

April 21, 2015

Dear Grant Review Committee,

The Friends of Willamette Falls group (our working, unofficial name) is pleased to jointly apply for a Metro Enhancement Grant for signage as a coordinated effort with the Willamette Falls Legacy Project (WFLP) Partners.

The partners are currently requesting proposals from design firms to complete the design of the Riverwalk out to Willamette Falls, which is poised to become a spectacular waterfront space that Oregon City residents can enjoy. The Riverwalk design will get us one step closer to construction of the Riverwalk and to enhancing the waterfront and downtown.

The contract includes a robust public engagement process that will include site tours, events, presentations, surveys, and social media, with the goal of reaching out to Oregonians across the region and state. Not only do the project partners want to hear ideas and input from Oregonians, they also want them to help us spread the word far and wide about this hidden gem, Willamette Falls, which will soon be accessible to the public for the first time in over 150 years.

We, along with the project partners, have identified an additional opportunity that could help us bring awareness to this incredible project. By placing semi-permanent signage at the 99E overlook of the falls, and at the site entrance at the end of Main Street, we can let the community know that something exciting is coming. This signage will communicate the significance of the falls and tell people about the Riverwalk project, along with directing people to the website and social media sites. It will enhance the site entrance and serve as an informational tool for the community. As a second phase of the signage project, we also plan to install signage on the site itself to enhance site tours. All the signs would be designed with help from the Riverwalk design team to ensure they are attractive and compatible with their surroundings.

The Friends Group is excited to support this project through maintenance of the signs over their lives, monitoring of the social media impacts of the signage, and active social media campaign to bring more attention to the enhancements. We are not an official nonprofit organization yet, so we plan to partner with the WFLP project staff to implement this project.

Thank you for the opportunity to participate in this grant program.

Sincerely,

Friends of Willamette Falls

Michael B. Allen Clark
David Seibel
Ann Marie
David Judd
John Oles
Jonathan Spivey

Greg M. Lee



**OREGON
CITY**



Metro

**Oregon City-Metro Enhancement Grant
Application for Funds
July 1, 2015 through June 30, 2016**

Before filling out this form, please read the Oregon City-Metro Enhancement Grant Application Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications must be received by **5:00 pm on Wednesday, April 29, 2015** to be considered for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project Willamette Falls Riverwalk signage

Organization Oregon City on behalf of the WFLP partners and Friends group

Is this a Non-Profit Organization? Yes ☒ No ☐

Non-Profit Federal tax exempt ID Number _____

Address PO Box 3040

City, State, Zip Oregon City, OR 97045

Project Coordinator Kelly Moosbrugger Phone 503-496-1540

Email kmoosbrugger@orccity.org

Chairperson of Governing Board (If Applicable) _____

Phone _____

Signature Digitally signed by kmoosbrugger@orccity.org
DN: cn=kmoosbrugger@orccity.org
Date: 2015.04.30 09:02:03 -07'00'

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*****Complete the budget sheet on page 7 first.**

Amount totals from that sheet will auto fill into this table

Grant Amount Requested:	\$13,000
+ Matching Funds (Cash):	\$0
+ In-Kind Matching Funds:	\$4,000
= Total Cost of Project:	\$17,000

Proposal Information

1. Is this your first grant application to the Oregon City-Metro Enhancement Committee?

Yes ☒ No ☐

2. Have you received an Oregon City-Metro Enhancement Grant in the last 3 years?

Yes ☐ No ☒

If yes, please describe the projects/programs for which you received funding.

3. If you received an Oregon City-Metro Enhancement Grant last year, what is the status of the project?

4. Will this grant-funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes ☒ No ☐

If yes, please explain.

This is part of the overall Willamette Falls Legacy Project, which will include construction of the Riverwalk, operations and programming on the Riverwalk, and site development. It is quite possible that future enhancements, etc would be included in future grant applications, but this signage project itself will not include future grant applications.

5. Briefly describe the project for which you are requesting funds.

The WFLP partners are currently requesting proposals from design firms to complete the design of the Riverwalk out to Willamette Falls, which is poised to become a spectacular waterfront space that Oregon City residents can enjoy. The Riverwalk design will get us one step closer to construction of the Riverwalk and to enhancing the waterfront and downtown.

The contract includes a robust public engagement process that will include site tours, events, presentations, surveys, and social media, with the goal of reaching out to Oregonians across the region and state. Not only do the project partners want to hear ideas and input from Oregonians, they also want them to help us spread the word far and wide about this hidden gem, Willamette Falls, which will soon be accessible to the public for the first time in over 150 years.

This grant is divided into two parts: One will fund the design, creation, and installation of signs at the 99E overlook of the falls, and at the site entrance at the end of Main Street. The goal of the signs is to let the community know that something exciting is coming, to communicate the significance of the falls, and to tell people about the Riverwalk project, along with directing people to the website and social media sites. The signs will enhance the site entrance and serve as an informational tool for the community. The second part of the project is to install signage on the site itself to enhance site tours. Five to seven moveable signs would be installed on the site at key points to provide supporting information and images. All the signs would be designed with help from the Riverwalk design team to ensure they are attractive and compatible with their surroundings.

Oregon City will work with the Planning department regarding sign code regulations and with ODOT and the Blue Heron property owner to select exact sign locations.

6. Describe why this project was selected and the community need(s) to which it will respond.

The Riverwalk will take a long time to design and construct. The Partners and Friends feel that small improvements that enhance that site and also communicate the exciting work that is taking place will be beneficial to the community. Oregon City residents will see physical changes through the introduction of this signage. The Willamette Falls Legacy Project is one of the most significant developments in Oregon City and truly in the entire state of Oregon. These signs will celebrate the progress we have made and show commitment to the future of the project.

7a. Identify and describe how your proposal meets one or more of the goals for funding (check those below that apply and describe by item number below).

<input checked="" type="checkbox"/>	1. Increase attractiveness/market value of residential, commercial or industrial areas.	<input type="checkbox"/>	6. Increase recycling efforts to provide a reduction in solid waste.
<input type="checkbox"/>	2. Enhance new or existing wildlife, riparian, wetlands, forests or river areas.	<input type="checkbox"/>	7. Increase employment or economic opportunities for City residents.
<input type="checkbox"/>	3. Preserve or increase recreational areas and programs within the City.	<input checked="" type="checkbox"/>	8. Rehabilitate or upgrade the market value of housing or commercial property.
<input type="checkbox"/>	4. Improve safety within the City.	<input type="checkbox"/>	9. Provides work or training opportunities to benefit youth, seniors and low-income residents.
<input type="checkbox"/>	5. Result in significant improvement in the cleanliness of the City.	<input type="checkbox"/>	10. Enhance art and culture within the City.

7b. List by item number in 7a and describe how the project meets the each goal.

1. Increase attractiveness/market value of residential, commercial, or industrial areas
8. Rehabilitate commercial property

This project will increase the attractiveness of the corner of Main Street and 99E, inviting pedestrians to cross the street to see what is happening with the former Blue Heron site. The sign at the overlook will enhance the ODOT pullout area and provide information to travelers and tourists who stop at the overlook. The signs will increase the attractiveness of the site and will be the beginning of the rehabilitation of the area.

The overall project will have a major impact on the attractiveness of downtown and will rehabilitate the entire 22-acre Blue Heron site. Although the signage is not directly related, the overall project will also enhance art and culture, provide economic opportunity, and increase recreational opportunities.

8. Project Period: 10 months

(Number of months in duration)

Beginning Date: July 2015

Ending Date: May 2016

9. What is the geographic area of Oregon City where the project will take place?

It will occur at the Blue Heron mill site and the overlook on 99E near S 2nd Street.

10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

The entire City will benefit, but in particular the downtown area, Two Rivers neighborhood, and McLoughlin neighborhood will be positively affected. The signage will celebrate the work that the citizens of Oregon City have done to make the Willamette Falls Legacy Project a success, and will inform those citizens who have not yet been part of the project. We plan to have a very robust public engagement program during the Riverwalk design process. These signs will make the project more visible to the community and will enhance people's opportunities to learn about the project and to become involved.

11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

The public entities Oregon City, Clackamas County, Metro and the State of Oregon, are collaborating to engage the Oregon community in creating a vision for Blue Heron site redevelopment. The public agencies are also collaborating with the site owner, Falls Legacy LLC. The public agencies leading the effort are committed to reconnecting Oregonians with Willamette Falls and making the site attractive to private investors who can bring jobs and redevelopment to downtown Oregon City. The project will include contributions of:

ODOT property and expertise

Metro staff expertise and time

Oregon City staff expertise and time

Potential use of City right-of-way adjacent to Blue Heron site

Volunteer time from the Friends group members (name TBD)

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

Kelly Moosbrugger, Planner, Oregon City. Assistant Project Manager for the Willamette Falls Legacy project. Will coordinate with ODOT and site owner and handle permitting for signs.

Ellen Wyoming, Senior Public Involvement Specialist, Metro. Will assist in the design and content of the signs.

13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

April - July 2015:

Meeting and site visit with ODOT

Meeting and site visit with property owner

Meeting with graphic designer

August to October 2015:

Finalize design

Finalize sign locations

Install signs

October 2015 to May 2016:

Design and install site tour signs

14. An exit report will be included as part of the OC-MEC agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

We will provide before and after photos of the improvements, and we will track volunteer hours. The signs will direct people to www.rediscoverthefalls.com to learn more and sign up for the e-newsletter, which already has close to 1300 subscribers. Social media links will be provided as well.

The signs will have an interactive public engagement component. An example could be prompting visitors to take a photo/selfie from the overlook or site entrance and post it to social media with tour taglines. We will be able to track the number of new email subscribers, facebook followers, and twitter followers. We will also track the number of hashtags and social media posts that relate to the project.

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time, use \$22.55. (This is the value of volunteer labor time as of 1/10/15, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
<i>maintenance</i>	<i>Friends group volunteers</i>	<i>\$1,000</i>
<i>ODOT staff time</i>	<i>ODOT</i>	<i>\$300</i>
<i>Grant administration</i>	<i>Oregon City</i>	<i>\$500</i>
<i>Sign Design</i>	<i>Metro, Oregon City</i>	<i>\$2,000</i>
<i>Social Media tracking</i>	<i>Friends group volunteers</i>	<i>\$200</i>

16. List all grants applied for in support of this project and commitments confirmed to date. *Oregon City and Metro have agreed to support the project with staff time for management, coordination, and content creation. ODOT has agreed to commit staff time to ensuring safe and proper installation at their overlook. An email demonstrating ODOT's coordination is attached to this application. The Friends group has committed volunteer time for maintenance; a letter is attached.*

17. What is the percentage of OC-MEC funds to be used for personnel services or administrative costs? 0 %

18. Will the administrator be a paid position? Yes ☒ No ☐

19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

****These figures will be transferred to the table on the first page of this application.

Proposed Budget

Suggested List (not inclusive)	(A) OC-MEC Grant Dollars	(B) Matching Funds (Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration)				\$0
<i>Design and management</i>	\$1,500		\$2,300	\$3,800
Project Administration costs (clerical, advertising, graphics, printing, postage)			\$500	\$500
				\$0
Materials	\$10,000			\$10,000
				\$0
Equipment/Supplies				\$0
				\$0
Construction Costs				\$0
<i>Permitting and installation</i>	\$1,500			\$1,500
Event Costs				\$0
				\$0
Transportation Costs				\$0
				\$0
Insurance Costs (if needed)				\$0
Additional Costs (List)				\$0
<i>maintenance and tracking</i>			\$1,200	\$1,200
				\$0
				\$0
				\$0
				\$0
				\$0
Totals	\$13,000	\$0	\$4,000	\$17,000

Falls Legacy, LLC

George Heidgerken, Manager

3408 South Union Avenue Tacoma, Washington 98409

Office: (253) 272-5234 * Cell: (206) 940-2270 * george@fallsdevelopment.com

April 29, 2015

Oregon City
Metro Enhancement Committee
625 Center Street
Oregon City, Oregon 97045

Re: Oregon City-Metro Enhancement Grant
Application for Funds July 1, 2015 through June 30, 2016

Dear Sirs,

We are writing to express our support for the application by Oregon City on behalf of the Willamette Falls Legacy Partners and Friends Group for funds to support signage for the Willamette Falls Legacy Partnership, a critical component of outreach for the project which is not currently funded in the existing scopes of work.

The main signage will serve as an informational tool for the community about the project significance, as well as providing information of the incredible website the public partners have developed – providing the community real time access to events and opportunities. The onsite signage will support continued community engagement on the site.

We recognize that connecting with the community is key to the success of the transformation of the old Blue Heron Mill site into a place that supports the community's vision and adopted four values: public access, economic development, healthy habitat and cultural and historical interpretation.

We will work closely with Oregon City to collaborate on design and meet the needs of installation of the signs at the right time. We expect, among other things, this signage to be an amenity and attractive complement to Downtown Oregon City.

Thank you for your consideration of this support of the Legacy Partners and Willamette Falls Friends Group and their efforts to continue to engage the community.

Sincerely,



George Heidgerken

Kelly Moosbrugger

To: DAGNESE Susanne L; Christina Robertson-Gardiner; BROOKS Kelly S; RILEY Kathryn A; STRAUCH Michael L; EBELING Robert W
Subject: RE: Grant for sign for Willamette Falls Legacy Project

From: DAGNESE Susanne L [mailto:Susanne.L.DAGNESE@odot.state.or.us]
Sent: Thursday, March 05, 2015 4:56 PM
To: Kelly Moosbrugger; Christina Robertson-Gardiner; BROOKS Kelly S; RILEY Kathryn A; STRAUCH Michael L; EBELING Robert W
Subject: RE: Grant for sign for Willamette Falls Legacy Project

Hi Christina,
Depending on exactly where you place it on our right of way will determine what design standards will need to be met. Such as the sign you show as an example would not be approved if it was visible to motorist and if it is within the clear zone sign supports and material matter. Both our District Office and Kate from my staff are still the right people to explain the constraints you will be under for the sign. I suggest that you have a meeting with our District staff and Kate Riley so you can explain what you are thinking and they can give you feedback to help you write the grant.

From: Kelly Moosbrugger [mailto:kmoosbrugger@ci.oregon-city.or.us]
Sent: Thursday, March 05, 2015 4:28 PM
To: DAGNESE Susanne L; Christina Robertson-Gardiner; BROOKS Kelly S; RILEY Kathryn A; STRAUCH Michael L; EBELING Robert W
Subject: RE: Grant for sign for Willamette Falls Legacy Project

Hi Sue,

We don't have a sign design or size picked out yet. We just want to know who to work with and what standards we need to meet. We are hoping to win some grant funding later this month to pay for the signs, and we would try to have them up by sometime this summer, if all goes well.

The signage we are thinking of is somewhat reminiscent of development project and real estate signs.

Thanks!

Kelly Moosbrugger
Assistant Planner
(503) 496-1540
kmoosbrugger@orc.org
Community Development Department
221 Molalla Ave, Suite 200
Oregon City, Oregon 97045
Website: www.orcity.org

Ready to help Oregonians rediscover Willamette Falls? Head over to www.rediscoverthefalls.com and sign up to be a champion today.

M C L O U G H L I N



N E I G H B O R H O O D
A S S O C I A T I O N

April 27, 2015

Ms. Kelly Moosbrugger
Community Development Department
221 Molalla Avenue
Oregon City, Oregon 97045

RE: Letter of support for the
Willamette Falls Legacy Project and
The Friends of Willamette Falls-
Metro Enhancement Grant: signage

Dear Kelly,

The McLoughlin Neighborhood Association Steering Committee is pleased to support the grant request from the Friends of Willamette Falls and the Willamette Falls Legacy Project for semi-permanent signage at the Blue heron mill site and the Falls viewpoint on Highway 99E.

However, we would like to recommend a third location. Signage placed at the McLoughlin Promenade as well as the entrance to the former Blue Heron mill site and at the overlook at 99E would let motorists and pedestrians know that the project is underway. The Promenade is heavily used and a sign there would answer many questions as viewers look down at the mill and Willamette Falls. The proposed signage inform the reader of the significance of Willamette Falls, the Riverwalk project and where they can get more information on media and social media sites. The three locations would cover a lot of area and inform quite a few people.

We would suggest that all proposed signs be of a scale to fit the location and well-designed similar to the signage in the Columbia Gorge. Signage should meet the standards for the McLoughlin Conservation District.

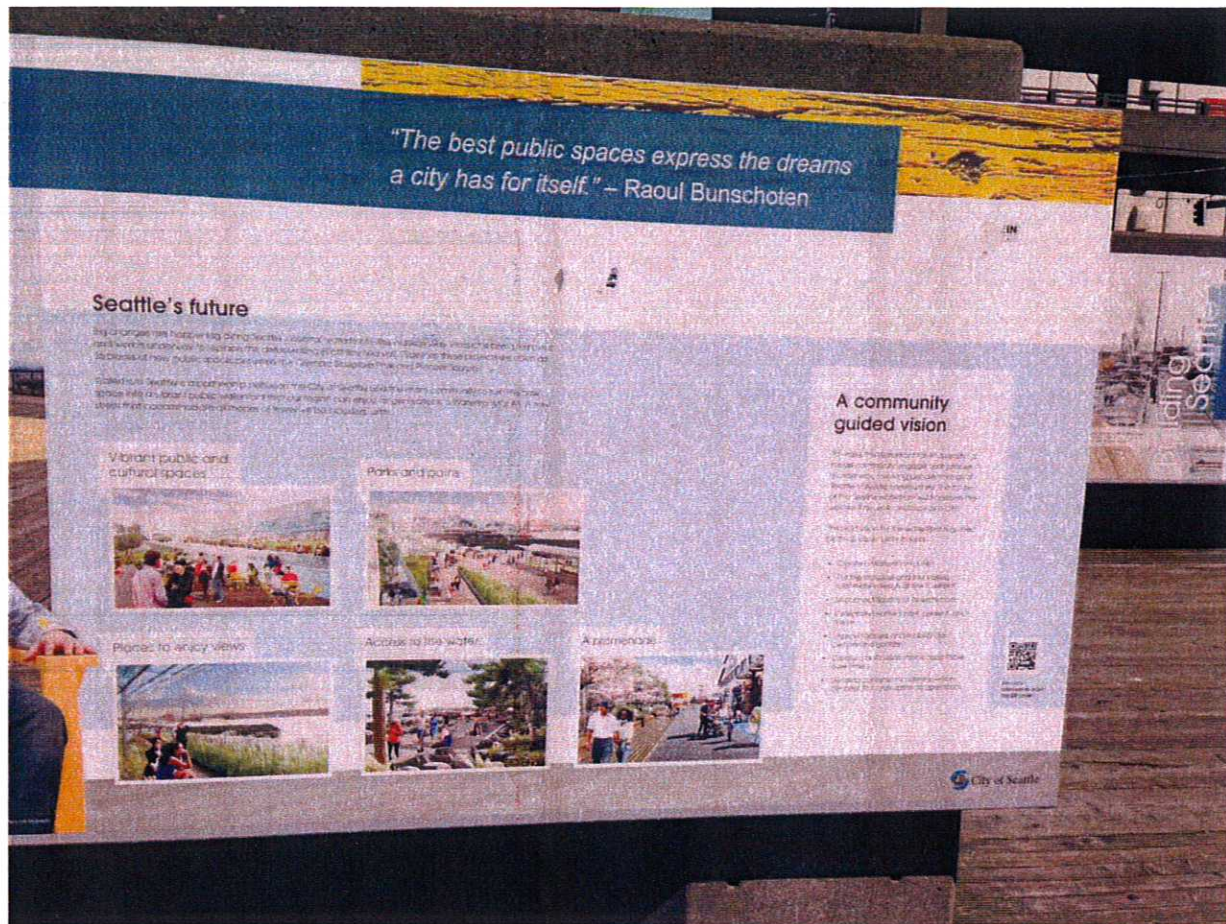
We look forward to working with the City on this worthwhile project.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Denyse C. McGriff'. The signature is fluid and cursive, with the last name being more prominent.

Denyse C. McGriff, chairperson

Example of sign from Seattle Waterfront



From: Kelly Moosbrugger
To: Michele Beneville
Subject: MEC Grant Application Submission
Date: Wednesday, April 29, 2015 4:21:47 PM
Attachments: Full Grant Application - Willamette Falls signs.pdf

Hi Michele,

Please find attached a grant application for the MEC program. The application is from Oregon City on behalf of the Friends of Willamette Falls group and the WFLP partners.

Thank you!

Kelly Moosbrugger
Assistant Planner
(503) 496-1540
kmoosbrugger@orccity.org
Community Development Department
221 Molalla Ave, Suite 200
Oregon City, Oregon 97045
Website: www.orccity.org

**Ready to help Oregonians rediscover Willamette Falls? Head over to
www.rediscoverthefalls.com and sign up to be a champion today.**