

Introducing **LANE COUNTY**

# CoRAA

Coalition of Recreation, Arts and Athletics

## THE CASE FOR SUPPORT

*Completing Equitable Community Assets; Supporting Economic Development, Recreation and Cultural Spaces for all Lane County Residents and Visitors*

### **A Haven for the Arts, Athletics, and Culture**

Lane County, Oregon has earned its reputation as a destination for world-class recreation, athletics, and arts and cultural enrichment, drawing thousands of visitors per year intent on engaging in such healthy pursuits.

In 2023, for example, youth and collegiate sporting events, arts and cultural events, fairs and festivals, great food and beverage offerings and uncrowded outdoor spaces led to nearly 3.4 million overnight stays here. And as the region continues to recover from the Covid pandemic, there's ever more reason for optimism that upward trends in visitorship will continue.

Simply put, it's among the most beautiful, vibrant, and culturally unique places on earth, and as such, Lane County has always been and remains a destination for lovers of outdoor recreation, athletics and culture.

Its county seat, Eugene, is known worldwide as Tracktown, USA, an homage to its distinction as arguably the epicenter of the Track & Field universe. Eugene boasts world-class arts performance facilities such as Cuth-

bert Amphitheater and the Hult Center that draw the hottest acts of all genres from throughout the region, the nation and beyond.

The City of Eugene also features an impressive array of public spaces, playing host to 130 public parks, 50 miles of trails, and over 4,000 acres of natural areas for all ages and abilities. Lovers of athletics – and the sense of community they foster – proudly call Eugene home, and their energy keeps cutting-edge athletics at the forefront of the local conversation. The community is proud of its history and strives to preserve and embrace its unique culture.

Not to be outdone, the charming small communities of Lane County are home to residents who are proud of the charm and allure of their towns and welcoming to visitors. Cottage Grove features community assets such as its Armory, which appears on the National Register of Historic Places, and the 14-acre Bohemia Park, the town's premier outdoor gathering place and the site of many of its most important and well-loved events. Further to the east in Oakridge, mountain biking is all the rage, with a calendar year that includes many local festivals celebrating the outdoor wonders nearby.

### **MEET THE TEAM**

**EUGENE PARKS FOUNDATION**  
Suzanne Arlie Park Access

**EMERALD VALLEY PICKLEBALL FOUNDATION**  
24-court pickleball facility

**SHELTON MCMURPHEY JOHNSON HOUSE**  
Exterior Revitalization and Outdoor Garden Terrace

**FROZEN ICE SPORTS**  
New Roof and Seismic Upgrades at Lane Ice Center

**BOHEMIA PARK, COTTAGE GROVE**  
North End Plaza Developments

**WILLAMETTE ACTIVITY CENTER, OAKRIDGE**  
Structural Upgrades

**LANE COUNTY PARKS DEPT.**  
Howard Buford Park ADA River Access

**SEE PAGE 4 FOR MORE ABOUT OUR PARTNER ORGANIZATIONS AND THEIR SIGNATURE PROJECTS**



# **WE'RE NOT JUST 'PLAYING'**

## **Arts, Recreation and Culture as the Lifeblood of a Community**

*Sure, engaging in artistic, athletic and enriching cultural pursuits can be fun and life-affirming, but the folks who call Lane County home know that providing opportunities for such enrichment isn't just about having fun. Access to artistic, athletic and cultural pursuits uplifts the quality of life and prosperity of EVERYONE in Lane County.*

*Here's how:*

### **Economic Impact**

*People travel from throughout the Pacific Northwest and beyond to visit Lane County, to ski its mountains, run its trails, and see shows at its venues. And while they're here, they patronize local businesses, eat at restaurants, and bed down for the night at hotels. Simply put, bringing visitors to town means big business for Lane County.*

### **Community Health and Wellness**

*Maintaining an active, socially connected lifestyle bolsters the quality of life and all aspects of physical, mental and emotional health for Lane County residents and guests. Studies show significant improvements in personal wellbeing, life satisfaction, depression, stress, and happiness among those*

*who regularly engage in social activities, exercise, partake in nature, and enrich themselves through cultural activities.*

### **Cultural Enrichment**

*Cultural enrichment helps broaden one's perspective and understanding of the world around us. It leads to more active, engaged citizenship and a more direct interest in the well-being of those around us. Learning about the culture and history of the area we call home also has enormous educational benefits, helping to bridge the gaps that might otherwise divide us.*

### **Tourism Appeal, Community Engagement**

*Ready, easy access to free or low-cost athletic, cultural and recreational pursuits can help convince visitors from all over the world to choose Lane County as their next destination. A generally favorable climate, along with facilities and amenities that are available throughout the year help extend the tourist season here. Each of the facilities of CoRAA can be enjoyed all year long, and the uniqueness of this array of projects adds to an already impressive portfolio of options for potential visitors.*

**“In Lane County the travel industry drives \$1.4 billion in economic impact and employs nearly 11,000 of our friends and neighbors.”**

**-- Andy Vobora, Travel Lane County**

# IT TAKES DEDICATION...

## Lane County's Commitment is Unwavering, and it Pays Off!

Of course, access to such opportunities is not routine or automatic; it takes the constant and diligent efforts of dedicated organizations and individuals. But here in Lane County, prioritizing the arts, athletics, and culture is built into the fabric of everything we seek to accomplish together.

The success of recent capital campaigns showcases Lane County residents' commitment to athletics and recreation, particularly for area youth. Last December, the Eugene Family YMCA celebrated the first anniversary of the open-

ing of its new 75,000 square foot facility, the culmination of over a decade of planning, fundraising and collective community action.

In August of 2022, Eugene Civic Alliance wrapped up a \$30 million fundraising campaign to complete Phase 1 of Civic Park, a 40,000 square foot field house that turned the former Civic Stadium site into the area's premier destination for youth recreation programs.

Such success stories show that Lane County residents are willing to put their money where their

mouth is, to prioritize the healthy recreational, artistic and cultural pursuits that have become the area's calling cards. But making such dreams a reality isn't always as easy as folks here make it seem.

Sometimes, the best intentions and efforts of a great many dedicated community members isn't enough to accomplish a lofty goal. Sometimes, the deck is stacked against a project's success, no matter how worthy that project may be.

### *The Challenge: A Difficult Fundraising Landscape*

Despite their dedication, today's challenging fundraising landscape often keeps deserving organizations from accessing the resources they need to complete their most impactful projects. Too often, projects with enormous potential to enhance the recreational, cultural and wellness prospects of people in their communities must compete for resources with organizations that provide essential goods and services. Competition between nonprofit organizations that help provide life-sustaining essentials for their communities and those that bolster the quality of life for the people they serve is unfair and counter-productive for all, and it frequently leaves nonprofits with a recreational, athletic, cultural or historical focus out in the cold with regard to completing their most impactful initiatives. In this challenging climate, smaller nonprofits with more limited bandwidth and resources, and those that do not address an immediate crisis, often struggle to move their biggest projects forward.

## STRENGTH IN NUMBERS

### The Coalition Takes Shape

Early in 2023, several nonprofits, each of them clients of Eugene-based consultants Lund Development Solutions, banded together to pool their efforts and resources to secure state lottery funding to complete some of the most exciting projects that Lane County has ever seen.

The Lane County Coalition of Recreation, Arts and Athletics (CoRAA) features organizations whose signature projects have the potential to bolster health, wellness and culture in local communities for generations. Each has worked tirelessly to complete a project or build a facility with the potential to transform its community, though fundraising challenges have still made their biggest projects seem out of reach.

*So who is*

LANE COUNTY  
**CoRAA**

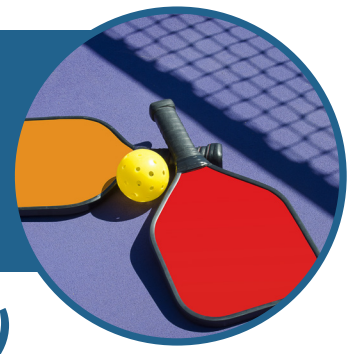
*anyway?*

**READ ON TO LEARN MORE ABOUT OUR PARTNER ORGANIZATIONS AND THEIR SIGNATURE PROJECTS**



# 24-COURT REGIONAL PICKLEBALL FACILITY

EMERALD VALLEY PICKLEBALL FOUNDATION



## *Everybody's Playing! (So we need more courts!)*

**Y**ou may already know this, but pickleball is the fastest growing sport in America – and for good reasons!

In 2023, nearly 14 million Americans played pickleball. That's 53 percent more people than played the sport the previous year! Pickleball, a mix of tennis and ping-pong, is easy to learn, inexpensive and accessible to just about everybody. The Emerald Valley Pick-

leball Club, for example, boasts membership of more than 700 active players in the Eugene-Springfield area, a fraction of the total number of local players. The local pickleball community reflects the diversity of the larger community, enthusiastically welcoming people from different racial and ethnic backgrounds and genders. People of all skill levels and abilities, young and old, play together,

deepening social connections and reducing loneliness, particularly among the most vulnerable: the very young, and the very old. In Eugene, ALL elementary students were provided instruction and paddles to play with friends and families. But there are not enough public courts to accommodate these newcomers – at least not yet.



## **Pickleball: Benefits Beyond Exercise**

Despite its funny-sounding name, pickleball's impacts to physical and mental health are quite serious. It's great exercise; studies show this moderate-intensity activity yields improvements in cholesterol, blood pressure, and cardiorespiratory fitness. According to the US Centers for Disease Control, half of all adults do not get enough aerobic exercise, and lack of exercise is linked to chronic illnesses such as heart disease, cancer, and type 2 diabetes.

Research also shows significant improvements in personal wellbeing, depression, and self-esteem. Because of the inclusive and intergenerational aspects, pickleball is shown as a strong adjunct to treatment for people with mental health disorders. It's an outdoor activity where thousands of residents have found a sense of community in a culture that welcomes all—just show up and you can join a game.

## *The Need: More Places to Play*

But despite all its recent growth, there's one way in which pickleball is growing too slowly in our area, and in others – facilities. Local players are finding that, despite their desire to play the game, there just aren't enough courts to accommodate everybody. Currently, Eugene/Springfield has only 18 dedicated public courts. The availability of facilities is not even close to keeping up with the sport's increasing growth. There are proportionately fewer recreational and fitness centers in Lane County than elsewhere in Oregon or other parts of the country. A state-of-the-art pickleball facility at LCC can play a major role in remedying this.

With more and more players discovering this activity, more youth taking up the sport, and more older Americans finding true community and belonging wherever the game is played – it's clear this is an important resource for a thriving community and its quality of life. As long as we've all got a place to play.



## The Plan: 24 Courts with Endless Potential

Supporters have planned an expansive outdoor facility featuring 24 state-of-the-art pickleball courts (10 of which are covered to allow for play in nearly all types of weather). It will be located on the campus of Lane Community College (4000 East 30th Avenue in Eugene).

Current plans call for the courts to have lights, extending playing hours from the early morning to the late evening. Amenities will include restrooms, water fountains, benches, a storage facility, shade structures, bicycle parking, and a practice wall. The facility will be designed to be ADA accessible and truly welcoming for people with disabilities, including accessible parking, wide gates and accessible seating to allow easy access to the courts for people using sports wheelchairs.

The facility will be managed and operated by the Emerald Valley Pickleball Club. Funding for maintenance will be coordinated by the Emerald Valley Pickleball Club and Foundation. The Club will also co-sponsor or rent the venue for large regional and national tournaments, which will have a positive economic impact on our community.

In November of 2022, Lane County voters approved a parks levy that will contribute \$500,000 toward the construction. The City of Eugene will contribute \$750,000 of their parks SDC funds, and LCC has contributed the land and parking valued at about \$948,000. By design, the project is a public/private partnership with private fundraising paying about half the cost.

When completed, the new state-of-the-art facility will draw players from throughout the region, and beyond. It will host tournaments that bring the area's -- and perhaps the world's -- best players here to showcase their skills. These tournaments will provide an economic boon, as players and spectators who travel here will patronize local hotels, restaurants, gas stations, and shops during their stay.

New pickleball courts on the LCC campus will provide countless hours of low-cost fitness, recreation, and community-building for the Eugene-Springfield area. Now, the Emerald Valley Pickleball Foundation is committed to raising the funds necessary to build them.

## Who's Going to Build It?

About the



The Emerald Valley Pickleball Foundation is a 501(c)(3) non-profit organization established in 2021 to advance the sport of pickleball by increasing access to facilities and educational programs. The Foundation is the lead fundraiser for the new state-of-the-art Regional Pickleball Facility at Lane Community College (LCC), which will be jointly financed by public and private funds.

### BY THE NUMBERS

**\$1.5M**

**CORAA REQUEST**

**\$5.9M**

**TOTAL PROJECT COST**

**13.6M**

**Pickleball Participation  
(National numbers in 2023)**

**\$458,805**

**Estimated Sales for a  
5-day Tournament at the  
new facility**

**78**

**Potential jobs supported by  
a 5-day tournament**

# SCENIC GARDEN TERRACE -- SMJ HOUSE

SHELTON MCMURPHEY JOHNSON ASSOCIATES



## *Let's Get Together at the Coolest House in Town!*

A visit to the Shelton McMurphey Johnson house is like a trip into the past. Built in 1888, the 7,000 square foot SMJ House has been restored to allow visitors to travel back in time and learn about Eugene history through the lens of its original family and their

successors. Truly an area treasure, the SMJ House serves as a gateway to local history for thousands of local visitors each year, though the addition of one special feature could enable the house to welcome so many more.

## Welcome to the SMJ House

With an educational mission, SMJ provides house and walking tours, innovative curriculum and tours for school and community groups, historically themed summer camps, a “Victorian Family Holiday” celebration, a book group, student museum internships, a research facility, guest speakers, musical events, and more. The house is also offered for rental to community groups and for weddings and other events.

Set on a terrace against the butte and overlooking Eugene, the house has long been known as the “Castle on the Hill.” The house originally was the centerpiece of an urban farmstead with the family tending horses, cows, and chickens. Until the early 1900s, Skinner Butte was a treeless, grassy knob. That changed with the Sheltons’ ambitious tree-planting program, which primarily focused on the planting of incense cedar. The foresting of the butte was completed by the Civilian Conservation Corps, a program of Franklin Roosevelt administration’s New Deal.



Photo: Chris Pietsch  
Oct. 2024

## The Need: A Place to Get Together

A sense of wonder often accompanies one’s first visit to the SMJ House, its Victorian splendor beckoning from high in the hills overlooking Eugene. And yet, many who have journeyed past the House have never visited. This is perhaps due to the fact that the SMJ House doesn’t have the capability to host near as many visitors as it should.

As is the case with most homes of its age, there’s not much viable gathering space at the house, which severely limits its potential to host get-togethers. Those limitations also inhibit the nature of educational and fundraising events SMJ is itself able to offer.

Fortunately, one solution to this problem is quite simple: an outdoor deck could provide a stunning view of downtown and be shaded by mature cedars. Benches there could provide seating for those who may want to have a quiet lunch or moment of reflection. And most importantly – the SMJ House could host the kind of gatherings that create lifetime memories and bring Eugene’s history back to life for generations.



## When We Build It: Attractive Events All Summer Long -- and beyond!

The outdoor garden terrace represents Phase 3 of an ongoing improvement process at the SMJ House – Phase 1 brought repairs and new, historically accurate exterior paint; a new roof happened during Phase 2, and the garden terrace will complete the updates that will ensure the SMJ House’s longevity and impact for future generations.

Respecting SMJ’s defining architectural character, the deck will harmonize with its location and be sensitive to the view of the property as seen from below. The resulting 5,400 square foot structure will have the capacity to serve 250 people.

Building an outdoor deck at the SMJ House will beautify the space and allow for the use of a previously unutilized part of the property. And in the warm months – from April to October – the House will be able to host about 40 additional events, allowing it to evolve into a venue for arts and culture and host of the area’s most impactful events. The deck is also important to the long-term financial sustainability of SMJ, providing the capacity to raise money to support preservation of the house and its programming. In addition to providing considerable rental income from community organization and family events, which could be harvest festivals, antique fairs, living history days, ice cream socials, wine and jazz events, or summer garden tea parties.

## An Economic Boon -- Travelers Love Culture

Hosting larger events and rentals at the Museum will provide significant economic benefits to the community. Studies by the Arts & Economic Prosperity show that 67% of all US leisure travelers participate in cultural activities such as museum visits. These travelers spend, on average, 60 percent more than other leisure travelers. In fact, more people visit an art

museum, historic house, zoo, science center or aquarium than attended a sporting event. SMJ House currently welcomes about 3800 visitors each year, and 60 percent of its visitors are from outside Lane County – this means that the SMJ House can be an even more important tourist destination. If only it’s got space to accommodate its many visitors.

## Who’s Going to Build It?

*About Shelton  
McMurphey Johnson  
Associates*

In 1986, the house became the property of the Lane County Historical Museum as stipulated in Eva Johnson’s will. In 1991, it was transferred to the City of Eugene, which restored the first floor, installed accessibility features and, in 1994, established a non-profit organization, Shelton McMurphey Johnson Associates (SMJ), which now manages the house. Shelton McMurphey Johnson Associates (SMJ) is committed to preserving the house as a means of hands-on storytelling to share and commemorate the community’s history.

### BY THE NUMBERS

**\$659,314**

**CORAA REQUEST**

**\$1.68M**

**TOTAL PROJECT COST**

**3800**

**ANNUAL VISITORS**

**60%**

**VISITORS FROM OUTSIDE  
LANE COUNTY**

**250**

**GUEST CAPACITY FOR THE  
NEW GARDEN TERRACE**

# NORTH PLAZA IMPROVEMENTS -- BOHEMIA PARK

CITY OF COTTAGE GROVE, BOHEMIA FOUNDATION



## *The Continued Evolution of CG's Outdoor Living Room*

Not too long ago, the future home of Bohemia Park sat, idle and unused, as an unsightly brown field. Its founder, L.L. “Stub” Stewart — a Cottage Grove native, owner of Bohemia Lumber Company, and champion of parks, wildlife and forest conservation — envisioned a large community green space where southern Lane and northern Douglas County residents and visitors could enjoy the beauty of the

valley while celebrating the heritage of the region. But it’s probably fair to say that even Stub would marvel at just how far this bustling, picturesque and ever-welcoming community treasure has come in such a short time. Now, Cottage Grove hosts an action-packed yearly calendar at Bohemia Park, a 14-acre gem in the heart of this rural, working-class community of just over 10,000 people.

## Welcome to Bohemia Park!

By offering over 200 events a year — from carnivals to concerts, Bohemia Park has become the center for arts and recreation in its community. The park has seen annual concerts by the Eugene Symphony in the amphitheater; the world’s largest-ever toga parties; the Chamber of Commerce

Concert Series rocking the place each Wednesday in the summer; and countless birthday parties, playdates, family celebrations, and meet-ups for morning walks.

In the years since its purchase, the Bohemia Foundation has partnered with the City of Cottage Grove and a broad coalition of volunteers and community donors to turn an unused tract of land into a community gathering space that’s often referred to as Cottage Grove’s back-

yard or, in the summer months, its outdoor living room. These days, nearly everyone who’s spent much time in this lovely little town has spent some of it at Bohemia Park, and they’ve been enriched in many ways by these experiences.

Bohemia Park provides accessible, affordable and reliable entertainment and enrichment that’s available to all, regardless of age, background, disability, or economic status.

### ***THE NEED: Parks as Catalysts for Recreation and Economic Development***

Like many rural Pacific Northwest communities, Cottage Grove once had a vibrant wood products-based economy and thriving commercial downtown district. Now, Cottage Grove’s ability to achieve future prosperity hinges on drawing in new residents and new businesses. To do this, the city must appeal to another industry — recreation and tourism — and present itself as an attractive, family-friendly home for businesses and families seeking to escape the high costs, congestion, and other problems of major urban areas.

That’s why local civic leaders, businesses and residents have joined together as boosters of the city’s outdoor living room, Bohemia Park.

The park provides a place to spend time outdoors in a beautiful, safe environment, and enjoy free recreational opportunities necessary to health and well-being — especially important in this majority low-income community.

Access to parks and recreation facilities can also increase property values, foster job creation, and provide a foundation for place-based economic development. Research underscores the ability of parks to attract consumers to nearby downtown areas and increase tourism. Bohemia Park provides an important regional draw to local businesses for the more than 320,000 people who live within a 20-mile radius.





**The Plan: So Much to Do in the North Plaza!**

The next evolution at Bohemia Park aims to appropriately utilize its north corner, which exists today as undeveloped green space. New features would attract crowds to the park's north end, closer to the economic heart of Cottage Grove's historic downtown. Improving the park's north end will bring appreciative new crowds to a previously underutilized section of the park, bringing visitors into closer contact with Cottage Grove's historic downtown and the nearby Row River Trail. Increased visitorship will prove to be a much-needed economic boon for the community.

Amenities will include:

- **Additional trees** -- Adding trees will provide natural beauty and the ambience residents look for in a park and offer cooling shade in our increasingly hot summers.
- **Splash pad and playground equipment** – Many of Bohemia Park's amenities cater to the area's young people, and a splash pad and new playground equipment will give area youngsters a respite from the summer heat and hours of fun.

- **A second pavilion/outdoor classroom** -- The park's second pavilion will provide a shelter for picnics and other occasions and serve as an outdoor classroom. It will be available for reservations at NO COST.
- **Six columns paying tribute to the six historic themes of the park and Cottage Grove** -- mining, agriculture, railroad, timber, Native Americans, and recreation.
- **Replica water tower/digital events sign** -- The water tower and digital sign will be attractive features that add cultural elements to the park's landscape, but they'll also keep the community in the know about upcoming events
- **Second set of restrooms** – Additional crowds gathering at the park's North End will need a place to 'go,' of course, and the building's eastern façade will feature a mural of the Blue Goose, a passenger steam train that operated in Cottage Grove in the 60s, 70s and early 80s.

## Who's Going to Build It?

### About the Bohemia Foundation/ City of Cottage Grove

Bohemia Park represents the potential of a public-private partnership between the Bohemia Foundation and City of Cottage Grove. The Foundation's mission and purpose involves shepherding the development of the Park, with the City handling much of its maintenance. This partnership has guided every new development and amenity introduced in the park for nearly 20 years.

#### BY THE NUMBERS

**\$430,533**

CORAA REQUEST

**\$2.4M**

TOTAL PROJECT COST

**200+**

Number of events held in Bohemia Park each year

**~150**

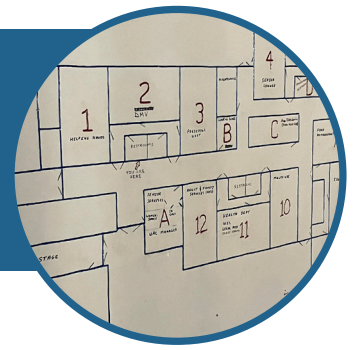
Number of park visitors per day

**10,000**

Estimated annual attendees at park events

# WILLAMETTE ACTIVITY CENTER RENOVATION

CITY OF OAKRIDGE



## Putting the Activity Back in the WAC

A sign at the entrance to the Willamette Activity Center (WAC) in Oakridge speaks volumes about the building's importance to its community. Appearing in the lobby of the 29,000 square-foot structure, the sign notes the location of about 15 community service organizations once housed in the WAC, many of which have moved elsewhere or left the community entirely since roof damage forced the building's closure in 2020.

Now, the City of Oakridge, in partnership with non-profit South Willamette Solutions, hosts the WAC

Fundraising Committee. This committee is committed to raising the funds to restore and revitalize this vital community treasure. In preparation for the building's renovations, the Oakridge City Council passed a resolution to designate the WAC for social service uses that benefit all residents. Given the track record of the organizations that once called the building home and the fundraising momentum generated for the WAC, this building will once again support community wellness and house critical social services.

## The Need: Social Services and Activities for a Disadvantaged Community

Preschool, play performances, and community services such as Women, Infants, & Children (WIC) and the Oakridge Food Box all called the WAC home until its closure in 2020. This forced all services to disperse to the limited available commercial spaces or cease their presence in Oakridge.

And make no mistake – Oakridge needs those services, as the town and surrounding areas are classified as a disadvantaged community due to low-income status, unemployment, high school education status, transportation barriers, and prevalence of asthma, heart disease, and cancer.

Economically, Oakridge is depressed: unemployment, low income, and less than high school education rates are two to four times higher than the state or nation. The town's infrastructure is aged and underutilized, with 51% built before 1960. This puts 69% of Oakridge's people—its

elderly, children, and women—at risk. They face exposure to lead, asbestos, and wildland fire smoke. Poor air quality worsens community health concerns. Asthma, heart disease, and cancer affect Oakridge residents at or above the 95th percentile when compared to the state and nation.

The WAC Revitalization Project improves emergency response capabilities and creates cleaner air spaces and cooling/warming centers to protect vulnerable populations during increasingly frequent climate events. Previous fundraising awards support improved community resilience while reducing environmental burdens and support increased access to healthcare facilities to address a critical service gap. These funds will provide critical capital improvements such that the WAC can fulfill what 79% of surveyed community members want: a centralized location that brings people together for social-

A.F.S. (Adult & Family Services)	12
Court Office	9
Desert Streams	11
D.M.V.	2
Food Distribution	7 & C
Food Stamps	A & 12
Headstart Class	6
Headstart Office	5
Health Department	11
Helping Hands	11
Latch Key	1
Legal Aid	2
Looking Glass	11
Multi-Use Room *	B
Pre-School West	10
Senior Lounge *	3
Senior Services	4
WAC Manager	A
W.I.C.	A
Women Space	11

\* (Denotes...)

ization and cultural enrichment, and that also serves as a business incubator to help give small businesses a successful start.



## The Plan: Restore the WAC, Revitalize Oakridge

Given the WAC's history, its community's needs, and the stated priorities of the community gathered in recent surveys, its supporters are committed to restoring the building, welcoming back many of its previous tenants, and hosting a turnkey disaster response community center and EOC. Phase 1 Grant awards have supported multiple feasibility studies, community engagement, and outreach, and have provided the capital to upgrade almost half the building as an emergency operations center and disaster shelter. This includes upgrades to the gym, commercial kitchen, bathroom, and showers, ensures ADA accessibility, and installs a new roof, rooftop solar array with battery backup, and a brand-new emergency operations center.

Additional funding in Phase 2 will support upgrades for more ADA accessibility, electrical, plumbing and communications systems and more. Phase 3 includes fundraising and construction for exterior improvements and the construction of remaining portals, which would provide the capital improvements to house the previously co-located essential services.

## A Home for Community Services and Community Betterment

Year-round, the WAC will house a range of essential community services for the citizens of Oakridge, Westfir, and the surrounding unincorporated areas, including food pantry, food transportation and cold storage, a health clinic and patient care and safety, and a stage for performing artists including non-profit theater troupe, the Zero Clearance Theater.

Other potential uses include services provided by previous tenants who have expressed interest in co-locating at the WAC once it is remodeled. Interested past tenants include Food for Lane County/ Oakridge Food Box, Lane Council of Governments, Head Start, Womenspace, Department of Human Services, Senior Lounge, Senior and Disabled Services, and Low-Income Heating Assistance Program.

Post renovation, the WAC will be managed by the City of Oakridge, as it was in the past.

## Who's Going to Build It?

### About the City of Oakridge, WAC Fundraising Committee

The City of Oakridge and the WAC Fundraising Committee are committed to restoring the building to its status as a hub of community activity and vital services. So far, this partnership has netted \$6.3 million in funds to restore the building from federal, state, county, and private sources. Oakridge identifies itself with its unrivaled natural beauty, captured in its vision statement: "Oakridge, a safe close knit town nestled in the beautiful Cascade foothills, surrounded by trails, where community isn't just a word but a way of life."

### BY THE NUMBERS

**\$1.5M**

CORAA REQUEST

**\$7.85M**

TOTAL PROJECT COST

**29,000**

Square Footage of the WAC

**10**

Grants awarded to the WAC since 2022

**79%**

Survey respondents identifying Community/ Social Activities as the primary need for the WAC

# SUZANNE ARLIE PARK TRAILHEAD AND ACCESS ROAD

EUGENE PARKS FOUNDATION



## *Hitting the Trail at a Brand-New Park*

**F**or a community that loves its trails and all the recreation opportunities they provide, a brand-new park that's chock-full of them can create quite a buzz. Unfortunately, that buzz is a bit premature.

Lately, excitement among mountain bikers, hikers and all those who love a beautiful, wooded trail has been building around Suzanne Arlie Park – at 515 acres, the largest park within Eugene's Ridgeline Park system. Unfortunately, the park isn't yet ready to

accommodate the visitors that have begun showing up anyway.

The future vision for Suzanne Arlie Park sees it as a cornerstone of outdoor recreation and habitat conservation in Eugene. In 2022, the City of Eugene received a \$1.2 million grant from the Economic Development Administration (EDA) to build the first phase of development, including 11 miles of multi-use trails, mountain bike trails, and a mountain bike skills park.

## The Need: Trail Amenities in Designated Areas

Unfortunately, the park has become an attractive nuisance because members of the public who want to access the site are resorting to parking in unsanctioned areas to get there. Without the access improvements included in this project, the trails that will be constructed through the EDA funded project will be unreachable to most and may need to remain closed until funding is secured to build the necessary access improvements.

Perhaps this is understandable when the demand for trails access in the Eugene-Springfield area is taken into consideration. With a population of 382,353 and the rising popularity of trails in the metropolitan area, many of the area's existing trailheads are overcrowded with limited parking. The access improvements at Suzanne Arlie Park will both provide necessary access to this site and relieve pressure in other parts of this interconnected system.

## The Plan: Trailhead and Access Road Improvements

This project entails the necessary trailhead and access improvements which provide the means to safely access Suzanne Arlie Park, including:

- Safety improvements to the .6-mile park access road.
- New ~85-spot parking lot with four ADA-compliant spaces. The lot will be gravel except for paved ADA parking spaces and access to the trailhead.
- A new trailhead with amenities including a small

picnic shelter and picnic tables, bike racks, port-a-potty enclosures, kiosks with directional and informational signage, seating, and lighting.

The facilities funded by this grant will provide important access to 11 miles of proposed shared hiking and biking trails as well as mountain-bike only trails at Suzanne Arlie Park. These trails are part of the larger Ridgeline Trail system that connects to an existing 13-mile trail network that is accessed from seven main trailheads and many local neighborhoods.

Once constructed, Suzanne Arlie Park will be maintained by the City of Eugene Parks and Open Space, Natural Resource section. Funding for this group comes from a combination of dedicated stormwater funding, general fund, and levy funding.



## The Benefits: Tourism, Events, and Workforce Enhancement

### ***Increased Tourism:***

This project will expand Eugene's multi-use trails and create new mountain biking trails that will be part of a larger county-wide mountain biking trail network. The addition of the Suzanne Arlie Park mountain biking trails will only increase the appeal of Lane County as a mountain bike destination for tourists by providing more trail options and diversifying the type of facility available with the new skills park. Additionally, the local mountain biking community within the Eugene-Springfield area will grow; the new park will provide a local option for those new to the sport and ultimately increase interest in the rural mountain biking investments within Lane County.

### ***Programmed Events:***

The local support for bicycling has helped create opportunity for larger mountain biking events that attract riders from all over the world to Lane County. By adding a large mountain bike park as well as almost two miles of mountain bike optimized trail and 1.8 miles of multi-use trail to an already robust system, the City of Eugene anticipates hosting and attracting similar events to stimulate the local tourism economy.

### ***Workforce support:***

This region has a competitive advantage to attract highly skilled workers who are interested in a high quality of life and access to outdoor recreation. This project will provide high-quality mountain biking facilities within just a few miles of the employment centers of Central Lane County. Workers will be able to leave the office and be on the mountain biking trail within minutes; many will be able to directly access the trails directly from their neighborhoods and through connections with the existing Ridgeline Trails across south Eugene. Decades of economic research have shown that access to quality outdoor recreation facility, including mountain biking trails, enhances livability and helps to attract and retain a labor force.

Additionally, the owners of many privately owned bicycle shops have enthusiastically shown support for the new upgrades at Suzanne Arlie Park, and many anticipate increased employment opportunities based on the increase in sales, rentals, and touring opportunities that will result from this project.

## Who's Going to Fund It?

### *About the*



EUGENE  
PARKS  
FOUNDATION

The Eugene Parks Foundation brings financial support and public advocacy to Eugene's parks, natural areas and recreation services, enhancing the quality of our park system and accessibility. While the City of Eugene excels at serving our public park system with its available resources, the needs of the community have out-paced its funding. An independent non-profit organization, the Foundation exists to close the resulting gap between needs and resources by enabling park projects that would not otherwise be built.

### BY THE NUMBERS

**\$1M**

**CORAA REQUEST**

**\$4.87M**

**TOTAL PROJECT COST**

**11**

**Miles of trails to be built  
at Suzanne Arlie Park**

**\$1.2M**

**Direct sales resulting from  
a recent 3-day mountain  
biking event in the area**

# NEW ROOF AT THE LANE ICE CENTER

## FROZEN ICE SPORTS



### *Protecting the Ice that Provides so Much Fun*

What can a sheet of ice mean to a community? The Lane Ice Center in Eugene answers this question on a daily basis, where constant action on the ice by users of all ages is the norm. The rink is open about eight months a year; during that time, it sees about 160,000 visits for public skating sessions. Skating, hockey and figure skating lessons are immensely popular, and youth, junior, collegiate and adult hockey programs showcase robust participation. Students from area school districts learn about the physics and chemistry of ice there, and private rentals bring employee, church, university and other groups to the rink in impressive numbers.

As the only ice rink in its area (its closest competitors are in Medford, Portland and Bend) Lane Ice Center functions as the nexus of ice sports in Eugene and beyond, bringing the healthful benefits of recreation on the ice to thousands of residents and visitors each year.

The rink is a family-oriented asset – public skating sessions get young people interested in hockey or figure skating. Those kids take classes and enjoy competition, fostering a lifelong love of ice sports. Adult hockey leagues thrive as parents, inspired by the fun their kids are having, try hockey for themselves. And once they're hooked, hockey players can enjoy the sport for decades.

Recently, Frozen Ice Sports, which is dedicated to maintaining facilities inside the Lane Ice Center, worked in partnership with Hockey Oregon, which operates the rink on a day-to-day basis, to conduct a successful fundraising campaign to replace the rink's ice chiller, floor and dasher boards and keep a cold, smooth sheet of ice operational for years to come. This repair set the stage for continued growth and community use.

And yet, another drawback of an aging building threatens to derail activity there.



**Area youngsters get their first taste of hockey action at Lane Ice Center.**

### *The Need: A New Roof Over Their Heads*

It may not seem intuitive at first, but water can be deadly to an ice rink. This is something Ken Evans of Frozen Ice Sports knows all too well.

“If you have ice, and you drip water on it, it creates holes and pits,” Evans says. “At that point, you don't have a solid, smooth surface.”

And in a business where a solid, smooth ice surface is critical to ALL day-to-day operations, water falling on the ice in the form of rain can be a death knell. Plus, Evans says that standing water on the ice weighs it down, putting additional stress on the rink's chillers to freeze the additional water.

And while the solution – a new roof to replace the aging one at the Lane Ice Center – may not be cheap or easy, it certainly is simple.

# The Plan: Roof it!

Lane County, which owns the building that houses the rink, has earmarked \$1.3 million to make seismic upgrades there. Pairing those upgrades with a new roof could set the stage for decades of continued community use of the rink and ongoing growth of the popularity of ice sports in the Eugene-Springfield area for generations.

With no land to acquire and straightforward engineering analysis the only step that's needed before construction, Evans states that roof replacement doesn't face a delayed timeline and could begin as soon as funding is secured.

## The Payoff: Ongoing Growth and Development

Fixing the roof at the rink will allow Frozen Ice Sports and Hockey Oregon to prioritize another round of upgrades there. Evans reports that Hockey Oregon is dedicated to building a new locker room for the Oregon Ducks club hockey team, which should help the team attract new and better competition from throughout the region and beyond. Shoring up the building should also allow the Eugene Generals, a junior hockey team that's been on hiatus since the pandemic, to return to action.

A new mini rink on the west mezzanine will increase opportunities for youth hockey, and routine access to the mini rink for the public can increase rental income. New party rooms are planned to increase the rink's demand as a rental for birthday and other parties.

And perhaps the most exciting possibility of all – by attending to the building's needs, the rink could potentially stay open during the summer months, multiplying its revenue and participation possibilities exponentially!

“We're pretty happy with where things are going, but we want to make sure that the envelope (the building) we're in stays together,” Evans says. “Then, the sky's the limit.”



A recent wedding proves that Lane Ice Center is capable of hosting a wide variety of events!

# Who's Going to Build It?

## About Frozen Ice Sports

Frozen Ice Sports is a 501(c)(3) non-profit organization founded to provide support and sustainability for ice sports in Lane County.

FIS supports local government efforts to develop, improve, and maintain public facilities that provide opportunities for youth sports, nonprofit organizations, and for people of all ages to learn the importance of fitness, teamwork, and good citizenship through ice sports. Their efforts aim to ensure that community entities can rely upon the infrastructure they need to continue operating to the benefit of all users and user groups.

### BY THE NUMBERS

**\$800K**

CORAA REQUEST

**\$2.1M**

TOTAL PROJECT COST

**~160,000**

NUMBER OF ANNUAL  
USERS

**300**

ADULT LEAGUE HOCKEY  
PLAYERS

**160**

YOUTH LEAGUE  
HOCKEY PLAYERS

# WILLAMETTE'S FIRST ADA ACCESSIBLE BOAT RAMP

## LANE COUNTY PARKS



### *Bringing EVERYONE Down to the River at Buford Park*

Located just outside the city limits of Eugene, Howard Buford Recreation Area (HBRA), commonly known as Mount Pisgah, spans over 2,300 acres along the Coast Fork of the Willamette River. One of the area's most popular local treasures, Mt. Pisgah is best known as a hiker's paradise, boasting 30 miles of trails that traverse diverse landscapes offering access to over 1,500 feet of elevation gain and iconic views of the rolling valleys. Visitors often hike to the summit of Mount Pisgah, where they are reward-

ed with iconic views of several prominent Cascade Mountain peaks.

It's a great place to marvel at the majesty of the Pacific Northwest, but Lane County Parks, in partnership with Mount Pisgah Arboretum, recognize that the park offers just as much to explore on flatter ground. And through their productive collaboration, they are also establishing Mt. Pisgah as a riparian destination. Together, they're working to create unprecedented access to the Willamette River.

### *The Need: A Safe and Accessible Route to the Water*

In 2024, Lane County Parks partnered with the Mount Pisgah Arboretum to improve accessibility along more than three miles of hiking trails by removing barriers and providing universally accessible pathways. These trails offer views of the river and site features within the Arboretum, but they don't provide authorized river access. As a result, numerous user-created trails have emerged, causing significant damage to the riparian habitat. Currently, an unauthorized access point exists along the riverbank beneath the bridge. This site poses safety risks to visitors, who must cross at the three-road intersection with no designated parking.

The closest water access facility on the Willamette River is Dilley Landing, located approximately 6.5 miles south of the park.

However, there is no ADA-accessible site along the Willamette, making it virtually impossible for individuals with disabilities to access the river and enjoy its amenities and recreation opportunities.

Outdoor recreation is associated with a variety of developmental and psychosocial benefits, including improved social skills, tolerance, well-being, and group involvement. Yet, many of these benefits remain out of reach for individuals with disabilities, as many of these activities require specific adaptations for full inclusion. At Mt. Pisgah, Lane County Parks is dedicated to making these necessary adaptations.

A survey conducted by the Oregon State Marine Board found that white-water paddling, flat-water paddling, and fishing are the primary activities along this stretch of the Coast Fork. Demand for a safe, accessible pathway and launch site continues to grow, as the park now serves over 400,000 visitors annually. Many are drawn to the river, whether seeking respite on a hot summer day or attempting to launch a canoe or kayak. Without a designated pathway and launch site, many visitors are unable to access the water.

Formalizing non-motorized boating access at HBRA would increase accessibility to this underutilized section of the river and help disperse use on the mainstem Willamette River.





## Who's Going to Build It?

*About*



Lane County's parks encompass 4,364 acres across 68 sites. These natural spaces support wildlife, clean air and water, and outdoor recreation, ranging from rivers and beaches to trails, campgrounds, and historic landmarks. Lane County Parks is committed to fostering a welcoming and inclusive environment where all visitors feel safe and respected. These spaces are intended for everyone to enjoy, free from hate and discrimination.

## The Plan: River Access for ALL

The access site at Howard Buford Recreation Area, unlike any other along the Willamette River's 187-mile shoreline, will feature a trailhead, pathway, and adaptive launch designed for ADA accessibility and wheelchair access. It will accommodate various mobility equipment including walking aids, rolling walkers, manual wheelchairs, and motorized wheelchairs. The unloading zone will include two accessible parking spaces at the trailhead, one of which will be sided to accommodate a van or small bus. Sufficient space will be provided to facilitate transfers from vehicles to wheelchairs while ensuring safe passage for two-way trail traffic.

The trail surface will be concrete for the entire length leading to the gangway. The pathway is approximately 90 feet long and 8 feet wide, allowing two wheelchairs to pass safely. It will have a maximum running slope of 1:20 (5%), and a cross slope is less than 2%. The tread surface will be free of obstacles like tree roots and rocks.

The gangway is ADA compliant, measuring approximately 30 feet in length and 8 feet in width. It is constructed of composite steel, with transition plates connecting the floats every 10 feet to accommodate the gradual rise and fall of the river. The platform is designed with stability and provides sufficient turning space for wheelchairs. The deck surface extends another 15 inches beyond the inside face of the railing. Toe clearance exceeds 30 inches in width and is positioned more than 9 inches above the deck surface beyond the railing.

A 4-inch edge protection barrier is installed on the platform to prevent wheelchairs or other mobility devices from slipping off. A boarding pier equipped with a transfer slide bench and grab rail facilitates safe transfers from the floating platform to an ADA-accessible transfer pier located perpendicular to the platform. The pier includes a 4-foot by 12-foot canoe slip and overhead assist bars to aid in the easy transfer and recovery of non-motorized watercraft in and out of the water.

### BY THE NUMBERS

**\$490K**

**CORAA REQUEST**

**\$980K**

**TOTAL PROJECT COST**

**400K**

**ANNUAL VISITORS AT**

**MT. PISGAH**

**ARBORETUM AND**

**HOWARD BUFORD PARK**

# LANE COUNTY CoRAA's

## Contributions to Community Health and Quality of Life

CoRAA represents the most exciting collection of new, reimagined and revitalized facilities to be proposed in Lane County in many years. Its signature projects represent a broad spectrum of healthful, engaging activities that bring people together to build community and enhance their quality of life. Located in several vibrant areas and communities in Lane County, these projects offer access to the wonders of nature (Suzanne Arlie Park, Howard Buford Park), healthful athletic pursuits (a 24-court pickleball facility, the Lane Ice Center), community

gathering spaces (the Shelton McMurphey Johnson House, Willamette Activity Center, Bohemia Park), touchstones of community history and culture (the SMJ House) and centers for vital health and social services (Willamette Activity Center).

Free and low-cost access to nature, recreation, athletics, history and culture is of paramount importance in Lane County, where about 20 percent of the population lives in poverty and over half of area students qualify for free or reduced-cost school lunches.

### CoRAA's Benefits, Basically

As you can see, CoRAA offers so many exciting possibilities! Here's just a brief summary of the basic health and quality of life benefits its projects can provide:

**Group Exercise:** CoRAA features projects that draw people together to exercise in groups, which can foster increased motivation, accountability toward goals, increased fun, sense of community, and positive feedback from other participants.

**Access to Recreation in Nature:** Spending time in the natural world reduces stress, improves concentration, enhances learning, cultivates joy, and fosters stewardship of our natural resources.

**Connections to local culture and history:** Local history and culture provide us a deeper understanding of ourselves – they teach us who we are, and who we are capable of becoming, and they should be shared among the generations to enrich us all.

Here's a bit more about the specific benefits of several of CoRAA's projects:

**PICKLEBALL'S HEALTH APPEAL:** Pickleball offers fun, inclusive, and low-impact exercise, and it's inexpensive to play. It's also suitable and accessible for players with a wide range of physical mobility. Pickleball play reduces stress and social isolation, as the brain releases endorphins that act as natural mood elevators, and it encourages mental agility, focus, and decision-making skills. Pickleball also builds community and connection, with opportunities to nurture social relationships, boost self-esteem and provide a sense of belonging. These social and emotional benefits are especially important for senior citizens, for whom social isolation and despair can have drastic consequences. Local players have created a culture where all are welcome, and it has become an all-ages activity that is open to people of all socioeconomic levels.

### FAMILY TIES ON THE ICE:

Skating is truly a family affair. At Lane Ice Center, open public skating sessions bring families together for a fun activity where they all join in. This often inspires younger children to try out classes and/or join hockey or figure skating. This can even lead to an increasing number of parents also signing up for classes, joining the adult hockey league, and playing with their child at rink-sponsored drop-ins and stick times. By bringing its community together on the ice, Lane Ice Center helps foster a lifelong love of healthy, enriching activity for its visitors.

## WAC BRINGS OAKRIDGE TOGETHER:

The Willamette Activity Center (WAC) in Oakridge was a community mainstay until structural disrepair forced its closure in 2020. It provided social and community services to roughly 4,500 rural residents burdened with high unemployment and low income. Once remodeled, the WAC will again provide much-needed community and social services to area residents as a resilience hub that includes a community health and social service module, small business incubator, food box, emergency operations center, a stage for the performing arts, and a resiliency hub. The gym will double as an emergency disaster shelter, as Oakridge faced three declared disasters in the past five years.

## PARTNERSHIPS AT ARLIE PARK:

The potential of providing access to an impressive array of trails at Suzanne Arlie Park can be illustrated through the list of those hoping to partner in its development, including:

- City of Eugene Recreation Division -- will support opportunities for under-represented populations to discover mountain biking by offering skill-building classes and youth camps.
- The Disciples of Dirt Mountain Bike Club -- has been an active partner in the design of the trail system and has expressed interest in forming an adoption group to maintain trails at Suzanne Arlie Park.
- Eugene Composite, Interscholastic Cycling League/NICA -- provides mountain biking for youth with a focus on skill-building, competition, trail riding, community building, and trail stewardship.
- The Obsidians -- with a 100-year history of serving the Eugene community, this group organizes educational hikes and expeditions to further the public's understanding of the natural world and mental and physical wellness. The Obsidians have expressed a specific interest in the accessible opportunities offered by Suzanne Arlie's gentler terrain.

## BOHEMIA PARK, COTTAGE GROVE'S OUTDOOR LIVING ROOM:

As the community's premier outdoor gathering space, the nearly 15-acre park functions as a true community center that hosts a wide range of activities involving community groups, local businesses, families, and individuals; activities that would otherwise be difficult to access for our area's many low-income residents.

The North Plaza Improvement Project will be a regional draw, increasing access to the park and bringing visitors closer to Cottage Grove's historic downtown and the nearby Row River Trail. Doing so will increase the park's ability to attract the visitors necessary to galvanize Cottage Grove's identity as a tourist destination, thereby benefiting the community's economic well-being.

## ACCESS FOR ALL AT BUFORD PARK:

Maintaining an active lifestyle can be even more difficult for those living with disabilities. About 12% of adults aged 18-64 live with a disability, and nearly half can be categorized as physically 'inactive.' Such inactivity contributes to lower quality of life, increases social isolation, limits functional independence, and increases the likelihood of secondary conditions of disability.

By installing the first ADA accessible boat ramp on the Willamette River at Buford Park, Lane County Parks has taken a step toward providing the benefits of water activities such as kayaking, boating and paddleboarding to those living with disabilities. A newfound ability to partake in such activities can promote quality of life and healthy active living, create a sense of belonging, and help those with disabilities socially connect with others.

## HISTORICAL AND CULTURAL CONNECTION AT THE SMJ HOUSE:

Built in 1888, the Shelton McMurphey Johnson House is the finest example of Victorian-era architecture still standing in Eugene, and its caretakers are dedicated to telling the history of the area through the lens of its most famous dwelling. It's a history that's not always simple or uplifting, to be sure, but one that must be shared so that future generations can understand where they came from, and where they're headed. The SMJ House is a terrific addition to any visit to the Skinner Butte area, and a new garden terrace will introduce thousands more people each year to the house and its unique slice of Lane County history.

*"Free and low-cost access to nature, recreation, athletics, history and culture is of paramount importance in Lane County, where about 20 percent of the population lives in poverty and over half of area students qualify for free or reduced-cost school lunches."*

# PRIMING THE PUMP, REVVING THE ENGINE

## CoRAA's Impressive Economic Development Potential

In addition to showcasing the power of teamwork, relationship building and the pursuit of common goals, Lane County CoRAA also offers the excitement of a collection of projects with literally limitless potential and possibilities.

Each of CoRAA's projects vastly improves quality of life and brings Lane County residents and visitors together for healthful recreation and community-building. While it can be difficult to measure such improvements using words or numbers, there's no doubting the power and potential of, say, the connections made between players during pickleball games

at the EVPF's new 24-court facility; the decisions people make to move to the Eugene-Springfield area based on the quality of recreation opportunities here; or the local historical and cultural knowledge gained by visitors to the Shelton McMurphey Johnson House.

And while so much of their potential may indeed be intangible, several of CoRAA's projects also offer undeniable promise regarding economic development and tourism and can make a very real, measurable positive impact on the local economy.

## Parks as a Draw for Locals and Visitors

### *Parks and Rec Agencies Generate Economic Activity and Create Jobs*

Healthy, vibrant communities ALWAYS prioritize and feature quality parks and recreation facilities, and their impact on local economies is evident. Parks agencies employ over 13,000 people in Oregon, and their spending contributes millions of dollars to local economies.

Quality public facilities certainly have an influence on where potential employees, especially those with families, choose to live, making Lane County's parks and recreation facilities a key component of the area's drawing power.

Local parks and recreation agencies generated more than \$201 billion in U.S. economic activity and supported nearly 1.1 million jobs from their operations and capital spending alone in 2021. Simply put, public parks are robust engines of economic activity.

Across Lane County, municipalities and parks agencies have long prioritized the development of parks facilities, and as we've already stated, these efforts have furthered Lane County's reputation as a destination for lovers of nature, recreation, athletics, history and culture.



# Complementary Capital Construction

Each of CoRAA's projects fits naturally and perfectly into the overall network of public parks and recreation facilities in Lane County.

- **The new mountain biking trails at Suzanne Arlie Park**, for instance, will be part of a larger county-wide mountain biking trail network that will be more enticing than ever for potential visitors, increasing the appeal of Lane County as a mountain bike destination by providing

more trail options and diversifying the type of facility available with the new skills park.

- **At Bohemia Park**, development at its North Plaza will draw locals and visitors ever-closer to Cottage Grove's historic downtown, where small businesses will be ready to welcome them with open arms and be grateful for the additional spending they bring into the local economy. A second pavilion and

restrooms will mean more reservations for events that can bring in visitors from out of town.

- **At Howard Buford Park**, the new ADA accessible boat ramp and the official access to the Willamette River that it will provide can offer the possibility of a healthful, social day on the water for ANYONE who chooses to visit, contributing to the ripple effects of local spending.

## Rentals and Events Drive Revenue

Of course, CoRAA also features projects with the potential to drive DIRECT spending in Lane County.

- Tournaments and other events can draw visitors to the **Emerald Valley Pickleball Foundation's new 24-court facility** in droves.

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***A preliminary Event Impact Summary conducted by Travel Lane County estimates a single large regional tournament with 600 overnight attendees and 1,500 day attendees would generate about \$1.5M direct business sales and another \$1M indirect sales. The direct sales include \$507,000 in lodging and \$350,000 in food and beverage sales, and \$394,000 in retail sales.***

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- **At the SMJ House**, the variety of new rental opportunities provided by the new garden terrace will make the historic home one of the most popular new event destinations in town. At right, you'll find a bit more about the income that could be generated by events there:

- **At the Lane Ice Center**, a new long-term lease with Lane County, in addition to valuable repairs made to the rink's chiller and dasher boards, has the future looking bright. The replacement of their building's roof ensures that these gains will not be upended, and momentum lost, by the need for repairs that were totally preventable. Leadership is also looking at the potential of adding a second sheet of ice that could exponentially grow wintertime hockey and skating activities in Lane County. And a new roof could even mean that the rink could one day stay open during the warm summer months, growing its revenue potential even further.

## EVENT POTENTIAL AT THE SMJ HOUSE

**10 Events, 50 attendees each  
= 500 guests  
(350 Nonresidents)  
Economic impact: \$17,204**

**10 Events, 100 attendees each  
= 1000 guests  
(600 Nonresidents)  
Economic impact: \$31,782**

**10 Events, 150 attendees each  
= 1500 guests  
(900 Nonresidents)  
Economic impact: \$47,673**

## REVENUE AT THE RINK

**Three-day Ice Cup Hockey Tournament  
for kids under 12  
Direct sales = \$203,975.40  
Direct tax receipts = \$6,260.49  
Hotel room nights sold = 398**

**Oregon Open Figure Skating  
Championships  
Direct sales = \$31,437.63  
Direct tax receipts = \$682.48  
Hotel room nights sold = 40**

**Oregon Ducks home hockey game  
Direct sales = \$54,414  
Direct tax receipts = \$1,341  
Hotel room nights sold = 67**

# AUGMENTING ESSENTIAL SERVICES

## CoRAA Supports Health and Wellness Initiatives -- It DOES NOT Compete with Them!

We've already established that a challenging fundraising climate has thus far kept many of CoRAA's partner organizations from completing their signature projects. This has been due, at least in part, to competition for funding that these nonprofits face from organizations that provide essential services. CoRAA's partner organizations

wholeheartedly support the agencies and organizations that provide essential services to their communities, not to mention the services themselves, and it's essential that CoRAA's projects be viewed not in competition with essential services, **but as necessary and even vital supplements to them.** In short, the benefits that CoRAA's projects offer for ALL of Lane

County's residents and visitors can (and should) be seen as preventative care that augments and supports critical health and wellness services. CoRAA can help improve the quality of life for Lane County residents and visitors, easing the burden on healthcare providers and working to foster happier, healthier lives for everyone.

## Let Us Count the Ways...

So how can CoRAA's projects complement health and wellness services and initiatives? We're so glad you asked!

### Access to the Wonders of Nature Has Tremendous Health Benefits

The many miles of trails at Suzanne Arlie Park, access to the Coast Fork of the Willamette River at Howard Buford Park, an afternoon outdoors at Bohemia Park in Cottage Grove – each of these parks offers a natural remedy for life's stressors and challenges.

Access to nature has been shown to:

1. Reduce stress
2. Improve concentration
3. Enhance learning
4. Cultivate joy
5. Foster stewardship

### Social Connection Improves Health and Helps People Live Longer

Community gathering spaces such as the Willamette Activity Center and area parks, athletic facilities like the Lane Ice Center and EVPF's new 24-court pickleball facility, museums and other cultural centers – these spaces and facilities exist as vessels for human activity and connection. They bring people together, and it turns out that getting together has a fantastic effect on human health and wellness.

Social connection can help reduce the risk of chronic disease and serious illness, such as heart disease,

stroke, dementia, depression and anxiety, and it can lead to longer lives and better health by improving our ability to manage stress, encouraging healthy eating habits, and improving our quality of sleep.

### Exercise Has Numerous Health Benefits

Exercise such as that available during a pickleball game, a public skating session or a trail hike has benefits for brain health including improved thinking or cognition for children 6-13 and reduced short-term feelings of anxiety for adults. Regular physical activity can reduce the risk of depression and anxiety, help us sleep better, maintain a healthy weight, reduce the risk of cardiovascular disease, Type 2 diabetes, some infectious diseases and numerous types of cancer.

### Cultural Connection Makes Us Stronger and More Resilient

A visit to the Shelton McMurphey Johnson House offers a look at the cultural fabric of Lane County, a glimpse at where we come from that can inform where we're headed as a community. Such cultural exploration broadens our perspectives, builds community resilience, and promotes personal fulfillment.

### Support CoRAA – It's Worth It!

We all know the old saying, that an ounce of prevention is worth a pound of cure, and as such, financial support of CoRAA can purchase the ounce of prevention that will facilitate and support the cure provided by local health and wellness organizations. State lottery funding for CoRAA can (and should) act as a perfect complement to spending that supports essential health and human wellness services.



# Crossing the Finish Line

Let's get these projects completed!

(THE CASE FOR COMPLETION FUNDING)

As we've already stated, a challenging fundraising landscape has kept CoRAA's partner organizations from completing their signature projects – until now, that is.

Still, these projects have already found broad support among the members of their communities, and the fundraising progress each organization has made showcases this support. State lottery funding could ensure that these projects are completed in a timely fashion, their benefits ready for area residents and visitors as soon as possible.

And here's why it's critical to complete these projects NOW:

- **Because over time, costs will only increase –** Back in June of 2024, a quarterly report stated that increases in construction costs have leveled off to pre-pandemic levels of between 2 and 4 percent. And while that's good news, it doesn't mean that costs won't increase significantly for CoRAA's projects the longer funding is delayed. Such increases could add between \$138,000 and \$278,000 to the cost of completing CoRAA's seven projects, should they not be funded this year.

- **Because all of CoRAA's projects are construction-ready –** Each of these projects can begin construction as soon as funding is secured. CoRAA's member organizations have done all the due diligence and careful planning that will ensure their projects' success.

- **Because further delays can be harmful –** For projects like Bohemia Park, a delay in funding could actually halt construction that's already planned or in progress. At Suzanne Arlie Park and Howard Buford Park, visitors seeking unauthorized access routinely damage the park, damage that will continue until proper access is built. Further fundraising and construction delays will mean the loss of revenue opportunities at the Shelton McMurphey Johnson House and the Emerald Valley Pickleball Foundation's 24-court pickleball facility.

- **Because each of CoRAA's projects is part of a broader plan for its organization –** Nonprofit organizations, especially those dedicated to nonessential services, do not have the luxury or the bandwidth to plan new projects frivolously. CoRAA's projects represent a significant and carefully planned step in the broader, long-term plans of each of its organizations. Simply put, these projects make sense. Further delays could set these organizations back years in potential growth, stabilization and prosperity.

# Still want to learn more?

Lane County CoRAA's partner organizations have worked hard to fund and complete their signature projects. They're proud of their work and eager to share more about it, and they welcome contacts and requests for additional information and support. At right, you'll find a list of contact information for each organization. They'll be glad to hear from you!

**Feel free to contact Jon Stinnett of Lund Development Solutions with any general requests for additional information about the broader CoRAA partnership and its efforts to secure state lottery funding:**

**email: [jon@lunddevelopmentsolutions.com](mailto:jon@lunddevelopmentsolutions.com)  
phone: 541-731-9284**



## CoRAA PARTNER ORGANIZATION CONTACTS

### **Emerald Valley Pickleball Foundation**

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### **Eugene Parks Foundation**

Ariel Lissman, Executive Director  
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w. [eugeneparksfoundation.org](http://eugeneparksfoundation.org)  
<https://www.eugene-or.gov/5164/Suzanne-Arlie-Park-Development>

### **Lane County Parks**

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