



FOR COUNCIL MEETING OF:  
AGENDA ITEM NO:

July 9, 2007  
4.3 (s)

TO: MAYOR AND CITY COUNCIL  
THROUGH:  ROBERT G. WELLS, CITY MANAGER  
FROM:  RICK L. SCOTT, DIRECTOR  
URBAN DEVELOPMENT DEPARTMENT  
SUBJECT: NORTH SALEM BEAUTIFICATION PROJECT

**ISSUE:**

Should the City Council approve a request from the Oregon State Fair to provide 14 brackets for hanging flower baskets, purchase 16 additional brackets, and provide guidance for the installation of the brackets to light poles along Portland Road?

**RECOMMENDATION:**

Staff recommends the City Council authorize \$2,370 from Transient Occupancy Tax (TOT) funds set aside for entry way beautification for 30 flower basket brackets to be placed along Portland Road by the Oregon State Fair to support the First Annual Salem Beautification & Clean-up Event.

**BACKGROUND:**

Staff received a letter dated July 3, 2007, from Connie R. Bradley, Community Development Manager of the Oregon State Fair Division, Oregon Parks & Recreation Department (Attachment A), requesting City support in response to their First Annual North Salem Beautification & Clean-up Event. The volunteer based event is scheduled for Saturday, July 21, 2007, and is in cooperation with SOLV. The event is an effort to integrate with the local neighborhoods and businesses to prepare the North Salem area for the August Oregon State Fair.

**FACTS AND FINDINGS:**

An estimated 400,000 people are expected to attend the Oregon State Fair this August. Fair staff plan to utilize volunteers who will be assigned to a section of the neighborhood or business area to pull weeds, gather trash, remove graffiti and plant flowers surrounding the Fairgrounds. In addition, volunteers will be invited to construct several hanging flower baskets for display on Portland Road

from the I-5 interchange to the Fairgrounds. The local business community will be asked to maintain them.

In order to display the baskets, the Oregon State Fair staff is requesting assistance from the City of Salem. The Fair is requesting 1) a gift of 14 brackets, unused from a previous project; 2) assistance with the proper installation of brackets to City owned light poles; and, 3) up to \$1,264 to purchase 16 new brackets

Staff has reviewed the request and has determined it would be in the best interest of the City to maintain ownership of the brackets. The City would still allow the State Fair to place the brackets under the City's supervision.

Staff would propose that funding for this request come from the funds set aside for the beautification of Salem entry ways within the TOT Fund. The 14 unused brackets were originally purchased by the Facilities Division for use in the Downtown Core out of the General Maintenance & Repair Fund. Since the City anticipates a future need for additional brackets in the Downtown Core, the cost of these brackets will need to be reimbursed for the full amount. The total estimated cost of the 30 brackets proposed for the project is \$2,370. Given the short notice, staff has not had an opportunity to seek a recommendation from the Cultural Tourism Promotion Advisory Board.

Staff recommends the City support the Oregon State Fair effort and the local neighborhood and businesses by approving this request.

Attachment A: Letter, dated July 3, 2007

Report Prepared by: Anita Sandoval  
G:\Group\URBANDEV\Final Council Staff Reports\2007\July 9\North Salem Beautification\North Salem Beautification.doc



July 3, 2007

RECEIVED  
JUL 03 2007  
CITY OF SALEM  
URBAN DEVELOPMENT

Rick L. Scott, Urban Development Director  
City of Salem, Oregon  
Urban Development Department  
350 Commercial St. NE  
Salem, OR 97301-3412

Dear Mr. Scott,

The Oregon Parks and Recreation Department, Oregon State Fair Division in cooperation with SOLV will be hosting a North Salem Neighborhood Beautification and Clean-up event on Saturday, July 21, 2007. This event is our first effort, under Oregon Parks and Recreation Department, to integrate with the local neighborhoods and business community to help us welcome close to 400,000 people to the North Salem area in August for the Oregon State Fair.

In an effort to invite the local neighborhood and business community to participate, the Oregon State Fair staff has attended North Salem Business Association, Northgate Neighborhood Association, Lansing Neighborhood Association and the Northeast Neighborhood Association meetings with information flyers written in English and Spanish.

Volunteers are invited to meet at the fairgrounds, L.B. Day Ampitheatre, between 8:30 and 9 a.m. to register and obtain safety supplies (gloves, vests, bags, etc.). Volunteers will break-in to groups of 15-20 individuals and will be assigned a section of the neighborhood or business area to pull weeds, gather trash, remove graffiti and plant flowers surrounding the Oregon State Fairgrounds. Following the event, the Oregon State Fair will host a volunteer appreciate hamburger and hotdog feed at 1 p.m. at the fairgrounds.

The Oregon State Fair will issue a free fair admission ticket to every participating volunteer! Along with other great door prizes provided by local businesses.

During the event, we would like to invite volunteers to construct several hanging flower baskets for display on Portland road from the I-5 interchange to the fairgrounds. We plan to ask the local business community to help maintain and water these baskets. In order to display the flower baskets for this event, we would like to ask the City of Salem for the following support:

1. City to provide 14 brackets, unused from a previous City project, for hanging flower baskets from light poles.

ATTACHMENT A



A Division of OREGON PARKS AND RECREATION DEPARTMENT  
2330 17th St. NE • Salem, OR 97303 • (503) 947-3247 • FAX (503) 947-3206  
[www.oregonstatefair.org](http://www.oregonstatefair.org)

2. City to provide guidance, to the Oregon State Fair staff, for the proper installation of brackets on to light poles.
3. City to purchase an additional 16 brackets from Zephyr Engineering, not to exceed \$79 each, approximate delivery time is two weeks.

We appreciate the opportunity to work with the City of Salem by hosting the First Annual North Salem Beautification & Clean-up event!

Sincerely,

A handwritten signature in cursive script that reads "Connie R. Bradley". The signature is written in black ink and is positioned above the typed name.

Connie R. Bradley, Community Development Manager  
Oregon State Fair Division, Oregon Parks & Rec. Dept.

Enclosures