

AGENDA

REGULAR CITY COUNCIL MEETING

APRIL 24, 2023

5:30 p.m.

CITY HALL COUNCIL CHAMBER

313 COURT STREET

And

VIA ZOOM

<https://us06web.zoom.us/j/88147760127?pwd=bzF6UVBBS0EvaDIxTEVyRngrbExmQT09>

Meeting ID: 881 4776 0127

Passcode: 007612

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

A. Climate Change Committee Presentation

B. The Dalles Area Chamber of Commerce Tourism Year end Update

6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Up to five minutes per person will be allowed. Citizens are encouraged to ask questions with the understanding that the City can either answer the question tonight or refer that question to the appropriate staff member who will get back to you within a reasonable amount of time. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting agenda for City Council consideration.

7. CITY MANAGER REPORT
8. CITY COUNCIL REPORTS
9. CONSENT AGENDA

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

CITY OF THE DALLES

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

- A. Approval of the April 10, 2023 Regular City Council Meeting Minutes
- B. Surplus Public Works vehicles and equipment
- C. Resolution No. 23-012 Concurring with Mayor's Reappointment of Cody Cornett to the Planning Commission

10. PUBLIC HEARINGS

- A. Consent Annexation ANX#83-23 – Toole 1304 West 13th Street
 - i. Special Ordinance No. 23-598 Annexing Certain Additional Property Located in the Urban Growth Boundary of the City of The Dalles Pursuant to ORS 222.125 (Consent Annexation: ANX# 23-Toole)

11. ACTION ITEMS

- A. Special Ordinance No. 23-597 Accepting Real Property Between East 1st Street and East 2nd Street for Public Purpose
- B. Columbia Gorge Regional Airport Hangar Lease with Shearer

12. EXECUTIVE SESSION

In accordance with ORS 192.660(2)(e) to consult with those designated to conduct real estate transactions

- A. Recess Open Session
- B. Reconvene Open Session
- C. Decision, if any

13. ADJOURNMENT

This meeting conducted VIA Zoom

Prepared by/
Izetta Grossman, CMC
City Clerk

CITY OF THE DALLES

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



2022 - 2023 Tourism

Annual Report

as of April 12th, 2023



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

Community Marketing Work Plan

2022-2023

At the heart of our approach will be the consistent message of “Explore The Dalles” tourism branding in a way that builds intimacy and powerful personal relationships between our visitors and The Dalles. Our marketing messages and advertisements need to leverage this relationship with the tourism brand and create a sense of excitement to play, eat, and stay in The Dalles.



The Dalles Area Chamber of Commerce

404 W 2nd St

The Dalles, OR 97058

541-296-2231

1. Introduction

2. Marketing Objectives

3. Targeted Audience

4. Datafy Tools

5. Marketing Avenues

6. Campaign Overview

7. Marketing Plan Elements

8. Work Plan Overview

9. Goals & Objectives

10. Personnel

11. Budget



1. Introduction

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

2. Marketing Objectives

Our marketing objectives are:

- Increased visitor spending combined with longer stays in the City of The Dalles
- Targeted Digital Marketing to attract NW Visitors
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors to come to The Dalles who are already coming to Oregon and give them an East Gorge experience
- Cross promotions of The Dalles area businesses
- To provide excellent visitor information and service
- Increased collaboration with tourism partners (i.e. CGTA, Travel Oregon, Travel Portland, etc.)
- Focus in the Portland, Seattle, Central Oregon, Eastern Oregon, Tri-Cities, and Spokane markets
- Support and enhance shoulder season tourism events

3. Targeted Audience

Our targeted audiences are:

Active:

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

Functional:

- Independent of mind and are the least likely to worry about what others might think
- One of the highest rates for taking vacations
- Outdoor Recreation Experience is the number one reason for vacationing

Traditional:

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

Urban:

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



3. Targeted Audience Continued

Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

4. Utilize NEW Data Tool

Targeting our REAL Time Audience:

- A revolutionary way for communities to understand their visitation and create targeted marketing campaigns to reach their audiences.
- Cultivate mobile and smartphone user data to help communities better understand visitor demographics create more targeted marketing campaigns to reach our preferred audiences.
- Creating geofences around target businesses, attractions, cultural entities, lodging partners and food and beverage locations in our region.
- Ability to retrieve accurate and meaningful demographic data about visitors that reach The Dalles and their habits while here.
- Data retrieved would provide a powerful set of tools from which we and our partners could make better informed decisions about future marketing initiatives and programming plans to responsibly grow our tourism economy by targeting strategic geographic regions and individuals to inspire overnight visits.

5. Marketing Avenues

Our marketing avenues are:

- Print marketing materials utilizing “Explore The Dalles,” with tagline ‘Sunsational The Dalles’ branding
- Print advertising of The Dalles for targeted advertising campaign
- Social promotion via Pay-Per-Click targeted advertising
- Video syndication via branded Youtube channel, regional Hood-Gorge, Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercials and episode feature (The Dalles) on smaller Outdoor Television shows across the U.S.
- Radio Ads for outdoor recreation airing on 100+ stations across the US on a weekly basis / 12 months

6. Advertising Campaign Overview

Our advertising campaigns will:

- Be designed to meet objectives and reach targeted audiences outlined in this marketing plan
- Give visitors a visual experience to create a relationship with the “Explore The Dalles” brand and create a sense of urgency to visit and stay in The Dalles
- Campaign for “Explore The Dalles” with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)
- Partner with small dish type networks for commercials and feature episodes



7. Marketing Plan Elements

2022-2023 Tourism Marketing Strategy Development:

- Targeted media and advertising campaign development
- Enhance visitor information & services, tourism and events
- Printed media development: Historical Walking Tour / Charm Trail / Cycle The Dalles
- Tourism events identification, assistance with planning, distribute to Northwest Calendars
- Increase the [ExploreTheDalles.com](https://www.exploredalles.com) pages with more info, itineraries, pictures, and video
- Work with Community partners to build tourism events during shoulder season
- Targeted Digital Campaigns (12 months of the year)
- East Gorge Food Trail / Working with Travel Oregon & CGTA to promote East End of the Gorge
- Provide 15 grants of \$2000.00 to entities that are putting on events for the 22-23 tourism year

8. Work Plan Overview

Visitor Services

- **Fully staff** and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office / Monday thru Friday, July 2021 - June 2022 *[2.0 FTE, with 4 staff consisting of part time, full time]*
- **Continually** update and distribute visitor information to hotels, restaurants and other businesses.
- **Work** with Travel Oregon and CGTA (Columbia Gorge Tourism Alliance) and the committees, formed within the CGTA, for representation of The Dalles in all the materials and events
- **Update** and provide map and materials for self-guided walking tours
- **Respond** to visitor information requests received via phone, email, social media and website
- **Coordinate** welcome bags and greeters for groups, sports events, conferences, and conventions

Community Marketing

- **Work** with design and development companies to assist with campaigns and distribution of information to increase awareness of our region, events, and the promotion of our businesses.
- **Work** with Regional and National publications for the coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our previous FAM tours for possible new stories or continued promotion..
- **Participate** as an exhibitor in the Tradeshows of targeted audiences; i.e. outdoor recreation, fishing, antiques, cyclists, and regional travel tradeshows with tourism partners (CGTA, RDMO, Travel Portland) 2022
- **Continue** to enhance the website to be even more user-friendly, increase tourism information to targeted audiences, increase videos and photo library, and provide advertisement opportunities for a greater exposure for our local businesses
- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting 30+ digital Calendar in the NW and looking for new media options to promote events and happenings)
- **Continue** to expand and enhance “social media” presence (Facebook, Instagram, YouTube, TripAdvisor, Twitter, along with any new platforms that are beneficial to the community)
- **Utilize** [Datafy](#) to connect and promote to our identified real time target audience digitally.
- **Distribute** *Explore The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, State Welcome Centers, Sister Chambers, and other tourism information outlets across the state; continue to provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting events in The Dalles area.



8. Work Plan Overview Continued

- **Continue** to maintain and enhance 'Sunsational Charm Trail' to encourage foot traffic from tourists into our local businesses

Advertising

- **Place** printed and online ads in the following available partners: Oregon's 1859 Magazine, Sunset, Oregon Events Calendar, True West, AAA (VIA), The Reel News, NW Sportsman, Oregon Sport-fishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, NW Fly Fishing, Columbia Gorge To Mt. Hood, NW Travel, Portland Guide, and NW Outdoorsman TV.
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events that generate overnight stays

Partnerships

Maintain and maximize key partnerships ...

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

Continually looking for new opportunities and partnerships

Evaluation

Will be provided by Chamber Board Directors review, quarterly and annual reports to the City, and monthly financial reports from the City to the Chamber.



9. Goals & Objectives

VISITOR SERVICES

Objective...

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

Task...

Increase information, partner links, and photo library for Activities, Events, and Community Calendar

Measurable Outcome...

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

COMMUNITY MARKETING

Objective...

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

Task...

Enhance platforms with information, video, links to community partners with content for recreation and attractions. Using Google analytics for each aspect to aid in future targeted marketing.

Measurable Outcome...

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

ADVERTISING

Objective...

Increased overnight stays, also longer stays in The Dalles. The average overnight guest spends an average of \$293.00 per day in our community [Dean Runyan Associates, 2020]

Task...

Supply local hotels with 'Explore The Dalles' brochure and city maps for their guests (groups, conference or events attendees will be given welcome bags promoting our local businesses and attractions)

Measurable Outcome...

Use Datafy to track number of visitors to attractions/hotels/events. Report data to City Council (quarterly / annually). This allows us to target our advertising dollars and spend only where effective.



10. Personnel

Visitor Services

- Staff Visitor Center
Hours of Operation: M-F 9am - 4:00pm / Regular
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 30+ Digital Calendars in the Northwest
- Fulfill Visitor Requests (phone, mail, web, email, and in person)
- Coordinate with all visitor centers, Travel Oregon, and community partners for brochure fulfillments and distribution
- Market events on all social media platforms
- Update web site for events / information / activities
- Maintain and utilize newly created TOKEN WALL of wooden coupons to local businesses
- Send e-blasts / tip sheets by email to targeted groups
- Assist with marketing options for targeted audiences
- Provide welcome bags showcasing and promoting local attractions, events, and businesses for group/convention visits to our community
- Provide information for meeting venues, dining, lodging, and applicable services for group/convention visits to our community

Marketing & Promotions

- Develop Marketing Strategy Plan
- Determine Marketing Publications
- Determine / Design Ads for Advertising
- Continue to update Web Site for determined and targeted tourism audience while adding features including Blog, better photo albums, and a better video capacity and storage
- Digital Promotion by email, web, social media platforms, and partners
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community
- Working with partner for a targeted digital marketing campaign to the northwest to help provide a call to action to Explore The Dalles

Administration

- Supervisor/Administrator for Tourism Staff
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Manage Datafy and reporting
- Budget, Strategic Planning for Tourism, and Community Marketing Plan
- Deliver reports to City Council



11. Budget

The Dalles Area Chamber of Commerce

2022-2023 Tourism Budget

Proposed

		2019-2020	2020-2021	2021-2022	2022-2023	NOTES
Personnel						
076-7600-750.31-10	Salaries & Benefits	\$ 152,867.02	\$ 93,000.00	\$ 117,000.00	\$ 175,000.00	*
				\$ 30,000.00		additional funding after
Facilities						
076-7600-750.43-10	Utilities	\$ 4,200.00	\$ 4,000.00	\$ 4,000.00	\$ 5,500.00	
076-7600-750.43-40	Equipment Maintenance & Repair	\$ 3,900.00	\$ 1,800.00	\$ 2,500.00	\$ 3,000.00	
076-7600-750.44-10	Rent	\$ 8,702.40	\$ 8,702.00	\$ 8,702.00	\$ 8,702.00	\$725.00 per month
Operations						
076-7600-750.39-00	Administration	\$ 11,000.00	\$ 5,000.00	\$ 10,000.00	\$ 12,000.00	
076-7600-750.53-20	Postage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00	
076-7600-750.53-30	Communications	\$ 2,800.00	\$ 2,200.00	\$ 2,500.00	\$ 3,000.00	
076-7600-750.58-10	Travel & Mileage	\$ 4,500.00	\$ 2,500.00	\$ 4,000.00	\$ 6,000.00	
076-7600-750.58-50	Professional Development	\$ 2,500.00	\$ 500.00	\$ 1,000.00	\$ 2,500.00	
076-7600-750.58-70	Dues & Subscriptions	\$ 1,530.58	\$ 500.00	\$ 750.00	\$ 2,000.00	
076-7600-750.60-10	Office Supplies	\$ 2,500.00	\$ 750.00	\$ 2,000.00	\$ 5,000.00	
	Datafy Data Software	\$ -	\$ -	\$ -	\$ 20,000.00	
Marketing						
076-7600-750.37-10	Marketing	\$ 66,500.00	\$ 38,233.00	\$ 69,548.00	\$ 125,000.00	
076-7600-750.37-20	Public Relations	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	\$ 18,000.00	Digital Marketing Partner
076-7600-750.37-30	Billboard	\$ 11,000.00	\$ 14,315.00	\$ -	\$ -	
076-7600-750.37-30G	Grants	\$ 30,000.00		\$ 7,500.00	\$ 30,000.00	15 grants of \$2000.00
076-7600-750.55-00	Printing & Binding	\$ 7,500.00	\$ 3,000.00	\$ 5,000.00	\$ 10,000.00	

\$ 325,000.00 \$ 180,000.00 \$ 275,000.00 \$ 426,702.00

*Reflects the National cost of living increase for each year through 2019

**Reports to Partners for planning of events, recruitment, and development

Lodging Report



July 2022 – February 2023

Data Provided by*



Lodging Occupancy Report

July 2022 - February 2023

Wasco County / Percentage of Occupancy					Mt Hood / Gorge Region		Pacific NW	United States
Month	2022 /2023	2021 /2022	% of change	2019 /2020	2022/2023	% of change/Year over year	2022/2023	2022/2023
July	78.8	86.8	-9.2%	86.4	79.1	-6.60%	75.6	69.6
August	80.2	79.8	0.5%	26.1	77.7	0.70%	72.8	66.5
September	74.7	77.8	-4.0%	77.0	73.9	1.60%	73.1	66.7
October	62.6	71.7	-12.7%	68.8	64.2	-2.60%	70.0	67.2
November	46.3	57.2	-19.1%	49.6	50.3	-10.20%	61.9	59.4
December	40.0	45.7	-12.3%	38.7	48.4	-5.20%	56.8	53.6
January	42.3	47.8	-11.5%	38.9	46.1	-1.40%	56.1	52.8
February	52.6	54.4	-3.2%	45.4	54.4	1.50%	63.7	60.0
March		62.7		39.7				
April		66.7		37.3				
May		70.9		40.7				
June		77.0		54.0				

Visitor Information Report



July 2022 – March 2023



Tourism Lobby Statistics 2022 / 2023

		Walk-ins	Phone	Relocation	Welcome	Cruise Boat	Tourism	Postage	Walk-In Visitor's Country	Walk-In Visitor's State
				Packets	Packets	Charm Trail	Packets	(tourism)	(Top 5)	(Top 5)
2022	July	237	268				5	\$8.04	CANADA	CA,WA,CO,MN,AZ,OR,TX,MI,OH,NC,
	August	364	291	3			9	\$26.41	USA	WA, OR, IN, UT, CA
	September	320	222	1			1	\$44.94	USA, CANADA, ENG	OR, TX, WA, CA, FL, SC
	October	257	260					\$149.16	USA, CANADA, ENG	WA, OR, NC, AK, ME
	November	265	291	3	23			\$90.45	USA	CA,OR
	December	147	117	2	52			\$55.35	USA	OR
2023	January	224	273				3	\$116.52	USA	OR
	February	176	194	1			1	\$114.36	USA	OR, WA
	March	220	261	2			6	\$124.25	USA	OR, WA
	April									
	May									
	June									
Totals		2210	2177	12	75	0	25	\$729.48		

	Walk-ins	Phone	Tourism Mailed	Reloc Pkts	Welome	Cruise Ships	Postage
					Explore TD		
2012/2013	5232	5594	2384	63	990	0	\$ 1,866.23
2013/2014	5632	6186	1831	40	2879	1916	\$ 838.30
2014/2015	5527	5682	956	59	3417	4712	\$ 835.38
2015/2016	4837	4500	1550	62	7761	5713	\$ 679.38
2016/2017	4536	3678	2775	80	12075	3948	\$ 546.69
2017/2018	4477	4153	820	44	N/A	N/A	\$ 517.81
2018/2019	4536	3678	2775	80	12075	8000	\$ 546.69
2019/2020	1819	2024	24	26	142	6000	\$ 382.59
2020/2021	2619	2816	28	19	12	-	\$ 75.30
2021/2022	2913	3236	28	7	91	-	\$ 1,042.41
2022/2023							

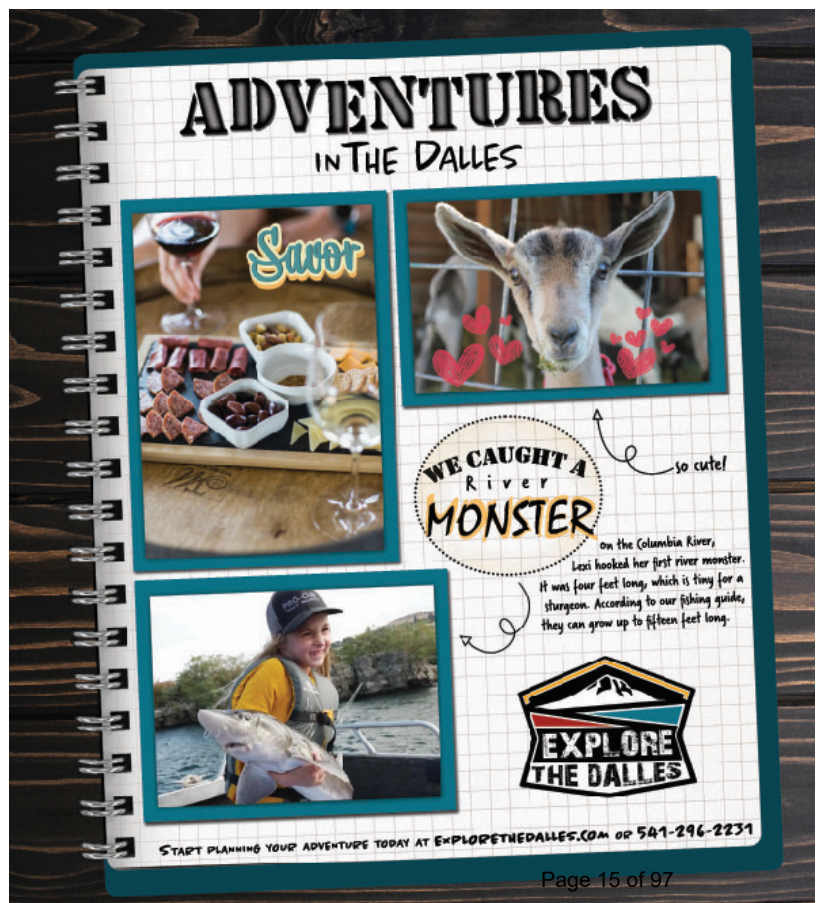
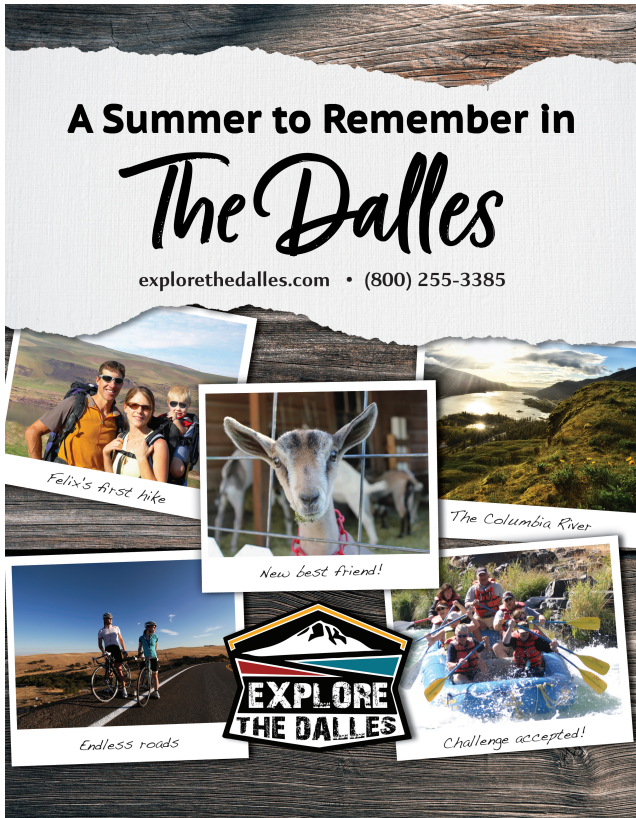
Advertising Samples



July 2022 – March 2023

2022 / 2023

Samples of the Ads
that circulated
in various publications



Media Coverage



July 2022 – April 2023

Issue/Date	Outlet	Link	Title	Distribution/ Traffic	Readership
7/10/2022	YouTube	Click to Watch Story	Pro Bass Tournament	1,856	
7/11/2022	The Columbian	Click to Read Story	Fishing report: Washington Columbia River mainstem, tributary sampling summary for May 2-8	2,500,000	
7/11/2022	The Columbian	Click Here	Columbia River to reopen for spring Chinook fishing below Bonneville Dam	2,500,000	
7/11/2022	Buzzfeed	Click to Read Story	18 US Destinations That Feel A Whole Lot Like Europe (Only You Don't Need A Passport To Visit)	98,900,000	
7/12/2022	Oregon Live	Click to Read Story	Federal official announces ‘down payment’ on improving Columbia River treaty fishing sites	7,000,000	
7/12/2022	Tillamook County Pioneer	Click to Read Story	States set additional Columbia River spring Chinook fishing days downstream of Bonneville		3,000
7/12/2022	The Daily News	Click to Read Story	With spring chinook salmon run up 30% at Bonneville Dam, more fishing days added on lower Columbia River	410,400	
7/12/2022	Yahoo News	Click to Read Story	Return to evenhanded salmon management	31,700	
7/12/2022	Whitman County Gazette	Click to Read Story	Chinook fishery open on Snake River	8,400	
7/12/2022	Fox 22	Click to Read Story	US fishing haul fell 10% during first pandemic year	813,400	
7/12/2022	Only in Your State	Click to Read Story	These 13 Summer Hikes In Oregon Are Positively Extraordinary	11,500,000	
7/13/2022	Oregon Live	Click to Read Story	With spring chinook salmon run up 30% at Bonneville Dam, more fishing days added on lower Columbia River	12,100,000	
7/15/2022	YouTube	Click to Watch Story	Columbia River Day 3 Weigh In Apex Pro Tour 2022	1,177	4,530
7/22/2022	FB / Harrod Cookhouse	Click to Read Post	Featuring Bargeway Pub		1,300
7/22/2022	Oregon Live	Click to Read Story	Oregon Scenic Byways Offer roadmaps for your summer road trips	12,100,000	
7/25/2022	Brides	Click to Read Story	Best Winery Venues in USA	11,900,000	
7/26/2022	Columbia Community Connection	Click to Read Story	The Local Dish: All Trails Lead to the Bargeway Pub	68,800	
7/26/2022	FB / Mindi Haener Macnab	Click to Read Post	Featuring The Dalles		1,000
7/26/2022	FB / NWCS Dist 21	Click to Read Post	Featuring the Discovery Center		3,100
8/1/2022	World Atlas	Click to Read Story	7 Charming Small Towns Along The Scenic Columbia River Gorge	5,200,000	
8/1/2022	Tri-City Herald	Click to Read Story	Featuring The Dalles	462,900	
8/1/2022	Via	Click to Read Story	Columbia River Highway		504,506
8/15/2022	YT / KOIN 6	Click to Watch Story	Walldogs NW Muralfest		240,000
8/17/2022	Oregon Live	Click to Read Story	Featuring The Dalles	12,100,000	
8/17/2022	News Stalk	Click to Read Story	Featuring The Dalles and Historic Highway	114,000	
8/17/2022	Travel Lens	Click to Read Story	Best Things to do in The Dalles	648,000	
8/19/2022	Columbia Community Connection	Click to Read Story	MuralFest Need-to-know Facts	68,000	
8/19/2022	OBBG	Click to Read Story	Featuring MuralFest		
8/22/2022	Oregon Live	Click to Read Story	Featuring the MuralFest	12,100,000	
8/22/2022	Sip Magazine	Click to Read Story	Featuring a few of The Dalles businesses	17,200	
8/23/2022	Oregon Live	Click to Read Story	Featuring The Dalles MuralFest	12,100,000	
8/23/2022	Willamette Week	Click to Read Story	Featuring Viento State Park and Historic Highway Trail	1,800,000	

8/23/2022	Columbia Gorge News	Click to Read Story	Gearing Up for Northwest MuralFest	118,000	
8/23/2022	Statesman Journal	Click to Read Story	Explore Oregon Podcast: Want to catch 100 fish in a single day? Head to this magic river	657,000	
8/25/2022	FB / Darrell Jabin	Click to Read Post	Featuring The Dalles		6,600
8/26/2022	FB / Karl's News Updates	Click to Read Post	Featuring The Dalles MuralFest		102
8/27/2022	YT / KGW	Click to Watch Story	Northwest Mural Fest brings people from across the country together in The Dalles		158,000
8/29/2022	FB / Columbia Cinema	Click to Read Post	Featuring Cinema in The Dalles		2,500
8/29/2022	FB / The Dalles PPF	Click to Read Post	Featuring Bargeway Pub		14,800
8/30/2022	FB / Oregonian	Click to Read Post	Featuring The Dalles MuralFest	2,900	581,000
8/31/2022	FB / Hood-Gorge Region	Click to Read Post	Featuring Tastebound		1,900
9/1/2022	Who Fish	Click to Read Story	Historic Columbia River Highway	33,800	
9/1/2022	The Reel News September Issue		If It's September It's Big C For Salmon		20,000
9/5/2022	YT / Reisen Van Life	Click to Watch Story	2022 The Dalles Walldogs Northwest Muralfest	699	
9/12/2022	Daily Kos	Click to Read Story	Museums 301: Dinnerware	12,900,000	
9/26/2022	Only in Your State	Click to Read Story	Featuring The Dalles	11,500,000	
10/1/2022	Who Fish	Click to Read Story	The Last Dance of Dr Disco	33,800	
10/1/2022	FB / Ken Abbett	Click to Read Post	Feature on St Peter's Church		764
10/1/2022	You Tube / Reisen Van Life	Click to Watch Story	Walldogs NW Muralfest	699	
10/3/2022	The Northwest Lens		Issue 36: Explore The Dalles		
10/9/2022	Otakukart	Click to Read Story	The Legend Of Bigfoot: The Mystery Of It's Existence?	2,300,000	
10/10/2022	FB / Mary Rollins	Click to Read Post	Artist Mary Rollins		2,000
10/12/2022	ODOT Newsletter		Historic Highway News: Celebrating a Century of Pavement Connecting Troutdale and The Dalles		
10/23/2022	Daily Kos	Click to Read Story	Museums 201: Pianos	12,900,000	
11/6/2022	FB / David Swendseid	Click to Read Post	Feature for The Dalles		5,100
11/11/2022	Big Country News Connection	Click to Read Story	2023 Sturgeon Fishing Season opens January 1 on several portions of Columbia River		
11/12/2022	Columbia Community Connection	Click to Read Story	The Workshop gets warm welcome at grand opening on November 11	68,800	
11/12/2022	Columbia Daily Tribune	Click to Read Story	Why the outdoors are a booming business		
11/13/2022	Only in Your State	Click to Read Story	Windiest Roads	11,500,000	
11/14/2022	Quad City Herald	Click to Read Story	Washington Outdoor Report: Week of November 3		
11/15/2022	Columbia Gorge News	Click to Read Story	Featuring The Dalles	118,000	
11/17/2022	FB / David Swendseid	Click to Read Post	Feature for Pro Bass Tour in The Dalles		5,100
11/20/2022	FB / Harrod Outdoors	Click to Read Post	Feature for The Dalles		2,600
11/20/2022	BLAG	Click to Read Story	Featuring The MuralFest	8,700	
11/20/2022	Daily Kos	Click to Read Story	Museums 301: Shoes (photo diary)	12,900,000	
11/26/2022	Daily Kos	Click to Read Story	Museums 301: Carriages and wagons	12,900,000	

12/2/2022	Right At The Fork	Click to Read Story	#315 Emily Cafazzo & Ryan Domingo - Sugarpine Drive-In + "Tastebound"		
12/9/2022	FB /OPB posts	Click to Read Story	Feature for The Dalles		7,500
12/12/2022	OPB / Last Stop	Click to Read Story	Last Stop Interview	2,100,000	
12/12/2022	OPB / Little Music City	Click to Read Story	Little Music City Interview	2,100,000	
12/12/2022	FB / OPB posts	Click to Read Story	Feature for The Dalles		7,500
12/12/2022	OPB	Click to Read Story	Featuring Little Music City	2,100,000	
12/12/2022	OPB	Click to Read Story	Why a restaurant owner in The Dalles thinks revitalizing downtown will business and help struggling workers	2,100,000	
12/14/2022	OPB	Click to Read Story	Fruits of their labor: a farmworker and educator reflects on agriculture in The Dalles and Wasco County	2,100,000	
12/14/2022	OPB	Click to Read Story	Featuring National Neon Sign Museum	2,100,000	
12/15/2022	OPB	Click to Read Story	Skills center helps meet growing demand for construction and manufacturing jobs in the Columbia Gorge	2,100,000	
12/15/2022	OPB	Click to Read Post	Skills center helps meet growing demand for construction and manufacturing jobs in the Columbia Gorge	2,100,000	
1/1/2023	Women's Day Spotlight	Click to Read Story	Featuring The Dalles		
1/3/2023	That Oregon Life	Click to Read Story	Big Jim's Drive-In	334,000	
1/4/2023	Facebook / Freebridge	Click to Read Story	Wander with Wonder FB Story		1,500
1/6/2023	Regional Spotlight	Click to Read Story	Destination Spotlight	12,686,000	
1/6/2023	That Oregon Life	Click to Read Story	Best Mom & Pop Restaurant	334,000	
1/9/2023	Daily Kos	Click to Read Story	Museums 101: Port of Kalama Interpretive Center	12,900,000	
1/23/2023	KGW	Click to Read Story	Dozens of bald eagles make their yearly visit to The Dalles	3,100,000	
1/23/2023	Cision: PR News Wire	Click to Read Story	Travel Oregon Bolsters Tourism Efforts in Local Communities Across the State Through \$1.4 Million in Capacity and Small Project Grants	8,000,000	
1/23/2023	The Columbian	Click to Read Story	Featuring The Dalles	1,500,000	
1/24/2023	Northwest Sportsman	Click to Read Story	Featuring The Dalles Pool	23,100	
1/25/2023	Washington DF&W	Click to Read Story	Featuring The Dalles Pool	1,100,000	
1/25/2023	Oregon Live	Click to Read Story	Featuring The Dalles Pool	12,100,000	
1/25/2023	Goldendale Sentinel	Click to Read Story	Featuring The Dalles Pool	48,400	
1/25/2023	The Gleaner	Click to Read Story	Local Artist Leaves her markat home and abroad		
2/1/2023	Columbia Community Connection	Click to Read Story	Bamba's Indian Food Opens in TD; Camas Couple living the American Dream	68,800	
2/15/2023	Wander with Wonder	Click to Read Story	Food in The Dalles and East Gorge Food Trail	55,000	
3/23/2023	Oregon Business	Click to Read Story	Downtime Business Article with Lisa Farquharson	19,900	
3/30/2023	The Travel	Click to Read Story	Spring Road Trip: Wildflowers, Waterfalls, And 8 More Things To See Along The Columbia River Highway	2,900,000	
3/31/2023	Wander with Wonder	Click to Read Story	Things to do in The Dalles	55,000	
4/1/2023	OPB	Click to Read Story	Featuring The Dalles	2,100,000	
Total Impressions / Readership / Traffic				356,512,431	1,574,402

The Dalles

Custom Report Title

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Overview : 1/1/22 - 12/31/22

Total Trips

1,380,632



↓ -12.3% vs. 1/1/21 - 12/31/21

Visitor Days

3,073,827



↑ 1.2% vs. 1/1/21 - 12/31/21

Average Length of Stay

2.2



↑ 15.8% vs. 1/1/21 - 12/31/21

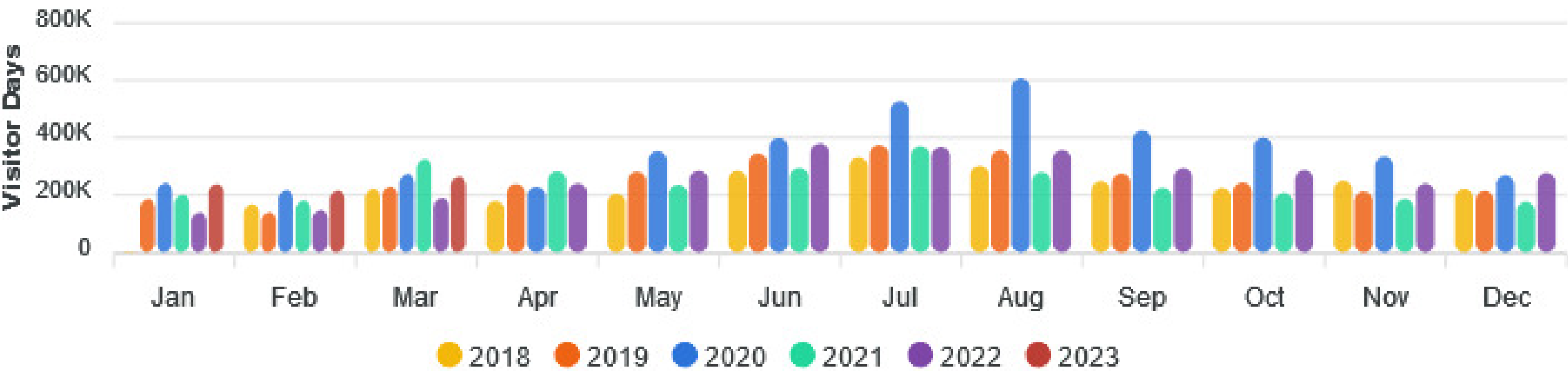
Unique Visitors

658,081



↓ -10.6% vs. 1/1/21 - 12/31/21

All Main Dates vs Compare Dates



2018	2.6K	168.7K	222.0K	179.6K	205.0K	284.8K	332.1K	302.4K	249.6K	224.6K	251.6K	221.8K
2019	186.6K	140.2K	229.7K	239.2K	281.7K	345.5K	375.0K	356.6K	275.1K	245.2K	212.8K	214.7K
2020	242.6K	217.3K	273.6K	228.4K	352.9K	399.7K	528.0K	607.1K	425.4K	401.1K	334.8K	269.3K
2021	201.4K	181.1K	326.4K	282.8K	236.5K	294.9K	370.8K	280.0K	225.5K	208.1K	186.5K	177.3K
2022	139.8K	147.9K	190.2K	241.4K	285.1K	380.7K	368.1K	357.2K	294.0K	287.3K	240.9K	277.3K
2023	239.3K	215.7K	265.0K	0	0	0	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



- Day Trip 46.2%
- 2 Days 11.6%
- 3 Days 9.5%
- 4 Days 6.8%
- 5 Days 8.7%
- 6+ Days 17.3%

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Top Spending to Location

State	% of Spend Share 1/1/2022 - 11/1/2022	% Change vs 1/1/2022 - 11/1/2022
Oregon	46.87%	↓ 1.3%
Washington	24.74%	↑ 0.4%
Idaho	5.67%	↑ 0.4%
California	4.83%	↓ 0.9%
Texas	2.21%	↑ 0.5%
Montana	1.73%	↑ 0.1%
Arizona	1.55%	↑ 0.4%
Utah	1%	— 0.0%

State	% of Spend Share 1/1/2022 - 11/1/2022	% Change vs 1/1/2022 - 11/1/2022
Colorado	0.99%	↑ 0.1%
Hawaii	0.74%	↑ 0.1%
Nevada	0.7%	↑ 0.0%
Florida	0.63%	↑ 0.0%
Illinois	0.59%	↑ 0.1%
Alaska	0.52%	↑ 0.2%
New Mexico	0.44%	↑ 0.1%
Wisconsin	0.41%	↑ 0.0%

Top Markets

State	% of Trip Share 1/1/2022 - 12/31/2022	% Change of Trips vs 1/1/2021 - 12/31/2021	Total Visit % Change vs 1/1/2021 - 12/31/2021
Oregon	45.05%	↑ 2.2%	↓ 3.5%
Washington	32.26%	↑ 2.7%	↑ 0.3%
Idaho	6.73%	↑ 0.4%	↓ 2.4%
California	2.86%	↓ 0.1%	↓ 12.8%
Texas	1.6%	↓ 0.4%	↓ 27.8%
Utah	1.34%	↓ 0.2%	↓ 22.4%
Montana	1.29%	↓ 0.1%	↓ 14.8%
Arizona	0.91%	↓ 0.2%	↓ 24.4%

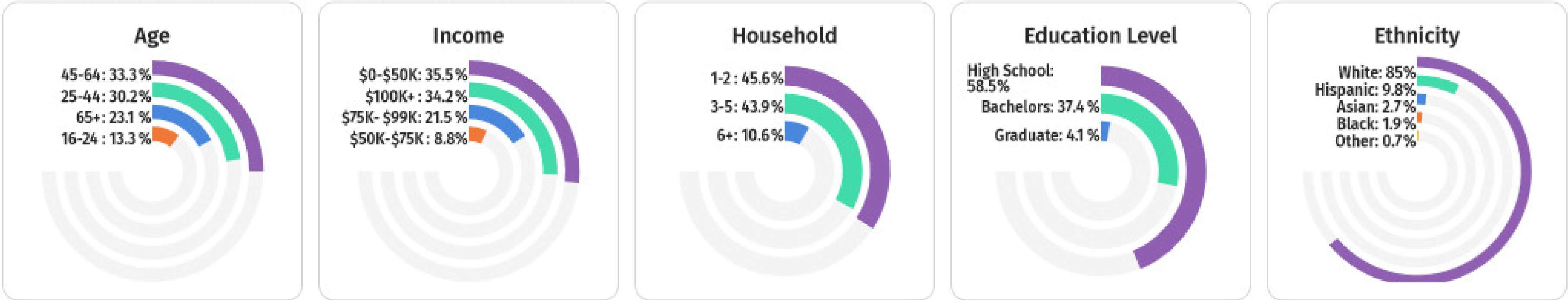
State	% of Trip Share 1/1/2022 - 12/31/2022	% Change of Trips vs 1/1/2021 - 12/31/2021	Total Visit % Change vs 1/1/2021 - 12/31/2021
Florida	0.8%	↓ 0.4%	↓ 37.9%
Colorado	0.63%	↓ 0.2%	↓ 26.1%
Illinois	0.48%	↓ 0.2%	↓ 38.2%
Missouri	0.36%	↓ 0.2%	↓ 39.2%
Nevada	0.36%	↓ 0.1%	↓ 31.1%
Georgia	0.3%	↓ 0.2%	↓ 45.0%
Minnesota	0.28%	↓ 0.2%	↓ 41.0%
Indiana	0.26%	↓ 0.1%	↓ 37.6%

Top POIs

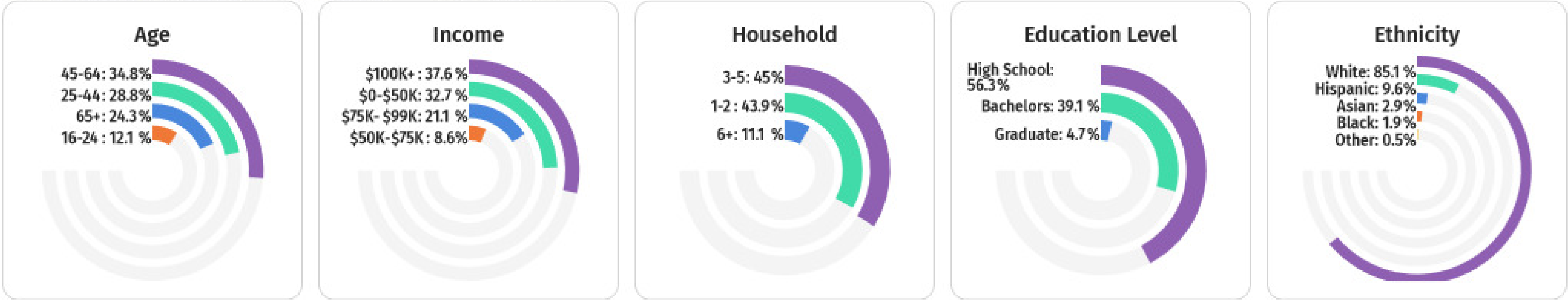
POI	% of Trip 1/1/2022 - 12/31/2022	% Change vs 1/1/2021 - 12/31/2021
The Dalles	98.39%	↑ 0.5%
Downtown The Dalles	12.95%	↑ 1.2%
Eateries & Drinks	5.32%	↑ 1.0%
Cousins Country Inn	4.11%	↑ 0.8%
Riverfront Walking Trail	2.96%	↓ 0.8%
Shilo Inn The Dalles	2.95%	↑ 0.6%
Heritage Landing	2.68%	↓ 0.1%
Mayer State Park	1.83%	↓ 0.4%

POI	% of Trip 1/1/2022 - 12/31/2022	% Change vs 1/1/2021 - 12/31/2021
Fairfield Inn & Suites The Dalles	1.46%	↑ 0.3%
City Park The Dalles	1.4%	↓ 1.9%
Motel 6 The Dalles	1.15%	↑ 0.1%
Parks & Rec	1.14%	↓ 0.4%
The Dalles Marina	1.12%	↓ 0.2%
Comfort Inn Columbia Gorge	1.1%	↑ 0.2%
Holiday Inn Express & Suites	0.94%	↓ 0.1%
Super 8 The Dalles	0.92%	↑ 0.1%

Top Demographics for 1/1/2022 - 12/31/2022

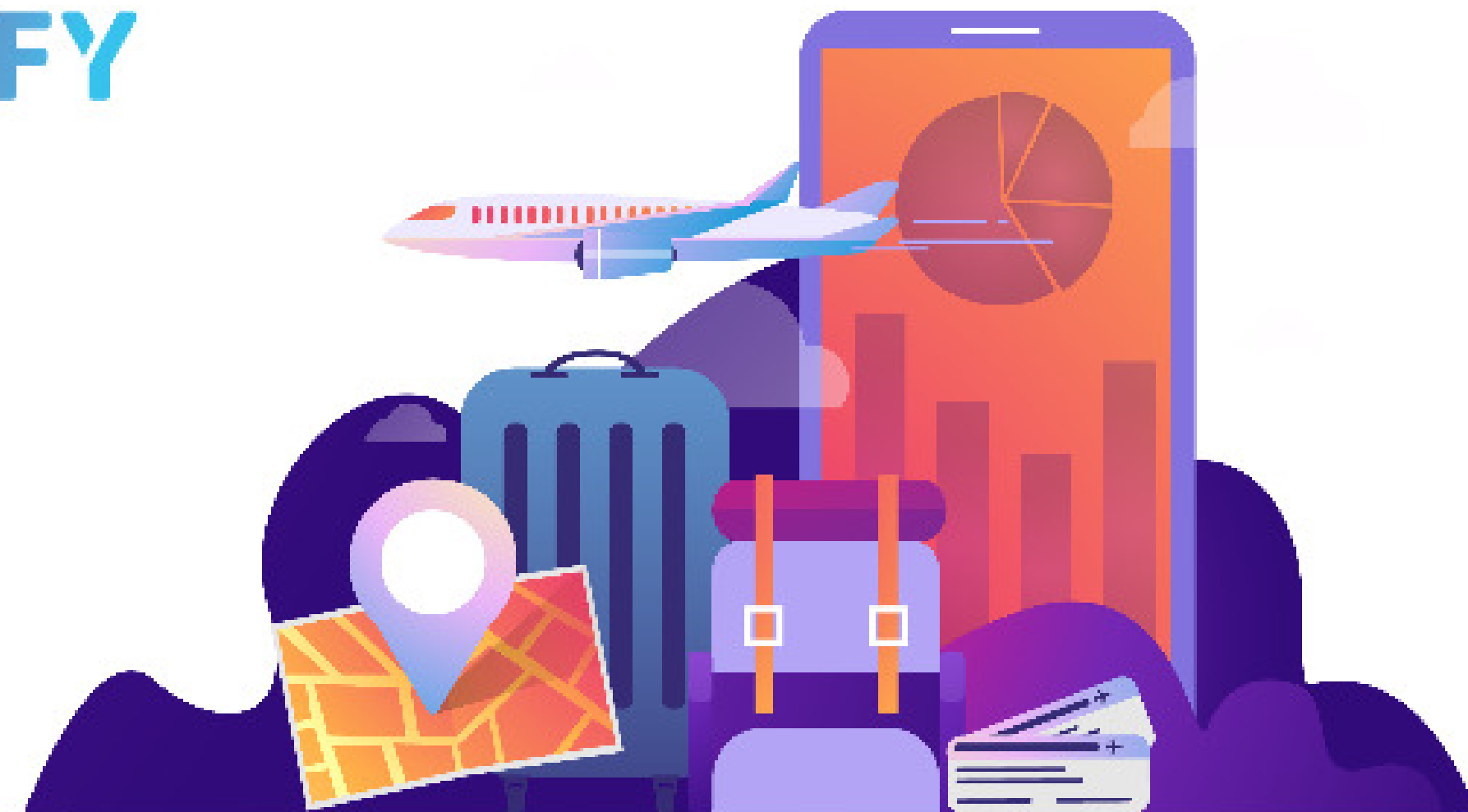


Top Demographics for 1/1/2021 - 12/31/2021



Thank You

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Glossary

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The Dalles

Custom Report Title

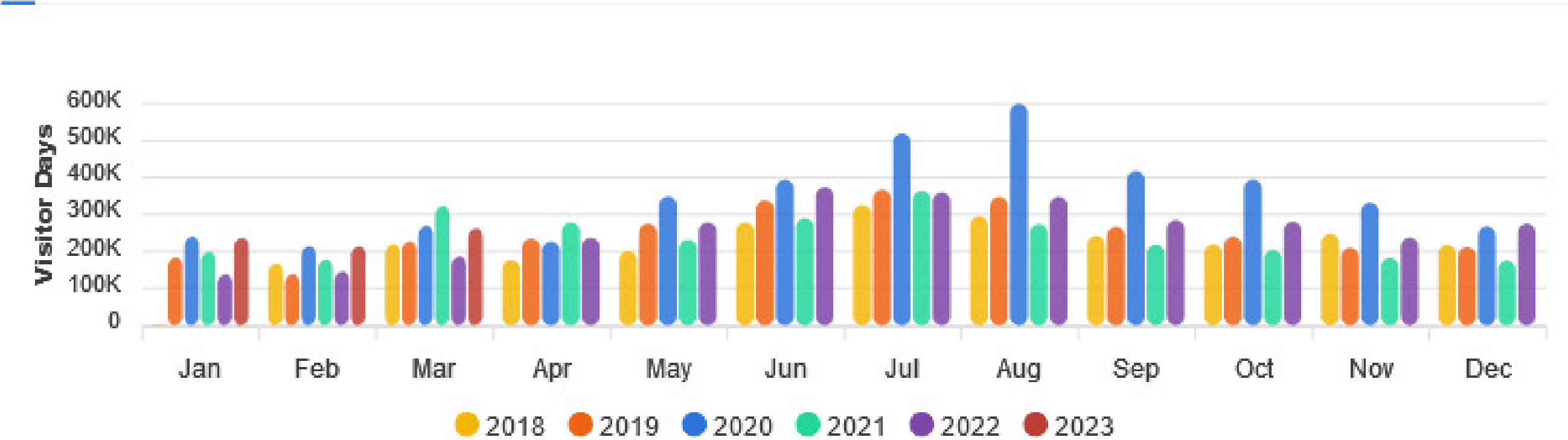
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DATAFY



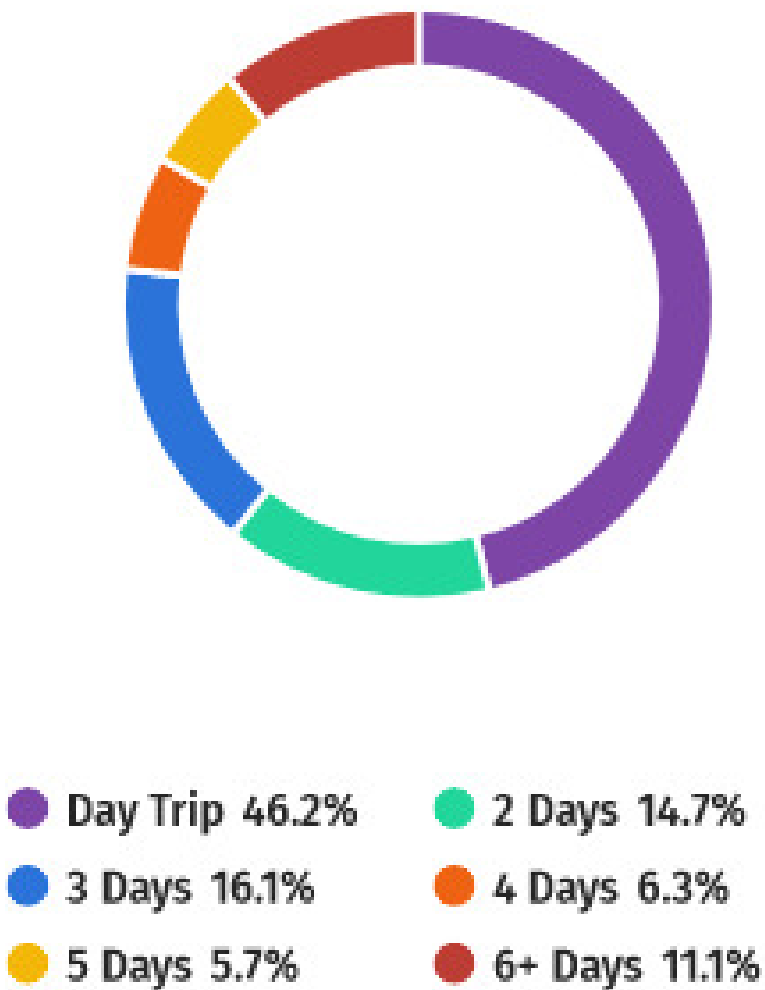
Overview : 4/22/22 - 4/24/22			
Total Trips	Visitor Days	Average Length of Stay	Unique Visitors
18,126	30,352	1.7	17,945
↓ -11.4% vs. 4/26/19 - 4/28/19	↓ -2.4% vs. 4/26/19 - 4/28/19	↑ 13.3% vs. 4/26/19 - 4/28/19	↓ -10.8% vs. 4/26/19 - 4/28/19

All Main Dates vs Compare Dates



2018	2.6K	167.6K	220.1K	177.4K	201.3K	278.9K	325.8K	295.9K	242.6K	219.6K	248.4K	218.4K
2019	185.1K	138.8K	227.2K	235.1K	275.3K	339.0K	367.5K	348.2K	267.1K	240.5K	210.4K	212.4K
2020	240.9K	214.9K	270.1K	226.5K	349.4K	394.6K	520.5K	599.9K	418.2K	395.1K	332.4K	267.9K
2021	199.6K	179.4K	323.2K	279.0K	232.2K	290.5K	364.3K	274.2K	219.1K	204.3K	184.0K	176.0K
2022	138.5K	146.3K	187.5K	237.2K	279.0K	374.3K	359.6K	348.5K	285.3K	281.2K	238.0K	275.8K
2023	237.3K	214.2K	262.9K	0	0	0	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



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Top Spending to Location

State	% of Spend Share 4/1/2022 - 4/1/2022	% Change vs 4/1/2022 - 4/1/2022
Oregon	46.72%	↑ 8.5%
Washington	26.77%	↑ 5.2%
Idaho	5.04%	↑ 1.2%
California	4.06%	↓ 2.4%
Arizona	2.66%	↑ 0.3%
Texas	2.23%	↓ 2.7%
Montana	1.3%	↑ 0.2%
Utah	1.17%	↓ 0.1%

State	% of Spend Share 4/1/2022 - 4/1/2022	% Change vs 4/1/2022 - 4/1/2022
Colorado	1.14%	↓ 0.7%
Hawaii	0.79%	↑ 0.1%
Florida	0.72%	↑ 0.1%
Nevada	0.6%	↑ 0.6%
Alaska	0.57%	↓ 0.9%
Illinois	0.44%	↑ 0.1%
Kansas	0.4%	↓ 0.1%
Minnesota	0.38%	↓ 2.7%

Top Markets

State	% of Trip Share 4/22/2022 - 4/24/2022	% Change of Trips vs 4/26/2019 - 4/28/2019	Total Visit % Change vs 4/26/2019 - 4/28/2019
Oregon	46.08%	↑ 2.0%	↓ 7.5%
Washington	29.55%	↓ 4.4%	↓ 23.1%
Idaho	6.43%	↑ 2.9%	↑ 59.6%
California	2.06%	↓ 0.9%	↓ 38.7%
Montana	1.55%	↑ 1.0%	↑ 146.1%
Texas	1.33%	↓ 0.1%	↓ 18.5%
Florida	1.29%	— 0.0%	↓ 11.9%
Utah	1.22%	↓ 0.2%	↓ 23.1%

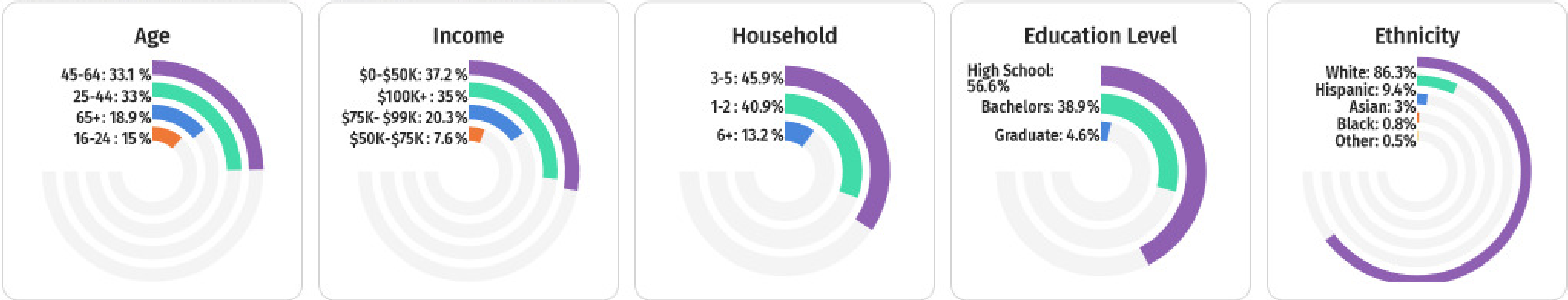
State	% of Trip Share 4/22/2022 - 4/24/2022	% Change of Trips vs 4/26/2019 - 4/28/2019	Total Visit % Change vs 4/26/2019 - 4/28/2019
Missouri	0.8%	— 0.0%	↓ 8.7%
Arizona	0.74%	↓ 0.2%	↓ 30.8%
Tennessee	0.74%	↑ 0.4%	↑ 68.8%
Arkansas	0.67%	↑ 0.4%	↑ 154.2%
Illinois	0.59%	↑ 0.1%	↑ 10.3%
Nevada	0.43%	↓ 0.1%	↓ 28.4%
Wyoming	0.41%	↓ 0.1%	↓ 23.7%
New York	0.39%	↑ 0.2%	↑ 118.2%

Top POIs

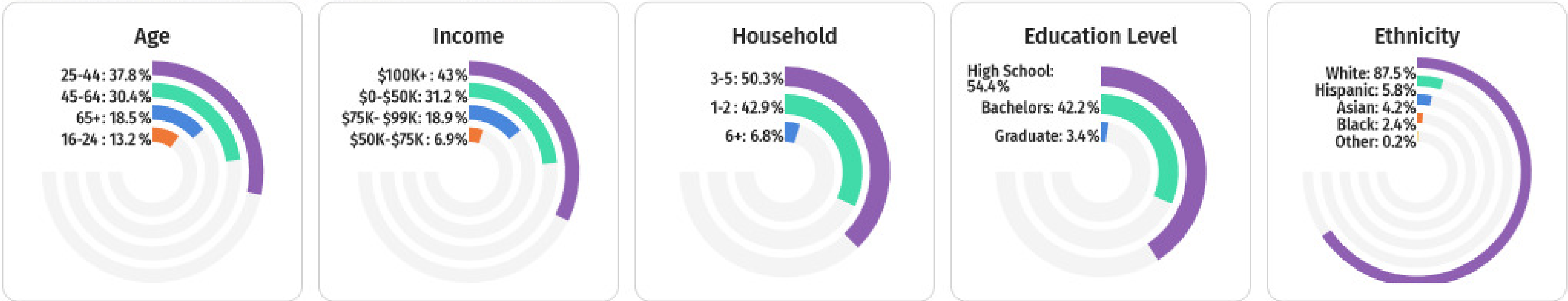
POI	% of Trip 4/22/2022 - 4/24/2022	% Change vs 4/26/2019 - 4/28/2019
The Dalles	99.86%	↑ 0.6%
Downtown The Dalles	18.24%	↑ 2.7%
Eateries & Drinks	7.4%	↑ 1.3%
Cousins Country Inn	3.83%	↓ 0.6%
Riverfront Walking Trail	2.94%	↓ 2.8%
Shilo Inn The Dalles	2.33%	↓ 1.0%
Parks & Rec	1.55%	↓ 2.8%
Wineries	1.53%	↑ 0.4%

POI	% of Trip 4/22/2022 - 4/24/2022	% Change vs 4/26/2019 - 4/28/2019
Fairfield Inn & Suites The Dalles	1.36%	↓ 1.2%
Comfort Inn Columbia Gorge	1.08%	↓ 1.2%
Holiday Inn Express & Suites	1.03%	↑ 0.8%
Motel 6 The Dalles	0.88%	↑ 0.1%
Super 8 The Dalles	0.83%	↓ 1.1%
Sorosis Park	0.77%	↓ 1.0%
The Dalles Columbia River C	0.68%	↑ 0.3%
Lewis & Clark Festival Park	0.67%	— 0.0%

Top Demographics for 4/22/2022 - 4/24/2022

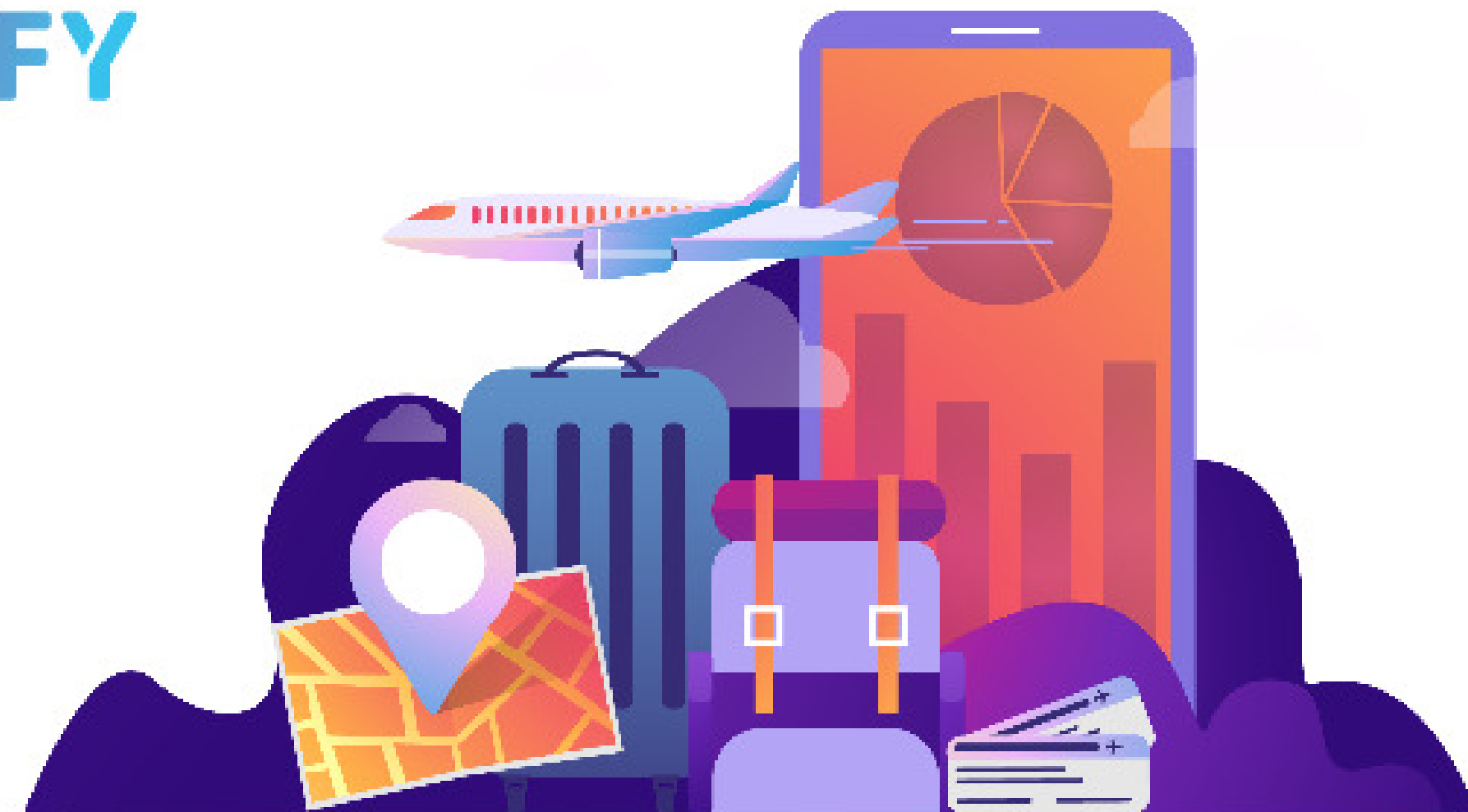


Top Demographics for 4/26/2019 - 4/28/2019



Thank You

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Community Marketing Work Plan

2023-2024

At the heart of our approach will be the consistent message of “Explore The Dalles” tourism branding in a way that builds intimacy and powerful personal relationships between our visitors and The Dalles. Our marketing messages and advertisements need to leverage this relationship with the tourism brand and create a sense of excitement to play, eat, and stay in The Dalles.



The Dalles Area Chamber of Commerce
404 W 2nd St
The Dalles, OR 97058
541-296-2231

- 1. Introduction
- 2. Marketing Objectives
- 3. Targeted Audience
- 4. Datafy Tools
- 5. Marketing Avenues
- 6. Campaign Overview
- 7. Marketing Plan Elements
- 8. Work Plan Overview
- 9. Goals & Objectives
- 10. Personnel
- 11. Budget



1. Introduction

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

2. Marketing Objectives

Our marketing objectives are:

- Increased visitor spending combined with longer stays in the City of The Dalles
- Targeted Digital Marketing to attract NW Visitors
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors to come to The Dalles who are already coming to Oregon and give them an East Gorge experience
- Cross promotions of The Dalles area businesses
- To provide excellent visitor information and service
- Increased collaboration with tourism partners (i.e. CGTA, Travel Oregon, Travel Portland, etc.)
- Focus in the Portland, Seattle, Central Oregon, Eastern Oregon, Tri-Cities, and Spokane markets
- Support and enhance shoulder season tourism events

3. Targeted Audience

Our targeted audiences are:

Active:

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

Functional:

- Independent of mind and are the least likely to worry about what others might think
- One of the highest rates for taking vacations
- Outdoor Recreation Experience is the number one reason for vacationing

Traditional:

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

Urban:

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



3. Targeted Audience Continued

Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

4. Utilize DATAFY Tools

Targeting our REAL Time Audience:

- A revolutionary way for communities to understand their visitation and create targeted marketing campaigns to reach their audiences.
- Cultivate mobile and smartphone user data to help communities better understand visitor demographics create more targeted marketing campaigns to reach our preferred audiences.
- Creating geofences around target businesses, attractions, cultural entities, lodging partners and food and beverage locations in our region.
- Ability to retrieve accurate and meaningful demographic data about visitors that reach The Dalles and their habits while here.
- Data retrieved would provide a powerful set of tools from which we and our partners could make better informed decisions about future marketing initiatives and programming plans to responsibly grow our tourism economy by targeting strategic geographic regions and individuals to inspire overnight visits.

5. Marketing Avenues

Our marketing avenues are:

- Utilizing market analysis to deliver digital target advertising with DATAFY
- Print marketing materials utilizing "Explore The Dalles," with tagline 'Sunsational The Dalles' branding
- Print advertising of The Dalles for targeted advertising campaign
- Social promotion via Pay-Per-Click targeted advertising
- Video syndication via branded Youtube channel, regional Hood-Gorge, Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercials and episode feature (The Dalles) on smaller Outdoor Television shows across the U.S.
- Radio Ads for outdoor recreation airing on 100+ stations across the US on a weekly basis / 12 months

6. Advertising Campaign Overview

Our advertising campaigns will:

- Be designed to meet objectives and reach targeted audiences outlined in this marketing plan
- Give visitors a visual experience to create a relationship with the "Explore The Dalles" brand and create a sense of urgency to visit and stay in The Dalles
- Campaign for "Explore The Dalles" with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)
- Partner with small dish type networks for commercials and feature episodes



7. Marketing Plan Elements

2023-2024 Tourism Marketing Strategy Development:

- Targeted media and advertising campaign development utilizing DATAFY
- Enhance visitor information & services, tourism and events
- Printed media development: Visitor Guide / Charm Trail / Cycle The Dalles
- Tourism events identification, assistance with planning, distribute to Northwest Calendars
- Increase the [ExploreTheDalles.com](https://www.exploredalles.com) pages with more info, itineraries, pictures, and video
- Work with Community partners to build tourism events during shoulder season
- Targeted Digital Campaigns (12 months of the year)
- East Gorge Food Trail / Working with Travel Oregon & CGTA to promote East End of the Gorge
- Provide 15 grants of \$2000.00 to entities that are putting on events for the 23-24 tourism year

8. Work Plan Overview

Visitor Services

- **Fully staff** and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office / Monday thru Friday, July 2023 - June 2024 /
- **Continually** update and distribute visitor information to hospitality businesses.
- **Work** with Travel Oregon, Hood Gorge, and CGTA and the committees for representation of The Dalles in all the materials and events
- **Update** and provide map and materials for self-guided walking tours
- **Respond** to visitor information requests received via phone, email, social media and website
- **Coordinate** welcome bags and greeters for groups, sports events, conferences, and conventions

Community Marketing

- **Work** with design and development companies to assist with campaigns and distribution of information to increase awareness of our region, events, and the promotion of our businesses.
- **Work** with Regional and National publications for the coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our previous FAM tours for possible new stories or continued promotion..
- **Participate** as an exhibitor in the Tradeshows of targeted audiences; i.e. outdoor recreation, fishing, antiques, cyclists, and regional travel tradeshows with tourism partners (CGTA, RDMO, Travel Portland)
- **Continue** to enhance the website to be even more user-friendly, increase tourism information to targeted audiences, increase videos and photo library, and provide advertisement opportunities for a greater exposure for our local businesses
- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting 30+ digital Calendar in the NW and looking for new media options to promote events and happenings)
- **Continue** to expand and enhance “social media” presence (Facebook, Instagram, YouTube, TripAdvisor, Twitter, along with any new platforms that are beneficial to the community)
- **Utilize** [Datafy](https://datafy.com) to connect and promote to our identified real time target audience digitally.
- **Distribute** *Explore The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, State Welcome Centers, Sister Chambers, and other tourism information outlets across the state; continue to provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting events in The Dalles area.



8. Work Plan Overview Continued

- **Continue** to maintain and enhance 'Sunsational Charm Trail' to encourage foot traffic from tourists into our local businesses
- **Contract** with new partner to create 30, 60, 90 second video assets in the areas of outdoor recreation, history and attractions, and food / beverage / wine / beer / spirits over the next 2 years for commercials, web site promotion, and social media. These will be shared with community businesses and organizations to utilize too.

Advertising

- **Place** printed and online ads in the following available partners: Oregon's 1859 Magazine, Sunset, Oregon Events Calendar, True West, AAA (VIA), The Reel News, NW Sportsman, Oregon Sport-fishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, NW Fly Fishing, Columbia Gorge To Mt. Hood, NW Travel, Portland Guide, Willamette Living, Travel Oregon guide, Harrods Cookhouse, Harrod Outdoors, American Bass Association, Explore NW, APEX, Wild West Bass Association, and NW Outdoorsman TV.
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events that generate overnight stays

Partnerships

Maintain and maximize key partnerships ...

- Travel Oregon
- Oregon Tour & Travel Alliance
- Columbia Gorge Arts & Culture Alliance
- Oregon Festivals & Events Association
- Oregon Travel Information Council
- Mt. Hood-Columbia Gorge Regional Destination Marketing Organizations (RDMO)
- Oregon Destination Marketing Organizations (ODMO)
- Columbia Gorge Tourism Alliance (CGTA)
- City of The Dalles / Wasco County / Port of The Dalles
- Columbia Gorge Discovery Center & Museum
- The Dalles Dam / U.S. Army Corps of Engineers
- Northern Wasco County Parks & Recreation District
- Wasco County Historic Landmarks
- The Dalles Main Street Program
- Downtown The Dalles
- Northwest Regional Chambers / Visitor Centers.

Continually looking for new opportunities and partnerships

Evaluation

Will be provided by Chamber Board Directors review, annual reports to the City, and regular communications with City Manager.



9. Goals & Objectives

VISITOR SERVICES

Objective...

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

Task...

Increase information, partner links, and photo library for Activities, Events, and Community Calendar

Measurable Outcome...

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

COMMUNITY MARKETING

Objective...

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

Task...

Enhance platforms with information, video, links to community partners with content for recreation and attractions. Using Datafy analytics for each aspect to aid in future targeted marketing.

Measurable Outcome...

Utilizing analytics on each platform to identify future target market (as this changes annually) and report findings to City Council (annually).

ADVERTISING

Objective...

Increased overnight stays, also longer stays in The Dalles. The average overnight guest spends an average of \$293.00 per day in our community [Dean Runyan Associates, 2020]

Task...

Supply local hotels with 'Explore The Dalles' brochure and city maps for their guests (groups, conference or events attendees will be given welcome bags promoting our local businesses and attractions)

Measurable Outcome...

Use Datafy to track number of visitors to attractions/hotels/events. Report data to City Council (quarterly / annually). This allows us to target our advertising dollars and spend only where effective.



10. Personnel

Visitor Services

- Staff Visitor Center
Hours of Operation: M-F 9am - 4:00pm / Regular
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 30+ Digital Calendars in the Northwest
- Fulfill Visitor Requests (phone, mail, web, email, and in person)
- Coordinate with all visitor centers, Travel Oregon, and community partners for brochure fulfillments and distribution
- Market events on all social media platforms
- Update web site for events / information / activities
- Maintain and utilize newly created TOKEN WALL of wooden coupons to local businesses
- Send e-blasts / tip sheets by email to targeted groups
- Assist with marketing options for targeted audiences
- Provide welcome bags showcasing and promoting local attractions, events, and businesses for group/convention visits to our community
- Provide information for meeting venues, dining, lodging, and applicable services for group/convention visits to our community

Marketing & Promotions

- Develop Marketing Strategy Plan
- Determine Marketing Publications and negotiate contracts for advertising
- Determine / Design Ads for Advertising
- Continue to update Web Site for determined and targeted tourism audience while adding features including Blog, better photo albums, and a better video capacity and storage
- Digital Promotion by email, web, social media platforms, and partners
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community
- Working with partner for a targeted digital marketing campaign to the northwest to help provide a call to action to Explore The Dalles

Administration

- Supervisor/Administrator for Tourism Staff
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Manage Datafy and reporting
- Budget, Strategic Planning for Tourism, and Community Marketing Plan
- Deliver reports to City Council



11. Budget

The Dalles Area Chamber of Commerce 2023-2024 Tourism Budget

Proposed

		2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Personnel						
076-7600-750.31-10	Salaries & Benefits	\$ 152,867.02	\$ 93,000.00	\$ 147,000.00	\$ 175,000.00	\$ 182,000.00 *
Facilities						
076-7600-750.43-10	Utilities	\$ 4,200.00	\$ 4,000.00	\$ 4,000.00	\$ 5,500.00	\$ 5,720.00 *
076-7600-750.43-40	Equipment Maint & Repair	\$ 3,900.00	\$ 1,800.00	\$ 2,500.00	\$ 3,000.00	\$ 3,120.00 *
076-7600-750.44-10	Rent	\$ 8,702.40	\$ 8,702.00	\$ 8,702.00	\$ 8,702.00	\$ 9,050.08 *
Operations						
076-7600-750.39-00	Administration	\$ 11,000.00	\$ 5,000.00	\$ 10,000.00	\$ 12,000.00	\$ 12,000.00
076-7600-750.53-20	Postage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00	\$ 1,000.00
076-7600-750.53-30	Communications	\$ 2,800.00	\$ 2,200.00	\$ 2,500.00	\$ 3,000.00	\$ 3,000.00
076-7600-750.58-10	Travel & Mileage	\$ 4,500.00	\$ 2,500.00	\$ 4,000.00	\$ 6,000.00	\$ 6,240.00 *
076-7600-750.58-50	Professional Development	\$ 2,500.00	\$ 500.00	\$ 1,000.00	\$ 2,500.00	\$ 2,500.00
076-7600-750.58-70	Dues & Subscriptions	\$ 1,530.58	\$ 500.00	\$ 750.00	\$ 2,000.00	\$ 2,000.00
076-7600-750.60-10	Office Supplies	\$ 2,500.00	\$ 750.00	\$ 2,000.00	\$ 5,000.00	\$ 5,000.00
	Datafy Data Software	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00
Marketing						
076-7600-750.37-10	Marketing	\$ 66,500.00	\$ 38,233.00	\$ 69,548.00	\$ 125,000.00	\$ 130,000.00 *
076-7600-750.37-20	Public Relations	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	\$ 18,000.00	\$ 18,000.00
076-7600-750.37-30	Billboard	\$ 11,000.00	\$ 14,315.00	\$ -	\$ -	\$ -
076-7600-750.37-30G	Grants	\$ 30,000.00		\$ 7,500.00	\$ 30,000.00	\$ 30,000.00
076-7600-750.55-00	Printing & Binding	\$ 7,500.00	\$ 3,000.00	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00
		\$ 325,000.00	\$ 180,000.00	\$ 275,000.00	\$ 426,702.00	\$ 439,630.08

*Oregon's cost of living increase is 5% for 2023 while the national inflation rate is 6.5%. The COLI for the US is 8.7%

*increased by 4%

The Chamber has added a 4% increase to Salaries, Utilities, Equipment, Rent, Marketing, and Travel. We feel this is conservative but yet necessary increase or we will be operating on a budget that won't be able to do what we did just this last year. The chamber uses resources, advertisers, and works with organizations across the US and have already has seen the increase in costs of doing business.



AGENDA STAFF REPORT

AGENDA LOCATION: Item #9 A-C

MEETING DATE: April 24, 2023

TO: Honorable Mayor and City Council

FROM: Izetta Grossman, CMC, City Clerk

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

- A. **ITEM:** Approval of the April 10, 2023 Regular City Council meeting minutes.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The minutes of the April 10, 2023 Regular City Council meeting have been prepared and are submitted for review and approval.

RECOMMENDATION: That City Council review and approve the minutes of the April 10, 2023 Regular City Council meeting minutes.

- B. **ITEM:** Surplus Public Works Vehicles and equipment

BUDGET IMPLICATIONS: None.

SYNOPSIS: The following is a list of Public Works vehicles and equipment that are recommended to be declared surplus as these items listed are no longer useful to the department, but still retain value. The items listed are planned to be disposed of through a local public auction.

1. Water Tapping Machine, Mueller brand, Model B-101, includes tools and case
2. MetroTech Locator, Model# 81DX-D, Serial# 810DX121310002, includes wand, transmitter and case

3. 1995 Spectra Physics Laser Plane, Model# Z1165, Serial# 5280, includes cords and stands
4. 1998 Kubota Mini Excavator, Model# KX91-2, VIN# 12119, 5600 Hours
5. 2002 Kubota Mini Excavator, Model# KX91-2, VIN# 20380, 1863 Hours
6. 1993 International 10 Yard Dump truck, VIN# 2HSFMM6R4PC069764, 127,914 MILES

The following items are no longer used by the City of The Dalles, and are planned to be donated to the City of Dufur.

1. 26 buckets of Constant Chlor Briquettes (Chlorine tablets)

RECOMMENDATION: Approve surplus of Public Works equipment and described.

- C. **ITEM:** Resolution No. 23-012 Concurring with Mayor's Reappointment of Cody Cornett to the Planning Commission

BUDGET IMPLICATIONS: None.

SYNOPSIS: The Mayor has met with Cody Cornett and he would like to remain on the Planning Commission.

RECOMMENDATION: Approve Resolution No. 23-012 Concurring with Mayor's Reappointment of Cody Cornett to the Planning Commission

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MINUTES

CITY COUNCIL MEETING
COUNCIL CHAMBER, CITY HALL
APRIL 10, 2023
5:30 p.m.

VIA ZOOM/ IN PERSON

PRESIDING: Mayor Richard Mays

COUNCIL PRESENT: Darcy Long, Tim McGlothlin, Rod Runyon, Scott Randall, Dan Richardson

COUNCIL ABSENT: None

STAFF PRESENT: City Manager Matthew Klebes, City Attorney Jonathan Kara, City Clerk Izetta Grossman, Public Works Director Dave Anderson, Police Chief Tom Worthy, Finance Director Angie Wilson, Community Development Director Joshua Chandler, Human Resources Director Daniel Hunter

CALL TO ORDER

The meeting was called to order by Mayor Mays at 5:30 p.m.

ROLL CALL OF COUNCIL

Roll Call was conducted by City Clerk Grossman. Present: Councilor Richardson, Councilor Runyon in person; Councilor Long, Mayor Mays, Councilor McGlothlin, Councilor Randall via Zoom; none absent.

PLEDGE OF ALLEGIANCE

Mayor Mays asked Councilor Long to lead the Pledge of Allegiance.

Councilor Long invited the audience to join in the Pledge of Allegiance.

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APPROVAL OF AGENDA

Councilor Long asked that the Minutes of the March 27, 2023 Regular Council Meeting be removed from the Consent agenda, as she was absent from that meeting.

It was moved by Long and seconded by Richardson to approve the agenda as amended. The motion carried 5 to 0; Long, Richardson, Randall, Runyon voting in favor; none opposed.

PRESENTATIONS PROCLAMATIONS

Wasco County District Attorney Mid-Term Report

District Attorney Matthew Ellis reviewed his mid-term report.

District Attorney Ellis was asked the following questions:

How can City help?

Report crimes, be ready to testify

The agreement between City of The Dalles and Wasco County for handling criminal cases at \$80,000 doesn't fund an attorney

Open dialog to help fund and Investigator Position within the District Attorney's office

City Manager Klebes noted that the Agreement with the City and Wasco County has built in annual increases. He said the current payment was over \$90,000.

Why do you oppose Measure 11?

Since passage crime has not decreased. Measure 11 gives a floor and a ceiling that Judges can't adjust. No opportunity for Judges to consider all the circumstances. No ability to reduce time by bettering oneself while incarcerated. Takes away all incentives for rehabilitation.

City Attorney Jonathan Kara asked if someone wants Judges to decide on punishment they should oppose Measure 11. Ellis said yes.

Is there anyway to force people to get mental help?

Not District Attorney driven

DA does offer Mental Health Court/Treatment Court

Ellis said it is difficult to determine "intent of crime". Fear of serious injury or safety doesn't mean there was intent of serious injury.

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Councilor Runyon Thanked District Attorney Matt Ellis for bringing the report to the City of The Dalles Council. He said The Dalles makes up half of the population of Wasco County, making in important for the Council to receive these reports.

AUDIENCE PARTICIPATION

Lisa Farquharson, CEO/President The Dalles Area Chamber of Commerce reminded everyone that the 42nd Annual Cherry Festival would be April 21-23rd; 4 p.m. Friday to 5 p.m. Sunday. She said the theme of the festival was Home Grown Happiness with a 50's theme.

She invited everyone to go to nwcherryfestival.com for full calendar of events and to vote for Little Cherry Royals

Darcy (citizen on Zoom) asked about the Migrant Housing on Chenowith Loop.

Mayor Mays said Mid-Columbia Community Action Council would be able to provide more information.

CITY MANAGER REPORT

City Manager Matthew Klebes reported:

- Site visit to Columbia Gorge Regional Airport with Columbia Gorge Community College and Business Oregon (noted the Airport is an Oregon Airport located Washington)
- Gorge City Manager's Lunch
- Town Hall meeting on Homelessness
- Northwest Mural Fest Movie release event April 27th
- QLife fiber build out to schools

CITY COUNCIL REPORTS

Councilor Runyon reported:

- Local Public Safety Coordinating Council meeting parole and probation grant activity

Councilor Richardson reported:

- Town Hall – well attended

Councilor Long reported:

- Town Hall meeting
- Re-elected Chair of the Columbia Gateway Urban Renewal Agency; McGlothlin

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- elected as Vice-Chair
- Urban Renewal Budget meeting April 11th
- March 25- 30 Community Outreach Team in Washington D.C
- Members: City, Wasco County, Mid-Columbia Economic Development District, Columbia Gorge Community College; School District 21; Port of The Dalles; Northern Wasco Public Utility District; The Dalles Area Chamber of Commerce
- Projects: Aviation maintenance Technician Training, Columbia Gorge Career-Tech Jobs Investment; Port of The Dalles Real Estate Redevelopment & Industrial Land Acquisition; QLife Collocation Facility; Wasco County Kramer Field Redevelopment Project
- Policies: Who Owns the West?; Bi State Brownfield; Columbia Gorge Early Learning Center; Federal Forest Fire Fuels Reduction; Payment in Lieu of Taxes & Secure Rural School Continued Funding; US Economic Development Administration Support
- Met with Community Development Director Chandler regarding upcoming Urban Renewal Meeting

Councilor McGlothlin reported:

- Town Hall Homelessness
- Attending League of Oregon Cities end of month

Mayor Mays reported:

- Nate Stice, reappointed Regional Solutions North Central and North Coast
- Ron Wyden Town Hall
- Dry Hollow School
- League of Oregon Cities Conference April 25-25, 2023 - Seaside
Mayor, Long, Randall, McGlothlin – will be via Zoom at April 24th Council Meeting

Mayor requested Council members set up meeting with him to go over City Manager, City Attorney, Municipal Court Judge evaluations.

City Manager Klebes said City Clerk Grossman would send out a Doodle poll for setting the date of the Executive Session.

CONSENT AGENDA

It was moved by Richardson and seconded by McGlothlin to approve the Consent Agenda as amended. The motion carried 5 to 0, Richardson, McGlothlin, Randall, Richardson voting in favor; none opposed.

Item approved on the consent agenda was: Surplus computer docks no longer of value to the

Police Department.

CONTRACT REVIEW BOARD

Contract No. 2023-007 Wicks Filter Building Reroof Phase 2

Public Works Director Dave Anderson reviewed the staff report.

It was moved by Long and seconded by Randall to authorize the City Manager to enter into contract with Rev Construction LLC in an amount not to exceed \$132,800 for Contract No. 2023-007, the Wicks Filter Building Reroof Phase 2 contract. The motion carried 5 to 0: Long, Randall, Richardson, McGlothlin, Runyon in favor; none opposed.

ACTION ITEMS

Non Union Wage Table for Fiscal Year 2023-24

Human Resources Director Daniel Hunter reviewed the staff report.

City Manager Matthew Klebes said the recommendation was a collaborative effort of a Cross Functional Team to address recruitment and retention issues.

It was moved by McGlothlin and seconded by Richardson to approve the Non Union Wage Table for Fiscal Year 2023-24. The motion carried 5 to 0; McGlothlin, Richardson, Long, Runyon, Randall voting in favor; none opposed.

City of The Dalles Public Records Request Policy

City Attorney Jonathan Kara reviewed the staff report.

Kara said while the item wasn't a public hearing, best practices was to ask for public comment.

Mayor Mays asked for any comment from the public. Hearing none, he asked for a motion.

It was moved by Randall and seconded by Long to approve and authorized the City Manager to sign The Dalles Public Records Request Policy as presented. The motion carried 5 to 0; Randall, Long, Richardson, Runyon, McGlothlin in favor; none opposed.

Approval of the March 27, 2023 Regular City Council Meeting Minutes

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Councilor Long abstained as she was not in attendance at the March 27, 2023 meeting.

It was moved by Randall and seconded by McGlothlin to approved the minutes of the Regular City Council meeting. The motion carried 4 to 0, Long abstained; Randall, McGlothlin, Runyon, Richardson voting in favor; none opposed.

ADJOURNMENT

Being no further business, the meeting adjourned at 7:09 p.m.

Submitted by/
Izetta Grossman, CMC
City Clerk

SIGNED:

Richard A. Mays, Mayor

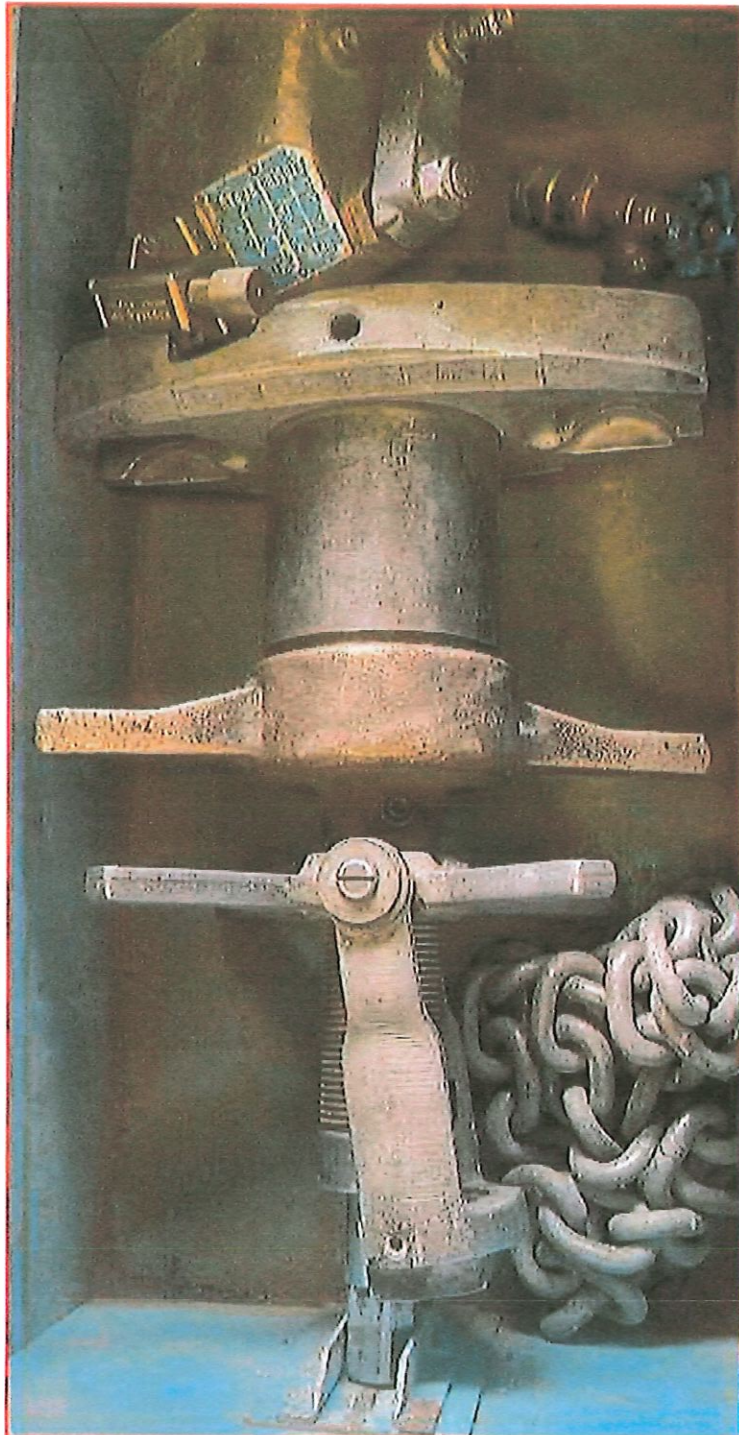
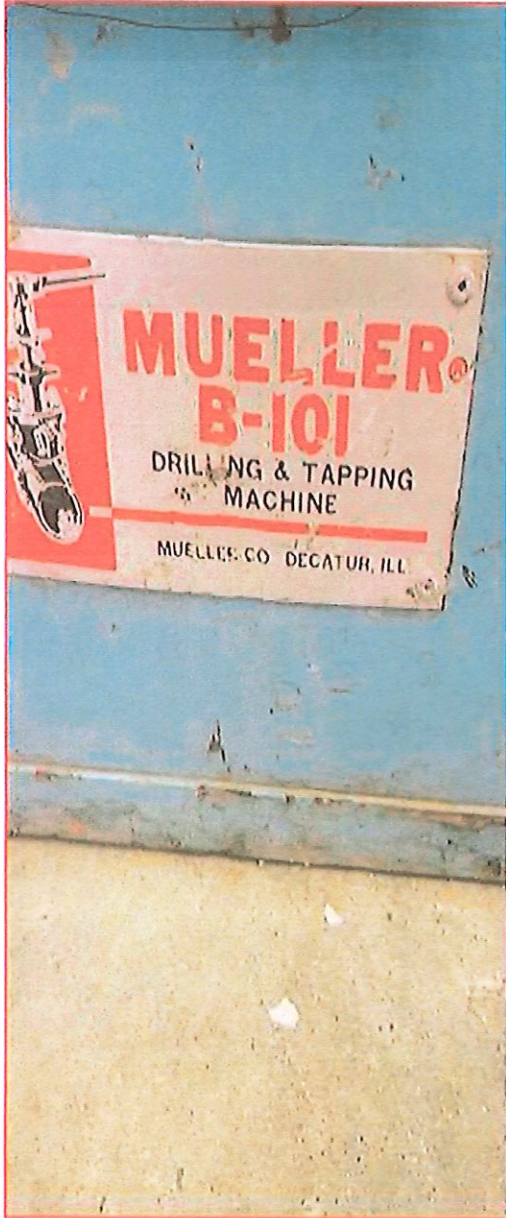
ATTEST:

Izetta Grossman, CMC City Clerk

Water Tapping Machine

Mueller B-101

Comes with Tools and Case



MetroTech Locator

Model# 810DX-D

Serial# 810DX121310002

Comes with Wand, Transmitter, and Hard Case



1995 Spectra Physics Laser Plane

Model Z1165

Serial# 5280

Comes with Cords, and Stands



1998 Kubota Mini Excavator

Model KX91-2

VIN# 12119

Hours 5600

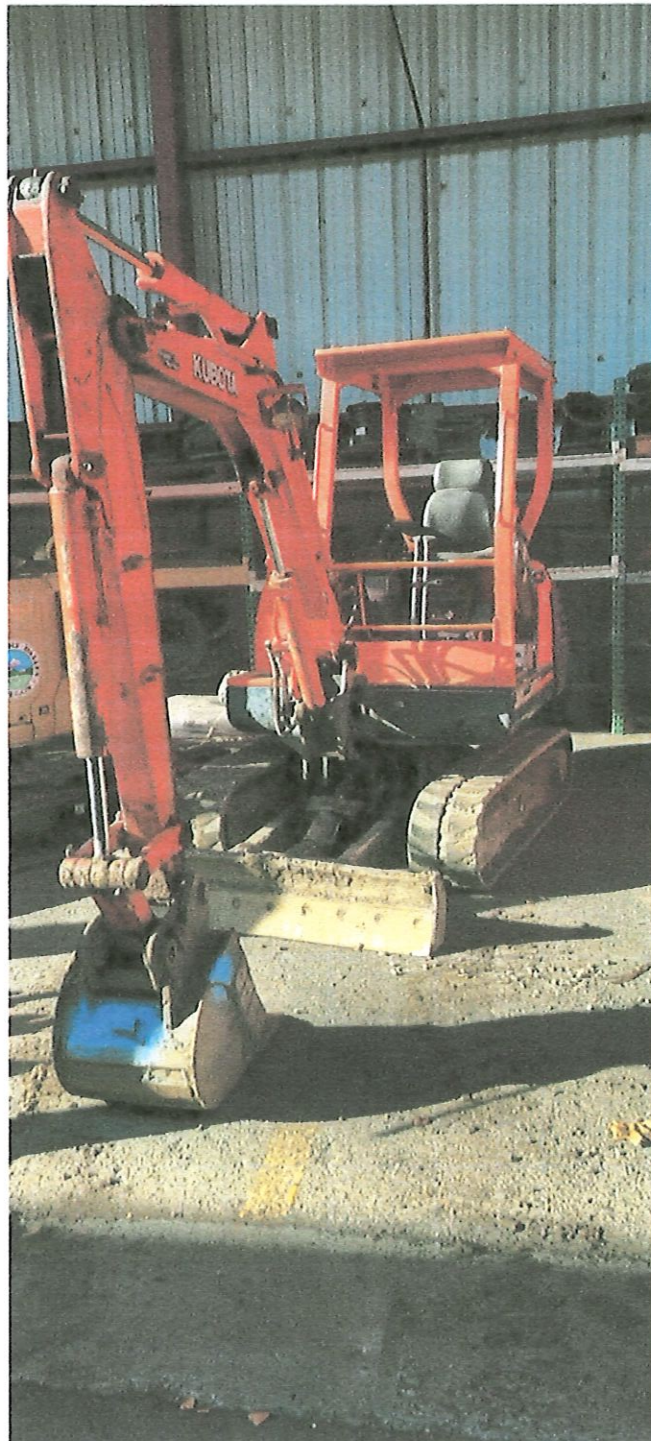


2002 Kubota Mini Excavator

Model KX91-2

VIN# 20380

Hours 1863







RESOLUTION NO. 23-012

**A RESOLUTION CONCURRING WITH THE MAYOR'S APPOINTMENTS
TO THE PLANNING COMMISSION**

WHEREAS, Cody Cornett's term on the Planning Commission will expire April 30, 2023; and

WHEREAS, the Mayor has elected to reappoint Cody Cornett to the Planning Commission;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AS
FOLLOWS:**

Section 1. The City Council concurs with the reappointment of:

Cody Cornett to the Planning Commission; with a term expiring April 30, 2027

Section 2. This Resolution shall be effective April 24, 2023

PASSED AND ADOPTED THIS 24th DAY OF APRIL, 2023

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

AND APPROVED BY THE MAYOR THIS 24th DAY OF APRIL, 2023

SIGNED:

ATTEST:

Richard A. Mays, Mayor

Izetta Grossman, CMC, City Clerk



AGENDA STAFF REPORT

AGENDA LOCATION: Public Hearing Item #10-A

MEETING DATE: April 24, 2023

TO: Honorable Mayor and City Council

FROM: Kaitlyn Cook, Associate Planner
Community Development Department

ISSUE: Public Hearing to consider annexation (ANX #81-23) of property located at 1304 West 13th Street and approval of Special Ordinance No. 23-598 annexing the property in the Urban Growth Boundary of the City pursuant to ORS 222.125.

BACKGROUND This Public Hearing considers a request to annex property and receive public testimony. The affected property proposed for annexation is depicted on the maps attached to and made part of proposed Special Ordinance No. 23-598 as Exhibit “A.” The parcel is zoned low density residential. The property owner applied to annex in order to connect to the city sewer system.

NOTICE The City sent a letter to the property owner on April 14, 2023, notifying them of this Public Hearing. Notice of the Hearing was published in the local newspaper, Columbia Gorge News, on April 5 and April 12, 2023 as required by Oregon law and The Dalles Municipal Code, Sections 10.14.010.030 and 10.30.020.060.

PROCESS The annexation application is being processed under the provisions of The Dalles Municipal Code, Title 10 – Land Use and Development, Article 14, Annexations. Per Section 10.14.010.030: “All applications for annexation shall be processed as legislative actions.” Under the provisions for legislative actions in Section 10.3.020.060, annexation requests shall be heard by the City Council.

CRITERIA Per The Dalles Municipal Code, Title 10 – Land Use and Development, Section 10.14.010.040. See the proposed findings for the annexation criterion in Exhibit “B” for Special Ordinance No. 23-598.

PROPERTY TO BE ANNEXED Exhibit “A” to proposed Special Ordinance No. 23-598 illustrates a map of the proposed annexation property. Parcel is located 1304 W. 13th Street, and further described as 1N 13E 4 BB, tax lot 6300.

BUDGET IMPLICATIONS Completion of the proposed annexation will result in additional property taxes paid to the City for annexed private property. The annexation is planned to be completed in time for the City to begin receiving its share of property taxes from the designated parcels by November 2023. The City will begin receiving additional revenue from its franchise utilities applicable to the newly annexed property and will begin collecting franchise fees from this property upon annexation.

COUNCIL ALTERNATIVES

1. **Staff Recommendation:** *Move to adopt Special Ordinance No. 23-598 Annexing Certain Additional Property Located in the Urban Growth Boundary of the City of The Dalles Pursuant to ORS 222.125 (Consent Annexation: ANX# 23-Toole)*
2. Deny annexation.

ATTACHMENTS

- Attachment #1 – Special Ordinance No. 23-598 with:
 - Exhibit A – Map of proposed annexation;
 - Exhibit B – Proposed Findings for Special Ordinance No. 23-598; and
 - Exhibit C – Legal description of property to be annexed.
- Attachment #2 – Toole Annexation Application

SPECIAL ORDINANCE NO. 23-598

**AN ORDINANCE ANNEXING A CERTAIN ADDITIONAL PROPERTY
LOCATED IN THE URBAN GROWTH BOUNDARY OF THE
CITY OF THE DALLES PURSUANT TO ORS 222.125
(CONSENT ANNEXATION: ANX#81-23-TOOLE)**

WHEREAS, on April 24, 2023, the City Council conducted a public hearing pursuant to ORS 222.120 to consider annexation of a parcel of property where the City has received consent of the property owner proposing to be annexed, which property is depicted on the map attached to and made part of this Special Ordinance as Exhibit “A”;

WHEREAS, the City Council has reviewed the written consent to annexation application submitted by the property owner and any electors residing in the territories proposing to be annexed, and the Council finds the consent to annexation application is valid under the provisions of ORS 222.125; and

WHEREAS, the City Council has reviewed the proposed findings submitted in support of the proposed consent annexations attached to and made part of this Special Ordinance as Exhibit “B”, and the Council has approved and adopted the proposed findings.

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

Section 1. Property to be annexed. Based upon the findings set forth in Exhibit “B”, the City Council finds the property shown in Exhibit “A” is contiguous to the City limits, and, where applicable, the elector and landowner residing on the contiguous property to be annexed consented in writing prior to the public hearing conducted on April 24, 2023, consistent with ORS 222.120 and 222.125. The subject property shown in Exhibit “A” is hereby proclaimed to be annexed to the City of The Dalles in accordance with ORS 222.120 and 222.125. The legal description for the subject property is attached to and made part of this Special Ordinance as Exhibit “C”.

Section 2. Submittals. The City Clerk shall submit, within the proper time frames, all necessary copies of this Special Ordinance and any supporting documents required by the various state statutes to the appropriate state and county officials and departments.

Section 3. Effective Date of Annexation. The effective date of this annexation shall be complete from the date of filing the annexation records with the Secretary of State, as set forth in ORS 222.180.

Section 4. Effective Date of Ordinance. The effective date of this Special Ordinance shall be 30 days from its adoption, subject to any referendum being filed.

PASSED AND ADOPTED THIS 24TH DAY OF APRIL, 2023

Voting Yes, Councilor: _____

Voting No, Councilor: _____

Absent, Councilor: _____

Abstaining, Councilor: _____

AND APPROVED BY THE MAYOR THIS 24TH DAY OF APRIL, 2023.

Richard A. Mays, Mayor

Attest:

Izetta Grossman, CMC City Clerk

TAX LOT 6201
1N-13E-04BB
PARCEL 2
PARTITION PLAT 2019-0013
ROGER DIROSA & GAIL KOEPF
DEED 2022-001318

TAX LOT 5600
1N-13E-04BB
CEMETERY RESERVE
SAINT PETER CATHOLIC CHURCH
OF THE DALLES, INC
DEED 2003-2963

40' WIDE PUBLIC RIGHT OF WAY
DEDICATED AS ROAD "B" ON THE
PLAT OF FRUITLAND PARK ADDITION.

ANNEXATION LEGAL
DESCRIPTION POINT
OF BEGINNING.

TAX LOT 6300
1N-13E-04BB
CHRISTOPHER &
MARGARET TOOLE
DEED 2022-001089

TAX LOT 100
1N-13E-04BC
JEAN HOCKMAN,
CATHERINE & RONALD GRAVES
DEED 2003-7394

ANNEXATION AREA
45,670 Sq. Feet \pm
1.05 Acres \pm

REGISTERED
PROFESSIONAL
LAND SURVEYOR

Bradley J. Cross

OREGON
JANUARY 15, 2002
BRADLEY J. CROSS
60051

RENEWES: 12/31/2023



SCALE 1 INCH = 50 FEET



DATE OF MAP: MARCH 30, 2023
WASCO COUNTY ASSESSORS MAPS:
01N-13E-04BB & 01N-13E-04BB.

**WASCO COUNTY
SURVEYORS OFFICE**

2705 East 2nd Street
The Dalles, OR 97058

541-506-2644 voice
514-506-2641 fax
bradleyc@co.wasco.or.us

EXHIBIT “B”

PROPOSED FINDINGS FOR SPECIAL ORDINANCE NO. 23-598

City of The Dalles Municipal Code, Title 10 Land Use and Development

Section 10.14.010.040 Review Criteria

A. The territory is contiguous to the city limits and qualifies as a consent annexation pursuant to ORS 222.125 or as an island annexation pursuant to ORS 222.750.

FINDING #1: Oregon law defines contiguous as adjacent to or separated from the city limits only by a public right-of-way (ROW). This property is contiguous due to being separated only by a public ROW.

B. The territory is within the urban growth area.

FINDING #2: The property is located within the Urban Growth Boundary.

C. The development of the property is compatible and consistent with the rational and logical extension of utilities and roads to the surrounding area.

FINDING #3: The property is zoned low density residential and features an existing single-family home. The existing home is served by the city’s water system and has an available sewer stub in West 13th Street. Staff finds and concludes annexation of the subject property is compatible and consistent with the rational and logical extension of utilities and roads to the surrounding area.

D. The City is capable of providing and maintaining its full range of urban services to the territory without negatively impacting the City’s ability to adequately serve all areas within the existing city limits.

FINDING #4: The existing home is served by the city’s water system and has an available sewer stub in West 13th Street. The City is capable of providing and maintaining its full range of urban services to the subject property without negatively impacting the City’s ability to adequately serve all areas within the existing City limits.

E. The annexation conforms to the Comprehensive Plan.

FINDING #5: Goal #14, Urbanization, of the City’s Comprehensive Plan is “[t]o provide for an orderly and efficient transition from rural to urban land use.” Sub-goal #2 of Goal #14 is “[t]o coordinate with Wasco County in order to manage the Urban Growth Boundary and the conversion of land within the boundary for urban uses.” The City has complied with Sub-goal #2 of Goal #14 by entering into an intergovernmental agreement with Wasco County for joint management of the Urban Growth Area, which includes the land area within the urban growth boundary and outside the city limits of the City of The Dalles. Section 8 of the intergovernmental agreement provides as follows:

8. *Annexation*

A. *Annexation of areas within the Urban Growth Boundary shall be in accordance with relevant annexation procedures contained in Oregon*

Revised Statutes, City Ordinances, or approved annexation plan

B. Annexation by the City will occur only after development is completed.

The proposed annexation is consistent with the provisions of Section 8 of the intergovernmental agreement with Wasco County for annexation of properties within the Urban Growth Area. The proposed annexation has been conducted in accordance with the relevant provisions to annexation set forth under Oregon law, including the provisions of ORS 222.125, and the annexation is occurring for a property where development has been completed.

City of The Dalles Comprehensive Plan Goal #14, Policy #6, #7, and #8

- 6. Encourage the orderly annexation of land within the Urban Growth Boundary to the City of The Dalles.*
- 7. Adequate public utilities shall be planned or provided for per local and State statutes, to service an area where annexation is considered. This included, but is not limited to, storm sewers, sanitary sewers and water service.*
- 8. Public facilities such as roads, street lights, parks and fire hydrants may be required for development of the area in question and shall be subject to review prior to annexation.*

FINDING #6: The proposed annexation complies with the urbanization goal set forth in Goal #14 by encouraging the orderly annexation of land within the Urban Growth Boundary of the City of The Dalles, and also provides for the orderly and efficient provision of public facilities and services. Extension of the city limit boundaries to include the property will allow the City to maintain the facilities and utilities already present in West 13th Street and provide a basis for the City to continue an orderly process of continuing to annex other properties within the Urban Growth Boundary as the City continues to experience economic growth and development. Inclusion of the property within the City limits will provide an opportunity for the City to maintain and/or expand its public utilities and facilities, including streets, storm system, and water and sanitary sewer systems, to ensure the City can provide necessary public services to its citizens in an orderly and efficient manner, and consistent with the City's Transportation Systems Plan, Water Master Plan, Sewer Master Plan, and Storm Water Master Plan.

EXHIBIT "C"

1304 West 13th Street

1N 13E 04BB 6300

LEGAL DESCRIPTION

for

Annexation Area

(Tax Lot 01N-13E-04BB 6300)

Portion of the NW1/4 of Section 4, Township 1 North, Range 13 East of the Willamette Meridian Located in Fruitland Park Addition, recorded December 23, 1910, Wasco County Records, described as follows:

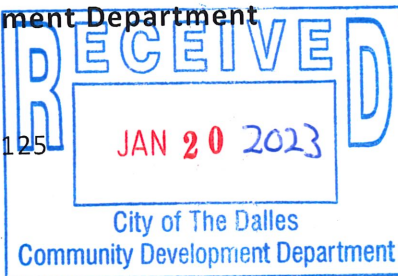
Lot 7 of said plat of Pine Cove Acres, and being more particularly described as follows:

Beginning at the intersection of the extension Northeasterly of the Easterly line of Lot 19 of said Fruitland Park Addition with the Northerly line of West 13th Street, platted as Road "B"; thence South 42°24' West along the said Northeasterly extension of the Easterly line of said Lot 19 and the Easterly line of said Lot 19, a distance of 226.0', more or less, to the Northerly line of Road "H"; thence North 47°04' West along the said Northerly line of Road "H" a distance of 193.9 feet, more or less, to the Southeasterly corner of Parcel 2 of Partition Plat 2019-0013, recorded October 25, 2019, as instrument number 2019-003621, Wasco County records; thence North 42°31' East along the Easterly line of said Parcel 2 of Partition Plat 2019-0013 and its extension Northeasterly a distance of 245.6 feet, more or less, to the said the Northerly line of West 13th Street, platted as Road "B"; thence South 41°17' East along the said the Northerly line of West 13th Street, platted as Road "B", a distance of 194.6 feet, more or less, to the point of beginning.

Contains 45,670 Sq. Feet, More or less.



City of The Dalles
Community Development Department
313 Court Street
The Dalles, OR 97058
(541) 296-5481, ext. 1125
www.thedalles.org



Application #: ANX 81-23
Filing Fee: \$375.00
Receipt #: 485621
Deemed Complete: _____
Ready to Issue: _____
Date Issued: _____

Received: _____

Annexation Property Owner Application

Applicant

Name: Christopher & Margaret Toole
Address: 16055 SW Walker Rd
FE280 Beaverton, OR 97006
Phone #: 971-777-4087
Email: toole8696@gmail.com

Legal Owner (if different than Applicant)

Name: Christopher L. Toole and
Margaret A. Toole Revocable Living
Address: TRUST
← Same
Phone #: 971-777-4087
Email: toole8696@gmail.com

Property Information

Address: 1304 W. 13th St. The Dalles
Zone/Overlay: RL

Map and Tax Lot: 01N13E04BB0630000
Contiguous to current City Limits: ☒ Yes ☐ No

Describe current use of property:

Residence

Reason for requesting annexation:

to connect to public sewer

Signature of Applicant(s)/Owner(s)

Margaret Toole
Christopher Toole

Signature of Property Owner(s) or Agent

Margaret Toole
Christopher Toole

Decision

☐ Approved

☐ Denied

Community Development Department

Public Works

Date

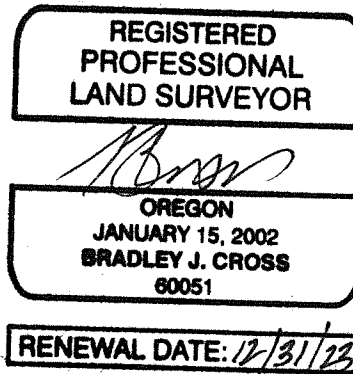
Date

Legal Description for Land to Be Annexed to the City of The Dalles
Tax Lot 6300, 1N-13E-04BB (Assessors Account No.8261)
& Adjacent portion of West 13th Street (Road "B").

Portion of the NW1/4 of Section 4, Township 1 North, Range 13 East of the Willamette Meridian Located in Fruitland Park Addition, recorded December 23, 1910, Wasco County Records, described as follows:

Beginning at the intersection of the extension Northeasterly of the Easterly line of Lot 19 of said Fruitland Park Addition with the Northerly line of West 13th Street, platted as Road "B"; thence South 42°24' West along the said Northeasterly extension of the Easterly line of said Lot 19 and the Easterly line of said Lot 19, a distance of 226.0', more or less, to the Northerly line of Road "H"; thence North 47°04' West along the said Northerly line of Road "H" a distance of 193.9 feet, more or less, to the Southeasterly corner of Parcel 2 of Partition Plat 2019-0013, recorded October 25, 2019, as instrument number 2019-003621, Wasco County records; thence North 42°31' East along the Easterly line of said Parcel 2 of Partition Plat 2019-0013 and its extension Northeasterly a distance of 245.6 feet, more or less, to the said the Northerly line of West 13th Street, platted as Road "B"; thence South 41°17' East along the said the Northerly line of West 13th Street, platted as Road "B", a distance of 194.6 feet, more or less, to the point of beginning.

Contains 45,670 Sq. Feet, More or less.



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1N-13E-04BB
PARCEL 2
PARTITION PLAT 2019-0013
ROGER DIROSA & GAIL KOEPF
DEED 2022-001318

TAX LOT 5600
1N-13E-04BB
CEMETERY RESERVE
SAINT PETER CATHOLIC CHURCH
OF THE DALLES, INC
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40' WIDE PUBLIC RIGHT OF WAY
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MARGARET TOOLE
DEED 2022-001089

TAX LOT 100
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JEAN HOCKMAN,
CATHERINE & RONALD GRAVES
DEED 2003-7394

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45,670 Sq. Feet \pm
1.05 Acres \pm

REGISTERED
PROFESSIONAL
LAND SURVEYOR



OREGON
JANUARY 15, 2002
BRADLEY J. CROSS
60051

RENEWES: 12/31/2023



SCALE 1 INCH = 50 FEET



DATE OF MAP: MARCH 30, 2023
WASCO COUNTY ASSESSORS MAPS:
01N-13E-04BB & 01N-13E-04BB.

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AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #11-A

MEETING DATE: April 24, 2023

TO: Honorable Mayor and City Council

FROM: Jonathan Kara, City Attorney

ISSUE: Adopting Special Ordinance No. 23-597, a special ordinance accepting real property between East 1st Street and East 2nd Street between Court Street and Washington Street for public purposes

BACKGROUND: In 2014, the City vacated a portion of the public right-of-way running parallel to East 1st Street and East 2nd Street between Court Street and Washington Street pursuant to the terms of Special Ordinance No. 14-563. The purpose of the vacation was to support the Columbia Gateway Urban Renewal Agency's development and disposition of the Granada Block's potential siting of a hotel and related uses. Title to the vacated alley vested in the Agency (as the abutting property owner) by operation of Special Ordinance No. 14-563.

One of Special Ordinance No. 14-563's provisions includes a condition subsequent to the vacation: if the Agency's redevelopment project failed to meet certain timelines and deadlines, the Agency should have rededicated the vacated portion of the alley back to the City.

In 2019, the Agency transferred real property adjacent to the alley to *Blue Building, LLC* (**Blue Building**) pursuant to the terms of a development and disposition agreement (**DDA**), including title to a vacated portion of the alley. In 2020, the Agency transferred real property adjacent to the alley to *Chuck Gomez & Debra Liddell* (**Granada Theatre**) pursuant to the terms of a different DDA, including title to remainder of the vacated portion of the alley. Both real property transactions should not have included the alley in their transferring of title. The purpose of Special Ordinance No. 23-597, attached to and made part of this Staff Report, is to proceed as contemplated by Special Ordinance 14-563 and to rededicate the vacated portions of the alley back to the City.

Staff coordinated with the owners of the Blue Building and Granada Theatre and the Wasco County Assessor's Office to facilitate this Special Ordinance, which includes a Dedication Agreement and a Dedication Deed. The owners have already delivered to the City executed copies of those documents in good faith – if Council adopts this Special Ordinance tonight, the City Manager will be authorized to execute the Dedication Agreements and Dedication Deeds to finalize this matter and bring ownership of the alley back to the City.

If adopted, the City and Agency will hold title to the entire alley between East 1st Street and East 2nd Street between Washington Street and Court Street.

BUDGET IMPLICATIONS: The Wasco County Assessor's Office provided the City Attorney's Office with the differences between any overpayments the owners made in property taxes for their ownership of their respective portions of the alley. If adopted, and as part of the Dedication Agreements with the owners, the City will pay the owners **\$567.13** total (\$211.25 to *Blue Building, LLC* and \$355.88 to *Chuck Gomez & Debra Liddell*), representing a final release and settlement of any such overpayments stemming from their ownership of the alley.

COUNCIL ALTERNATIVES:

1. **Staff recommendation:** *Move to adopt Special Ordinance No. 23-597, a special ordinance accepting real property between East 1st Street and East 2nd Street for public purposes.*
2. Make modifications to then move to adopt Special Ordinance No. 23-597, as amended.
3. Decline formal action and provide Staff additional direction.

SPECIAL ORDINANCE NO. 23-597

**A SPECIAL ORDINANCE ACCEPTING REAL PROPERTY
BETWEEN EAST 1ST STREET AND EAST 2ND STREET
FOR PUBLIC PURPOSES**

WHEREAS, in 2014, the City vacated a portion (**Portion**) of the public right-of-way running parallel to East 1st Street and East 2nd Street between Court Street and Washington Street (**Alley**) pursuant to the terms of Special Ordinance No. 14-563;

WHEREAS, title to the Portion of the Alley vested in the Columbia Gateway Urban Renewal Agency (**Agency**) as the abutting property owner;

WHEREAS, one of Special Ordinance No. 14-563's terms includes a condition subsequent and making the vacation contingent upon and subject to completion of a redevelopment project sponsored by the Agency;

WHEREAS, the Agency's redevelopment project was not completed, and therefore the Agency should have rededicated the vacated Portion of the Alley back to the City consistent with Section 5 of Special Ordinance No. 14-563;

WHEREAS, in 2019 (pursuant to the terms of a development and disposition agreement, **DDA**), the Agency transferred title to that certain parcel depicted in Assessor's Map No. 1N 13E 3 BD as Tax Lot 600 (**Blue Building**) through a Warranty Deed to Blue Building, LLC and recorded in the Wasco County Official Records as Instrument No. 2019-2913, legally described, to wit:

A tract of land lying in Lots 1 and 2, Block 3, Dalles city, in the East ½ of the Northwest ¼ of Section 3, Township 1 North, Range 13 East, Willamette Meridian, City of The Dalles, Wasco County, Oregon, being more particularly described as follows:

Lot 1 of said Block 3; the Easterly 7.00 feet of even width of said Lot 2; and the Northerly ½ of the vacated alley in said Block 3 inured thereto by the vacation thereof.

WHEREAS, in 2020 (pursuant to the terms of a different DDA), the Agency transferred title to that certain parcel depicted in Assessor's Map No. 1N 13E 3 BD as Tax Lot 3300 (**Granada Theatre**) through a Warranty Deed to Charles V. Gomez & Debra Liddell and recorded in the Wasco County Official Records as Instrument No. 2020-4229, legally described, to wit:

Lot 6, Block 3, DALLES CITY PROPER, in City of The Dalles, County of Wasco, and State of Oregon;

TOGETHER WITH that portion of the South ½ of vacated alley in said Block 3, which inured thereto by the vacation thereof.

WHEREAS, Agency’s transfers of the Blue Building and Granada Theatre included segments of the Portion of the Alley which should have been rededicated to the City consistent with Section 5 of Special Ordinance No. 14-563;

WHEREAS, the City and the owners of the Blue Building and Granada Theatre have agreed to the terms of rededication of their respective segments of the Portion of the Alley; and

WHEREAS, the owners desire to transfer and dedicate, and the City desires to accept, those segments of the Portion of the Alley as herein described.

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

1. The City Council hereby authorizes the City Manager to execute the Dedication Agreements with the owners of the Blue Building and Granada Theatre, attached to and made part of this Special Ordinance as **Exhibits A and B**, respectively.
2. The City Council hereby authorizes the City Manager to execute the Dedication Deeds from the owners of the Blue Building and Granada Theatre, attached to and made part of this Special Ordinance as **Exhibits C and D**, respectively.
3. The City hereby accepts the owners’ dedication of their respective segments of the Portion of the Alley, legally described in **Exhibits C and D**.
4. This Special Ordinance shall be effective 30 days after adoption.

PASSED AND ADOPTED THIS 24TH DAY OF APRIL, 2023,

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

AND APPROVED BY THE MAYOR THIS 24TH DAY OF APRIL, 2023.

Richard A. Mays, Mayor

ATTEST:

Izetta Grossman, CMC, City Clerk

**Exhibit A to
Special Ordinance No. 23-597**

DEDICATION AGREEMENT

This DEDICATION AGREEMENT (**Agreement**) is entered by the City of The Dalles, an Oregon municipal corporation (**City**) and Blue Building, LLC, a domestic limited liability company (**Owner**) for Owner's dedication of real property to the City.

WHEREAS, Owner owns that certain lot commonly referred to as the *Blue Building (Parcel)*, depicted in Assessor's Map No. 1N 13E 3 BD as Tax Lot 600, transferred to Owner through Warranty Deed recorded in the Wasco County Official Records as Instrument No. 2019-2913, and legally described, to wit:

A tract of land lying in Lots 1 and 2, Block 3, Dalles city, in the East ½ of the Northwest ¼ of Section 3, Township 1 North, Range 13 East, Willamette Meridian, City of The Dalles, Wasco County, Oregon, being more particularly described as follows:

Lot 1 of said Block 3; the Easterly 7.00 feet of even width of said Lot 2; and the Northerly ½ of the vacated alley in said Block 3 inured thereto by the vacation thereof.

WHEREAS, City desires to reacquire that certain portion of the Parcel considered part of the alley running parallel to East 1st Street and East 2nd Street between Court Street and Washington Street (**Alley**), depicted in the Diagram attached to and made part of this Agreement as Exhibit "**A**", and legally described in the Dedication Deed attached to and made part of this Agreement as Exhibit "**B**"; and

WHEREAS, Owner desires to dedicate the Alley pursuant to this Agreement.

NOW, THEREFORE, in consideration of both the provisions set forth herein and other good and valuable consideration, the receipt and sufficiency of which is here acknowledged, the Parties agree:

1. Owner's Duties.

- A. Dedication Deed. Owner agrees to transfer ownership of the Parcel by delivering a fully executed Dedication Deed, an unexecuted copy of which is attached to and made part of this Agreement as Exhibit "**B**".
- B. HB 2127-A Compliance. Owner agrees to comply with the provisions of House Bill 2127 (Enrolled 2015) by providing the City with a copy of the Wasco County Assessor's certificate attesting all charges against the Alley (as of the date Owner delivers the fully executed Dedication Deed to the City) have been paid. Owner's provision to the City shall occur before the Dedication Deed is recorded and no later than April 30, 2023.

2. City's Duties.

- A. Property Tax Reimbursement. The City agrees to a one-time reimbursement to Owner of **\$211.25**, comprising a final release and settlement of all differences between any overpayment Owner made in property taxes for the Parcel directly relating to Owner's Alley ownership (consistent with the Wasco County Assessor's determination, attached to and made part of this Agreement as Exhibit "**C**") and spanning those certain years 2021 and 2022.

- B. Recording Cost. The City agrees to record the executed Dedication Deed in the Wasco County Official Records at its expense.

3. General Provisions.

- A. Modification. This Agreement may only be amended by written amendment duly executed by the Parties.
- B. Integration. This Agreement represents the full and final agreement between the Parties and supersedes all prior or contemporaneous negotiations and agreements between them on its substance.
- C. Severability and Governing Law. Any provision of this Agreement deemed unenforceable is severed from this Agreement and the other provisions remain in force. This Agreement shall be governed by and construed in accordance with the laws of the State of Oregon.
- D. Counterparts. This Agreement may be executed in one or more counterparts, each of which is an original and all of which constitute only one agreement between the Parties.
- E. Notices. Unless contradicted by specific provision of this Agreement or otherwise required by applicable law, all notices contemplated or required by this Agreement shall be deemed delivered two (2) days after deposit in the United States certified or registered mail, postage prepaid, and addressed:

To the City:

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

To Owner:

Tony Zilka, Managing Member
Blue Building, LLC
12650 SW First Street
Beaverton, OR 97005

IN WITNESS WHEREOF, the Parties duly execute this **DEDICATION AGREEMENT** this _____ day of _____, 2023.

CITY OF THE DALLES

BLUE BUILDING, LLC

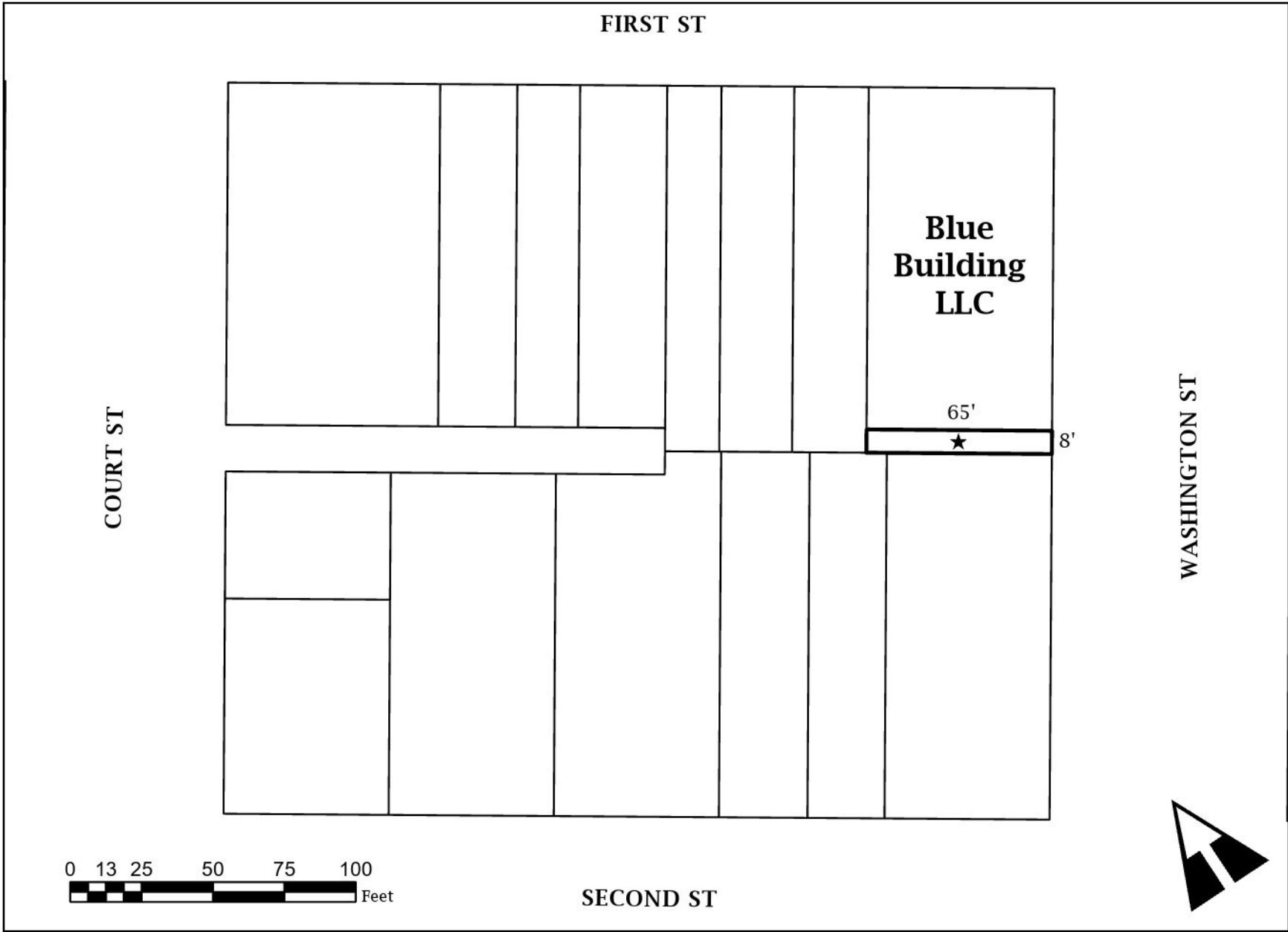
Matthew B. Klebes, City Manager


Tony Zilka, Managing Member

ATTEST:

Izetta Grossman, CMC, City Clerk

Exhibit A to Dedication Agreement with Blue Building, LLC



 Dedication Area for Alley Right of Way
65ft by 8ft, 520 sq ft +/-



Mr. Jonathan Kara
City of The Dalles
313 Court Street
The Dalles, OR 97058

January 24, 2023

RE: Assessor parcel number 3568
The Blue Building
Alley Vacation

In response to your email of December 30, 2022 our office has analyzed the property tax implications of the alley vacation to the Blue Building parcel 1N 13E 3BD 600, assessor's parcel number 3568.

The subject property was exempt when the action was taken to vacate the alley way adding .01 acres to the Blue Building property in 2015 and remained exempt until 2021.

The subject site calculations were analyzed and calculations made resulting in the property tax implications of site size differences that increased the parcel by .01 acres. The subject was taxed on the Maximum Assessed Value for tax years 2021 and 2022. The resulting net impact of property taxes charged are as indicated in the matrix below. The 2022 property taxes as of today remain outstanding.

Tax Year	2021	2022	Total
Tax Difference	103.94	107.31	211.25

Please let me know if you have any follow up questions.

Jill Amery
Assessor/Tax Collector
Wasco County

**Exhibit B to
Special Ordinance No. 23-597**

DEDICATION AGREEMENT

This DEDICATION AGREEMENT (**Agreement**) is entered by the City of The Dalles, an Oregon municipal corporation (**City**) and Charles V. Gomez and Debra Liddell, joint tenants (**Owner**) for Owner's dedication of real property to the City.

WHEREAS, Owner owns that certain lot commonly referred to as the Granada Theatre (**Parcel**), depicted in Assessor's Map No. 1N 13E 3 BD as Tax Lot 3300, transferred to Owner through Warranty Deed recorded in the Wasco County Official Records as Instrument No. 2020-4229, and legally described, to wit:

Lot 6, Block 3, DALLES CITY PROPER, in City of The Dalles, County of Wasco, and State of Oregon;

TOGETHER WITH that portion of the South ½ of vacated alley in said Block 3, which inured thereto by the vacation thereof.

WHEREAS, City desires to reacquire that certain portion of the Parcel considered part of the alley running parallel to East 1st Street and East 2nd Street between Court Street and Washington Street (**Alley**), depicted in the Diagram attached to and made part of this Agreement as Exhibit "**A**", and legally described in the Dedication Deed attached to and made part of this Agreement as Exhibit "**B**"; and

WHEREAS, Owner desires to dedicate the Alley pursuant to this Agreement.

NOW, THEREFORE, in consideration of both the provisions set forth herein and other good and valuable consideration, the receipt and sufficiency of which is here acknowledged, the Parties agree:

1. Owner's Duties.

- A. Dedication Deed. Owner agrees to transfer ownership of the Parcel by delivering a fully executed Dedication Deed, an unexecuted copy of which is attached to and made part of this Agreement as Exhibit "**B**".
- B. HB 2127-A Compliance. Owner agrees to comply with the provisions of House Bill 2127 (Enrolled 2015) by providing the City with a copy of the Wasco County Assessor's certificate attesting all charges against the Alley (as of the date Owner delivers the fully executed Dedication Deed to the City) have been paid. Owner's provision to the City shall occur before the Dedication Deed is recorded and no later than June 30, 2023.

2. City's Duties.

- A. Property Tax Reimbursement. The City agrees to a one-time reimbursement to Owner of **\$358.88**, comprising a final release and settlement of all differences between any overpayment Owner made in property taxes for the Parcel directly relating to Owner's Alley ownership (consistent with the Wasco County Assessor's determination, attached to and made part of this Agreement as Exhibit "**C**") and spanning those certain years 2018, 2019, 2020, 2021, and 2022. If the Wasco

County Assessor notifies the City additional taxes are owed by Owner on the Alley, the City agrees to pay such owed amounts.

- B. Recording Cost. The City agrees to record the executed Dedication Deed in the Wasco County Official Records at its expense.

3. General Provisions.

- A. Modification. This Agreement may only be amended by written amendment duly executed by the Parties.
- B. Integration. This Agreement represents the full and final agreement between the Parties and supersedes all prior or contemporaneous negotiations and agreements between them on its substance.
- C. Severability and Governing Law. Any provision of this Agreement deemed unenforceable is severed from this Agreement and the other provisions remain in force. This Agreement shall be governed by and construed in accordance with the laws of the State of Oregon.
- D. Counterparts. This Agreement may be executed in one or more counterparts, each of which is an original and all of which constitute only one agreement between the Parties.
- E. Notices. Unless contradicted by specific provision of this Agreement or otherwise required by applicable law, all notices contemplated or required by this Agreement shall be deemed delivered two (2) days after deposit in the United States certified or registered mail, postage prepaid, and addressed:

To the City:

City Manager
313 Court Street
The Dalles, OR 97058

To Owner:

Charles V. Gomez & Debra Liddell
P.O. Box 1329
The Dalles, OR 97058

IN WITNESS WHEREOF, the Parties duly execute this **DEDICATION AGREEMENT** this ____ day of _____, 2023.

CITY OF THE DALLES

OWNER

Matthew B. Klebes, City Manager

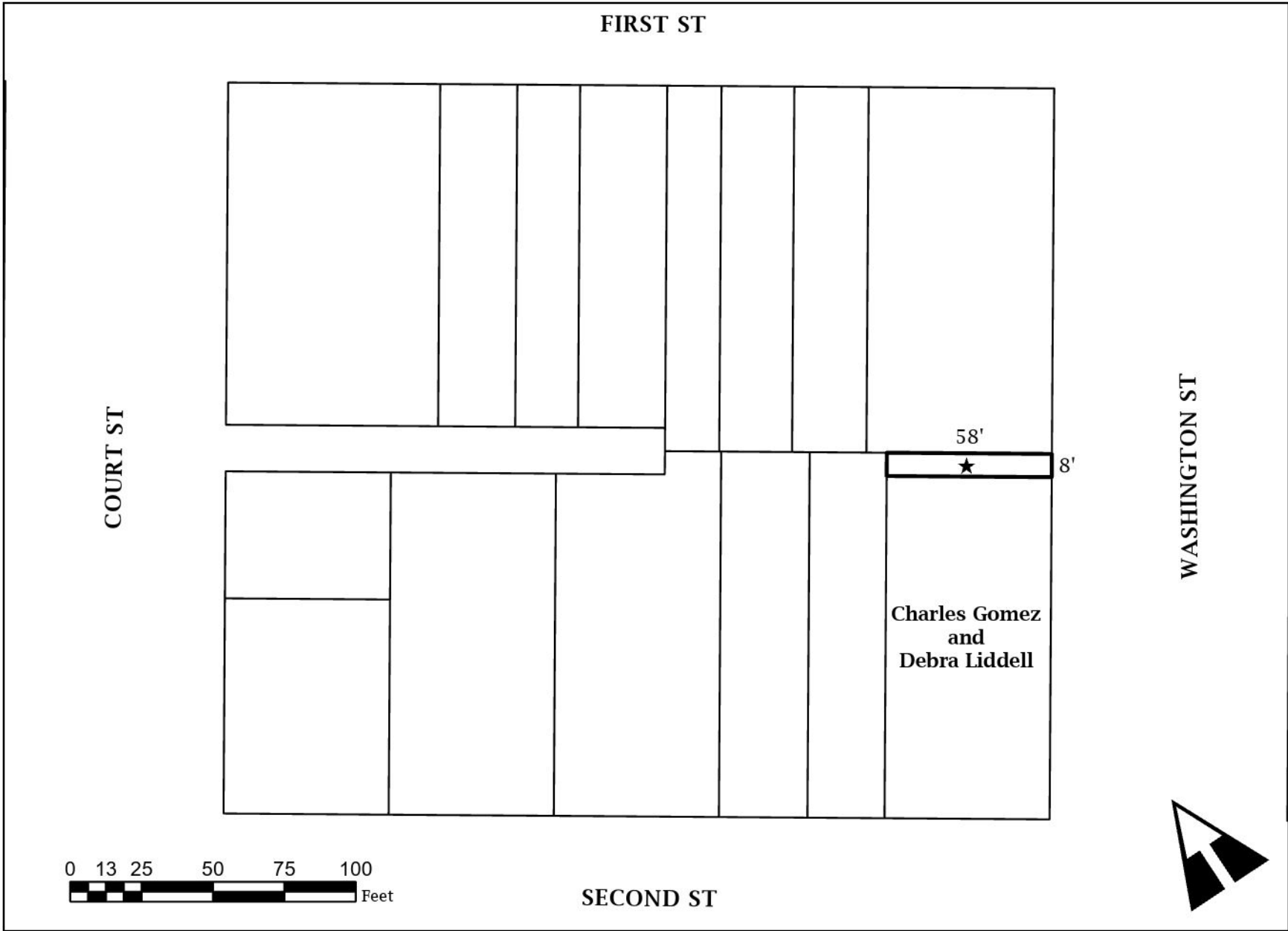
Charles V. Gomez


ATTEST:

Debra Liddell

Izetta Grossman, CMC, City Clerk

Exhibit A to Dedication Agreement with Charles V. Gomez & Debra Liddell



 Dedication Area for Alley Right of Way
58ft by 8ft, 464 sq ft +/-



Mr. Jonathan Kara
City of The Dalles
313 Court Street
The Dalles, OR 97058

January 24, 2023

RE: Assessor parcel number 3586
The Granada Theater
Alley Vacation

In response to your email of December 30, 2022 our office has analyzed the property tax implications of the alley vacation to the Granada Theater parcel 1N 13E 3BD 3300, assessors parcel number 3586.

The subject property was exempt when the action was taken to vacate the alley way adding .01 acres to the Granada property in 2015. The following years 2016 and 2017 the subject property remained exempt.

The subject site calculations were analyzed and calculations made resulting in the property tax implications of site size differences from 0.16 to 0.17 acres. The subject was taxed on the Maximum Assessed Value for tax years 2018 and 2019. It was taxed on the Real Market Value for the years 2020, 2021 and 2022. The resulting net impact of property taxes are as follows:

Tax Year	2018	2019	2020	2021	2022	Total
Tax Difference	65.73	69.70	75.42	75.09	72.94	358.88

Please let me know if you have any follow up questions.

Jill Amery
Assessor/Tax Collector
Wasco County

**Exhibit C to
Special Ordinance No. 23-597**

After recording return to:

City Clerk
City of The Dalles
313 Court Street
The Dalles, OR 97058

**Until a change is requested,
send all tax statements to:**

City Clerk
City of The Dalles
313 Court Street
The Dalles, OR 97058

DEDICATION DEED

Grantor: **Blue Building, LLC**, *a domestic limited liability company*
12650 SW First Street
Beaverton, OR 97005

Grantee: **City of The Dalles**, *a municipal corporation of the State of Oregon*
313 Court Street
The Dalles, OR 97058

KNOW ALL BY THESE PRESENTS, Blue Building, LLC (**Grantor**) does hereby grant unto the City of The Dalles (**Grantee**), its successors in interest, and assigns, all the following real property (**Property**) in the County of Wasco, State of Oregon, to be used and held by Grantee for street, road, alley, public right-of-way, public utility purposes, and all other public purposes, bounded and described as follows, to wit:

That portion of the North ½ of vacated alley in Lots 1 and 2 of Block 3, DALLIES CITY PROPER, in City of The Dalles, County of Wasco, and State of Oregon.

The Property is further described as a portion of the lot depicted in **Assessor's Map No. 1N 13E 3 BD as Tax Lot 600** and is specifically labeled in the diagram attached to and made part of this DEDICATION DEED as Exhibit "A".

The **true consideration** of this conveyance is for **other value given**, the receipt of which Grantor hereby acknowledges.

TO HAVE AND TO HOLD, the above described and granted Property unto Grantee, its successors in interest, and assigns forever.

Grantor hereby covenants to and with Grantee, its successors in interest, and assigns: Grantor is lawfully seized in fee simple of the above-named Property, free from all undisclosed encumbrances (no exceptions), and Grantor, its successors in interest, and assigns, shall warrant and forever defend the said Property against the lawful claims and demands of all persons claiming by, through, or under Grantor.

In construing this instrument and where the text so requires, the singular includes the plural and all grammatical changes shall be implied to make the provisions hereof apply equally to corporations and individuals.

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

IN WITNESS WHEREOF, Grantor has executed this **DEDICATION DEED** this _____ day of _____, 2023. The person(s) whose name(s) is/are subscribed to this instrument acknowledge they executed the instrument in their legally authorized capacity(ies), and by their signature(s) on the instrument, the person(s) or the entity upon behalf of which the person(s) acted executed the instrument.

GRANTOR

Tony Zilka, Managing Member
Blue Building, LLC

STATE OF OREGON)
) ss
COUNTY OF _____)

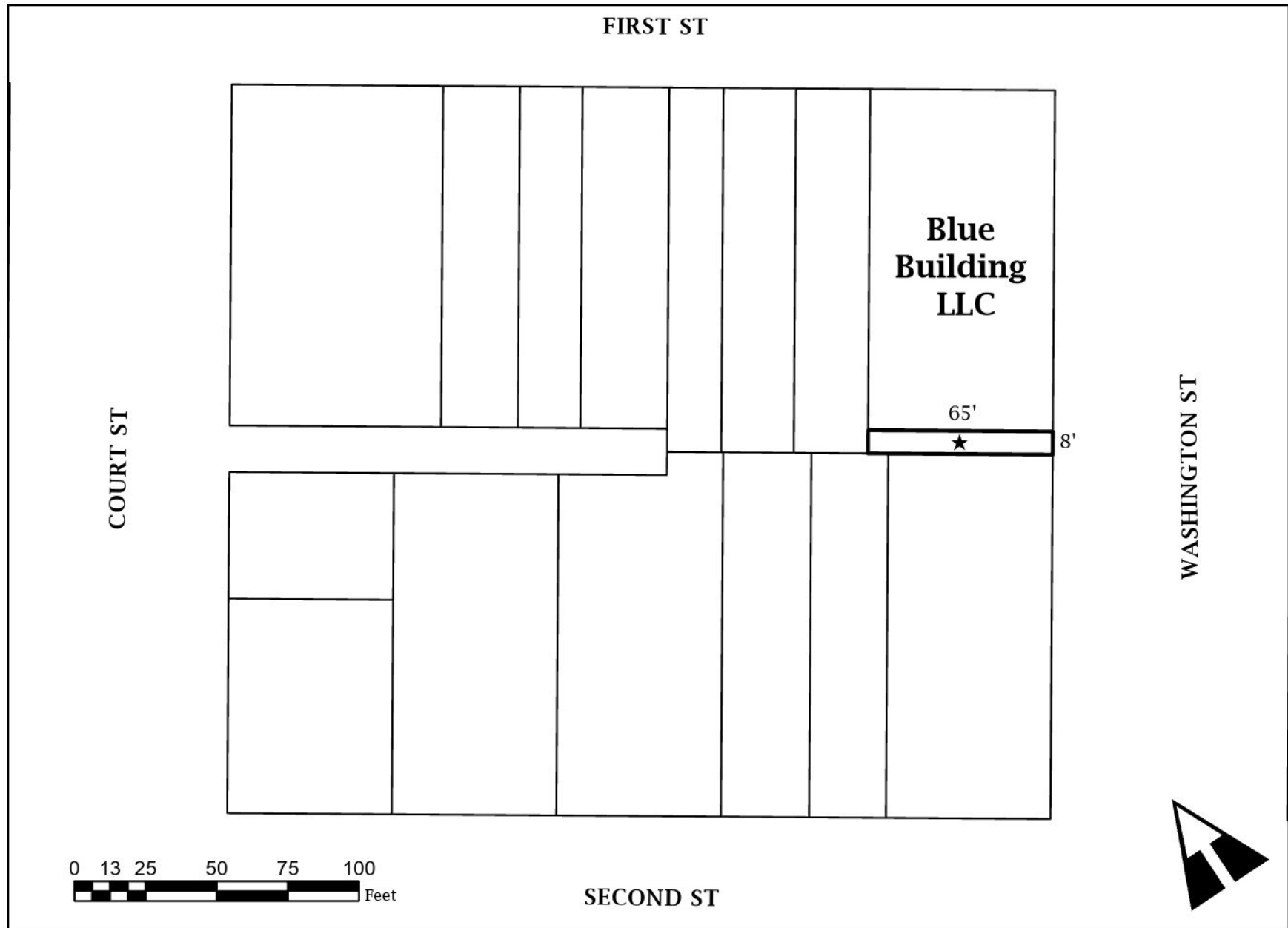
This instrument was acknowledged before me this ____ day of _____, 2023, by Tony Zilka, managing member of Blue Building, LLC.


Notary Public for Oregon _____

My Commission Expires: _____

Grantee acceptance follows.

Exhibit A to Dedication Deed with Blue Building, LLC



 Dedication Area for Alley Right of Way
65ft by 8ft, 520 sq ft +/-

**Exhibit D to
Special Ordinance No. 23-597**

After recording return to:

City Clerk
City of The Dalles
313 Court Street
The Dalles, OR 97058

**Until a change is requested,
send all tax statements to:**

City Clerk
City of The Dalles
313 Court Street
The Dalles, OR 97058

DEDICATION DEED

Grantor: **Charles V. Gomez & Debra Liddell, joint tenants**
P.O. Box 1329
The Dalles, OR 97058

Grantee: **City of The Dalles, a municipal corporation of the State of Oregon**
313 Court Street
The Dalles, OR 97058

KNOW ALL BY THESE PRESENTS, Charles Gomez and Debra Liddell (**Grantor**) does hereby grant unto the City of The Dalles (**Grantee**), its successors in interest, and assigns, all the following real property (**Property**) in the County of Wasco, State of Oregon, to be used and held by Grantee for street, road, alley, public right-of-way, public utility purposes, and all other public purposes, bounded and described as follows, to wit:

That portion of the South ½ of vacated alley in Lot 6, Block 3, DALLES CITY PROPER, in City of The Dalles, County of Wasco, and State of Oregon.

The Property is further described as a portion of the lot depicted in **Assessor's Map No. 1N 13E 3 BD as Tax Lot 3300** and is specifically labeled in the diagram attached to and made part of this DEDICATION DEED as Exhibit "A".

The **true consideration** of this conveyance is for **other value given**, the receipt of which Grantor hereby acknowledges.

TO HAVE AND TO HOLD, the above described and granted Property unto Grantee, its successors in interest, and assigns forever.

Grantor hereby covenants to and with Grantee, its successors in interest, and assigns: Grantor is lawfully seized in fee simple of the above-named Property, free from all undisclosed encumbrances (no exceptions), and Grantor, its successors in interest, and assigns, shall warrant and forever defend the said Property against the lawful claims and demands of all persons claiming by, through, or under Grantor.

In construing this instrument and where the text so requires, the singular includes the plural and all grammatical changes shall be implied to make the provisions hereof apply equally to corporations and individuals.

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

IN WITNESS WHEREOF, Grantor has executed this **DEDICATION DEED** this _____ day of _____, 2023. The person(s) whose name(s) is/are subscribed to this instrument acknowledge they executed the instrument in their legally authorized capacity(ies), and by their signature(s) on the instrument, the person(s) or the entity upon behalf of which the person(s) acted executed the instrument.

GRANTOR

Charles V. Gomez

Debra Liddell

STATE OF OREGON)
) ss
COUNTY OF WASCO)

This instrument was acknowledged before me this ____ day of _____, 2023, by Charles V. Gomez and Debra Liddell.

Notary Public for Oregon _____

My Commission Expires: _____

Grantee acceptance follows.

Accepted on behalf of **GRANTEE** pursuant to the provisions of **Special Ordinance No. 23-597**
(adopted by the City Council of the City of The Dalles on _____, 2023) this ____ day of
_____, 2023.

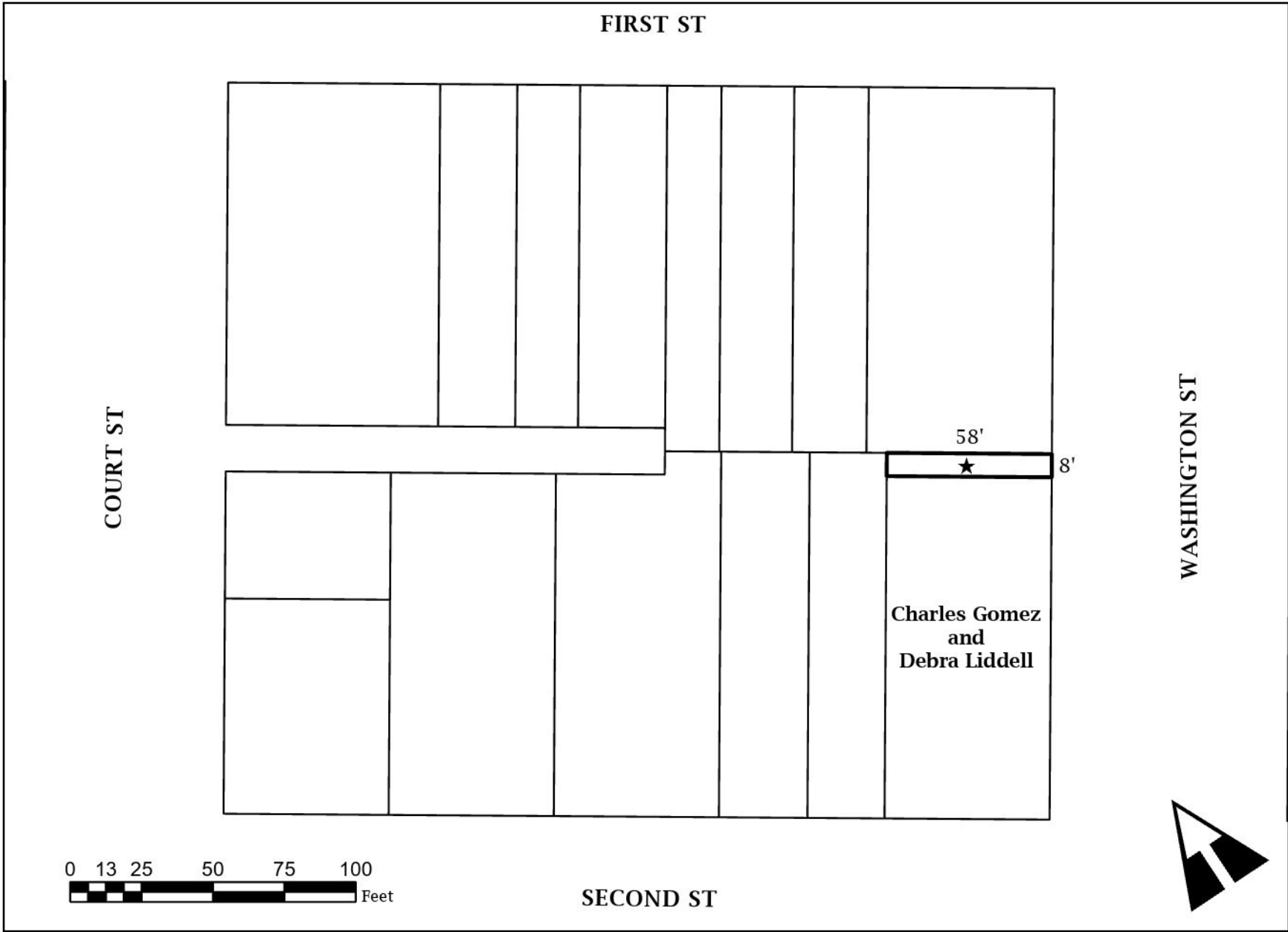
CITY OF THE DALLES


Matthew B. Klebes, City Manager

ATTEST:

Izetta Grossman, CMC, City Clerk

Exhibit A to Dedication Deed with Charles V. Gomez & Debra Liddell



 Dedication Area for Alley Right of Way
58ft by 8ft, 464 sq ft +/-



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #11-B

MEETING DATE: April 24, 2023

TO: Honorable Mayor and City Council

FROM: Jeff Renard / Airport Manager

ISSUE: Shearer Hangar Lease

BACKGROUND: Shearer Spray Company has been a long standing tenant at the airport with a building that they previously owned. It was subject to the reversion clause after the 40 years of ownership in 2018. This lease renewal represents the first 5 year renewal. In 2018, the lease rate was set at .21 cents per square foot. We are working to bring the rents of all buildings to a more uniform rate, and have increase the rent for this term 21% along with the annual increase of 2.6%. July 1, 2023 the rent will be \$1450.00 per month.

BUDGET IMPLICATIONS: There is a \$3000.00 increase in the annual rent rate.

COUNCIL ALTERNATIVES:

1. **Staff recommendation:** *Move to approve the Shearer Spray 5 year lease contingent on approval by Klickitat County Commission.*
2. Move to direct Staff to make requested changes for further review.
3. Move to take no action.