

COMMUNITY DEVELOPMENT COMMISSION MEETING AGENDA



June 13, 2024

6:00 PM

Central Point City Hall

140 S 3rd St, Central Point, OR

www.centralpointoregon.gov

10. Meeting Called to Order

20. Roll Call

30. Approval of Minutes

A. Approval of January 25, 2024, Meeting Minutes

40. Presentation

A. 2021/2022 Audit Presentation

50. Discussion Items

A. Resolution Approving MOU with Fire District 3 - Fire Equipment
Chris Clayton, City Manager

B. Resolution Approving Fiscal Year 2024-25 Budget
Steve Weber, Finance Director

C. Visitors Information Center Increase of Funding Request
Chris Clayton, City Manager

60. Adjournment

CITY OF CENTRAL POINT

Oregon

Community Development Commission

Regular Meeting Minutes
Thursday, January 25, 2024

I. MEETING CALLED TO ORDER

II. ROLL CALL

Attendee Name	Title	Status	Arrived
Hank Williams	Mayor	Present	
Taneea Browning	Ward IV	Present	
Kelley Johnson	Ward II	Remote	
Melody Thueson	Ward III	Late	6:37 PM
Michael Parsons	At Large	Present	
Rob Hernandez	At Large	Present	
Neil Olsen	Ward I	Absent	

Staff present: City Manager Chris Clayton, City Attorney Sydnee Dreyer, Planning Director Stephanie Powers, Finance Director Steve Weber, and City Recorder Rachel Neuenschwander

III. APPROVAL OF MINUTES

- A. Community Development Commission - Regular Meeting - Nov 16, 2023 6:30 PM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Rob Hernandez, At Large
SECONDER:	Taneea Browning, Ward IV
AYES:	Williams, Browning, Johnson, Thueson, Parsons, Hernandez

IV. DISCUSSION ITEMS

- A. Commercial Facade Grant Program Update(Presented by Powers)

Planning Director Stephanie Powers presented an update to the Commercial Facade Grant Program to the Community Development Commission. The changes are adding a Tier 2 structure to the program.

Commissioners question if a business could apply for another grant after five years and if a business could apply for a Tier 2 grant if they were already awarded a Tier 1 grant. Staff responded that each property could get a

maximum of \$10,000 and that if a business were awarded a Tier 1 grant, they would also be eligible for a Tier 2.

Mike Parsons moved to approve Resolution No. 2024-01 a resolution of the Development Commission Modifying the East Pine Street Commercial Building Facade Program.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Michael Parsons, At Large
SECONDER:	Tanea Browning, Ward IV
AYES:	Williams, Browning, Johnson, Thueson, Parsons, Hernandez

B. Jackson County Fire District 3 update

City Manager Chris Clayton spoke to the Community Development Commission regarding his meeting with Jackson County Fire Chief Mike Hussey. In the Downtown & East Pine Street Corridor Revitalization Plan, one of the many projects within the Urban Renewal District was for Fire Safety. Staff will bring a Memorandum of understanding to the Commission that will lay out a safe timeline regarding the Fire Safety Project of helping purchase new fire equipment to service growth within the Urban Renewal Area. The Fire Department is ordering new fire trucks; this is a four-year wait for a truck to be built and equipped to meet the department's needs.

V. ADJOURNMENT

Meeting was adjourned at 6:52 PM.

The foregoing minutes of the January 25, 2024, Development Commission meeting were approved by the Development Commission at its meeting of _____.

Dated:

Chair Hank Williams

ATTEST:

City Recorder



DEPARTMENT: Administration **MEETING DATE:** June 13, 2024

STAFF CONTACT: Chris Clayton, City Manager
Sydnee Dreyer, City Attorney

SUBJECT: Resolution Approving MOU with Fire District 3 - Fire Equipment

SUMMARY AND BACKGROUND:

The Urban Renewal Plan (the “Plan”) provides that the Urban Renewal District may fund “in full, in part, a proportionate share of, or cause to be funded” a list of projects and activities that are intended and necessary to further the objective of the Plan. Project No. 14 of the Plan provides for the purchase of new fire equipment to service growth within the Urban Renewal Area. Project 14 intends that the CPDC and the District will coordinate and enter into a written agreement regarding the timing of implementation of this project.

The District is under contract to purchase one structural pumper engine and seeking proposals for one ladder truck to service the Urban Renewal Area, and the City as a whole (the “fire equipment”). The total cost for the fire equipment is \$2,758,598. The Urban Renewal Area constitutes approximately 25% of the City’s boundaries and its total call volume within the City limits represents 25% of all calls; as such, the City seeks to fund a proportionate share of the fire equipment consistent with this prorata share.

FINANCIAL ANALYSIS:

City and Fire District Administration have met on several occasions to discuss the Urban Renewal financial situation. More specifically, we reviewed the potential impacts of the community center project and how it might delay the City's ability to reimburse for FD3 equipment. Although the MOU is non-binding, we have estimated a repayment period between FY 2030, and 2035.

LEGAL ANALYSIS:

The MOU is a non-binding statement of the parties' intent to contribute to the future fire equipment. The funding amount would be determined at a future date upon entering into a binding agreement establishing the exact contribution by the city and how those payments will be scheduled.

COUNCIL GOALS/STRATEGIC PLAN ANALYSIS:

Strategic Priority - Community Investment

GOAL 1 - Build a strong city that is fiscally sustainable and provides enhanced services and small-town nuance.

STRATEGY 1 – Partner with Urban Renewal to develop objective criteria to prioritize incentives and investments for planning and infrastructure projects that maximize value to the community in terms of cost-benefit, providing a connection between the east and west sides of town, and providing an urban form that is walkable, attractive and resilient to change.

STRATEGY 2 – Seek and pursue grant opportunities to close fiscal gaps in projects that plan, design, and/or implement projects related to development or redevelopment of lands within the Urban Growth Boundary.

STRATEGY 3 – Partner with telecom and utility companies to offset infrastructure costs.

STRATEGY 4 – Maintain existing public safety services levels as the community continues to expand and promote a community policing program. **STRATEGY 5** – Expand the Pine Street/Downtown Streetscape Improvements

ATTACHMENTS/EXHIBITS:

1. RESO Approving MOU with District for Fire Equipment
2. Draft MOU - 2024 v.3

STAFF RECOMMENDATION:

I move to approve Resolution No. _____ A Resolution Approving a Memorandum of Understanding with Fire District 3 for Contribution to Fire Equipment

RECOMMENDED MOTION:

RESOLUTION NO. 2024-02

**BEFORE THE
CENTRAL POINT DEVELOPMENT COMMISSION**

A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING WITH FIRE DISTRICT 3 FOR CONTRIBUTION TO FIRE EQUIPMENT

RECITALS:

WHEREAS, District provides fire safety services to the City of Central Point, and within the Urban Renewal Area;

WHEREAS, the Urban Renewal Plan (the "Plan") provides that the Urban Renewal District may fund "in full, in part, a proportionate share of, or cause to be funded" a list of projects and activities that are intended and necessary to further the objective of the Plan;

WHEREAS, Project No. 14 of the Plan provides for the purchase of new fire equipment to service growth within the Urban Renewal Area. Project 14 intends that the CPDC and the District will coordinate and enter into a written agreement regarding the timing of implementation of this project;

WHEREAS, the District is under contract to purchase one structural pumper engine and seeking proposals for one ladder truck to service the Urban Renewal Area, and the City as a whole (the "fire equipment"). The total cost for the fire equipment is \$2,758,598;

WHEREAS, the Urban Renewal Area constitutes approximately 25% of the City's boundaries and its total call volume within the City limits represents 25% of all calls; as such, the City seeks to fund a proportionate share of the fire equipment consistent with this prorata share;

WHEREAS, the CPDC finds that contribution to new fire equipment servicing the Urban Renewal Area will strengthen the economic vitality of the area and will leverage the CPDC's financial resources to the maximum amount possible with other public District investment; and

WHEREAS, the MOU sets forth the intention of the parties, but is non-binding and will be subject to future negotiations for an agreement and funding availability.

The Central Point Development Commission resolves as follows:

Section 1. The Development Commission hereby approves that Memorandum of Understanding with Fire District 3 as set forth on the attached Exhibit "A".

Section 2. The City Manager or his designee shall is directed and authorized to execute the MOU in the form attached hereto as Exhibit "A".

Section 3. This Resolution shall take effect immediately from and after its passage and approval.

Passed by the Development Commission and signed by me in the authentication of its passage this ____ day of _____, 2024.

Hank Williams, Chair
Central Point Development Commission

ATTEST:

City Recorder

Memorandum of Understanding
Central Point Development Commission and Jackson County Fire District 3

THIS MEMORANDUM OF UNDERSTANDING (“Agreement”) is made and entered into this ___ day of _____, 2024 by and between the Central Point Development Commission, the duly designated urban renewal agency of the City of Central Point, hereinafter referred to as " CPDC ", and Jackson County Fire District 3, a fire district hereinafter referred to as "District."

RECITALS

WHEREAS, CPDC is the duly designated urban renewal agency of the City of Central Point;

WHEREAS, District provides fire safety services to the City of Central Point, and within the Urban Renewal Area;

WHEREAS, the Urban Renewal Plan (the “Plan”) provides that the Urban Renewal District may fund “in full, in part, a proportionate share of, or cause to be funded” a list of projects and activities that are intended and necessary to further the objective of the Plan;

WHEREAS, Project No. 14 of the Plan provides for the purchase of new fire equipment to service growth within the Urban Renewal Area. Project 14 intends that the CPDC and the District will coordinate and enter into a written agreement regarding the timing of implementation of this project;

WHEREAS, the District is under contract to purchase 1 structural pumper engine and seeking proposals for 1 ladder truck to service the Urban Renewal Area, and the City as a whole (the “fire equipment”). The total cost for the fire equipment is \$2,758,598;

WHEREAS, the Urban Renewal Area constitutes approximately 25% of the City’s boundaries and its total call volume within the City limits represents 25% of all calls; as such, the City seeks to fund a proportionate share of the fire equipment consistent with this prorata share;

WHEREAS, the CPDC finds that contribution to new fire equipment servicing the Urban Renewal Area will strengthen the economic vitality of the area and will leverage the CPDC’s financial resources to the maximum amount possible with other public District investment; and

Understandings

This MOU is a statement of the good faith effort of the parties and is not a binding legal agreement. The MOU will serve to help the parties to proceed on the following action items:

1. Conceptual Funding. The District has ordered one structural pumper estimated to be delivered and paid for in year 2028 and will order one ladder truck estimated to be delivered and paid for in year 2029. The total cost of said fire equipment is \$2,758,598. The CPDC desires to contribute a prorata share of the cost for said fire equipment to support growth within the Urban Renewal Area which is deemed to be twenty-five percent (25%) of the total cost of the fire equipment for a maximum contribution of \$689,649.50. Such contribution is intended to be calculated based upon the service the District will provide to the Urban Renewal Area as it compares to Citywide service.

2. Timing. The parties intend to support the conceptual funding outlined in paragraph 1 above and intend to pursue the finalization of funding contributions through Intergovernmental Agreement (IGA) or other mechanism no earlier than 2028, or the date the District receives the fully operational fire equipment, whichever is later.

3. Budget Availability. The timing and amounts of CPDC's contributions shall be subject to budget availability.

4. Disclaimers. No provision of this MOU or previous (or subsequent) conduct or activities of the Parties will be construed: (i) as making any Party an agent, principal, partner or joint venturer with any other Party, (ii) as creating any express or implied obligation for a Party to proceed with contributions to fire safety equipment or (iii) as making any Party responsible for payment or reimbursement of any costs incurred by any other Party.

5. Miscellaneous

5.1. Powers. This Memorandum of Understanding does not create a partnership or a joint venture, and neither Party has the authority to bind the other.

5.2. Counterparts. This MOU may be executed in any number of counterparts, each of which shall be deemed an original and all of which together shall be deemed to be one and the same instrument.

5.3 Authorization. Each Party represents that it has the authority to enter into this MOU which is not legally binding and is a statement only of good faith and intentions of the Parties. Each signatory represents that it has been authorized by that Party to execute and deliver this MOU.

CITY OF CENTRAL POINT

JACKSON COUNTY FIRE DISTRICT 3

By: Chris Clayton, City Manager

By:
Its:



DEPARTMENT: Finance

MEETING DATE: June 13, 2024

STAFF CONTACT: Steve Weber, Finance Director

SUBJECT: Resolution Approving Fiscal Year 2024-25 Budget

SUMMARY AND BACKGROUND:

On May 20, 2024, the Central Point Development Commission Budget Committee met to review the proposed budget for fiscal year 2024-25. After some discussion, the budget was approved to move forward to the Board of Directors for formal adoption. There have been no modifications made to the budget since the Budget Committee meeting.

FINANCIAL ANALYSIS:

The total budget presented for adoption is \$2,458,040.

LEGAL ANALYSIS:

N/A

COUNCIL GOALS/STRATEGIC PLAN ANALYSIS:

N/A

ATTACHMENTS/EXHIBITS:

1. Approved 2024-25 Budget
2. Resolution 2024-03(1)

STAFF RECOMMENDATION:

Approve Resolution 2024-03 as presented.

RECOMMENDED MOTION:

**CENTRAL POINT DEVELOPMENT
COMMISSION**

**APPROVED BUDGET
FISCAL YEAR 2024-25**

**BOARD OF DIRECTORS MEETING
JUNE 13, 2024**

CENTRAL POINT DEVELOPMENT COMMISSION

CENTRAL POINT DEVELOPMENT COMMISSION MEMBERS

*HANK WILLIAMS
MELODY THUESON
KELLEY JOHNSON
TANEEA BROWNING
MIKE PARSONS
ROB HERNANDEZ
NEIL OLSEN*

CITIZEN BUDGET COMMITTEE MEMBERS

*KAY HARRISON
LORI GARFIELD
MIKE QUILTY
JIM MOCK
EDEN FOSTER
KATHLEEN FLANAGAN-CLARK*

BUDGET OFFICER

CHRIS CLAYTON, CITY MANAGER

URBAN RENEWAL STAFF

*CHRIS CLAYTON, URBAN RENEWAL MANAGER/ CITY MANAGER
STEVE WEBER, FINANCE DIRECTOR
STEPHANIE POWERS, PLANNING DIRECTOR
MATT SAMITORE, PARKS & PUBLIC WORKS DIRECTOR*

BUDGET MESSAGE

TO: CHAIR AND BOARD OF DIRECTORS CENTRAL POINT DEVELOPMENT COMMISSION;

BUDGET COMMITTEE MEMBERS;

AND CITIZENS OF CENTRAL POINT

INTRODUCTION

In 2013 the Development Commission prioritized projects listed in the Downtown & East Pine Street Corridor Revitalization Plan. One of the projects contained in the plan is the City of Central Point Community Center. To that end, this budget reflects saving for future lease payments on a facility in partnership with Jackson County.

There are three primary actions that necessitate the proposed budget:

1. **Economic Incentive Program (\$50,000).** The Commission will continue the façade improvement program
2. **Debt Service (\$363,465).** Represents the debt service for the East Pine Streetscape borrowing.
3. **Saving for the Future (\$1,894,575).** Represents funds that will carry over into the 2025-26 budget.

MISSION

It is the primary mission of the Central Point Development Commission to eliminate blight and depreciating property values within the urban renewal district. This mission will be accomplished through the strategic implementation of projects and activities that consciously maximize both public and private investments within the Urban Renewal Area, investments that are designed to target, facilitate and strengthen the economic and aesthetic vitality of the urban renewal district as the City's traditional mixed-use urban core.

OVERALL GOAL

The basic goal of the Development Commission is to address, through the implementation of the Plan, existing blighted conditions within the urban renewal district so that unused and underused properties can be placed in productive condition and utilized at their highest and best use in accordance with the *City of Central Point Comprehensive Plan*.

KEY OBJECTIVES AND ACTIVITIES

Section 1.5.2 of the Plan identifies fourteen (14) goals and objectives to be accomplished by the Plan. Section 1.6 addresses the activities that the Commission may undertake. In July of 2013 the Development Commission prepared the *Central Point Urban Renewal Project Guide* identifying the Development Commission's top five activities to be

undertaken. The activities budgeted for FY 2023-24 are consistent with the Plan's goals and objectives and the Development Commission's activities schedule.

KEY PERFORMANCE MEASURES

- Increased real property assessed value within the urban renewal district
- Track and manage Return-on-Investment (ROI) ratio between public and private investment dollars within the urban renewal district
- Completion of projects on schedule.

THE BUDGET

This budget is a financial plan listing all planned expenses and revenues for fiscal year 2024-25. The Development Commission's budget consists of a single fund; the General Fund. The Budget's primary source of income is tax increment revenue, including proceeds from tax increment financing.

GENERAL FUND EXPENSES

The Development Commission's expenses fall into one of four categories: Personal Services, Materials & Services, Capital Projects, and Debt Service. All expenditures are dedicated to implementation of the Plan. Total requirements is \$2,458,040.

PERSONAL SERVICES

Funding for Personal Services has been re-structured this budget year and is now within the Materials and Services category.

MATERIALS & SERVICES

The Materials & Services category (\$50,000) is comprised of six subcategories, most of which address basic administrative requirements of the Development Commission such as; the costs of legal services, annual audit, materials, contract services, etc.

CAPITAL OUTLAY

Funding for the economic incentive program – façade improvement - is the only capital item included in this year's budget (\$50,000).

DEBT SERVICE

The purpose of the Debt Service category is to account for the payment of principal and interest due on Commission debt. In fiscal year 2016-17 the Development Commission received funding for the East Pine Streetscape Project which will incur an annual debt service for FY 2024-25 of \$363,465.

CONTINGENCY

Funding is set aside in the event something comes during the fiscal year that requires additional appropriations (\$100,000).

ENDING FUND BALANCE

Funding that will carry over to the 2025-26 budget is \$1,894,575.

GENERAL FUND RESOURCES

Funding for activities and projects will come from three sources; tax increment revenue, interest, and cash balance forward, for a total of \$2,458,040.

TAX INCREMENT REVENUE

The primary source of urban renewal revenue will be tax increment revenue. For FY 2024-25 it is estimated that the Commission will receive \$1,200,880 in tax increment revenue.

INTEREST & PREVIOUSLY LEVIED TAXES

It is estimated that the Development Commission will receive \$26,000 in previously levied taxes and \$18,000 interest on its cash balance.

BALANCE FORWARD

The Commission will begin FY 2024-25 with an estimated beginning cash balance of \$1,213,160.

A BALANCED BUDGET

By Oregon Law the budget is balanced at \$2,458,040.

**FORM
LB-20**

**RESOURCES
General Fund**

Central Point Development Commission

Historical Data			RESOURCE DESCRIPTION	Budget for Next Year 2024-25		
Actual		Adopted Budget This Year 2023-24		Proposed By Budget Officer	Approved By Budget Committee	Adopted By Governing Body
Second Preceding Year 2021-22	First Preceding Year 2022-23					
\$ 930,510	\$ 1,039,704	\$ 972,175	Available cash on hand* (cash basis) or	\$ 1,213,160	\$ 1,213,160	
\$ -	\$ -	\$ -	Net working capital (accrual basis)	\$ -	\$ -	
\$ 20,055	\$ 23,865	\$ 23,000	Previously levied taxes estimated to be received	\$ 26,000	\$ 26,000	
\$ 6,299	\$ 29,176	\$ 16,000	Interest	\$ 18,000	\$ 18,000	
\$ -	\$ -	\$ -		\$ -		
			OTHER RESOURCES			
\$ -	\$ -	\$ -		\$ -		
\$ -	\$ -	\$ -		\$ -		
\$ 956,864	\$ 1,092,745	\$ 1,011,175	Total resources, except taxes to be levied	\$ 1,257,160	\$ 1,257,160	\$ -
		\$ 1,093,700	Taxes estimated to be received	\$ 1,200,880	\$ 1,200,880	
\$ 823,744	\$ 922,161		Taxes collected in year levied			
\$ 1,780,608	\$ 2,014,906	\$ 2,104,875	TOTAL RESOURCES	\$ 2,458,040	\$ 2,458,040	\$ -

REQUIREMENTS SUMMARY

**FORM
LB-30**

Central Point Development Commission - General Fund

Historical Data			REQUIREMENTS DESCRIPTION	Budget For Next Year 2024-25		
Actual		Adopted Budget		Proposed By Budget Officer	Approved By Budget Committee	Adopted By Governing Body
Second Preceding Year 2021-22	First Preceding Year 2022-23	This Year 2023-24				
			PERSONAL SERVICES			
\$ -	\$ -	\$ -	TOTAL PERSONAL SERVICES	\$ -	\$ -	\$ -
			MATERIALS AND SERVICES			
\$ -	\$ -	\$ 2,000	Advertising/Legal Notices	\$ 1,000	\$ 1,000	
\$ 22,924	\$ 14,094	\$ 40,000	Professional Services	\$ 18,000	\$ 18,000	
\$ 411	\$ 12,913	\$ 50,000	Contract Services, Admin. Staff	\$ 30,000	\$ 30,000	
\$ 355	\$ 3,638	\$ 2,000	Office Supplies/Postage/Phone	\$ 1,000	\$ 1,000	
\$ 23,690	\$ 30,645	\$ 94,000	TOTAL MATERIALS AND SERVICES	\$ 50,000	\$ 50,000	\$ -
			CAPITAL OUTLAY			
\$ -	\$ -	\$ 200,000	Pfaff Park Band Shell	\$ -		
\$ -	\$ 502,489	\$ -	Hamrick/Pine Street Drop Lane	\$ -		
\$ -	\$ -	\$ 250,000	Miscellaneous Public Works Projects	\$ -		
\$ 214,345	\$ 49,639	\$ -	Pfaff Park Restroom	\$ -		
\$ 20,000	\$ 13,546	\$ 35,000	Economic Incentive Program (Façade)	\$ 50,000	\$ 50,000	
\$ 194,012	\$ 15,464	\$ 70,000	Capital Project Design Costs	\$ -		
\$ -	\$ -	\$ -	TPR Planning	\$ -		
\$ 428,357	\$ 581,138	\$ 555,000	TOTAL CAPITAL OUTLAY	\$ 50,000	\$ 50,000	\$ -
			DEBT SERVICE			
\$ 288,857	\$ 312,917	\$ 341,120	FY16-17 Bond	\$ 363,465	\$ 363,465	
\$ 288,857	\$ 312,917	\$ 341,120	TOTAL DEBT SERVICE	\$ 363,465	\$ 363,465	\$ -
		\$ 50,000	OPERATING CONTINGENCY	\$ 100,000	\$ 100,000	
\$ 1,039,704	\$ 1,090,206		Ending balance (prior years)			
		\$ 1,064,755	UNAPPROPRIATED ENDING FUND BALANCE	\$ 1,894,575	\$ 1,894,575	
\$ 1,780,608	\$ 2,014,906	\$ 2,104,875	TOTAL REQUIREMENTS	\$ 2,458,040	\$ 2,458,040	\$ 0

**BEFORE THE
CENTRAL POINT DEVELOPMENT COMMISSION
A RESOLUTION ADOPTING THE BUDGET, MAKING
APPROPRIATIONS,
AND DECLARING TAX INCREMENT**

The Central Point Development Commission resolves as follows:

Section 1. The budget for fiscal year 2024–25 in the total amount of \$2,458,040 is adopted. This budget is now on file at the City of Central Point Finance Offices, 140 South Third Street, Central Point, OR 97502.

Section 2. The amounts for the fiscal year beginning July 1, 2024, and for the purposes shown below are appropriated:

GENERAL FUND	
Personal Services	\$0
Materials & Services	\$50,000
Capital Outlay	\$50,000
Debt Service	\$363,465
Contingency	\$100,000
Ending Fund Balance	\$1,894,575
TOTAL GENERAL FUND	\$2,458,040

Section 3. The Board of Directors certify to the county assessor a request for the Downtown & East Pine Street Corridor Revitalization Plan Area for the maximum amount of revenue that may be raised by dividing the taxes under Section 1c, Article IX, of the Oregon Constitution and ORS Chapter 457.

The above resolution statements were approved and declared adopted on this 13th day of June, 2024.

Hank Williams, Chair
Central Point Development Commission

ATTEST

Rachel Neuenschwander, Recorder



DEPARTMENT: Administration **MEETING DATE:** June 13, 2024

STAFF CONTACT: Chris Clayton, City Manager

SUBJECT: Visitors Information Center Increase of Funding Request

SUMMARY AND BACKGROUND:

The Central Point Chamber of Commerce requests additional funding to help offset the cost increases in the Central Point Visitors Information Center operations and payroll expenses. The Chamber has been a huge help in encouraging tourism in the city and fostering economic growth and community development. The extra funding requested would help pay for these expenses.

FINANCIAL ANALYSIS:

The financial impact amounts to \$500 per month, totaling \$6,000 for the fiscal year. Should the council approve, this funding request can be covered by either the City Enhancement Fund or the City's Urban Renewal Budget. Both sources align with the mission of the Visitors Information Center, which aims to boost business activities through tourism promotion.

LEGAL ANALYSIS:

COUNCIL GOALS/STRATEGIC PLAN ANALYSIS:

Community Engagement

Goal 2: Promote community and city government through volunteerism.

Strategy 3: Partner with the Chamber of Commerce to celebrate local accomplishments and recognize volunteer efforts throughout the community.

Community Culture

Goal 1: Celebrate Central Point's unique identity and way of life through community events (public or privately sponsored), such as the 4th of July Parade, Community Christmas, Battle of the Bones, Battle of the Food Trucks, Made in Southern Oregon, the Cheese Festival, and include Expo events such as the Wild Rogue Pro Rodeo

Strategy 2 - Community events should be planned to enhance the family-friendly, safe, and small-town quality of life that is valued in Central Point. These events should also celebrate the unique cultural elements of our community.

ATTACHMENTS/EXHIBITS:

1. ProfitandLossbyClass (4)
2. Final VIC Budget 2023_2024 - Sheet1

3. hpscan0010

STAFF RECOMMENDATION:

RECOMMENDED MOTION:



Visitors Center

Profit and Loss by Class

July 2022 - June 2023

	VISITOR CENTER	TOTAL
Income		
4001 VIC Income	5,435.00	\$5,435.00
4020 Government Contracts	36,533.33	\$36,533.33
4050 Event Income		\$0.00
Christmas	625.00	\$625.00
Various Events	600.00	\$600.00
Total 4050 Event Income	1,225.00	\$1,225.00
Total Income	\$43,193.33	\$43,193.33
GROSS PROFIT	\$43,193.33	\$43,193.33
Expenses		
6000 Payroll Expenses		\$0.00
Taxes	3,078.66	\$3,078.66
Wages	29,006.06	\$29,006.06
Total 6000 Payroll Expenses	32,084.72	\$32,084.72
6015 Reimbursements	116.32	\$116.32
6020 Contract Labor	940.00	\$940.00
6100 Advertising Expense	4,432.87	\$4,432.87
6200 Accounting, Legal, and Professional	2,714.50	\$2,714.50
Accounting (deleted)	215.00	\$215.00
Total 6200 Accounting, Legal, and Professional	2,929.50	\$2,929.50
6270 Charitable Donations	50.00	\$50.00
6280 Credit Card Processing Fees	118.26	\$118.26
6320 Dues and Subscriptions	740.00	\$740.00
6500 Event Expense	573.98	\$573.98
Calendar	650.00	\$650.00
Christmas	576.69	\$576.69
Total 6500 Event Expense	1,800.67	\$1,800.67
6520 Insurance	162.50	\$162.50
6522 Insurance-Liability	257.50	\$257.50
6523 Insurance-Workman's Comp.	88.02	\$88.02
Total 6520 Insurance	508.02	\$508.02
6595 Lease Expense	9,630.39	\$9,630.39
6620 Meals	73.13	\$73.13
6630 Office Supplies	1,074.14	\$1,074.14
6640 Office Expenses	956.90	\$956.90
6760 Trainings, Meetings, and Seminars	25.00	\$25.00
6770 Travel	1,073.68	\$1,073.68



Visitors Center

Profit and Loss by Class

July 2022 - June 2023

	VISITOR CENTER	TOTAL
6780 Utilities		\$0.00
Cell Phone Reimbursement	225.00	\$225.00
Internet	732.88	\$732.88
Telephone	299.88	\$299.88
Total 6780 Utilities	1,257.76	\$1,257.76
Total Expenses	\$57,811.36	\$57,811.36
NET OPERATING INCOME	\$ -14,618.03	\$ -14,618.03
NET INCOME	\$ -14,618.03	\$ -14,618.03

Visitors Center					
Profit and Loss by Class					
July 2022 - June 2023		Visitor Center			
		Actual 2022/2023	2023-2024	2024-2025	
		TOTAL	Budget	Budget	
Income					
4001 VIC Income	5,435.00		\$0.00	\$0.00	No Map sales these years
4020 Government Contracts	36,533.33		\$38,400.00	\$38,400.00	Reflects current contract
4050 Event Income	0				
Christmas	625.00		\$0.00	\$0.00	
Various Events	600.00		\$800.00	\$800.00	
Total 4050 Event Income	\$1,225.00		\$800.00	\$800.00	
4020 Government Contracts	\$36,533.33		\$38,400.00	\$38,400.00	
4050 Event Income	\$0.00		\$0.00	\$0.00	
Christmas	\$625.00		\$0.00	\$0.00	
Various Events	\$600.00		\$800.00	\$800.00	
Total 4050 Event Income	\$1,225.00		\$800.00	\$800.00	
Total Income	43,193.33		\$39,200.00	\$39,200.00	
Gross Profit	\$43,193.33		\$39,200.00	\$39,200.00	
Expenses					
6000 Payroll Expenses	0.00				
Taxes	\$3,078.66		\$3,500.00	\$3,750.00	
Wages	29,006.06		\$32,500.00	\$35,800.00	
Total 6000 Payroll Expenses	\$32,084.72		\$36,000.00	\$39,550.00	
6015 Reimbursements	116.32		\$0.00	\$0.00	
6020 Contract Labor	940.00		\$1,100.00	\$1,300.00	
6100 Advertising Expense	4,432.87		\$3,775.00	\$3,775.00	
6200 Accounting, Legal, and Professional	\$2,714.50		\$3,050.00	\$3,350.00	
Accounting (deleted)	215		\$0.00	\$0.00	
Total 6200 Accounting, Legal, and Professional	\$2,929.50		\$3,050.00	\$3,350.00	
6270 Charitable Donations	50		\$0.00	\$0.00	
6280 Credit Card Processing Fees	\$118.26		\$50.00	\$60.00	
6320 Dues and Subscriptions	740		\$750.00	\$750.00	
6500 Event Expense	573.98		\$600.00	\$625.00	
Calendar	\$650.00		\$650.00	\$650.00	
Christmas	\$576.69		\$0.00	\$250.00	
Total 6500 Event Expense	1,800.67		\$1,250.00	\$1,525.00	
6520 Insurance	162.5		\$175.00	\$180.00	
6522 Insurance-Liability	\$257.50		\$275.00	\$285.00	
6523 Insurance-Workman's Comp.	88.02		\$100.00	\$110.00	
Total 6520 Insurance	\$508.02		\$550.00	\$575.00	
6595 Lease Expense	9,630.39		\$9,750.00	\$9,870.00	
6620 Meals	73.13		\$100.00	\$100.00	
6630 Office Supplies	1,074.14		\$1,150.00	\$1,150.00	
6640 Office Expenses	956.90		\$750.00	\$775.00	
6760 Trainings, Meetings, and Seminars	25		\$250.00	\$250.00	
6770 Travel	\$1,073.68		\$500.00	\$550.00	
6780 Utilities	\$0.00				
Cell Phone Reimbursement	\$225.00		\$225.00	\$225.00	
Internet	\$732.88		\$750.00	\$750.00	
Telephone	\$299.88		\$312.50	\$315.00	
Total 6780 Utilities	\$1,257.76		\$1,287.50	\$1,290.00	
Total Expenses	\$57,811.36		\$60,312.50	\$64,870.00	
Net Operating Income	-\$14,618.03		-\$21,112.50	-\$25,670.00	
Net Income	-\$14,618.03		-\$21,112.50	-\$25,670.00	



City of Central Point
City Council
140 S Third St
Central Point, OR 97502

January 28, 2024

Re: Central Point Visitor Center Report

Dear Councilors:

We would like to take this opportunity to thank the City of Central Point, which has entrusted the Chamber with the vital responsibility of serving as the tourism representative for our vibrant community by managing the Visitors Information Center of Central Point (VIC). We express our sincere gratitude for the confidence placed in us, recognizing the significance of this role in fostering economic growth and community development. Through this collaborative endeavor, we have aimed to not only showcase the unique charm of Central Point but also to create a sustainable and thriving environment that resonates with both residents and visitors alike.

Over the past few years, the Chamber and VIC introduced new events and activities such as the Community Christmas Challenge, Lucky Leprechauns, and the Trick or Treat Treasure Hunt. They also helped brainstorm and assisted in the planning and execution of Parks and Rec events such as Made in Southern Oregon and Battle of the Food Trucks. The City-Wide Yard Sale is now officially hosted by the Chamber and VIC, with September's events listing over 150 sales participating. The Chamber and VIC actively participate in city community events with a VIC booth providing information for upcoming events, fielding inquiries about local tourism and events, suggesting to visitors where to eat, play, and stay when visiting Central Point, and chatting with residents to obtain their insights on the events held and those they would like to see come to our city.

The VIC employees continue to work a total of 25 hours per week and assist in the planning and operations of all events, attend online courses relevant to tourism and marketing, maintain a consistent presence on our social media outlets, keep the location stocked with current information for residents and visitors alike, and more. The VIC received a "refresh" last year, which included new paint, shelving, and displays, making it an inviting space with more than double the display area as before.

Since 2019, the Chamber and VIC's social media exposure has nearly tripled, gaining over 2,000 additional followers on Facebook alone, with total monthly insights averaging over 39,000 for the 22/23 fiscal year. Social media has become the leading marketing tool for all businesses, and we feel it imperative to exude our small-town-feel across these platforms by



purposefully promoting an array of events and organizations, from local high school basketball games and community events to the County Fair and non-profit fundraisers, with live feeds at community events. Our marketing tactics for social media have been well received, with a regular following and many requests for collaboration.

Other marketing has included, but is not limited to, the design, production, and distribution of an updated City Map, an annual calendar, publications in the Travel Southern Oregon magazine, and articles in the city newsletter and Parks and Rec guide. The VIC has a constant finger on the pulse of regional and statewide tourism, regularly attending meetings, conferences, seminars, and workshops on an array of topics such as Heritage Tourism, Sustainable Tourism, Destination Tourism, Agritourism, and Food Trails. Consistent education on tourism trends and sustainability is a priority of the VIC and Chamber, and the relationships gained with industry leaders are key for collaborations, marketing support, and unity of our region's tourism brand.

Tourism is not merely a sector of commerce but a dynamic force that, when harnessed effectively, has the power to elevate our city's profile, attract visitors, and contribute substantially to the economic well-being of Central Point, making us the preferred city to do business in.

We are requesting an increase in funding of \$500 per month, totaling \$6,000 per year, to offset the cost increases in the Central Point Visitors Information Center operations and payroll expenses including, but not limited to, the increased costs of wages, accounting, taxes, insurance coverage, building lease, utilities, office supplies and expenses, travel, and marketing, etc. Please see the attached Visitors Center financials.

With appreciation,

Stephanie Hendrickson, Executive Director Central Point Chamber

Melody Bright, Treasurer, Central Point Chamber Board of Directors