYE	Permanent	Permanent	Permanent	Permanent	Permanent	Permanent	Gen. Govt.
2023	\$ (51,185)	\$ (892)	\$ (703)	\$ (46,115)	\$ (30,288)	\$ (18,024)	\$ (147,206)
2024	\$ (79,871)	\$ (1,391)	\$ (1,097)	\$ (71,959)	\$ (47,263)	\$ (28,125)	\$ (229,706)
2025	\$ (109,884)	\$ (1,914)	\$ (1,509)	\$ (98,998)	\$ (65,022)	\$ (38,693)	\$ (316,020)
2026	\$ (141,697)	\$ (2,468)	\$ (1,946)	\$ (127,660)	\$ (83,847)	\$ (49,895)	\$ (407,513)
2027	\$ (175,418)	\$ (3,056)	\$ (2,409)	\$ (158,041)	\$ (103,801)	\$ (61,769)	\$ (504,495)
2028	\$ (211,163)	\$ (3,678)	\$ (2,900)	\$ (190,245)	\$ (124,953)	\$ (74,356)	\$ (607,296)
2029	\$ (249,053)	\$ (4,339)	\$ (3,421)	\$ (224,381)	\$ (147,374)	\$ (87,698)	\$ (716,265)
2030	\$ (289,216)	\$ (5,038)	\$ (3,972)	\$ (260,566)	\$ (171,140)	\$ (101,840)	\$ (831,772)
2031	\$ (331,789)	\$ (5,780)	\$ (4,557)	\$ (298,921)	\$ (196,332)	\$ (116,831)	\$ (954,210)
2032	\$ (376,916)	\$ (6,566)	\$ (5,177)	\$ (339,578)	\$ (223,035)	\$ (132,721)	\$ (1,083,993)
2033	\$ (424,751)	\$ (7,399)	\$ (5,834)	\$ (382,674)	\$ (251,341)	\$ (149,565)	\$ (1,221,564)
2034	\$ (475,456)	\$ (8,282)	\$ (6,530)	\$ (428,356)	\$ (281,345)	\$ (167,420)	\$ (1,367,389)
2035	\$ (529,204)	\$ (9,219)	\$ (7,268)	\$ (476,779)	\$ (313,149)	\$ (186,345)	\$ (1,521,964)
2036	\$ (586,176)	\$ (10,211)	\$ (8,051)	\$ (528,108)	\$ (346,861)	\$ (206,407)	\$ (1,685,813)
2037	\$ (646,566)	\$ (11,263)	\$ (8,880)	\$ (582,516)	\$ (382,597)	\$ (227,672)	\$ (1,859,494)
2038	\$ (710,580)	\$ (12,378)	\$ (9,759)	\$ (640,188)	\$ (420,476)	\$ (250,212)	\$ (2,043,594)
2039	\$ (778,435)	\$ (13,560)	\$ (10,691)	\$ (701,321)	\$ (460,628)	\$ (274,106)	\$ (2,238,741)
2040	\$ (850,361)	\$ (14,813)	\$ (11,679)	\$ (766,122)	\$ (503,189)	\$ (299,433)	\$ (2,445,597)
2041	\$ (926,603)	\$ (16,141)	\$ (12,726)	\$ (834,811)	\$ (548,304)	\$ (326,279)	\$ (2,664,864)
2042	\$ (1,007,419)	\$ (17,549)	\$ (13,836)	\$ (907,621)	\$ (596,126)	\$ (354,736)	\$ (2,897,288)
2043	\$ (1,093,084)	\$ (19,041)	\$ (15,013)	\$ (984,800)	\$ (646,817)	\$ (384,901)	\$ (3,143,656)
2044	\$ (1,183,889)	\$ (20,623)	\$ (16,260)	\$ (1,066,610)	\$ (700,550)	\$ (416,876)	\$ (3,404,807)
2045	\$ (1,280,142)	\$ (22,300)	\$ (17,582)	\$ (1,153,328)	\$ (757,506)	\$ (450,769)	\$ (3,681,627)
2046	\$ (1,382,170)	\$ (24,077)	\$ (18,983)	\$ (1,245,249)	\$ (817,880)	\$ (486,696)	\$ (3,975,055)
2047	\$ (1,490,320)	\$ (25,961)	\$ (20,468)	\$ (1,342,686)	\$ (881,877)	\$ (524,778)	\$ (4,286,090)
2048	\$ (1,604,960)	\$ (27,958)	\$ (22,043)	\$ (1,445,968)	\$ (949,713)	\$ (565,145)	\$ (4,615,787)
2049	\$ (1,726,477)	\$ (30,075)	\$ (23,712)	\$ (1,555,448)	\$ (1,021,619)	\$ (607,934)	\$ (4,965,265)
2050	\$ (1,855,286)	\$ (32,319)	\$ (25,481)	\$ (1,671,496)	\$ (1,097,840)	\$ (653,291)	\$ (5,335,713)
2051	\$ (1,991,823)	\$ (34,698)	\$ (27,356)	\$ (1,794,508)	\$ (1,178,634)	\$ (701,369)	\$ (5,728,387)
2052	\$ (2,136,552)	\$ (37,219)	\$ (29,344)	\$ (1,924,900)	\$ (1,264,275)	\$ (752,332)	\$ (6,144,621)
Total	\$ (24,696,445)	\$ (430,212)	\$ (339,187)	\$ (22,249,954)	\$ (14,613,780)	\$ (8,696,215)	\$ (71,025,793)

Source: Tiberius Solutions, LLC

Table 11 - Estimated Impacts to Taxing Districts, Education 6% Growth

	Portland Willamette Community Regional ESD College			Subtotal	Total
FYE	SD 29J Permanent	Permanent	Permanent	Education	Gen. Govt & Education
2023	\$ (92,572)	\$ (5,892)	\$ (5,616)	\$ (104,080)	\$ (251,287)
2024	\$ (144,453)	\$ (9,194)	\$ (8,763)	\$ (162,411)	\$ (392,117)
2025	\$ (198,733)	\$ (12,649)	\$ (12,056)	\$ (223,438)	\$ (539,458)
2026	\$ (256,269)	\$ (16,311)	\$ (15,547)	\$ (288,126)	\$ (695,639)
2027	\$ (317,257)	\$ (20,193)	\$ (19,247)	\$ (356,696)	\$ (861,191)
2028	\$ (381,905)	\$ (24,307)	\$ (23,169)	\$ (429,380)	\$ (1,036,676)
2029	\$ (450,431)	\$ (28,669)	\$ (27,326)	\$ (506,426)	\$ (1,222,690)
2030	\$ (523,069)	\$ (33,292)	\$ (31,732)	\$ (588,093)	\$ (1,419,865)
2031	\$ (600,065)	\$ (38,193)	\$ (36,403)	\$ (674,661)	\$ (1,628,871)
2032	\$ (681,681)	\$ (43,387)	\$ (41,355)	\$ (766,423)	\$ (1,850,417)
2033	\$ (768,194)	\$ (48,894)	\$ (46,603)	\$ (863,691)	\$ (2,085,255)
2034	\$ (859,898)	\$ (54,731)	\$ (52,166)	\$ (966,795)	\$ (2,334,184)
2035	\$ (957,104)	\$ (60,917)	\$ (58,064)	\$ (1,076,085)	\$ (2,598,049)
2036	\$ (1,060,142)	\$ (67,476)	\$ (64,314)	\$ (1,191,932)	\$ (2,877,746)
2037	\$ (1,169,363)	\$ (74,427)	\$ (70,940)	\$ (1,314,731)	\$ (3,174,224)
2038	\$ (1,285,137)	\$ (81,796)	\$ (77,964)	\$ (1,444,897)	\$ (3,488,491)
2039	\$ (1,407,857)	\$ (89,607)	\$ (85,409)	\$ (1,582,873)	\$ (3,821,614)
2040	\$ (1,537,941)	\$ (97,886)	\$ (93,301)	\$ (1,729,128)	\$ (4,174,725)
2041	\$ (1,675,829)	\$ (106,663)	\$ (101,666)	\$ (1,884,158)	\$ (4,549,022)
2042	\$ (1,821,991)	\$ (115,966)	\$ (110,533)	\$ (2,048,489)	\$ (4,945,777)
2043	\$ (1,976,923)	\$ (125,827)	\$ (119,932)	\$ (2,222,681)	\$ (5,366,337)
2044	\$ (2,141,150)	\$ (136,279)	\$ (129,895)	\$ (2,407,324)	\$ (5,812,131)
2045	\$ (2,315,232)	\$ (147,359)	\$ (140,456)	\$ (2,603,046)	\$ (6,284,673)
2046	\$ (2,499,758)	\$ (159,104)	\$ (151,650)	\$ (2,810,511)	\$ (6,785,567)
2047	\$ (2,695,355)	\$ (171,553)	\$ (163,516)	\$ (3,030,424)	\$ (7,316,514)
2048	\$ (2,902,689)	\$ (184,749)	\$ (176,094)	\$ (3,263,532)	\$ (7,879,319)
2049	\$ (3,122,462)	\$ (198,737)	\$ (189,427)	\$ (3,510,626)	\$ (8,475,892)
2050	\$ (3,355,422)	\$ (213,565)	\$ (203,560)	\$ (3,772,546)	\$ (9,108,259)
2051	\$ (3,602,359)	\$ (229,282)	\$ (218,540)	\$ (4,050,181)	\$ (9,778,568)
2052	\$ (3,864,113)	\$ (245,942)	\$ (234,420)	\$ (4,344,474)	\$ (10,489,096)
Total	\$ (44,665,354)	\$ (2,842,846)	\$ (2,709,662)	\$ (50,217,862)	\$ (121,243,655)

Source: Tiberius Solutions, LLC

Note that the foregone revenue for the School District and Education Service District does not have a direct impact on school funding, as funding is equalized at the State level.

Table 12 - Estimated Impacts to Taxing Districts, General Government 7% Growth

	Yamhill County		Yamhill County		Tualatin Valley		Chehalem Park &		Subtotal
	Yamhill County	Extension Service	Soil & Water	City of Newberg	Fire & Rescue	Recreation			
FYE	Permanent	Permanent	Permanent	Permanent	Permanent	Permanent	Permanent	Gen. Govt.	
2023	\$ (60,572)	\$ (1,055)	\$ (832)	\$ (54,572)	\$ (35,843)	\$ (21,329)	\$ (174,203)		
2024	\$ (94,983)	\$ (1,655)	\$ (1,305)	\$ (85,573)	\$ (56,205)	\$ (33,446)	\$ (273,166)		
2025	\$ (131,332)	\$ (2,288)	\$ (1,804)	\$ (118,322)	\$ (77,714)	\$ (46,245)	\$ (377,705)		
2026	\$ (170,226)	\$ (2,965)	\$ (2,338)	\$ (153,363)	\$ (100,729)	\$ (59,941)	\$ (489,563)		
2027	\$ (211,843)	\$ (3,690)	\$ (2,910)	\$ (190,857)	\$ (125,355)	\$ (74,595)	\$ (609,251)		
2028	\$ (256,373)	\$ (4,466)	\$ (3,521)	\$ (230,976)	\$ (151,705)	\$ (90,275)	\$ (737,316)		
2029	\$ (304,020)	\$ (5,296)	\$ (4,175)	\$ (273,903)	\$ (179,900)	\$ (107,053)	\$ (874,347)		
2030	\$ (355,002)	\$ (6,184)	\$ (4,876)	\$ (319,835)	\$ (210,068)	\$ (125,005)	\$ (1,020,969)		
2031	\$ (409,553)	\$ (7,134)	\$ (5,625)	\$ (368,982)	\$ (242,347)	\$ (144,214)	\$ (1,177,855)		
2032	\$ (467,923)	\$ (8,151)	\$ (6,427)	\$ (421,569)	\$ (276,887)	\$ (164,767)	\$ (1,345,723)		
2033	\$ (530,378)	\$ (9,239)	\$ (7,284)	\$ (477,837)	\$ (313,844)	\$ (186,759)	\$ (1,525,342)		
2034	\$ (597,205)	\$ (10,403)	\$ (8,202)	\$ (538,045)	\$ (353,388)	\$ (210,290)	\$ (1,717,534)		
2035	\$ (668,711)	\$ (11,649)	\$ (9,184)	\$ (602,466)	\$ (395,700)	\$ (235,469)	\$ (1,923,179)		
2036	\$ (745,221)	\$ (12,982)	\$ (10,235)	\$ (671,398)	\$ (440,974)	\$ (262,410)	\$ (2,143,220)		
2037	\$ (827,087)	\$ (14,408)	\$ (11,359)	\$ (745,154)	\$ (489,418)	\$ (291,237)	\$ (2,378,664)		
2038	\$ (914,684)	\$ (15,934)	\$ (12,562)	\$ (824,073)	\$ (541,252)	\$ (322,082)	\$ (2,630,588)		
2039	\$ (1,008,413)	\$ (17,567)	\$ (13,850)	\$ (908,517)	\$ (596,715)	\$ (355,087)	\$ (2,900,148)		
2040	\$ (1,108,703)	\$ (19,314)	\$ (15,227)	\$ (998,872)	\$ (656,060)	\$ (390,401)	\$ (3,188,576)		
2041	\$ (1,216,013)	\$ (21,183)	\$ (16,701)	\$ (1,095,552)	\$ (719,559)	\$ (428,188)	\$ (3,497,195)		
2042	\$ (1,330,835)	\$ (23,183)	\$ (18,278)	\$ (1,198,999)	\$ (787,503)	\$ (468,619)	\$ (3,827,417)		
2043	\$ (1,453,694)	\$ (25,323)	\$ (19,965)	\$ (1,309,687)	\$ (860,203)	\$ (511,881)	\$ (4,180,754)		
2044	\$ (1,585,153)	\$ (27,613)	\$ (21,771)	\$ (1,428,124)	\$ (937,993)	\$ (558,171)	\$ (4,558,825)		
2045	\$ (1,725,815)	\$ (30,064)	\$ (23,703)	\$ (1,554,851)	\$ (1,021,227)	\$ (607,701)	\$ (4,963,361)		
2046	\$ (1,876,323)	\$ (32,686)	\$ (25,770)	\$ (1,690,449)	\$ (1,110,288)	\$ (660,699)	\$ (5,396,214)		
2047	\$ (2,037,366)	\$ (35,491)	\$ (27,982)	\$ (1,835,540)	\$ (1,205,583)	\$ (717,406)	\$ (5,859,367)		
2048	\$ (2,209,683)	\$ (38,493)	\$ (30,348)	\$ (1,990,786)	\$ (1,307,549)	\$ (778,083)	\$ (6,354,941)		
2049	\$ (2,394,061)	\$ (41,705)	\$ (32,881)	\$ (2,156,899)	\$ (1,416,653)	\$ (843,007)	\$ (6,885,205)		
2050	\$ (2,591,346)	\$ (45,141)	\$ (35,590)	\$ (2,334,641)	\$ (1,533,393)	\$ (912,476)	\$ (7,452,588)		
2051	\$ (2,802,441)	\$ (48,818)	\$ (38,489)	\$ (2,524,825)	\$ (1,658,306)	\$ (986,807)	\$ (8,059,687)		
2052	\$ (2,804,045)	\$ (48,846)	\$ (38,511)	\$ (2,526,269)	\$ (1,659,255)	\$ (987,372)	\$ (8,064,298)		
Total	\$ (32,889,004)	\$ (572,926)	\$ (451,705)	\$ (29,630,937)	\$ (19,461,614)	\$ (11,581,013)	\$ (94,587,198)		

Source: Tiberius Solutions, LLC

Table 13 - Estimated Impacts to Taxing Districts, Education 7% Growth

	SD 29J	Willamette Regional ESD	Portland Community College	Subtotal	Total Gen. Govt & Education
FYE	Permanent	Permanent	Permanent	Education	
2023	\$ (109,549)	\$ (6,973)	\$ (6,646)	\$ (123,168)	\$ (297,370)
2024	\$ (171,783)	\$ (10,934)	\$ (10,421)	\$ (193,138)	\$ (466,304)
2025	\$ (237,524)	\$ (15,118)	\$ (14,410)	\$ (267,052)	\$ (644,757)
2026	\$ (307,867)	\$ (19,595)	\$ (18,677)	\$ (346,139)	\$ (835,702)
2027	\$ (383,134)	\$ (24,386)	\$ (23,243)	\$ (430,763)	\$ (1,040,013)
2028	\$ (463,669)	\$ (29,511)	\$ (28,129)	\$ (521,310)	\$ (1,258,626)
2029	\$ (549,842)	\$ (34,996)	\$ (33,357)	\$ (618,195)	\$ (1,492,542)
2030	\$ (642,048)	\$ (40,865)	\$ (38,950)	\$ (721,863)	\$ (1,742,832)
2031	\$ (740,707)	\$ (47,144)	\$ (44,936)	\$ (832,787)	\$ (2,010,642)
2032	\$ (846,273)	\$ (53,863)	\$ (51,340)	\$ (951,476)	\$ (2,297,199)
2033	\$ (959,228)	\$ (61,053)	\$ (58,192)	\$ (1,078,473)	\$ (2,603,815)
2034	\$ (1,080,090)	\$ (68,745)	\$ (65,525)	\$ (1,214,360)	\$ (2,931,894)
2035	\$ (1,209,413)	\$ (76,976)	\$ (73,370)	\$ (1,359,759)	\$ (3,282,938)
2036	\$ (1,347,788)	\$ (85,784)	\$ (81,765)	\$ (1,515,336)	\$ (3,658,556)
2037	\$ (1,495,849)	\$ (95,207)	\$ (90,747)	\$ (1,681,803)	\$ (4,060,467)
2038	\$ (1,654,275)	\$ (105,291)	\$ (100,358)	\$ (1,859,923)	\$ (4,490,512)
2039	\$ (1,823,790)	\$ (116,080)	\$ (110,642)	\$ (2,050,512)	\$ (4,950,659)
2040	\$ (2,005,171)	\$ (127,624)	\$ (121,645)	\$ (2,254,441)	\$ (5,443,017)
2041	\$ (2,199,250)	\$ (139,977)	\$ (133,419)	\$ (2,472,646)	\$ (5,969,841)
2042	\$ (2,406,913)	\$ (153,194)	\$ (146,017)	\$ (2,706,125)	\$ (6,533,542)
2043	\$ (2,629,113)	\$ (167,337)	\$ (159,497)	\$ (2,955,948)	\$ (7,136,701)
2044	\$ (2,866,867)	\$ (182,469)	\$ (173,921)	\$ (3,223,258)	\$ (7,782,083)
2045	\$ (3,121,264)	\$ (198,661)	\$ (189,354)	\$ (3,509,280)	\$ (8,472,640)
2046	\$ (3,393,469)	\$ (215,986)	\$ (205,868)	\$ (3,815,323)	\$ (9,211,537)
2047	\$ (3,684,728)	\$ (234,524)	\$ (223,537)	\$ (4,142,789)	\$ (10,002,157)
2048	\$ (3,996,375)	\$ (254,360)	\$ (242,444)	\$ (4,493,178)	\$ (10,848,120)
2049	\$ (4,329,837)	\$ (275,584)	\$ (262,673)	\$ (4,868,095)	\$ (11,753,300)
2050	\$ (4,686,642)	\$ (298,294)	\$ (284,319)	\$ (5,269,255)	\$ (12,721,843)
2051	\$ (5,068,423)	\$ (322,593)	\$ (307,480)	\$ (5,698,497)	\$ (13,758,184)
2052	\$ (5,071,323)	\$ (322,778)	\$ (307,656)	\$ (5,701,757)	\$ (13,766,054)
Total	\$ (59,482,204)	\$ (3,785,904)	\$ (3,608,539)	\$ (66,876,648)	\$ (161,463,846)

Source: Tiberius Solutions, LLC

Note that the foregone revenue for the School District and Education Service District does not have a direct impact on school funding, as funding is equalized at the State level.

Preliminary Estimated Costs of Projects

The evaluation of the alternatives and time frames for urban renewal is a balancing act of maximum indebtedness, impacts to taxing districts and ability to complete projects in the Area. The preliminary projects identified in Master Plans for the Area are shown in Table 14. Note that these do not include projects costs for a number of categories.

Table 14 – Preliminary Projects and Estimated Costs

Downtown Improvement Plan Planning Level Cost Estimates Updated to 2020 Dollars									
Public Transportation Infrastructure									\$28,299,467
Public Utility Infrastructure (Water, Wastewater and Storm)									\$8,943,218
SIGNAGE & WAYFINDING, NORTH/SOUTH CONNECTIONS, DOWNTOWN TROLLEY, URBAN RENEWAL, ECONOMIC OR BUSINESS DISTRICT, DOWNTOWN DEVELOPMENT OMBUDSMAN, PARKING									\$1,260,675
Downtown Improvement Plan Area Project Costs									\$38,503,360
Riverfront Master Plan Update Planning Level Cost Estimates Updated to 2020 Dollars									
<i>These planning level cost estimates will be further refined with future updates to the City Transportation System Plan (TSP) and City master plans for Water, Wastewater and Storm.</i>									
Public Transportation Infrastructure									\$34,029,425
Public Utility Infrastructure (Water, Wastewater and Storm)									\$13,713,780
Riverfront Trails									\$1,824,070
Riverfront Master Plan Area Project Costs									\$49,567,275
GRAND TOTAL - URBAN RENEWAL PROJECT COST ESTIMATES - 2020**									\$88,070,635
**Does not currently include project costs for:									
1) Undergrounding Overhead Utilities - Second Street, S Grant Street to S River Street									
2) ADA Curb Ramps - S Blaine Street, E First Street to E Ninth Street									
3) ADA Curb Ramps - E Ninth Street, S Blaine Street to S Pacific Street									
4) ADA Curb Ramps - Intersections Around Scott Leavitt Park, E Eleventh Street, S Willamette Street, S Columbia Street, E Tenth Street									
5) Pedestrian Furniture, Trash Cans, etc.									
6) Building Façade Program									

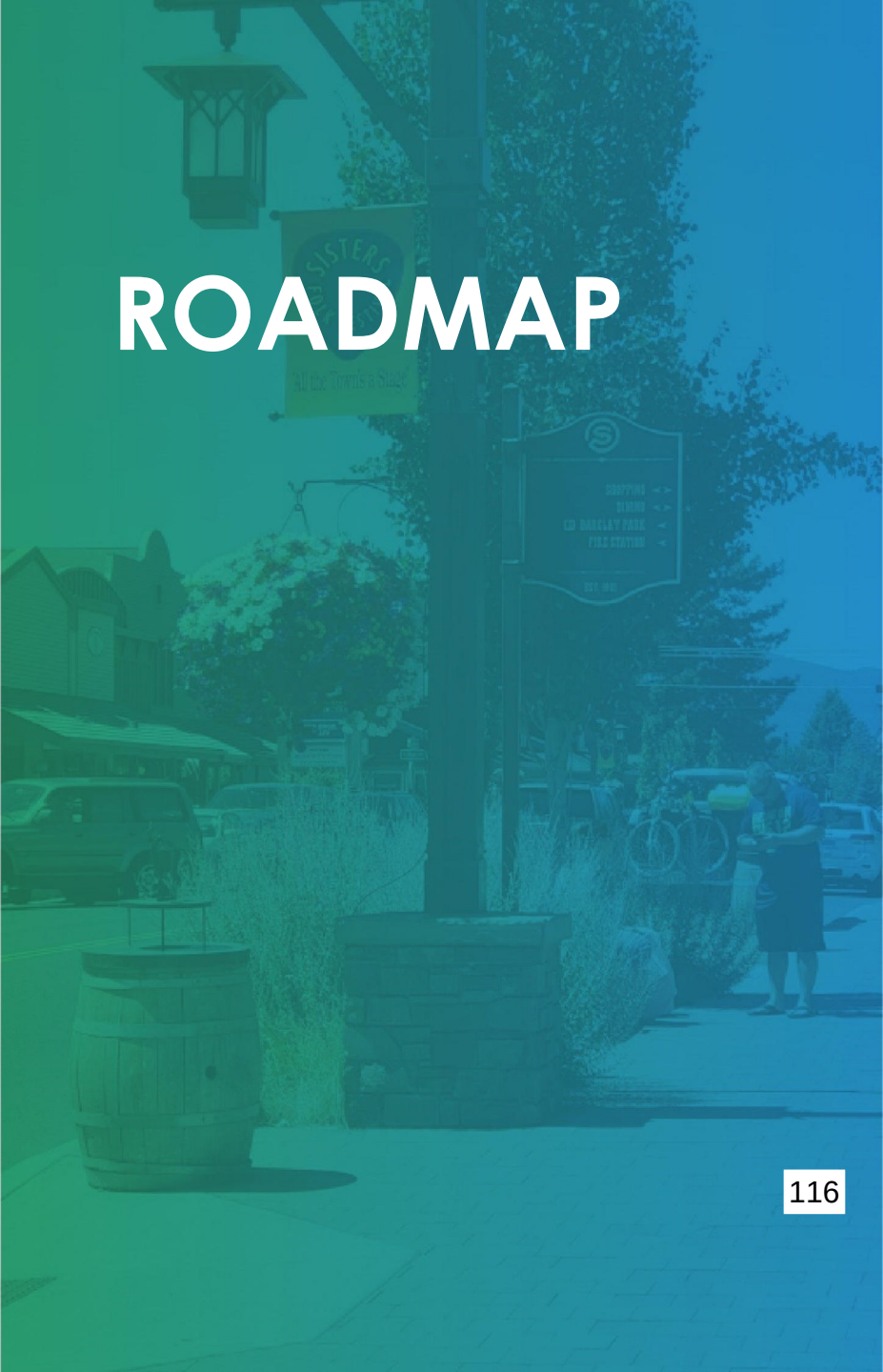
Source: City of Newberg



NEWBERG CITY COUNCIL BRIEFING

- Background
- CAC
- Boundary
- Financial Analysis
- Potential Projects
- Next Steps

ROADMAP



URBAN RENEWAL

What work has been done?

What determines which projects will be funded?

Where will the dollars go?

The Urban Renewal Feasibility Study is being conducted after years of the City of Newberg developing plans. The City of Newberg has engaged in multiple long-range planning projects to determine what projects matter to Newberg Residents and where money from a possible Urban Renewal Area should go. Previous plans also informs the City on what boundaries are being considered for an Urban Renewal Area.

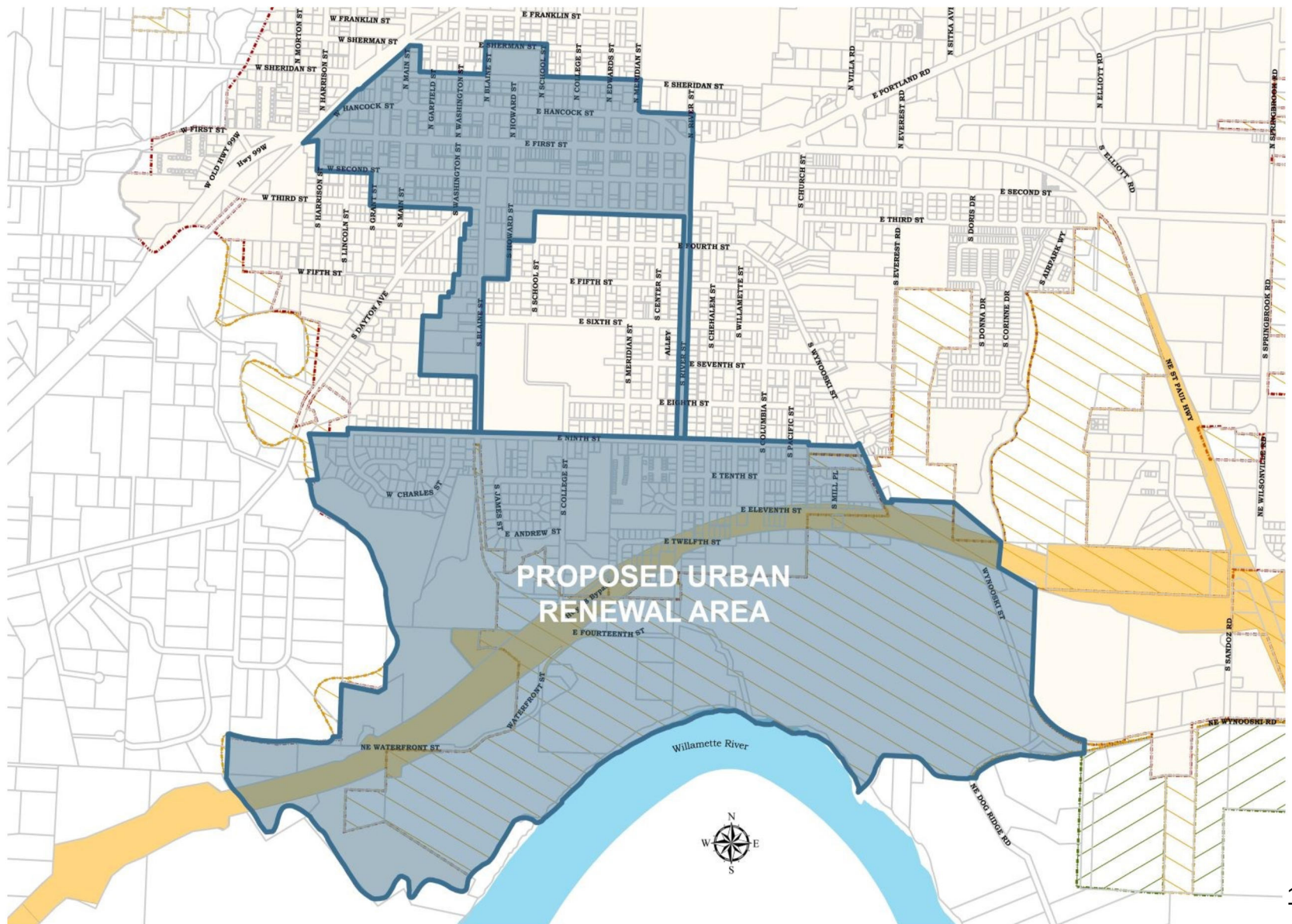


FEASIBILITY STUDY COMPONENTS

1. Boundary
2. Blight per statutory requirements - underdevelopment and infrastructure needs
3. Financial Sidebars
4. Potential Projects
5. Statutory limitations
6. Next steps

NEWBERG AD HOC URBAN RENEWAL CITIZENS ADVISORY COMMITTEE

1. Met three times
2. Input on
 - ☐ Boundary
 - ☐ Review of potential projects
 - ☐ Review of financial analysis
 - ☐ Input on Public Information/Input

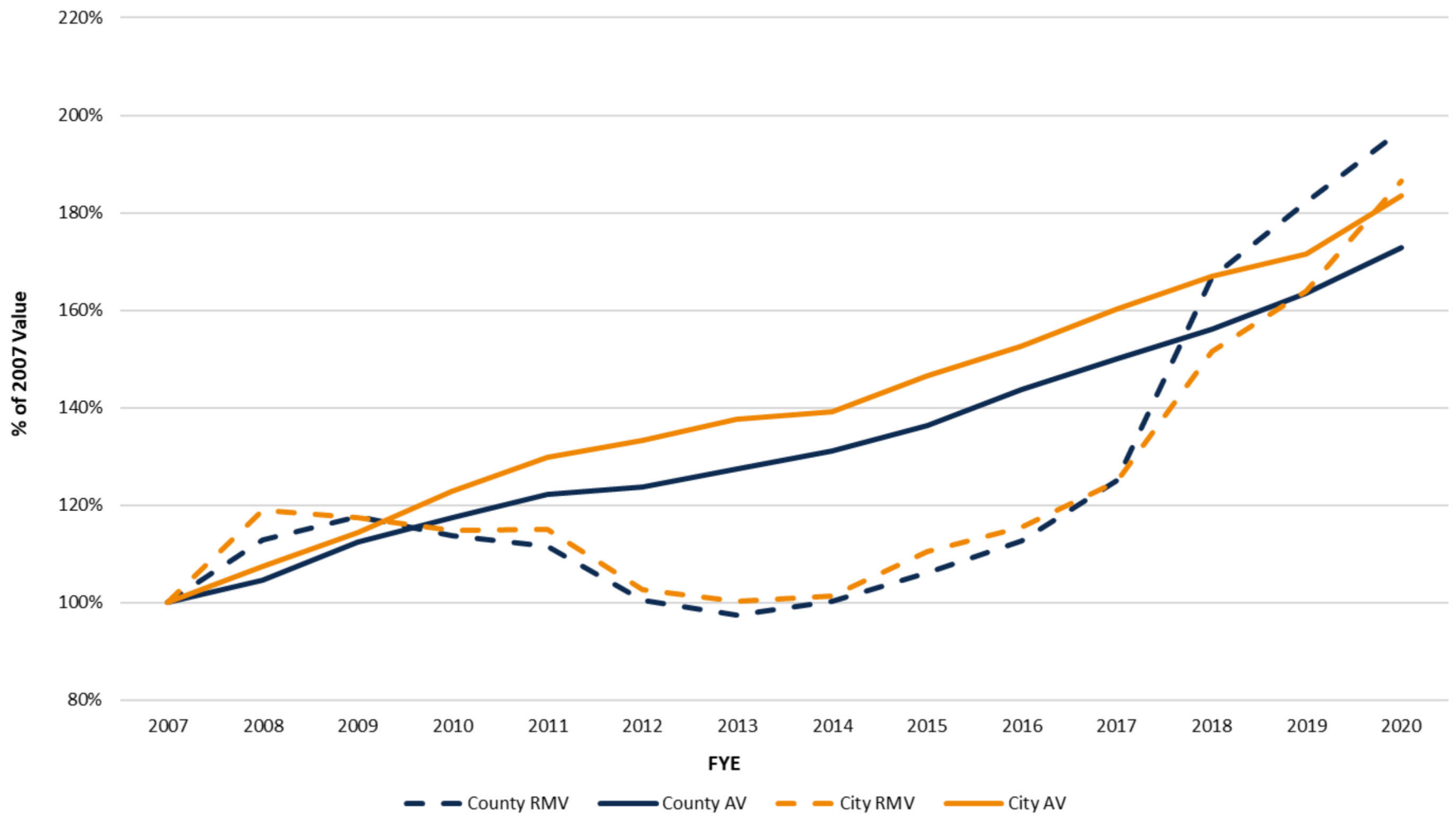


STATUTORY LIMITATIONS

	Acreage	Assessed Value
Potential Urban Renewal Area	622.72	\$159,550,623
City of Newberg	3,799.92	\$2,037,958,279
Percent in URA	16.74%	7.80%

HISTORICAL GROWTH

	County Real Market Value	County Assessed Value	City Real Market Value	City Assessed Value
2008	12.95%	4.72%	19.07%	7.41%
2009	4.17%	7.46%	-1.29%	6.60%
2010	-3.24%	4.45%	-2.30%	7.26%
2011	-1.90%	3.93%	0.28%	5.70%
2012	-9.96%	1.22%	-10.83%	2.63%
2013	-3.03%	3.00%	-2.25%	3.36%
2014	2.75%	3.03%	0.92%	1.09%
2015	5.93%	3.92%	8.98%	5.27%
2016	6.23%	5.44%	4.58%	4.24%
2017	10.92%	4.33%	8.22%	4.95%
2018	33.30%	4.13%	21.24%	4.19%
2019	9.24%	4.68%	8.26%	2.67%
2020	8.10%	5.72%	13.80%	7.00%
AAGR		4.30%		4.78%



FINANCIAL PROJECTIONS

Growth Rate	4%	5%	6%	7%
Avg Annual Exception AV (2020 \$)	\$ 1,800,000	\$ 4,300,000	\$ 7,700,000	\$ 12,300,000
Total Net TIF	\$ 62,000,000	\$ 88,300,000	\$ 121,200,000	\$ 161,500,000
Maximum Indebtedness	\$ 52,700,000	\$ 75,300,000	\$ 104,000,000	\$ 138,900,000
Capacity (2020 \$)	\$ 29,200,000	\$ 41,200,000	\$ 56,200,000	\$ 74,400,000
Years 1-5	\$ 2,700,000	\$ 3,400,000	\$ 4,200,000	\$ 5,100,000
Years 6-10	\$ 4,100,000	\$ 5,400,000	\$ 6,800,000	\$ 8,400,000
Years 11-15	\$ 5,300,000	\$ 7,300,000	\$ 9,600,000	\$ 12,400,000
Years 16-20	\$ 5,500,000	\$ 7,800,000	\$ 10,800,000	\$ 14,300,000
Years 21-25	\$ 5,700,000	\$ 8,300,000	\$ 11,800,000	\$ 16,300,000
Years 26-30	\$ 5,900,000	\$ 8,900,000	\$ 12,900,000	\$ 17,900,000

STATUTORY LIMITATIONS ON MAXIMUM INDEBTEDNESS

Based on total MI, estimated between \$146M and \$148M

OVERALL IMPACTS TO TAXING DISTRICTS

AAGR	Yamhill County	Yamhill County Extension Service	Yamhill County Soil & Water	City of Newberg	TVF&R	Chehalem Park & Rec	Subtotal General Government
4%	\$ (12,630,370)	\$ (220,021)	\$ (173,468)	\$ (11,379,174)	\$ (7,473,847)	\$ (4,447,458)	\$ (36,324,340)
5%	\$ (17,985,608)	\$ (313,309)	\$ (247,019)	\$ (16,203,908)	\$ (10,642,735)	\$ (6,333,167)	\$ (51,725,746)
6%	\$ (24,696,445)	\$ (430,212)	\$ (339,187)	\$ (22,249,954)	\$ (14,613,780)	\$ (8,696,215)	\$ (71,025,793)
7%	\$ (32,889,004)	\$ (572,926)	\$ (451,705)	\$ (29,630,937)	\$ (19,461,614)	\$ (11,581,013)	\$ (94,587,198)

AAGR	SD 29J	ESD	PCC	Subtotal Education	Total General Gov/Education
4%	\$ (22,842,962)	\$ (1,453,901)	\$ (1,385,788)	\$ (25,682,652)	\$ (62,006,991)
5%	\$ (32,528,307)	\$ (2,070,351)	\$ (1,973,358)	\$ (36,572,016)	\$ (88,297,763)
6%	\$ (44,665,354)	\$ (2,842,846)	\$ (2,709,662)	\$ (50,217,862)	\$ (121,243,655)
7%	\$ (59,482,204)	\$ (3,785,904)	\$ (3,608,539)	\$ (66,876,648)	\$ (161,463,846)

Schools and the ESD are funded through the State School fund on a per pupil allocation. Urban renewal anywhere in the state impacts revenues in the State School Fund. The legislature determines the per pupil allocation and the funding sources. There are other funding sources for the State School Fund in addition to property tax revenues.

PRELIMINARY PROJECT COSTS

Downtown Improvement Plan Planning Level Cost Estimates Updated to 2020 Dollars									
Public Transportation Infrastructure									\$28,299,467
Public Utility Infrastructure (Water, Wastewater and Storm)									\$8,943,218
SIGNAGE & WAYFINDING, NORTH/SOUTH CONNECTIONS, DOWNTOWN TROLLEY, URBAN RENEWAL, ECONOMIC OR BUSINESS DISTRICT, DOWNTOWN DEVELOPMENT OMBUDSMAN, PARKING									\$1,260,675
Downtown Improvement Plan Area Project Costs									\$38,503,360
Riverfront Master Plan Update Planning Level Cost Estimates Updated to 2020 Dollars									
<i>These planning level cost estimates will be further refined with future updates to the City Transportation System Plan (TSP) and City master plans for Water, Wastewater and Storm.</i>									
Public Transportation Infrastructure									\$34,029,425
Public Utility Infrastructure (Water, Wastewater and Storm)									\$13,713,780
Riverfront Trails									\$1,824,070
Riverfront Master Plan Area Project Costs									\$49,567,275
GRAND TOTAL - URBAN RENEWAL PROJECT COST ESTIMATES - 2020**									\$88,070,635
**Does not currently include project costs for:									
1) Undergrounding Overhead Utilities - Second Street, S Grant Street to S River Street									
2) ADA Curb Ramps - S Blaine Street, E First Street to E Ninth Street									
3) ADA Curb Ramps - E Ninth Street, S Blaine Street to S Pacific Street									
4) ADA Curb Ramps - Intersections Around Scott Leavitt Park, E Eleventh Street, S Willamette Street, S Columbia Street, E Tenth Street									
5) Pedestrian Furniture, Trash Cans, etc.									
6) Building Façade Program									

PUBLIC INFORMATION AND INPUT #1

1. Online
2. Information: UR 101
3. Two page handout

PUBLIC INFORMATION



Urban Renewal Feasibility Study

SPRING
2020



What is urban renewal?

Urban renewal is a local government tool used to improve and revitalize areas within a city. This tool is currently used by 79 communities statewide to implement economic development strategies and comprehensive plan goals. Urban renewal allows local governments to focus investments on a particular area to encourage public and private development. McMinnville, Carlton, and Dundee all use Urban Renewal.



How does it work?

In Oregon, "urban renewal" is the title of the program that authorizes the city to use tax increment financing. Tax increment financing is a tool that allows local governments to set aside property taxes generated from new businesses and development in a specific area. It also creates guidelines for spending the money. Access to this funding enables governments to focus investments on projects that encourage public and private development.



Why is the city considering urban renewal?

Urban renewal has proven successful in reinvigorating communities across Oregon. The feasibility study will help determine if using urban renewal in Newberg will help rejuvenate our downtown and waterfront area. Urban renewal in Newberg also aims to create better road connectivity across the city, improve bicycle and pedestrian safety, and update some downtown streets, making our city more enjoyable and accessible for community and family activities.



What is the source of the funding?

Urban renewal is not new money, instead it redirects money usually allocated for other taxing districts to the urban renewal agency. This shifts the impact of funding urban renewal to the taxing districts, not taxpayers.

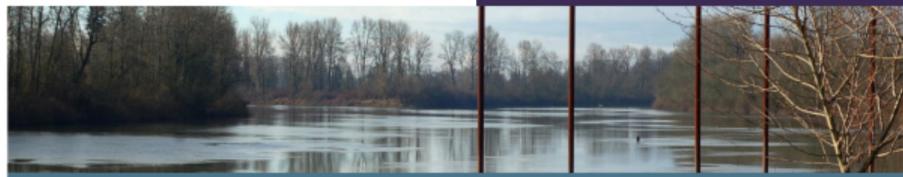
How is the money spent?

Urban renewal entities can do specified projects or activities under an adopted urban renewal plan which generally include:

- Construction or improvement of public facilities including streets, sidewalks, utilities, and parks.
- Streetscape improvements.
- Storefront improvements.
- Participation with developers for property improvement.
- Rehabilitation of existing buildings.

What will I pay?

Property taxpayers will not see an increase in property taxes as a direct result of an urban renewal area. If an urban renewal area is adopted, all property taxpayers will see a line item on the property tax bill that shows the breakdown of taxes for urban renewal. Urban renewal funding is not a new tax or an increase in taxes, and it does not directly divert money from schools.

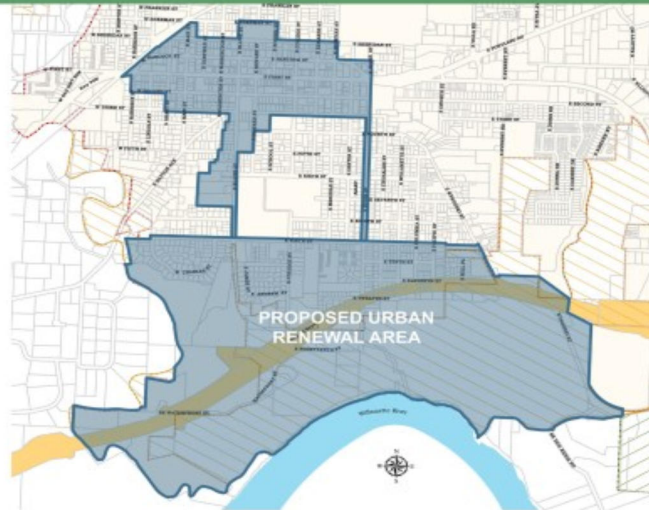


PUBLIC INFORMATION



Where did the idea for this urban renewal come from?

This urban renewal project is the result of years of outreach in the community while developing several plans that are shaping the future of our community, including the Newberg Downtown Improvement Plan, the Riverfront Master Plan, and the Newberg Community Visioning process. Urban renewal can help pay for infrastructure improvements already identified as needs by the community.

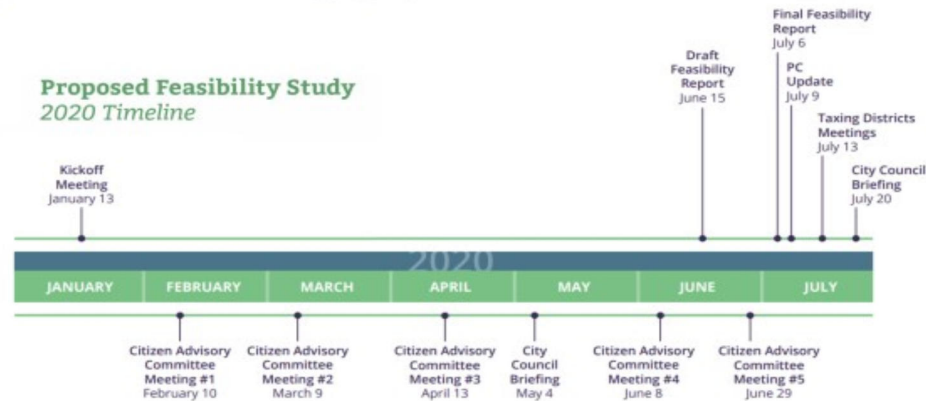


How can I get involved?

Join us at an open house or a citizen advisory committee meeting. To learn more, visit » newbergoregon.gov/urban-renewal

Proposed Feasibility Study 2020 Timeline

OR CONTACT THE CITY DIRECTLY »



NEXT STEPS

1. Public Information #1	Online
2. CAC Meeting #4	June 8
3. Public Input #2	TBD
4. CAC Meeting #5	June 29
5. Final Feasibility Study to CC	July 20



City Council Business Session

May 4, 2020 - 7:00 PM

Newberg city hall

414 e. first street (teleconference meeting - limited seating.

instructions to join electronically on city website.

email comments to sue.ryan@newbergoregon.gov)

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. PRESENTATIONS

4.A Historic Week Proclamation

[PROCLAMATION National Historic Preservation Month 2020.docx](#)

4.B CVCC Quarterly Report

[2019-20 Q3 Visitor Center Report.pdf](#)

5. CITY MANAGER'S REPORT

6. PUBLIC COMMENTS

6.A Issue Tracker

[Newberg Issue Tracker Council.docx](#)

7. NEW BUSINESS

7.A Resolution 2020-3667, A Resolution supporting the Chehalem Cultural Center request to the Cultural Advocacy Coalition for capital funding through the Oregon State Legislature Cultural Resources Economic Fund

[RCA Reso No 3667.doc](#)

[Attachment 1 - Funding support Letter.pdf](#)

7.B Resolution 2020-3665, A Resolution approving the FY 2020-2021 Visit Newberg Business Plan and Budget

[RCA Resolution 3665.doc](#)

[Res3665 Exhibit A Revised Visit Newberg Business Plan](#)

7.C Request to fly the LGBTQ+ Rainbow Pride Flag for the Month of June – “Pride Month”

[RCA Information.doc](#)

[Attachment 1 - DAS Statewide Policy 107-011-160\[1\].pdf](#)

[Attachment 2 - Costa Mesa policy w Att.pdf](#)

[Attachment 3 - Santa Ana Flag Policy - govt speech.pdf](#)

8. COUNCIL BUSINESS

8.A Council Committee Reports

8.B Committee Openings

[April 2020 Volunteers needed](#)

9. ADJOURNMENT

ADA STATEMENT

Contact the City Recorder's Office for physical or language accommodations at least 2 business days before the meeting. Call (503) 537-1283 or email cityrecorder@newbergoregon.gov. For TTY services please dial 711.



PROCLAMATION

WHEREAS, The National Trust for Historic Preservation established May as Historic Preservation Month in 1973, as a way to promote historic places for the purpose of instilling national and community pride, promoting heritage tourism, and showing the social and economic benefits of historic preservation; and

WHEREAS, The City of Newberg recognizes May as Historic Preservation Month and supports activities in the community to instill awareness and promote the historic assets in Newberg as part of the National Trust for Historic Preservation “This Place Matters” national campaign; and

WHEREAS, Historic Preservation Month can instill awareness of the local historically significant buildings and landmarks to the residents of Newberg and surrounding communities; and

WHEREAS, Historic Preservation Month can promote Newberg’s locally designated historic landmarks and and the twelve landmarks listed on the National Register of Historic Places; and

WHEREAS, Historic preservation can be a community discussion; uniting residents behind an important cause; and

WHEREAS, Historic preservation has been shown as a great way to create jobs, stabilize property values, and preserve existing housing stock.

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 May 2020 as National Historic Preservation month in Newberg.

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Seal of the City of Newberg to be affixed on this 4th day of May, 2020.

Rick Rogers, Mayor

CHEHALEM VALLEY CHAMBER OF COMMERCE 2019-2020 Q3 VISITOR CENTER REPORT

		2019 July/Aug/Sept		2019 Oct/Nov/Dec		2020 Jan/Feb/Mar		2019 Apr/May/Jun	
Visitor Center		Q1		Q2		Q3		Q4	
Walk-in Visitors			1278		927		897		890
Visitor's Center Website		Q1		Q2		Q3		Q4	
Website Sessions			798		751		849		
Avg Duration (minutes:seconds)			11:16		1:30		2:50		
Bounce Rate*			64%		67%		50%		
*Bounce rate = the percentage of visitors that leave the website after visiting only 1 page.									
Visitor (Tourism) Website Page Rankings (excludes the Home Page)									
Most Visited Page:		Plan Your Visit		Home Page		Home Page			
2nd Most Visited Page:		All Things to Do Free		All Things to do Free		All Things to do Free			
3rd Most Visited Page:		Things to Do		Plan Your Visit		Plan Your Visit			
4th Most Visited Page:		Wine Tours		St. Paul Community Hal		Heritage Home Tour			
Visitor Center & Tourism		Q1		Q2		Q3		Q4	
Revenue									
TLT Revenue:									
City of Newberg		\$	23,894.25	\$	23,894.25	\$	23,894.25	\$	95,577.00
Other Revenue:									
Grants									
Total Revenues:		\$	23,894.25	\$	23,894.25	\$	23,894.25	\$	95,577.00
Expense									
Personnel		\$	17,559.00	\$	13,824.61	\$	14,240.92	\$	50,577.00
Overhead, Utilities, etc.		\$	5,948.72	\$	6,912.88	\$	6,830.13	\$	45,000.00
Total Expenses:		\$	23,507.72	\$	20,737.49	\$	21,071.05	\$	95,577.00
Net Income:		\$	386.53	\$	3,156.76	\$	2,823.20	\$	-
Visitor Center Requests & Services Provided									
Q1:	Beginning 8.21.2019, CVCC Staff began tracking walk-ins and calls for the VC. Most visitors enlist help planning regional visits, wine tours (often picking up tasting cards contributed by local wineries), restaurants, RV accommodations, where to buy locally-sourced gifts or other recreational opportunities. Visitors came in to check for new events, attractions or businesses since their last trip. We also helped several new or prospective residents learn more about our area.								
Q2:	One explanation for lower walk-in visits is increased office closure times with 3 holidays occurring midweek. Visitors requested assistance with planning wine tours, dining experiences, and shopping; local maps and bus schedules; new resident services and recommended businesses, both as assembled recruiting and welcome packets, but also conversational exchanges. Most visits lasted approximately 20 minutes, engaging with CVCC staff.								
Q3:	In-person engagements included several relocation information conversations, bus transit requests, publication services to local lodging partners in preparation for the spring season, administration of the A-dec/Oregon Symphony eve a visit from a Portland travel planner looking for unique, lesser known experiences with local insight, and the majority of walk-ins and calls serviced with advice, maps, brochures, and local knowledge of tourism/hospitality partners.								

2020 NEWBERG COUNCIL ISSUE TRACKER

DATE	TYPE	SUMMARY	DEPT.	STATUS	TIMEFRAME	COMPLETE
10/14/19	Council	Re-design City of Newberg flag	CM			

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 4, 2020

Order ____ No.	Ordinance ____ No.	Resolution <u>XX</u> No. 2020-3667	Motion ____	Information ____
-------------------	-----------------------	---------------------------------------	-------------	------------------

SUBJECT: A Resolution supporting the Chehalem Cultural Center request to the Cultural Advocacy Coalition for capital funding through the Oregon State Legislature Cultural Resources Economic Fund

**Contact Person (Preparer) for this Motion: Doug Rux, Director
Dept.: Community Development
File No.: MISC120-0017**

RECOMMENDATION:

Adopt Resolution No. 2020-3667.

EXECUTIVE SUMMARY:

The Chehalem Cultural Center is embarking on additional improvements to the facility with Phase 3. This phase includes the second floor theater and movement studio, along with the grand lobby and stair case. Prior phases for facility improvements included Initial Investment for Site Acquisition and Site Preparation. Phase 1: Main Lobby, Galleries, Studios, Classrooms, Administrative Offices, and restrooms. Phase 2 encompassed the Grand Ballroom, Founders Lobby and Parking Lot. Phase 2.5 included the Culinary Center, Bridal Suite and Public Restrooms. In total \$9,500,000 has been invested in the facility.

Funding for Phase 3 has been identified at \$6,000,000. The Chehalem Cultural Center has been conducting fund raising for a portion of the Phase 3 costs. To augment the fund raising the Chehalem Cultural Center has indicated they will be approaching the Cultural Advocacy Coalition seeking an endorsement for the project. The Cultural Advocacy Coalition was formed in 1998 to advocate for policies and funding that will create a thriving environment for art, heritage, history and the humanities across Oregon.

The Coalition's vision is a state where Oregonians are able to access and engage in arts, heritage and the humanities in their community without barriers; where students have equitable access to quality arts education throughout their academic careers; and arts and culture organizations are able to provide innovative, world class programming that allows for the export of ideas, innovation and creative work, while contributing to Oregon's economy and quality of life.

The Coalition advances its mission and vision by lobbying the state legislature on behalf of the cultural community in support of its legislative agenda, including funding for capital projects. The Coalition endorses a package of capital construction requests from cultural nonprofits representing a diversity of regions and disciplines, prior to full legislative sessions, then works with endorsed organizations to seek legislative approval during the session.

The Coalition will notify endorsed organizations. The Coalition will work with endorsed organizations to help them prepare for legislative review. The Coalition will formally request funding on behalf of the package of endorsed projects, coordinate lobbying efforts among organizations and manage the sector's Ways and Means request.

If the Chehalem Cultural Center project is endorsed it would be advocated for during the 2021 Oregon State

Legislative session through the Ways and Means Committee to seek funding from the Cultural Resources Economic Fund in the amount of \$1,250,000.

Sean Andries, Executive Director of the Chehalem Cultural Center, has approached the City of Newberg seeking support for the request to the Cultural Advocacy Coalition and Oregon State Legislature. Attachment 1 is Mr. Andries request letter and supporting material on facility improvement graphics, funding plan and facility activities.

FISCAL IMPACT:

No fiscal impact for the City of Newberg.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL GOALS FROM FEBRUARY 2020):

Not applicable.



RESOLUTION No. 2020-3667

**A RESOLUTION SUPPORTING THE CHEHALEM CULTURAL CENTER
REQUEST TO THE CULTURAL ADVOCACY COALITION FOR CAPITAL
FUNDING THROUGH THE OREGON STATE LEGISLATURE CULTURAL
RESOURCES ECONOMIC FUND**

RECITALS:

1. The Chehalem Cultural Center is the largest provider of art and cultural programming in rural Yamhill County.
2. The Chehalem Cultural Center has identified as their next facility improvement Phase 3 which includes the second floor theater and movement studio, along with the grand lobby and stair case.
3. Funding for Phase 3 has been identified at \$6,000,000. The Chehalem Cultural Center has been conducting fund raising for a portion of the Phase 3 costs.
4. The Chehalem Cultural Center has indicated they will be approaching the Cultural Advocacy Coalition seeking an endorsement for the Phase 3 project.
5. If the Chehalem Cultural Center Phase 3 project is endorsed it would be advocated for during the 2021 Oregon State Legislative session through the Ways and Means Committee to seek funding from the Cultural Resources Economic Fund in the amount of \$1,250,000.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City of Newberg supports the Chehalem Cultural Center request for endorsement from the Cultural Advocacy Coalition for the Chehalem Cultural Center Phase 3 project (second floor theater and movement studio, along with the grand lobby and stair case).
2. The City of Newberg supports the Chehalem Cultural Center, if endorsed by the Cultural Advocacy Coalition, to seek funding in the amount of \$1,250,000 from the Oregon State Legislature through the Cultural Resources Economic Fund.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: May 5, 2020.

ADOPTED by the City Council of the City of Newberg, Oregon, this 4th day of May, 2020.

Sue Ryan, City Recorder

ATTEST by the Mayor this 7th day of May, 2020.

Rick Rogers, Mayor



www.ChehalemCulturalCenter.org

415 E Sheridan St
Newberg, OR 97132
(503) 487-6883

Friday, March 27 2020

President

Barbara Palmer

To Whom it Concerns,

Past President

Pierre Zreik

Vice President

Allyn Brown

Secretary

Karen Pugsley

The Chehalem Cultural Center (CCC) is the largest provider of arts and culture programming in rural Yamhill County, serving as a key point of accessibility to the arts for thousands. The CCC offers year-round arts programming, provides robust educational opportunities, produces numerous community events and performances, maintains professional facilities for local artists, and welcomed more than 70,000 guests through its doors in 2019 alone.

Treasurer

Mary Martin Miller

The CCC has a proven track record of success and is embarking on an ambitious plan to address a vital need in our region. The CCC seeks to create a new home for the performing arts in Yamhill County by renovating existing space at its historic home in downtown Newberg. This project will create a 7,500sq. ft. performing arts wing including a dance and movement studio, a redesigned grand lobby, and a 250-seat performing arts theatre. This \$6 million development will transform the CCC into a regional destination and economic driver in the cultural sector.

Directors

Deb Clagett
David Harrelson
Stan Halle
Kris Horn
Rick Lee
Dennis Lewis
Cathy Redman
Lisa Rogers
Deborah Stevenson
Mark Terry
Arturo Vargas

As part of our plan to bring this dream to reality the CCC will approach the Oregon State Legislature during the 2021 session for capital funding through the Creative Resource Economic Fund. I ask for your support.

A declaration in support of this project from the City of Newberg is an important piece of our application to the legislature. I am happy to speak in more detail about this project or to answer any questions you may have.

Thank you for supporting arts and culture and the Chehalem Cultural Center.

Sincerely,

Sean Andries
Executive Director



CHEHALEM

CULTURAL CENTER

PHASE 3: CONNECTING COMMUNITY AND CULTURE

PHASE 3: THEATRE



"Yamhill County is hungry for a premier, mid-sized performing arts venue. This space will attract professional and community theatre, music, and dance - filling a vital need for the entire region."

JIM HALLIDAY
Founder
Willamette Shakespeare

S|E A
SCOTT EDWARDS ARCHITECTURE LLP

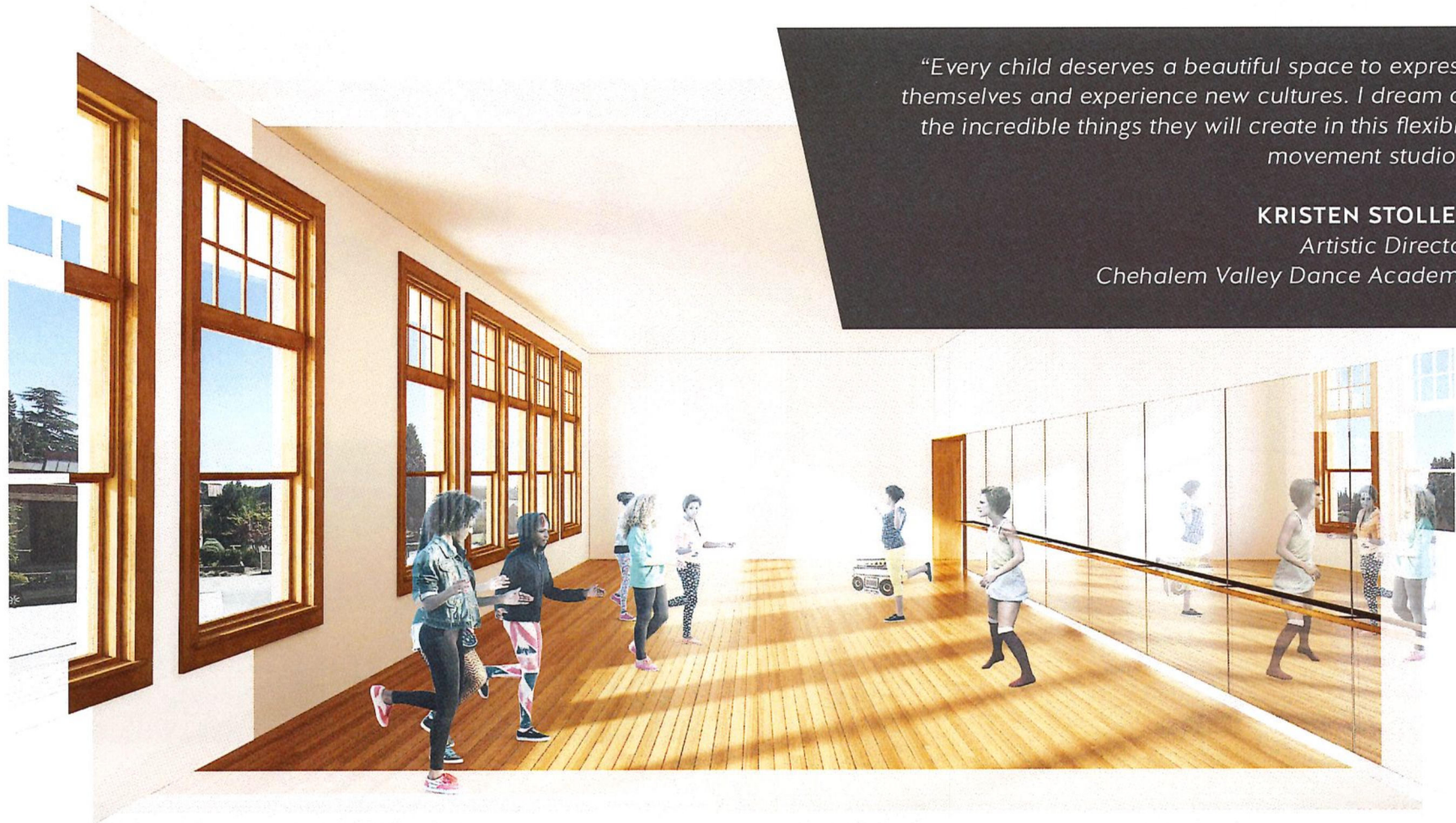
PHASE 3: MOVEMENT STUDIO



"Every child deserves a beautiful space to express themselves and experience new cultures. I dream of the incredible things they will create in this flexible movement studio."

KRISTEN STOLLER

Artistic Director
Chehalem Valley Dance Academy



S|E A
SCOTT|EDWARDS ARCHITECTURE LLP

PHASE 3: GRAND LOBBY



"The Chehalem Cultural Center provides a warm and welcoming place for people of all backgrounds to gather, practice and share traditions in community."

ROSA OLIVARES

Community Engagement Specialist
City of Newberg



S|E A
SCOTT EDWARDS ARCHITECTURE LLP

PHASE 3: FUNDING PLAN



FOUNDATIONS

12.5%

\$750,000

GOVERNMENT

20.8%

1,250,000

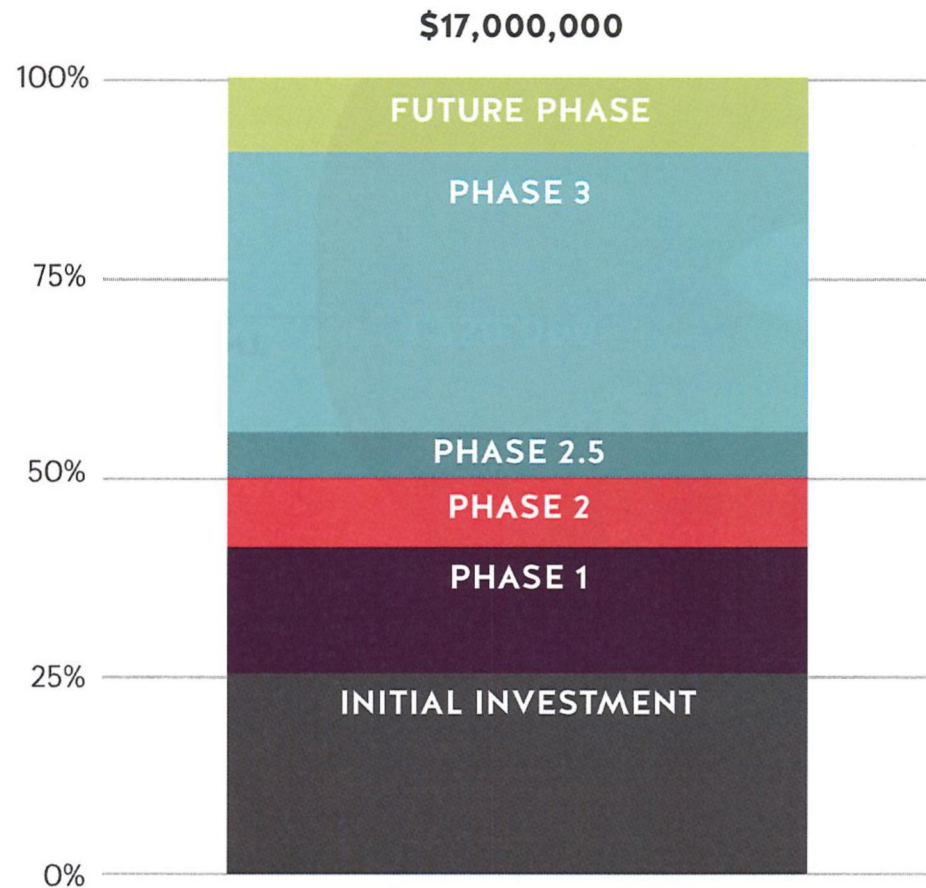
INDIVIDUALS

66.7%

4,000,000

PHASE 3 TARGET: \$6 MILLION

CAPITAL FUNDRAISING



PHASE 3: \$6 MILLION

- Theatre
- Movement Studio
- Grand Lobby

PHASE 2.5: \$900,000

- Culinary Center
- Bridal Suite
- Public Restrooms

PHASE 2: \$1.5 MILLION

- Grand Ballroom
- Founders Lobby
- Parking Lot

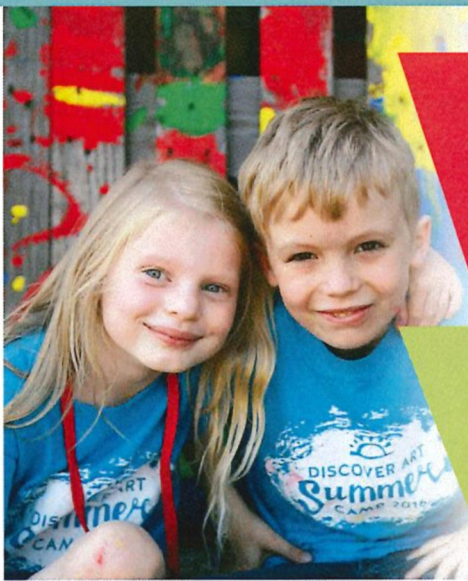
PHASE 1: \$2.7 MILLION

- Main Lobby
- Galleries
- Studios
- Classrooms
- Administration Offices
- Restrooms

INITIAL INVESTMENT: \$4.4 MILLION

- Site Acquisition
- Site Preparation

A VIBRANT COMMUNITY HUB



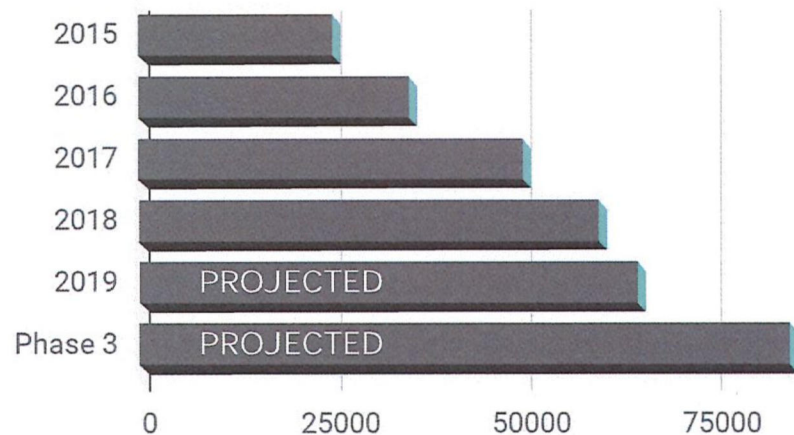
3,500+ STUDENTS
OF ALL AGES
PARTICIPATE IN
CCC ART PROGRAMS

40% OF ART CLASS
PARTICIPANTS RECEIVE
TUITION ASSISTANCE

IN 2018:

- **673** REGISTERED **VOLUNTEERS**
- **264 HOURS** OF YOUTH MARIACHI
- **50 ART CLASSES/WORKSHOPS** FOR ALL AGES
- **40** LIVE PUBLIC **PERFORMANCES**
- **31 CURATED ART SHOWS**
- **20** WEDDINGS
- **10 NON-PROFIT FUNDRAISERS**
- **7 WEEKS** OF SUMMER CAMP
- **3 QUINCEANERAS**
- **2 LARGE PUBLIC FESTIVALS**

VISITORS ANNUALLY



YAMHILL COUNTY ECONOMIC IMPACT*

ANNUAL 2015



778,786

ARTS & CULTURE EVENT
ATTENDEES

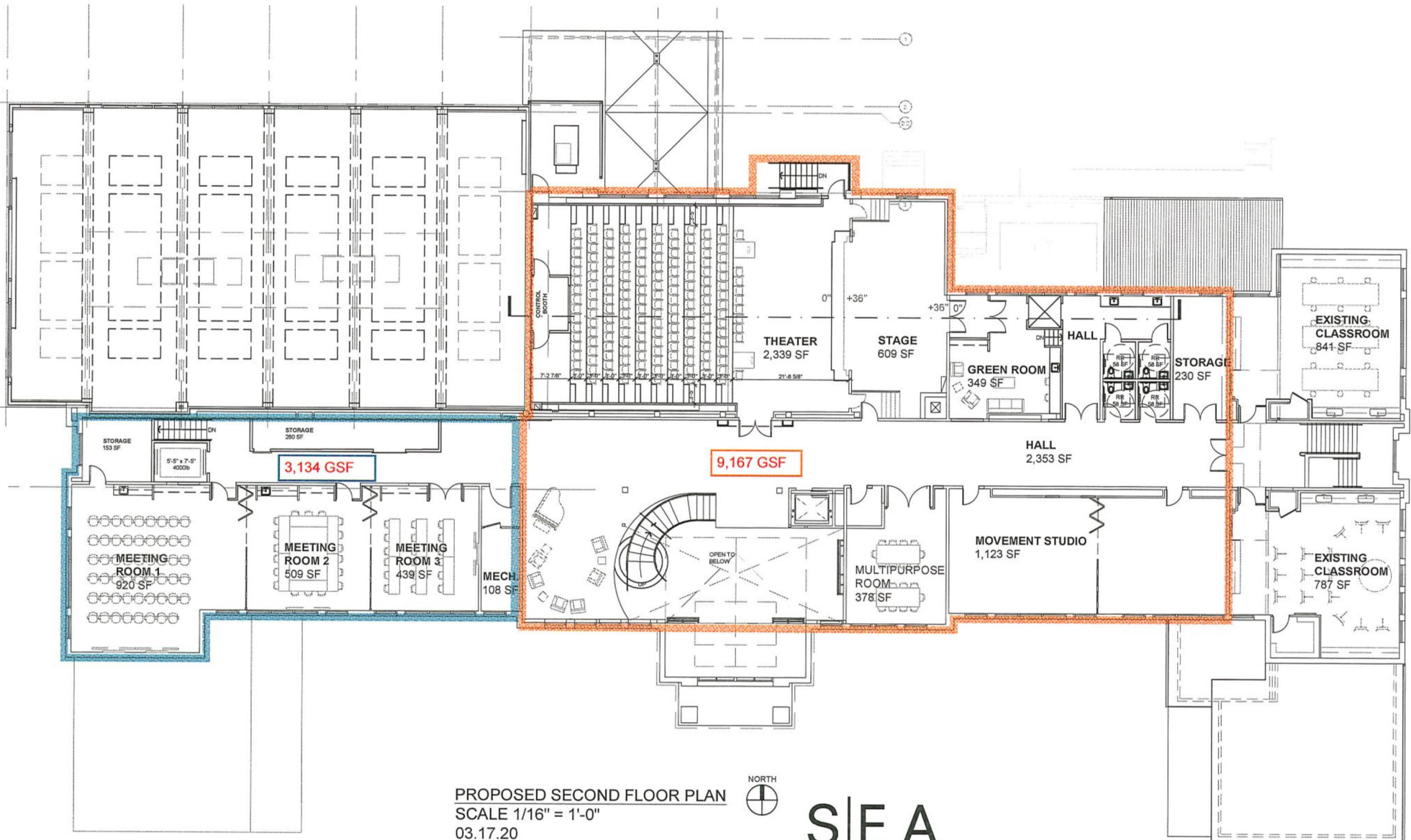
\$45 MILLION
IN TOTAL ECONOMIC
ACTIVITY

37%
OF ATTENDEES WERE
TOURISTS

"The Chehalem Cultural Center brings access to first-class arts and culture programming closer to thousands of rural families and puts Yamhill County on the map of Oregon's arts landscape."

U.S. REP. SUZANNE BONAMICI

*Arts & Economic Prosperity 5: A Project of Americans for the Arts



PROPOSED SECOND FLOOR PLAN
 SCALE 1/16" = 1'-0"
 03.17.20
 CHEHALEM CULTURAL CENTER
 415 E SHERIDAN STREET
 NEWBERG, OR



S|E A
 SCOTT EDWARDS ARCHITECTURE LLP
 2525 E. Burnside St., Portland, OR 97214
 phone: (503) 226-3617 www.sealp.com

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May4, 2020

Order ____ No.	Ordinance ____ No.	Resolution <u>XX</u> No. 2020-3665	Motion ____	Information ____
-------------------	-----------------------	---------------------------------------	-------------	------------------

SUBJECT: A Resolution approving the FY 2020-2021 Visit Newberg Business Plan and Budget

Contact Person (Preparer) for this
Motion: Doug Rux
Dept.: Community Development
File No.: GEN20-0002

RECOMMENDATION:

Adopt Resolution 2020-3665.

EXECUTIVE SUMMARY:

The City of Newberg entered into an agreement with Visit Newberg on May 20, 2019 to provide tourism marketing and promotion services. The effective date of the agreement was July 1, 2019 and runs for three years.

Under Section 4. Annual Business and Marketing Plan:

- a. Beginning with the 2020-2021 fiscal year, the Contractor will prepare and submit a Business Plan to the City Council no later than three weeks before the first Council meeting of May each year. The Business Plan will contain a review of the previous year's performance and a detailed description of the services the Contractor proposes to provide in the next fiscal year, as well as a proposed budget for the next fiscal year. The Business Plan will identify activities and performance goals. Additionally, the Business Plan will contain a detailed explanation of any amendments the Contractor has made to the Contractor's bylaws. The Contractor will be fully responsible for the implementation of services and programs and the City will not control the day to-day activities and operations of Visit Newberg and its employees and agents. However, the City may provide general suggestions regarding the funding of various services or programs, which the Contractor will consider in the use of City funds.
- b. The City Council will consider the Business Plan during a Council meeting in the month of May each year, after which, the Council will determine whether to approve the Plan. If the Council approves the Business Plan, the Council will authorize continued funding of Visit Newberg for the next fiscal year. The Contractor will expend funds received from the City under this Agreement only as set out in and authorized by the Business Plan. If the Council does not approve the Business Plan and the parties cannot reach agreement on modifications, this Agreement will terminate in the same manner as if the Contractor had defaulted or breached the Agreement, pursuant to Article 13.
- c. The Contractor's proposed budget will be prepared assuming a total budget for services provided under this Agreement of 35.06% of projected Transient Lodging Tax collections for the current year, minus the City's annual expenditures to the Chehalem Valley Chamber of Commerce for the Visitor Center contract, and funds committed from the Transient Lodging Tax Destination Development-Marketing Grant program grant awards.

The Contractor's annual budget will contain a reserve fund in an amount equal to at least three

20

months of total operating expenses as defined by the Contractor's adopted fiscal policies. The reserve fund may be used in the case of actual revenues being less than forecast and in support of activities included in the approved Business Plan. In no case will expenditures exceed actual funds payable under this Agreement. However, nothing in this section precludes the Contractor using funds secured from sources other than the City in the Contractors' complete and total discretion.

Visit Newberg's proposed budget includes a three month operating expense reserve fund in accordance with Section 4.c. of the Agreement.

Visit Newberg submitted a Business Plan on April 6, 2020 in accordance with Section 4.a. of the Agreement which was reviewed by the City Council on May 4, 2020 in accordance with Section 4.a. of the Agreement.

Visit Newberg submitted their Business Plan (Revised) on April 17, 2020. The Business Plan outlines the following topic areas:

- Mission
- Purpose
- Brand Values
- Marketing Tools
- Metrics
- First Year Accomplishments
- Highlights of Goals and Objectives for 2020-2021
- Budget

Leslie Caldwell, Executive Director of Visit Newberg, will be present to review the document and the details under each of the topic areas.

FISCAL IMPACT:

Funds for Visit Newberg are in Fund 19, 19-1110-592502 Visit Newberg Contract. A total of \$104,141 are in the proposed budget.

In FY 19-20 the built up one time funds were distributed to Visit Newberg per the contract with \$150,000 of the built up one time funds distributed at the end of September 2019 and the balance distributed at the end of January 2020 in the amount of \$150,000 and \$113,967 respectively. The \$324,000 budgeted for the annual contract have been dispersed quarterly with a total of \$179,158 to date. The quarterly disbursements occurred in November and February. Two additional disbursements will occur in May and August.

In addition, \$250,000 of initial start-up funds were provided to Visit Newberg per Resolution No. 2019-3533 by the City Council in FY 18/19.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL GOALS FROM FEBRUARY 2020):

Not applicable.



RESOLUTION No. 2020-3665

A RESOLUTION APPROVING THE FY 2020-2021 VISIT NEWBERG BUSINESS PLAN AND BUDGET

RECITALS:

1. \$250,000 of initial start-up funds were provided to Visit Newberg per Resolution No. 2019-3533 by the City Council.
2. The City of Newberg entered into an Agreement with Visit Newberg on May 20, 2019 to provide tourism marketing and promotion services per Resolution No. 2018-3519. The effective date of the agreement is July 1, 2019 and runs for three years.
3. Visit Newberg's proposed budget includes a three month operating expense reserve fund in accordance with Section 4.c. of the Agreement.
4. Visit Newberg submitted a Business Plan on April 6, 2020 and a revised Business Plan on April 17, 2020 in accordance with Section 4.a. of the Agreement and was reviewed by the City Council on May 4, 2020 in accordance with Section 4.b. of the Agreement.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The 2020-2021 Visit Newberg Business Plan and Budget, Exhibit "A", is approved.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: May 5, 2020.

ADOPTED by the City Council of the City of Newberg, Oregon, this 4th day of May, 2020.

Sue Ryan, City Recorder

ATTEST by the Mayor this 7th day of May, 2020.

Rick Rogers, Mayor



TASTE NEWBERG
BUSINESS PLAN & BUDGET
FISCAL YEAR 2020-21





BOARD MEMBERS AND STAFF

Dennis Lewis
Board President
Owner
Lewis Audio Video

Megan Carda
Board Member
Owner/Manager
Lifestyle Properties LLC

Cathy Martin
Board Member
Marketing Coordinator
Argyle Winery

Shannon Buckmaster
Ex-Officio Board Member
CEO
Chehalem Valley Chamber of Commerce

Leslie Caldwell
Board Secretary
Executive Director
Taste Newberg

Ron Miller
Marketing Manager
Taste Newberg

Rob Felton
Board Vice President
Director of Executive Communication
George Fox University

Nichole Cooper
Board Member
Director of Sales and Marketing
The Allison Inn and Spa

Sheila Nicholas
Board Member
Co-Owner/Winemaker
Anam Cara Cellars

Ted Crawford
Ex-Officio Board Member
Chair
Travel Dundee

Pierre Zreik
Board Treasurer
Managing Director
The Allison Inn and Spa

Stefan Czarnecki
Board Member
Owner
Black Tie Tours

Britta Stewart
Board Member
Director
Hoover-Minthorn House

Elise Yarnell Hollamon
Ex-Officio Board Member
Clinic Administrator
Providence Newberg Hospital





TASTE NEWBERG'S GUIDING PRINCIPLES



Mission

Taste Newberg's mission is to enhance the economic vitality of the community by promoting Newberg as a year-round visitor, convention and event destination by maximizing collaborative partnerships, efficiently activating transient lodging tax revenue and implementing effective sales and marketing programs, while cultivating a world-class visitor experience.

Vision

Taste Newberg will be widely acknowledged as one of the most extraordinary and distinctive destinations in Oregon and a best-in-class tourism resource in Yamhill County.

Purpose

Taste Newberg, a 501(c)(6) non-profit, was formed in February 2019 as a destination marketing organization dedicated to enhancing the greater Newberg area's economy by attracting tourists to the region and ensuring they support local businesses during their visit. This will be accomplished specifically through innovative collaboration and cohesive messaging, positioning the region as a desirable choice for wine, craft beer and spirits touring, culinary exploration, arts and culture immersion, outdoor recreation, events and entertainment resulting in increased business activity and improved quality of life.

Brand Values

Location: Closest wine region to Portland.	Exploration & Discovery: Agri-tourism, river exploration, eco-tourism.	Friendly: Small town feel with locally owned boutiques, coffee shops, galleries.	Culinary: Jory, The Painted Lady, Rosmarino Osteria, Recipe, and other acclaimed restaurants.
Arts: Chehalem Cultural Center, The Allison Inn and Spa, George Fox University, ART Elements, Blue Plume Studio and Gallery, Blue Trout Gallery.	Recreation: Hot air balloon adventures, cycling, hiking and walking trails, golf, Willamette River boating and paddling, Skatepark, BMX track.	Wine, Craft Beer, Spirits: Dozens of tasting rooms at wineries, breweries, distilleries; growing national reputation.	Historical: Hoover-Minthorn House Museum, Champoege State Heritage Area, Butteville Store.



MARKETING STRATEGIES

All of Taste Newberg's marketing is designed to drive traffic to TasteNewberg.com and/or our social media sites at Facebook, Instagram or Twitter. Our goal is to drive customers to our sites through a comprehensive mix of marketing and public relations programs, connecting these customers to our area partners and stakeholders. These partners will then, presumably, convert those visitors to customers.

Taste Newberg is a non-membership, non-profit organization who offers free listings on its website to area tourism stakeholders, via integration of Travel Oregon's OTIS (Oregon Tourism Information System). This ensures that our website benefits the entire area visitor ecosystem.

Specific marketing tools we will use include:

Print Advertising
Digital Advertising
SEO/SEM
Social Media
Public Relations
Brochure Distribution
Promote Area Events





Taste Newberg will use several metrics to measure the success of our marketing and promotion initiatives as relates to Newberg's tourism industry. When viewed cumulatively, these metrics provide a snapshot of the health of the industry and the effectiveness of Taste Newberg's marketing programs.

Transient Lodging Tax (TLT) Collections

Citywide Lodging Occupancy

Website Traffic to TasteNewberg.com

Referral Traffic to Stakeholder Websites

Social Media Engagement Metrics

Digital Marketing Campaign Analytics

Media/Public Relations & Familiarization Tours





Listed below are some of Visit Newberg's accomplishments in its year of inception.

2019-2020 FISCAL
YEAR IN REVIEW

- The City of Newberg worked closely with a TLT ad-hoc committee to transition from a tourism grant program to forming a destination marketing organization (DMO), with its purpose to invest and manage a dedicated percentage of the City's lodging tax revenues.
- In December 2018, Visit Newberg was officially incorporated as a pending 501(c)(6) non-profit organization, dedicated to enhancing Newberg's economy through the promotion of tourism.
- In February 2019, City Council appointed the organization's first Board of Directors.
- In May 2019, Visit Newberg signed a 3-year contract with the City of Newberg and hired an Executive Director.
- Established home office in the Newberg Downtown Coalition building.
- In June 2019, Visit Newberg's Board of Directors approved the organization's fiscal year 2019-20 business plan and budget.
- In June 2019, Visit Newberg's Board of Directors adopted the organization's official Financial Policy.
- In July 2019, Visit Newberg's Executive Director presented fiscal year 2019-20 Business Plan and Budget to Newberg City Council, which was approved at that time.
- In December 2019, Visit Newberg hired a Marketing Manager.
- In March 2020, the IRS granted Visit Newberg official tax-exempt status as a 501(c)(6).
- Researched and decided on Visit Newberg's brand strategy, narrative, naming as Taste Newberg.
- Completed photo shoots to start building out our image library.
- Conducted Willamette Valley Visitors Association staff and public relations agency familiarization tour to Newberg area.
- Partnered with Travel Dundee on *Wake Up in Wine Country* social media campaign.
- Ran Expedia ad campaigns for Newberg partner hotels (Fall 2019 campaign generated \$24.5 thousand in lodging revenue).
- Held Guest Service Gold® training for area staff who welcome tourists to their businesses.
- Launched TasteNewberg.com web site.
- Newberg's TLT revenue grew 2.5% from calendar year 2018 to 2019.



2020-2021 GOALS & OBJECTIVES

The following are highlights of Visit Newberg's goals and objectives for 2020-21.

- Generate a minimum of 50,000 unique visits to TasteNewberg.com website, launched in March 2020.
- Continue to enhance user experience on TasteNewberg.com to optimize performance, maximize site referrals to area tourism stakeholders.
- Produce and launch a digital ad campaign in target markets. Focus on low and shoulder season (November through May) to improve healthier seasonality mix of tourist visits.
- Design and produce a compelling wine trail marketing brochure or partner with Willamette Valley Wineries Association and area AVA wine growers associations to promote Newberg-Dundee area wine trails.
- Work with City of Newberg and Newberg Downtown Coalition to attract a boutique hotel to downtown Newberg.
- Maintain a comprehensive social media marketing program and build social media audience.
- Produce and distribute a destination marketing video.
- Increase organic website traffic by maximizing SEO and SEM tactics.
- Write ongoing website posts, promoting area tourism stakeholders and events.
- Produce a monthly visitor e-newsletter; grow subscriptions via website.
- Design and distribute an area "mini-guide" and/or rack brochure to showcase Newberg's tourism appeal as a year-round travel destination. This will also be a downloadable document on our website.
- Collaborate with industry stakeholders* on joint promotions, events, media familiarization tours, newsletters, destination development, advocacy, etc.
- Contract with a public relations agency to generate positive media coverage for Newberg tourism. Secure regional and national non-paid media coverage resulting in 250,000 impressions.
- Work with community partners to recruit conferences, athletic events, and other travel groups to Newberg.



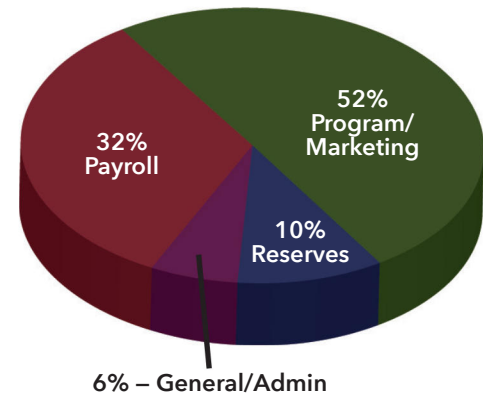
* Travel Oregon, Willamette Valley Visitors Association, Yamhill County Tourism Partnership, Willamette Valley Wineries Association, Travel Dundee, Downtown Newberg Wineries, Ribbon Ridge and Chehalem Mountain Wine Growers, Newberg Downtown Coalition, Chehalem Valley Chamber of Commerce

BUDGET

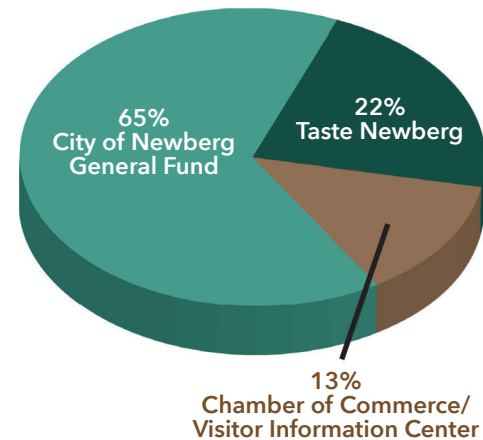
Revenue	2019-20 Projected	2020-21 Revised
End of 2019-20 Fiscal Year Balance Carryover	\$ -0-	\$393,970.16
End of 2018-2019 Fiscal Year Balance Carryover	\$235,731.19	\$ -0-
City of Newberg (FY TLT Funds)	\$165,350.00	\$125,141.00
City of Newberg (Tourism Committee TLT Funds, Paid in Sep 2019)	\$150,000.00	\$ -0-
City of Newberg (Tourism Committee TLT Funds Paid in Jan 2020)	\$113,967.00	\$ -0-
Interest Income from CDs/City Interest	\$7,149.88	\$750.00
Total Revenues	\$672,198.07	\$519,861.16
Payroll Expenses	\$113,672.59	\$141,925.16
Salaries, Taxes, Payroll Administration	\$111,823.09	\$139,093.12
SIMPLE IRA	\$1,849.50	\$2,832.04
General Operations	\$15,861.41	\$27,140.00
Network and Telco	\$1,833.77	\$3,000.00
Office Equipment	\$4,592.55	\$1,000.00
Office Furniture	\$ -0-	\$350.00
Printing	\$250.00	\$500.00
Office Supplies	\$900.00	\$1,000.00
Software Subscriptions	\$626.09	\$750.00
Bank Fees	\$ -0-	\$100.00
Organization Membership Dues	\$369.00	\$375.00
Professional Fees	\$2,800.00	\$13,000.00
Insurance	\$1,690.00	\$1,765.00
Entertainment/Meals	\$400.00	\$1,000.00
Repairs and Maintenance	\$1,400.00	\$1,800.00
Contingency	\$1,000.00	\$2,500.00
Reserves (3 Months' Operating Expenses)	\$32,383.50	\$42,266.29
Program/Marketing Expenses	\$116,310.41	\$229,980.00
Brand Development	\$25,000.00	\$ -0-
Collateral/Production/Print/Distribution *	\$ -0-	\$17,500.00
Website Development *	\$55,000.00	\$20,000.00
Photography/Video	\$17,718.19	\$35,000.00
Advertising (Outdoor, Digital, Print, Radio) *	\$ -0-	\$65,000.00
Social Media *	\$10,075.00	\$12,500.00
Media Relations/Fam Tours	\$4,000.00	\$65,000.00
Dues & Subscriptions	\$ -0-	\$5,080.00
Organization Memberships	\$1,095.00	\$1,650.00
Entertainment/Meals	\$850.00	\$1,250.00
Training/Conferences	\$1,167.50	\$2,500.00
Travel Expense/Hotel/Mileage	\$1,354.72	\$3,500.00
Postage	\$50.00	\$1,000.00
Total Expenses	\$278,227.91	\$441,311.45
End of Fiscal Year Balance - to be applied to FY2020-21, FY2021-22	\$393,970.16	\$78,549.71

* The economic impact of coronavirus-caused restrictions led Taste Newberg to reduce budgets for advertising, print collateral, website, and social media. We request the City Council reevaluate the overall distribution of TLT revenue, the majority of which is used to fund non-tourism activities as well as the Visitor Information Center. We believe marketing is the best investment of TLT funds to increase tourism to Newberg and, thus, increase future TLT revenues. In today's digital world, Taste-Newberg.com serves as a robust virtual visitor information center.

2020-21 Expenses



TLT Revenue Allocation





REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 4, 2020

Order ____ No.	Ordinance ____ No.	Resolution ____ No.	Motion ____	Information <u>XX</u>
-------------------	-----------------------	------------------------	-------------	-----------------------

SUBJECT: Request to fly the LGBTQ+ Rainbow Pride Flag for the Month of June – “Pride Month”

Contact Person (Preparer) for this
Item: Doug Rux, Director
Dept.: Community Development
File No.: MISC120-0020

RECOMMENDATION:

Information only.

EXECUTIVE SUMMARY:

On December 9, 2019, Rebecca Swindle spoke before the City Council requesting that the LGBTQ+ Rainbow Pride Flag be flown for the month of June – “Pride Month”. An earlier inquiry on flying a flag occurred in June 2019 at the initiation of former Councilor Elizabeth Curtis Gemeroy.

Background

Former City Manager Joe Hannan inquired in June 2019 on displaying a LGBTQ pennant. Four questions were asked:

1. Can a pennant be attached to the face of a public or private building?
2. Can a pennant on a pole be put up at Butler or Francis Square?
3. Can it be displayed on private property?
4. Are there limits of how long a pennant can be displayed?

The Community Development Department provided the following information to clarify the questions being asked.

Flag



Banner



Pennant



All three of the above examples are considered signs. By Newberg's code all three are considered to be portable signs and are temporary signs. The NMC also has a definition of flag in the code. I have provided all of the definitions below.

Temporary and portable signs do not require a sign permit. The details are in 15.435.030 Permit required, listed below. A pennant or banner could be temporarily affixed to the face of a public or private building. The size of the pennant or banner would have to meet the requirements of 15.435.090 Portable signs, listed below. If it is attached to a public building there may/should be a discussion at the City Council level on the appropriateness or not.

A pennant could be put on a pole at the Butler or Francis Square sites as long as it meets the requirements listed below under 15.435.090 Portable signs. A pennant could be displayed on private property.

A flag could also be used at the Francis Square site; there may/should be a discussion at the City Council level on the appropriateness or not. To do a flag at the Butler site would require a flag pole.

15.435.105 Sign permit program for portable signs on private property. This section, listed below, has addition information on the size limitations and distance separation requirements for pennants and banners.

As to the question on time limits, there is nothing in the code except for temporary signs, 15.435.100 Temporary signs for events.

“Sign” means any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public. “Sign” includes banners, flags, balloons with graphics, letters, or advertising, and murals.

“Sign, portable” means any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to: signs designed to be transported by means of wheels; signs connected to A- or T-frames; menu and sandwich board signs; umbrellas, balloons, flags, or banners containing signs; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said sign is permanently affixed to the vehicle and said vehicle is licensed for movement on public streets.

“Sign, temporary” means a portable sign that is limited by law to placement for a specified period of time.

“Flag” means fabric that is attached to a pole on one end only that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

15.435.030 Permit required.

- A. Except as follows, no person or entity shall place any sign within the city without first obtaining a permit from the Director.
- B. The following do not require sign permits, but must otherwise comply with the standards of this chapter:
 - 1. Minor freestanding signs.
 - 2. Minor attached signs.
 - 3. Temporary signs.
 - 4. Portable signs.
 - 5. Flag display (one allowed on each street frontage).
 - 6. If any of the signs listed above require permits under the current edition of the Oregon Structural Specialty Code, the sign shall be placed only following the issuance of such permit. [Ord. 2782 § 1 (Exh. A), 9-8-15; Ord. 2499, 11-2-98. Code 2001 § 151.592.]

15.435.090 Portable signs.

- A. Number. Not more than one portable sign may be located on any one street frontage, except temporary signs allowed per NMC 15.435.100.
- B. Size.
 - 1. Residential Zones.
 - a. Residential Uses. One portable sign not to exceed six square feet.
 - b. All Other Permitted Uses. One portable sign not to exceed six square feet if located in the front yard, or 16 square feet if located elsewhere on the property.
 - 2. Other Zones. The one portable sign may not exceed 12 square feet if located in the front yard, or 40 square feet if located elsewhere on the property.
- C. Design. No portable sign shall be permanently affixed to any structure or the ground. No portable sign shall be attached to a tree, utility pole, traffic sign, street sign, or any publicly owned pole, post, wire or cable, except as authorized by the city. All signs shall be designed to be removed quickly. No portable sign shall be animated or internally illuminated. No readerboard shall be used as a portable sign, except as a temporary sign as permitted NMC 15.435.100.

D. Location. No portable sign shall be located within the public right-of-way except as allowed under NMC 15.435.110.

E. Height. The height of a portable sign shall not exceed the maximum height of buildings in that zone. [Ord. 2782 § 1 (Exh. A), 9-8-15; Ord. 2499, 11-2-98. Code 2001 § 151.598.]

Penalty: See NMC 15.05.120.

15.435.100 Temporary signs for events.

In addition to the portable signs otherwise permitted in this code, a lot may contain temporary signs in excess of the number and size allowed by NMC 15.435.090 during events as listed below. Pennants, streamers, and inflatable objects may be used during these events.

- A. Grand Opening Event. A grand opening is an event of up to 30 days in duration within 30 days of issuance of a certificate of occupancy for a new or remodeled structure, or within 30 days of change of business or ownership. No lot may have more than one grand opening event per calendar year. The applicant shall notify the city in writing of the beginning and ending dates prior to the grand opening event. If there are no freestanding signs on a frontage after the grand opening event, one of the temporary signs may remain on the property for the 60 days immediately after the end of the grand opening event. A temporary electronic message center may be used during a grand opening event. An unlimited number of temporary signs are allowed during a grand opening event.
- B. Election Event. An election event begins 90 days prior to and ends 14 days after any public election. During this event a lot may contain no more than two additional temporary signs, not to exceed 12 square feet in total area for both signs. These signs shall not be located in the public right-of-way.
- C. Other Events. A lot may have two other events per calendar year. The events may not be more than eight consecutive days in duration, nor less than 30 days apart. A temporary electronic message center may be used during the event. An unlimited number of temporary signs are allowed during the event. The applicant shall notify the city in writing of the beginning and ending dates prior to the other event.
- D. Flags. An unlimited number of flags are permitted on Memorial Day, Presidents' Day, Independence Day, Veterans' Day, Labor Day, Flag Day, Peace Officers Day, the Friday of the Camellia Festival, the Friday of the Old Fashioned Festival, or on any festival day designated by the Newberg city council. [Ord. 2782 § 1 (Exh. A), 9-8-15; Ord. 2731 § 3, 10-18-10; Ord. 2499, 11-2-98. Code 2001 § 151.599.]

15.435.105 Sign permit program for portable signs on private property.

- A. Purpose. The purpose of the sign permit program is to allow additional temporary and portable signage for properties within the C-2, C-3, and institutional zones than is otherwise allowed by the municipal code. The goal of the permit program is to allow additional signage on private property with a coordinated appearance.
- B. Process. Applications for a permit under the sign permit program will be reviewed under a Type I process. Signage allowed under the permit must be well-maintained both physically and operationally. Signage under the permit that is found to not be well-maintained may result in the permit being revoked. Permits may be obtained for up to one year. Permits may be renewed, as long as they continue to meet the permit requirements. Only a property owner or their designee is allowed to obtain a permit under the sign permit program. A property owner is allowed one sign permit per property.
- C. Criteria. The following criteria must be met for permit approval under the sign permit program:
 - 1. Number of signs per property: one per 100 feet of street frontage in C-2 zone; one per 15 feet of street frontage, with a maximum of four signs total within the C-3 zone; and one per 100 feet of street frontage within the institutional zone. If more than one business is located on a property, at least one sign per business is allowed, as long as the business occupies a discrete space and possesses its own business license.
 - 2. Size and Location of Signs. Maximum total signage for all temporary and portable signs under a

sign permit shall be one square foot per one foot of street frontage. Maximum size allowed for any specific sign will be based on the location of the sign, up to a maximum of 40 square feet. The farther the distance a sign is from the front property line, the greater size that will be allowed for a specific sign. Maximum size for signage within the first 10 feet from the property line is 10 square feet. For every additional 10 feet from the property line, the maximum square footage for a sign will be an additional 10 square feet larger. Example: if a sign is between the front property line and 10 feet from the property line, then maximum sign size is 10 square feet; if a sign is between 10 feet and 20 feet from the property line, then the maximum sign size is 20 square feet in size, and so on.

3. Coordinated Appearance. Every sign approved under an individual sign permit must have a cohesive, coordinated appearance. Signs must meet three of the following five criteria: similar size, colors, shape, materials, and/or font. [Ord. 2782 § 1 (Exh. A), 9-8-15.]

City Owned Flag Poles

The City owns 6 flag poles:

1. Large flag at east end of couplet
2. City Hall
3. Police Department
4. Francis Square
5. Wastewater Treatment Plant
6. Public Works Maintenance Yard

On most of the City flag poles there are three flags. It may be possible to add another flag if when its attached and the flags are lowered to half mast, the bottom flag is not touching the ground. The City could add additional poles at (rough estimate) \$7,000 each. If additional flag poles are added at existing sites it is likely the existing pole would have to be replaced.

State of Oregon Flag Policy

The Department of Administrative Services has a statewide policy on flying flags at public buildings. That policy is included as Attachment 1. A link to the policy can also be found at:

<https://www.oregon.gov/das/Policies/107-011-160.pdf>

4 U.S. Code CHAPTER 1—THE FLAG

Subsection (f) below is applicable to the flag discussions

7. Position and manner of display

The flag, when carried in a procession with another flag or flags, should be either on the marching right; that is, the flag's own right, or, if there is a line of other flags, in front of the center of that line.

- (a) The flag should not be displayed on a float in a parade except from a staff, or as provided in subsection (i) of this section.
- (b) The flag should not be draped over the hood, top, sides, or back of a vehicle or of a railroad train or a boat. When the flag is displayed on a motorcar, the staff shall be fixed firmly to the chassis or clamped to the right fender.
- (c) No other flag or pennant should be placed above or, if on the same level, to the right of the flag of the United States of America, except during church services conducted by naval chaplains at sea, when the church pennant may be flown above the flag during church services for the personnel of the Navy. No

person shall display the flag of the United Nations or any other national or international flag equal, above, or in a position of superior prominence or honor to, or in place of, the flag of the United States at any place within the United States or any Territory or possession thereof: Provided, That nothing in this section shall make unlawful the continuance of the practice heretofore followed of displaying the flag of the United Nations in a position of superior prominence or honor, and other national flags in positions of equal prominence or honor, with that of the flag of the United States at the headquarters of the United Nations.

- (d) The flag of the United States of America, when it is displayed with another flag against a wall from crossed staffs, should be on the right, the flag's own right, and its staff should be in front of the staff of the other flag.
- (e) The flag of the United States of America should be at the center and at the highest point of the group when a number of flags of States or localities or pennants of societies are grouped and displayed from staffs.
- (f) When flags of States, cities, or localities, or pennants of societies are flown on the same halyard with the flag of the United States, the latter should always be at the peak. When the flags are flown from adjacent staffs, the flag of the United States should be hoisted first and lowered last. No such flag or pennant may be placed above the flag of the United States or to the United States flag's right.
- (g) When flags of two or more nations are displayed, they are to be flown from separate staffs of the same height. The flags should be of approximately equal size. International usage forbids the display of the flag of one nation above that of another nation in time of peace.
- (h) When the flag of the United States is displayed from a staff projecting horizontally or at an angle from the window sill, balcony, or front of a building, the union of the flag should be placed at the peak of the staff unless the flag is at half-staff. When the flag is suspended over a sidewalk from a rope extending from a house to a pole at the edge of the sidewalk, the flag should be hoisted out, union first, from the building.
- (i) When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left. When displayed in a window, the flag should be displayed in the same way, with the union or blue field to the left of the observer in the street.
- (j) When the flag is displayed over the middle of the street, it should be suspended vertically with the union to the north in an east and west street or to the east in a north and south street.
- (k) When used on a speaker's platform, the flag, if displayed flat, should be displayed above and behind the speaker. When displayed from a staff in a church or public auditorium, the flag of the United States of America should hold the position of superior prominence, in advance of the audience, and in the position of honor at the clergyman's or speaker's right as he faces the audience. Any other flag so displayed should be placed on the left of the clergyman or speaker or to the right of the audience.
- (l) The flag should form a distinctive feature of the ceremony of unveiling a statue or monument, but it should never be used as the covering for the statue or monument.
- (m) The flag, when flown at half-staff, should be first hoisted to the peak for an instant and then lowered to the half-staff position. The flag should be again raised to the peak before it is lowered for the day. On Memorial Day the flag should be displayed at half-staff until noon only, then raised to the top of the staff. By order of the President, the flag shall be flown at half-staff upon the death of principal figures of the United States Government and the Governor of a State, territory, or possession, as a mark of respect to their memory. In the event of the death of other officials or foreign dignitaries, the flag is to be displayed at half-staff according to Presidential instructions or orders, or in accordance with recognized customs or practices not inconsistent with law. In the event of the death of a present or former official of the government of any State, territory, or possession of the United States, the Governor of that State, territory, or possession may proclaim that the National flag shall be flown at half-staff. The flag shall be flown at half-staff thirty days from the death of the President or a former President; ten days from the day

of death of the Vice President, the Chief Justice or a retired Chief Justice of the United States, or the Speaker of the House of Representatives; from the day of death until interment of an Associate Justice of the Supreme Court, a Secretary of an executive or military department, a former Vice President, or the Governor of a State, territory, or possession; and on the day of death and the following day for a Member of Congress. As used in this subsection -

(1) the term 'half-staff' means the position of the flag when it is one-half the distance between the top and bottom of the staff;

(2) the term 'executive or military department' means any agency listed under sections 101 and 102 of title 5; and

(3) the term 'Member of Congress' means a Senator, a Representative, a Delegate, or the Resident Commissioner from Puerto Rico.

- (n) When the flag is used to cover a casket, it should be so placed that the union is at the head and over the left shoulder. The flag should not be lowered into the grave or allowed to touch the ground.
- (o) When the flag is suspended across a corridor or lobby in a building with only one main entrance, it should be suspended vertically with the union of the flag to the observer's left upon entering. If the building has more than one main entrance, the flag should be suspended vertically near the center of the corridor or lobby with the union to the north, when entrances are to the east and west or to the east when entrances are to the north and south. If there are entrances in more than two directions, the union should be to the east.

Policy Considerations

What we fly on our poles in addition to the US, Oregon, and POW Flag is a policy issue.

The policy question is what criteria Newberg uses for adding any flags or pennants to City flag poles.

The financial impact of new flags (resizing) or new poles would need to be resolved.

Are the flag poles we have in place tall enough to add a new Pride Flag given Federal and State flag protocols?

Should the system for Newberg be flying our City flag and any other pennants be on a separate pole(s)?

Should NMC 15.435.100 Temporary signs for events. D. Flags. be modified to include Pride Month?

City Attorney Truman Stone researched and shared with City Council by email two examples of policies and resolutions related to the LGBTQ flag inquiry to the City Council on February 10, 2020, from the City of Costa Mesa and City of Santa Ana in California (Attachments 2 and 3).

FISCAL IMPACT:

None at this time.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL GOALS FEBRUARY 2020):

- 2. Further develop an operational culture that adopts and cherishes Diversity, Equity, and Inclusion as core values.

The discussion on Pride Month and flying the Pride Flag on City owner flag poles furthers the Diversity, Equity, and Inclusion goal.

Attachments: 1. Department of Administrative Services Policy
2. City of Costa Mesa
3. City of Santa Ana

 STATEWIDE POLICY	NUMBER 107-011-160	SUPERSEDES Policy 125-6-351 May 21, 2001
	EFFECTIVE DATE December 14, 2017	PAGE NUMBER Pages 1 of 2
	REFERENCE ORS 186.110 - US and Oregon flag ORS 186.120 - Flag and Pole Funding ORS 187.220(1) POW/MIA flag Or Laws 2015, ch.186 (HB2892) Or Laws 2017, ch.186 (HB2880) U.S. Code, Title 4, Chapter 1, Section 7	
Division Enterprise Asset Management Policy Owner Operations Program	APPROVED SIGNATURE Katy Coba, Director <i>(signature on file with DAS Business Services)</i>	
SUBJECT Flag protocol at public buildings		

PURPOSE

To establish protocol for flying the United States flag, the Oregon State flag, and the National League of Families' POW/MIA flag simultaneously at public buildings.

APPLICABILITY

All state agencies that own or operate public buildings as defined in this policy, including county courthouses, county, municipal, school district and special district buildings.

DEFINITIONS

Agency: The state agency that owns, occupies or controls a public building.
 Department: Department of Administrative Services, Enterprise Asset Management division, Operations and Maintenance program
 Municipal: Cities, towns and municipal corporations.
 Public building: State institutions; principle state-owned buildings upon which the Oregon Department of Administrative Services determines it is suitable to display the Oregon State flag; county courthouses; and all other county, municipal, school district and special district buildings upon which or near which it is customary and suitable to display the United States flag.

Privately owned buildings, do not fall under the requirements of this policy.

POLICY GUIDELINES**I. General**

1. When flagpoles or other suitable infrastructure exist at principal Public buildings, the body having custody of each Public building must display three flags simultaneously: The United States flag, Oregon State flag, and National League of Families' POW/MIA flag. The flags must be flown during the hours when the United States flag is customarily displayed, and at other times as seems proper, except in unsuitable weather. If it is not possible to fly all three flags simultaneous, the agency body must fly the United States flag and the Oregon State flag.
2. Field offices are not considered principal buildings of state government and no requirement exists to fly flags at field offices; however, the department suggests that state agencies lean in favor of flying the flags upon or near the building, or indoors.
3. After January 1, 2016, new construction of state institutions, courthouses, and all other state-owned principal buildings must include sufficient infrastructure to properly display all three flags simultaneously: United States flag, Oregon State flag, and National League of Families' POW/MIA flag.

4. After January 1, 2018, new construction of all county, municipal, school district and special district buildings, upon which or near which it is customary and suitable to display the United States flag, must include sufficient infrastructure to properly display all three flags simultaneously: United States flag, Oregon State flag, and National League of Families' POW/MIA flag.
5. In a complex or campus of multiple state buildings, one set of flags for the campus is adequate. Fly the flags upon or near whichever building is considered:
 - a) The major building of the headquarters functioned at the complex or campus
 - b) The largest building
 - c) The main administration building
 - d) The building most centrally located or most appropriately located for flag display
6. Although state agencies are not required to fly flags at privately-owned leased offices, the department suggests that agencies consider displaying the flags indoors, especially if a leased building houses multiple agencies.
7. Handle all flags with due respect. See "Other Flag Protocol" for resources for handling flags.
8. Display flags only from sunrise to sunset on buildings and on stationary flagstaffs in the open. However, when a patriotic effect is desired, the flags may be displayed 24 hours a day if properly illuminated during the hours of darkness.
9. Costs for flags, poles, necessary appliances, and care are to be paid out of the funds available for public building maintenance according to ORS 186.120.

II. Half Staff - Agencies fly flags at half-staff when so ordered by the Governor. The Governor issues a press release which the department emails to subscribers of its Flag Notification listserv, <http://listsmart.osl.state.or.us/mailman/listinfo/flagnotifications>. The recipients of the email are responsible to notify their sub-units.

Memorial Day exception - Agencies displaying the flag on Memorial Day do not need an order to display the flag at half-staff until noon. However, flags flown at half-staff until noon on Memorial Day must then be raised to the top of the staff for the afternoon.

III. Other Flag Protocol

1. U.S. Code, Title 4, Chapter 1, Section 7 - The Flag (text provided by Cornell University law school) <https://www.law.cornell.edu/uscode/text/4/chapter-1>
2. View Public Law 94-344 - July 7, 1976, 90 STAT. 810 at: <https://www.gpo.gov/fdsys/pkg/STATUTE-90/pdf/STATUTE-90-Pg810.pdf>

IV: Flag pole height and flag size guidelines

The Installation site will help determine the proper flagpole composition and height. Check with city or county planning departments to verify the municipality's requirements before deciding on the height of a flagpole. The wall thickness of the flagpole is the major factor in determining how strong a flagpole is, and how susceptible to wind it is. Flagpoles have limits to the size of flag which can be safely flown. See chart below for guidelines:

Height of Flagpole	Minimum Flag Size	Maximum Flag Size
20 ft	3ft x 5ft	5ft x 8ft
60 ft	8ft x 12ft	12ft x 18ft
70 ft	10ft x 15ft	15ft x 25ft
80 ft	10ft x 19ft	20ft x 30ft



CITY COUNCIL AGENDA REPORT

MEETING DATE: May 7, 2019

ITEM NUMBER: **NB-3**

SUBJECT: ADOPTION OF A CITY COUNCIL FLAG DISPLAY POLICY AND A RESOLUTION AUTHORIZING THE ANNUAL DISPLAY OF THE PRIDE FLAG AT CITY HALL

DATE: APRIL 25, 2019

FROM: CITY MANAGER'S OFFICE

PRESENTATION BY: TAMARA S. LETOURNEAU, ACTING CITY MANAGER/ASSISTANT CITY MANAGER

FOR FURTHER INFORMATION CONTACT: ALMA REYES, SENIOR MANAGEMENT ANALYST
(714) 754-5090

RECOMMENDATION:

Staff recommends that the City Council:

1. Adopt Resolution No. 19-xx (Attachment 1), which implements City Council Policy 000-15 relating to the display of flags at City facilities (Attachment 2).
2. Consider adoption of Resolution No. 19-xx, which authorizes the annual display of the Pride Flag at City Hall from May 22 to June 30 (Attachment 3).

BACKGROUND:

At the April 2, 2019 City Council meeting, Council Member Reynolds requested that staff bring back a resolution for City Council consideration relating to authorizing the annual display of the Pride Flag at City Hall to commemorate Harvey Milk Day and Lesbian, Gay, Bisexual and Transgender (LGBT) Pride Month.

Historically, the City of Costa Mesa has displayed the United States Flag, the California State Flag, the POW-MIA Flag, and the City of Costa Mesa Flag at City Hall and other City facilities in accordance with Federal and State law. However, the City does not have a formal policy regarding the display of such flags or the display of commemorative flags, such as the Pride Flag.

Staff prepared two resolutions for the City Council's consideration. The first resolution adopts a City Council Policy relating to the display of flags. The Council Policy outlines the procedures and standards for the display of flags at City facilities, including the display of commemorative flags at City Hall. Contingent upon City Council adoption of the first resolution, staff also prepared a second resolution, which would authorize the annual display of the Pride Flag in accordance with the proposed flag display policy.

ANALYSIS:

Historically, the City has displayed flags in accordance with Federal and State law. The proposed flag display policy would augment existing practice by outlining procedures and standards for the display of the United States Flag, the California State Flag, the POW-MIA Flag, and the City of Costa Mesa Flag, and provide a process for the display of commemorative flags at City Hall. Per the proposed policy, commemorative flags may be displayed only as authorized by resolution of the City Council and as an expression of the City's official sentiments. Upon City Council adoption of a resolution to authorize the display of a commemorative flag, the City would purchase the flag and display it below the City of Costa Mesa Flag at City Hall during the designated period.

The City's flagpoles are not intended to serve as a forum for free expression by the public. Rather, the City's flagpoles are to be used exclusively by the City, where the City Council may display a commemorative flag as a form of government expression. The City will not display a commemorative flag based on a request from a third party, nor will the City use its flagpoles to sponsor the expression of a third party.

The Government Speech Doctrine, defined by the United States Supreme Court, establishes that a government organization, such as the City of Costa Mesa, may advance its own expression without requiring viewpoint neutrality when the government itself is the speaker, so long as its expression does not show religious preference or encourage a certain vote in an election. Therefore, the City could, by adoption of a resolution, display a commemorative flag as a form of government expression, so long as the commemorative flag does not show religious preference or encourage a certain vote in an election. Consequently, if the City Council adopts a resolution to display a commemorative flag, the display of the commemorative flag would be an exercise of government expression, where the City is the speaker.

Display of the Pride Flag

According to the Library of Congress, Lesbian, Gay, Bisexual and Transgender Pride Month ("LGBT Pride Month") is currently celebrated each year in the month of June to honor the 1969 Stonewall riots in New York City. The Stonewall riots were a tipping point for the Gay Liberation Movement in the United States. In the United States, the last Sunday in June was initially celebrated as "Gay Pride Day," although the actual day was flexible. Eventually, in major cities across the nation, the "day" grew to encompass a month-long series of events. Today, celebrations include pride parades, picnics, parties, workshops, symposia and concerts. Memorials are also held for those members of the community who have been lost to hate crimes or HIV/AIDS. The purpose of the commemorative month is to recognize the impact that lesbian, gay, bisexual and transgender individuals have had on history locally, nationally and internationally.

Harvey Milk is recognized as the first openly gay individual to be elected to public office in a major city, serving on the San Francisco Board of Supervisors from 1977-1978. In 2009, the State of California established an official day of significance in his honor, Harvey Milk Day, to be observed on May 22, Milk's birthday.

The proposed resolution, contingent upon City Council's adoption of the resolution adopting a flag display policy, would authorize the annual display of the Pride Flag at

City Hall from May 22 through June 30, in recognition of Harvey Milk Day and LGBT Pride Month.

ALTERNATIVES:

1. The City Council may adopt the City Council Policy but not adopt the Pride Flag display resolution.
2. The City Council may provide alternative direction to staff.

FISCAL REVIEW:

If the City Council authorizes the annual display of the Pride Flag, staff will purchase the Pride Flag for display at City Hall. The cost of such flag is approximately \$500; there is sufficient funding in the FY 2018-19 City Council's budget for this item.

LEGAL REVIEW:

The City Attorney's Office reviewed this report and has reviewed and approved the resolutions and Council Policy as to form.

CONCLUSION:

Staff recommends that the City Council:

1. Consider adoption of Resolution No. 19-xx (Attachment 1), which adopts City Council Policy 000-15 relating to the display of flags at City facilities (Attachment 2).
2. Consider adoption of Resolution No. 19-xx, which authorizes the annual display of the Pride Flag at City Hall from May 22 to June 30 (Attachment 3).

TAMARA S. LETOURNEAU
Acting City Manager/Assistant City
Manager

KIMBERLY HALL BARLOW
City Attorney

KELLY A. TELFORD, CPA
Finance Director

ALMA L. REYES
Senior Management Analyst

- ATTACHMENTS:
1. [Proposed Resolution Adopting City Council Flag Display Policy](#)
 2. [Proposed City Council Policy](#)
 3. [Proposed Resolution Authorizing Display of Pride Flag](#)

RESOLUTION NO. 19-xx**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COSTA MESA, CALIFORNIA, ADOPTING A POLICY FOR THE DISPLAY OF FLAGS AT CITY FACILITIES**

THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY RESOLVE AS FOLLOWS:

WHEREAS, the City of Costa Mesa ("City") displays flags at City facilities in accordance with Federal and State law; and

WHEREAS, the City does not have a policy regarding the display of flags; and

WHEREAS, the City Council desires to adopt a policy regarding: (1) the display of the United States Flag, the California State Flag, the POW-MIA Flag, and the City of Costa Mesa Flag at City facilities; and (2) the display of commemorative flags at City Hall; and

WHEREAS, the City's flagpoles are not intended to serve as a forum for free expression by the public, but rather for the display of the Federal, State, and City flags, the POW-MIA flag, and any commemorative flag as may be authorized by the City Council as an expression of the City's official sentiments.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Costa Mesa that:

Section 1. The City Council of the City of Costa Mesa hereby finds, determines, and declares that the City's flagpoles are not intended to serve as a forum for free expression of the public, but rather for the display of Federal, State, and City Flags, the POW-MIA Flag, and any commemorative flag as may be authorized by resolution of the City Council as an expression of the City's official sentiments.

Section 2. The City Council of the City of Costa Mesa hereby adopts the attached City Council Policy 000-XX relating to the display of flags at City facilities.

PASSED AND ADOPTED this 7th day of May, 2019.

Katrina Foley, Mayor

ATTEST:

APPROVED AS TO FORM:

Brenda Green, City Clerk

Kimberly Hall Barlow, City Attorney

THIS PAGE IS RESERVED FOR THE CITY CLERK'S OFFICE.

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss
CITY OF COSTA MESA)

I, BRENDA GREEN, City Clerk of the City of Costa Mesa, DO HEREBY CERTIFY that the above and foregoing is the original of Resolution No. 19-xx and was duly passed and adopted by the City Council of the City of Costa Mesa at a regular meeting held on the 7th day of May, 2019, by the following roll call vote, to wit:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

IN WITNESS WHEREOF, I have hereby set my hand and affixed the seal of the City of Costa Mesa this 7th day of May, 2019.

Brenda Green, City Clerk

EXHIBIT A
COUNCIL POLICY 000-XX

CITY OF COSTA MESA, CALIFORNIA

C O U N C I L P O L I C Y

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
DISPLAY OF FLAGS	000-XX	5-7-19	1 of 3

BACKGROUND

The City does not have a policy regarding the display of flags at City facilities. The City Council desires to establish a policy regarding: (1) the display of the United States Flag, the California State Flag, the POW-MIA Flag, and the City of Costa Mesa Flag at City facilities; and (2) the display of commemorative flags at City Hall. In adopting this policy, the City Council declares that the City's flagpoles are not intended to serve as a forum for free expression of the public, but rather for the display of Federal, State, and City Flags, the POW-MIA Flag, and any commemorative flag as may be authorized by resolution of the City Council as an expression of the City's official sentiments.

PURPOSE

The purpose of this policy is to provide procedural guidance for the display of flags at City facilities.

POLICY**I. Standards**

Flags shall be displayed in accordance with Federal and State statutes, including, but not limited to, Title 4, Chapter 1 of the United States Code and Sections 430 through 439 of the California Government Code, and this policy.

II. Procedures**A. Federal, State and City Flags**

1. The United States Flag, the California State Flag, and the City of Costa Mesa Flag shall be displayed as required by law and in accordance with this policy.
2. No other flag shall be placed above the United States Flag.
3. Flags shall be displayed during operating hours on all days on which the City is open for business, upon or in front of all City facilities equipped for flag display.

CITY OF COSTA MESA, CALIFORNIA

C O U N C I L P O L I C Y

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
DISPLAY OF FLAGS	000-XX	5-7-19	2 of 3

4. Flags shall not be displayed during inclement weather. However, all-weather flags may be displayed on a twenty-four (24) hour basis as long as they are illuminated during darkness.

B. POW/MIA Flag

1. The POW/MIA Flag is a nationally recognized flag, created in 1971 and recognized by an act of Congress through the adoption of U.S. Public Law 101-355, to represent concern of individuals who are identified as prisoners of war or missing in action. The POW-MIA Flag has become a symbol of commitment to achieving the fullest possible accounting for those in the future who may become prisoners of war, missing in action, or otherwise unaccounted for as a result of hostile action.
2. In accordance with the City's longstanding tradition, the POW/MIA flag shall continue to be displayed at City Hall. The POW/MIA flag may also be displayed at other City facilities.

C. Commemorative Flags

1. Commemorative flags may be displayed only as authorized by resolution of the City Council and as an expression of the City's official sentiments.
2. Commemorative flags shall be displayed for a period of time that is reasonable or customary for the subject that is to be commemorated, but no longer than forty-five (45) continuous days.
3. Commemorative flags shall be displayed at City Hall, exclusively.
4. The City will not display a commemorative flag based on a request from a third party, nor will the City use its flagpoles to sponsor the expression of a third party.

D. Display of Flags

Flags shall be displayed as follows: The United States Flag shall be displayed in the first position of honor. The California State Flag shall be placed in the second position of honor. The POW/MIA Flag shall be displayed in the third position of honor. The City of Costa Mesa Flag, if displayed, shall be placed in the fourth position of honor. Commemorative flags shall be displayed

CITY OF COSTA MESA, CALIFORNIA

C O U N C I L P O L I C Y

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
DISPLAY OF FLAGS	000-XX	5-7-19	3 of 3

in the fifth position of honor. If all flags are displayed on one flag pole, the order from top to bottom shall be: the United States Flag, the California State Flag, the POW-MIA Flag, the City of Costa Mesa Flag, and then commemorative flags. If a new flag is added, it shall be added below the existing flags, unless otherwise directed by the City Council.

RESOLUTION NO. 19-xx**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COSTA MESA, CALIFORNIA, AUTHORIZING THE ANNUAL DISPLAY OF THE PRIDE FLAG AT CITY HALL TO COMMEMORATE HARVEY MILK DAY AND LESBIAN, GAY, BISEXUAL AND TRANSGENDER PRIDE MONTH**

THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY RESOLVE AS FOLLOWS:

WHEREAS, the City Council of the City of Costa Mesa adopted a policy regarding the display of the Federal, State, and City Flags, the POW-MIA Flag, and commemorative flags at City facilities; and

WHEREAS, the policy provides for the display of commemorative flags that the City Council may authorize by resolution. When so authorized, commemorative flags are to be flown exclusively at City Hall, at the fifth position of honor; and

WHEREAS, the Pride, or Rainbow, Flag is a nationally recognized flag that was created in 1978 to represent the gay community and has become an internationally recognized symbol for Lesbian, Gay, Bisexual and Transgender (LGBT) rights; and

WHEREAS, Harvey Milk is recognized as the first openly gay individual to be elected to public office in a major city, serving on the San Francisco Board of Supervisors from 1977-1978. In 2009, the State of California established an official day of significance in his honor, Harvey Milk Day, to be observed on May 22, Milk's birthday; and

WHEREAS, LGBT Pride Month is celebrated annually in the month of June to honor the Stonewall Riots in New York City, which marked a pivotal point for LGBT rights in the United States; and

WHEREAS, the City desires to display the Pride Flag at City Hall annually from May 22 through June 30 in recognition of Harvey Milk Day and LGBT Pride Month, and to celebrate diversity and inclusion.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Costa Mesa that:

The Pride Flag shall be displayed at City Hall annually from May 22 through June 30, in acknowledgement of Harvey Milk Day and LGBT Pride Month.

PASSED AND ADOPTED this 7th day of May, 2019.

Katrina Foley, Mayor

ATTEST:

APPROVED AS TO FORM:

Brenda Green, City Clerk

Kimberly Hall Barlow, City Attorney

THIS PAGE IS RESERVED FOR THE CITY CLERK'S OFFICE.

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss
CITY OF COSTA MESA)

I, BRENDA GREEN, City Clerk of the City of Costa Mesa, DO HEREBY CERTIFY that the above and foregoing is the original of Resolution No. 19-xx and was duly passed and adopted by the City Council of the City of Costa Mesa at a regular meeting held on the 7th day of May, 2019, by the following roll call vote, to wit:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

IN WITNESS WHEREOF, I have hereby set my hand and affixed the seal of the City of Costa Mesa this 7th day of May, 2019.

Brenda Green, City Clerk

REQUEST FOR COUNCIL ACTION



CITY COUNCIL MEETING DATE:

DECEMBER 6, 2016

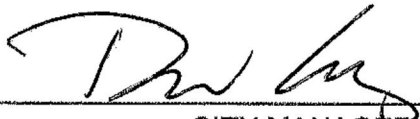
TITLE:

**RESOLUTION TO ESTABLISH A CITY
COUNCIL POLICY ON THE DISPLAY OF
FLAGS AT CITY FACILITIES;
RESOLUTION AUTHORIZING THE
ANNUAL DISPLAY OF THE PRIDE FLAG
AT CITY HALL
{STRATEGIC PLAN NO. 5, 6F}**

CLERK OF COUNCIL USE ONLY:

APPROVED

- ☐ As Recommended
- ☐ As Amended
- ☐ Ordinance on 1st Reading
- ☐ Ordinance on 2nd Reading
- ☐ Implementing Resolution
- ☐ Set Public Hearing For _____


CITY MANAGER

CONTINUED TO _____

FILE NUMBER _____

RECOMMENDED ACTION

1. Adopt a resolution to establish a City Council policy on the display of flags at City facilities.
2. Adopt a resolution in accordance with such policy to authorize the annual display of the Pride Flag at City Hall to commemorate Harvey Milk Day and Lesbian, Gay, Bisexual, and Transgender Pride Month.

DISCUSSION

At the September 15, 2015 meeting, City Council voted to display the Pride Flag under the City of Santa Ana Flag at City Hall annually from May 22 through June 30 in commemoration of Harvey Milk Day and Lesbian, Gay, Bisexual, and Transgender (LGBT) Pride Month. Additionally, City Council directed staff to develop a broader policy regarding the display of other commemorative flags that City Council may authorize to be displayed for a period of time at City Hall. Staff recommended that such a policy be incorporated with a general policy regarding the ongoing display of all other flags at City facilities, including provisions for the display of flags at half-staff.

At the April 5, 2016 meeting, staff presented a City Council Policy on the Display of Flags at City Facilities (flag policy), where the City Council expressed concerns regarding the scope of the proposed flag policy. City Council directed that the Legislative Council Committee review the proposed flag policy at their subsequent meeting and develop an equitable and broad policy for City Council consideration at a future meeting. At the July 12, 2016 meeting, the Legislative Council Committee reviewed and recommended that the proposed City Council policy be presented for City Council consideration with minor adjustments, including a time limit on the

display of commemorative flags. To mitigate earlier concerns regarding the duration of the display of commemorative flags, staff recommends that commemorative flags be displayed for a period of time that is reasonable or customary for the subject that is to be commemorated, but for no longer than 45 continuous days.

Staff has prepared a resolution for the adoption of a City Council Policy on the Display of Flags at City Facilities (Exhibit 1). Contingent upon the adoption of this resolution, the City Council may adopt a resolution (Exhibit 2) to authorize the annual display of the Pride Flag in accordance with the proposed City Council policy. Consistent with the proposed flag policy, the display of all commemorative flags, including the Pride Flag, is to be authorized by adoption of a resolution.

Historically, the City of Santa Ana has displayed flags in conformance with Federal and State statutes. The proposed City Council policy would augment existing practice by outlining standards for the display of the Flag of the United States, the California State Flag, the City of Santa Ana Flag, and the POW-MIA flag, as well as provide a process for the display of commemorative flags at City facilities. To ensure an equitable process, any interested Councilmember would be able to introduce, for City Council consideration, a commemorative flag to be displayed under the City of Santa Ana Flag at City Hall. The discussion of the commemorative flag would take place during a City Council meeting, providing an opportunity for Councilmembers to openly discuss the commemorative flag, while engaging the public to participate via public comments. At the direction of the City Council, staff would prepare a resolution authorizing the display of the commemorative flag, which would be presented at the subsequent meeting for City Council consideration.

Upon City Council adoption of a resolution to authorize the display of a commemorative flag, the City would purchase the flag and display it below the City of Santa Ana Flag at City Hall. Commemorative flags would be displayed only by resolution of the City Council and as an expression of the City's official sentiments. Further, consistent with the City's vision, mission, and guiding principles, it would be expected that these flags incorporate themes of diversity, equity, social justice, and inclusion.

The City's flagpoles are not intended to serve as a forum for free expression by the public. Rather, the City's flagpoles are to be used exclusively by the City, where the City Council may display a commemorative flag as a form of government expression. The City will not display a commemorative flag based on a request from a third party, nor will the City use its flagpoles to sponsor the expression of a third party.

The Government Speech Doctrine, defined by the United States Supreme Court, establishes that a government organization, such as the City of Santa Ana, may advance its own expression without requiring viewpoint neutrality when the government itself is the speaker, so long as its expression does not show religious preference or encourage a certain vote in an election. Therefore, the City could, by adoption of a resolution, display a commemorative flag as a form of government expression, so long as the commemorative flag does not show religious preference or encourage a certain vote in an election. Consequently, when the City Council adopts a

resolution to display a commemorative flag, the display of the commemorative flag would be an exercise of government expression, where the City is the speaker.

STRATEGIC PLAN ALIGNMENT

Approval of this item supports the City's efforts to meet Goal #5 - Community Health, Livability, Engagement & Sustainability, Objective 6 (focus projects and programs on improving the health and wellness of all residents.), Strategy F (incorporate health, wellness, and equity into all applicable policies and plans).

FISCAL IMPACT

There are no fiscal impacts associated with this item.

- Exhibits:
1. A Resolution of the City Council of the City of Santa Ana Adopting City Council Policy on the Display of Flags at City Facilities
 2. A Resolution of the City Council of the City of Santa Ana Authorizing the Annual Display of the Pride Flag at City Hall to Commemorate Harvey Milk Day and LGBT Pride Month

RESOLUTION NO. 2016-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
SANTA ANA ADOPTING CITY COUNCIL POLICY ON THE
DISPLAY OF FLAGS AT CITY FACILITIES

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANTA ANA AS
FOLLOWS:

Section 1. The City Council of the City of Santa Ana hereby finds, determines
and declares as follows:

- A. On September 15, 2015, the City Council of the City of Santa Ana directed that the Pride, or Rainbow, Flag be displayed at City Hall annually from May 22 through the month of June to commemorate Harvey Milk Day and Lesbian, Gay, Bisexual and Transgender (LGBT) Pride Month.
- B. Concurrently, the City Council directed staff to develop a policy regarding the display of other commemorative flags that the City Council may authorize to have displayed from time to time at City Hall.
- C. It is desirable that such a policy be incorporated with a general policy regarding the ongoing display of federal, state, and City flags, as well as the POW-MIA Flag, at City facilities, including provisions for displaying flags at half-staff.
- D. The City's flagpoles are not intended to serve as a forum for free expression by the public, but rather for the display of federal, state, and city flags, the POW-MIA Flag, and any commemorative flag as may be authorized by the City Council as an expression of the City's official sentiments.

Section 2. Purpose.

This policy, which is attached as Exhibit 1, provides procedural guidance for (1) the display of the Flag of the United States, the California State Flag, and the City of Santa Ana Flag at City facilities; (2) the display of the POW-MIA Flag; and (3) the display of commemorative flags at City Hall.

Section 3. Procedures.

Flags are to be displayed in conformance with Federal and State statutes, including Title 4, Chapter 1 of the United States Code and Sections 430 through 439 of

EXHIBIT 1

the California Government Code. Additionally, the standards below shall be followed regarding the display of flags.

Section 4. Responsibility for Policy.

The City Manager or his or her designee shall be responsible for ensuring the proper execution of this policy at all City facilities.

Section 5. Outdoor Display of Federal, State, and City Flags.

(a) The Flag of the United States, the California State Flag, and the City of Santa Ana Flag may be flown from the same staff or may be flown from separate staffs as provided below.

(b) When two or more flags are displayed from the same staff, the Flag of the United States shall always be at the peak of the staff.

(c) When two flags are displayed from separate staffs, on the same level, the Flag of the United States shall be placed in the position of honor, to the right of the other flags as observed while standing directly in front of a building and facing out toward the flags.

(d) When three or more flags are grouped and displayed from separate staffs, the Flag of the United States shall be at the center and at the highest point. The California State Flag shall be placed in the next position of honor, to the right of the Flag of the United States.

(e) No other flag shall be placed above the Flag of the United States.

(f) Flags shall be displayed during operating hours on all days on which the City is open for business, upon or in front of all City facilities equipped for display.

(g) Flags shall not be displayed in inclement weather. However, all-weather flags may be displayed on a 24-hour basis as long as they are illuminated during darkness.

Section 6. Indoor Display of Federal, State, and City Flags.

(a) When flags are displayed in an indoor location, the Flag of the United States shall hold the position of honor, in the front of the location. Any other flag displayed in the same location shall be placed on its own staff and to the right of the Flag of the United States, as observed while facing out toward the flags.

(b) When grouped and displayed with other flags, the Flag of the United States shall be placed at the center and at the highest point among the flags.

EXHIBIT 1

Section 7. POW/MIA Flag.

(a) The POW/MIA Flag is a nationally recognized flag, created in 1971 and recognized by an act of Congress through the adoption of U.S. Public Law 101-355, to represent concern of individuals who are identified as prisoners of war or missing in action. The POW-MIA Flag has become a symbol of commitment to achieving the fullest possible accounting for those in the future who may become prisoners of war, missing in action, or otherwise unaccounted for as a result of hostile action.

(b) In accordance with the City's longstanding tradition, the POW/MIA flag shall be displayed at designated City facilities, including City Hall.

Section 8. Commemorative Flags.

(a) Commemorative flags may be displayed as an expression of the City's official sentiments. Consistent with the City's vision, mission, and guiding principles, it is expected that these flags incorporate themes of diversity, equity, social justice, and inclusion.

(b) The City's flagpoles are not intended to serve as a forum for free expression by the public. The City will not display a commemorative flag based on a request from a third party, nor will the City use its flagpoles to sponsor the expression of a third party.

(c) Commemorative flags shall be displayed only by adoption of a resolution of the City Council.

(d) Commemorative flags shall be displayed for a period of time that is reasonable or customary for the subject that is to be commemorated, but no longer than 45 continuous days.

(e) Commemorative flags shall be displayed at City Hall, exclusively under the City of Santa Ana Flag.

Section 9. Flying Flags at Half-Staff.

(a) The Flag of the United States shall be flown at half-staff in response to Presidential orders or proclamations, and instructions from the California State Governor.

(b) The Flag of the United States shall be flown at half-staff upon the death of Federal or State officials or in the event of, or to commemorate an event of, nationwide significance on instructions from the President of the United States or Governor of California.

(c) The Flag of the United States shall be flown at half-staff until noon on Memorial Day and then raised to full staff for the remainder of the day at City facilities operating on Memorial Day.

(d) Whenever the Flag of the United States is flown at half-staff, all adjacent flags shall be flown at half-staff.

Section 10. This Resolution shall take effect immediately upon its adoption by the City Council, and the Clerk of the Council shall attest to and certify the vote adopting this Resolution.

ADOPTED this 6th day of December, 2016.

Miguel A. Pulido
Mayor

APPROVED AS TO FORM:
Sonia R. Carvalho, City Attorney

By: John M. Funk
John M. Funk
Assistant City Attorney

AYES	Councilmembers	_____
NOES:	Councilmembers	_____
ABSTAIN:	Councilmembers	_____
NOT PRESENT:	Councilmembers	_____

EXHIBIT 1

Resolution No. 2016-xxx
Page 4 of 5

60

55F-8

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, MARIA D. HUIZAR, Clerk of the Council do hereby attest to and certify the attached Resolution No 2016-XXX to be the original resolution adopted by the City Council of the City of Santa Ana on December 6, 2016.

Date _____

Clerk of the Council
City of Santa Ana

EXHIBIT 1

Resolution No. 2016-xxx
Page 5 of 5

61

55F-9

City Council Policy on the Display of Flags at City Facilities

Purpose

This policy provides procedural guidance for: (1) the display of the Flag of the United States, the California State Flag, and the City of Santa Ana Flag at City facilities; (2) the display of the POW-MIA Flag; and (3) the display of commemorative flags at City Hall.

Procedures

Flags are to be displayed in conformance with Federal and State statutes, including Title 4, Chapter 1, of the United States Code and Sections 430 through 439 of the California Government Code. Additionally, the standards below shall be followed regarding the display of flags.

Responsibilities

The City Manager or his or her designee shall be responsible for ensuring the proper execution of this policy at all City facilities.

Standards

1. Federal, State, and City Flags

A. Outdoor Flags

The Flag of the United States, the California State Flag, and the City of Santa Ana Flag may be displayed from the same staff or may be displayed from separate staffs as follows:

- a) When two or more flags are displayed from the same staff, the Flag of the United States shall always be at the peak of the staff.
- b) When two flags are displayed from separate staffs and on the same level, the Flag of the United States shall be placed in the position of honor, to the right of the other flags as observed while standing directly in front of a building and facing toward the flags.
- c) When three or more flags are grouped and displayed from separate staffs, the Flag of the United States shall be at the center and at the highest point. The California State Flag shall be placed in the next position of honor, to the right of the Flag of the United States.
- d) No other flag shall be placed above the Flag of the United States.
- e) Flags shall be displayed during operating hours on all days on which the City is open for business, upon or in front of all City facilities equipped for display.
- f) Flags shall not be displayed in inclement weather. However, all-weather flags may be displayed on a 24-hour basis as long as they are illuminated during darkness.

B. Indoor Flags

- a) When flags are displayed in an indoor location, the Flag of the United States shall hold the position of honor, in the front of the location. Any other flag displayed in the same location shall be placed on its own staff and to the right of the Flag of the United States, as observed while facing out toward the flags.
- b) When grouped and displayed with other flags, the Flag of the United States shall be placed at the center and at the highest point among the flags.

City Council Policy on the Display of Flags at City Facilities

2. POW-MIA Flag

The POW/MIA Flag is a nationally recognized flag, created in 1971 and recognized by an act of Congress through the adoption of U.S. Public Law 101-355, to represent concern of individuals who are identified as prisoners of war or missing in action. The POW-MIA Flag has become a symbol of commitment to achieving the fullest possible accounting for those in the future who may become prisoners of war, missing in action, or otherwise unaccounted for as a result of hostile action.

- a) In accordance with longstanding tradition, the POW/MIA Flag shall be displayed at designated City facilities, including City Hall.

3. Commemorative Flags

- a) Commemorative flags may be displayed only by resolution of the City Council and as an expression of the City's official sentiments. Consistent with the City's vision, mission, and guiding principles, it is expected that these flags incorporate themes of diversity, equity, social justice, and inclusion.
- b) The City's flagpoles are not intended to serve as a forum for free expression by the public. The City will not display a commemorative flag based on a request from a third party, nor will the City use its flagpoles to sponsor the expression of a third party.
- c) Commemorative flags:
 - 1) Shall be displayed only by adoption of a resolution of the City Council;
 - 2) Shall be displayed for a period of time that is reasonable or customary for the subject that is to be commemorated, but no longer than 45 continuous days; and
 - 3) Shall be flown at City Hall, exclusively under the City of Santa Ana Flag.

4. Flying Flags at Half-Staff

- a) The Flag of the United States shall be flown at half-staff in response to Presidential orders or proclamations, and from instructions by the Governor of California.
- b) The Flag of the United States shall be flown at half-staff upon the death of Federal or State officials or in the event of, or to commemorate an event of, nationwide significance on instructions from the President of the United States or Governor of California.
- c) The Flag of the United States shall be flown at half-staff until noon on Memorial Day and then raised to full staff for the remainder of the day at City facilities operating on Memorial Day.
- d) Whenever the Flag of the United States is flown at half-staff, all adjacent flags shall be flown at half-staff.

RESOLUTION NO. 2016-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
SANTA ANA AUTHORIZING THE ANNUAL DISPLAY OF
THE PRIDE FLAG AT CITY HALL TO COMMEMORATE
HARVEY MILK DAY AND LGBT PRIDE MONTH

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANTA ANA AS
FOLLOWS:

Section 1. The City Council of the City of Santa Ana hereby finds, determines
and declares as follows:

- A. On December 6, 2016, the City Council of the City of Santa Ana approved a resolution adopting a City Council policy regarding the display of federal, state, and City flags, the POW-MIA Flag, and commemorative flags at City facilities equipped for display.
- B. The City Council policy provides for the display of commemorative flags at City Hall that the City Council may authorize by resolution. Where so authorized, commemorative flags are to be flown at City Hall, exclusively under the City of Santa Ana Flag.
- C. The Pride, or Rainbow, Flag is a nationally recognized flag that was created in 1978 to represent the gay community and has become an internationally recognized symbol for Lesbian, Gay, Bisexual, and Transgender (LGBT) rights.
- D. Harvey Milk is recognized as the first openly gay individual to be elected to public office in a major city, serving on the San Francisco Board of Supervisors from 1977-1978. In 2009, the State of California created an official day of significance in his honor, to be observed on May 22, Milk's birthday.
- E. LGBT Pride Month is celebrated annually in the month of June to honor the 1969 Stonewall Riots in New York City, which marked a pivotal point for LGBT rights in the United States.
- F. The City desires to display the Pride Flag at City Hall annually from May 22 through the month of June to heighten awareness of Harvey Milk Day and LGBT Pride Month, and to celebrate diversity and inclusion.

EXHIBIT 2

Section 2. The Pride Flag shall be displayed at City Hall annually from May 22 through June 30, in acknowledgement of Harvey Milk Day and LGBT Pride Month.

Section 3. This Resolution shall take effect immediately upon its adoption by the City Council, and the Clerk of the Council shall attest to and certify the vote adopting this Resolution.

ADOPTED this 6th day of December, 2016.

Miguel A. Pulido
Mayor

APPROVED AS TO FORM:
Sonia R. Carvalho, City Attorney

By: John M. Funk
John M. Funk
Assistant City Attorney

AYES	Councilmembers	_____
NOES:	Councilmembers	_____
ABSTAIN:	Councilmembers	_____
NOT PRESENT:	Councilmembers	_____

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, MARIA D. HUIZAR, Clerk of the Council do hereby attest to and certify the attached Resolution No 2016-XXX to be the original resolution adopted by the City Council of the City of Santa Ana on December 6, 2016.

Date _____

Clerk of the Council
City of Santa Ana

EXHIBIT 2

Resolution No. 2016-xxx
Page 2 of 2



City of Newberg

April 29th, 2020

FOR IMMEDIATE RELEASE

SUBJECT: City Volunteers needed

The city of Newberg is seeking applications from citizens and local high school or college students to serve on a commission or committee. This is an opportunity to serve and be part of the decision-making team governing your community. Appointments are planned as applications come in. Applications are available on the city's website at <https://www.newbergoregon.gov/citycouncil/serve-city-committee-or-commission> or from the City Recorder's Office at sue.ryan@newbergoregon.gov

Historic Preservation Commission – 1 opening for student Sept. 2020 to May 2021

The purpose of the HPC is to identify, recognize, and preserve significant properties related to the community's history, encourage the rehabilitation and ongoing viability of historic buildings and structures, strengthen public support for historic preservation efforts within the community, foster civic pride and encourage cultural heritage tourism.

Traffic Safety Commission – 2 openings –1 Adult – until Dec. 31, 2021, 1 student Sept. 2020 to May 2021

The purpose of the Traffic Safety Commission is to promote traffic safety through investigation, study, and analysis of traffic patterns. The Commission makes decisions on the location of parking, crosswalks, safety zones, traffic lanes, truck routes, and all manner of traffic control devices within the community. In addition, they conduct and promote traffic safety programs. The student representative is a non-voting, student commissioner position. Student members will be active participants. Experience may also be used as a senior project or included as volunteer activity on a college application.

2020 NEWBERG CITY COUNCIL MEETING INFORMATION

Meeting Date: 5/4/20

Councilors	Roll Call	Res #3667 Cultural Center Support of application	Res #3665 Visit Newberg Business plan and				
PIROS	X	Yes	Yes				
JOHNSON	X	Yes	No				
YARNELL HOLLAMON	X	Yes	Yes				
MARTINEZ PLANCARTE	X	Yes	Yes				
ROGERS	X	Yes	Yes				
BACON	X	Yes	Yes				
FINDLEY	X	Yes	No				
ROLL CALL VOTES		YES: 7 NO: 0	YES: 5 NO: 2				
MOTION (1 st /2 nd):		Findley/ Martinez Plancarte	Rogers/Bacon				
Department/ Staff:		CDD	CDD				
Changes:		None	Revised exhibit				
Tabled:		No	No				

City Recorder

- ☐ Council Roundup
- ☐ Process documents for Mayor's signature
- ☐ Send email alert to staff that documents are ready in Archives folder
- ☐ Scheduling on Forward Looking Calendar
- ☐ Issue Tracker
- ☐ Council Timesheets
- ☐ Workmen's Compensation hours – 2.15