

Milwaukie Events Discussion

WS 2. Presentation
January 16, 2024



Why are we here?

- Developing **proposed budget** for next biennium
- **Weighing up priorities** for the city's annual event program
- Recent discourse has highlighted calls for **bringing back Milwaukie Daze** and **supporting more multi-cultural celebrations** throughout the year
- **"Hold the Line" budget** means we have to make choices



Why reimagine Milwaukie Daze?

- Desire to create a signature summer event
- Consistent calls to “bring it back”
 - Community surveys
 - Keen Equity Study
 - Staff strategic plan
- Chance to strategically allocate city resources to maximize benefit

Event Goals

- Embrace and celebrate Milwaukie's diverse identity—**past, present and future**
- Activate **public right-of-way and parks space** for community building and place making
- Develop a **signature summer event** that draws people to Milwaukie and supports vitality





Logistics and Parameters

- Targeting July 26-28
- 1.5 days (Friday eve – Saturday; Sunday Farmer's Market + potential breakfast if a partner wants to sponsor)
- Held Downtown/on waterfront
- Main Street closure
- Activities:
 - Saturday night light show (incorporating geodesic cherry?)*
 - "Goose race" on the water (BYOG?)*
 - Music/entertainment (featuring multicultural acts)*
 - Culinary corridor*
 - Vendors
 - Cherry pie baking contest*
 - Touch-a-Truck in City Hall lot
 - Lawn games and activities in the park
 - Parasol Parade
 - Optional bike/walk route highlighting parks
- Budget:
 - \$10,000 in city's events budget
 - \$5,000 fundraising goal (*activities could be ideal candidates for sponsorship)



Analysis

OPPORTUNITIES

- Harness community energy. Potential partners:
 - Arts Committee
 - NDAs
 - Equity Steering Committee
 - New business alliance?
 - Made in Milwaukie
- Reimagine a beloved classic to embrace Milwaukie's diverse and evolving identity
- Demonstrate what can be done to activate park and street space
- Support revitalization and urban renewal
- Enable funding of a smaller-scale, community led and multicultural events by replacing more expensive CAReFREE Sunday
- Strong fundraising potential (though important all core elements be budgeted for)

RISKS

- "It's not what it used to be"
- Parking, transit and street closure challenges
- Summer conflicts
 - Volunteer dinner
 - Porchfest (opportunity to combine?)
 - NCPRD concerts and movie nights
- Limited time to plan
- Potential construction conflicts downtown
- Requires significant staffing and volunteer corps

Questions for discussion

- As we develop the budget for the city's events program, would Council rather see:

Continue current program:

- City signature events:
 - Earth Day (April)
 - CareFree Sunday (late summer, biannual)
 - Arbor Day (October)
 - Umbrella Parade (December)
 - Solstice (December)
- Limited funding available for community-led multicultural celebrations:
 - \$500 for Pride
 - \$500 for Juneteenth
 - \$500 for additional sponsorship

Updated program proposal:

- City signature events:
 - Earth Day (April)
 - Milwaukie Daze (July)
 - Arbor Day (October)
 - Umbrella Parade (December)
 - Solstice (December)
- Increased funding available for community-led multicultural celebrations:
 - Increased funding for Pride and Juneteenth
 - Anticipate additional financial and staff support available for other community-led events

***Other considerations/notes:*

- City will pursue fundraising, but can't rely on this to support core event costs
- There are opportunities to activate right-of-way and celebrate active transportation through other events (park openings, Milwaukie Daze), but a true "open streets"-style event requires significant budget