
Hood River City Council
211 Second St.
Hood River, OR 97031
(541) 386-1488
www.cityofhoodriver.gov

June 28, 2021

AGENDA

6:00 p.m.

Councilors:	Mark Zammiller (President)	Kate McBride, Mayor	Megan Saunders	Tim Counihan
	Jessica Metta	Erick Haynie	Gladys Rivera	

All public meeting locations are accessible. Please let the City Recorder know if you will need any special accommodations to attend any meeting. Call (541) 387-5212 for more information. Oregon Relay Service 1-800-735-2900

The City of Hood River is taking steps to limit exposure and spread of COVID-19 (novel coronavirus). In support of state and federal guidelines for social distancing, the City of Hood River will have the public audience view the meeting by Zoom Conferencing. Members of City Council and presenting City staff will attend the meeting in-person following safety protocols.

Please use the following phone number or video link:

<https://us02web.zoom.us/j/87475696829>

(253) 215 8782

Meeting ID: 874 7569 6829

The audio recording of the meeting will be posted shortly after the meeting on the City's website. Please check the City's website for the most current status of planned public meetings.

<https://cityofhoodriver.gov/administration/meetings/>

I CALL TO ORDER – Cell Phone Reminder

Land Acknowledgement Statement and Pledge of Allegiance

II BUSINESS FROM THE AUDIENCE

Hood River City Council encourages community members to talk about issues important to them. If you wish to speak during "Business from the Audience", there are two options to choose from:

1. Submit written comments to the City Recorder at j.gray@cityofhoodriver.gov by Monday, June 28, no later than 12 noon in order to distribute to the City Council in one packet for review by 3pm. All comments will be added to the record.
2. To address Council during Business for the Audience, email the request (name of speaker and topic) to j.gray@cityofhoodriver.gov by Monday, June 28, no later than 12 noon. Please specify the topic your testimony addresses. Testimony will go in order of requests received. Attendees that have registered will be unmuted by the IT Administrator for 3 minutes to address Council. Public comment will be by audio only. At the Mayors discretion, public comments may be received prior to a specific topic of relevance during the meeting.

III PRESENTATIONS

1. Visit Hood River Strategic Plan, Katie Kadlub (20 mins.)

Pages 3-41

WORK SESSION

- IV OPEN WORK SESSION**
- V AGENDA ADDITIONS OR CORRECTIONS**
- VI DISCUSSION ITEMS**
- VII ADJOURN WORK SESSION**

REGULAR COUNCIL MEETING

- I OPEN REGULAR COUNCIL MEETING**
- II AGENDA ADDITIONS OR CORRECTIONS**

- III CONSENT AGENDA**

These items are considered routine and/or have been discussed by Council in Work Session. They will be adopted by one motion unless a Councilor or person in the audience requests, before the vote on the motion, to have an item considered at its regular place on the agenda.

- 1. Purchase of Police Department Vehicle, N. Holste Pages 42-43
- 2. Supplemental Budget, M. Morris Pages 44-47

- IV REGULAR BUSINESS ITEMS**

- 1. ODOT Rand/Cascade Resolution 2021-08, W. Seaborn (10 mins.) Pages 48-72
- 2. Enterprise Zone Resolution 2021-09, Alice zaWitt (10 mins.) Pages 73-78

- V MAYOR**

- 1. Energy Innovation Act and Citizens Climate Lobby (10 mins.) Pages 79-90

- VI COUNCIL CALL**

- VII ADJOURN REGULAR MEETING**



DVA ADVERTISING & PUBLIC RELATIONS

VISIT HOOD RIVER MARKETING SUPPORT & PR STRATEGY

Prepared for the Hood River City Council

June 28, 2021

Executive Director Summary

Dear Mayor McBride and Members of the Hood River City Council:

"It's been one for the ages," is the appropriate sentiment shared by our hospitality and small business community partners. Over these past 18 months we've navigated a global pandemic, and despite our businesses being among the groups hit the hardest—we've triumphantly endured.

As Visit Hood River (VHR) enters the last month of the fiscal year, our Hood River community partners' resiliency—along with the appeal of our town as a destination—has ensured our fiscal year will end in the black, rather than in a deficit. When the pandemic hit, the VHR Board took immediate action to restructure, dramatically trimming overhead and expenses that helped sustain the organization through a tumultuous year. Today, working hand in hand with our public and private partners, I'm excited to join with other leaders at the helm of VHR as we enter this new era of recovery. Supported by a determined Board of Directors and professional contractors, VHR has crafted measurable programs designed to invest strategically in both our core functions of destination marketing and business retention. In FY 21-22, VHR will emphasize and expand a third-key pillar, sustainable destination, and resource management, which are woven into all VHR programs in the year ahead.

We've incorporated "sustainable destination" and "resource management" in our plan tenets because VHR knows that when inviting visitors to Hood River, those visitors must bring added measurable value to our economy. The City of Hood River contracts tourism services delivery with VHR and both partners know the intrinsic value tourism delivers to our community. Above the positive economic impacts of tourism and business retention, VHR is thrilled to work with our stakeholder members and the City and County to ensure visitors are part of a sustainable future for Hood River. Together we'll help offset the seasonal impacts tourism has upon our community resources and natural assets.

The following plan reveals what's ahead for FY 21-22. And so, it brings me great joy to close this message by noting the 'wins' from this past year, pointing to optimism and a great promise for a brighter future.

In FY 20-21VHR:

- Delivered a complete redesign and launch of VisitHoodRiver.com to incorporate all Stakeholder partners and consolidate the two disparate websites (the Chamber and VHR).
- Helped the City of Hood River exceed FY 20-21 transient lodging tax budget projections to establish a strong financial foundation for destination recovery.
- Developed, implemented, and accounted for a comprehensive Destination Management, Marketing and Public Relations strategy to educate, inform, and support local businesses through the constantly-changing landscape of COVID.
- Consolidated and trimmed overhead to operate VHR in the black.
- Secured two PPP loans (receiving forgiveness of the first debt, and forgiveness of the second anticipated) allowing VHR to restructure the staff team and conserve resources.
- Exceeded budgeted Stakeholder Development Dues revenue by 400%.
- Developed a plan to reinstate signature events in Hood River in 2021 with outsourced event management.
- Began production of a new Official Hood River Visitors Guide.
- Relocated and reopened the Visit Hood River and Visitor Center in partnership with the Hood River County History Museum as of May 1, 2021.

Mayor McBride and members of the City Council, thank you for the opportunity to share our topline review of this past year, along with our strategic planning program for the year ahead. We respect and appreciate the trust you have placed with Visit Hood River, and are fully committed to providing you with a dedicated partnership and leveraged return on all investments.

A yellow off-road vehicle, possibly a Jeep or similar, is shown from a front-three-quarter perspective, driving through a rocky, desert-like terrain. The vehicle has a black bumper with the word "LOYOLA" in yellow letters. The background is a vast, arid landscape with scattered rocks and sparse vegetation under a clear blue sky. The text "PR STRATEGY" is overlaid in a large, white, italicized serif font across the center of the image.

PR STRATEGY

Introduction

As Hood River continues to navigate the impacts of and recovery from COVID-19, the effects of which will likely linger throughout the coming year to some degree, public relations efforts will play an important role in expediting recovery, maintaining awareness and interest in Hood River as a leisure travel destination, and leveraging tourism as a form of economic stimulation.

Through a combination of proactive media outreach, press releases, individual media/influencer visits, FAM tours, and more, the Visit Hood River public relations plan is intended to craft that narrative, elevating the awareness, profile, and appeal of Hood River as a year-round leisure travel destination in the process. In doing so, it will also promote economic prosperity in the region and increased quality of life for the residents and businesses who are fortunate to call Hood River home.

To accomplish this, a set of specific tactics and deliverables have been identified that, combined, will generate an ongoing presence for Hood River among leisure travelers through favorable editorial coverage in target media outlets and among targeted influencers.

Together with the support of tourism industry stakeholders and the Hood River community as a whole, this plan will utilize earned media and influencer coverage to position the destination as what it truly is: a vibrant and remarkable year-round destination that should be on the short list for every outdoors enthusiast, foodie, wine and beer lover, agritourism aficionado, family, and leisure traveler in search of their next great adventure.



Goals & Tactics

Public Relations efforts will be developed and executed in support of the following goal:

Increase Hood River's economic prosperity and residents' quality of life through earned media coverage that raises awareness of the destination, accurately portrays the visitor experience, encourages visitation and spending during targeted seasons, and aligns with the core values of sustainability, vitality, and livability.

The following core proactive tactics will be deployed in support of this goal:

Tactic #1: Media kit/press room - Update media kit that was developed in 2020. Build out new press room including media kit, press releases, image library, and other assets.

Tactic #2: PR editorial calendar - Develop and execute a 12-month proactive calendar for drafting and distribution of press releases, invitations, and themed pitches to regional and national media.

Tactic #3: Media invitations - Develop and distribute spring/summer and fall/winter themed invitations encouraging select media and influencers to visit.

Tactic #4: Media FAM Tours - Plan and execute two media FAM tours, one in spring of 2021 focused on Top Chef, and another in the fall of 2021.

Tactic #5: Proactive media/influencer outreach - Leverage Hood River's many assets to actively recruit editorial coverage and individual visits from travel and lifestyle media and influencers.

Tactic #6: Industry advocacy - Quarterly outreach/communication targeting tourism partners, elected officials, and the greater Hood River community.

Tactic #7: Monthly blog post - 12x per year blog post.

Tactic #8: Media monitoring - Monitoring, tracking, and reporting on earned media coverage for Hood River through the Cision monitoring platform.

Measurement & Metrics

Measurement

The goal of the public relations plan is to generate, at a minimum, a 10:1 return on investment as measured by the advertising equivalency value of earned media coverage. In the case of Visit Hood River, with a \$40,000 budget for the 2021-2022 fiscal year, that translates to \$400,000 in editorial value as a result of public relations efforts.

Generate \$400,000 in Editorial Value

To do this, DVA will engage in the execution of an ongoing editorial/content calendar that focuses on maintaining a consistent, proactive presence in front of targeted media and influencers. The editorial calendar and storytelling narrative, which is detailed in Tactic #2, includes:

Distribute 12 Press Releases & Pitches

The press release editorial calendar will be complemented by two separate media invitations, one targeted at spring/summer 2021 visits, and one targeting winter/spring 2021 visits. Two separate media FAM tours will be scheduled - one in the spring of 2021 focused on Top Chef, and one in the fall of 2021. Including the FAM tour attendance, the goal for the 2021-2022 fiscal year is to:

Host 10 Writer / Influencer Visits

Metrics

Utilizing the Cision media database and monitoring platform, all editorial coverage will be tracked, analyzed, and shared with Visit Hood River on a monthly basis. While many metrics are available through Cision, reporting will focus on the following elements:

- Total Mentions
- Audience Reach
- Coverage by Media Type
- Value of Coverage
- Sentiment (positive, neutral, negative)

Target Markets & Audience

Target markets will be prioritized based on proximity to Hood River, ease/convenience of access, size and relevance of media market, and location of media outlets. For the time being, an increased emphasis will be placed on drive markets as COVID-19 recovery continues. Following is a list of prioritized media markets that will serve as the primary focus of proactive outreach efforts:

PNW

- Seattle/Tacoma
- Portland
- Willamette Valley
- Vancouver, BC*
- Boise
- Spokane
- Yakima/Tri-Cities
- Central Oregon

West

- San Francisco
- Sacramento
- Los Angeles
- Denver
- Salt Lake City
- Phoenix
- Reno/Tahoe

Midwest

- Chicago
- Dallas
- Houston

East Coast

- New York City
- Boston



*Vancouver BC will be prioritized once the US/Canada border reopens.

Tactic #1: Media Kit & Press Room

Now that Hood River is emerging from COVID-19, the media kit that was developed during FY 19-20 needs to start living up to its purpose and potential. As such, we recommend updating the media kit to reflect any necessary changes related to COVID-19 or other factors, and retooling the press room to act as a highly functioning resource for media.

Goal:

Present the region's core assets, activities, and attractions that have value to media and influencers, while telling the Hood River story through our own lens.

Deliverables:

Media kit: Completed in FY 19-20. Update to reflect current situation.

Asset library: Development of image library, captions, and credits housed on Visit Hood River press room and via Dropbox link
Bi-annual maintenance/updates.

Tactic #2: PR Editorial Calendar

Goal:

Communicate timely and newsworthy information to media and influencers, while maintaining top-of-mind awareness via a consistent presence in their inboxes.

Deliverables:

Development and implementation of a 12-month editorial calendar, which is detailed on the following page, including drafting and distribution of monthly materials as follows:

Press releases: 8 press releases (July, Aug., Sept., Nov., Jan., March, May, June).

Seasonal info: A series of quarterly storylines developed to replace the quarterly events press releases until events return.
Distributed 4x during the current fiscal year - Sept., Dec., March, June.

Tactic #3: Media Invitations

Goal:

Encourage regional and national media and influencer visits to Hood River during specific timeframes, with the intent of generating feature editorial coverage in targeted print, broadcast, online, and social media outlets.

Deliverables:

Drafting and distribution of two media invitations per year, to approximately 100-150 regional/national media and influencers, as follows:

Spring/Summer: Focus on human powered activities, outdoor rec, agri-tourism, F&B.
Avoid weekends, holidays.
Distribute mid-March for visits in the May-July timeframe.

Fall/Winter: Focus on blossom, outdoor rec, sightseeing, wine, families, sunshine.
Avoid weekends, holidays, events.
Distribute in late August for visits in the Sept-Feb timeframe.

Tactic #4: Fam Tours

Goal:

Leverage the efficiencies of bringing multiple media to Hood River at one time, with the intent of generating feature editorial coverage centered around a common theme in targeted print, broadcast, online, and social media outlets.

Deliverables:

All planning, outreach, execution, and follow-up related to conducting two FAM tours for up to five media or influencers each, to be held in the spring (April 2021, Top Chef theme) and fall (dates & topic TBD).

*Hard costs such as airfare if needed, and transportation within the destination will be budgeted separately.

Tactic #5: Proactive Media Outreach

Goal #1 - Media:

Position Hood River as one of the West's top travel destinations, and differentiate Hood River from the competition through regular outreach to regional/national media encouraging visits and editorial coverage and to capitalize on timely and/or seasonal opportunities.

Deliverables:

Monthly outreach to 15-20 lifestyle and niche category media. Provide individualized content, and timely and relevant subject matter tailored to their readers, viewers, listeners, and followers.

Target categories include but are not limited to:

- Travel & Lifestyle
- Outdoor Recreation
- Family/Multi-generational
- Food/Culinary
- Beer/Spirits/Wine
- Arts & Culture
- LGBTQ
- Girlfriend/Guyfriend Getaways
- Hiking/scenery/waterfalls
- Biking/Cycling
- Skiing & Winter Sports
- Wellness/holistic
- Photography/Nature

Goal #2 - Influencers:

Leverage the photogenic qualities of Hood River by actively recruiting visits from travel and lifestyle social media influencers with at least 75k followers.

Deliverables:

- Develop influencer "package" offering for hosted visits.
- Identify and prioritize influencer lists.
- Monthly outreach to 15-20 influencers, primarily in the travel, lifestyle, family, and outdoor recreation categories.
- Coordinate with Visit Hood River as needed on itineraries.

Tactic #6: Industry Advocacy

Goal:

Foster support and engagement among tourism partners, elected officials, and Hood River residents through ongoing communication, transparency, engagement, and outreach.

Deliverables:

DVA will research and write a quarterly deliverable in the form of an op-ed, byline article, executive director summary, or similar communication to be distributed to tourism partners, elected officials, and media as appropriate.

Tactic #7: Monthly Blog Post

Goal:

Communicate timely and relevant content through the Visit Hood River blog, in the form of monthly blog posts.

Deliverables:

12x per year blog posts, including research, drafting, and delivery of a finished product ready to be posted.

Tactic #8: Monitoring & Reporting

Goal:

Monitor editorial coverage related to Hood River as a travel destination, and assign value to earned media placements.

Deliverables:

Utilizing Cision, DVA will monitor, track, and report on all earned media coverage generated during the 2021-2022 fiscal year. Available data will include the following metrics:

- Publication/outlet
- Circulation
- UVPM
- Editorial value
- Story link/URL

Budget

Media Kit & Press Room	\$1,000	Industry Advocacy	\$1,900
Review and update existing media kit		Communication with tourism partners, elected officials, and community members such as periodic op-eds, byline stories, direct outreach messaging.	
PR Editorial Calendar	\$6,000	Monthly Blog Post	\$5,100
Development of editorial calendar, drafting & distribution of eight press releases.		Drafting of monthly (12x) blog posts.	
Media Invitations	\$4,200	Media Monitoring (\$150/mo)	\$1,800
Spring/summer and fall/winter media invitations. Includes media list development, drafting, distribution, follow-up.		Monthly monitoring, tracking, and valuation of media coverage highlighting Hood River. Through Cision subscription.	
FAM Tours (spring & fall)	\$10,000	Media Hard Cost Allowance	\$3,000
Planning, invitations, coordination, execution, and follow-up. Assumes up to five attending media for each FAM tour.		Allowance for media hard costs as needed such as airfare, meals/entertainment, ground transportation, etc.	
Proactive Media/Influencer Outreach	\$7,000	Total: \$40,000	
Ongoing, proactive monthly outreach to media and influencers. Also includes managing and fulfilling inbound inquiries.			

A yellow Toyota Land Cruiser is shown from a front-three-quarter perspective, driving on a rocky, desert-like terrain. The vehicle is a four-door model with a black roof rack. The license plate reads "L.O.Y.O.T.A". The text "MARKETING STRATEGY" is overlaid in the center of the image in a white, italicized, sans-serif font.

MARKETING STRATEGY

2020/2021 Recap

The 2020 - 2021 fiscal year was an abundance of ups and downs. One of our biggest challenges and priorities was continuing to support tourism throughout Hood River Country, while also being mindful of governing ordinances and guidelines. Upholding this fine balance, we approached each CTA driven piece of content with strategic care, ensuring our messaging was neither too passive or would instigate irresponsible travel or local push back. Through this angle we were able to grow our audiences across social channels and email, while spending close to nothing on media. The Mother Nature's Favorite sweepstakes was also a great success and offered a notable boost to all of our channels in anticipation of welcoming back visitors.

In this presentation you will see a recap of the previous fiscal year, as well as our plan for the upcoming fiscal year.

The screenshot displays the Hood River Oregon website. At the top, there's a navigation bar with links for 'Explore', 'Stay', 'Plan', and a search icon. The main header features a scenic mountain landscape with the text 'MOTHER NATURE'S FAVORITE HOOD RIVER, OREGON'. Below this is a search bar with fields for 'Arrive' (04/02/2020), 'Depart' (04/03/2020), 'Adults' (1), and 'Children' (1), followed by a 'Search' button. A map of the Pacific Northwest highlights Hood River, Oregon, with text stating 'Just an hour from Portland, but a world away.' and providing flight information: 'One Hour from Portland', 'Three Hours, 40 Minutes from Seattle', and 'Two-Hour Flight from San Francisco'. The 'Featured Events' section includes a calendar view and a list of events: 'Artsy April Live on Instagram' (April 1-30), 'Blossom Fest' (April 1-30), 'Cider Fest' (May 30), 'Ray Webster Cross Channel Swim' (September 7), and 'Columbia River Gorge' (September 7). Each event includes a brief description and location details.

OBJECTIVES FOR 2021/22

- ① Drive visitation & repeat tourism.
- ② Build brand awareness (VHR & MNF).
- ③ Increase local adoption.
- ④ Website improvements.

Overall Strategy

Attract: Awareness & Brand Building

Engage: Consideration

Convert: Generate a Visit

Management & Retention (Repeat Tourism)

Our overall strategy remains consistent, but we'll expand on specific tactics for 2021/2022. Firstly, we're advancing our mission to put Hood River on our target demographics radar. Next, we will engage with these audiences by cultivating a sense of inclusion—centering them at the heart of new content that promotes exciting local happenings. Finally, our goal is to convert audiences into planning a trip to Hood River, then maintaining them as a repeat visitor.



Attract: Awareness & Brand Building

VHR Branded Apparel

- Creating branded apparel for visitors to take home—and for local shops to carry—allows for tourism promotion to continue even after the visitor has returned home. 'Visit Hood River' apparel not only shows support for the community, but instills a sense of pride for what Hood River embodies.
- To roll this initiative out, we propose selling apparel direct to consumers on the VHR website, along with providing wholesale options to local retailers at a discounted price.
- Offering quality branded merchandise serves our mission to grow brand awareness around Hood River and the Mother Nature's Favorite anthem.
- Creating a branded product also adds a consistent revenue stream to the marketing budget.

Budget: \$4,950

T-Shirts (for presentation purposes only)



Canvas Totes (for presentation purposes only)



Attract: Awareness & Brand Building

Double Mountain Partnership

- Double Mountain has agreed to partner with us in releasing a special, limited edition, short run “Mother Nature’s Favorite” Hood River Lager to be sold through their pub, and local vendors starting in June.
- This special edition beer will be used in our promotional strategy to continue cultivating brand awareness while also announcing our “Mother Nature’s Favorite Summer Sweepstakes” seasonal campaign.
- We plan to roll out seasonal sweepstakes for each of four upcoming seasons (summer, fall, winter, spring). Double Mountain has agreed to produce a limited edition seasonal brew to help promote each of these sweepstakes.



Double Mountain Summer Beer Label Design



This special Hood River Lager pays homage to the magical valley we get to call home. Crisp and inviting, the sprinkling of German and Slovenian hops give way to refreshing hints of light herbal aromas. Didn't think we could capture summer in a bottle? Wait 'til you taste this.

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

**PRODUCED & BOTTLED BY
DOUBLE MOUNTAIN
BREWERY & CIDERV,
HOOD RIVER, OR USA**

5¢ REFUND CT-ME-VT-MA-NY-HI
10¢ REFUND OR-MI [CA CRV]

DOUBLE MOUNTAIN
MOTHER NATURE'S FAVORITE
Summer Release

HOOD RIVER LAGER
4.5% ALC/VOL • 15 BU • 1 PINT 0.9 FL OZ (500ml)

REFILLABLE BOTTLE
Give this bottle another life. Return to...

DOUBLE MOUNTAIN
MOTHER NATURE'S FAVORITE
Summer Release

HOOD RIVER LAGER
55% ALC/VOL • 35 BU • 1 PINT 0.9 FL OZ (500ml)

BOTTLED ON

REFILLABLE IN OREGON

Bottle Refill
bottledropcenters

Attract: Awareness & Brand Building

Instagram

- Instagram will continue to serve as our primary social media outlet.
- Targeted content will include both general aspirational themes as well as promotional content built around the quarterly sweepstakes for summer, spring, fall and winter.

Facebook

- Facebook will continue to serve as our secondary social media platform with a stronger focus on announcements & news.
- We will additionally promote the seasonal sweepstakes on Facebook with a focus on paid media to our primary drive markets outside of Hood River.

Ongoing Social Budget: \$2,850/mo

Engage & Convert: Drive Visitation

Sweepstakes

- Our goal will be to run quarterly seasonal sweepstakes throughout summer, spring, fall and winter.
- Each sweepstakes will feature a single grand prize from a variety of local vendors, with a tailored focus on that specific season.
- The objective here will be to continue building awareness and growing our audience base. This also provides more opportunities to partner with local businesses to foster engagement and interest around Hood River's seasonal offerings.
- These efforts will also support our local buy in initiative.

Sweepstakes Budget: \$14,000/per

*Includes beer labels and design & play list production

Email

- We will continue to write and design one B2C email per month with a strong focus on the quarterly sweepstakes, and the local businesses featured therein.

Email Budget: \$1,200/mo

Playlists

- We will create one playlist per sweepstakes. Each playlist will feature the businesses and activities identified within the current sweepstakes.

Engage & Convert: Drive Visitation

Pinkbike Feature

- Based on final approved budget, we believe this would be a great tactic to support spreading the word around Hood River to a targeted mountain biking audience.
- A “Local Flavors” feature on PinkBike.com includes visual asset creation (photography & videography), article copywriting, and social media exposure to back it up.
- Full deliverables list:
 - » Article written, produced, and published by PinkBike.com.
 - » Facebook post - est: 50k organic impressions + option of boosting.
 - » Instagram carousel post - est: 250k organic impressions + option of boosting.
 - » Instagram video post (added value) - est: 250k organic impressions + option of boosting.
 - » Advertisements on PinkBike.com up to 150k impressions.
- A Local Flavors example can be referenced [**HERE**](#).

Budget: \$21,392

Engage & Convert: Drive Visitation

Media

- Media spending will be a key component to several areas of our strategy.
- Social: Audience growth and reach. We know that organic social media content can only reach so far, however, with paid promotion across Facebook and Instagram, we will reach a broader audience with our sweepstakes promotions.
- Traditional: Build awareness in key markets. Through a paid sponsorship with the KATU weather cam in Portland, the VHR brand will be front and center for our primary drive market, along with being broadcasted multiple times a day.
- Any other additional digital or traditional media buys will be considered on a rolling, as-needed basis.

Media Budget: \$15,500/quarter

*Includes media plan, media buy, and media costs

Management & Retention: Repeat Visit / Education

Website Improvements

- In addition to building new Play Lists, we will continue monitoring and improving the general user experience of the website.
- One area we see the most room for improvement is in the category pages, and more specifically, the category page filtering.
- Over the course of the next fiscal year, we will build out a more elaborate filtering system, while ensuring that ALL businesses are showcased on the correct pages, along with displaying the correct information.

Website Updates Budget: \$2,250/mo

Other

- Previously mentioned tactics, such as social media and email also have crossover into the management / retention phase of the customer journey.

Reporting & Metrics

- In order to best understand important trends and measure the success of our campaigns, Blue Collar will provide monthly & quarterly analytics reports.
- The purpose of these monthly reports is to provide a condensed overview of the previous months marketing efforts (micro view), which then can help to inform our future tactics.
- Our quarterly reports will go deeper into trends, successes, and failures. During quarterly reports we will also dive deeper into year-over-year trends.
- Finally, but most importantly, our goal is to tie the successes of our marketing efforts to an increase in TLT (our continual number one goal).

Reporting Budget: \$1,800/quarter

Statement of Work

The following SOW takes into consideration the potential increase in budget of approximately \$128,000.

Sweepstakes

We are recommending quarterly sweepstakes (4 total) for the fiscal year. The budget outlined below is PER sweepstakes, and includes producing a unique PlayList for each sweepstakes, as well as the cost of beer labels and design for a custom beer release for each sweepstake.

- Account Management: \$2,250
- Project Management: \$2,250
- Theme Design: \$3,000
- Landing Page Design: \$1,500
- Landing Page Development: \$1,500
- PlayList Copy: \$1,200
- PlayList Design: \$900
- PlayList Development: \$900
- Beer Labels: \$500

Cost Per Sweepstakes: \$14,000

Sweepstakes Total (Annual): \$56,000

*Hours updated across the board for each sweepstakes to better align with actual hours needed for each.

Online Store

The cost outlined below is a one-time project cost for the setup of the online store, and the design of an initial round of apparel. Design for additional apparel is not included, and could be supplemented by the income generated by the online store.

- Account Management: \$750
- Project Management: \$750
- Store Design: \$1,200
- Store Setup: \$750
- Apparel Design Batch 1: \$1,500

Online Store Total: \$4,950

*Addition of second batch of products recommended with supplemental budget

Statement of Work

Statement of Work

The following statement of work accounts for all of our recommendations for the 21/22 marketing budget expenditure.

Email

B2C emails will be sent once per month, and will focus on predetermined monthly themes. These emails will also serve to promote the active quarterly sweepstakes. The cost outline below is for each monthly email send.

- Account Management: \$150
- Project Management: \$300
- Email Design: \$300
- Email Development: \$450

Cost Per Month: \$1,200

Email Total (Annual): \$14,400

*No updates to email budget based on potential budget increase.

Ongoing Social

The estimate below is for monthly social maintenance and covers Facebook & Instagram. It also includes a budget of \$275/month for digital media.

- Account Management: \$150
- Project Management: \$450
- Copy: \$900
- Reporting: \$600
- Photography: \$750

Cost Per Month: \$2,850

Social Total (Annual): \$34,200

*Proposed increase in copywriting hours to account for additional posts, and a proposed increase to the media budget. Hours for monthly reporting accounted for here as well.

Note - this media budget ONLY accounts for boosted social media content. See next page for full media budget.

Statement of Work

Statement of Work

The following statement of work accounts for all of our recommendations for the 21/22 marketing budget expenditure.

Media

The estimate below accounts for planning, placement, and the cost of media. Note - we expect the budget to eb and flow seasonally, but to average out to the totals outlined below.

- Account Management: \$450
- Project Management: \$900
- Media Strategy: \$900
- Copy: \$600
- Design: \$900
- Reporting: \$750
- Digital Media (Social): \$3,300
- Digital Media (Other): \$4,400
- Traditional Media: \$3,300

Cost Per Quarter: \$15,500

Media Total (Annual): \$62,000

Website Updates

The cost outlined below is for monthly website maintenance and updates.

- Account Management: \$150
- Project Management: \$450
- SEO / Keyword Research: \$450
- Copy: \$300
- Design: \$300
- Development: \$600

Cost Per Month: \$2,250

Website Updates Total (Annual): \$27,000

*With supplemental budget we are proposing a budget for ongoing SEO & Keyword research to help guide our strategic recommendations.

Statement of Work

Statement of Work

The following statement of work accounts for all of our recommendations for the 21/22 marketing budget expenditure.

Quarterly Reporting

Quarterly reports will be a deeper analytical dive, and year over year data.

- Account Management: \$300
- Project Management: \$450
- Copy: \$300
- Analytics: \$750

Cost Per Quarter: \$1,800

Quarterly Reporting Total (Annual): \$7,200

Statement of Work

Statement of Work

The following statement of work accounts for all of our recommendations for the 21/22 marketing budget expenditure.

Pinkbike Promotion

The PinkBike.com local flavors feature includes all production and supporting media spend.

- Account Management: \$300
- Project Management: \$450
- PinkBike.com Production & Media: \$20,642

Pinkbike.com Total: \$21,392

2021/22 Estimate: \$227,142

Budget Contingencies

The following assumptions have been made in order to bring the overall estimate into our known working budget.

- Media planning is limited to paid social channels. If endemic and traditional media planning is required, this adjustment can be considered or it can be handled by VHR. BC will provide creative for all paid media as included in the budget.
- Raw asset planning is limited to developing partnerships with supporting photographers and videographers. No budget is currently earmarked for outsourced asset creation.
- No print collateral has been included in FY2021 / 2022.

Agency Rate Card

\$210 - Strategic Services

- Creative Direction
- Technical Planning
- Copywriting / Concepting

\$175 - Creative & Marketing

- Account Direction / Strategy
- Research
- Social Strategy
- UX / UI
- Design
- Copywriting / Production
- Technical Development

\$125 - Production

- Account/Project Management
- Social Management
- SEO
- Analytics
- Asset Attainment
- Content Production
- QA

**VHR Proposal Rate:
\$150 (Blended)**

2020/21 Recap: Mother Nature's Favorite Sweepstakes

While we did not fully rollout the MNF campaign as initially intended (due to the pandemic), we executed a "soft launch" via social media by using the hashtag throughout social posts. We also rolled out the MNF sweepstakes in the spring of 2021 which was a notable marker for success. Our intention for the next fiscal year is to continue our rollout of the campaign and build on the momentum that the sweepstakes started.

Objectives

- Drive traffic to the new site.
- Collect email addresses & grow social following.
- Build awareness around the new MNF campaign.

Analytics

- Landing Page Views: 6,885
- Total Entries: 2,292
- Desktop Entries: 813
- Mobile Entries: 1,479
- Top Locations: Oregon, Washington, California
- Unique email addresses added to VHR list: 1,584
- New VHR fans on Facebook: 293
- New VHR followers on Instagram: 552
- Total Facebook Visits: 14,590 (all partners)
- Total Instagram Visits: 13,691 (all partners)
- Total Website Visits: 14,638 (all partners)

Deliverables

- [Partner One Sheet](#)
- [Landing Page](#)
- [Email Campaign](#)
- [Social Suite](#)
- [Portland Mercury](#): Site reskin, Banners, eBlast, Social Posts, HP Native Ad, General Ads

2020/21 Recap: Develop an Asset Base

This past year, we continued to develop and grow our asset base with a limited budget of \$500 per month. By contracting out to various photographers from Hood River to Portland, we produced a fresh and diverse mix of assets.

Due to lower cost, we also transitioned from the Brandfolder DAM tool to Google Photos.

Photographers

- Cale Brown, Hood River
- Luke Webster, Portland
- Amy Eastman, Parkdale
- Kale Chesney, Portland
- Daven Mathies, Hood River
- Emily Woodruff, Bingen
- Meg Kalmbach, Hood River
- Marlee Ducey, Hood River
- Tom Lehmann, Hood River



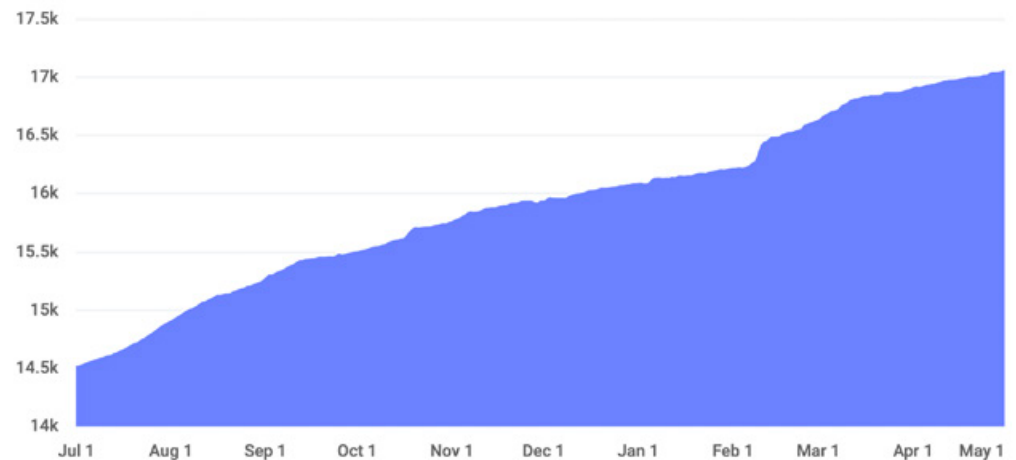
2020/21 Recap: Instagram

We continued to focus on Instagram as our primary aspirational platform. We saw solid engagement and growth organically throughout the year.

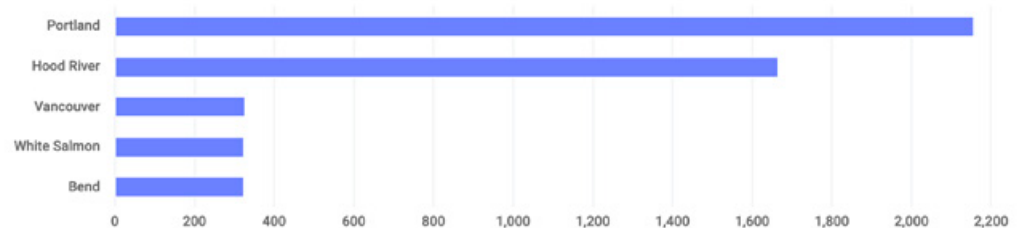
Instagram Overview: July 2020 - May 2021

- Followers: 17.1K
- Posts: 253
- Average Likes Per Post: 277
- Likes: 70, 109
- Average Comments Per Post: 5
- Comments: 1,370
- Reach: 1.24m
- Top Gender & Age: Female, 35-44
- Top Cities: Portland, Hood River, Vancouver, White Salmon, Bend

Followers



Top Cities



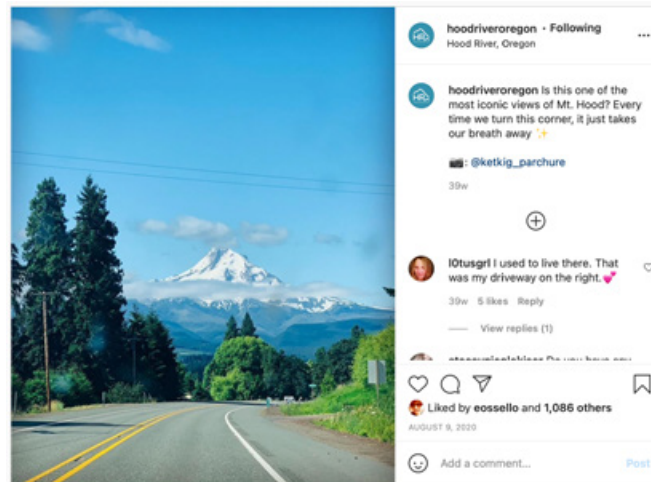
2020/21 Recap: Instagram

We continued to focus on Instagram as our primary aspirational platform. We saw solid engagement and growth organically throughout the year.

Instagram Overview: Top Performing Posts

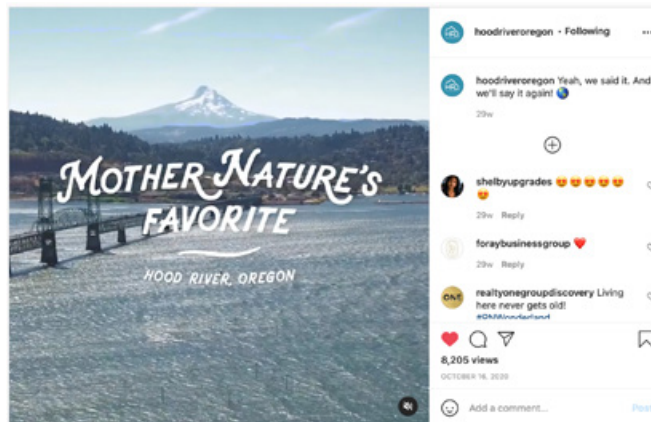
Curated: Mt. Hood

- Likes: 1,086
- Comments: 18
- Impressions: 11.9K
- Reach: 10.9K
- Engagement Rate: 9.47%



Mother Nature's Favorite Video Clip

- Likes: 1,078
- Views: 8,205
- Comments: 33
- Impressions: 19.3K
- Reach: 17.7K
- Engagement Rate: 6%



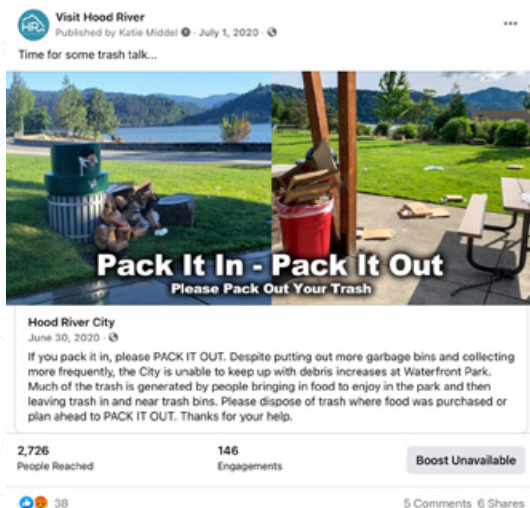
2020/21 Recap: Facebook

Facebook was used as a secondary platform and was our primary platform for “news” or “announcements,” especially as it pertained to Covid updates.

Facebook Overview: July 2020 - May 2021

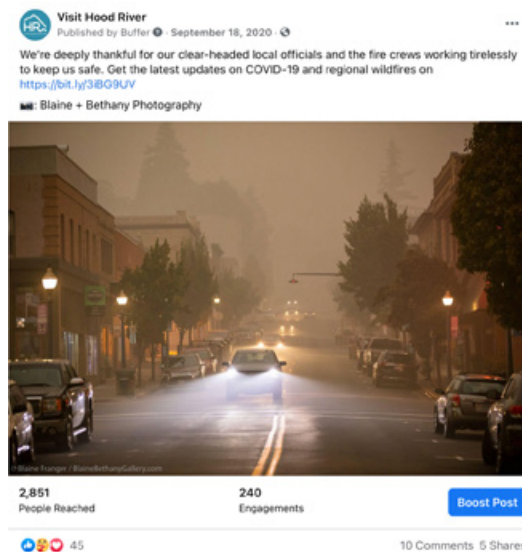
- Page Followers = 48.9K
- New Fans = 875
- Post Reach = 80.9K
- Engaged Users = 8.K
- Post Engagements = 107K

Facebook Overview: Top Performing Posts



Trash PSA

- Impressions = 3K
- Likes = 33
- Reactions = 38
- Clicks = 97



Fire Safety PSA

- Impressions = 3k
- Reactions = 45
- Shares = 5
- Clicks = 177



*WE'RE READY TO GET TO WORK.
THANK YOU.*

CITY COUNCIL AGENDA ITEM COVER SHEET

Meeting Date: July 28, 2021

To: Honorable Mayor and City Council

From: Neal Holste, Police Chief

Subject: Purchase of one (1) Hybrid Police Vehicle

Background:

The Hood River City Council adopted the Hood River County Energy Plan via Resolution 2018-02 on February 12, 2018. One of the plans primary objectives is to reduce fossil fuel use. City of Hood River Resolution 2016-09 also establishes an equipment replacement program funding schedule to facilitate timely replacement of all City vehicles at their end-of-life. The City's equipment replacement program is fully funded. The requested police vehicle funding has been approved through the FY2021-22 Fiscal Year budget.

Discussion:

The Hood River Police Department is requesting the purchase of one Ford Hybrid police utility vehicle, also known as the Ford Interceptor. The vehicle will be replacing existing vehicle on the timeline set by the City's equipment replacement program.



Ford Hybrid Interceptor

This is the third year the Hood River Police Department will purchase hybrid vehicles. The Ford Hybrid Interceptors have been in operation for over a year. Officers notice less time filling at gas pumps. Officers stated they will go at least one week before needing to fill up. The department's non-hybrid patrol vehicles would need to be filled one to two times during the same time frame.

Data shows the Ford Interceptor Hybrid has a 40% increase in miles per gallon from the previous year non-hybrid model. The biggest fuel savings is during vehicle idling time. Studies show patrol vehicles spend approximately 60% of each shift at engine idle while officers are resolving service calls. The Ford hybrid reduces gas engine idle time by powering the electrical load of the police vehicle with its lithium-ion battery. During extended idle times, the gas engine will intermittently recharge the battery to run emergency lights, radios, in-car video camera and other electrical patrol vehicle needed to perform the job.

The Ford Interceptor is exclusively designed for law enforcement use. It is also the best-selling law enforcement vehicle on the market. The design enhances Officer safety, comfort and is pursuit rated. The fulltime all-wheel drive (AWD) feature has been very valuable in our geographic area. The Hood River Police Department is currently operating the Ford Interceptor non-hybrid and hybrid utility vehicle and has been very pleased with its performance, comfort, and reliability.

The police vehicle will be purchased under State contract pricing and are incorporated into the Adopted FY2021-22 Budget in the Equipment Replacement Fund.

Staff Recommendation: Authorize the City Manager to purchase one (1) 2021 Hybrid AWD police vehicle in the FY2021/22 Fiscal Year.

Suggested Motion: I move that on tonight's consent agenda, Council authorizes the Chief of Police to purchase one (1) police department vehicle in the amount not to exceed \$67,000.

Alternatives: Do not authorize the purchase of one (1) hybrid police vehicle.

Fiscal Impact: The FY2021-22 Adopted Budget included \$67,000 of capital outlay intended for this purchase.

Environmental Impact: The Ford Interceptor Hybrid will save on gasoline usage and CO2 emission reduction. Based on 20,000 miles per year and 60% idle time, the Ford Interceptor Hybrid vehicles will save 22,560lbs of CO2 and 933 gallons of fuel per year per vehicle.

Attachments: N/A

CITY COUNCIL AGENDA ITEM COVER SHEET

Meeting Date: June 28, 2021

To: Honorable Mayor and Members of the City Council

From: Monica Morris, Administrative Services Officer
Will Norris, Finance Dir. / Asst. City Manager

Subject: Q4 Supplemental Budget - Res. 2021-10

Background

On June 8th, 2020, the Hood River City Council adopted the appropriations resolution governing the City's Adopted Budget for Fiscal Year (FY) 2020-21. Mid-year changes in revenue or operating conditions regularly require appropriation adjustments. ORS 294.471 allows the governing body of a municipal corporation to adopt a Supplemental Budget by ordinance or resolution. The attached Q4 Supplemental Budget, Resolution 2020-10, makes the following adjustments:

GENERAL FUND

Increased Transfer to Compensated Absence Reserve Fund \$ 40,000

The City's 2019-2023 labor agreement with the IAFF limited the growth in certain leave accruals that have historically resulted in large payouts upon retirement. As part of this agreement, the IAFF and City also agreed to pay down existing accrued leave banks within the term of the contract. The FY2020-21 Budget underestimated the number of Fire Fighters who chose to liquidate their accrued absence bank in the first year of the contract. This Q4 Supplemental Budget transfers an additional \$40,000 to the Compensated Absence Reserve Fund for this purpose. This is in addition to the \$300,000 originally budgeted. These payments reduce prior-existing and outstanding liabilities.

RESERVES FUND

Increased Appropriation for Compensated Absence Payout \$ 40,000

The Q4 Supplemental Budget recognizes an additional transfer from the General Fund into the Compensated Absence Reserve Fund and appropriates it for compensated absence payouts.

RESTRICTED REVENUE FUND

Debt Service Adjustment – Rand Road \$ 3,200

The City of Hood River borrowed \$927,800 from Columbia Bank, drawing additional State of Oregon funding, to purchase seven (7) acres on Rand Road for development of affordable housing. Columbia Bank's printed debt service schedules can be slightly inaccurate when debt service payments fall on a weekend or banking holiday. The Q4 Supplemental Budget aligns budget to actual debt service payments made.

Staff Recommendation: Adopt Resolution No. 2021-10, a Supplemental Budget, to make appropriations and adjust the adopted budget for Fiscal Year 2020-21.

Suggestion Motion: “I move that City Council approve Resolution 2021-10, to make appropriations and adjust the adopted budget for Fiscal Year 2020-21.”

Alternatives:

- Request additional information from staff
- Do not approve the Supplemental Budget

Fiscal Impact:

The attached resolution identifies the adjusted amounts.

Attachments:

Resolution No. 2021-10

RESOLUTION 2021-10

A Resolution Adopting a Supplemental Budget for Fiscal Year 2020-21 for the City of Hood River

WHEREAS, ORS 294.471(1)(a) allows the governing body of a municipal corporation to make one or more supplemental budgets if an occurrence or condition that is not ascertained when preparing the original budget or a previous supplemental budget for the current year or current budget period requires a change in financial planning;

NOW, THEREFORE, BE IT RESOLVED, by and through the City of Hood River meeting in regular session, the City of Hood River City Council hereby adopts the following supplemental budget, makes appropriations, and adjusts the Fiscal Year 2020-21 Budget as follows:

	Current Budget	Increase / Decrease	Revised Budget
GENERAL FUND			
Beginning Balance	3,544,477		3,544,477
Revenues	8,699,881		8,699,881
Transfers-In	0		0
Total Resources	12,244,358		12,244,358
Police	2,683,455		2,683,455
Fire	3,869,154		3,869,154
Parks	583,563		583,563
Planning	649,635		649,635
City Council	24,745		24,745
Engineering	366,676		366,676
Municipal Court	142,872		142,872
Parking	532,193		532,193
Non-Department	470,850		470,850
Debt Service	0		0
Transfers	371,230	40,000	411,230
Special Payments	754,595		754,595
Contingency	43,000	(40,000)	3,000
Total Appropriations	10,491,968		10,491,968
Unappropriated/Reserved Balance	1,752,390		1,752,390
Total Requirements	12,244,358		12,244,358

Summary: Reduction to budgeted contingency for increased transfer to the Compensated Absence Reserve Fund for payment of accrued leave.

RESTRICTED REVENUE FUND			
Beginning Balance	919,146		919,146
Revenues	2,706,395		2,706,395
Transfers-In	0		0
Total Resources	3,625,541		3,625,541
Building Program	681,918		681,918
LID Assessments	34,724		34,724
Small Grants	39,542		39,542
Fire General Obligation Bonds	0		0

Tourist Promotion Fund	523,187		523,187
CET - Local Program	0		0
CET - Development Incentives	0		0
CET - State OHCS Distribution	53,608		53,608
AFT Air Pack Grant	617,232		617,232
Debt Service	820,608	3,200	823,808
Transfers	0		0
Special Payments	41,241		41,241
Contingency	597,161	(3,200)	593,961
<i>Total Appropriations</i>	<u>3,409,221</u>		<u>3,409,221</u>
Unappropriated/Reserved Balance	216,320		216,320
Total Requirements	3,625,541		3,625,541

Summary: Alignment of budget to actual debt service made in FY2020-21 related to the purchase of property for affordable housing development on Rand Road.

RESERVES FUND

Beginning Balance	927,971		927,971
Revenues	7,315		7,315
Transfers-In	375,610	40,000	415,610
Total Resources	<u>1,310,896</u>		<u>1,350,896</u>
Parking in Lieu	11,342		11,342
Affordable Housing	109,146		109,146
Compensated Absences	450,000	40,000	490,000
PERS Stabilization	0		0
Parks Facilities Replacement	0		0
Debt Service	0		0
Transfers	104,969		104,969
Special Payments	551,512		551,512
Contingency	62,091		62,091
<i>Total Appropriations</i>	<u>1,289,060</u>		<u>1,329,060</u>
Unappropriated/Reserved Balance	21,836		21,836
Total Requirements	1,310,896		1,350,896

Summary: Receipt and appropriation of a transfer from the General Fund for payment of accrued compensated leave.

Approved by the City of Hood River City Council on this 28th day of June 2021, to take effect immediately

Kate McBride, Mayor

ATTEST:

Jennifer Gray, City Recorder

CITY COUNCIL AGENDA ITEM COVER SHEET

Meeting Date: June 28, 2021

To: Honorable Mayor and Members of the City Council

From: Wade Seaborn, City Engineer

Subject: Passage of Resolution 2021-08, authorizing the use of eminent domain for right-of-way acquisition at the Cascade and Rand intersection

Background:

In July 2017 the City entered into an Intergovernmental Agreement (IGA) with the Oregon Department of Transportation (ODOT) for the design and construction of Cascade and Rand intersection improvements. This project is an important component of the City's planned transportation capital improvements. It will realign the Rand/Cascade intersection, provide a true pedestrian crossing and signalize the intersection. The City is funding its portion of the project through the Road SDC Fund – Capital Outlay.

On October 13, 2020, City Council approved the signing of Resolution 2020-17 authorizing ODOT to use the power of eminent domain, if necessary, to acquire certain parcels of land at the intersection of Cascade Avenue and Rand Road on behalf of the City. Eminent domain exists to protect both the property owner and the Agency. It is only exercised upon the failure to reach an agreement through all other negotiations. Eminent domain, or condemnation, ensures the property is transferred at a fair market value.

Exhibit A to Resolution 2020-17 included legal descriptions and sketches of the land required to be obtained for construction of the project. During the appraisal process, errors were discovered in the right-of-way centerline requiring the legal descriptions to be revised. The revised legal descriptions, along with sketches depicting the areas, are included as Exhibit A to Resolution 2021-08. The purchases include fee title, permanent easements and temporary construction easements.

The purpose of Resolution 2021-08 is to replace Resolution 2020-17 with corrected legal descriptions, reauthorizing ODOT to use the power of eminent domain, if necessary, to acquire the parcels of land described in Exhibit A to Resolution 2021-08 on behalf of the City.

The revised legal descriptions reflect relatively minor changes in the areas of the parcels required to be purchased. The attached “Right of Way Description Update Summary” prepared by the Consultant, Quincy Engineering, tabulates both the original and the revised areas. One notable exception to the “minor” area changes is the temporary construction easement on the Walmart property. The temporary construction easement changed from 5,689 square feet to 18,234 square feet. This was due to an error in which the original temporary easement did not encompass the permanent easements, as is standard practice.

The passage of Resolution 2021-08 is needed in order for ODOT to continue the process of property appraisals and negotiating purchase prices with the property owners. While ODOT has had preliminary contact with all affected property owners, they cannot begin the negotiation process without first being authorized to use the power of eminent domain, if necessary, through the passage of Resolution 2021-08.

The project is anticipated to be advertised for construction bids in October 2022.

Staff Recommendation: Approve Resolution 2021-08, reauthorizing the use of eminent domain for property acquisition at the Cascade and Rand intersection.

Suggested Motion: I move that on tonight’s consent agenda we approve Resolution 2021-08, authorizing ODOT to use the power of eminent domain for the certain properties described in Exhibit A to Resolution 2021-08 on behalf of the City, if necessary.

Alternatives: Property acquisition cannot begin without authorizing the use of eminent domain.

Fiscal Impact: There is no impact to project costs by passing the resolution. Project funding is from the Road SDC Fund – Capital Outlay.

Attachments: Right of Way Description Update Summary
Proposed Resolution 2020-17

US30 (Cascade Ave) @ Rand Rd (Hood River) Project

Key No. 20519

Right of Way Description Update Summary

June 7, 2021

Right of Way (ROW) Descriptions were prepared and submitted to the Hood River City Council and ODOT for approval in October 2020 and appraisal efforts began.

As the appraisal process proceeded numerous errors in content and format in the originally approved descriptions were discovered. Following several discussions and iterations of the descriptions, a full set of revised descriptions was received, reviewed, and approved by ODOT in June 2021.

GENERAL CHANGES to all files:

- All description sketches were updated to meet current ODOT drafting standards.
- All description exhibits were updated to meet current ODOT language standards.
- Monuments were renumbered following additional monument ties and data collection.
- Station / offsets for angle points / vertices updated to an even foot.

Changes from the previously approved descriptions and the currently proposed descriptions:

File 9464001 (Columbia River Bank):

- Property dedication issue resolved and included in the description.
- Revised north Fee Take line to be a radial shape rather than angular.

Acquisition	Original (SF)	Revised (SF)
Fee Take	2,007	2,133
Temp Easement	3,915	3,843

File 9464002 (Taco Bell / Johnson):

- No substantive changes.

Acquisition	Original (SF)	Revised (SF)
Fee Take	275	278



Temp Easement (Construction)	9,797	10,138
Perm Easement (Slopes)	90	89
Perm Easement (Traffic Control)	265	265

File 9464003 (Little Bit Ranch Supply / Howard):

- Added additional monuments and ownership information.

Acquisition	Original (SF)	Revised (SF)
Fee Take	1,459	1,458
Temp Easement (Construction)	3,989	4,009

File 9464004 (D&S Auto Body / Van Dyke):

- Added additional monuments and ownership information.

Acquisition	Original (SF)	Revised (SF)
Fee Take	101	101
Temp Easement (Construction)	214	307

File 9464004 (Walmart):

- No substantive changes.

Acquisition	Original (SF)	Revised (SF)
Fee Take	1,548	1,534
Temp Easement (Construction)	5,689	18,234
Perm Easement (Slopes)	1,682	1,683
Perm Easement (Traffic Control)	39	39
Perm Easement (Drainage)	12,534	12,533

**The City Council of
City of Hood River, Oregon
Resolution 2021-08**

**RESOLUTION EXERCISING THE POWER OF EMINENT DOMAIN
Right of Way Services**

WHEREAS, the City of Hood River may exercise the power of eminent domain pursuant to the City's Municipal Code and the Law of the State of Oregon generally, when the exercise of such power is deemed necessary by the Hood River City Council to accomplish public purposes for which the City has responsibility;

WHEREAS, the City has the responsibility of providing safe transportation routes for commerce, convenience and to adequately serve the traveling public;

WHEREAS, the project known as Cascade and Rand Signalization has been planned in accordance with appropriate engineering standards for the construction, maintenance or improvement of said transportation infrastructure such that property damage is minimized, transportation promoted, travel safeguarded; and

WHEREAS, to accomplish the project set forth above it is necessary to acquire the interests in the properties described in "Exhibit A" attached to this Resolution and, by this reference incorporated herein; now, therefore,

NOW, THEREFORE, BE IT RESOLVED

1. The foregoing statements of authority and need are, in fact, the case. The project for which the property is required and is being acquired is necessary in the public interest, and the same have been planned, designed, located, and will be constructed in a manner which will be most compatible with the greatest public good and the least private injury;
2. The power of eminent domain is hereby exercised with respect to each of the interests in properties described in Exhibit A to this Resolution. Each is acquired subject to payment of just compensation and subject to procedural requirements of Oregon law;
3. The Oregon Department of Transportation and the Attorney General are authorized and requested to attempt to agree with the owner and other persons in interest as to the compensation to be paid for each acquisition, and, in the event that no satisfactory agreement can be reached, to commence and prosecute such condemnation proceedings as may be necessary to finally determine just compensation or any other issue appropriate to be determined by a court in connection with the acquisition. This authorization is not intended to

expand the jurisdiction of any court to decide matters determined above or determinable by the City Council.

4. The City of Hood River expressly reserves its jurisdiction to determine the necessity or propriety of any acquisition, its quantity, quality, or locality, and to change or abandon any acquisition.

Approved and Effective this 28th day of June, 2021 by the Hood River City Council.

Kate McBride, Mayor

Attest:

Approved as to form:

Jennifer Gray, City Recorder

Daniel Kearns, City Attorney

Exhibit A to Agency Resolution Exercising the Power of Eminent Domain

Property Descriptions

PARCEL 1 - Fee

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Columbia River Banking Company, recorded April 24, 1992, Instrument No. 921239, Hood River County Book of Records; the said parcel being that portion of said property lying within the following described tract:

Beginning at Engineer's Station 1160+00.00 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30"; thence Northerly at right angles to said center line 126.00 feet; thence Southeasterly in a straight line to a point opposite and 126.00 feet Northerly of Engineer's Station 1160+76.64 on said center line; thence Southwesterly in a straight line to a point opposite and 112.00 feet Northerly of Engineer's Station 1160+58.00 on said center line; thence Southwesterly in a straight line to a point opposite and 105.00 feet Northerly of Engineer's Station 1160+52.00 on said center line; thence Southeasterly in a straight line to a point opposite and 94.00 feet Northerly of Engineer's Station 1160+47.00 on said center line; thence Southerly in a straight line to a point opposite and 60.00 feet Northerly of Engineer's Station 1160+56.00 on said center line; thence Southeasterly in a straight line to a point opposite and 57.00 feet Northerly of Engineer's Station 1160+65.00 on said center line; thence Southerly in a straight line to a point opposite and 50.00 feet Northerly of Engineer's Station 1160+68.50 on said center line; thence Southeasterly in a straight line to a point opposite and 33.00 feet Northerly of Engineer's Station 1161+04.00 on said center line; thence Southeasterly in a straight line to a point opposite and 33.00 feet Northerly of Engineer's Station 1161+80.00 on said center line; thence Southerly in a straight line to Engineer's Station 1161+80.00 on said center line; thence Northwesterly along said center line to the point of beginning.

The center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" referred to herein is described as follows:

Beginning at Engineer's center line Station "OR30" 1157+70, said station being 217.59 feet West and 76.38 feet South of the Northwest corner of Government Lot 6; thence South 75°21'50 East, 1,230.00 feet to Engineer's center line Station "OR30" 1170+00.

Bearings are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

This parcel of land contains 2,133 square feet, more or less, outside the existing right of way.

PARCEL 2 - Temporary Easement For Work Area (3 years or duration of project, whichever is sooner)

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Columbia River Banking Company, recorded April 24, 1992 in Hood River County Book of Records as Instrument No. 921239; the said parcel being that portion of said property lying within the following described tract:

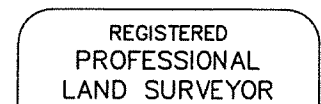
Beginning at Engineer's Station 1160+00.00 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30"; thence Northerly at right angles to said center line 135.00 feet; thence Southeasterly in a straight line to a point opposite and 135.00 feet Northerly of Engineer's Station 1160+87.00 on said center line; thence Southeasterly in a straight line to a point opposite and 120.00 feet Northerly of Engineer's Station 1160+95.00 on said center line; thence Southwesterly in a straight line to a point opposite and 118.00 feet Northerly of Engineer's Station 1160+92.00 on said center line; thence Southwesterly in a straight line to a point opposite and 114.00 feet Northerly of Engineer's Station 1160+88.00 on said center line; thence Southerly in a straight line to a point opposite and 103.00 feet Northerly of Engineer's Station 1160+86.00 on said center line; thence Southerly in a straight line to a point opposite and 62.00 feet Northerly of Engineer's Station 1160+97.00 on said center line; thence Southeasterly in a straight line to a point opposite and 56.00 feet Northerly of Engineer's Station 1161+04.00 on said center line; thence Southerly in a straight line to a point opposite and 43.00 feet Northerly of Engineer's Station 1161+04.00 on said center line; thence Southeasterly in a straight line to a point opposite and 43.00 feet Northerly of Engineer's Station 1161+80.00 on said center line; thence Southerly in a straight line to Engineer's Station 1161+80.00 on said center line; thence Northwesterly along said center line to the point of beginning.

The center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" referred to herein is described in Parcel 1.

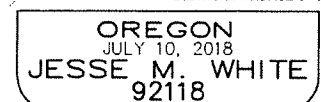
Bearings are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

EXCEPT therefrom Parcel 1.

This parcel of land contains 3,843 square feet, more or less, outside the existing right of way.

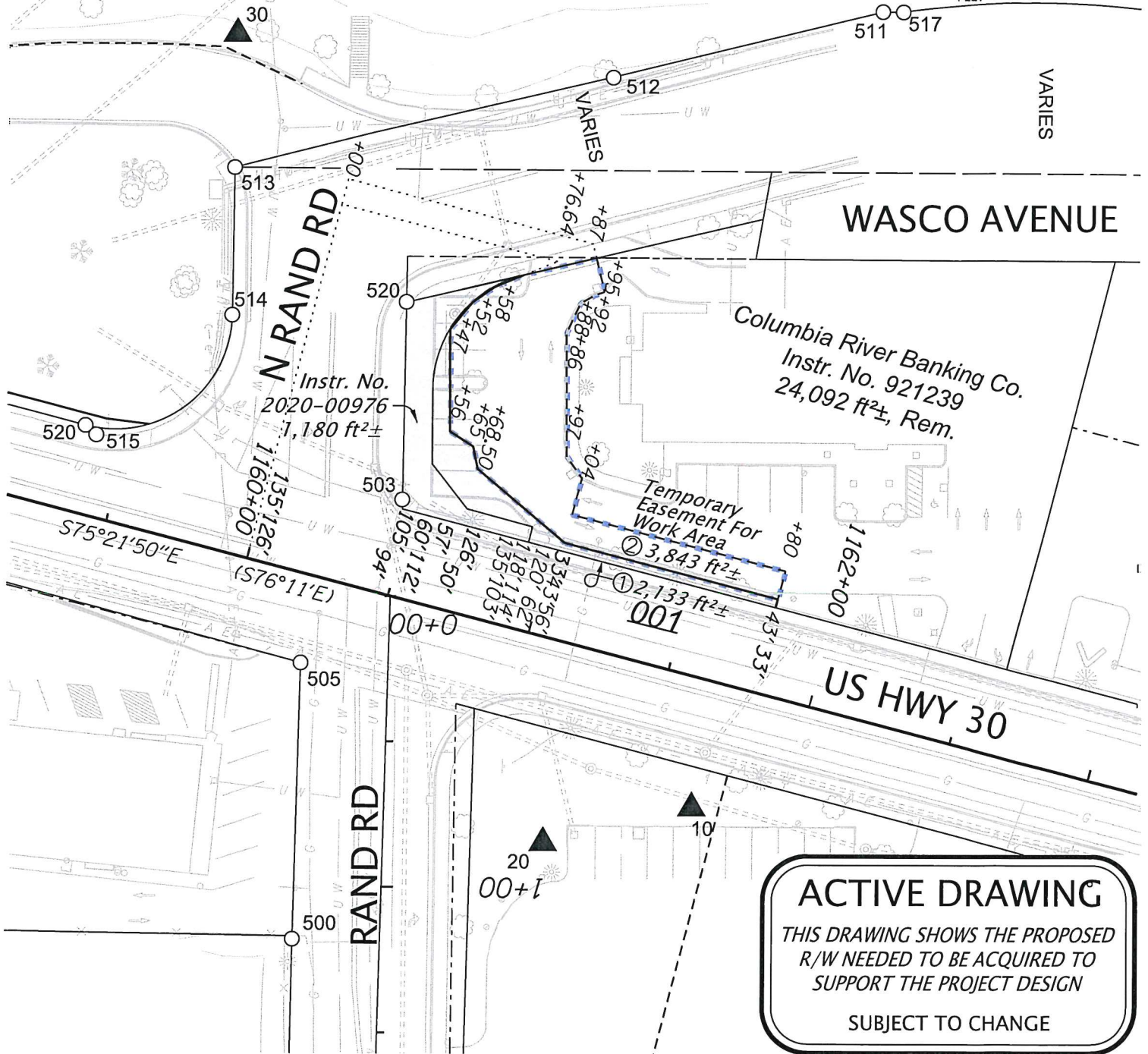
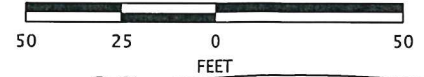
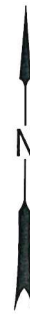


Jesse M. White
Jesse M. White
DIGITALLY SIGNED
2021.06.01 16:57:02-0700'



RENEWS: 6/30/2022

SW 1/4 SEC. 26, T. 3 N., R. 10 E., W.M.



OREGON DEPARTMENT OF TRANSPORTATION



**RIGHT OF WAY
ENGINEERING
SKETCH MAP**

SECTION	US30: CASCADE AVE & N RAND ROAD		
HIGHWAY	HIST. COLUMBIA RIVER HWY (US30)	SCALE	1" = 50'
COUNTY	HOOD RIVER COUNTY	FILE	9464001
DATE	MAY, 2021	SEE DRAWING <RW9464M>	

PARCEL 1 - Fee

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon, and being a portion of that property described in that Statutory Warranty Deed to The Linda J. Johnson Revocable Living Trust, recorded November 10, 2009, Instrument No. 2009-04331, Hood River County Book of Records; the said parcel being that portion of said property included in a strip of land variable in width lying on the Southerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described as follows:

Beginning at Engineer's Station 1157+70 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", said station being 217.59 feet West and 76.38 feet South of the Northwest corner of Government Lot 6; thence South 75°21'50 East, 1,230.00 feet to Engineer's center line Station "OR30" 1170+00.

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Southerly Side of Center Line</u>
1160+80.00		1161+02.00	75.98 feet in a straight line to 40.00 feet
1161+02.00		1161+19.00	40.00 feet in a straight line to 30.00 feet

Bearings are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

This parcel of land contains 278 square feet, more or less, outside the existing right of way.

PARCEL 2 – Permanent Easement for Traffic Control Facilities

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon, and being a portion of that property described in that Statutory Warranty Deed to The Linda J. Johnson Revocable Living Trust, recorded November 10, 2009, Instrument No. 2009-04331, Hood River County Book of Records; the said parcel being that portion of said property lying between lines at right angles to the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" Engineer's Stations 1161+01.00 and 1161+58.00 and included in a strip of land 36.00 feet in width lying on the Southerly side of said center line, which center line is described in Parcel 1.

EXCEPT therefrom Parcel 1.

This parcel of land contains 265 square feet, more or less, outside the existing right of way.

PARCEL 3 – Permanent Easement for Slopes

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon, and being a portion of that property described in that Statutory Warranty Deed to The Linda J. Johnson Revocable Living Trust, recorded November 10, 2009, Instrument No. 2009-04331, Hood River County Book of Records; the said parcel being that portion of said property included in a strip of land variable in width lying on the Southerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described in Parcel 1:

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Southerly Side of Center Line</u>
1160+80.00		1161+01.00	95.23 feet in a straight line to 46.00 feet
1161+01.00		1161+19.00	46.00 feet in a straight line to 30.00 feet

EXCEPT therefrom Parcel 1.

This parcel of land contains 89 square feet, more or less, outside the existing right of way.

PARCEL 4 - Temporary Easement for Work Area (3 years or duration of project, whichever is sooner)

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon, and being a portion of that property described in that Statutory Warranty Deed to The Linda J. Johnson Revocable Living Trust, recorded November 10, 2009 in Hood River County Book of Records as Instrument No. 2009-04331; the said parcel being that portion of said property included in a strip of land variable in width lying on the Southerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described in Parcel 1:

The width in feet of said strip of land is as follows:

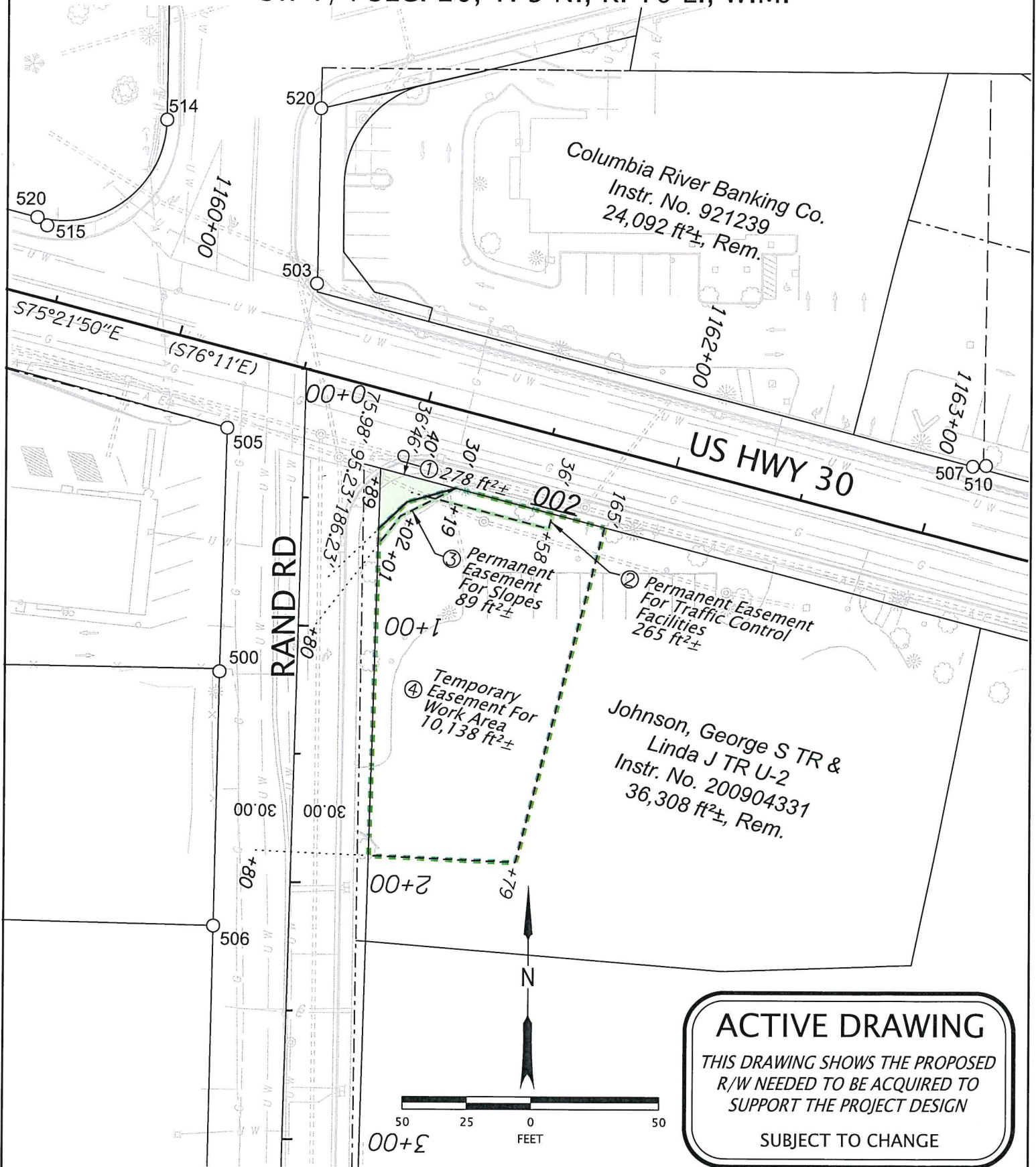
<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Southerly Side of Center Line</u>
1160+80.00		1161+79.00	186.23 feet in a straight line to 165.00 feet

EXCEPT therefrom Parcel 1.

This Parcel of land contains 10,138 square feet, more or less, outside the existing right of way.



SW 1/4 SEC. 26, T. 3 N., R. 10 E., W.M.



ACTIVE DRAWING

THIS DRAWING SHOWS THE PROPOSED
R/W NEEDED TO BE ACQUIRED TO
SUPPORT THE PROJECT DESIGN

SUBJECT TO CHANGE

OREGON DEPARTMENT OF TRANSPORTATION



**RIGHT OF WAY
ENGINEERING
SKETCH MAP**

SECTION	US30: CASCADE AVE & RAND ROAD		
HIGHWAY	HIST. COLUMBIA RIVER HWY (US30)	SCALE	1" = 50'
COUNTY	HOOD RIVER COUNTY	FILE	9464002
DATE	MAY, 2021	SEE DRAWING <RW9464M>	

PARCEL 1 - Access

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being all that property described in that Warranty Deed to Robert E. Howard and Karen S. Howard, recorded January 15, 2008, Instrument No. 2008-00159, Hood River County Book of Records.

PARCEL 2 – Fee

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Robert E. Howard and Karen S. Howard, recorded January 15, 2008, Instrument No. 2008-00159, Hood River County Book of Records; the said parcel being that portion of said property included in a strip of land variable in width lying on the Southerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described as follows:

Beginning at Engineer's center line Station 1157+70 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", said station being 217.59 feet West and 76.38 feet South of the Northwest corner of Government Lot 6; thence South 75°21'50 East, 1,230.00 feet to Engineer's center line Station "OR30" 1170+00.

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Southerly Side of Center Line</u>
1158+85.00		1159+60.00	34.00 feet
1159+60.00		1159+88.00	34.00 feet in a straight line to 37.00 feet
1159+88.00		1160+16.00	37.00 feet in a straight line to 49.00 feet
1160+16.00		1160+30.67	49.00 feet in a straight line to 63.00 feet
1160+30.67		1160+50.00	63.00 feet in a straight line to 140.00 feet
1160+50.00		1160+70.00	140.00 feet

Bearing are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

This Parcel of land contains 1,458 square feet, more or less, outside the existing right of way.

PARCEL 3 - Temporary Easement For Work Area (3 years or duration of project, whichever is sooner)

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Robert E. Howard and Karen S. Howard, recorded January 15, 2008, Instrument No. 2008-00159, Hood River County Book of Records; the said parcel being that portion of said property included in a strip of land variable in width lying on the Southerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described in Parcel 2:

The width in feet of said strip of land is as follows:

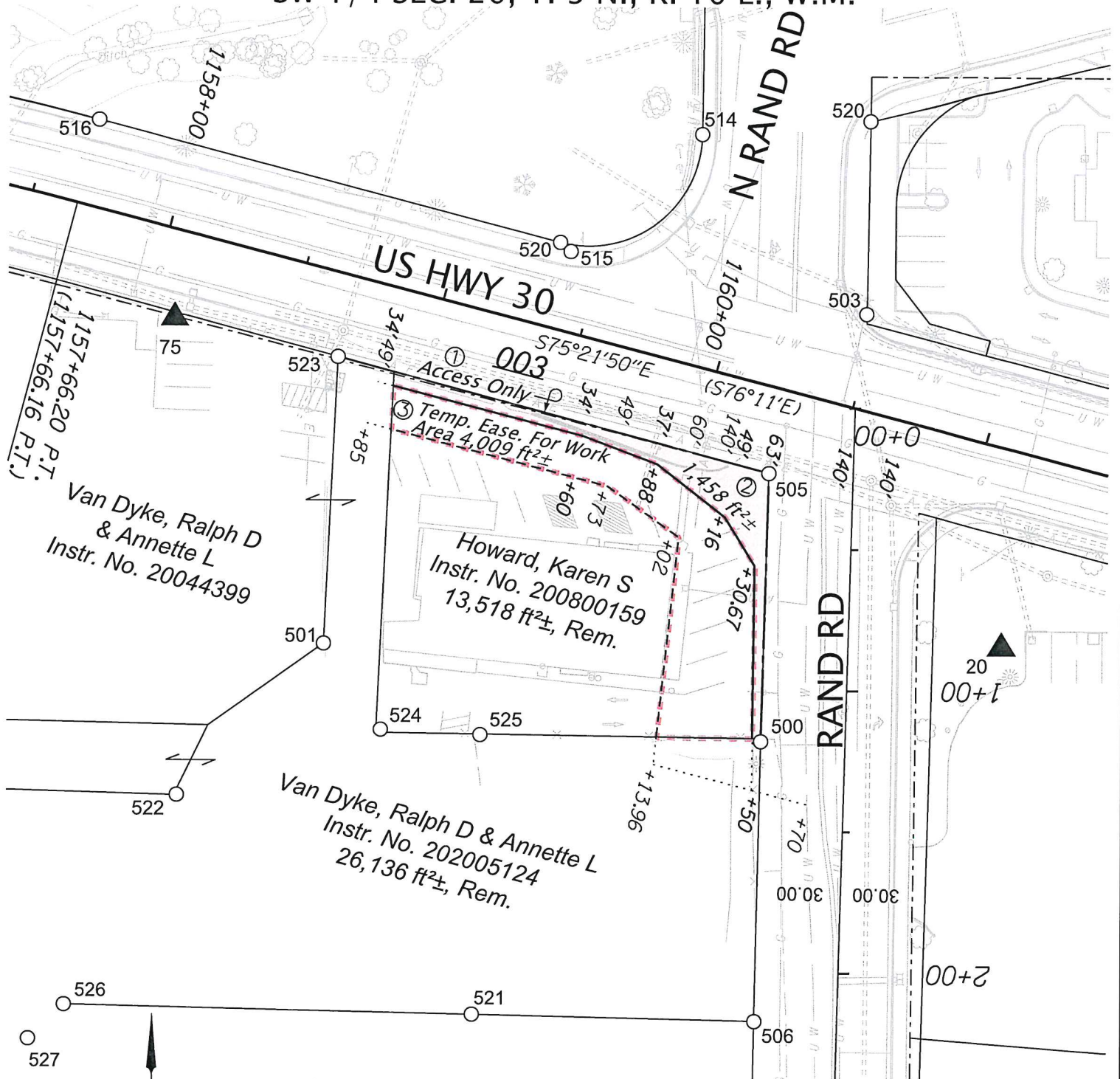
Station	to	Station	Width on the Westerly Side of Center Line
1158+85.00		1159+73.00	49.00 feet
1159+73.00		1160+02.00	49.00 feet in a straight line to 60.00 feet
1160+02.00		1160+13.96	60.00 feet in a straight line to 140.00 feet
1160+13.96		1160+70.00	140.00 feet

EXCEPT therefrom Parcel 2.

This Parcel of land contains 4,009 square feet, more or less, outside the existing right of way.



SW 1/4 SEC. 26, T. 3 N., R. 10 E., W.M.



ACTIVE DRAWING

THIS DRAWING SHOWS THE PROPOSED
R/W NEEDED TO BE ACQUIRED TO
SUPPORT THE PROJECT DESIGN

SUBJECT TO CHANGE

OREGON DEPARTMENT OF TRANSPORTATION



**RIGHT OF WAY
ENGINEERING
SKETCH MAP**

SECTION	US30: CASCADE AVE & RAND ROAD		
HIGHWAY	HIST. COLUMBIA RIVER HWY (US30)	SCALE	1" = 50'
COUNTY	HOOD RIVER COUNTY	FILE	9464003
DATE	MAY, 2021	SEE DRAWING <RW9464M>	

PARCEL 1 - Access

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being all that property described in that Warranty Deed contract to Ralph D. VanDyke and Annette L. VanDyke, tenants in common, recorded November 24, 2020, Instrument No. 2020-05124, Hood River County Book of Records, Hood River County Survey Records.

PARCEL 2 - Fee

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed contract to Ralph D. VanDyke and Annette L. VanDyke, tenants in common, recorded November 24, 2020, Instrument No. 2020-05124, Hood River County Book of Records; the said parcel being that portion of said property lying between lines at right angles to the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" Engineer's center line Stations 1158+65.00 and 1159+00.00 and included in a strip of land 34.00 feet in width, lying on the Southerly side of said center line, which center line is described as follows:

Beginning at Engineer's Station 1157+70.00 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", said station being 217.59 feet West and 76.38 feet South of the Northwest corner of Government Lot 6; thence South 75°21'50 East, 1,230.00 feet to Engineer's center line Station "OR30" 1170+00.00.

Bearing are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

This parcel of land contains 101 square feet, more or less, outside the existing right of way.

PARCEL 3 - Temporary Easement For Work Area (3 years or duration of project, whichever is sooner)

A parcel of land situate in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed contract to Ralph D. VanDyke and Annette L. VanDyke, tenants in common, recorded November 24, 2020, Instrument No. 2020-05124, Hood River County Book of Records; the said parcel of said property lying between lines at right angles to the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" Engineer's Stations 1158+65.00 and 1159+00.00 and included in a strip of land 49.00 feet

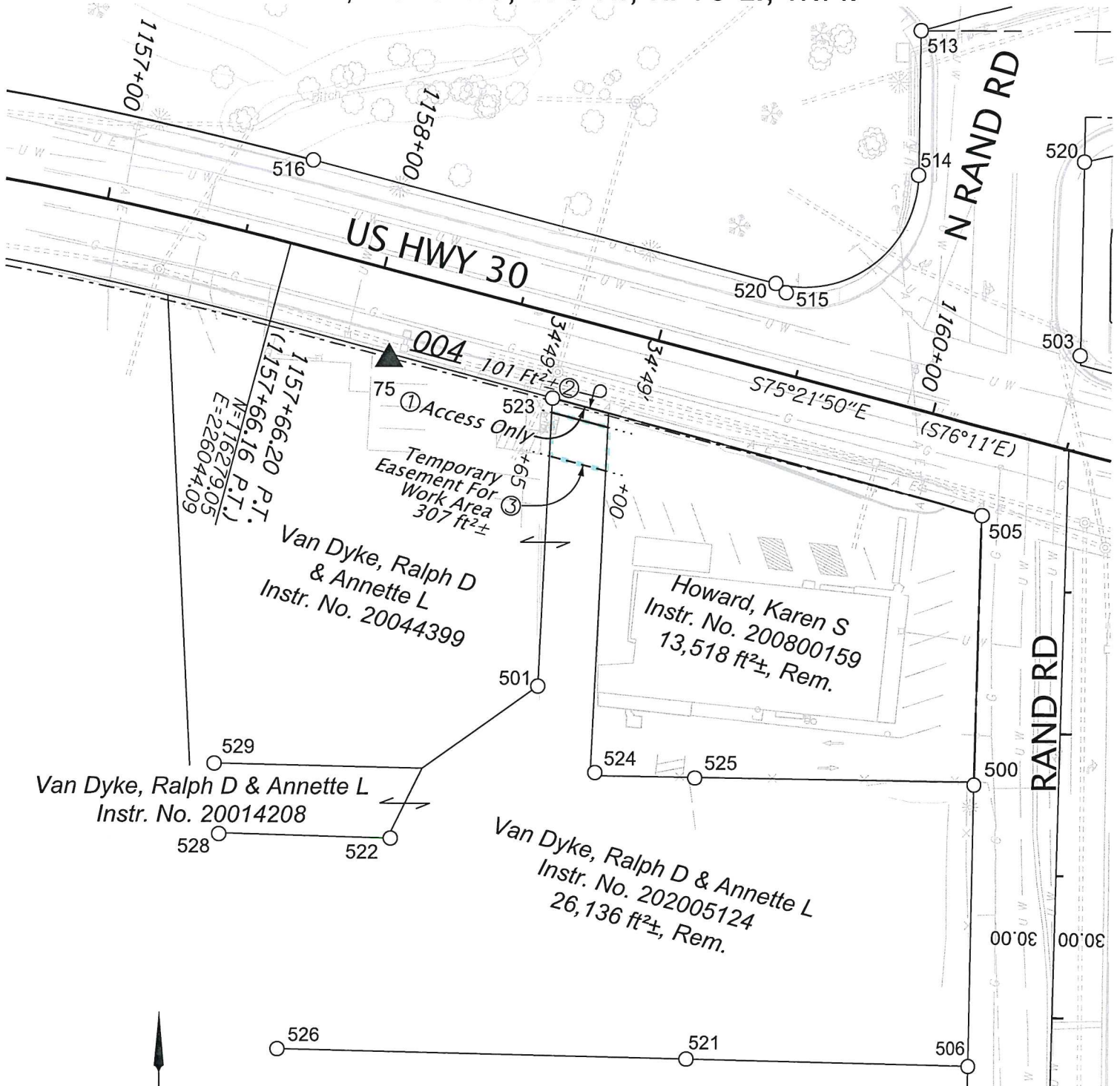
in width, lying on the Southerly side of said center line, which center line is described in Parcel 2:

EXCEPT therefrom Parcel 2.

This Parcel of land contains 307 square feet, more or less, outside the existing right of way.



SW 1/4 SEC. 26, T. 3 N., R. 10 E., W.M.



ACTIVE DRAWING

THIS DRAWING SHOWS THE PROPOSED
R/W NEEDED TO BE ACQUIRED TO
SUPPORT THE PROJECT DESIGN

SUBJECT TO CHANGE

OREGON DEPARTMENT OF TRANSPORTATION



**RIGHT OF WAY
ENGINEERING
SKETCH MAP**

SECTION

US30: CASCADE AVE & RAND ROAD

HIGHWAY

HIST. COLUMBIA RIVER HWY (US30)

SCALE

1" = 50'

COUNTY

HOOD RIVER COUNTY

FILE

9464004

DATE

MAY, 2021

SEE DRAWING <RW9464M>

PARCEL 1 - Fee

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; the said parcel being that portion of said property included in a strip of land variable in width lying on the Northerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described as follow:

Beginning at Engineers center line Station "OR30" 1157+70, said station being 217.59 feet West and 76.38 feet South of the Northwest corner of Government Lot 6; thence South 75°21'50 East, 1,230.00 feet to Engineer's center line Station "OR30" 1170+00.

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Northerly Side of Center Line</u>
1158+47.00		1159+41.00	34.00 feet
1159+41.00		1159+70.00	34.00 feet in a straight line to 37.92 feet

Bearing are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

This parcel of land contains 404 square feet, more or less, outside the existing right of way.

PARCEL 2 - Fee

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; the said parcel being that portion of said property lying within the following described tract:

Beginning at Engineer's Station 1159+55.75 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30"; thence Northerly at right angles to said center line 36.00 feet; thence Northeasterly along a 40.00 foot radius curve having a central angle of 72°12'06" (the long chord of which bears North 36°44'54" East, 47.14 feet) a distance of 50.41 feet to a point opposite and 79.67 feet Northerly of Engineer's Station 1159+73.50 on said centerline; thence Northwesterly in a straight line to a point opposite

and 128.88 feet Northerly of Engineer's Station 1159+61.21 on said center line; thence Northeasterly in a straight line to a point opposite and 172.00 feet Northerly of Engineer's Station 1159+76.00 on said center line; thence Southeasterly in a straight line to a point opposite and 165.00 feet Northerly of Engineer's Station 1160+08.00 on said center line; thence Easterly in a straight line to a point opposite and 170.00 feet Northerly of Engineer's Station 1160+37.00 on said center line; thence Southerly in a straight line to Engineer's Station 1160+37.00 on said center line; thence Northwesterly along said center line to the point of beginning.

The center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" referred to herein is described in Parcel 1.

Bearings are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

This parcel of land contains 1,130 square feet, more or less, outside the existing right of way.

PARCEL 3 - Permanent Easement for Traffic Control Facilities

A parcel of land lying in the SW $\frac{1}{4}$ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; the said parcel being that portion of said property included in a strip of land lying between lines at right angles to the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30" Engineer's center line Stations 1159+38.00 and 1159+70.00 and included in a strip of land 37.00 feet in width, lying on the Northerly side of said center line, which center line is described Parcel 1:

Bearings are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

EXCEPT therefrom Parcel 1.

This parcel of land contains 39 square feet, more or less, outside the existing right of way.

PARCEL 4 - Permanent Easement for Slopes

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; the said parcel being that portion of said property included in a strip of land variable in width lying on the Northerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described in Parcel 1:

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Northerly Side of Center Line</u>
1158+17.00		1158+48.00	30.00 feet in a straight line to 58.00 feet
1158+48.00		1159+38.00	58.00 feet in a straight line to 37.00 feet
1159+38.00		1159+70.00	37.00 feet

EXCEPT therefrom Parcel 1.

This parcel of land contains 1,683 square feet, more or less, outside the existing right of way.

PARCEL 5 - Permanent Easement for Drainage Facilities

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; the said parcel being that portion of said property included in a strip of land variable in width lying on the Northerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described in Parcel 1:

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Northerly Side of Center Line</u>
1158+17.00		1159+90.00	102.00 feet in a straight line to 134.24 feet

EXCEPT therefrom Parcel 1.

This Parcel of land contains 12,533 square feet, more or less, outside the existing right of way.

PARCEL 6 - Temporary Easement For Work Area (3 years or duration of project, whichever is sooner)

A parcel of land lying in the SW¼ of Section 26, Township 03 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; the said parcel being that portion of said property included in a strip of land variable in width lying on the Northerly side of the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30", which center line is described in Parcel 1:

The width in feet of said strip of land is as follows:

<u>Station</u>	<u>to</u>	<u>Station</u>	<u>Width on the Northerly Side of Center Line</u>
1158+17.00		1158+45.00	132.00 feet in a straight line to 139.00 feet
1158+45.00		1158+93.00	139.00 feet in a straight line to 155.00 feet
1158+93.00		1159+24.00	155.00 feet in a straight line to 163.00 feet
1159+24.00		1159+47.00	163.00 feet in a straight line to 168.00 feet
1159+47.00		1159+80.00	168.00 feet in a straight line to 161.65 feet

EXCEPT therefrom Parcel 1.

ALSO EXCEPT therefrom Parcel 2.

This Parcel of land contains 18,053 square feet, more or less, outside the existing right of way.

PARCEL 7 - Temporary Easement For Work Area (3 years or duration of project, whichever is sooner)

A parcel of land lying in the SW¼ of Section 26, Township 3 North, Range 10 East, W.M., Hood River County, Oregon and being a portion of that property described in that Warranty Deed to Wal-Mart Real Estate Business Trust, recorded April 20, 2000 in Hood River County Book of Records as Instrument No. 20001435; said parcel being that portion of said property lying within the following described tract:

Beginning at Engineer's Station 1159+55.75 on the center line of the relocated Historic Columbia River Highway No. 100 (US 30) "OR30"; thence Northerly at right angles to said center line 36.00 feet; thence Northeasterly along a 40.00 foot radius curve having a central angle of 72°12'06" (the long chord of which bears North 36°44'54" East, 47.14 feet) a distance of 50.41 feet to a point opposite and 79.67 feet Northerly of Engineer's Station 1159+73.50 on said centerline; thence Northwesterly in a straight line to a point opposite and 128.88 feet Northerly of Engineer's Station 1159+61.21 on said center line; thence Northeasterly in a straight line to a point opposite and 172.00 feet Northerly of Engineer's Station 1159+76.00 on said center line; thence Southeasterly in a straight line to a point opposite and 170.00 feet Northerly of Engineer's Station 1160+37.00 on said center line; thence Southerly in a straight line to Engineer's Station 1160+37.00 on said center line; thence Northwesterly along said center line to the point of beginning.

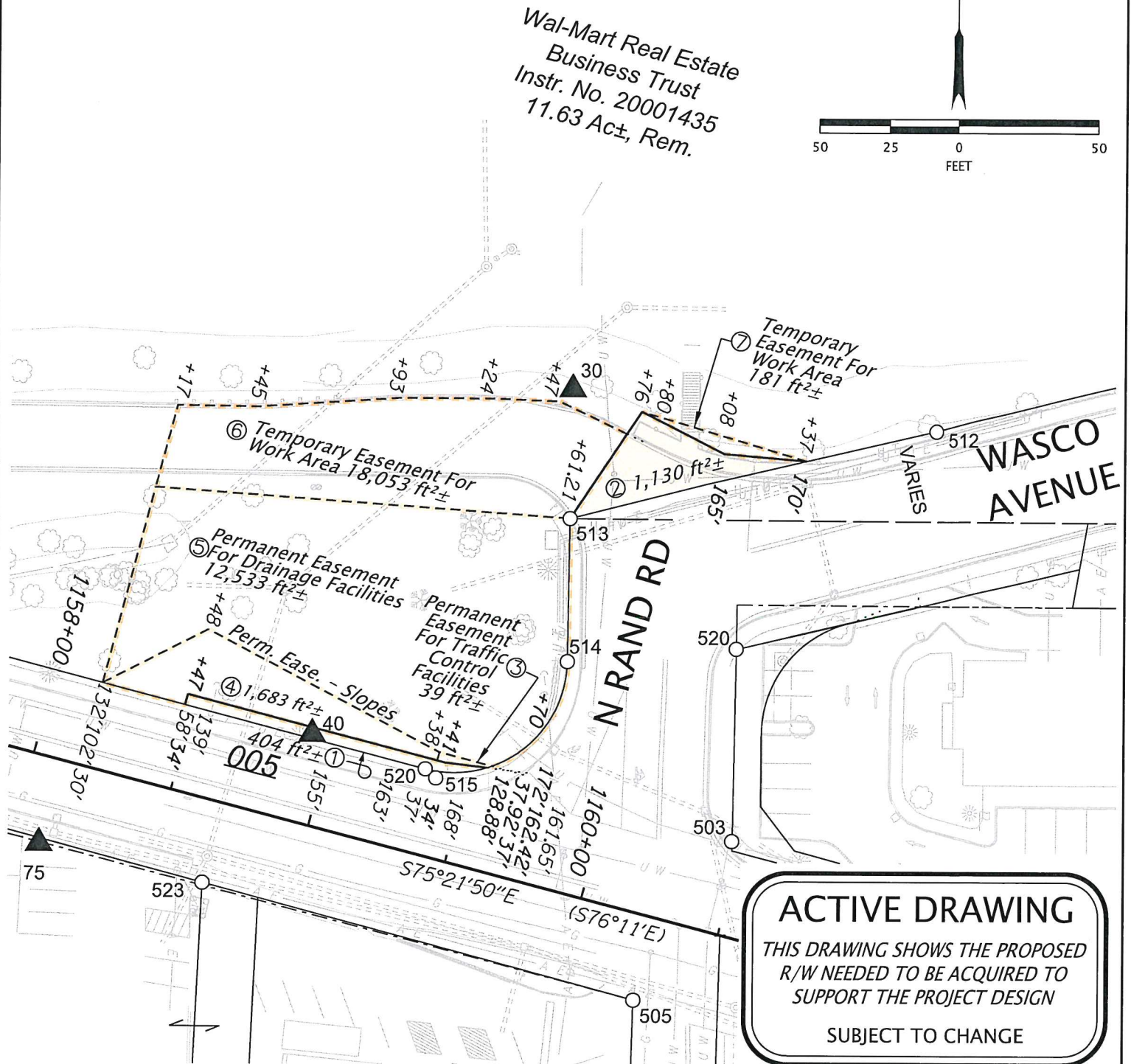
The center line of the relocated The Old Columbia River Highway referred to herein is described in Parcel 1.

Bearing are based on the Oregon Coordinate Reference System, Columbia River East Zone, NAD 83 (2011) epoch 2010.00.

EXCEPT therefrom Parcel 2

This parcel of land contains 181 square feet, more or less, outside the existing right of way.





*RIGHT OF WAY
ENGINEERING
SKETCH MAP*

SECTION	US30: CASCADE AVE & N RAND ROAD		
HIGHWAY	HIST. COLUMBIA RIVER HWY (US30)	SCALE	1" = 50'
COUNTY	HOOD RIVER COUNTY	FILE	9464005
DATE	MAY, 2021	SEE DRAWING <RW9464M>	

CITY COUNCIL AGENDA ITEM COVER SHEET

Meeting Date: June 14th, 2021

To: Honorable Mayor and Members of the City Council

From: Alice zaWitt, MCEDD Zone Manager
Will Norris, Finance Dir. / Asst. City Manager

Subject: Enterprise Zone Redesignation – Resolution 2021-09

Background: The City of Hood River joined with the City of Cascade Locks and Hood River County to sponsor an Enterprise Zone in 2003. Enterprise Zones provide property owners with a property tax exemption as an inducement to develop within geographically defined zones. There are seventy-four (74) active enterprise zones in Oregon. The current iteration of the Cascade Locks – Hood River Enterprise Zone expires on June 30th, 2021.

The City Council initially discussed redesignation of the Enterprise Zone on December 14th. The City Council voted at that meeting to initiate the redesignation process. A second Discussion Item on the topic was held on May 10th where the City Council directed staff to align with decisions by Hood River County and the City of Cascade locks by removing Hotels/Resorts as eligible businesses. The Council also directed staff to retain the existing zone areas to the extent possible under state rules. The Enterprise Zone Manager, Mid-Columbia Economic Development District, later held a virtual Public Hearing on the zone designation on May 12th where no testimony was received.

Discussion: The attached Resolution 2021-09 redesignates the Cascade Lock – Hood River Enterprise Zone. The resolution removes future hotels and resorts as eligible businesses for enterprise zone tax abatements. The redesignation retains as much of the prior existing geography as possible. The excluded areas are noted on the Exhibit A of Resolution 2021-09 with black diagonal lines.

Staff Recommendation: Adopt Resolution 2021-09 joining Cascade Locks and Hood River County in the redesignation of the local Enterprise Zone.

Fiscal Impact: Eligible developments receive property tax abatements for 3-5 years for qualifying new businesses or business expansions. The fiscal impact to the City is positive where these businesses would have otherwise not expended or chosen to locate in a different community.

Suggested Motion:

“I move to adopt Resolution 2021-09, redesignating the Cascade Locks – Hood River Enterprise Zone.”

Attachments:
Resolution 2021-09

RESOLUTION 2021-09
A Resolution Continuing the City of Hood River's Participation
in the Cascade Locks/Hood River Enterprise Zone

WHEREAS, The Cascade Locks/Hood River Enterprise Zone has existed in some form since 1998, and;

WHEREAS, The enterprise zone offers tax abatement for new investments in manufacturing capacity by eligible businesses, supporting local efforts to increase employment opportunities, raise local incomes, and keep Hood River County competitive in the region to attract investment by new and existing businesses, and;

WHEREAS, The existing Cascade Locks/Hood River Enterprise Zone will sunset on June 30, 2021, and;

WHEREAS, The City of Hood River City Council agreed on December 14, 2020 to sponsoring the redesignation of the Cascade Locks/Hood River Enterprise Zone jointly with the City of Cascade Locks, County of Hood River, Port of Cascade Locks, and Port of Hood River, and;

WHEREAS, The zone sponsors have formally advised and received consultation from the Oregon Business Development Department (OBDD) according to ORS 285C.078, and;

WHEREAS, The municipal corporations, school districts, special service districts, that receive operating revenue through the levying of ad valorem taxes on real and personal property in any area of this enterprise zone were sent notice and invited to a public meeting on Wednesday, May 12 regarding its designation, in order for the sponsoring governments to effectively consult with these other local taxing districts, and;

WHEREAS, This enterprise zone has a total area of 4.64 square miles; it meets other statutory limitations on size and configuration, and it is depicted here on a drawn-to-scale map (Exhibit A), and;

WHEREAS, The City of Hood River shall fulfill its duties and implement provisions jointly with other cosponsors under ORS 285C.105 or elsewhere in ORS Chapter 285C and related parts of Oregon Law, including but not limited to having appointed the Mid-Columbia Economic Development District a local enterprise zone manager, and to preparing a list or map of local, publicly owned lands and buildings in this enterprise zone for purposes of ORS 285C.110, and;

WHEREAS, Designation of this enterprise zone does not grant or imply permission to develop land inside it without complying with jurisdictional zoning, regulatory and permitting processes and restrictions; nor does it indicate any intent to alter those processes or restrictions, except as otherwise done in accordance with Comprehensive Plans as acknowledged by the state of Oregon Land Conservation and Development Commission (LCDC).

NOW, THEREFORE BE IT RESOLVED, that under ORS [285C.065/285C.245], the City of Hood River does hereby re-designate an Oregon enterprise zone to be named: The Cascade Locks/Hood River Enterprise Zone, jointly with the with the City of Cascade Locks, County of Hood River, Port of Cascade Locks, and Port of Hood River, the boundary and area of which are described in the Exhibit A, and;

BE IT FURTHER RESOLVED, that the Mid-Columbia Economic Development District is authorized to submit documentation of this enterprise zone redesignation to OBDD on behalf of the zone sponsors for purposes of a positive determination in favor under ORS 285C.074, and;

BE IT FURTHER RESOLVED, that redesignation of this enterprise zone takes effect on July 1, 2021, or later, as so stipulated by OBDD in its determination pursuant to any revision and resubmission of documentation, and;

BE IT FURTHER RESOLVED, The Mid-Columbia Economic Development District is jointly appointed as the local zone manager for this enterprise zone

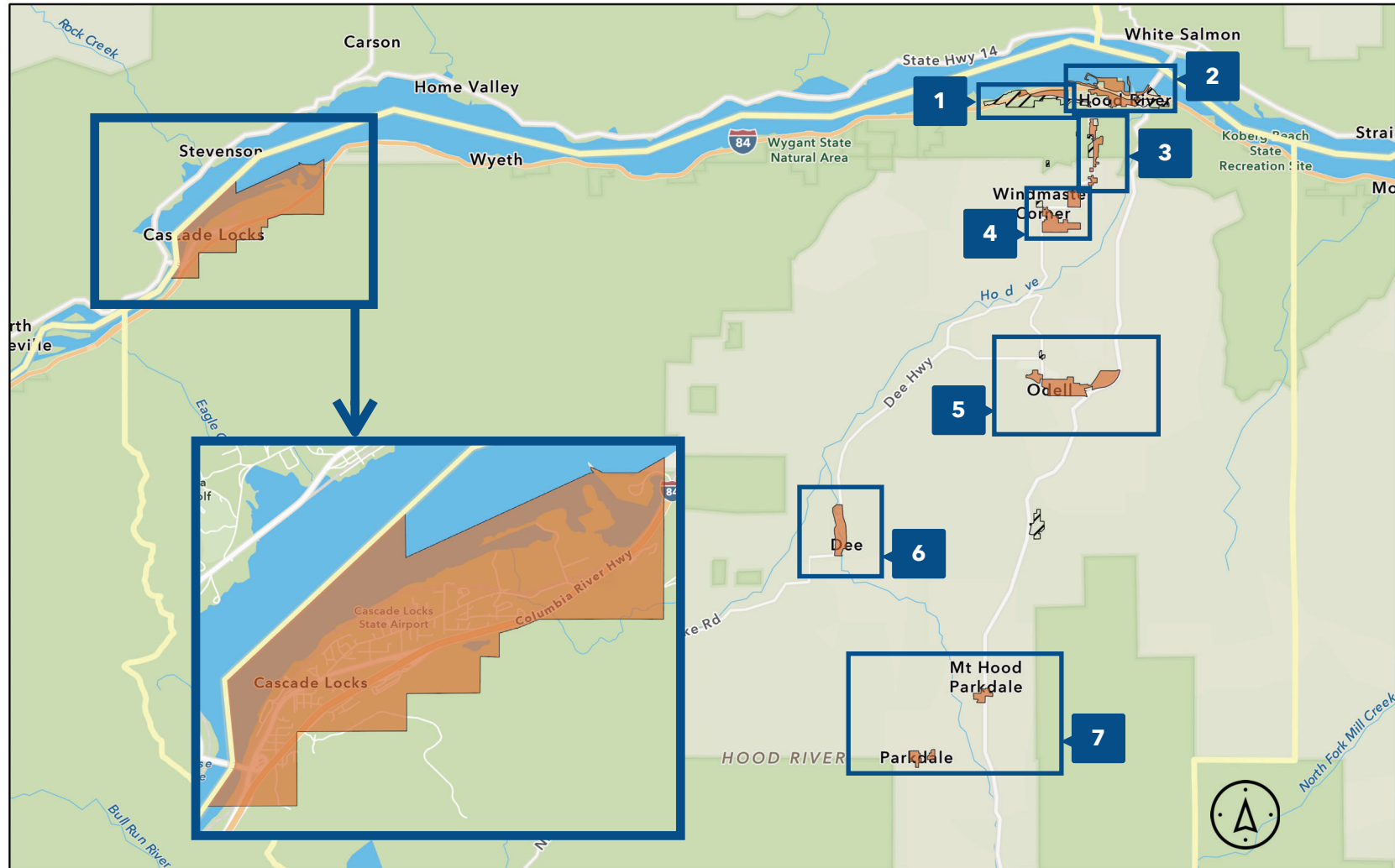
Approve by the City of Hood River City Council on this 28th day of June 2021, to take effect on June 30th, 2021.

Kate McBride, Mayor

ATTEST

Jennifer Gray, City Recorder

CASCADE LOCKS - HOOD RIVER ENTERPRISE ZONE



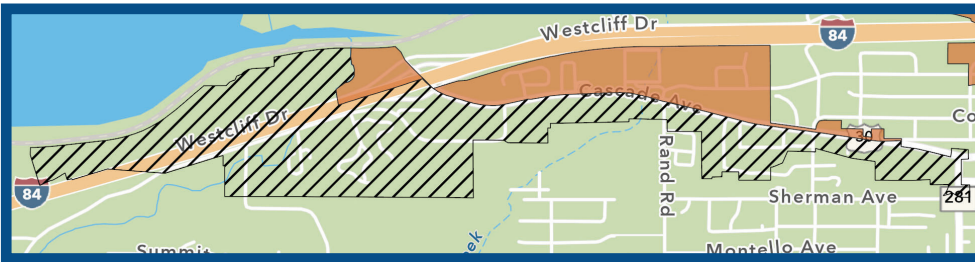
6/14/2021

Hood River County Boundary

Enterprise Zone Boundary - 2021 Redesignation

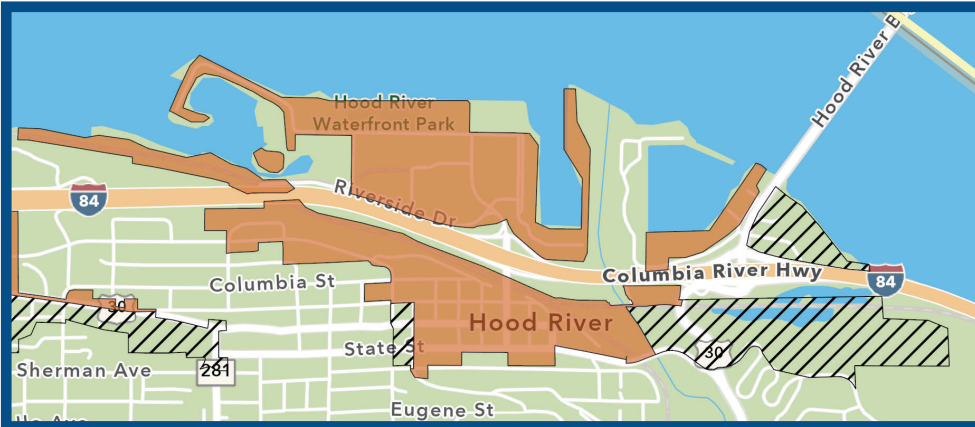
Areas removed from Enterprise Zone

1:250,000
 0 1.5 3 6 mi
 0 2.25 4.5 9 km
 Oregon Metro, State of Oregon GEO, WA State Parks GIS, Esri Canada,



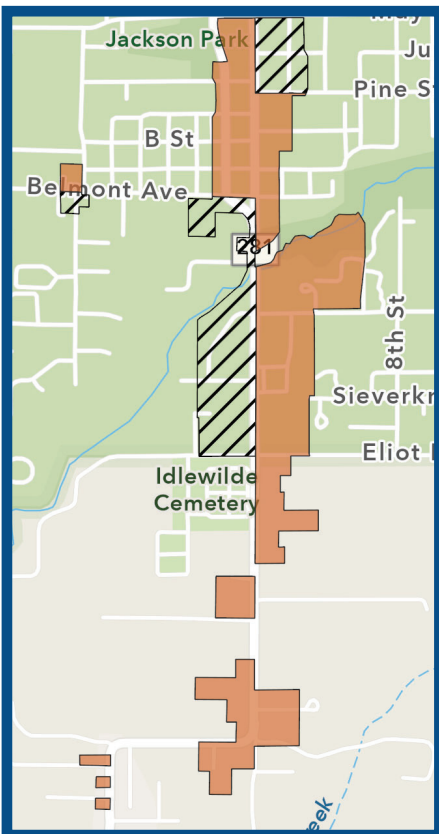
1

West End Hood River



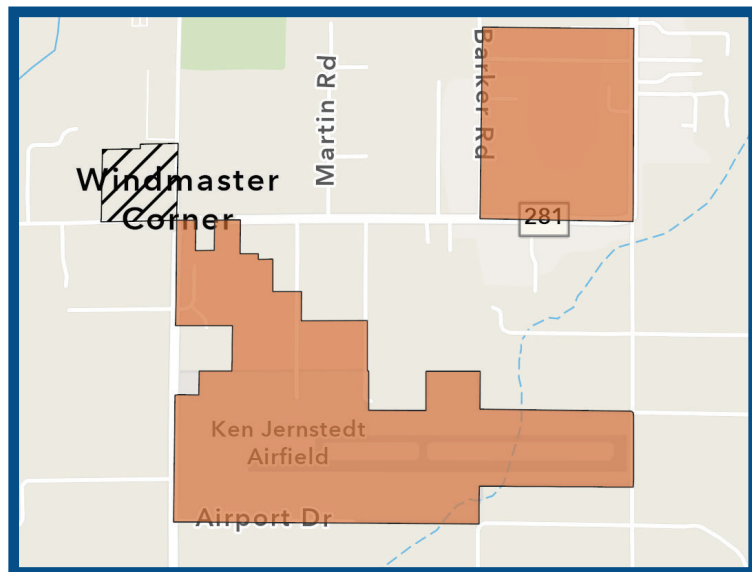
2

Hood River Downtown and Waterfront



3

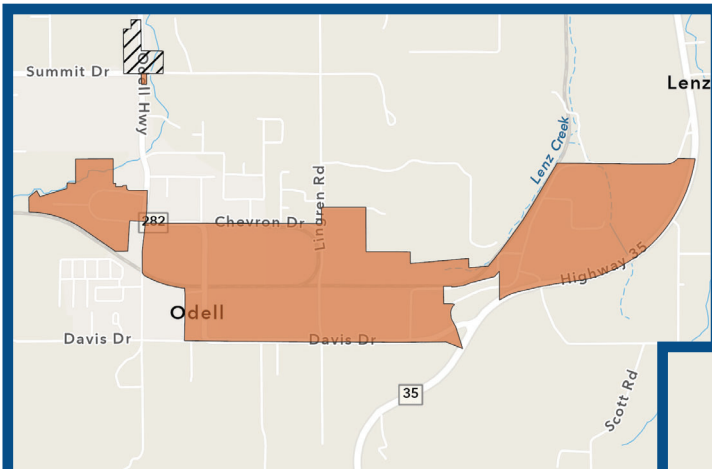
Hood River Heights



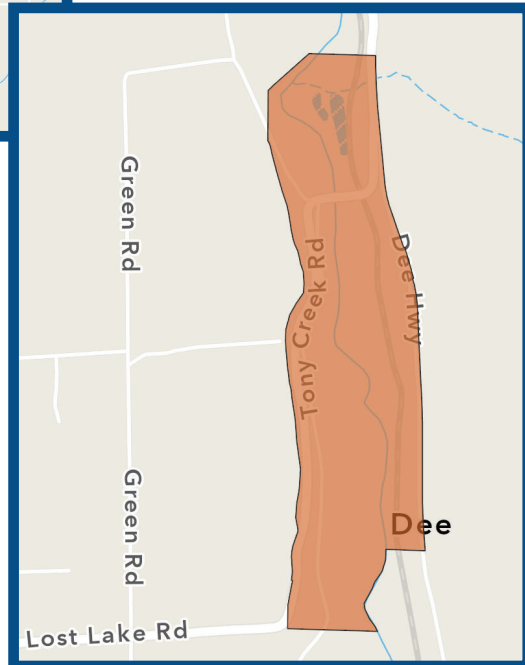
4

Tucker Road and Airport

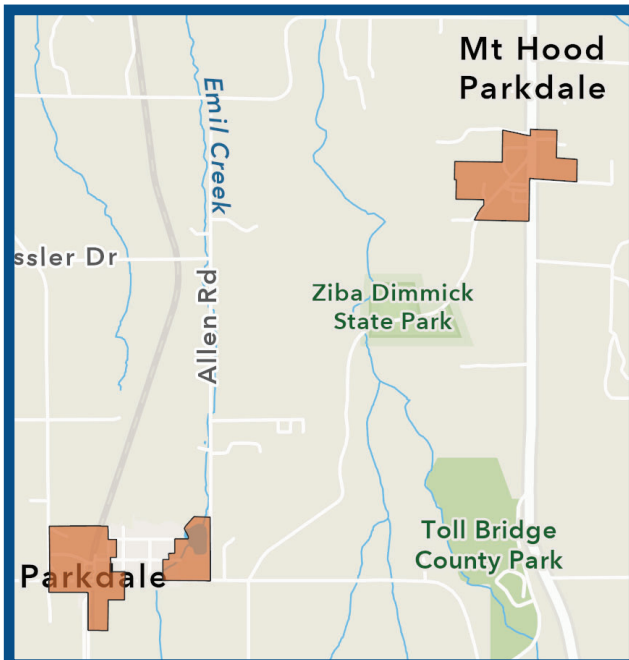




5 Odell



6 Dee Mill



7 Parkdale



DISCLAIMER: This map product was prepared for informational purposes only. It may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.

Questions pertaining to this map should be directed to the Hood River County GIS Coordinator at (541) 387-6840

For questions regarding the Cascade Locks-Hood River Enterprise Zone, visit <https://www.mcedd.org/about-mid-columbia-economic-development-district/our-area/hood-river-county/hood-river-enterprise-zone/>

A Climate Change Organization

We exist to create the political will for climate change solutions by enabling individual breakthroughs in the exercise of personal and political power.

Citizens' Climate Lobby is a nonprofit, nonpartisan, grassroots advocacy climate change organization focused on national policies to address climate change.

Our consistently respectful, nonpartisan approach to climate education is designed to create a broad, sustainable foundation for climate action across all geographic regions and political inclinations.

By building upon shared values rather than partisan divides, and empowering our supporters to work in keeping with the concerns of their local communities, we work towards the adoption of fair, effective, and sustainable climate change solutions.

In order to generate the political will necessary for passage of the Energy Innovation and Carbon Dividend Act we train and support volunteers to build relationships with elected officials, the media and their local community.



Join Us!

GuideStar Participant

We Build the Political Will for Action

At Citizens' Climate Lobby, we're committed to building the political will for the climate solutions we all need. As empowered citizens, we talk with neighbors, friends, and local officials about how national climate action can help ensure a healthy future while strengthening the American economy.

Our volunteers include high school students and concerned grandparents, engineers in the Texas natural gas industry and house painters from New England, and farmers from Virginia to California's Central Valley. Some are PhD's who have spent careers researching the intricacies of climate change; others are concerned citizens who just want to know how to help. Whatever our backgrounds, we're all united by a commitment to making our voices heard as we call for a healthy climate future.




CCL volunteers are organized into hundreds of local chapters across the US and around the world. These chapters build political support for climate action with a variety of tools, which they use in keeping with their local culture and politics. By focusing on shared values rather than partisan divides, we build relationships with community leaders and with federal elected officials and with Congress, always starting from a place of respect, gratitude, and appreciation.

This approach often reveals a surprising openness to climate action on the part of officials who have yet to publicly embrace climate solutions. Through developing respectful relationships, cultivating and demonstrating local support, and promoting a climate solution that has appeal across the political spectrum, we move our leaders towards action that will preserve a healthy climate and a livable world.

Why Put a Price on Carbon?

A carbon price is the single most powerful tool available to reduce America's carbon pollution.



A price on carbon acts fast to reduce carbon pollution. We'll start seeing tangible results in as little as 9 months.

Benefits of a price on carbon



Net Zero by 2050

A strong, economy-wide price on carbon could reduce America's carbon pollution by 50% by 2030, putting us on track to reach net zero by 2050. Learn more from these recent studies.



Affordable Clean Energy

America leads the world with technology innovation. When government puts a price on carbon, it sends a signal through the economy. Businesses respond by becoming more energy efficient and developing new sources of clean, renewable energy. These innovations will not only lead to reduced greenhouse gas emissions, but also provide abundant, affordable, and reliable clean energy and drive us faster toward net zero carbon pollution.



Money in Your Pocket

A carbon tax becomes affordable for ordinary Americans when the money collected from fossil fuel companies is given as a dividend, or “carbon cash back” payment, to every American to spend with no restrictions. This protects low-and-middle-income Americans who otherwise might not be able to afford the transition.

Studies show that the monthly carbon cash back payments are enough to essentially cover increased costs of 85% of American households, including 95% of the least wealthy 60% of Americans.

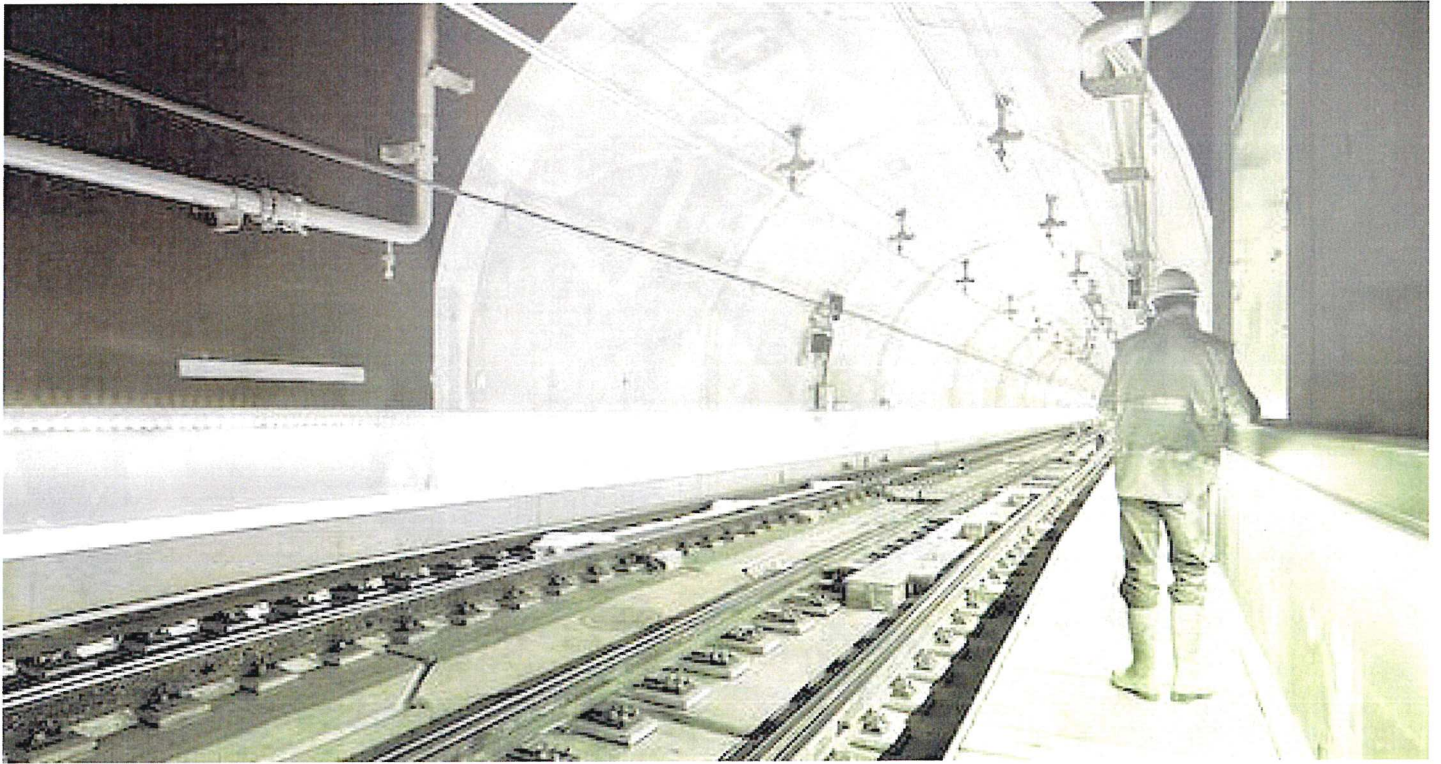
This type of carbon tax is called a “carbon fee and dividend”. Citizens’ Climate Lobby has been advocating for this policy for over a decade.



Saves Lives

A carbon price will save 4.5 million American lives over the next 50 years by restoring clean air across the country. It will have particular impact in communities of color, which have suffered the worst health impacts of burning fossil fuels. Exposure to air pollution has also made people in communities of color more vulnerable to the worst impacts of COVID-19.

Air pollution from fossil fuels, and its impact on our health, is worse than we thought. New research shows that premature deaths in America each year due to air pollution are nearly twice as high as previously understood. As many as 1 in 10 American deaths today is caused by air pollution.



Creates Jobs

A carbon price will incentivize innovation by America's businesses, creating millions of new jobs that will transform our economy and put Americans back to work.



Keeps Businesses Healthy

Businesses prefer a carbon price to other climate solutions because they remain financially stable while they adjust their operations, thanks to a predictable and gradually rising price on carbon. They will not lose time or spend extra money trying to understand complicated new regulations and rules and incorporate them into their plans.

Strong Economy

A price on carbon is the best climate solution for America's economy because it is the most cost-efficient way to lower America's pollution. To match its impact, multiple regulations across economic sectors would be needed, at an additional cost of hundreds of billions of

dollars every year to America's economy.

By 2050, this policy could save Americans over \$800 billion each year in economic losses, or over \$6,000 per household. On our current course, America's economy is forecast to shrink by up to 7% due to the increased costs of climate change by 2050.

Pricing Carbon 101: What is Carbon Pricing?

CCL supports an economy-wide carbon tax, where the money is given to people, typically referred to as a carbon fee and dividend or carbon tax and dividend. With a carbon tax, a fee is applied wherever fossil fuels enter the economy. This price flows through the economy, incentivizing businesses and people to switch to clean energy. Fossil fuels such as oil, natural gas, and coal all contain carbon. When burned, they release potent greenhouse gases (GHG) and carbon dioxide (CO₂) into the atmosphere. Putting a price on carbon involves placing a fee on these fossil fuels and carbon pollution. This fee is based on the metric tons of carbon dioxide (CO₂) the fuel would generate, and it would be assessed at the earliest point of sale into the economy—as close as possible to the well, mine, or port.

A price on carbon can also be used to refer to a “cap and trade” system. A cap and trade works by setting a “cap,” (maximum for total emissions) and then selling and trading permits for the right to pollute up to that cap. It requires bureaucracy to implement and run, and it creates price volatility that is difficult for businesses. CCL does not support a cap and trade system. A carbon tax is far simpler, with less bureaucracy, lower costs, and more predictability.

Learn more about [carbon pricing bills](#) that have been introduced in the 116th and 117th Congress (2019-2021).

Does Putting a Price on Carbon Work?

A carbon price will quickly transform our electricity sector to net zero emissions, and then electrify our buildings and our transportation sector. Our industrial sector will transition to net zero via a mix of efficiency, electrification, carbon capture, and other carbon emission reductions technology.

Studies have shown that a steadily rising price on carbon, starting at \$15/ton and rising by \$10/ton per year, would cut fossil fuel pollution by 30% in the first 5 years alone. This will put America on a path to hit the targets set by the Paris accords and to reach net zero by 2050.

What's the difference between a carbon fee and a carbon tax?

Generally, “carbon tax” and “carbon fee” are used interchangeably, and referring to the same type of legislation. Technically speaking, a tax has the primary purpose of raising revenue. By contrast, a fee is a payment in exchange for a service or privilege. People may use a carbon fee to describe a policy that does not grow the size of government. When the money raised is given to people, the policy is typically referred to as a carbon fee and dividend. For over a decade, Citizens' Climate Lobby has supported a carbon fee and dividend. Giving money to people so that they can afford a transition to clean energy makes a carbon tax fair and politically durable.

Get in Touch

Contact Us

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