

## Summary of Willamette Falls Legacy Project Programming Discussions

The summary below identifies specific discussions about programming involving the Willamette Falls Trust. The timeline below does not include the opportunities in which the public provided input on the riverwalk, including the programming component.

### Fall 2018

- WFLP assigns Trust the role of detailing “world class” vision for programing in partnership with Oregon City.

### January 2019

- Trust releases public Programming Request for Interest in close consultation with Oregon City staff to solicit “world class” programming plan consultants. Excerpt text from Programming Request for Interest Document included:

*With a completed master plan and conceptual design, the Willamette Falls Riverwalk design phase is near completion. The project has entered the implementation phase, construction documentation is progressing toward construction beginning in spring 2020. Concurrent to developing construction documents, an interpretive plan is being developed to provide world-class interpretation at the site. The third and final component of the Riverwalk experience is the programming plan. The programming plan will be developed in coordination with the Riverwalk’s design and the interpretative plan. Each of these three components (design-interpretation-programming) both overlap and have discreet functions; the plans must be developed in coordination with one another, with aligned execution plans.*

*The purpose of this RFI is to identify a world-class consulting team to develop a programming plan, coordinate with design and interpretive plan consultants to integrate programming into the overall Riverwalk plan and identify organizations to implement the programming.*

*Success of the Riverwalk includes programming experiences which advance the vision of the Riverwalk’s conceptual design and are consistent with the core values of Healthy Habitat, Economic Redevelopment, Public Access, and Cultural and Historic Interpretation . Programming should be dynamic, immersive, seasonal, multicultural, multisensory, and multi-generational, with elements that roll out over the 20-year development of the site.*

*The programming plan will be used by the Trust, WFLP, and the property owner. The plan should inform the Riverwalk design and interpretation and help in decision making regarding allocation of resources for operation of the iconic site. The plan should provide guidance to help shape the activities that will occur onsite, so they may be articulated to project supporters and potential philanthropic donors. The plan should name shared expectations around operation of the site, particularly with the property owner and the public.*

### March 2019

- Trust selects Biederman Redevelopment Ventures and MASS Design Group to assist with programming. Oregon City staff participate on selection panel to provide input and consultation in the decision.

**April 11, 2019**

- Campaign Launch Event, Tumwater Winery. Announced plans to raise money for programming and capital of Riverwalk. All Oregon City Commissioners invited.

**April 29, 2019**

- Program Plan Launch event at MOOT (see attached agenda). All Oregon City Commissioners invited. Received community leadership input and direction on programming plan development.

**June 19, 2019**

- Presentation to Oregon City Commission regarding Programming Plan Development  
Presenters: Ashley Langworthy, Biederman Redevelopment Ventures  
Andrew Mason, Willamette Falls Trust  
Alex Gilbertson, Willamette Falls Legacy Project  
Phil Lewis, Oregon City

**February 5, 2020**

- Presentation Update to the Oregon City Commission  
In coordination with Oregon City staff, Willamette Falls Trust shared a report from Biederman Redevelopment Ventures at the Oregon City Commission Work Session on Wednesday, February 5th. The report included a recommendation that Willamette Falls Trust serves as the “Riverwalk Management Entity”.

There is general agreement amongst the Willamette Falls Legacy Project (“WFLP”) partners that Oregon City is responsible for ownership and overseeing Riverwalk operations. In early 2018, WFLP assigned the task of developing a programming plan for the Riverwalk to the City of Oregon City and the Trust. The flexibility inherent in the Trust’s nonprofit structure led Oregon City to charge the Trust with leading the development of the Riverwalk programming plan. In response to a Request for Interest proposal released nationwide in February 2019, the Trust interviewed and retained Biederman Redevelopment Ventures (“BRV”) and the MASS Design Group (“MASS”) to support the development of the programming plan.

After a 9-month engagement with Trust and City staff, and community groups, BRV recommended a strong partnership between the City of Oregon City and a nonprofit as the ideal management structure for the Riverwalk. This structure is consistent with best practices at Portland’s Pioneer Courthouse Square in Portland, and many sites visited by the Trust’s Board of Directors during a best practices trip in the summer of 2019, including San Francisco’s Presidio, Salesforce Park, and Yerba Buena Gardens, as well as the developing Seattle Waterfront. The City Commission indicated that the programming of the riverwalk would likely be carried out by a third party with some representation/coordination/oversight from the City. Future agreements will follow procurement rules and be brought before the City Commission at a public meeting so the public will have an opportunity to weigh in.