



# AGENDA

## Thursday, December 1, 2016 - 10:00 AM BOARD OF COUNTY COMMISSIONERS

Beginning Board Order No. 2016-122

### CALL TO ORDER

- Roll Call
- Pledge of Allegiance

### I. PRESENTATION *(Following are items of interest to the citizens of the County)*

1. Presentation of the Tourism Development Grant Awards for 2016-17 and Recognition of Awards given to Tourism staff and programs in 2016 (Danielle Cowan)

**II. CITIZEN COMMUNICATION** *(The Chair of the Board will call for statements from citizens regarding issues relating to County government. It is the intention that this portion of the agenda shall be limited to items of County business which are properly the object of Board consideration and may not be of a personal nature. Persons wishing to speak shall be allowed to do so after registering on the blue card provided on the table outside of the hearing room prior to the beginning of the meeting. Testimony is limited to three (3) minutes. Comments shall be respectful and courteous to all.)*

**III. BOARD DISCUSSION ITEM** *(The following items will be individually discussed by the Board only, followed by Board action.)*

### Business & Community Services

1. Resolution No. \_\_\_\_\_ Adopting the Expansion for the North Urban Clackamas County Enterprise Zone (Cindy Hagen, Business & Economic Development)

### IV. COUNTY ADMINISTRATOR UPDATE

### V. COMMISSIONERS COMMUNICATION

**NOTE:** *Regularly scheduled Business Meetings are televised and broadcast on the Clackamas County Government Channel. These programs are also accessible through the County's Internet site. DVD copies of regularly scheduled BCC Thursday Business Meetings are available for checkout at the Clackamas County Library in Oak Grove. You may also order copies from any library in Clackamas County or the Clackamas County Government Channel.*

[www.clackamas.us/bcc/business.html](http://www.clackamas.us/bcc/business.html)



November 23, 2016

Board of County Commissioner  
Clackamas County

Members of the Board:

Presentation of the Tourism Development Grant Awards for 2016-17 and  
Recognition Awards given to Tourism staff and programs in 2016

<b>Purpose/Outcomes</b>	Update the Board on the slate of Tourism Development Grant recipients for Fiscal Year 2016/17 and recognition by U.S. Travel Association, Tourism Travel Research Association and MarCom for outstanding accomplishments in 2016.
<b>Duration</b>	Grant Program for Fiscal Year 2016/17
<b>Previous Board Action</b>	The Board has been very supportive of Tourism's marketing efforts as Oregon's Mt. Hood Territory.
<b>Contact Person</b>	Danielle Cowan, Executive Director for Tourism & Cultural Affairs, 503-655-8420.

**BACKGROUND:**

Clackamas County Tourism & Cultural Affairs (CCTCA) branded as Oregon's Mt. Hood Territory awards and oversees \$250,000 in development grant funding as part of our mission to assist our local communities and organizations through effective Tourism asset development. Grants are awarded to projects that enhance visitor assets within the three pillars of Tourism: outdoor recreation, agritourism and culture/heritage. Public, private and nonprofit organizations are eligible to receive funding for programs that meet the specified criteria. The eight grant recipients this year are the Clackamas County Historical Society for a Genealogy Research Lab; the Willamette Falls Heritage Area Coalition for market research, strategic plan and implementation plan; the Bureau of Land Management for Sandy Ridge Trailhead improvements; the Canby Livability Coalition for the Canby Bike Hub; Historic Willamette Main Street for Bike Friendly Amenities for Willamette Street in West Linn; We Love Clean Rivers for river tourism at Willamette Falls; the Molalla Area Chamber of Commerce for the Rodeo Walk of Fame; and Clackamas County Cultural Coalition for the Clackamas Cultural Plan.

Tourism will also outline a number of awards and honors bestowed upon Tourism's programs and staff this year.

Tourism received a top honor from the U.S. Travel Association at the annual Educational Seminar for Tourism Organizations (ESTO) conference, August 30, 2016. The Destiny Award program recognizes U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion at the local and regional level, and fosters the development of imaginative and innovative destination marketing promotion programs and activities.

Oregon's Mt. Hood Territory won a national Destiny Award at the closing ceremony for Best Social Media Campaign with the Win Bigfoot's Dream Date program. The social media campaign saw tremendous success, driving record amounts of traffic to MtHoodTerritory.com, numerous contest entries and hundreds of thousands of video views.



# Tourism Development Grant Awards 2016



# Tourism Development Grant Overview

## Funding

**2016-17 Available Funds - \$250,000**

*(increased from \$200,00 in 2015-16)*

## Limits on Individual Requests

*Maximum \$100,000*

*Minimum \$5,000*

## Support the Three Pillars of Tourism

*Agritourism, Outdoor Recreation, Culture/Heritage*

## Eligible Groups

*Public, Private, Nonprofit organizations*



# Grant Awards



Project: Genealogy Research Lab

Award: \$20,000

Group: Clackamas County Historical Society

Project: Willamette Falls Heritage Area Market Research, Strategic  
Plan and Implementation Plan

Award: \$60,000

Group: Willamette Falls Heritage Area Coalition



# Grant Awards

Project: Sandy Ridge Trailhead Improvements

Award : \$80,000

Group: Bureau of Land Management



Project: Canby Bike Hub

Award: \$12,000

Group: Canby Livability Coalition



# Grant Awards



Project: Bike Friendly Amenities for Willamette St in West Linn  
Award: \$5,000  
Group: Historic Willamette Main Street

Project: River Tourism at Willamette Falls  
Award: \$40,000  
Group: We Love Clean Rivers



# Grant Awards

Project: Rodeo Walk of Fame  
Award: \$12,000  
Group: Molalla Area Chamber of Commerce



Project: Clackamas Cultural Plan  
Award: \$20,000  
Group: Clackamas County Cultural Coalition



The background features a dark teal color with a repeating pattern of small, light-colored circular icons. In the upper left corner, there is a faint, stylized logo for 'OREGON MILL HOOD TERRITORY' in a serif font, with 'OREGON' at the top, 'MILL HOOD' in the middle, and 'TERRITORY' at the bottom.

# Clackamas County Tourism Awards won in 2016

U.S. TRAVEL ASSOCIATION'S

ESTO

BOCA RATON

AUGUST 27-30, 2016



# US Travel Association - Destiny Award

“Win Bigfoot’s Dream Date” campaign continues to earn recognition, this time the Destiny Award by the Educational Seminar for Tourism Organizations (ESTO) conference.



# Travel and Tourism Research Association – Professional Marketing Award



The efforts of Tourism's social media manager were recognized internationally with the J. Desmond Slattery Professional Marketing Award.



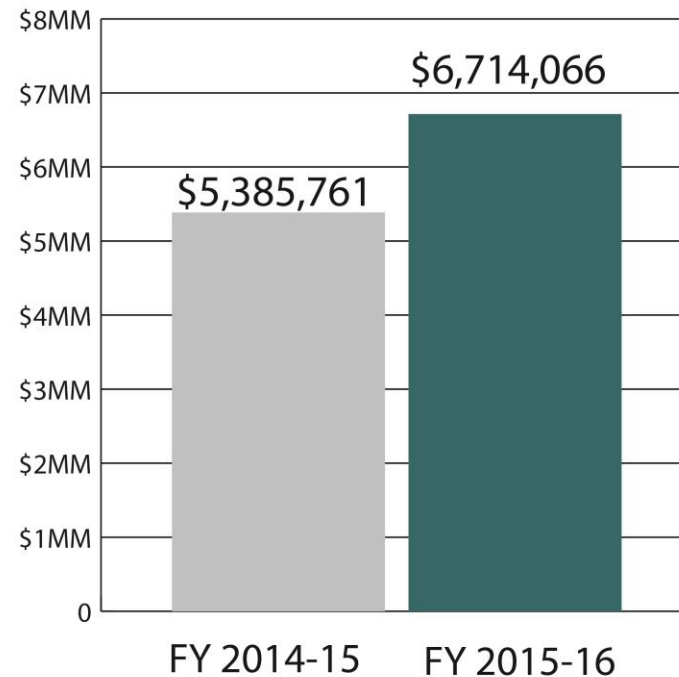
# MARCOM - 2 GOLD Awards

MARCOM  
AWARDS

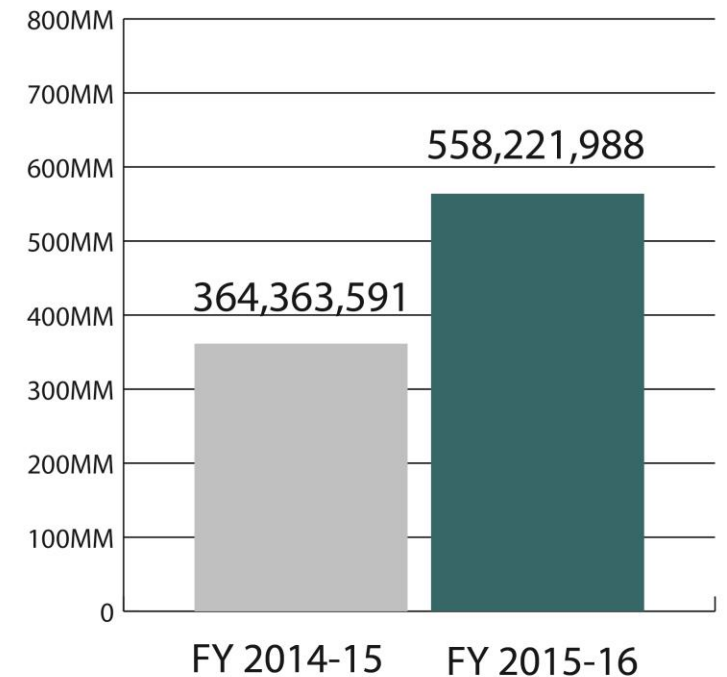


Tourism's PR efforts continue to gain national recognition as well. PR Manager Annie Austin's programs gained two Gold Awards for Public Relations Program and Magazine Placement.

### Ad Value



### Circulation



# LA TRAVEL MAGAZINE

Tourism's award-winning spread in LA Travel Magazine

where organic food and veggie-forward, farm-to-table is a way of life. A pristine wilderness crowned by the 11,249 ft. towering, snow-capped, Mt. Hood, The Territory provides a rich opportunity to stroke nature, enjoy the famed Oregon hospitality, and take a step back in time.

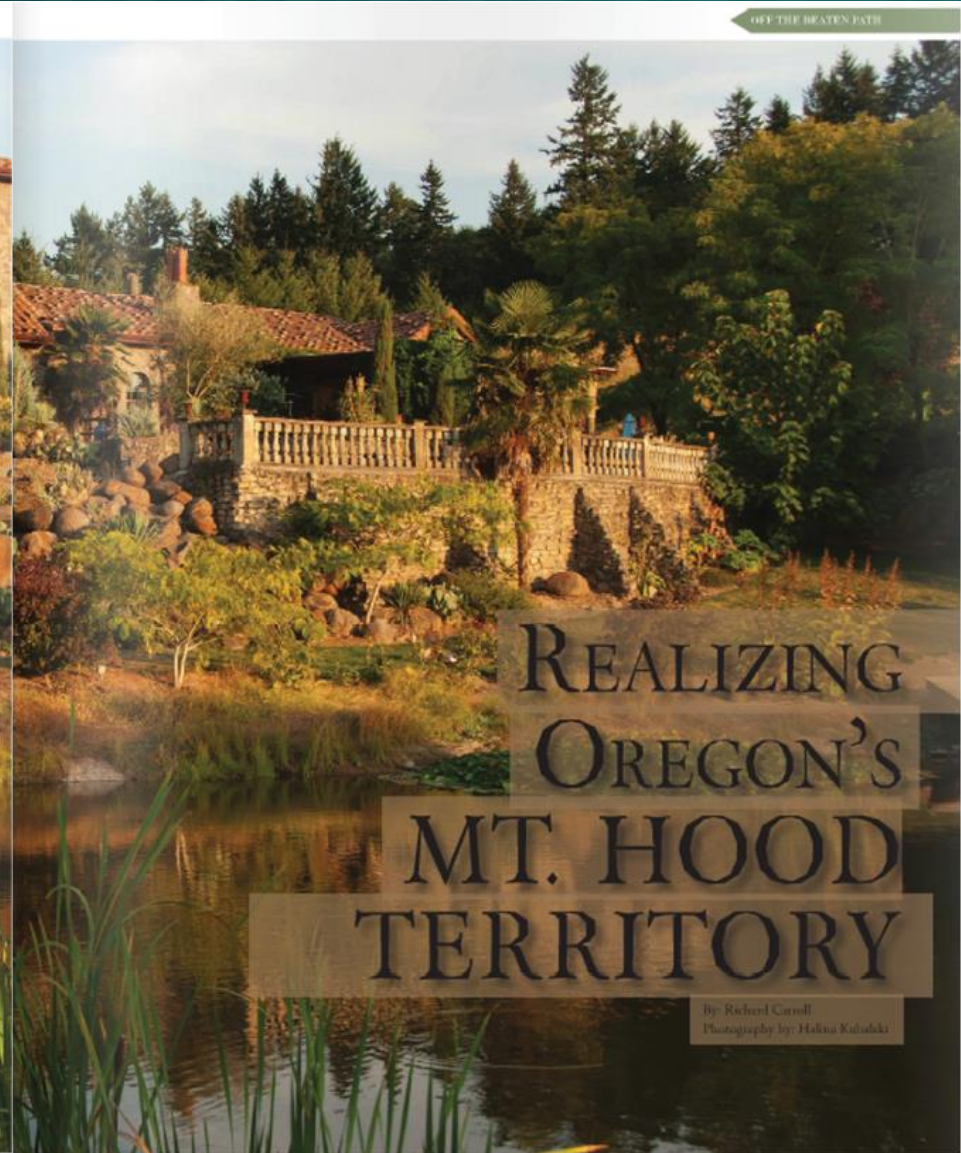
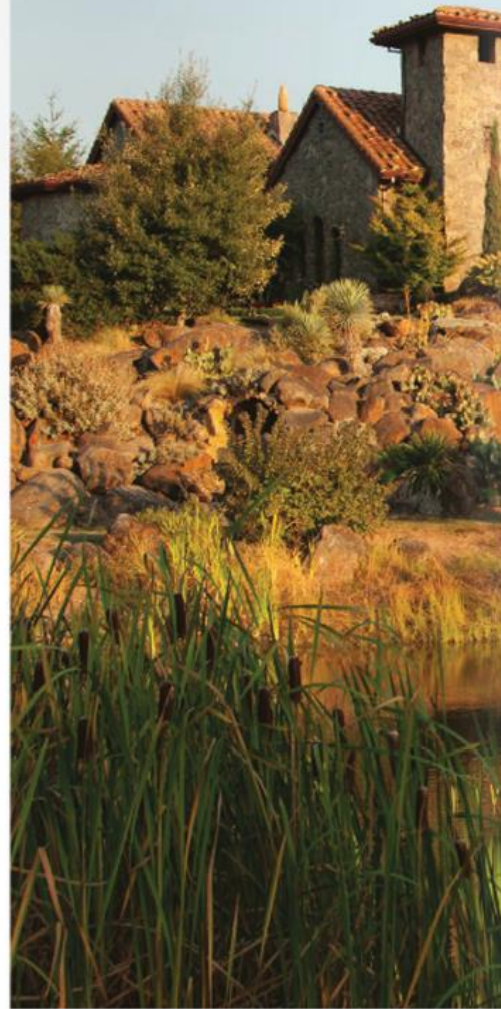
Charismatic Oregon City, 1844, along the Willamette River, anchors The Territory with the setting and character of a laid-back town that makes a refreshing change from big city life. Oregon City, the first capital of the Oregon Territory, is also imprinted into history as "The End of the Oregon Trail."

The 1,900-mile Oregon Trail was a heartbreaking journey of broken dreams for many of the thousands of wagon-bound emigrants who in the 1840's traveled beyond the Missouri frontier for some eight months through a rugged, unforgiving wilderness. Incredibly, a few descendants of The Great Migration, with incredible stories to tell, still reside in Oregon City.

The city's downtown, site of the original historic town, is often overlooked by travelers to the Portland area, but this is the place to park the car and dig in. Family-owned Tony's Smoke House and Cannery, a local tradition since 1936, offers wild, smoked Columbia River Chinook Salmon, crawfish boil, Oregon oysters, and a bowl of smoked salmon chowder, that will carry travelers through the day with zest.

A stop at the splendid "The End of the Oregon Trail Interpretive Center" gives visitors a comprehensive walk through the trials of the Oregon Trail. Nearby on 7th street is the celebrated Municipal Elevator, one of only four municipal elevators in the world, and the only "vertical street" in North America. The elevator, originally built in 1915 and upgraded in 1955, was designed to reach the upper part of the city; it is free to ride, often has an elevator operator, and offers majestic views from the McLoughlin Promenade.

Near the entrance of the elevator at ground level the You Can Leave Your Hat On boutique exudes an ambience of the Flapper era and has been noted as the best hat shop outside of London. The boutique's owner justifies the more than 600 hats available here with a simple statement: "A hat is like the wink at the end of a sentence." Next door is the friendly Depot Barber shop, the oldest in Oregon, and one of a number of Oregon firsts to be found in Oregon City, such as Oregon's first newspaper, library, post office, public school and more. Not a first, but recommended by residents for a respite, is the Singer Hill Cafe specializing in home-cooked fare in the unusual vertical garden, and an art gallery featuring local artists.



OFF THE BEATEN PATH

## REALIZING OREGON'S MT. HOOD TERRITORY

By Richard Carroll  
Photography by Helena Kulobski





Thank you!





Tourism's social media efforts received international recognition at the Tourism Travel Research Association's annual Marketing Outlook Forum October 25. Jarrod Lyman, the social media coordinator, was awarded with the J. Desmond Slattery Professional Marketing Award. The award is presented to the travel marketing professional who has made a significant contribution to travel and tourism marketing. Oregon's Mt. Hood Territory social media channels lead the industry in terms of visitor following, number of likes and comments and are recognized for best practices.

Public Relations/Communications efforts by Annie Austin also earned accolades on November 1, as Tourism won two Gold Awards from MarCom for the best overall Public Relations Program and Best Magazine Placement. The MarCom awards is a creative competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers nationwide.

The overall PR program strategy of leveraging partnerships with other regional destination marketing organizations, proactive pitching to receptive journalists, deskside tours, and international outreach has yielded tremendous results, with a 24% surge in the value of coverage received and a 53% jump in the number of people who see that coverage.

The Best Marketing Placement award was granted for a piece in the LA Travel Magazine featuring Oregon's Mt. Hood Territory. The prominently placed article features numerous aspects of the county, including wineries and farms, heritage sites and outdoor recreational opportunities.

Respectfully submitted,

Danielle Cowan, Executive Director  
CCTCA/Oregon's Mt. Hood Territory



December 1, 2016

Board of County Commissioners  
Clackamas County

Members of the Board:

Adoption of a Resolution to Expand the North Urban Clackamas  
County Enterprise Zone (NUCCEZ).

<b>Purpose/Outcomes</b>	Approval from the Board to submit an application to Business Oregon for expansion of the North Urban Clackamas County Enterprise Zone.
<b>Dollar Amount and Fiscal Impact</b>	As the County serves as Enterprise Zone Manager, staff time is required to process applications that may occur.
<b>Funding Source</b>	Applicants pay an application fee of 0.1% of the proposed total investment.
<b>Duration</b>	Enterprise Zone set to expire on June 30 <sup>th</sup> , 2019
<b>Previous Board Action/Review</b>	1997 - BCC approved establishment of the NUCCEZ. 2008 - BCC approved the expansion the zone to include Happy Valley. 2016 - BCC policy session to discuss Enterprise Zone expansion.
<b>Strategic Plan Alignment</b>	1. To create living wage jobs. 2. Grow a Vibrant Economy.
<b>Contact Person</b>	Cindy Hagen, Coordinator, Business & Economic Development & Enterprise Zone Manager 503-742-4328

**BACKGROUND:**

The NUCCEZ was originally established in 1997 and re-designated and expanded in 2008 to provide the enterprise zone tool to the cities of Milwaukie and Happy Valley and parts of unincorporated Clackamas County.

Qualified businesses may be eligible to receive exemption from local property taxes on new investments including building construction and improvements, machinery, and equipment, for a period of three to five years.

**Standard Incentives available to eligible businesses:**

- Construction-in-Process Enterprise Zone Exemption - For up to two years before qualified property is placed in service, it can be exempt from local taxes.
- Three to five consecutive years of full relief from property taxes on qualified property after it is in service.

**Three-year exemption:**

- Increase full-time, permanent employment by 10% pay employees at least 150% of the State minimum wage (benefits may be used to reach pay level).
- Maintain minimum employment level during exemption period.
- Enter into a first-course agreement with local job training providers.
- Pay an application fee of 0.1% of the proposed total investment.

**Five-year exemption:**

Businesses should meet the three-year exemption criteria as well as:

- Compensation of new workers must be at or above 150% of the County average wage (benefits may be used to reach this pay level).
- Local approval by written agreement with the local zone sponsor (City of Milwaukie or City of Happy Valley).

According to the Clackamas County Assessor's office, in the 2015 property tax year the assessed value of investments by the businesses in the program was \$51,505,759.00. These investments created 410 new jobs.

Based on continued positive interest in the Enterprise Zone, the City of Milwaukie and the City of Happy Valley are seeking the Board of County Commissioners support and consent in favor of expanding the NUCCEZ to include an additional 0.27 square miles for a total area of 5.36 square miles, under the maximum allowed 12 square miles. The proposed change would result in expansion of eligible areas that are industrially and commercially zoned. As required by the Business Oregon, the added areas are within the maximum allowable distance of five miles from other areas of the Zone. The proposed boundary changes are located within the City of Happy Valley (0.032 square miles) and City of Milwaukie (0.23 square miles), and Unincorporated Clackamas County (0.009 square miles).

All affected taxing districts that receive operating revenue through the levying of ad valorem taxes on real and personal property in any area of the NUCCEZ as amended were sent notice regarding this boundary change. No comments were received.

The Port of Portland, City of Milwaukie and the City of Happy Valley have approved their respective resolutions on the expansion.

RECOMMENDATION: Staff respectfully requests that the Board of County Commissioners adopt a resolution to expand the North Urban Clackamas County Enterprise Zone as proposed.

**ATTACHMENTS:**

- Map of proposed expansion area
- Letter to the taxing districts
- Enterprise Zone program flyer

Respectfully submitted,

Gary Barth, Director  
Business & Community Services



In the matter of an expansion of the  
North Urban Clackamas County  
Enterprise Zone

Resolution No.

Page 1 of 2

This matter coming before the Clackamas County Board of Commissioners at its regularly scheduled public meeting on December 1, 2016 to consider approving an expansion of the North Urban Clackamas County Enterprise Zone.

**WHEREAS**, Business Oregon, the State of Oregon's economic development department, re-designated an urban enterprise zone for Clackamas County, City of Happy Valley, and City of Milwaukie (Co-sponsors) on July 1, 2008, the Co-sponsors shall fulfill its duties and implement provisions under ORS 285C.105 or elsewhere in ORS Chapter 285C and related parts of Oregon Law, and the Co-sponsors will apply all state and local requirements as adopted by the Clackamas County Board of Commissioners in Resolution No. 98-71 for the original North Urban Clackamas County Enterprise Zone (NUCCEZ) boundary; and

**WHEREAS**, the Co-sponsors want to expand the NUCCEZ from a total area of 5.10 square miles to 5.36 square miles with the addition of 0.27 square miles of eligible industrial and commercial zoned parcels, as amended, it meets other statutory limitations on size and configuration, and it is depicted here on a drawn-to-scale map (Exhibit A); in order to continue the encouragement of new business investment, job creation, higher incomes for local residents, and greater diversity of economic activity; and

**WHEREAS**, all affected taxing districts that receive operating revenue through the levying of *advalorem* taxes on real and personal property in any area of the NUCCEZ, as amended, were sent notice regarding this boundary change; and

**WHEREAS**, the NUCCEZ does not grant or imply permission to develop land within the Zone without complying with prevailing zoning, regulatory and permitting processes and restrictions for applicable jurisdictions; nor does it indicate any intent to modify those processes or restrictions, except as otherwise in accordance with Comprehensive Plans as acknowledged by the State of Oregon Land Conservation and Development Commission.

**NOW, THEREFORE, IT IS HEREBY ORDERED THAT**

**Section 1.** Under ORS 285C.115, Clackamas County does hereby change the boundary of the NUCCEZ as shown in the attached map.

In the matter of an expansion of the  
North Urban Clackamas County  
Enterprise Zone

Resolution No.

Page 2 of 2

**Section 2.** The NUCCEZ manager is authorized to submit documentation of this boundary change to Business Oregon for purposes of a positive determination under section 18, chapter 648, Oregon Laws 2015 (Enrolled House Bill 2643) on behalf of Clackamas County.

**Section 3.** This change of the NUCCEZ boundary takes effect on the date that this resolution is adopted (or later, as so stipulated by Business Oregon in its determination following any revision or resubmission of documentation).

**DATED** this 1<sup>st</sup> day of December, 2016.

**CLACKAMAS COUNTY BOARD OF COMMISSIONERS**

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Chair

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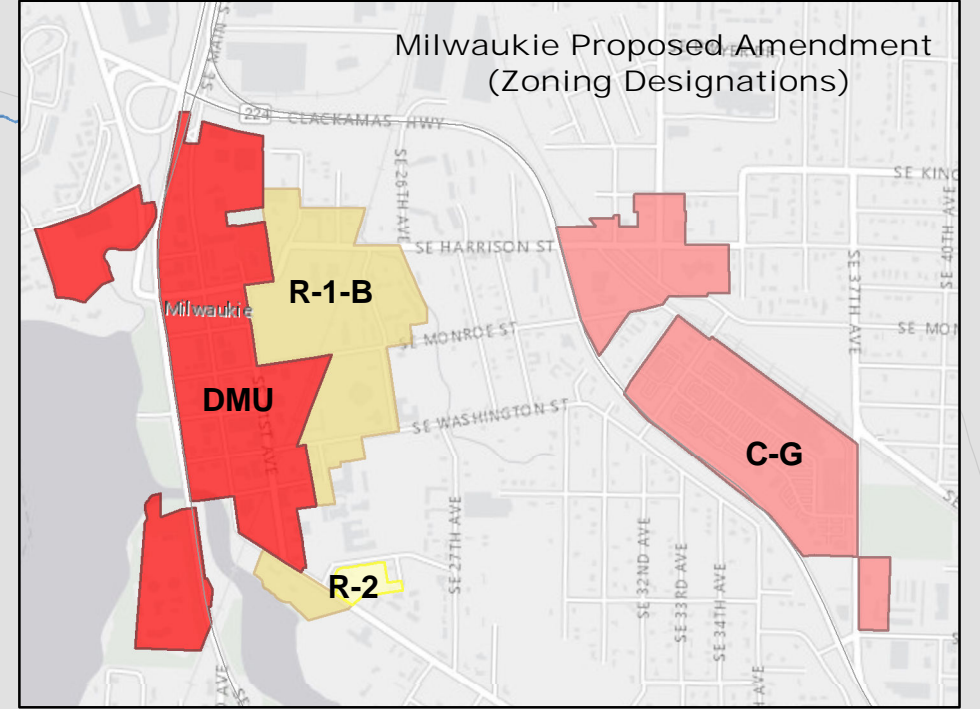
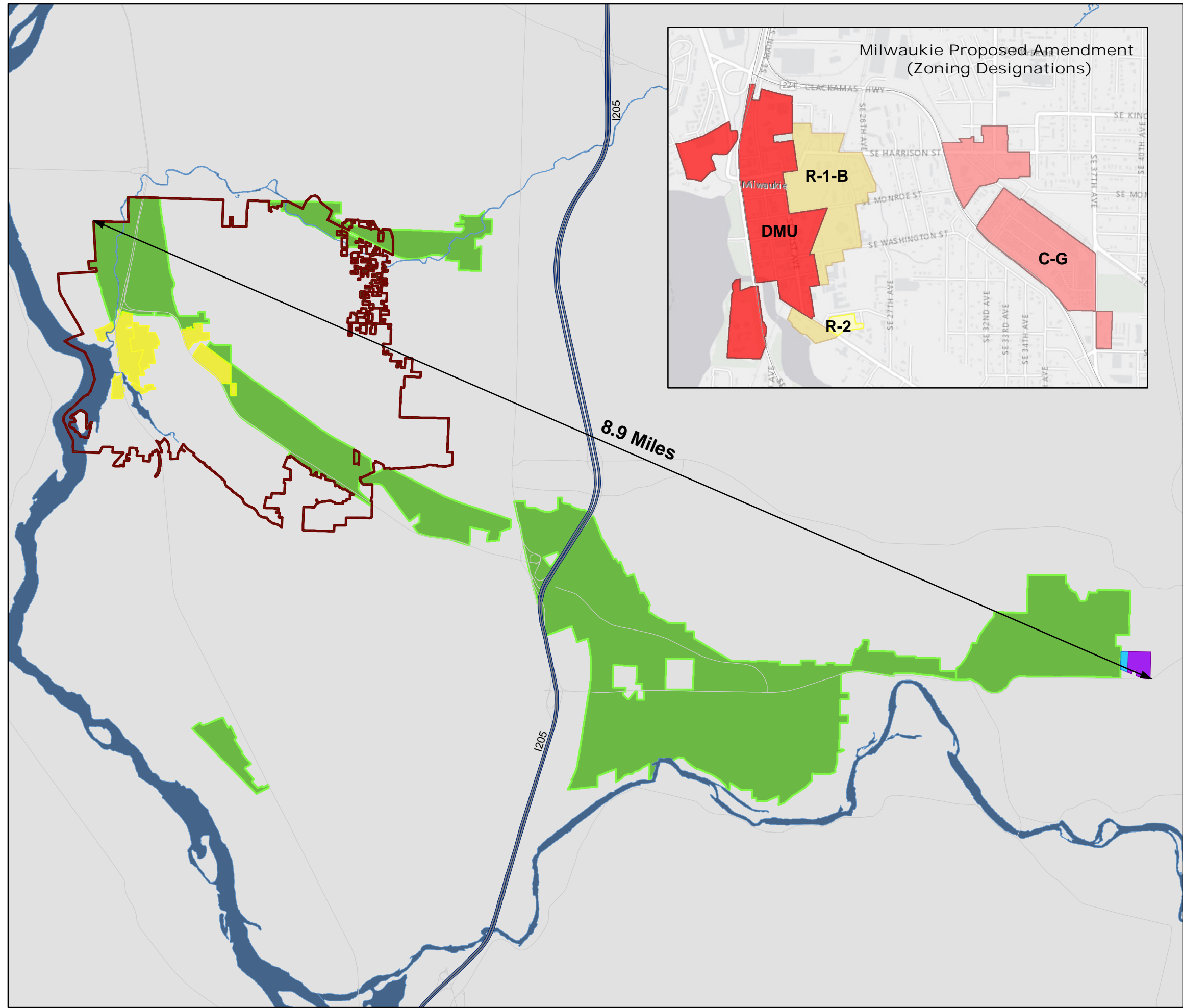
Recording Secretary



### Proposed Enterprise Zone Expansion Size and Dimensions

- Milwaukie City Limits
- Unincorporated Clackamas County Proposed Amendment 0.009 sq ml
- Happy Valley Proposed Amendment .032 sq ml
- Milwaukie Proposed Amendment 0.23 sq ml
- North Clackamas Ezone 5.09 sq ml

*New Total Area = 5.36 Square Miles*

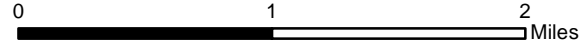


Data Sources: City of Milwaukie GIS, Clackamas County GIS, Metro Data Resource Center, 2014 ACS 5 Year Estimates

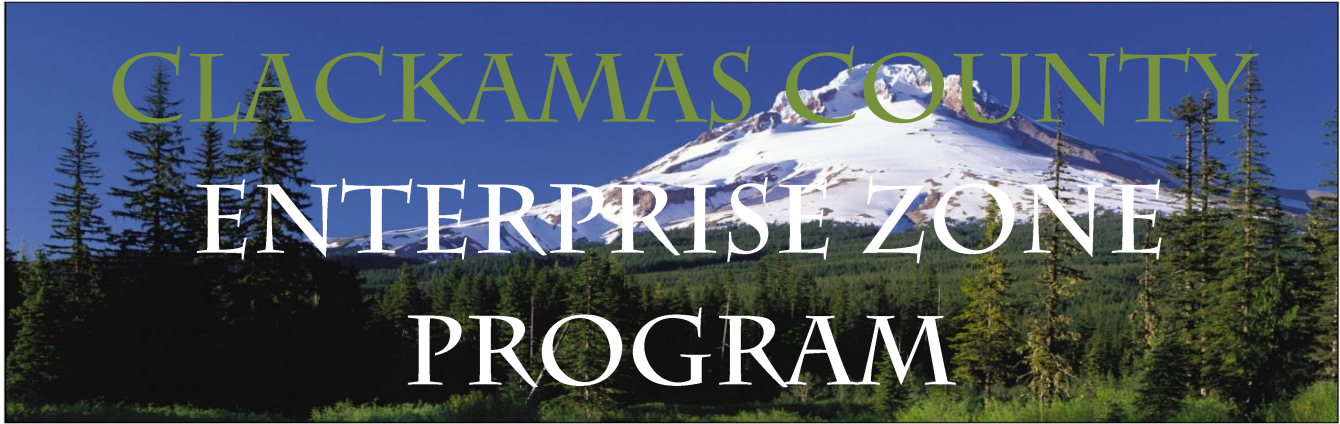
Date: Monday, October 10, 2016

The information depicted on this map is for general reference only. The City of Milwaukie cannot accept any responsibility for errors, omissions or positional accuracy. There are no warranties, expressed or implied, including the warranty of merchantability or fitness for a particular purpose, accompanying this product. However, notification of errors would be appreciated.

GIS Coordinator  
City of Milwaukie  
6101 SE Johnson Creek Blvd.  
Milwaukie, OR 97206  
(503) 786-7498







Oregon's enterprise zones offer a unique resource to communities and an excellent opportunity for businesses growing or relocating in participating districts. Primarily, enterprise zones exempt qualifying businesses from local property taxes on new investments for a period of three to five years.

### Enterprise Zone Incentives:

Businesses (generally non-retail) locating or expanding into an enterprise zone may be eligible to receive an exemption from property taxes on new investments including building construction and improvements, machinery, and equipment, for a period of three to five years.

The following are the standard incentives available to eligible businesses locating in any enterprise zone, subject to authorization, timely filings and criteria:

- Construction-in-Process Enterprise Zone Exemption—For up to two years before qualified property is placed in service, it can be exempt from local taxes. (For most authorized businesses this provides broader benefit than the regular exemption for commercial facilities under construction.)
- Three to five consecutive years of full relief from property taxes on qualified property, after it is in service.
- Depending on the zone, local incentives also may be available.

## Enterprise Zone Contacts:

- **City of Estacada**, Matt Lorenzen, Economic Development Manager  
Phone: 503-630-8270 x203 Email: [lorenzen@cityofestacada.org](mailto:lorenzen@cityofestacada.org)
- **City of Molalla**, Dan Huff, City Manager  
Phone: 503-829-6855 Email: [dhuff@cityofmolalla.com](mailto:dhuff@cityofmolalla.com)
- **City of Oregon City**, Eric Underwood, Economic Development Manager  
Phone: 503-496-1552 Email: [eunderwood@ci.oregon-city.or.us](mailto:eunderwood@ci.oregon-city.or.us)
- **City of Sandy**, David Snider, Economic Development Manager  
Phone: 503-475-8430 Email: [dsnider@cityofsandy.com](mailto:dsnider@cityofsandy.com)
- **North Urban Clackamas County**
  - **Happy Valley**, Michael Walter, Economic & Community Development Director  
Phone: 503-783-3839 Email: [michaelw@ci.happy-valley.or.us](mailto:michaelw@ci.happy-valley.or.us)
  - **Milwaukie**, Alma Flores, Community Development Director  
Phone: 503-786-7653 Email: [floresa@milwaukieoregon.gov](mailto:floresa@milwaukieoregon.gov)
  - **Clackamas County**, Cindy Hagen, Enterprise Zone Manager  
Phone: 503-742-4328 Email: [cindyhag@clackamas.us](mailto:cindyhag@clackamas.us)



## Business Eligibility:

Prior to building construction/improvements or machinery equipment installation on-site, the zone manager must receive and approve an Application for Authorization (<http://www.oregon.gov/dor/PTD/docs/303-029.pdf>), which contains pertinent process information.

Eligible businesses include manufacturers, processors, shippers, and other traded sector businesses, as well as call centers and headquarter facilities. Hotel/resort businesses are eligible in the Estacada, Molalla, and Sandy Enterprise Zones. Retail, construction, financial and other defined businesses are ineligible.

## Qualified Property:

A new building/structure, structural modifications or additions, or newly installed machinery and equipment qualify for exemption. Nonqualified items include land, previously used property value and miscellaneous personal items.

## Criteria for Qualifying Projects:

For the standard, **three-year enterprise zone exemption**, the business should meet the following criteria:

- Increase full-time, permanent employment by 10%
- Pay employees at least 150% of the State minimum wage (\$14.18 per hour for **2016**) (*benefits can be used to reach this pay level*)
- Maintain minimum employment level during the exemption period
- Enter into a first-source agreement with local job training providers
- Pay an application fee of 0.1% of the proposed total investment.

Criteria for the extended tax exemption (for a maximum of a **five-year exemption**):

The business should meet the criteria for the three-year enterprise zone exemption as well as the following:

- Compensation of new workers must be at or above 150% of the County average wage \$33.47 per hour/\$69,621 annual for **2016** (*benefits can be used to reach this pay level*)
- There must be local approval by written agreement with the local zone sponsor, and
- The company must meet any additional requirements that the local zone sponsor may reasonably request.

**For more information please contact:**



**Cindy Hagen, Enterprise Zone Manager**  
**Business & Economic Development**  
Phone: 503.742.4328 Fax: 503.742.4349  
Email: [cindyhag@clackamas.us](mailto:cindyhag@clackamas.us)  
[www.clackamas.us/business](http://www.clackamas.us/business)





**Notice to Local Taxing District**  
**Proposed North Urban Clackamas County Enterprise Zone Boundary Change**

November 2, 2016

Dear Taxing District Representative:

The purpose of this letter is to inform you of the continued opportunity available to our region for improving the local economic base, business climate, long-term community development, and to capitalize on known business interest. The City of Happy Valley and the City of Milwaukie are seeking to add 0.27 square miles to the North Urban Clackamas County Enterprise Zone (NUCCEZ). Please see the enclosed map for details. The extension requires approval from the local cities/county that sponsor the North Urban Clackamas County Enterprise Zone. Upon approval, the boundary change request will be submitted to Business Oregon for final approval.

At a meeting on Thursday, December 1, 2016 at 10:00a.m. at the Clackamas County Public Service Building located at 2051 Kaen Road, Oregon City, Oregon, the Clackamas County Board of Commissioners is expected to consider a resolution requesting a boundary amendment.

The current NUCCEZ and proposed areas to be added include relevant tax codes, such that the zones could affect future property tax collections in your district. Therefore, you are asked to comment on this proposal by sending written comments to me by **Monday, November 21, 2016**.

Please submit comments or questions to:

Cindy Hagen, Enterprise Zone Manager  
Clackamas County Business and Economic Development  
150 Beavercreek Road  
Oregon City, OR 97045  
cindyhag@clackamas.us  
503-742-7328

Of note, an enterprise zone exempts only new property that a job-creating business might build or install in the enterprise zone at some future time. In addition, an enterprise zone exemption is temporary, usually lasting only three years, after which time the property induced by these incentives is available for assessment. An extension to four or five years in total is possible. The proposed change would result in an expansion of (0.032) square miles in Happy Valley, (0.23) square miles in Milwaukie and (0.009) square miles in Unincorporated Clackamas County to include eligible areas that are industrially and commercially zoned. This is due in part to both an increased demand from property and business owners seeking to develop or grow operations within qualifying areas not already included within the NUCCEZ and to fully capture relevant land area for industrial, manufacturing, and office uses.

If you have any questions, please contact me at 503-742-7328 or cindyhag@clackamas.us.

Sincerely,  
  
Cindy Hagen  
Enterprise Zone Manager

cc: Don Krupp, Clackamas County Administrator  
Jason Tuck, City of Happy Valley City Manager  
Ann Ober, City of Milwaukie City Manager