

Memorandum of Understanding
Between the
Willamette Falls and Landings Heritage Area
And the City of Oregon City

Overview

This agreement outlines a partnership between the **Willamette Falls and Landings Heritage Area Coalition (WFLHAC)** and the **City of Oregon City** for the City to provide monetary support to enhance WFLHAC's activities to benefit the proposed Willamette Falls & Landings National Heritage Area (Heritage Area) and the City of Oregon City goals during the fiscal year 2020-2021.

WFLHAC, organized in 2006, is a 501(c)(3) non-profit organization, with a 23-member board of directors representing key stakeholders and experienced professionals in government, business, industry, tourism, arts, heritage, historic preservation, and others. The WFLHAC is leading efforts to enhance, assist and promote the Heritage Area. The Heritage Area is a source of pride and prosperity, where visitors and residents alike can experience the natural wonders, stories and abundance of culture and history in this nationally significant place.

WFLHAC's efforts aim to bring thousands of local and national visitors to the Heritage Area each year and raise the profile of the City of Oregon City as a destination within the Heritage Area.

The following agreement outlines the anticipated work that WFLHAC would be expected to achieve, with financial and technical support from the City of Oregon City. Resources provided by City of Oregon City are to assist in maintaining and enhancing the Heritage Area.

Funding Arrangement

The City of Oregon City agrees to fund WFLHA for the 2020-2021 Fiscal Year.

The City of Oregon City's contribution will be \$15,000 annually to be paid out in a lump sum.

Scope of Work for WFLHA Staff and Board

The funds from the City of Oregon City will assist the WFLHAC's operations to provide the following:

1. Monthly WFLHAC Board meeting minutes to City of Oregon City staff. Finance Director, Economic Development Manager, Economic Development Coordinator, Tourism Specialist, and City Manager.
2. At least an annual update presentation to the City Commission.
3. Maintain other contribution opportunities including, but not limited to, grant funding, donations, fundraising events, etc.
4. Continue its Destination Branding work, implementation of phase 3 of the Marketing/Economic Assessment plan.
5. Implementation of the Management Plan submitted to the State Historic Preservation Office.
6. Provide free Heritage Area talks for the public.
7. Promote Race, Diversity, Equity & Inclusion within its work.
8. Share its quarterly newsletter with the City Commission.
9. Create downloadable driving; biking; paddling; and hiking tours of the Heritage Area and provide that information to the City's tourism office.
10. Collaborate with @TravelOregonCity for all tourism events and initiatives.
11. Upon request, provide letters of support, meeting attendance and shared data, for City initiatives including the Willamette Falls Locks, Willamette Falls Legacy Project, and other programs supporting City goals.
12. Continue to work towards the goal of obtaining Congressional designation of the Willamette Falls & Landings National Heritage Area.

City Administration

1. This funding is provided for the 2020-2021 Fiscal Year (July 1, 2020 – June 30, 2021). The funding will be subject to budget approval and will be reviewed at the end of the biennium.
2. WFLHAC will invoice the City at the beginning of the fiscal year.
3. WFLHAC will be responsible for maintaining all appropriate insurance and taxes.
4. WFLHAC and the City acknowledge there may be modifications to the scope of work and will review and revise as both parties deem appropriate to best serve each parties' economic development roles.
5. The lead representatives from each organization are:
 - a. WFLHA – Executive Director or designee
 - b. City – City Manager, Finance Director, Economic Development Manager, Economic Development Coordinator and Tourism Specialist when relates to events.

6. Either party may choose to terminate its participation in this agreement in writing at their sole discretion with notice of 90 days.
7. WFLHAC, upon request, will provide financial records to a City representative.

City of Oregon City:

Signature of City Manager

Date

Anthony J. Konkol, III
Printed Name

Willamette Falls & Landings Heritage Area:

Signature of President

Date

Jon Gustafson
Printed Name