

Milwaukie Events Discussion - Continued

**RS 7. A. 2/6/24
Presentation**

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Why are we here?

- On January 16, Strategic Engagement Team (SET) staff members asked Council for direction on summer events.
- SET considering two proposals given resource constraints:
 - Continue with current slate of signature events
 - Replace Carefree Sunday with a summer festival and increased funding for multicultural events
- Council requested additional public engagement before deciding.



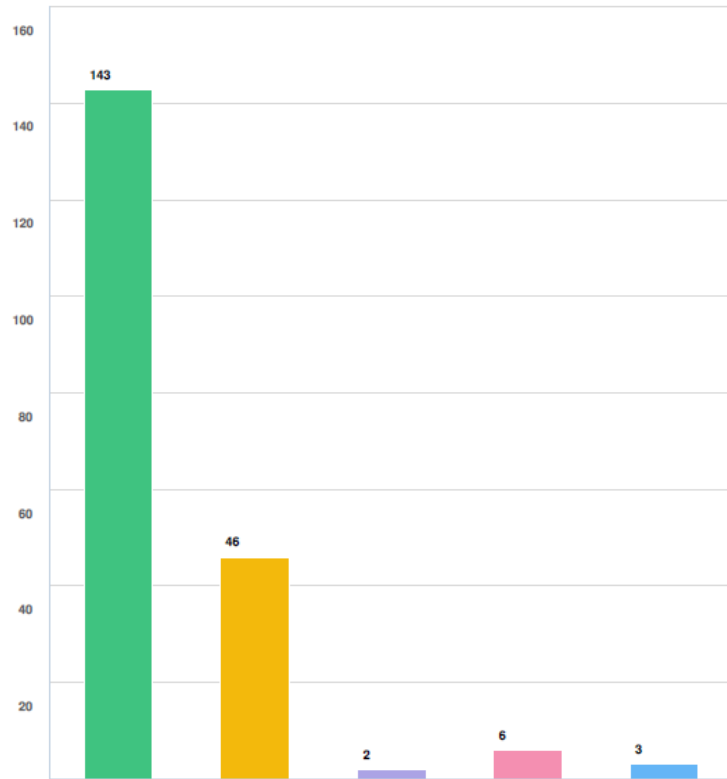
What Outreach Has Been Accomplished?

- *Engage Milwaukie Survey*
Posted January 22 – February 5
 - Advertised by weekly NDA email, city webpage, social media, Arts Committee and Equity Steering Committee
- Meeting with Celebrate Milwaukie, Inc. Representatives on February 2

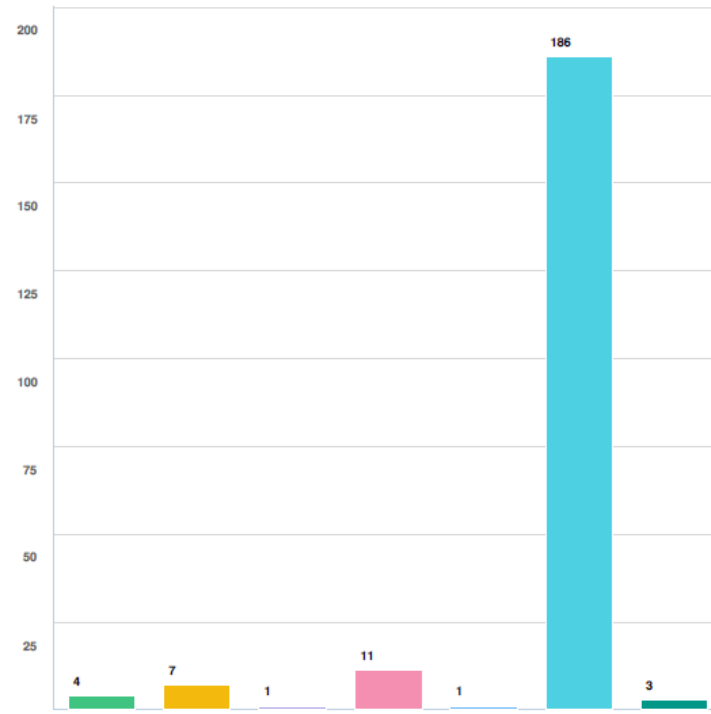
Survey Analysis - Key Demographics

205 Total Respondents

Q2 How do you identify your gender? (Select all that apply) / ¿Cómo identifica su género (seleccione todos los que correspondan)



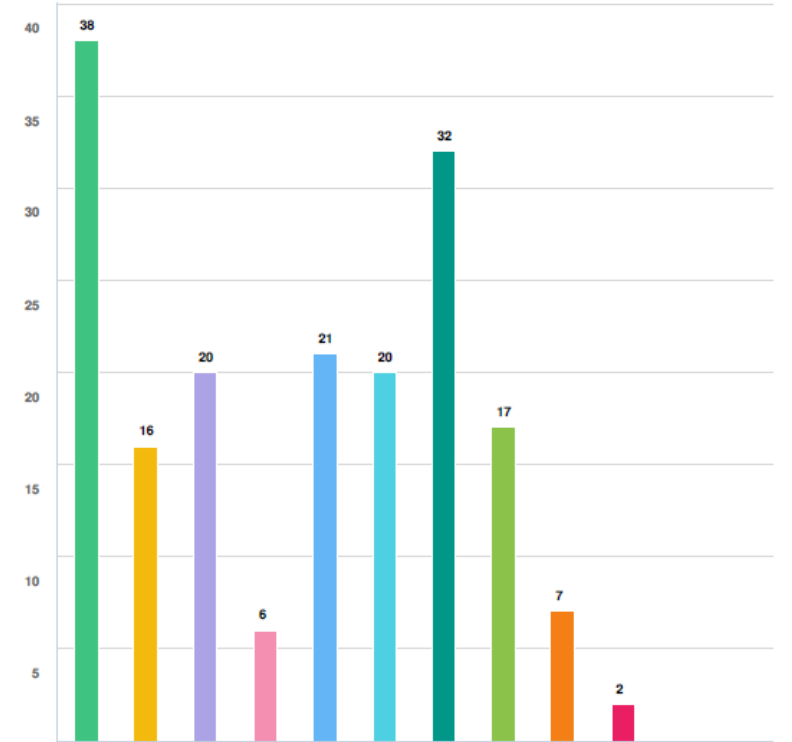
Q4 Within these broad categories, where would you place your racial or ethnic identity? (Select all that apply) / Dentro de estas amplias categorías, ¿dónde situaría su identificación racial o étnica? (Seleccione todos lo que correspondan)



Question options

- Native American, American Indian or Alaska Native / Nativo americano, indio americano o nativo de Alaska
- Asian or Asian American / Asiático o asiático americano
- Black or African American / Negro o afroamericano
- Hispanic or Latino/a/x / Hispano o Latino/a/x
- Native Hawaiian or other Pacific Islander / Nativo de Hawái o de otras islas del Pacífico
- White / Blanco
- A race or ethnicity not included above. Please check box and specify below. / Una raza o etnia no incluida anteriormente. Marque la casilla y especifique la continuación.

Q14 What is your neighborhood and/or where is your business/organization? (Select all that apply) / ¿Cuál es su barrio y/o dónde está su negocio/organización? (Seleccione todos los que correspondan)



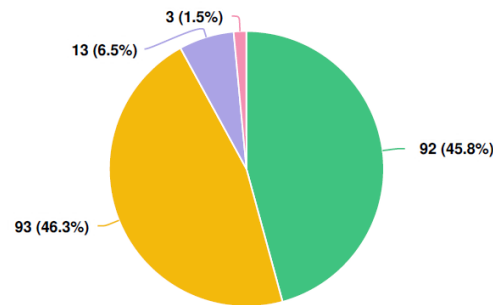
Question options

- Ardenwald-Johnson Creek
- Hector Campbell
- Historic Milwaukie
- Island Station
- Lake Road
- Linwood
- Lewelling
- Unincorporated Clackamas County / Condado de Clackamas no incorporado
- City of Portland / Ciudad de Portland
- Other neighborhood. Please choose and describe below. / Otro barrio. Escoja y describalo abajo.
- Milwaukie Business Industrial Area / Zona industrial de negocios de Milwaukie
- North Milwaukie Industrial Area / Zona industrial del norte de Milwaukie

Survey Analysis - Findings

- Roughly an even number of respondents had and hadn't been to carefree sunday (92:93)
- Respondents who did not attend previously cited lack of interest, lack of knowledge, and "other" (mostly vacation plans) as reasons for not attending.
- Most respondents who had attended liked open streets

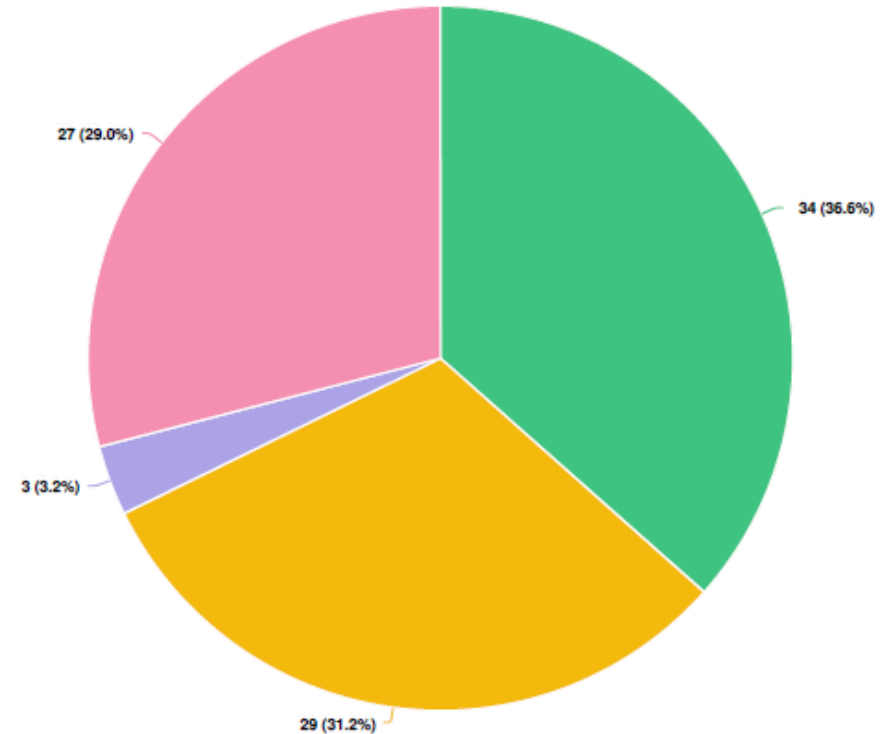
Q1 Have you participated in a Carefree Sunday event before?



Question options

Yes No Not sure Other (please specify)

Q2 If you haven't been to a Carefree Sunday event before, why not?



Question options

Didn't know about it Wasn't interested Weather conditions Other (please specify)

Survey Analysis - Findings

Q5 What else do you want the city to consider as it prepares its events budget and plan for the next two years?

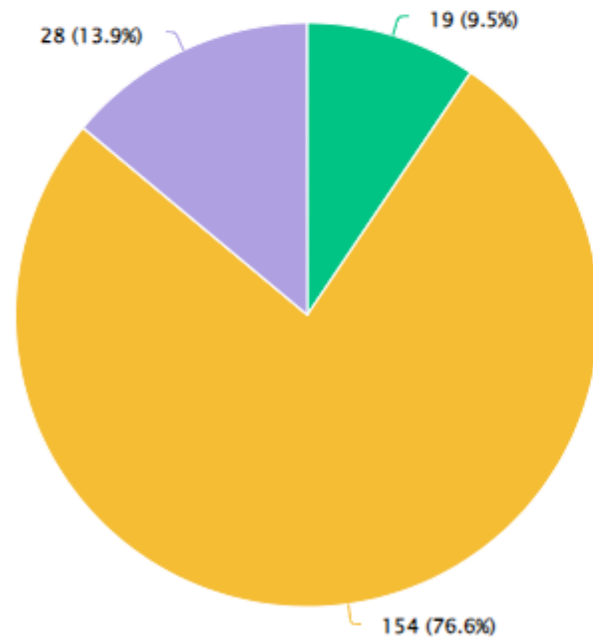


Common Themes:

- Preference for more frequent, smaller events over biennial, larger event
- Desire for more multicultural events
- Specific shout outs to Juneteenth, Sustainability Fair, First Friday, Bing in the New Year, Porchfest
- Desire to see events around the city: supporting downtown core, east of 224, etc.
- Support for promoting active transportation at all events
- Interest in activities for all ages
- General events feedback and improvement ideas (Main Street decoration, sound system improvements, etc.)

Survey Analysis - Findings

Q6 Which proposal would you most like to see the city move forward with given its budget limitations? (Choose one)



Question options

(Click items to hide)

- Stay the course and continue putting on a bi-annual Carefree Sunday event
- Replace Carefree Sunday with a reimagined "Milwaukie Daze" summer festival and increased funding for multicultural and neighborhood events
- I don't have a preference

Summer festival priorities (in ranked order):

1. Music and live entertainment
2. Food vendors
3. Activities in Milwaukie Bay Park
4. Crafts and goods vendors
5. Suggested walking/biking routes
6. Rubber "goose" race
7. Parasol Parade
8. Cherry Pie Bake-Off
9. Touch-a-Truck Event

Analysis

OPPORTUNITIES

- Harness community energy. Potential partners:
 - Arts Committee
 - Equity Steering Committee
 - NDAs
 - New business alliance?
 - Celebrate Milwaukie, Inc.
 - Service organizations
- 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 smaller-scale, community led multicultural events
- 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
- Compressed planning schedule
- 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)
 - Summer Festival (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
 - SET will work with ESC to develop criteria

***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 all city events, but a true "open streets"-style event requires significant budget

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