



# SCAPPOOSE

Oregon

Thursday, March 16, 2023

## ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Regular meeting at 12:00 pm

*This meeting will be held in a hybrid format. Please submit public comment to Associate Planner N.J. Johnson at [njohnson@cityofscappoose.org](mailto:njohnson@cityofscappoose.org) or in writing to Scappoose City Hall (33568 E Columbia Ave; Scappoose, OR 97056) by March 15, 2023 at 5:00 pm. Public comment can also be made verbally at the beginning of scheduled meetings.*

### Topic

- |           |  |                 |
|-----------|--|-----------------|
| <b>1.</b> | <b>Call to order</b>   | <b>12:00 pm</b> |
| 1.1.      | Approval of Agenda: March 16, 2023   |                 |
| 1.2.      | Approval of Meeting Minutes: February 16, 2023   |                 |
| 1.3.      | Public Comment   |                 |
| <br>      |  |                 |
| <b>2.</b> | <b>New Business</b>  | <b>12:10 pm</b> |
| 2.1.      | <b>Discussion</b> EDC's Role in Adventure Festival Fundraising<br>Isaac Butman, City of Scappoose  |                 |
| 2.2.      | <b>Update</b> Keep it Local Columbia County<br>Sierra Trass, Director  |                 |
| 2.3.      | <b>Discussion</b> Downtown Overlay Standards<br>Laurie Oliver Joseph and N.J. Johnson, City of Scappoose   |                 |
| <br>      |  |                 |
| <b>3.</b> | <b>Announcements</b>   | <b>1:25 pm</b>  |
| 3.1.      | Next meetings <ul style="list-style-type: none"><li>• April 20, 2023</li><li>• May 18, 2023</li><li>• June</li></ul>                                       |                 |
| 3.2.      | Annual Town Meeting <ul style="list-style-type: none"><li>• Saturday, April 8<sup>th</sup> at 9:00 am</li><li>• Scappoose High School Auditorium</li></ul> |                 |
| 3.3.      | Joint Urban Renewal Agency/EDC Meeting <ul style="list-style-type: none"><li>• Monday, April 17<sup>th</sup> at 6:00 pm</li></ul>                          |                 |
| <br>      |  |                 |
| <b>4.</b> | <b>Adjourn</b>   | <b>1:30 pm</b>  |

This meeting will be conducted in a handicap accessible room. If special accommodations are needed, please contact City Recorder, Susan Reeves at 503-543-7146, ext. 224 in advance. TTY 1-503-378-5938

City of Scappoose • 33568 E Columbia Ave • Scappoose, OR 97056 • 503-543-7146 • [www.ci.scappoose.or.us](http://www.ci.scappoose.or.us)



## Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

February 16, 2023 12:00 – 1:30 pm

**Attendees:** Chair Christine Turner, Vice Chair Brian Rosenthal, George Hafeman, Paul Fidrych, Sean Findon, David Sideras, Andrew LaFrenz, Casey Garrett, Patty Hawkins, Nancy Ward, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Wela Negelspach, Mayor Joe Backus, Pete McHugh, Kim Holmes, J.J. Duehren

**Absent:** None

### 1. CALL TO ORDER

The meeting was called to order at 12:01 PM by Chair Christine Turner.

#### 1.1 Meeting Agenda

Paul made a motion to amend the agenda so that the New Business items will be visited in the following order: 1) Welcome new members! 2) New Urban Renewal Grant Review Process 3) Community Branding 4) Travel Oregon Opportunities for Branding and Main Street Program 5) Community Partner Updates. Vice Chair Brian Rosenthal seconded. The motion passed unanimously.

#### 1.2 Meeting Minutes

Vice Chair Brian Rosenthal made a motion to approve the January 19, 2023 meeting minutes. George seconded. The motion passed unanimously.

#### 1.3 Public comment

J.J. Duehren: I am the Vice Chair of the Scappoose Parks and Recreation Committee. I've done lots of work with Jeff Weiss on Movies in the Park, which we just had our fifth year in a row, averaging 500 people per event. Last year we did an Earth Day event and I want this year to be even stronger. This year's event is April 22<sup>nd</sup> at 7:30 am in Heritage Park. In addition to cleaning the parks, we're going to hold a ribbon cutting event for the Tesla charging stations. This will be of great benefit to the economy since people will have to find things to do and eat while their cars are charging. We're going to have a ton of events, food, and giveaways at this event. I have flyers [attached as appendix] with all the details on the event.

### 2. NEW BUSINESS

#### 2.1 Welcome new members!

David: I've lived in Scappoose since 2007. We've recently moved the focus of our business from Portland to Columbia County. We do remodeling additions and new construction development.

Andrew: I'm really excited to be here. I moved to Scappoose 6 years ago and have two kids now, one is 3 and the other is 10 months. I work as a professor at University of Portland and as the epidemiologist for Columbia County Public Health Department. I don't have an extensive business background but I'm excited to bring a different perspective. I'm really excited to learn about the small and big businesses in the city and how City Council can help them.



# SCAPPOOSE *Oregon*

Patty: I'm really excited to be part of this committee. Our goal at the PCC OMIC Training Center is to train and develop a skilled workforce. We have a direct connection to the city's economy. We have a job fair on April 27<sup>th</sup>. We're having a fab lab grand opening on May 11<sup>th</sup>. We not only want to be a hub for manufacturing but we want to be a hub for the community. I'm really hoping this can be a great collaboration. Thank you for inviting me.

Sean, Jeff, Vice Chair Brian Rosenthal, Chair Christine Turner, George, and Paul briefly introduced themselves.

## **2.2 New Urban Renewal Grant Review Process**

Chair Christine Turner: I attended the 2/6 Urban Renewal Agency meeting with the goal of working with them to review the grant applications. We, the EDC, have been invited to a joint work session with the URA to better define the parameters of the grant program. I hope everyone can attend because this is going to be very important.

## **2.3 Community Branding**

Paul: *[With presentation attached as appendix]* I've been hearing a lot of different groups of the City talking about branding for the last several years. I have over 37 years of experience in branding and I thought that it might be helpful to have an overview discussion of what branding really means and what it can do for an organization. When you look at the logos of really powerful brands, you immediately know what they're tied to. This leads many to think that a brand is simply a logo or a slogan and that's not really the case. A brand really starts at the foundation of the company. A well-established brand informs decision making and eventually takes on a life of its own. A great brand needs to be unique, consistent, relevant, memorable, connectable, trustworthy, adaptable, and cohesive. While many of the examples I've given are corporations, Scappoose is aiming to establish community branding where the residents, businesses, and tourists are the "customers". A well-defined community brand can attract new businesses, attract tourists, build community pride, establish credibility, stand out from competition, and define properties. A brand is what people think of you as, not what you say you are.

Chair Christine Turner: How do we go about defining our brand when the reasons people would move here with a family are very different than the reasons people would start a business here?

Paul: The brand has to resonate with the citizens but communities can amplify that same message in a variety of different ways. Values like community can attract people to live or open a business in Scappoose. People often open businesses for very unpredictable reasons but that's when the emotional connection comes into play.

Vice Chair Brian Rosenthal: In doing commercial real estate for 18 years, I've found that people start businesses here for one of two reasons. The first group is those who start a business to serve an existing need. The second group starts a business here because they love the community and want to live in Columbia County. The first group will exist no matter what we do but the second group is where our efforts can make a difference.

Mayor Joe Backus: We keep bringing up family and I want to highlight that because it's really important. Many Scappoose residents are second, third, and even fourth generation Scappoosians. Why do their families stay in town for all these years? It's because of family and



not just the traditional definition. The kids I coach and the people I work with all become my family.

David: Through all of this, we need to do everything we can to stay away from Highway 30. It's great for businesses that are already there but it's only going to add to the traffic and make this an undesirable place. We can look to St. Helens as an example of a cute downtown area away from the highway.

## 2.4 Travel Oregon Opportunities for Branding and Main Street Program

Wela: *[With presentation attached as appendix]* The Columbia Economic Team is the destination management organization for Travel Oregon. Columbia County has 62 miles that abuts the Columbia River but very little of it is accessible and developable. The County and Cities within collect very little in transient lodging tax (TLT). The current TLT rate is 1.5%. Of what we collect in TLT, 65% must fund state tourism programs, 10% for competitive grant programs for tourism, 20% to implement a Regional Cooperative Tourism Program (RCTP). We played a role in assisting the City of Vernonia with their beautification project which included hanging baskets, improved trash cans, murals, and the bike hub project. We helped them secure grant funding but the work was really done on the ground with the City and an active resident playing the largest roles. The Downtown Destination Program focuses on downtowns and livability and we've been invited to participate as a county. We have a steering committee that's going to identify what projects to work on. We were recently awarded a \$38,000 capacity grant from Travel Oregon to create a tourism brand for Columbia County to promote.

## 2.5 Community Partner Updates

- Columbia Economic Team - Wela
  - March 1<sup>st</sup> will be one-year anniversary of Small Business Development Center. Jason has 85 clients and the majority are women-owned.
  - The Keep it Local Columbia County program saw a record-breaking \$559,600 over the holidays in local spending. 88 businesses participated.
  - Next week's marketing series courses are going to cover Facebook and Instagram. The two classes after that will feature lessons on websites.
  - The Keep it Local website will launch soon, which gives these businesses even more exposure.
  - CET is taking on the Growing Rural in Oregon initiative.
  - Working with NWESD for high school fair at PCC OMIC. This is an opportunity for high school and adult job seekers.
- City Council - Andrew
  - Approved the new Urban Renewal Grant review process, which includes giving EDC a bigger voice and role. It really makes sense to get your business expertise on these applications so we're very supportive of that.
  - Thank you, Paul for bringing up branding because a lot of our Council goals relate to the branding and vision of this community.
- Columbia County - Casey
  - Public Health Center is 99% complete. We'll be cutting a ribbon very soon.
  - John Gumm Building is almost through the permit phase.
  - Reviewing proposals for Courthouse renovations and will make a decision next week.





# SCAPPOOSE *Oregon*

- The interpretative sign campaign has seen 35 structures installed on the Crown Z Trail.
- Commissioner Magruder and I just got back from a conference in Washington, D.C. and I volunteered to be on the National Association of Counties Arts & Culture Commission.
- Coming in May, we will have an enhanced law enforcement levy on the ballot.
- Port of Columbia County - Nancy
  - Mr. Freeman has asked us to look into doing a through the fence at the light industrial properties that are up for development.
- Columbia River PUD - Heidi
  - The Tesla charging stations will be breaking ground very soon.
- Scappoose Public Library - Jeff
  - *[Passed out flyers attached as appendix]* We partnered with OHSU to do a walking study. The purpose is to track the benefits of participants who currently don't exercise.
  - The Dolly Parton Imagination Library raised over \$6,600 last weekend.
- City of Scappoose - Laurie and NJ
  - Upcoming inquiry meetings:
    - 3-parcel restaurant complex
    - Fire District expansion
  - Reviewing
    - Peak Performance Fitness
    - Columbia Commerce Center Phase III final plat

### **3. ANNOUNCEMENTS AND NEXT MEETINGS**

- Announcements
  - Annual Town Meeting; Saturday, April 8<sup>th</sup> at 9:00 am at Scappoose High School
  - Joint Urban Renewal Agency/Economic Development Committee meeting; Monday, April 17<sup>th</sup> at 6:00 pm at Scappoose Council Chambers
- Next meetings
  - March 16, 2023 at 12:00 pm
  - April 20, 2023 at 12:00 pm
  - May 18, 2023 at 12:00 pm

### **4. Meeting Adjourned at 1:33 pm.**

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email [njohnson@cityofscappoose.org](mailto:njohnson@cityofscappoose.org). The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938.

# Earth Day CELEBRATION!!!

Saturday, April 22, 2023, 8am-3pm

Heritage Park

52469 SE 2nd St, Scappoose, OR 97056

City of Scappoose Parks & Rec Committee

## WIN A FREE ELECTRIC BIKE!!!

Free Raffle!!!



FREE HOT DOGS,

**BURGERS AND PIZZA!!**

Free food starts at 11am

seated, first come, first served

## Activities!!

7:30am-8am: Meetup at Heritage Park for FREE continental breakfast & supplies for Park Cleanup

1. 8am-10:30am: Clean up at various Scappoose Parks
2. 11:00am-2pm: Free Pizza, Hot Dogs and Burgers with Scappoose Police Department
3. Noon: Ribbon Cutting of new vehicle charging station by Library!!
4. 11am-3pm: Explore Electric Vehicle and Bicycle Demonstrations with local businesses
5. 11am-3pm: Free Live Music by Generations - Free Giveaways!
6. 11am-3pm: Info Talks: Green Technology, home grown veggies, Rebate programs and more!
7. 2:30PM: FREE RAFFLE GIVEAWAY, FREE ELECTRIC BIKE, TONS OF PRIZES!!

You must be present to win

**Tires LES SCHWAB**



**COLUMBIA RIVER  
PUD**  
A COMMUNITY-OWNED UTILITY



**SCAPPOOSE**  
Public Library

**Fred Meyer**

# The Importance of Community Branding

Presentation by Paul Fidrych  
for Scappoose Economic Development Committee  
2/16/23



When we think of brands



We usually think of this

# A Brand is not a logo or slogan

A brand serves as the foundation of a company, providing direction and guidance to all aspects of the business.

From product development to customer engagement and resource allocation, a well-established brand informs and shapes decision-making processes.

A successful brand takes on a life of its own, inspiring and influencing employees, partners, and customers alike.

Only after a strong brand DNA has been established does the creation of visual elements, such as logos, fonts, and slogans, become meaningful and effective.

# What makes a great Brand?

**Uniqueness:** Stands out from the competition by being unique and offering something different and valuable.

**Consistency:** Has a consistent look, feel, and message across all touchpoints, including website, packaging, social media, and marketing materials.

**Relevance:** Is relevant to its target audience and meets their needs and wants.

**Memorable:** Is easy to remember and quickly recognizable.

**Emotional connections:** Creates an emotional connection with its audience, evoking positive feelings and building loyalty.

**Trustworthy:** Is honest and builds credibility with its audience by delivering on its promises and maintaining high standards.

**Adaptability:** Is flexible and adaptable, able to evolve and stay relevant as the market and consumer needs change.

**Cohesiveness:** Has a clear and cohesive identity, including a mission statement, values, and messaging that align with its brand promise.





# What is Community Branding?

Familiar and ubiquitous brands such as Nike, Starbucks and McDonald's have a profound impact on our daily lives.

But cities are not companies, so what exactly is Community Branding?

Community Branding serves a similar purpose in that it should reflect the identity and essence of a city.

It will provide guidance and direction for its growth and development.

The key stakeholders, or customers, in this case, consist of residents (and future residents), businesses (existing and future businesses), and visitors (tourists) to the city."

# What makes a great Community Brand?

Community Branding is important to increase visibility, promote tourism, and attract new businesses because it helps establish a unique identity and creates a positive image.

**A well-defined Community Brand can:**

**Attract new businesses:** A positive and well-known brand can make a small town more appealing to new businesses, helping to stimulate economic growth.

**Attract tourists:** By promoting the town's unique features and attractions, a strong brand can help to attract visitors and boost tourism.

**Build community pride:** A strong brand can help to build a sense of pride and community among residents, making the town a more desirable place to live, work and

**Establish credibility:** A well-positioned brand can help establish credibility and legitimacy, making the town more attractive to potential investors, residents, and visitors.

**Stand out from the competition:** In a crowded market, a well-defined brand can help a town stand out and differentiate itself from other communities.

**Define Priorities:** A strong brand will provide guidance for resource allocation and give direction on how communities plan their future.



Next Steps:

Defining your Community Brand



**COLUMBIA  
ECONOMIC  
TEAM**

# **Columbia County Tourism**

# Columbia County, Oregon



- 53,000 residents
- Six distinct communities
- 62 miles of Columbia River
- 80% undevelopable land
- VERY little TLT
  - 2 lodging properties (120 rooms)
  - 5 Campgrounds; 160 campsites
- Scarcity of developed, economically productive destinations



# Tourism Funding

In 2003, HB 2267 established Travel Oregon as a semi-independent state agency and created a state transient lodging tax, imposed at a rate of 1% to provide funds for the promotion of Oregon's tourism programs. HB 4146 (2016) increased the transient lodging tax rate from 1% to 1.8% for the period of July 1, 2016-July 1, 2020. On July 1, 2020, the rate decreased to 1.5%. [ORS 320.335](#) authorizes the Department of Revenue (DOR) to collect and retain up to 2% of tax collected and remitted (net of a 5% fee retained by the transient lodging tax collector) for administrative expenses. DOR reports taxes remitted and processed monthly by region and distributes the balance to the OTC monthly. In addition to the transient lodging tax, OTC also receives revenues from the Governor's Conference on Tourism attendee registration and sponsorship fees, various agency workshop registration fees, interest income, grants and the Welcome Center Brochure program.



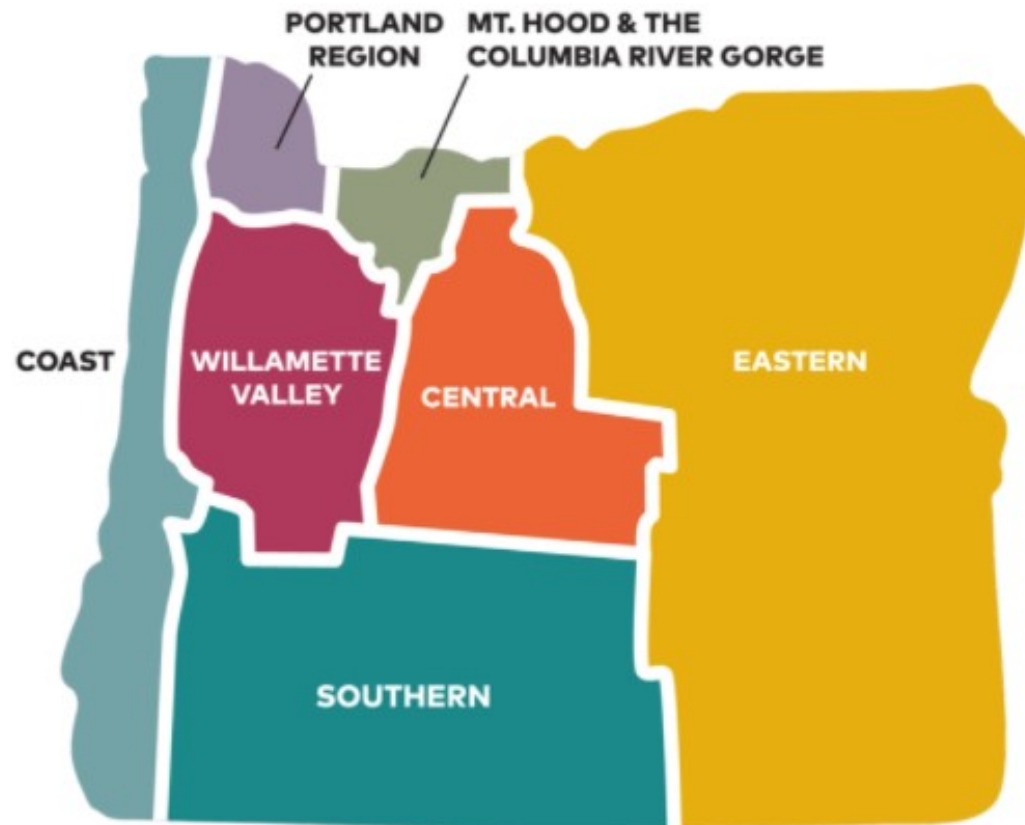


# Transient Lodging Tax (TLT)

- Starting with the 2017-19 biennium, [ORS 284.131](#), as modified by HB 4146 (2016), stipulates that OTC utilizes transient lodging tax moneys as follows:
- At least 65% must be used to fund state tourism programs. HB 4146 (2016) removes the provisions that funds can only be used for marketing programs.
- 10% must be used for a competitive grant program which may include tourism-related facilities and tourism-generating events, including sporting events.
- 20% must be used to implement a Regional Cooperative Tourism Program (RCTP) using a regional allocation formula that distributes revenue to regions in proportion to the amount of lodging tax revenues collected in each region.
- To provide some predictability to the regional entities designated to develop and execute plans for use of state lodging tax dollars, OTC determines RCTP awards based on prior calendar year transient lodging tax receipts and disburses the state lodging tax upon approval of the regional plans, usually in July of the following fiscal year.



# Travel Oregon Regions



# Portland Region

- **Travel Portland (Regional Destination Marketing/Management Organization) RDMO**
  - **Oregon's Mt Hood Territory**
    - Lake Oswego Chamber of Commerce
    - North Clackamas County Chamber of Commerce
    - Oregon City Chamber of Commerce
    - West Linn Chamber of Commerce
  - **Tualatin Valley/Washington County Visitors Association**
    - Beaverton Area Chamber of Commerce
    - Forest Grove/Cornelius Chamber of Commerce
    - Sherwood Chamber of Commerce
    - Tigard Area Chamber of Commerce
    - Tualatin Chamber of Commerce
    - Washington County Chamber of Commerce
  - **Gresham Area Chamber of Commerce Visitors Center**
  - **Columbia Economic Team**



# Columbia County Tourism Milestones

## **2018: CET selected as DMO in 2018**

- Completed Destination Development Strategic Plan -- Enhancing Outdoor Recreation assets

## **2019: Planning & Execution**

- Prescott Beach Master Plan (Portland Region Shared Un-allocated Funds)
- Salmonberry Lake Master Plan (Portland Region Shared Un-allocated Funds)

## **2020: Project Completion**

- CrownZ Trail
  - Ruley Trailhead completed (Portland Region Shared Un-allocated Funds)
  - 20+ Informational kiosks (RCTP direct funding)

## **2021: New Destination Development**

- Vernonia Beautification Project (2021 Competitive Grant)
- Bike Hub Project (Destination Ready 2021)

## **2022: Destination Ready 2022**





## **Focus on Asset Development**



# Bike Hub Project

- Kiosks, benches and repair stations in 4 communities: Clatskanie, Rainier, Vernonia and Scappoose
- 4 new family-friendly bike routes designed by Travel Oregon consultant, uploaded on RidewithGPS.com
- Key: Placement enhances local recreation assets; Locals & visitors know they're there and use them







# Vernonia Downtown Beautification Project

- Key stop on CrownZ Trail (alignment)
- Gateway to county campgrounds & recreation
- Complete Main (Bridge) Street clean-up
- Replaced all waste containers; locally handmade, ADA accessible with seasonal planters
- Electrified & irrigated all lampposts, year-round plantings
- Replaced dead spaces with public garden/seating
- Repaired all hell strips (safety/appearance)
- Key: Better place to live...and visit

















Graffiti Against The System or **GATS** is an American street artist and international graffiti legend. Although he created artwork worldwide, from Palestine, via the Philippines to Italy, few people know more about the life of this anonymous artist. He is known for his iconic mask, which he started painting when he was in the Middle East.







# Destination Ready 2022

**Think tank:** Economic & Community development stakeholders we work with every day

- County, Cities of St. Helens & Scappoose, Port of Columbia County, CrownZ Advisory Council, CET Board, Travel Oregon DDev

**Start:** Outdoor Recreation Strategy

**Focus:** Our greatest natural asset: Columbia River

**Priorities:** Alignment & Leverage

- Projects, facilities, activities that *communities & citizens* want
- Projects, facilities, activities *visitors* want
- Projects that leverage existing investment & other economic/infrastructure resources
- Fundability



# 2023



# Downtown Destination Program

This cycle of Travel Oregon's Destination Ready program will expand on the 21-22 selected destinations who prioritized main street and downtown commerce areas as a primary or secondary lure. The follow-up programming will bolster downtown products and experiences that will aid in destination recovery and resiliency moving into the post-pandemic tourism landscape.

## **Program Outcomes:**

- Increase understanding of the value of downtown development as a critical lure for destinations
- Engage a representative cross-section of the community in a dialogue to identify strengths, opportunities, and downtown connections to primary & secondary lures
- Engage existing local business and property owners to strengthen and stimulate new local business development and assess basic infrastructure to create improved conditions
- Draw additional visitation to downtown from core lures & reduce leakage
- Cue up a strategic priority list of short-term projects

## **Timeline:**

- Steering Committee Engagement & Pework: February – March
  - A 90-minute steering committee meeting in February or March
- Studio Workshop: March – May
  - A 90-minute steering committee meeting in February or March
- Project Implementation: April – beyond



# Branding Columbia County Tourism

- Travel Oregon 2023 Capacity Grant received
- Develop a Countywide tourism brand with a distinctive voice, look & feel, capturing and elevating awareness of tourism assets and opportunities.
- Target audiences include:
  - County residents who are looking for places to go, things to see and do, recreation
  - People who are passing through our county on their way somewhere else
  - People in the surrounding metropolitan area who are looking to day trip and weekend trip



# Thank you!





# New Walking Group

Walk with your neighbors once a week!

Do you engage in physical activity less than 3 days per week? You are invited to join a walking group in your community.

A partnership between Scappoose Public Library and the School of Nursing at OHSU is inviting adults in Scappoose and Columbia County to participate in a study about group-based walking programs. Participants will receive a Fitbit and t-shirt, and are invited to participate for two years. Participants will also be invited to complete surveys and health assessments. Study #24665. Principal Investigator: Cynthia Perry.

Interested? Email [jweiss@scappooselibrary.org](mailto:jweiss@scappooselibrary.org) or call 503-543-7123







**SCAPPOOSE**  
**ADVENTURE**  
**FESTIVAL**

**SPONSORSHIP KIT**

**AUGUST 12TH & 13TH, 2023 • [SCAPPOOSEADVENTUREFEST.COM](https://scappooseadventurefest.com)**





# SPONSORSHIP KIT

Greetings!

We are pleased to present the sponsorship kit for the second annual Scappoose Adventure Festival at Scappoose Veteran's Park on August 12th & 13th, 2023. This free community festival features marketplace outdoor recreation, handmade and service vendors, a whole night of live music, a nighttime beer garden, partner events, children's entertainment, and delicious fare.

You'll find programs designed to elevate your local visibility amongst exhibitors at this community-packed event inside this kit.

Pick from one of our current sponsorship opportunities or contact us to design a tailored package to meet your specific needs. We have sponsorship opportunities available for every budget.

Opportunities are available on a first-come, first-serve basis. Recognition will begin immediately following receipt of your sponsorship agreement, leading up to the event.

## **Sponsorship Committee**

Scappoose Adventure Festival





# SPONSORSHIP KIT

## KEY DETAILS:

**Date:** August 12th & 13th, 2023

**Times:**

- Saturday: 10:00 am to 12:00 am
- Sunday: 10:00 am to 5:00 pm (various activity times throughout the day)

**Venue:** Scappoose Veteran's Park

## EVENT FEATURES:

- Recreation, Sportsman, Handmade & Service Marketplace Vendors
- Whole Night's Worth of Live Music with Live Bands
- Nighttime Beer Garden
- Axe Throwing
- Kids Rock Wall
- Mechanical Bull
- Outdoor Recreation Seminars
- Third-Party Adventure Activities
- Family Games & Entertainment
- Food & Beverage Vendors
- Car Show
- + More Coming Soon!

## ATTENDANCE:

In 2021, The City of Scappoose's "100-Year Centennial Celebration" was the first large community festival back in Scappoose which featured many of the same attributes. The Scappoose Adventure Festival will feature this August in its second year! Over one thousand attendees joined us in 100+ degree weather and we expect Scappoose Adventure Festival to blow 2021's & 2022's numbers out of the water.

## PARTNER & SPONSOR FOCUS:

- Multiple brand visibility opportunities
- Easy community involvement portals
- Community building
- Sales & lead collections
- Sponsor status through event promotions



**RECAP: THE SCAPPOOSE CENTENNIAL**



# SPONSORSHIP KIT

## PRIMARY SPONSORSHIPS

### **ADVENTURE TITLE PACKAGE (\$10,000)**

- Event naming rights
- Top-tier logo placement on print promotions and digital graphics (11"x17" posters, 5"x7" flyers, digital posters, ads, etc.)
- Billboard logo inclusion
- Logo recognition on stage banner
- Primary logo inclusion on entryway arches into event space
- T-Shirt logo inclusion
- Logo inclusion in recap promotional video
- Logo inclusion on trash cans
- Mentions in all pre and post-event email blasts to subscribers
- Naming in social media (paid/organic) promotions
- Your company's Facebook page as "event host" for added exposure
- Press release mentions
- (5) Brand-specific social media posts
- (2) Brand-specific email blast promoting your brand/product
- Homepage website listing with linked logo to your brand's page
- (1) 10'x10' exhibitor space
- Verbal recognition on stage

### **ADVENTURE COMMUNITY PACKAGE (\$5,000)**

- Middle-tier logo placement on print promotions and digital graphics (11"x17" posters, 5"x7" flyers, digital posters, ads, etc.)
- T-Shirt logo inclusion
- Secondary logo inclusion on entryway arches into event space
- Mentions in all pre and post-event email blasts to subscribers
- Your company's Facebook page as "event host" for added exposure
- Press release mentions
- (3) Brand-specific social media posts
- (1) Brand-specific email blast promoting your brand/product
- Homepage website listing with linked logo to your brand's page
- (1) 10'x10' exhibitor space
- Verbal recognition on stage

### **ADVENTURE SUPPORTER PACKAGE (\$750)**

- Text business name placement on **digital** event posters
- Your company's Facebook page as "event host" for added exposure
- (1) Brand-specific social media posts
- Homepage website listing with linked logo to your brand's page
- (1) 10'x10' exhibitor space



# SPONSORSHIP KIT

## ACTIVITY SPONSORSHIPS

### **STAGE & BEER GARDEN SPONSOR (\$5,500)**

- Stage naming rights & brand recognition on custom stage banners, Logo/Text placement on beer garden wristbands/stamps and posted advertisement on beer garden tables (provided by the sponsor, up to 8.5"x11" large)
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space

### **PHOTOBOOTH SPONSOR (\$2,000)**

- Get your company's logo in front of thousands of guests as they take photos at our free and interactive photo booth activation. Photos are commonly published on social media and are printed for guests. Your logo is included as a layover on the photos themselves for maximum impact.
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space

### **MECHANICAL BULL SPONSOR (\$2,000)**

- Be the talk of the town! Sponsor the mechanical bull activation onsite and expect lots of social media videos with your brand front and center. Includes text/logo banner placement on activation and your business named as the mechanical bull sponsor in pre-event promotions.
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space

### **AXE THROWING SPONSOR (\$2,000)**

- Have a competitive side? One of the #1 activities at the Scappoose Adventure festival is Axe Throwing! Receive banner space onsite during the event at the Axe throwing trailers. Includes text/logo banner placement on activation and your business named as the axe throwing sponsor in pre-event promotions.
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space

### **MARKETPLACE SPONSOR (\$3,500)**

- With a goal of reaching 75+ sportsman, adventure, handmade and service vendors, becoming the primary marketplace sponsor is a no-brainer. You'll receive marketplace naming rights and logo/text signage throughout the site.
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space

### **ZIPLINE SPONSOR (\$5,000)**

- Help us bring the ADVENTURE to life by sponsoring the zipline activation. Receive banner space on the zipline and exclusive logo placement on zipline tickets. You'll receive zipline naming rights. This will be the activity everyone's talking about!
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space

### **FAMILY ZONE SPONSOR (\$2,000)**

- If you operate a family-focused business, this option is for you! Become the family zone sponsor and receive front and center signage near all of the kid's inflatables and games! Includes advertisement on tables (provided by the sponsor, up to 8.5"x11" large)
- Includes (3) social posts, (3) email blasts promoting sponsor, and 10'x10' vendor space



# SPONSORSHIP KIT

## PRIMARY SPONSORSHIPS [Reservation deadline: June 1st, 2023]

Title Package	\$10,000	Available: 1
Community Package	\$5,000	Available: 10
Supporter Package	\$750	Available: 20

## ACTIVITY SPONSORSHIPS [Reservation deadline: June 1st, 2023]

Stage Sponsor	\$5,500	Available: 1
Photobooth Sponsor	\$2,000	Available: 1
Mechanical Bull Sponsor	\$2,000	Available: 1
Axe Throwing Sponsor	\$2,000	Available: 1
Marketplace Sponsor	\$3,500	Available: 1
Zipline Sponsor	\$5,000	Available: 1
Family Zone Sponsor	\$2,000	Available: 1

## SPONSORSHIP BENEFITS VARY DEPENDING ON LEVEL OF INVESTMENT AND MAY INCLUDE:

- Naming rights!
- Sponsor logos on printed flyers & posters
- Sponsor logos included in promotional social media posts
- Advertisement recognition and links
- Webpage listings, banners and logo placements
- Vendor activation spaces
- Day of event signage
- Front entry gate logo placements
- Verbal shoutouts throughout day
- Inclusion in press releases
- Have another idea? Tell us!





# SPONSORSHIP KIT

ORDER FORM

Select Method of Payment	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> CHECK
Credit Card Number	
3 Digit (CVC) Code	
Expiration Date	
Cardholders Name	
Billing Address of Card Holder	ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
Phone Number of Card Holder	
Email Address of Card Holder	
Company Name	
Company Address (if different than billing)	ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
Company Main Contact Name	
Company Main Contact Phone	
Company Main Contact Email	
Company Description	
Company Website	
Company Facebook & Instagram	

The undersigned hereby authorizes the City of Scappoose to charge the following amounts on the above-referenced credit card to satisfy payments due by sponsor to City of Scappoose

**AMOUNT DUE:** \$ \_\_\_\_\_

**SPONSORSHIP PACKAGE:** \_\_\_\_\_

1. This credit card authorization is valid until the expiration date noted on the face of the card.
2. In the event a charge is not honored the undersigned personally guarantees payments of the above amounts due by sponsor.
3. A facsimile of this credit card authorization on shall be regarded, and have the same force and effect, as an original.

**4. NO REFUNDS.** The undersigned understand and agree that by contracting with the City of Scappoose, certain exhibit/advertising space and/or services have been reserved solely for the Sponsor, and thus, are no longer available to other customers. Therefore, the undersigned understands and agrees that all amounts charged to the credit card are non-refundable.

The undersigned further agree: a) to waive any right to a chargeback, b) that any dispute will be taken up directly with City of Scappoose, and c) that any claim with the entity issuing the card resulting in a chargeback to City of Scappoose shall constitute a breach of contract.

\_\_\_\_\_  
CARDHOLDER

\_\_\_\_\_  
AUTHORIZED REPRESENTATIVE OF SPONSOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

Chapter 17.80DOWNTOWN OVERLAYSections:

- 17.80.010 Purpose.
- 17.80.020 Applicability.
- 17.80.030 Uses.
- 17.80.040 Dimensional requirements.
- 17.80.050 Parking lots for commercial, mixed-use, and multifamily uses.
- 17.80.060 Lighting.
- 17.80.070 Service areas.
- 17.80.080 Building height and architectural character.
- 17.80.090 Signs.
- 17.80.100 Landscaping.

17.80.010 Purpose. The purpose of the downtown overlay is to encourage the preservation, improvement and renewal of the existing business district of the city maintaining a center of commercial and civic activity for the community; encourage pedestrian traffic; encourage higher density residential development in support of commerce; require design features that reduce conflicts with vehicular traffic flow; and improve the general appearance, safety and convenience of the downtown area by requiring greater attention to the design of buildings, parking, landscaping, lighting and traffic circulation. (Ord. 868, 2018; Ord. 811, 2010; Ord. 682, §4 (part), 1999)

17.80.020 Applicability.

A. West of Highway 30, the downtown overlay shall apply to properties beginning on the north side of E.M. Watts Road and extending north to Scappoose-Vernonia Highway and including all properties with frontages on either side of West First Street or Highway 30 or the connecting side streets, excepting the residential properties north of E.J. Smith Road and west of NW 1<sup>st</sup> Street. East of Highway 30, the downtown overlay shall apply to properties from Williams Street south to East Columbia Avenue with frontages on NE First Street; properties from East Columbia Avenue south to Santosh Street with frontages on SE First Street or SE Second Street; properties with frontages on East Columbia Avenue extending east from Highway 30 to West Lane Road; and properties with frontages on both West Lane Road and East Columbia Avenue, as shown on Figure 17.80.1.

B. The design standards of this Chapter are not applicable to exterior maintenance or repair of existing structures or improvements.

C. The provisions of this Chapter shall apply to all new Residential, mixed-use, and commercial construction. The Chapter shall also apply to major exterior modifications except for existing single-family residences.

D. Changes to existing commercial, mixed-uses and multifamily residential uses shall be subject to this Chapter if any of the following changes are proposed:

1. An increase of ten percent or more in dwelling unit density, or lot coverage for residential development;
2. A change in the ratio or number of different types of dwelling units;
3. An increase in the height or width of the building(s) by more than twenty percent;
4. Demolition or replacement of more than twenty-five percent of the surface area of any exterior wall or roof;
5. A change that requires additional on-site parking in accordance with Chapter 17.106; or
6. A change in the type and location of access ways and parking areas where off-site traffic would be affected.

E. Except as specifically exempted in this chapter, all other requirements of Title 17 shall apply within the downtown overlay. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 §4 (part), 1999)

17.80.030 Uses.

Use	
Where base zoning is commercial, permitted and conditional uses shall be as defined in the underlying base zone.	See the uses permitted in the base zone
<p>Where base zoning is residential, permitted and conditional uses shall be as defined in the underlying base zone, plus the following additional permitted uses:</p> <ol style="list-style-type: none"> <li>1. Bed and breakfast facilities;</li> <li>2. Library services;</li> <li>3. Professional offices where building footprint is four thousand square feet or less;</li> <li>4. Mixed-use building where building footprint is four thousand square feet or less;</li> </ol>	See the uses permitted in the base zone



5. Townhouses on individual lots three thousand (3,000) square feet or greater, not to exceed four units.	
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(Ord. 868, 2018)

17.80.040 Dimensional requirements.

Dimensional Requirements	Requirement <sup>1</sup>
Minimum lot size  Commercial base zoning	No minimum lot area shall be required.
Minimum lot size  Residential base zoning with commercial uses	Six thousand (6,000) square feet.
Minimum lot size  Residential base zoning with residential uses	
Single-family detached two stories in height	Three thousand (3,000) square feet
Single-family detached one story in height	Forty-five hundred (4,500) square feet or
Townhouse	Three thousand (3,000) square feet per townhouse
Duplex	Six thousand (6,000) square feet per duplex
Triplex	Six thousand (6,000) square feet for the first two attached units plus an additional two thousand (2,000) square feet for each additional dwelling unit

Quad-plex	Six thousand (6,000) square feet for the first two attached units plus an additional two thousand (2,000) square feet for each additional dwelling unit
Lot Width	<p>Where uses are commercial or mixed use, no minimum lot width shall be required.</p> <p>Where uses are residential, the minimum lot width shall be thirty feet for detached residences and twenty feet for townhouses.</p>
Setbacks	<p>Where uses are commercial or mixed use,</p> <ul style="list-style-type: none"> <li>a) No setback shall be permitted between the front of the building and the property line adjoining the street, with the exception of an outdoor patio used for seating. The planner may authorize minor exceptions up to eight feet where necessary due to lot configuration, visual clearance area requirements, or the need to accommodate overhanging elements such as awnings, signage, or architectural features. Such setback exceptions shall be limited to the minimum necessary.</li> <li>b) Side yard setbacks shall be a minimum of three feet each with any street side setback no less than ten feet.</li> <li>c) Rear yard setbacks for mixed-use buildings shall be a minimum of twenty feet.</li> </ul> <p>Where uses are residential,</p> <ul style="list-style-type: none"> <li>a) The front yard setback shall be a minimum of ten feet;</li> <li>b) The front of garages or carports shall be located a minimum of twenty feet from the property line where access occurs;</li> </ul>

	<p>c) Side yard setbacks for detached residential dwelling units shall be a minimum of three feet each with any street side setback no less than ten feet;</p> <p>d) Side yard setbacks for townhouses on individual lots shall be zero at the common property line and shall be a minimum of three feet at side yards for end units with any street side setback no less than ten feet;</p> <p>e) Side yard setbacks for detached accessory buildings shall be a minimum of three feet each;</p> <p>f) The rear yard setback shall be a minimum of twenty feet, except the minimum rear yard setback for an accessory building shall be five feet.</p>
Maximum height	No building shall exceed thirty-five feet in height, except a mixed use building with commercial or professional office space on the first floor with residential units above shall not exceed forty-five feet in height.

<sup>1</sup>Base zoning dimensions are not applicable within the downtown overlay. (Ord. 868, 2018)

#### 17.80.050 Parking lots for commercial, mixed-use, and multifamily uses.

A. Parking lots shall be in accordance with Chapter 17.106, Off Street Parking and Loading Requirements, except as specifically defined in this section. Illustrations of desirable parking lot designs are shown in the 1998 ODOT/DLCD Quick Response Project and/or the 2002 ODDA Resource Team Report.

##### B. Location of Parking.

1. New off-street surface parking lots shall be located to the side or rear of buildings. Parking at midblock or behind buildings is preferred. When parking cannot be located at midblock or behind buildings, perimeter screening and planting shall be required, complying with design standards for parking perimeter screening and planting, subsection D of this section.

2. New off-street surface parking lots shall not be located between a front facade of a building adjacent to a public street, and the public street.

3. New parking lots and garages shall not be located within twenty feet of a street corner.

C. Design of Parking Lots.

1. Off-street surface parking areas shall be designed to be as unobtrusive, and as attractive in appearance, as possible.

2. Angled or perpendicular parking spaces shall provide, where needed, extruded curbs (tire stops) or widened curbs to prevent bumper overhang into landscape areas or walkways.

3. Landscaping around and within surface parking areas shall equal ten percent of the total parking area.

4. Landscaping shall be installed within planting bays, and in any other area where parking stalls, circulation aisles, driveways and pedestrian movements shall not be precluded by the landscaping.

5. Pedestrian accessways through surface parking lots shall be clearly identifiable through use of different paving materials, pavement markings, grade separation, or landscaping, well-lighted, and as short as practicable.

6. Surface parking lot vehicular accessways shall not be located within twenty-five feet of a corner.

7. New parking areas shall be designed to the extent practicable to connect with existing parking areas on adjacent sites to minimize usage of the street for parallel movements.

D. Parking Perimeter Screening and Planting. Parking areas adjacent to public streets shall provide landscaping which meets one of the following standards:

1. A five-foot-wide planting strip between the right-of-way or back of sidewalk and the parking area. The planting strip may be pierced by pedestrian accessible and vehicular access-ways. Planting strips shall be planted with an evergreen hedge. Hedges shall be no less than thirty-six inches or more than forty-two inches in height at maturity. Materials shall achieve a balance between low-lying and vertical shrubbery and trees. Hedges and other landscaping shall be planted and maintained to afford adequate sight distance for vehicles exiting the parking lot; or

2. A solid decorative wall or fence thirty-six inches in height parallel to and not nearer than one foot from the right-of-way line. The area between the wall or fence and the street line shall be landscaped. Materials shall achieve a balance between low-lying and vertical shrubbery and trees. The required wall or fence and landscaping shall be designed to allow for access to the site and sidewalk by pedestrians and shall be constructed and maintained to afford adequate sight distance for vehicles exiting the parking lot; or

3. A transparent screen or grille forty-eight inches to seventy-two inches in height parallel to the right-of-way line. A one foot minimum planting strip shall be located either inside the screen, or between the screen and the right-of-way. The plant strip shall be planted with a hedge or other landscaping. Materials shall achieve a balance between low-lying and vertical shrubbery and trees. The required screen or grill and landscaping shall be designed to allow for access to the site and sidewalk by pedestrians and shall be constructed and maintained to afford adequate sight distance for vehicles exiting the parking lot.

E. Reduced Off-Street Parking Requirements for commercial uses.

1. For any structure meeting the applicability provisions of Chapter 17.120 (Site Development Review) or Chapter 17.130 (Conditional Use), the Planning Commission may grant reduced off-street parking standards within the following parameters:

a. Up to a 100-percent reduction capacity for the area existing between NW Laurel Street and NW Casey Street/J.P. West Road for properties having frontages on either side of West First Street, Highway 30, or the connecting side streets.

b. Up to a twenty-five (25) percent reduction capacity for properties in the downtown overlay on the east side of Highway 30.

c. Reduced off-street parking requirements do not apply to mixed-use or multifamily buildings. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 § 4 (part), 1999)

17.80.060 Lighting.

A. Illustrations of desirable lighting are shown in the 1998 ODOT/DLCD Quick Response Project and/or the 2002 ODDA Resource Team Report.

B. Pedestrian scale street lighting shall be provided along East Columbia Avenue and along West First Street.

C. Pedestrian scale street lights shall be no taller than twenty feet and shall be a design approved by the planner. Lamps shall be metal halide bulbs or other white light source.

D. Additional pedestrian-oriented site lighting (i.e., path lighting including step lights, well lights and bollards) is encouraged.

E. Fixture height and lighting levels shall be commensurate with their intended use and function and shall assure compatibility with neighboring land uses. Baffles shall be incorporated to minimize glare and to focus lighting to its intended area.

F. Minimum lighting levels shall be provided for public safety in all urban spaces open to public circulation.

G. No lighting standard shall exceed twenty-five feet in height.

H. Accent lighting on architectural focal points and landscape features is encouraged.

I. Seasonal lighting is encouraged. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 § 4 (part), 1999)

#### 17.80.070 Service areas.

A. Illustrations of desirable service area screening are shown in the 1998 ODOT/DLCD Quick Response Project and/or the 2002 ODDA Resource Team Report.

B. Except for single-family dwelling units, all on-site service areas, loading zones and outdoor storage areas, waste storage, disposal facilities, transformer and utility vaults and similar activities shall be located in an area not visible from a street or urban space. If this is not possible, then the service area, loading zone or storage area shall be fully screened from public view. Prohibited screening includes chain-link fencing with or without slats. Acceptable screening includes a stone, masonry or wood enclosure which may be freestanding or incorporated into a building wall. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 § 4 (part), 1999)

#### 17.80.080 Building height and architectural character.

##### A. Building Height for Commercial Uses.

1. The minimum facade height for single-story buildings shall be sixteen feet for buildings with unbroken rooflines, but may be as short as fourteen feet for buildings providing architectural diversity to roof profiles. Building height shall be measured from the highest grade point of the building frontage from ground to top of cornice or highest point of roof slope.

##### B. Architectural Character.

###### 1. Awnings on building containing commercial uses.

a. Awnings at the ground level of commercial buildings are encouraged.

b. Awnings shall not obscure or distract from significant architectural features and should fit within the window bays (either above the main glass or the transom window).

c. The color of the awning shall be compatible with its attached building.

2. Building Exterior. The exterior walls of building facades shall be of suitable durable building materials including the following: stucco, stone, terra-cotta, tile, cedar shakes and shingles, beveled or shiplap or other narrow-course horizontal boards or siding, vertical board and batten siding, articulated architectural concrete masonry units (CMU), or similar materials which are low maintenance, weather resistant, abrasion resistant, and easy to clean. Prohibited building materials include the following: plain concrete, plain concrete block, corrugated metal, unarticulated board siding (e.g., T1-11 siding, plain plywood, sheet press board) and similar quality, nondurable materials.

### 3. Building Fronts.

a. All residential structures shall utilize at least two of the following design features to provide visual relief along the street frontage:

1. Dormers;
2. Recessed entries;
3. Cupolas;
4. Bay or bow windows;
5. Gables;
6. Covered porch entries;
7. Pillars or posts;
8. Eaves (minimum eighteen inch projection); or
9. Off-sets on building face or roof (minimum sixteen inches).

b. Ground floor windows shall be provided on commercial building facades.

c. Darkly tinted windows and mirrored windows that block two-way visibility are prohibited as ground floor windows of commercial buildings.

d. Ground floor building facades on commercial buildings shall contain unobscured windows or glass doors for at least forty-five percent of the wall area and fifty percent of the wall length within the first nine feet of wall height. Lower window sills shall not be more than three feet above grade except where interior floor levels prohibit such placement, in which case the lower window sill shall not be more than a maximum of four feet above the finished exterior grade.

e. On the ground floor, commercial buildings shall incorporate large display windows with transom windows above.

f. New commercial buildings whose street frontage is more than forty-five feet wide shall be designed to convey a sense of division through the use of either pilasters, window and door openings, recessed entries, off-sets or other architectural details and shall break any flat, monolithic facade by including architectural elements

such as bay windows, changes in materials, or other articulation such as columns or vertical architectural elements to provide pedestrian scale to the ground floor. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682)

17.80.090 Signs. A. Signs shall be in accordance with the requirements of Chapter 17.114, Signs. (Ord. 868, 2018; Ord. 682 §4 (part), 1999)

17.80.100 Landscaping.

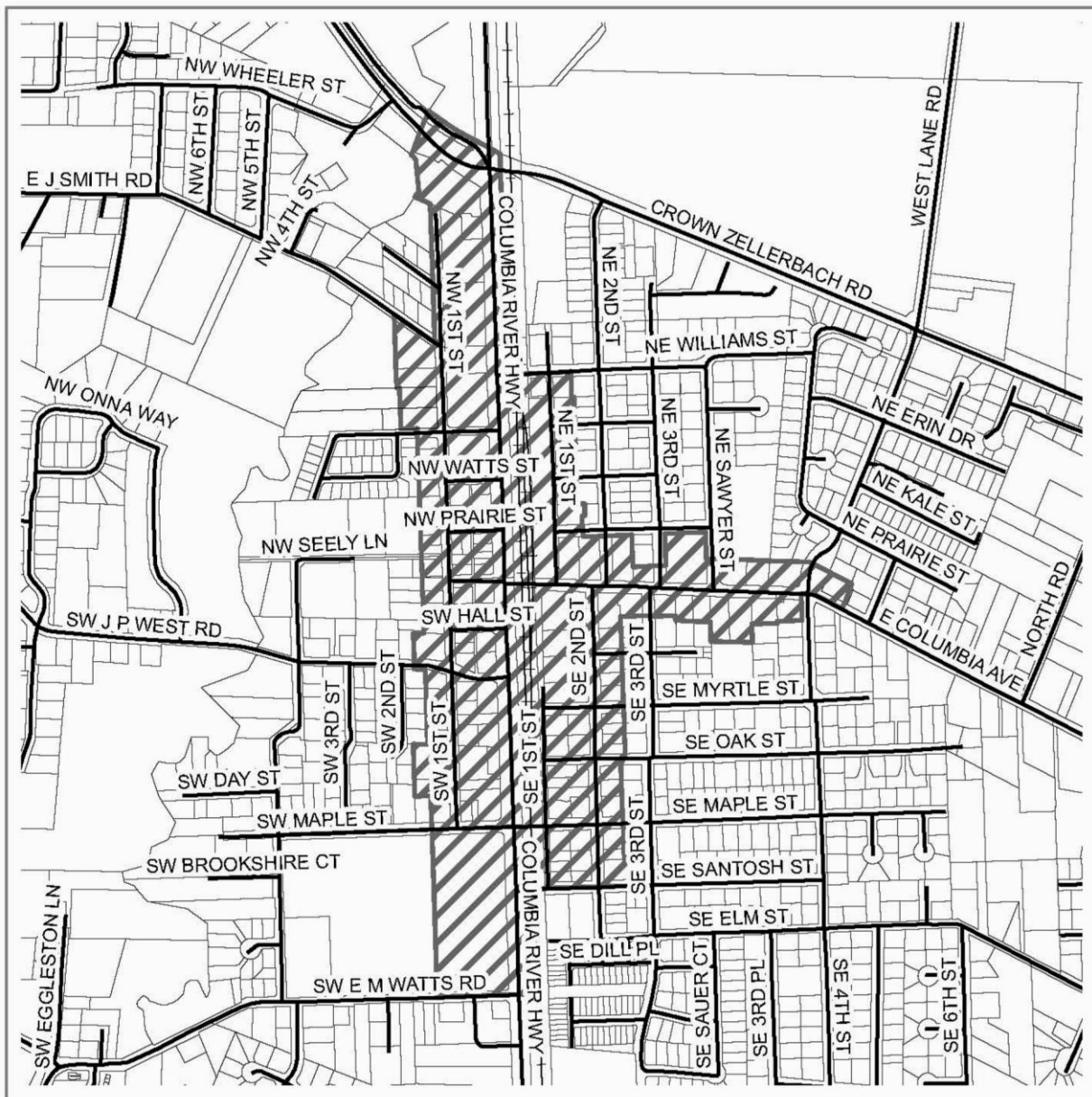
A. The landscaping requirements of Sections 17.100.090 (Buffering and screening requirements) and 17.100.100 (Screening-Special provisions) shall not apply within the downtown overlay.

B. Pedestrian scale lighting and hanging floral baskets may be substituted for street trees for frontages on the west side of Highway 30 from the northwest corner of JP West Road north to the southwest corner of Watts Street. Such substitutions shall be in accordance with the standards in Section 17.80.060. The design of the fixture shall be subject to approval by the planner.

C. One street tree shall be required per 35 feet of linear street frontage or fraction thereof, except where the planner approves alternative plantings due to visual clearance area requirements, awnings, street lights, doors or other conflicts. Species of street trees shall be subject to approval by the planner and may vary from the approved street tree list where a smaller stature of tree is necessary to resolve conflicts. (Ord. 868, 2018; Ord. 820 §5, 2012; Ord. 811, 2010; Ord. 682 §4 (part), 1999) (Ord. 820 §3, 2012)



# Scappoose Downtown Overlay



## Legend

- Streets
- Taxlots Boundary
- Downtown Overlay



0 375 750 1,500 Feet