



COBURG CITY COUNCIL ACTION/ISSUE ITEM

TOPIC: RESOLUTION 2021-05 Accepting Grant Funding Award from Travel Oregon's Destination Ready Program

Meeting Date: April 13, 2021
Staff Contact: Megan Winner
Contact: 541-682-7862

REQUESTED COUNCIL ACTION

Approval of Resolution 2021-04, a resolution accepting the grant funding award of \$11,700 from Travel Oregon's Destination Ready program for the development of a bike hub in Coburg.

Suggested motion:

I move to approve Resolution 2021-05, a Resolution accepting the grant funding award from Travel Oregon's Destination Ready program.

POLICIES OR CITY COUNCIL GOAL(S) ADDRESSED

City Council Goal #1: Livability, Health, and Vitality
City Council Goals #6: Economic Development

BACKGROUND

In March 2021, Travel Oregon launched the Destination Ready program to provide funding and assistance to destination-based organizations to develop and bolster visitor experiences that follow appropriate public health and safety protocols, and that will aid economic recovery, enhance local livability and provide access to a diversity of explorers. Project awards range from \$10,000 - \$50,000 in cash and consulting time per project category; all projects are expected to be completed within six months of the execution of a financial agreement.

In Coburg, the southern anchor to the Willamette Valley Scenic Bikeway (WVSB), our project is a bike hub in Pavilion Park. This project will support the development, enhancement and stewardship of visitor experiences by creating a functional and enjoyable space where cyclists want to come and by doing so, support the Coburg community. Desired amenities include a fix-it station, lockers, bike rack, picnic table, informational signage and solar charging stations. The bike hub will promote year-round tourism by drawing visitors during the late summer months and also encouraging cycling visitors in rainy months as they will have a covered area to rest, relax and recharge. The bike hub is a triple win situation to drive community enhancement and economic development; our visitors win, our businesses win and our residents win.

BUDGET

Negligible impacts

PUBLIC INVOLVEMENT

The bike hub project will be presented to the Park\Tree Committee to seek approval on final design and location. It is also a Main Street project with volunteer representation from community members.

NEXT STEPS

- Design, seek bids and construction
- Business outreach
- Coordinate with other bike hubs in Lane County through Travel Lane County collaboration
- Promotion and grand opening

ATTACHMENTS

- A. Resolution 2021-05: A Resolution accepting the grant funding award from Travel Oregon's Destination Ready program
- B. Travel Oregon's Destination Ready program award announcement press release

REVIEWED BY:

Anne Heath, City Administrator

RESOLUTION 2021-05

A RESOLUTION ACCEPTING GRANT FUNDING AWARD FROM TRAVEL OREGON'S DESTINATION READY PROGRAM

WHEREAS, the City of Coburg has been awarded \$11,700 in funding from Travel Oregon's Destination Ready program; and

WHEREAS, the acceptance of this grant will help the City of Coburg develop a bike hub to enhance and expand the visitor experience; and

WHEREAS, City Council has identified Livability, Health, and Vitality and Economic Development as a goals for 2021; and

WHEREAS, the City of Coburg will provide adequate funding for on-going oversight and maintenance of this bike hub development;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Coburg

1. The City Council demonstrates its support for the acceptance of a grant award from Travel Oregon's Destination Ready program.
2. The City Council authorizes the City Administrator to sign the grant agreement.
3. This Resolution shall be effective following its adoption by the Coburg City Council.

Adopted by the **City Council** of the **City of Coburg**, Oregon, by a vote of 6 for and 0 against, this 13th day of April 2021.

Ray Smith, Mayor

ATTEST:

Sammy L. Egbert, City Recorder