

AGENDA**REGULAR CITY COUNCIL MEETING****April 26, 2021****5:30 p.m.****VIA ZOOM****<https://zoom.us/j/99447921331?pwd=YjhlWHVmb3k2ajBsUnVHYzJNR094QT09>**

Meeting ID: 994 4792 1331

Passcode: 798955

Dial 1 669 900 6833 or 1 253 215 8782

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

A. Art and Design Committee – Progress Update Scott Stephenson

6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Five minutes per person will be allowed. 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 ATTORNEY REPORT
9. CITY COUNCIL REPORTS
10. 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 12, 2021 Regular City Council Meeting Minutes
- B. Resolution No. 21-011 Concurring with the Mayor's Appointments to Various Commissions and Committees
- C. Resolution No. 21-012 Assessing the Real Property Located at 761 Richland Court for Costs of Abatement of Junk

11. PUBLIC HEARINGS

- A. Public Hearing to consider annexation (ANX #74-21 & ANX #77-21) of two properties located in the 1400 Block of West 13th Street
- B. Public Hearing to consider annexation (ANX #76-21) of properties located in the 2500 Block of East 17th and 18th Streets, further described as: 1N 13E 11A, tax lots 1400, 1500, 1501, 1502, and 1503
- C. Public Hearing to consider annexation (ANX #75-21) of two properties located in the 2800 Block of East 10th and 12th Streets, further described as 1N 13E 1C, tax lots 200 and 201

12. CONTRACT REVIEW BOARD ACTIONS

- A. Authorization to award Contract No. 20-009 Dog River Pipeline Replacement Design Professional Services

13. ACTION ITEMS

- A. Approval of Annual Tourism Report and Proposed Budget
- B. Approval of Resolution No. 21-010 Authorizing Transfers of Budgeted Amounts Between Categories of The General Fund of the City Of The Dalles Adopted Budget, Making Appropriations and Authorizing Expenditures for Fiscal Year Ending June 30, 2021

14. 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."



AGENDA STAFF REPORT

AGENDA LOCATION: Item #10 A-C

MEETING DATE: April 26, 2021

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 12, 2021 Regular City Council Meeting Minutes.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The minutes of the April 12, 2021 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 March 23, 2021 Regular City Council meeting minutes.

- B. **ITEM:** Resolution No. 21-011 Concurring with Mayor's Appointments to Various Commissions and Committees

BUDGET IMPLICATIONS: None.

SYNOPSIS: The Mayor has met with the reappointed Commission Members and they have agreed to reappointment.

RECOMMENDATION: That City Council concur with the Mayor's appointments.

- C. **ITEM:** Resolution No. 21-012 Assessing the Real Property at 761 Richland Court for the Costs of Abatement of Junk, Garbage, and Vegetation

BUDGET IMPLICATIONS: None.

SYNOPSIS: The notices have been given, the property abated, and the assessment has not been paid within the timeframe allowed. The next step is to place a lien on the property.

RECOMMENDATION: That City Council approve Resolution No. 21-012 Assessing the Real Property at 761 Richland Court for the Costs of Abatement of Junk, Garbage, and Vegetation.

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CITY COUNCIL MEETNG

April 12, 2021

5:30 p.m.

VIA ZOOM

PRESIDING: Mayor Richard Mays

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

COUNCIL ABSENT: None

STAFF PRESENT: City Manager Julie Krueger, City Clerk Izetta Grossman, Finance Director Angie Wilson, Community Development Director Alice Cannon, Public Works Director Dave Anderson, Human Resources Director Daniel Hunter, Senior Planner Dawn Hert, City Engineer Dale McCabe

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. All Councilors present.

PLEDGE OF ALLEGIANCE

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

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

APPROVAL OF AGENDA

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

PRESENTATIONS PROCLAMATIONS

Goldendale Energy Storage Project Update

Erik Steimle, Vice President of Project Development for Rye Development presented a PowerPoint presentation.

He said it was underground storage with a small footprint. He said the community had been looking at various options for over 30 years.

In response to a question he said the 3000 construction jobs would be spread out over a 4-year construction window with approximately 600 jobs at a time.

He said the company has 3 projects currently, and had been doing this type of work for a long time.

CITY ATTORNEY REPORT

Legal Counsel Jonathan Kara reported he had been working on:

- Federal railroad/Union Pacific regarding quiet zone
- Columbia Gorge Community College/Airport – training finger
- Community Development Department Land Use Ordinances
- Attending Virtual Oregon City Attorney Association Conference in May
 - Camping ordinance
 - HB 3115 – telecommuting/remote work
 - Public Contracting
 - Emergency preparedness

CITY COUNCIL REPORTS

Councilor Long-Curtiss reported

- 9 people received J&J vaccine at the shelter
- Urban Renewal Meeting
- Urban Renewal meeting 4/13
- Mental Health/Law Enforcement would like Council to readdress was to help
- Invited Council to visit the Shelter site, please let her know you are coming

Councilor Richardson reported:

- Urban Renewal Meeting
- Talking with others regarding Federal Street Plaza
- Community Clean up

Councilor McGlothlin reported:

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- Urban Renewal Meeting
- Urban Renewal Budget meeting

Councilor Runyon reported:

- Local Public Safety Meeting
- Wasco County Commission Meeting
- QLife Meeting – Wi Fi over City; Google Grants; City owns; Gorge.net runs.
 - Gorge.Net reviewing issues of connectivity
- Veteran Museum – 2nd Floor of City Hall Open Monday, Tuesday and Thursday 1-4pm
 - Looking for volunteers

Mayor Mays reported:

Community Outreach Team

Grand Opening for Center Market on 12th Street

CONSENT AGENDA

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

Items approved on the consent agenda were: 1) The minutes of the March 22, 2021 Regular City Council Meeting.

CONTRACT REVIEW BOARD ACTIONS

Authorization to award Contract No. 21-004 Timber Management Dog River Pipeline Replacement

Public Works Director Dave Anderson reviewed the staff report. He said the contract was to cut, and stack the logs for the Forest Service to use as they desired.

It was moved by McGlothlin and seconded by Runyon to authorize the City Manager to enter into contract with WyEast Timber Services LLC in an amount not to exceed \$82,000 for Contract No. 2021-004, the Dog River Pipeline Timber Management Consultant Services contract. The motion carried 5 to 0, McGlothlin, Runyon, Long-Curtiss, Randall, Richardson voting in favor; none opposed.

Authorization to award Contract No. 21-001 2021 Scrub Seal Street Maintenance Contract

Public Works Director Dave Anderson reviewed the staff report.

Long-Curtiss thanked Anderson for looking for other options.

It was moved by Long-Curtiss and seconded by Richardson to authorize the award of Contract No. 2021-001 for the 2021 Scrub Seal Contract to Sierra Santa Fe in an amount not to exceed \$71,720. The motion carried 5 to 0, Long-Curtiss, Richardson, McGlothlin, Runyon, Randall voting in favor; none opposed.

Authorization to award Contract No. 21-002 ADA Improvements Project

Public Works Director Dave Anderson reviewed the staff report.

He said the Brewery Grade Stairway was also included in the bid. In response to a question he said the cost for the stairwell was \$4700.

Anderson said the older ramps in the city no longer meet the standards set by the State. He said it would take decades to bring them all into compliance.

It was moved by Randall and seconded by McGlothlin to authorize the City Manager to enter into contract with Van Nevel Concrete and Curb for the 2021 ADA Improvement Project, Contract No. 2021-002, in an amount not to exceed \$217,414.17. The motion carried 5 to 0, Randall, McGlothlin, Long-Curtiss, Runyon, Richardson voting in favor; none opposed.

ACTION ITEMS

Consideration of Next Steps for the Employment Land Buildable Lands Inventory Report Project

Community Development Director Alice Cannon reviewed the staff report.

Mayor Mays asked if the owner of the Port property built on the land, would there be an ability to go back to LDC to change the Buildable Lands Inventory.

Long-Curtiss said part of the equation was number of jobs as well.

It was moved by Long-Curtiss and seconded by Randall to adopt the Employment Opportunities Analysis; Employment Buildable Lands Inventory, and amend the Comprehensive Plan for completion in summer 2021. The motion carried 5 to 0, Long-Curtiss, Randall, Runyon, Richardson, McGlothlin voting in favor; none opposed.

Authorization to Provide Water and Sanitary Sewer Services to Property Outside the City Limits

Public Works Director Dave Anderson reviewed the staff report.

It was moved by McGlothlin and seconded by Long-Curtiss to authorize the provision of City water and sanitary sewer services to the property identified as Tax Lot 1N 13E 11 AA 1501. The

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motion carried 5 to 0, McGlothlin, Long-Curtiss, Randall, Runyon, Richardson voting in favor; none opposed.

DISCUSSION ITEMS

2015 Taylor Lake Enterprise Zone Fee Distribution and Project Prioritization Report

Enterprise Zone Manager Matthew Klebes and Carrie Pipinich of Mid-Columbia Economic Development District reviewed the report.

They reviewed the proposal for how to allocate the 2015 Enterprise Zone Fee; using the Wasco County Economic Annual Project List as a starting point.

Klebes said the funding to Columbia Gorge Community College ended in 2021, therefore, the new process would start in January 2022. He said the amount was \$1.8 million annually.

Richardson said he would like a long-term process for allocation of all Google funds. He said Council needed to think of it as a 20-year process with between \$80 and \$100 million.

He said he would like more discussion. He said funding for the greater good, transparent, accountable and flexible.

Richardson said he wanted to ask City staff to dig into the question of how the City allocates its share of the funds. He questioned the number of City representative vs County wide representation on the committee.

He said there was time and he felt the City should take time to really think about the options. Klebes said they had discussions vetting the process that involved many people. He asked if Richardson was asking them to start over.

Richardson said no, he was asking the City to take time to think about options for use of the City's funds.

Pipinich said the EDC membership was by geography of the whole County, with Chambers.

Runyon said the Strategic Investment Program was different than this process. He said he saw where the lump sum could make a difference for a community. He asked if the City could make a different decision than the County.

Klebes said first the City and County could decide how much they each wanted to invest in the process. It didn't have to be all the funds. He said once that decision was made the EDC list would be used to determine a recommendation for the City and County to approve.

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There was some discussion on the ability to make funds available for things like Columbia Gorge Community College Training Center, if this process was followed. It was determined only if City and County hadn't invested all the funds into the proposed process.

City Manager Krueger said the EDC didn't fund projects; they compiled the list for use with grant applications and lobbying for Federal Funds.

Klebes defined non-reoccurring as capital projects; not operational costs.

Mayor Mays asked if the process would allow debt service over a period of years?

Klebes said that would need more thought.

It was the consensus of the Council to:

- Have City staff to do more research; look at policy and make a recommendation
- Give side by side review of options
- Perhaps a Town Hall meeting
- Major project list for the City

City Manager Krueger said staff would bring something back to the Council in about 4 weeks.

Pipinich said they had brought the proposal to the Council early in order to get feedback.

Klebes said the timeline would be extended to wait for the results of the next Council meeting where the topic is discussed.

ADJOURNMENT

Being no further business, the meeting adjourned at 7:48 p.m.

Submitted by/
Izetta Grossman, CMC
City Clerk

SIGNED:

Richard A. Mays, Mayor

ATTEST:

Izetta Grossman, CMC City Clerk

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RESOLUTION NO. 21-011

**A RESOLUTION CONCURRING WITH THE MAYOR'S APPOINTMENTS
TO VARIOUS COMMISSIONS AND COMMITTEES**

WHEREAS, there are expiring terms on the City of The Dalles Traffic Safety Commission; and on the Historic Landmarks Commission; and

WHEREAS, the Mayor has elected to reappoint Russ Brown and Mike Kilkenny to the Traffic Safety Commission; and to reappoint Bev Eagy and Doug Leash to the Historic Landmarks Commission;

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

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

Russ Brown and Mike Kilkenny to the Traffic Safety Commission with terms to expire April 30, 2025; and

Bev Eagy and Doug Leash to the Historic Landmarks Commission with terms to expires May 31, 2025.

Section 2. This Resolution shall be effective April 26, 2021.

PASSED AND ADOPTED THIS 26th DAY OF APRIL, 2021.

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

AND APPROVED BY THE MAYOR THIS 26th DAY OF APRIL, 2021.

SIGNED: _____ ATTEST: _____

Richard A. Mays, Mayor

Izetta Grossman, CMC, City Clerk

RESOLUTION NO. 20-012

**A RESOLUTION ASSESSING THE REAL PROPERTY LOCATED AT
761 RICHLAND COURT FOR THE COSTS OF ABATEMENT OF
JUNK, GARBAGE, and VEGETATION**

WHEREAS, the City Code Enforcement Officer, posted a Notice to Abate Nuisance upon the following listed property on the date shown below;

<u>Property</u>	<u>Assessor's Map No.</u>	<u>Date of Posting</u>
761 Richland	2N 13E 29 DC 5900	March 3, 2021

and

WHEREAS, the following persons are the owner of the following listed property;

<u>Property</u>	<u>Owner</u>
761 Richland	Keith Bright

and

WHEREAS, the Notice to Abate Nuisance required the removal of junk from the listed property pursuant to the provisions of Section 5.04.110 of The Dalles Municipal Code; and

WHEREAS, the Notice to Abate Nuisance further provided that if the nuisance conditions were not abated, the City would hire a contractor to abate the nuisance conditions, and the costs of the abatement would be charged to the owner of the property, and become a lien upon the property; and

WHEREAS, as a result of the owner's failure to abate the nuisance conditions on the property, the City hired the following listed contractor, who abated the nuisance conditions on the date listed below, for the cost listed below;

<u>Property</u>	<u>Contractor</u>	<u>Date of Abatement</u>	<u>Cost</u>
409 East 8 th Street	FLI Landscape	March 19, 2021	\$3950.00

and

WHEREAS, pursuant to Section 5.04.170 of The Dalles Municipal Code, on March 25, 2021 the City Clerk sent a Notice of Assessment by certified mail to Enrique & Tammy Perez advising them that the total cost of the assessment for the property was \$4450.00, which included

a \$500.00 administrative fee required by Section 5.04.160(C) of The Dalles Municipal Code, and that the listed sum would become a lien upon the property if the amount was not paid by April 9, 2021 by Keith Bright; and

WHEREAS, the March 25, 2021 Notice of Assessment to Mr. Bright advised them they had until March 29, 2015 to file any objections to the proposed assessment; and

WHEREAS, Mr. Bright failed to file any objection by the stated deadline, and failed to pay the balance of the assessment by the deadline listed in the Notice of Assessment, and the City Council finds that the statement of the amount of the proposed assessment is correct, and that no reason exists to justify any delay in proceeding with the imposition of a lien upon the property for the cost of the assessment;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE DALLES RESOLVES AS FOLLOWS:

Section 1. Assessment. The cost of the abatement of the nuisance conditions consisting of the removal of junk for the property located at 761 Richland Court, is assessed upon the following property:

<u>Name/Address</u>	<u>Description</u>	<u>Final Assessment</u>
Keith Bright 761 Richland Court The Dalles, OR 97058	2N 13E 29 DC 5900	\$4450.00

The legal description for the property is shown in the attached Exhibit “A”.

Section 2. Docket Entry. Upon passage of this Resolution and its approval by the Mayor, the following information shall be entered into the City Electronic Lien Docket:

- a. The foregoing legal description of the property assessed.
- b. The name of the owners or statement that the owners are unknown.
- c. The sum assessed upon each lot or tract of land.
- d. The date of the docket entry.

Section 3. Notices/Collection of Assessment. The City Clerk is directed to proceed with notice and collection of the assessment in accordance with the procedures prescribed by State law for enforcement of liens and collection of assessments.

Section 4. Effective Date. This Resolution shall be effective as of April 26, 2021.

PASSED AND ADOPTED THIS 26th DAY OF APRIL, 2021.

Voting Yes, Councilors: _____

Voting No, Councilors: _____

Absent, Councilors: _____

Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 26th DAY OF APRIL, 2021.

Richard A. Mays, Mayor

Attest:

Izetta Grossman, CMC, City Clerk

EXHIBIT "A"
Legal Description for 761 Richland Court

SNIPES ACRES
BG ON W BDY TR 13 AT A PT 150 FT S OF
NW COR SD TR & E 75 FT FM W LI SD TR
FOR THE TPOB;
TH CONTINUE E 75 FT;
TH N 65 FT;
TH W 75 FT;
TH S 65 FT TO POB.



AGENDA STAFF REPORT

AGENDA LOCATION: Public Hearing Item #11A

MEETING DATE: April 26, 2021

TO: Honorable Mayor and City Council

FROM: Dawn Marie Hert, Senior Planner
Community Development Department

ISSUE: Public Hearing to consider annexation (ANX #74-21 & ANX #77-21) of two properties located in the 1400 Block of West 13th Street

BACKGROUND

This public hearing is to allow for consideration of a request to annex two properties and receive public testimony. The affected properties and adjacent right-of-way to be annexed are shown in the attached map (See EXHIBIT A). All parcels are residential with property owner consents to annex, signed in conjunction with a past Minor Partition/Subdivision or as part of an out of City Utility Connection request.

NOTICE

A letter was sent to each of the affected property owners on April 13, 2021, notifying them of this public hearing. Notice of the hearing was published in the local newspaper, Gorge News, on April 14, 2021 as required by Oregon law and The Dalles Municipal Code, Section 10.14.010.030 and Section 10.30.020.060.

PROCESS

These annexation applications are 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**, annexations shall be subject to the following 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: All properties included in this annexation are contiguous to the City limits and are consent annexations.

- B. *The territory is within the urban growth area.*

FINDING #2: All of the properties are 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 properties are zoned residential and are currently vacant with plans to site and construct new single family homes either in process or planned in the near future.

- 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: These areas can be served without negatively impacting other areas within the City. This has been confirmed by the Public Works Director.

- E. *The annexation conforms to the Comprehensive Plan.*

FINDING #5: Goal #14, Urbanization, of the City’s Comprehensive Plan is, “To provide for an orderly and efficient transition from rural to urban land use.” Sub-goal #2 of Goal #14 is, “To 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. The proposed annexations are 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 annexations have been conducted in accordance with the relevant provisions to annexation set forth in the Oregon revised statutes, including ORS 222.125.

Policy #5 listed in Goal #14 of the City’s Comprehensive Plan provides as follows:

- 5. *Encourage the orderly annexation of land within the Urban Growth Boundary to the City of The Dalles.*
 - A. *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.

- B. 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.*
- C. Upon annexation an official plat of the parcel(s) in question shall be filed if such document does not exist. Any plat shall be subject to review by the Planning Director, City Planning Commission and the City Council as set forth in the Subdivision Ordinance.*

FINDING #6: Sub-goal #3 of Goal #14 of the Comprehensive Plan is, “To provide for the orderly and efficient provision of public facilities and services.” The proposed annexations comply with the urbanization goal set forth and Goal #14, in that they encourage the orderly annexation of land within the Urban Growth Boundary of the City of The Dalles. The properties to be included in the annexations have been planned for extension of public facilities and utilities. Extension of the city limit boundaries to include the properties will allow the City to maintain the facilities and utilities in proper working order to provide services to the future residences located on these properties.,

Inclusion of these properties within the city limits will provide an opportunity for the City to plan and design its public utilities and facilities, including streets, storm systems, water and sanitary sewer systems to ensure the City can provide the necessary public services to its citizens in an orderly and efficient manner. The proposed annexations are reasonable; they are consistent with the provisions of the City’s Comprehensive Plan and the intergovernmental agreement with Wasco County for the joint management of property within the Urban Growth Area for the reasons set forth above. Annexation will allow the City to continue providing necessary services for the residents of the properties. Inclusion of these properties within the city limits will also transfer responsibility for law enforcement activities related to these properties to the City. This will create a more uniform and efficient system of law enforcement, eliminating confusion over which law-enforcement agency is responsible for providing services to the properties

PROPERTIES TO BE ANNEXED

The map identifying the two parcels to be annexed is attached for reference. Both properties are located in the 1400 Block of West 13th Street, further described as 1N 13E 4BB tax lots 6100 and 6200. In addition, the adjacent rights-of-way will also be annexed in this process.

BUDGET IMPLICATIONS

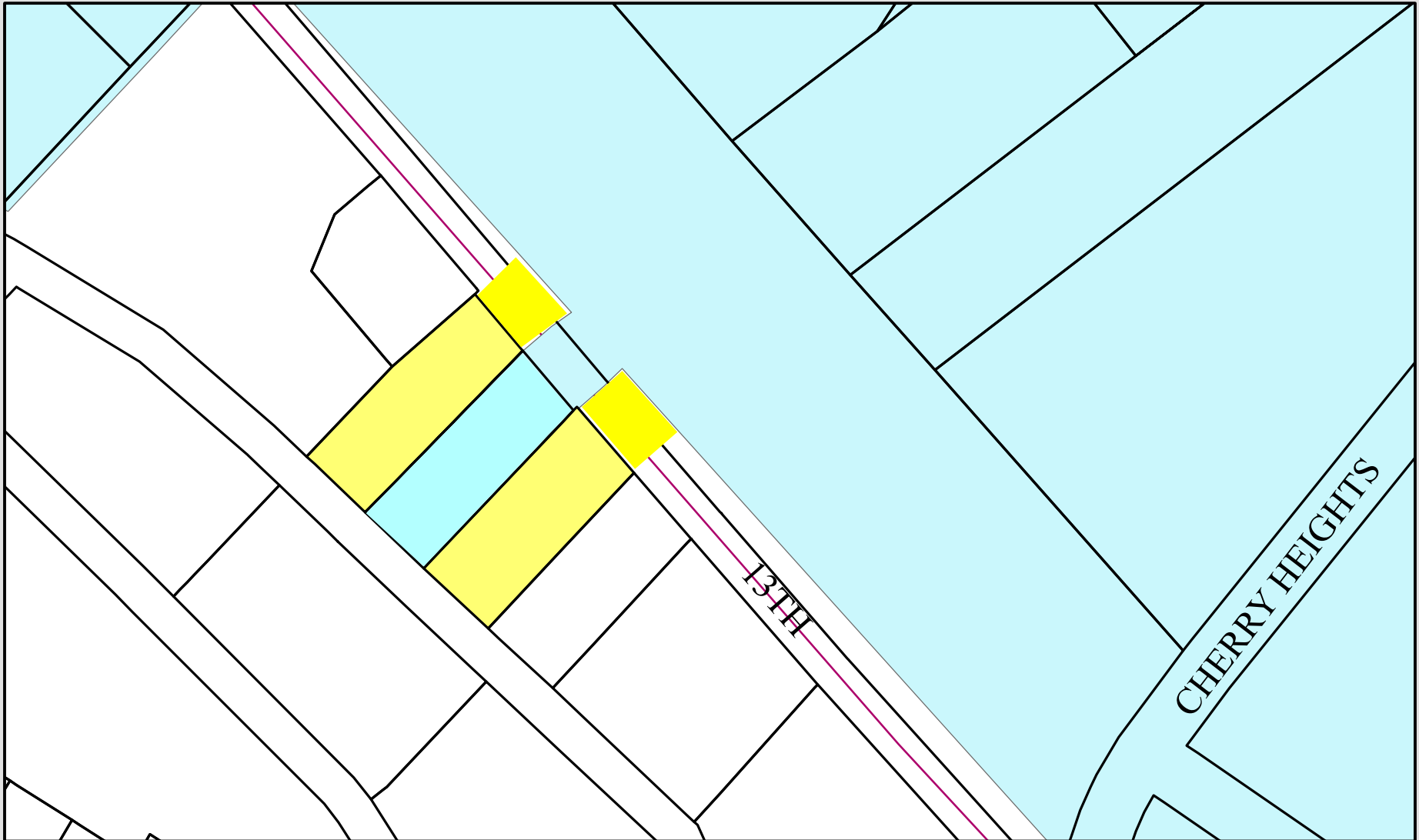
Completion of the annexations will result in additional property taxes paid to the City for annexed private property. The annexations are planned to be completed in time for the City to begin receiving its share of property taxes from the designated parcels in November 2022. The City will begin receiving additional revenue from the utilities that have franchises that will apply to the newly annexed properties, and will begin collecting franchise fees from these properties upon annexation.

COUNCIL ALTERNATIVES





1. **Staff Recommendation:** *Move to approve the proposed consent annexations for two properties located in the 1400 block of West 13th, as detailed in application ANX#74-21, and ANX#77-21 and direct staff to prepare an ordinance declaring the properties to be annexed, for adoption at a Council meeting in May 2021.*
2. Move to deny approval of applications ANX#74-21 and ANX#77-21.

ATTACHMENTS

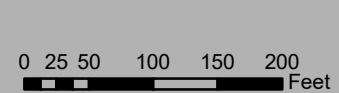
Exhibit A – Maps of properties proposed to be annexed.



Legend

-  Taxlots
-  Subject Parcels
-  City Limits
-  Roads

ANX#74-21, Bruce & LaJuana Decker
 ANX#77-21, Lacy Lloyd
 Consent annexation of two parcels:
 Map 1N 13E 4BB
 Tax lots 6100 & 6200



Community Development Dept.
 Legislative Public Hearing
 April 26, 2021



AGENDA STAFF REPORT

AGENDA LOCATION: Public Hearing Item #11B

MEETING DATE: April 26, 2021

TO: Honorable Mayor and City Council

FROM: Dawn Marie Hert, Senior Planner
Community Development Department

ISSUE: Public Hearing to consider annexation (ANX #76-21) of properties located in the 2500 Block of East 17th and 18th Streets, further described as: 1N 13E 11A, tax lots 1400, 1500, 1501, 1502, and 1503

BACKGROUND

This public hearing is to allow for consideration of a request to annex five properties and receive public testimony. There are five properties included in this annexation, as shown on the attached map. All parcels are residential with property owner consents to annex, signed in conjunction with a Minor Partition or as part of an out-of-city Utility Connection request.

NOTICE

A letter was sent to each of the affected property owners on April 13, 2021, notifying them of this public hearing. Notice of the hearing was published in the local newspaper, Gorge News, on April 14, 2021 as required by Oregon law and The Dalles Municipal Code, Section 10.14.010.030 and Section 10.30.020.060.

PROCESS

This 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**, annexations shall be subject to the following 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: All properties included in this annexation are contiguous to the City limits and are consent annexations.

- B. The territory is within the urban growth area.*

FINDING #2: All of the properties are 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 properties are zoned residential and currently vacant with plans to site and construct new homes either in process or planned in the near future.

- 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: These areas can be served without negatively impacting other areas within the City. This has been confirmed by the Public Works Director.

- E. The annexation conforms to the Comprehensive Plan.*

FINDING #5: Goal #14, Urbanization, of the City's Comprehensive Plan is, "To provide for an orderly and efficient transition from rural to urban land use." Sub-goal #2 of Goal #14 is, "To 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. The proposed annexations are 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 annexations have been conducted in accordance with the relevant provisions to annexation set forth in the Oregon revised statutes, including ORS 222.125.

Policy #5 listed in Goal #14 of the City's Comprehensive Plan provides as follows:

- 5. Encourage the orderly annexation of land within the Urban Growth Boundary to the City of The Dalles.
 - A. 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.

- B. 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.*
- C. Upon annexation an official plat of the parcel(s) in question shall be filed if such document does not exist. Any plat shall be subject to review by the Planning Director, City Planning Commission and the City Council as set forth in the Subdivision Ordinance.*

FINDING #6: Sub-goal #3 of Goal #14 of the Comprehensive Plan is, “To provide for the orderly and efficient provision of public facilities and services.” The proposed annexations comply with the urbanization goal set forth and Goal #14, in that they encourage the orderly annexation of land within the Urban Growth Boundary of the City of The Dalles. The properties to be included in the annexations have been planned for extension of public facilities and utilities. . Extension of the city limit boundaries to include the properties will allow the City to maintain the facilities and utilities in proper working order to provide services to the future residences located on these properties. Inclusion of these properties within the city limits will provide an opportunity for the City to plan and design its public utilities and facilities, including streets, storm systems, water and sanitary sewer systems to ensure the City can provide the necessary public services to its citizens in an orderly and efficient manner. The proposed annexations are reasonable; they are consistent with the provisions of the City’s Comprehensive Plan and the intergovernmental agreement with Wasco County for the joint management of property within the Urban Growth Area for the reasons set forth above. Annexation will allow the City to continue providing necessary services for the residents of the properties. Inclusion of these properties within the city limits will also transfer responsibility for law enforcement activities related to these properties to the City. This will create a more uniform and efficient system of law enforcement, eliminating confusion over which law-enforcement agency is responsible for providing services to the properties

PROPERTIES TO BE ANNEXED

The map identifying the five parcels to be annexed is attached for reference. The properties are located in the 2500 Block of East 17th and 18th Streets, further described as: 1N 13E 11A, tax lots 1400, 1500, 1501, 1502, and 1503. In addition, the adjacent rights-of-way will also be annexed in this process.

BUDGET IMPLICATIONS

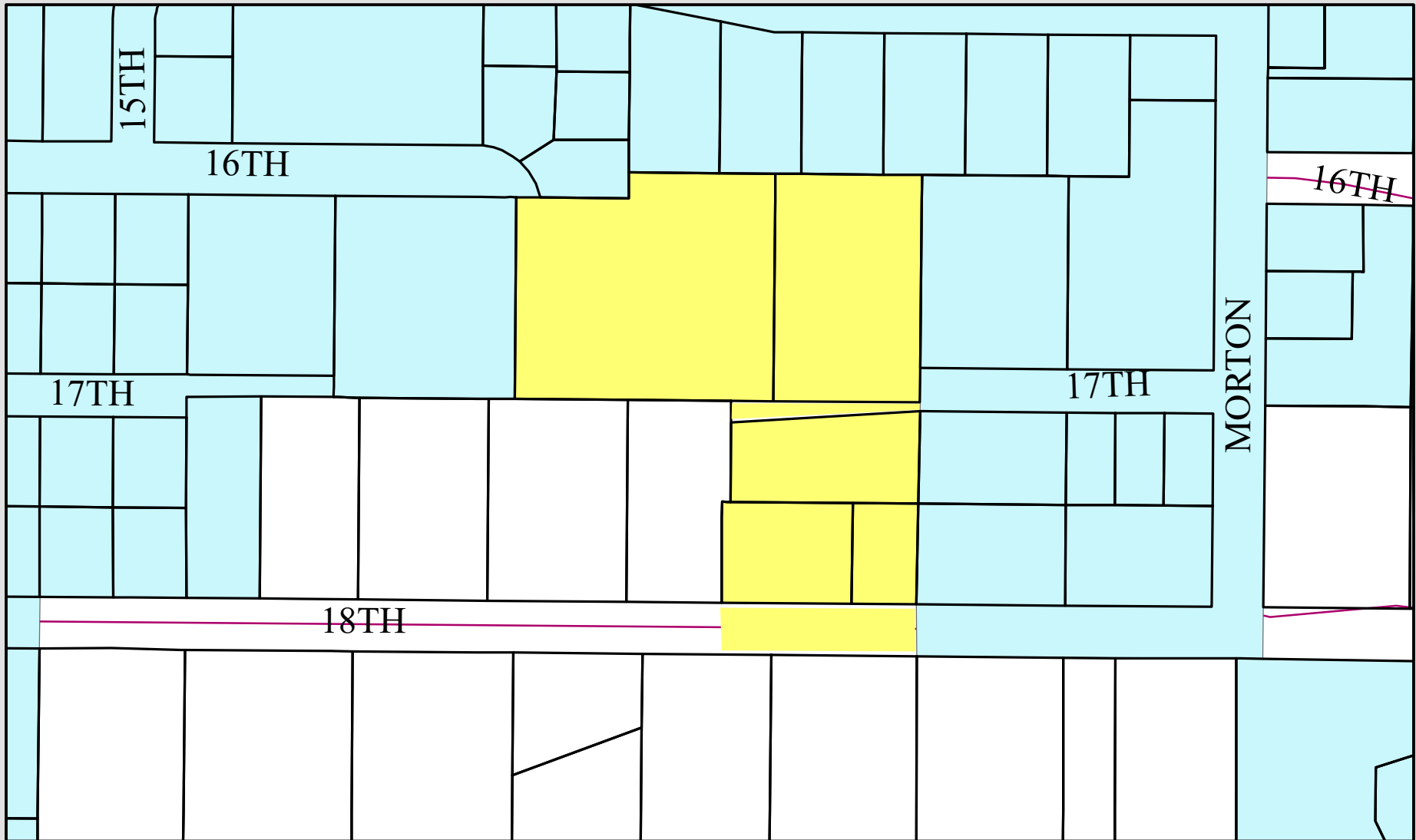
Completion of the annexations will result in additional property taxes paid to the City on private property. The annexations are planned to be completed in time for the City to begin receiving its share of property taxes from the designated parcels in November 2022. The City will begin receiving additional revenue from the utilities that have franchises that will apply to the newly annexed properties, and will begin collecting franchise fees from these properties upon annexation.

COUNCIL ALTERNATIVES





1. **Staff Recommendation:** *Move to approve the proposed consent annexations for properties located in the 2500 block of East 17th and East 18th Streets, as detailed in application ANX#76-21, and direct staff to prepare an ordinance declaring the properties to be annexed, for adoption at a Council meeting in May 2021.*
2. Move to deny approval of application ANX#76-21.

ATTACHMENTS

Exhibit A – Map of properties proposed to be annexed.



Legend

-  Taxlots
-  Subject Parcels
-  TheDallesCityLimits
-  Roads

ANX#76-21, City of The Dalles
 Consent Annexation of Five Parcels:
 Map 1N 13E 11 A
 Tax lots 1400, 1500, 1501,
 1502 & 1503



Community Development Dept.
 Legislative Public Hearing
 April 26, 2021



AGENDA STAFF REPORT

AGENDA LOCATION: Public Hearing Item#11C

MEETING DATE: April 26, 2021

TO: Honorable Mayor and City Council

FROM: Dawn Marie Hert, Senior Planner
Community Development Department

ISSUE: Public Hearing to consider annexation (ANX #75-21) of two properties located in the 2800 Block of East 10th and 12th Streets, further described as 1N 13E 1C, tax lots 200 and 201

BACKGROUND

This public hearing is to consider of a request to annex two properties and receive public testimony. The affected properties and adjacent right-of-way to be annexed are shown in the attached map (See EXHIBIT A). Both parcels are residential with property owner consents to annex, signed in conjunction with a past Minor Partition and Subdivision.

NOTICE

A letter was sent to each of the affected property owners on April 13, 2021, notifying them of this public hearing. Notice of the hearing was published in the local newspaper, Gorge News, on April 14, 2021 as required by Oregon law and The Dalles Municipal Code, Section 10.14.010.030 and Section 10.30.020.060.

PROCESS

These annexation applications are 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**, annexations shall be subject to the following 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: All properties included in this annexation are contiguous to the City limits and are consent annexations.

- B. *The territory is within the urban growth area.*

FINDING #2: All of the properties are 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 properties are zoned residential and currently vacant with plans to site and construct new homes either in process or planned in the near future.

- 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: These areas can be served without negatively impacting other areas within the City. This has been confirmed by the Public Works Director.

- E. *The annexation conforms to the Comprehensive Plan.*

FINDING #5: Goal #14, Urbanization, of the City's Comprehensive Plan is, "To provide for an orderly and efficient transition from rural to urban land use." Sub-goal #2 of Goal #14 is, "To 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. The proposed annexations are 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 annexations have been conducted in accordance with the relevant provisions to annexation set forth in the Oregon revised statutes, including ORS 222.125.

Policy #5 listed in Goal #14 of the City's Comprehensive Plan provides as follows:

5. *Encourage the orderly annexation of land within the Urban Growth Boundary to the City of The Dalles.*
 - A. *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.

- B. 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.*
- C. Upon annexation an official plat of the parcel(s) in question shall be filed if such document does not exist. Any plat shall be subject to review by the Planning Director, City Planning Commission and the City Council as set forth in the Subdivision Ordinance.*

FINDING #6: Sub-goal #3 of Goal #14 of the Comprehensive Plan is, “To provide for the orderly and efficient provision of public facilities and services.” The proposed annexations comply with the urbanization goal set forth and Goal #14, in that they encourage the orderly annexation of land within the Urban Growth Boundary of the City of The Dalles. The properties to be included in the annexations have been planned for extension of public facilities and utilities. . Extension of the city limit boundaries to include the properties will allow the City to maintain the facilities and utilities in proper working order to provide services to the future residences located on these properties. Inclusion of these properties within the city limits will provide an opportunity for the City to plan and design its public utilities and facilities, including streets, storm systems, water and sanitary sewer systems to ensure the City can provide the necessary public services to its citizens in an orderly and efficient manner. The proposed annexations are reasonable; they are consistent with the provisions of the City’s Comprehensive Plan and the intergovernmental agreement with Wasco County for the joint management of property within the Urban Growth Area for the reasons set forth above. Annexation will allow the City to continue providing necessary services for the residents of the properties. Inclusion of these properties within the city limits will also transfer responsibility for law enforcement activities related to these properties to the City. This will create a more uniform and efficient system of law enforcement, eliminating confusion over which law-enforcement agency is responsible for providing services to the properties

PROPERTIES TO BE ANNEXED

The map identifying the two parcels to be annexed is attached for reference. Both properties are located in the 2800 Block of East 10th and 12th Streets, further described as 1N 13E 1C tax lots 200 and 201. In addition, the adjacent rights-of-way will also be annexed in this process.

BUDGET IMPLICATIONS

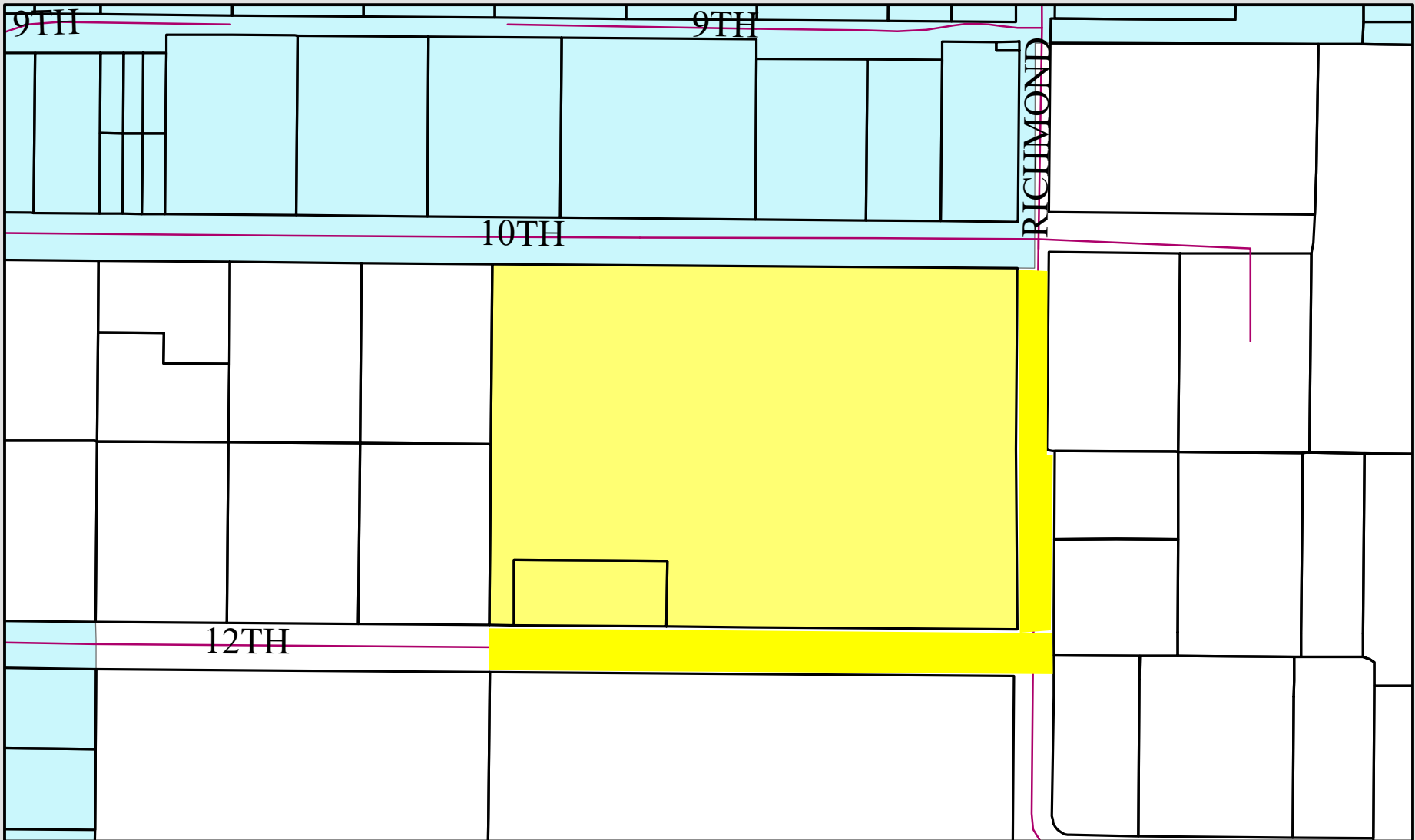
Completion of the annexations will result in additional property taxes paid to the City on private property. The annexations are planned to be completed in time for the City to begin receiving its share of property taxes from the designated parcels in November 2022. The City will begin receiving additional revenue from the utilities that have franchises that will apply to the newly annexed properties, and will begin collecting franchise fees from these properties upon annexation.

COUNCIL ALTERNATIVES





1. **Staff Recommendation:** *Move to approve the proposed consent annexations for two properties located in the 2800 block of East 10th and 12th Streets, as detailed in application ANX#75-21 and direct staff to prepare an ordinance declaring the properties to be annexed, for adoption at a Council meeting in May 2021.*
2. Move to deny approval of application ANX#75-21.

ATTACHMENTS

Exhibit A – Maps of properties proposed to be annexed.

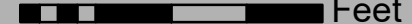


Legend

-  Roads
-  Taxlots
-  Subject Parcels
-  City Limits

ANX#75-21, Legacy Development Group
 & Riverview Orchards, LLC
 Consent Annexation of Two Parcels:
 Map 1N 13E 1C, tax lots 201 & 200

0 75 150 225 300
 Feet



Community Development Dept.
 Legislative Public Hearing
 April 26, 2021



AGENDA STAFF REPORT

AGENDA LOCATION: Contract Review Board Item #12A

MEETING DATE: April 26, 2021

TO: Honorable Mayor and City Council

FROM: Dave Anderson, Public Works Director

ISSUE: Award of Professional Service Contract for the Engineering Design for the Dog River Pipeline Replacement Project, Contract No. 2020-009

BACKGROUND: In the latter part of 2020, staff developed and advertised a Request for Proposals (RFP) for engineering services to complete the design for the Dog River Pipeline Replacement project. The contract to be issued under this RFP will complete the engineering design for the new pipeline and develop the construction contract documents that will be used to solicit bids to build the project. Oregon Administrative Rules require that most public contracts for engineering and architectural services that are expected to be over \$100,000 be awarded using a Qualification-Based Selection (QBS) process. QBS requires that proposals be received and evaluated without any regard to pricing. Rather than considering price, proposals are to be evaluated based solely upon the qualifications of the proposers to do the work that is being requested. The City then enters into negotiations with the highest-qualified proposer to develop contract terms and pricing to complete the project. If negotiations with the highest-ranked proposer were to be unsuccessful, the City could then enter into negotiations with the second-ranked proposer. Once negotiations are terminated with a proposer, the City cannot later go back to that proposer to re-initiate negotiations.

While the effort to design a pipeline can often be fairly straight forward, the scope of work for this contract is complicated by the fact that it requires coordination with a number of agencies to complete all the needed design work, and involves work beyond the basic design of a pipeline. This project includes coordination with and/or approvals from the following agencies.

- Oregon Department of Fish and Wildlife (ODFW) for the design and approval of fish screening and passage systems at the Dog River Pipeline intake and a culvert

that is to be installed on Brooks Meadow Creek. The intake has some unique challenges that must be addressed in the design of a screening system that may lead to prolonged negotiations with ODFW to finalize their approval.

- Oregon Division of State Lands (ODL) and the US Army Corps of Engineers for in-water work permits; the design engineer will need to prepare and submit these permit applications based upon the details of their design.
- Oregon State Historic Preservation Office (SHPO) for a number of historic resources that require consideration and approval of associated preservation plans.
- US Forest Service and recreational user groups to minimize the impacts to users of the Surveyors Ridge Trail.
- Lastly, although authorization to construct the project has been received from the US Forest Service, there will still be a significant but unknown amount of coordination, guidance and direction that needs to be obtained to implement the project. Some of the project elements for which guidance will be needed include size and location of staging areas, disposal of tree stumps, number and location of access corridors from roads to the pipeline corridor, disposal of excavation spoils, allowable methods of rock excavation, sources of weed-free backfill materials, etc.

All of this required coordination with various agencies adds effort and uncertainty to the scope of work for the design contract, and therefore affects the price of the contract.

The City advertised the RFP for six weeks in an effort to maximize the number of proposals received; 12 firms attended the pre-proposal meeting for the project that was conducted virtually. Ultimately, due to the complexity of the project and the aggressive schedule to complete the design within 9 months, three proposals were received from qualified firms. The proposals were reviewed and evaluated using scoring criteria provided in the RFP by an evaluation team made up of the Public Works Director, Assistant Public Works Director, City Engineer and two Project Engineers. The process that was utilized required each evaluator to independently review and score the proposals. The evaluation team then met to share comments after which each reviewer independently finalized their scoring, and that scoring was used to calculate average scores for each proposal. The proposals were ultimately scored and ranked as follows:

Proposer	Avg Score (100 pts possible)
Jacobs Engineering Group	92.4
Tetra Tech Inc	84.6
Stantec Consulting Services	80.4

Four of the five evaluators ranked Jacobs as the most qualified proposer.

The proposal from Jacobs stood out as the best proposal received for a number of reasons. One of the key elements of their proposal was that they intend to involve a construction contractor who has experience constructing pipelines in forested environments to review and inform the design. This review is intended to ensure that the design of the project provides a set of specifications that can most efficiently be constructed given the unique challenges of working in a forest. The Jacobs proposal provided the most complete programs for reaching out to forest recreational users and curation of historic resources. The proposal anticipates evaluating four different fish screen types for the project, more than any other proposers. Their proposal provided the

most comprehensive permitting-support program for the project. And lastly, Jacobs proposed working with the Forest Service to determine if quarries located on Forest Service lands near the project site could be used during construction as a source of backfill rock which could provide very significant savings during construction rather than having to haul crushed rock from sources many miles away. All of these elements were unique to the proposal from Jacobs and deemed by the evaluation team to be beneficial to the project.

The cost of the proposed contract with Jacobs is significant at \$1,822,442; \$374,151 of that cost is related to permitting for the project and includes \$126,996 of City-owned contingency allocated for potential additional permitting tasks. The cost for the contract was developed using, in part, the experience of Jacobs on similar projects. Payments for work under the contract will be on a time and materials basis for work completed up to the contracted not-to-exceed cost. The project implementation team will continually look for ways to save money during the project such as trying to complete permitting and obtaining needed guidance from agencies with fewer meetings. Only the amount of work that is necessary for the project will be done.

BUDGET ALLOCATION: Fund 53, the Water Reserve Fund, allocates \$10,267,977 for the Dog River Pipeline Replacement Project. This professional services agreement for the design engineering of the pipeline is part of the work anticipated within that budgeted amount. The City previously awarded a contract of up to \$82,000 for Timber Management Consultant Services from this amount leaving a balance of \$10,185,977. There are adequate funds available for this contract.

ALTERNATIVES:

- A. **Staff Recommendation:** *Move to authorize the City Manager to enter into contract with Jacobs Engineering Group in an amount not to exceed \$1,822,442 for Contract No. 2020-009, the Dog River Pipeline Replacement Design Project.*
- B. Deny authorization to award contract No. 2020-009 to Jacobs Engineering Group and provide additional direction to staff.



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #13A

MEETING DATE: April 12, 2021

TO: Honorable Mayor and City Council

FROM: Julie Krueger, City Manager

ISSUE: Approval of the FY 2021-22 Scope of Work and Budget for Tourism Services by The Dalles Area Chamber of Commerce; Presentation of Annual Report

BACKGROUND: The Chamber of Commerce has provided the attached scope of work and proposed budget for City Council consideration. The current budget (FY 20-21) was reduced by nearly 50% because we expected a sharp decrease in transient room tax revenues. For the 21-22 fiscal year, we are forecasting the room tax revenue to increase as COVID restrictions ease. The 21-22 proposal is approximately 75% of the usual budget, with a focus on marketing on the Fall season of tourism.

The proposed Scope of Work and budget are aligned with the City's expectations for tourism in the City that were outlined in the 2018 work session, including funding for local events, local advertising, strong digital presence and an emphasis on promoting shoulder season activities.

BUDGET IMPLICATIONS: Funding for the tourism program is included in the annual budget. The budget will reflect whatever decision is made by the City Council when they approve the scope of work and budget presented by the Chamber. As stated in the background, this budget is approximately 75% of the typical annual budget for tourism.

COUNCIL ALTERNATIVES:

1. **Staff recommendation:** *Move to approve the proposed tourism work scope and budget with Chamber of Commerce in the amount of \$245,000.*
2. Direct staff to provide additional information and schedule the matter for consideration at a future meeting.
3. The Council could determine to provide a higher or lower amount of funding, which would change the scope of work.



2020 - 2021 Tourism

Annual Report

as of April 14th, 2021



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

Community Marketing Work Plan

2020-2021

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 urgency 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. Marketing Avenues

5. Campaign Overview

6. Marketing Plan Elements

7. Work Plan Overview

8. Goals & Objectives

9. Personnel

10. 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 strategic plans, 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
- Year-round promotions with an emphasis on shoulder seasons
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors coming to Oregon for a Gorge experience to come to The Dalles
- 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.)
- Support and enhance shoulder season tourism events
- Increased media post/articles on The Dalles
- Increased focus on the Portland market

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



3. Targeted Audience Continued

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

Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Oregon Coast (Astoria, Seaside, Newport, Florence)
- Interstate 5 Corridor (Salem, Albany, Eugene, Roseburg)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

4. 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
- Professional video production for targeted advertising campaign
- Video syndication via branded Youtube channel, regional Hood-Gorge, and Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercials on three Fox stations with outdoor programming sponsorships / airing weekly / April to October
- Reel Sportsmen - (Title Sponsorship) includes intro/credits logo, logo/link on episode website, 30 sec commercial placement on all 13 episodes (10 channels + 11 affiliate stations across MT/ID/WA)
- Radio Ads for outdoor recreation airing on 60+ stations across the US on a weekly basis / 12 months
- Billboard on I-84 for “Explore The Dalles” (or something similar) / 12 months

5. 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” (or something similar) with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)



6. Marketing Plan Elements

2020-2021 Tourism Marketing Strategy Development:

- ◆ Targeted media and advertising campaign development
- ◆ Enhance visitor information & services, tourism and events
- ◆ Printed media development: Historical Walking Tour
- ◆ Tourism events identification, assistance with planning, distribute to Northwest Calendars
- ◆ Increase the ExploreTheDalles.com pages with more info, itineraries, pictures, and video
- ◆ Work with Community partners to build tourism events during shoulder season
- ◆ Lead/nurture all efforts concerning the 'revamped' East Gorge Food Trail (v2.0)

7. 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, September – May; 6 days a week Memorial Day thru Labor Day [*3.0 FTE, with 6 staff consisting of part time, full time, and seasonal*]
- **Continually** update and distribute visitor information to hotels, restaurants and other businesses. Maintain visitor information binders provided to front desk staff at all hotels, to be done annually in May of each year
- **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 PR partners (both new and continued) on strong public relations campaign that includes quarterly newsletters, story development, frequent communication with national and regional publications, coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our FAM tours
- **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



7. Work Plan Overview Continued

Community Marketing Continued

- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting on seven travel websites and one publication 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)
- **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 meetings in The Dalles area
- **Continue** to maintain and enhance ‘*Sunsational Charm Trail*’ to encourage foot traffic from tourists into our local businesses

Advertising

- **Promote** The Dalles cycling map (research if the map should be updated and reprinted) on local, regional and national cycling websites
- **Place** printed and online ads in the Oregon’s 1859 Magazine, Sunset, Oregon Events Calendar, True West, AAA (VIA), The Reel News, Salmon Trout & Steelheader, Northwest Fishing Reports TV & Web, Northwest Sportsman, Oregon Sportfishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, Northwest Fly Fishing, Flyfishing & Tying Journal, Columbia Gorge To Mt. Hood, Northwest Travel, and Portland Guide.
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising (working with local hospitality and tourism businesses to leverage advertising dollars) and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events that generate overnight stays working with the City of The Dalles to include the small grants program to be under the Chamber and follow TRT event grant process.

Partnerships

Maintain and maximize key partnerships with 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) / 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 / Wasco County Historic Landmarks / The Dalles Main Street Program / Eastern Oregon Visitors Association / Northwest Regional Chambers/Visitor Centers (continually looking for new opportunities and partnerships). Use current or create new partnerships to seek options to promote Agritourism.

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.



8. 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 *(make website more appealing and a one stop shop of information, for our community)*

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. Add Google analytics to each aspect for better and a targeted tracking.

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 \$336.88 per day in our community [Longwoods Ad Accountability, 2016/17, 2018]

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...

Track and report the number of packets given. Track number of visitors to attractions and Visitor Center. Report data to City Council (quarterly and annually).



PARTNERSHIPS

Objective...

Increased collaboration with tourism partners (i.e. Hood-Gorge regional RDMO, CGTA, Travel Oregon, Travel Portland, Northwest Outdoor Writers Association, Northwest Sportsmen's Show, Gary Lewis Outdoors, etc.). For transportation partnerships: CAT (Columbia Area Transit), which will provide transportation 7 days/week and offers access/connections to the The Dalles via the Columbia Gorge Express Shuttle.

Task...

Participate as an exhibitor in travel trade shows, venues, and exhibits, and communicate with partners about options for tours, retail, history, food, and beverages to help create more interest in our community

Measurable Outcome...

Track and report number of brochure packets distributed at each event or venue and the number of articles written or published due to partnerships





9. Personnel

Visitor Services

- Staff Visitor Center
Hours of Operation: M-F 9am - 4:00pm / Regular
M-S 9am - 4:00pm / Summer Season (begins Memorial Day thru Labor Day)
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 40+ 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
- 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
- Web Site Design and implementation for tourism audience
- Digital Promotion by email, web, and partners (quarterly newsletter to emails gained through trade shows and visitor lobby guest book)
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Work with PR firm for FAM / marketing
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community
- Seat on Tourism Committee

Administration

- Supervisor/Administrator for Tourism Staff
- Strategic Planning for Tourism and Community Marketing Plan
- Deliver reports to City Council

**The Dalles Area Chamber of Commerce
2020-2021 Tourism Budget**

		2019-2020	2020-2021
Personnel			
076-7600-750.31-10	<u>Salaries & Benefits</u>	\$ 152,867.02	\$ 93,000.00
Facilities			
076-7600-750.43-10	<u>Utilites</u>	\$ 4,200.00	\$ 4,000.00
076-7600-750.43-40	<u>Equipment Maintenance & Repair</u>	\$ 3,900.00	\$ 1,800.00
076-7600-750.44-10	<u>Rent</u>	\$ 8,702.40	\$ 8,702.00
Operations			
076-7600-750.39-00	<u>Administration</u>	\$ 11,000.00	\$ 5000.00
076-7600-750.53-20	<u>Postage</u>	\$ 500.00	\$ 500.00
076-7600-750.53-30	<u>Communications</u>	\$ 2,800.00	\$ 2,200.00
076-7600-750.58-10	<u>Travel & Mileage</u>	\$ 4,500.00	\$ 2,500.00
076-7600-750.58-50	<u>Professional Development</u>	\$ 2,500.00	\$ 500.00
076-7600-750.58-70	<u>Dues & Subscriptions</u>	\$ 1,530.58	\$ 500.00
076-7600-750.60-10	<u>Office Supplies</u>	\$ 2,500.00	\$ 750.00
Marketing			
076-7600-750.37-10	<u>Marketing</u>	\$ 66,500.00	\$ 38,233.00
076-7600-750.37-20	<u>Public Relations</u>	\$ 15,000.00	\$ 5,000.00
076-7600-750.37-30	<u>Billboard</u>	\$ 11,000.00	\$ 14,315.00
076-7600-750.37-30G	<u>Grants</u>	\$ 30,000.00	
076-7600-750.55-00	<u>Printing & Binding</u>	\$ 7,500.00	\$ 3,000.00
Total		\$ 325,000.00	\$ 180,000.00

Lodging Report



July 2020 – February 2021

Data Provided by*



Lodging Occupancy Report

July 2020 - June 2021

Month	Wasco County / Percentage of Occupancy			Pacific NW			United States		
	2020 /2021	2019 /2020	% of change	2020 /2021	2019 /2020	% of change	2020 /2021	2019 /2020	% of change
July	67.6	85.1	(20.5)	48.5	81.3	(40.4)	47.0	73.6	(36.1)
August	-	-	-	-	-	-	-	-	-
September	63.6	75.4	(15.61)	53.7	76.3	(29.66)	48.3	67.2	(28.16)
October	54.5	67.0	(18.65)	50.4	75.2	(32.96)	48.3	69.1	(30.12)
November	37.4	48.2	(22.41)	42.4	68.8	(38.40)	40.3	61.6	(34.49)
December	37.4	37.7	(0.80)	36.2	62.3	(41.96)	36.7	54.2	(32.31)
January	34.8	37.9	(8.22)	39.6	63.7	(37.80)	39.3	54.9	(28.30)
February	43.0	54.3	(20.80)	46.2	70.3	(34.37)	45.3	61.8	(26.64)
March									
April									
May									
June									

*Travel Oregon receives monthly reports on the trends in Oregon hotels', motels', and resorts' occupancy rates, average daily rates, room supply, and room demand, revenue per available room, room revenue. The research does not include campgrounds, RV parks or vacation homes.

Visitor Information Report



July 2020 – March 2021

Tourism Lobby Statistics 2020 / 2021

		Walk-ins	Phone	Relocation	Welcome	Cruise Boat Charm Trail	Tourism Packets	Bulk	Postage	Walk-In Visitor's Country (Top 5)	Walk-In Visitor's State (Top 5)
				Packets	Packets				(tourism)		
2020	July	249	263	5			2	0	\$6.20	Canada	OR, WA, NV, NY, WY
	August	127	186	5			3	0	\$10.65	USA	OR, WA, NY, TN, CA, MN, UT, TX
	September	467	282		6		3		\$4.80	Spain	OR, WA TN Ak, CA IA, MN, IL, OH, MD, AL FL
	October	141	165	3			3		\$4.45		
	November	162	213	3			1		\$3.00		
	December	190	307								

2021	January	156	295				5		\$15.15		
	February	169	234				7		\$9.75		
	March	204	262								
	April										
	May										
	June										

Totals 1865 2207 16 6 0 24 0 \$54.00

	Walk-ins	Phone	Tourism Mailed	Reloc Pkts	Welcome Explore TD	Cruise Ships	Postage
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							

Website Statistics Report



July 2020 – March 2021



TheDallesChamber.com / ExploreTheDalles.com
Website Statistics
July 2020 - June 2021



July 1, 2020 - June 30, 2021

Month	Sessions	Users	Page Views	Most Viewed Pages	New Visitor %	Returning %	Top Cities	Users	%	
July	3,312	2,633	7,636	Front Page, All About the Cherry, Business Directory, Events	84.2	15.8	The Dalles	2,749	14.18	
August	2,163	1,815	4,139	Front Page, Events, Newsletter, Business Directory, Fishing	84.4	15.6	Portland	2,058	10.61	
September	2,129	1,817	4,103	Front Page, Business Directory, Fishing, Newsletter, Events	86.2	13.8	Hood River	1,912	9.86	
October	2,591	2,107	4,677	Front Page, Events, Newsletter, Jobs, Business Directory, Calendar	84.8	15.2	Seattle	415	2.14	
November	2,724	2,079	5,118	Front Page, Events, Starlight Parade, Gift Card, Calendar	81.8	18.2	*Not Set By Google			
December	2,960	2,247	6,161	Gift Card, Events, Business Directory, Newsletter, Events	80.8	19.2	Top Ages	%	Gender	%
January	7,320	3,185	9,200	Front Page, Gift Card, Newsletter, Calendar, Business Directory, Fishing	66.7	34.3	18-24	9.12	F	54
February	2,030	1,606	4,073	Front Page, Nerdy Best Friend, Business Directory, Newsletter, Calendar	82.5	17.5	25-34	21.28	M	46
March	2,650	2,189	5,313	Front Page, Calendar, Business Directory, Fishing, Gift Card	84.1	15.9	35-44	16.62		
April							45-54	17.01		
May							55-64	19.14		
June							65+	16.82		
	27,879	19,678	50,420							

Advertising Samples



July 2020 – March 2021

2020 / 2021

Samples of the Ads that circulated in various publications

EXPLORE
The
DALLES

THE DALLES AREA CHAMBER OF COMMERCE
404 W 2ND ST.
THE DALLES, OR 97058
800-255-3385
WWW.EXPLORETHEDALLES.COM

EXPLORE THE DALLES

RIVERFRONT TRAIL
WATERFRONT DINING
WINE TASTING BY THE RIVER
MUSEUM OF HISTORY & LIVE RAPTORS
LOGGING WITH A RIVERFRONT VIEW
Outstanding Fishing

www.ExploreTheDalles.com
541.296.2231

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The Dalles, OR

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Create Your Adventure Today
ExploreTheDalles.com • 1-800-255-3385 • #exploredalles

When you are ready...

Explore

The Dalles, Oregon

EXPLORE THE DALLES

ExploreTheDalles.com
1-800-255-3385

The Dalles, Oregon

EXPLORE THE DALLES

Simply Sunsational!

THE DALLES AREA CHAMBER OF COMMERCE
1-800-255-3385
www.ExploreTheDalles.com

Facebook, Instagram icons

Explore
The Dalles Oregon

EXPLORE THE DALLES

Create Your Adventure Today
ExploreTheDalles.com • 1-800-255-3385 • #fishthedalles

Media Coverage



July 2020 – April 2021



MEDIA Print / Digital / Radio

This is Just a Sample of the Places The Dalles has been promoted!!!!
2020 - 2021

The Reel News

February 2021 / An Escape from Cabin Fever

<https://files.constantcontact.com/3feabc6b001/49639f13-fc64-4fec-9d8c-67bcb52bcc29.pdf>

Travel Taste & Tour (printed and online)

September 2021 / The Dalles, Oregon

<https://traveltasteandtour.com/2020/09/the-dalles-or/>

That Oregon Life

March 28, 2021 / Oregon's Oldest Bookstore Is A Must Visit For Book Lovers Of All Ages

<https://thatorgonlife.com/2021/03/klindts-bookellers/>

Only In Your State

March 22, 2021 / The Oldest Bookstore In Oregon, A Visit To Klindt's Is A Delightful Experience For Book Lovers

https://www.onlyinyourstate.com/oregon/klindts-oldest-bookstore-or/?fbclid=IwAR31WodOIS2-83JtoJLcNdFmjE7fKNfxpv8_734iFQZekLD6hkzxJ2LAXvE

TravelAwaits

5/12/2021 / 5 Unique Small Towns In The Columbia River Gorge National Scenic Area

<https://www.travelawaits.com/2563224/columbia-river-gorge-national-scenic-area-small-towns/>

Central Daily News / Destination Oregon

4/8/2021 / **Destination Oregon: The National Neon Sign Museum**

<https://centraloregondaily.com/%e2%96%b6%ef%b8%8f-destination-oregon-the-national-neon-sign-museum/>

4/5/2021 / Destination Oregon: Fort Dalles Museum

<https://centraloregondaily.com/%e2%96%b6%ef%b8%8f-destination-oregon-fort-dalles-museum/>

3/25/2021 / Destination Oregon: Nichols Art Glass in The Dalles

<https://centraloregondaily.com/destination-oregon-nichols-art-glass-in-the-dalles/>

3/18/2021 / Destination Oregon: The Dalles Mural Society

<https://centraloregondaily.com/%e2%96%b6%ef%b8%8f-destination-oregon-the-dalles-mural-society/>

2/4/2021 / Destination Oregon: Bald eagles find a winter home at The Dalles Dam

<https://centraloregondaily.com/%e2%96%b6-destination-oregon-bald-eagles-find-a-winter-home-at-the-dalles-dam/>

America Outdoors Radio / Northwestern Outdoors Radio

Weekly / The Dalles and the surrounding Area

Audio Ads being played on over 100 stations across the U.S. along with 4 features shows about The Dalles (just one of the shows that we were featured on)

<https://www.podbean.com/ew/pb-e2chj-1000c3b>

Community Marketing Work Plan

2021-2022

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. Marketing Avenues

5. Campaign Overview

6. Marketing Plan Elements

7. Work Plan Overview

8. Goals & Objectives

9. Personnel

10. 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:

- Continuing Keeping the awareness of The Dalles as a destination until it is safe to travel
- Continue Targeted Digital Marketing to attract NW Visitors for Fall 2021 to Spring 2022
- 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, and Spokane markets

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



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. 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, and Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercials on 2 Stations (ATT & FOX) in outlying states and the Mid-West for outdoor recreation
- Radio Ads for outdoor recreation airing on 100+ stations across the US on a weekly basis / 12 months

5. 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)

6. Marketing Plan Elements

2021-2022 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 10 grants to entities that are putting on events for the 21-22 tourism year



7. 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 local 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 for the coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our previous FAM tours
- **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 on seven travel websites and one publication 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)
- **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 meetings in The Dalles area
- **Continue** to maintain and enhance ‘*Sunsational Charm Trail*’ to encourage foot traffic from tourists into our local businesses

Advertising

- **Promote** The Dalles cycling map on local, regional and national cycling websites
- **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



7. Work Plan Overview Continued

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
- Wasco County Historic Landmarks
- The Dalles Main Street Program
- 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.



8. 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 \$403.00 per day in our community *[Dean Runyan Associates, 2019]*

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...

Track and report the number of packets given. Track number of visitors to attractions and Visitor Center. Report data to City Council (quarterly and annually).



PARTNERSHIPS

Objective...

Increased collaboration with tourism partners (i.e. Hood-Gorge regional RDMO, CGTA, Travel Oregon, Travel Portland, Northwest Outdoor Writers Association, Northwest Sportsmen's Show, Gary Lewis Outdoors, etc.). We will also be working hand in hand with the CGTA to promote and increase the East Gorge Food Trail.

Task...

Participate as an exhibitor in travel trade shows, venues, and exhibits, and communicate with partners about options for tours, retail, history, food, and beverages to help create more interest in our community

Measurable Outcome...

Track and report number of brochure packets distributed at each event or venue and the number of articles written or published due to partnerships





9. 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 40+ 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
- 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
- NEW Web Site Design and implementation for tourism audience will be this late Spring with added 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 local 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
- Strategic Planning for Tourism and Community Marketing Plan
- Deliver reports to City Council



10. Budget

The Dalles Area Chamber of Commerce 2021-2022 Tourism Budget

Proposed

	2019-2020	2020-2021	2021-2022	NOTES
Personnel				
076-7600-750.31-10 <u>Salaries & Benefits</u>	\$ 152,867.02	\$ 93,000.00	\$ 117,000.00	<i>Reg Staff (3) & PT Summer Staff</i>
Facilities				
076-7600-750.43-10 <u>Utilities</u>	\$ 4,200.00	\$ 4,000.00	\$ 4,000.00	
076-7600-750.43-40 <u>Equipment Maintenance & Repair</u>	\$ 3,900.00	\$ 1,800.00	\$ 2,500.00	
076-7600-750.44-10 <u>Rent</u>	\$ 8,702.40	\$ 8,702.00	\$ 8,702.00	<i>\$725.00 per month</i>
Operations				
076-7600-750.39-00 <u>Administration</u>	\$ 11,000.00	\$ 5,000.00	\$ 10,000.00	
076-7600-750.53-20 <u>Postage</u>	\$ 500.00	\$ 500.00	\$ 500.00	
076-7600-750.53-30 <u>Communications</u>	\$ 2,800.00	\$ 2,200.00	\$ 2,500.00	
076-7600-750.58-10 <u>Travel & Mileage</u>	\$ 4,500.00	\$ 2,500.00	\$ 4,000.00	
076-7600-750.58-50 <u>Professional Development</u>	\$ 2,500.00	\$ 500.00	\$ 1,000.00	
076-7600-750.58-70 <u>Dues & Subscriptions</u>	\$ 1,530.58	\$ 500.00	\$ 750.00	
076-7600-750.60-10 <u>Office Supplies</u>	\$ 2,500.00	\$ 750.00	\$ 2,000.00	
Marketing				
076-7600-750.37-10 <u>Marketing</u>	\$ 66,500.00	\$ 38,233.00	\$ 69,548.00	
076-7600-750.37-20 <u>Public Relations</u>	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	<i>Digital Marketing Partner</i>
076-7600-750.37-30 <u>Billboard</u>	\$ 11,000.00	\$ 14,315.00	\$ -	
076-7600-750.37-30G <u>Grants</u>	\$ 30,000.00		\$ 7,500.00	<i>10 grants of \$750.00</i>
076-7600-750.55-00 <u>Printing & Binding</u>	\$ 7,500.00	\$ 3,000.00	\$ 5,000.00	
Total	\$ 325,000.00	\$ 180,000.00	\$ 245,000.00	



AGENDA STAFF REPORT

AGENDA LOCATION: Action Item #13B

MEETING DATE: April 26, 2021

TO: Honorable Mayor and City Council

FROM: Angie Wilson, Finance Director

ISSUE: Resolution No. 21-010 Authorizing Transfers of Budgeted Amounts Between Categories of The General Fund of the City Of The Dalles Adopted Budget, Making Appropriations and Authorizing Expenditures for Fiscal Year Ending June 30, 2021

RELATED COUNCIL GOAL: Balanced Budget

BACKGROUND: Oregon Budget Law recognizes that after the beginning of the fiscal year, changes in appropriations in the budget sometimes become necessary and so allows for those changes via supplemental budgets and budget amendments. Supplemental budgets add funds to existing budgets, while budget amendments move already budgeted funds between categories of the same fund without adding to the fund's total budget.

The proposed resolutions contain the following items:

Resolution No. 21-010 transfers \$135,000 from the Contingency line item to cover the following items:

- 1) \$10,000 is needed in the Police Department to cover towing services. With more people coming into our community, the need for tow services has increased. This would allow the police department to have four additional tows if needed for FY2020-21.
- 2) \$125,000 is needed from the General Fund Contingency to compensate for the Legal Department. This will cover additional needs for legal services for the airport, risk management litigation and our monthly legal services.

BUDGET IMPLICATIONS: Resolution No. 21-010 transfers currently budgeted amounts, and does not have any impact on the total budget of the General Fund.

COUNCIL ALTERNATIVES:

1. Staff recommendation: *Move to adopt Resolution No. 21-010 Authorizing Transfers of Funds between Departments of the General Fund of the City of The Dalles Budget, Making Appropriations and Authorizing Expenditures for Fiscal Year Ending June 30, 2021.*
2. Direct staff to make changes to the proposed resolutions and bring the resolutions back to a future Council meeting for consideration.
3. Decline to take action.

RESOLUTION NO. 21-010

**A RESOLUTION AUTHORIZING TRANSFERS OF BUDGETED AMOUNTS
BETWEEN CATEGORIES OF THE GENERAL FUND OF THE CITY OF THE
DALLES ADOPTED BUDGET, MAKING APPROPRIATIONS AND AUTHORIZING
EXPENDITURES FOR THE FISCAL YEAR ENDING JUNE 30, 2021.**

WHEREAS, during the budget year certain funds may experience expenditures above approved category limits; and

WHEREAS, Oregon Budget Law recognizes these events and allows for transferring of funds between approved category limits within and between funds; and

WHEREAS, \$10,000 is needed in the Police Department to cover towing services. With more people coming into our community, the need for tow services has increased. This would allow the police department to have four additional tows if needed for FY 2020-21; and

WHEREAS, \$125,000 is needed from the General Fund Contingency to compensate for the Legal Department. This will cover additional needs for legal services for the airport, risk management litigation and our monthly legal services.

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

Section 1. Authorizing Budget Transfers. The City Council hereby authorizes the following transfers of funds between budgeted categories and funds:

<u>FUND OR DEPT.</u>	<u>BUDGETED</u>	<u>RESOURCES NEEDED</u>	<u>REALLOCATED</u>
<u>GENERAL FUND (001)</u>			
from General Fund Contingency	\$ 773,343	\$ 638,343	- \$ 135,000
to Police Department	\$ 4,334,087	\$ 4,344,087	+ \$ 10,000
to Legal Department	\$ 242,644	\$ 367,644	+ \$ 125,000

Section 2. Effective Date. This Resolution shall become effective upon adoption by the City Council and shall remain in effect until receipt and acceptance of the FY 20/21 audit report.

PASSED AND ADOPTED THIS 26th DAY OF APRIL, 2021.

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

AND APPROVED BY THE MAYOR THIS 26th DAY OF APRIL, 2021.

SIGNED:

ATTEST:

Richard A. Mays, Mayor

Izetta Grossman, CMC, City Clerk