

### Project Developer Contact

JoAnn Herrigel, City of Milwaukie  
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### Campaign Steering Committee Contact

Betsy Wright, C3 Consulting  
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### Steering Committee Members

Jonathan Nicholas, ODS Health  
Mike Richardson, Dark Horse Comics  
Tom Kemper, Kemper Company  
Craig Van Valkenberg, Willamette View  
Gary Klein, Wells Fargo (Riverfront Board Member)  
David Green, CH2M Hill (Riverfront Board Member)

### Consulting Team

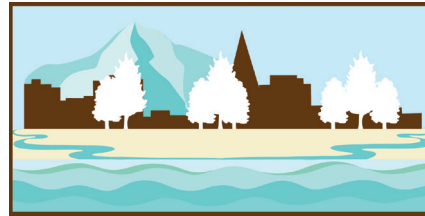
Betsy Wright and Mark Sherman, C3 Strategies

### Special Advisors to the Capital Campaign

State Rep Carolyn Tomei  
Former State Senator Verne Duncan  
Metro Councilor Carlotta Collette  
Clackamas County Commissioner Jim Bernard

### ADDENDA

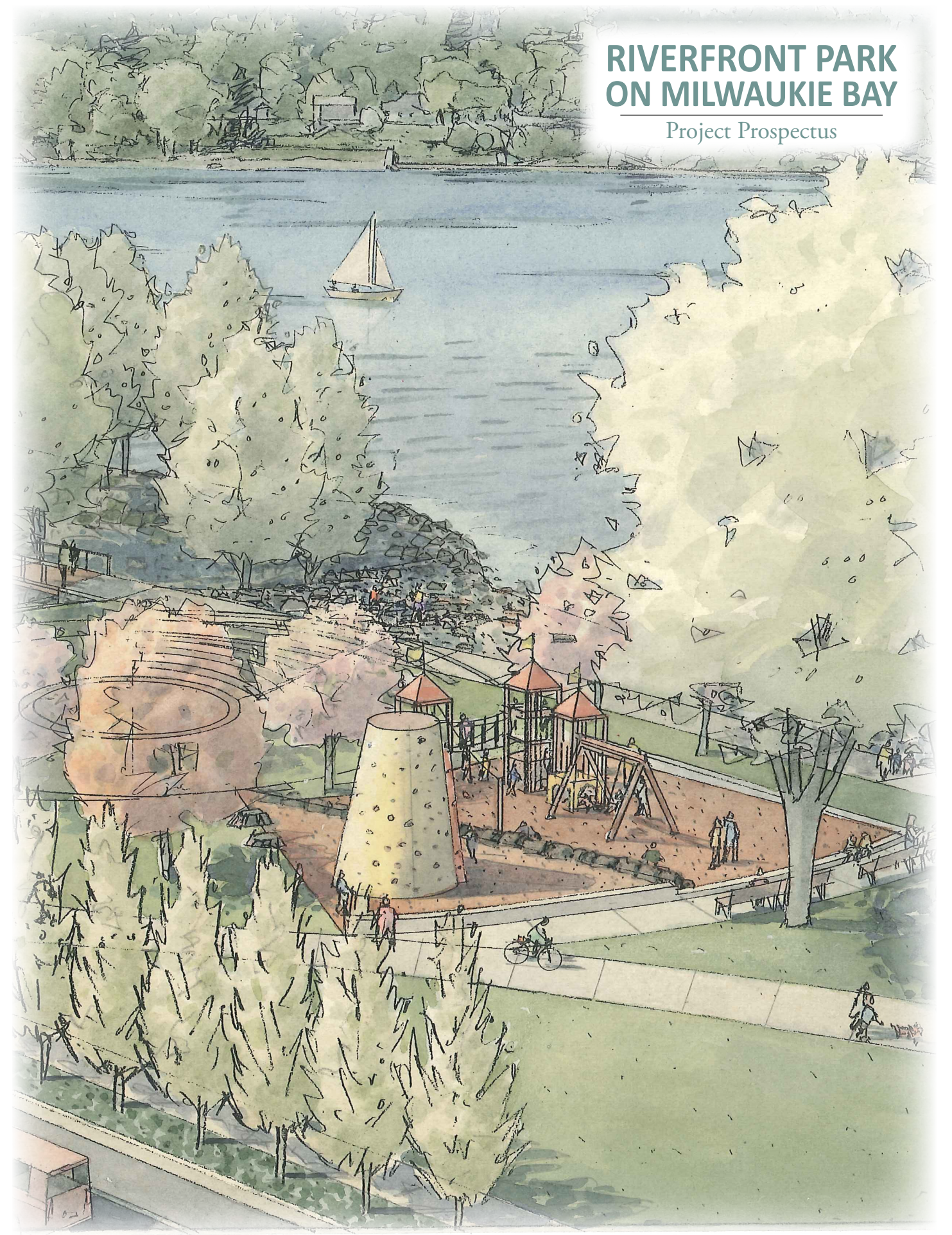
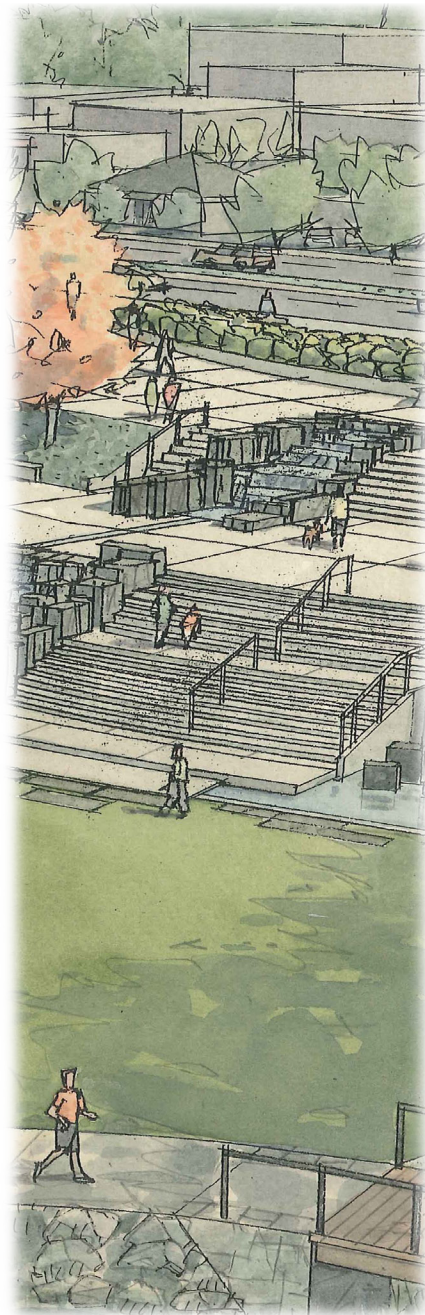
- A) Site Plan
- B) Artist's Renderings
  - Northeast View
  - Southeast View
  - Plaza
  - Boat Ramp



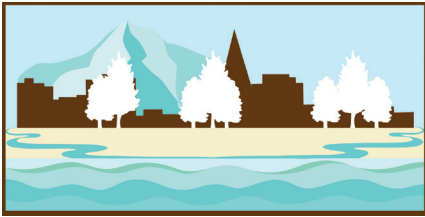
## RIVERFRONT PARK ON MILWAUKIE BAY

# PROJECT PROSPECTUS

*CREATING A COMMUNITY TREASURE ON  
THE EAST BANK OF THE WILLAMETTE*



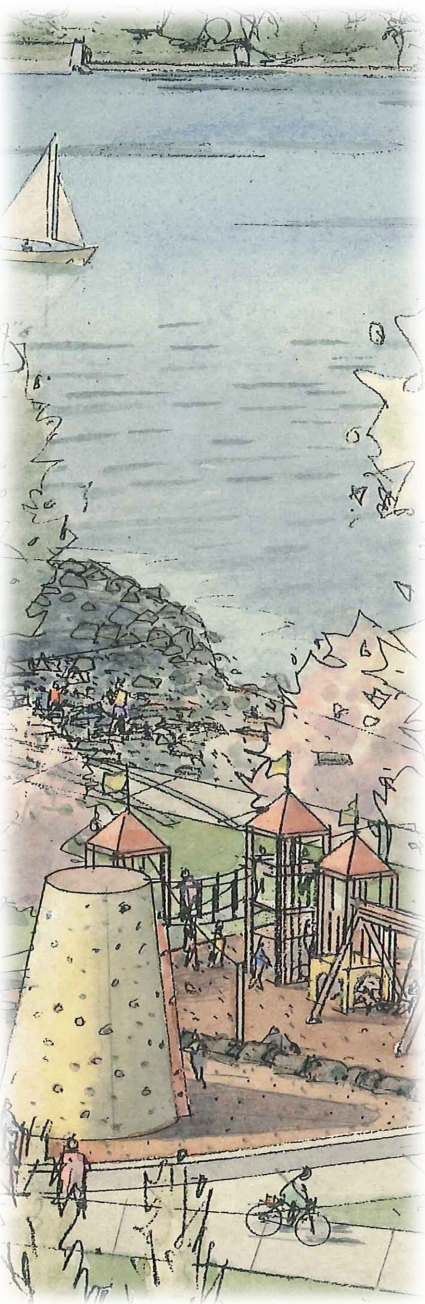




RIVERFRONT PARK  
ON MILWAUKIE BAY

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CREATING A COMMUNITY TREASURE ON  
THE EAST BANK OF THE WILLAMETTE



**Location:** Milwaukie Bay, 8.5 acres riverfront property between McLoughlin Boulevard and the Willamette River between the mouths of Johnson Creek and Kellogg Creek

**Lead Project Developer:** City of Milwaukie

**Architect:** David Evans & Associates

**General Contractor:** To be determined

**Community Partners:** Riverfront Park Capital Campaign Steering Committee (in coordination with Oregon Community Foundation); City of Milwaukie Riverfront Board

**Total Project Cost:** \$8,750,000

**Committed Funds to Date:** Approximately \$1,300,000

**Status of Permits:** City land use approvals have been issued by the Planning Commission. A Joint Permit was submitted to the Corps of Engineers in 2010 and is expected to be approved in August 2012.

**Target Date for Capital Campaign Completion:** June 2014

**Target Date for Park Opening:** Spring 2015

**Project Description:** While the Willamette River is among our region’s greatest natural resources, the public has few opportunities to interact with and enjoy the river. We now have the rare opportunity to transform eight-and-a-half verdant acres of Willamette riverfront land into a community treasure—a Riverfront Park on Milwaukie Bay.

Transforming this prime land into public greenspace will offer fresh opportunities to enjoy recreation amid the scenic beauty of Milwaukie Bay. The site is just “upstream” from Waverley Country Club, north from Elk Rock Island and directly across the river from Portland’s Dunthorpe neighborhood and wooded hillsides. Milwaukie’s rapidly revitalizing city center is a short walk away.

Tens of thousands of people live or work within a 15-minute travel radius from Milwaukie Bay. The park on Milwaukie Bay is expected to attract not only local citizens but visitors who are seeking riverfront fun, recreation and activities of all kinds. With an easily accessible location, ample parking and special riverfront amenities, the new park will become a favored destination for people throughout the region and a center of civic life.

Park Amenities

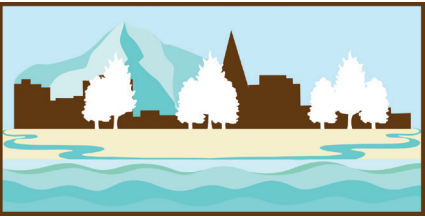
The park’s planned amenities represent the core values of our community - promoting health, quality of life and creating new opportunities for fitness, recreation, social and civic engagement. Visitors of all ages and abilities will find something to enjoy, including:

- A new access point to the Willamette River. The new park’s ***Boat Launch*** will support motorized and non-motorized recreational traffic and sport fishing that draws anglers to a prime salmon fishing location.
- An open air ***Amphitheater***, a new performance venue for cultural arts events with seating for 250.
- An attractive, multi-use ***Main Plaza*** for festivals and public gatherings for up to 1,500. This open space will be accented by a pavilion and cascading fountain.
- A state-of-the-art ***Children’s Playground*** designed for toddlers to twelve year-olds.
- A scenic ***Interpretive River Walk***, engaging visitors with insightful connections between our region’s historic populations and the Willamette.

Sources of Capital Campaign Funds

*Tax-deductible gifts may be made to the  
Riverfront Park Fund of Oregon Community Foundation*

Gift Chart	Estimated Totals
Naming opportunities (5 or 6 gifts) Plaza & Pavillion (1 or 2 gifts) Boat Ramp Theatre Children’s Playground Klein Point - committed Interpretive River Walk	<b>\$2,550,000</b> 1,000,000 500,000 350,000 250,000 250,000 200,000
Public Funding City of Milwaukie - \$1 million committed Oregon Marine Board, Oregon Parks & Recreation - TBD Other Grant Opportunities - TBD	<b>\$4,100,000</b>
Major Gifts 4 @ \$100,000 8 @ \$50,000 30 @ \$15,000	<b>\$1,100,000</b> 400,000 400,000 300,000
Private Foundation Grants	<b>\$600,000</b>
Public campaign gifts \$200 up to \$15,000	<b>\$400,000</b>
<b>TOTAL</b>	<b>\$8,750,000</b>



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