

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS**

WORKSHOP AGENDA REQUEST

TO: Board of County Commissioners

FROM: Mark McCauley, County Administrator

DATE: September 23, 2024

SUBJECT: Workshop: Potential Agreement with the Production Alliance to Plan and Execute Community Events in Support of the County's Strategic Plan

STATEMENT OF ISSUE:

The Jefferson County Administrator has a number of objectives in the County's 2024-2028 Strategic Plan. To achieve those objectives, resources are needed that are currently not available. There are two alternatives to provide these resources: hire additional staff or contract with an organization with the skills and experience needed to help achieve these objectives. Adding county staff would be problematic for a number of reasons, among them expense, finding the person(s) with the right skills and experience, finding housing for new hire(s) if from out of county, and others.

ANALYSIS:

The Production Alliance specializes in planning, organizing events of the sort that would help the county to achieve a number of its Strategic Plan objectives. They have submitted a proposal for the County's consideration that will be presented to the Board in this workshop. Danny Milholland with the Production Alliance will be presenting.

FISCAL IMPACT:

This workshop request has no fiscal impact. If the Commissioners decide to fund any of the proposal there would then be a fiscal impact of some size.

RECOMMENDATION:

That the Board of Commissioners listen to the presentation and ask question, if any.

REVIEWED BY:


Mark McCauley, County Administrator

9/20/24
Date



The Production Alliance

Jefferson County Strategic Initiative Implementation Proposal

Production Alliance

The Production Alliance (TPA) is an event production and community building organization. It is a non-profit 501(c)(3) under the StrongerTowns umbrella. Established in 2019, TPA produces an annual season of events that include some of our community's most cherished traditions as well as a few newer events designed to meet the expressed needs of our community. Our unique event formula is rooted in a strong sense of place, centered on the Olympic Peninsula, and is focused on our core values of respect, joy, and inclusivity. Each event is built by a coalition of organizations, local businesses and public agencies and is designed to be a community building exercise in its yearly creation. The months of organizing and coalition building that go into each event make our community stronger, healthier, and more resilient.

Proposal Overview

The Production Alliance would like to partner with Jefferson County to realize our shared goals for our community as outlined in the County's Strategic Plan. Many of the events we produce and services we provide align with the strategic goals of community outreach and civic engagement initiatives of the County and its various public facing departments. The following is a proposal of events that we feel would make great partnership opportunities, allowing the county to get their message across to as many people as possible while allowing us to continue growing these events to the scale we believe will provide the maximum impact.

Connectivity Summit

Overview

The Connectivity Summit, formally the Connectivity Fair, is a community wide event intended to foster deeper connections in order to strengthen the fabric that holds our community together. The Connectivity Summit is designed to celebrate and expand our sense of CONNECTION as a vibrant community in Jefferson County, building relationships that transcend our boundaries and highlight interactions across generations, cultures, and communities.

The event includes a gym full of tables from local groups and organizations, where everyone can learn about our unique and dynamic community and what connects us all, how you can pitch in and help, and meet the faces working to keep our community strong and vibrant. There are thoughtful and engaging breakout presentations hosted by organizations supporting: local housing, local youth, our local food system, emergency management at both County and neighborhood levels, mental health offerings, and much more. After two years of stewardship by a team of volunteers at the Connectivity Fair, the 2025 Connectivity Summit will be produced by the Production Alliance.

County Strategic Initiatives Addressed

Community Resilience

Objective 1

Increase opportunities for informed and effective civic engagement and participation in public forums and virtual events to promote a safe and healthy community.

Performance Measures

- Number of people reached at public and digital events supported by Jefferson County aimed at the health and safety of our community.
- Number of public and digital events led by Jefferson County aimed at the health and safety of our community.

Objective 2

Engage with partners, schools, businesses, residents, tribes, and community organizations to plan and promote health and safety programs and practices.

Performance Measure

- Complete community health assessment (CHA) to update Community Health Improvement Plan (CHIP) and associated measures.

Thriving People

Objective 1

Celebrate the culture, heritage, and diversity of the people in Jefferson County through events and programming.

Performance Measures

- Instances of outreach from Jefferson County aimed at celebrating culture, heritage, and diversity reported annually.
- Numbers of partnerships with organizations that highlight culture, heritage, or diversity in their mission statement.
- Number of proclamations that have follow-up actions.
- Number of proclamation-related activities attended by County officials or staff.
- Create a tracking system and/or dashboard for these activities.

Objective 2

Increase the availability of youth-focused activities to offer more opportunities for youth to be engaged in community life.

Performance Measures

- Youth participation rates in Parks & Recreation activities annually.
- Number of youth representatives serving on boards and Committees.
- Number of community partnerships serving youth in Jefferson County.

Event Proposal

The Production Alliance proposes partnering with Jefferson County on presenting the 2025 Connectivity Summit. We envision expanding the Connectivity Fair and making it into a Summit that takes place over three days and includes a Youth Summit, Organizational Connection Fair, a Roll Call Networking Party, as well as Presentations, Workshops, and Conversations. Our vision for the Connectivity Summit is to grow it into a yearly gathering in which many of the community engagement initiatives, difficult community conversations, and coalition building can take place during a time in which a large majority of community stakeholders and the engaged public are gathered together.

The Connectivity Summit is informed and effective civic engagement and includes participation in public forums and virtual events to promote a safe and healthy community. With the County's partnership, the Connectivity Summit could expand its already existing work to include a broader group of community members and organizations while also addressing issues, topics, and conversations of particular interest to the County. The core of the summit is to engage partnerships with schools, businesses, residents, tribes, and community organizations to plan and promote health and safety programs and practices. With that, folding in activities such as working on the Community Health Assessment (CHA) as well as addressing the focuses of the current Community Health Improvement Plan (CHIP) would be a perfect fit.

We are especially excited about the growth of the Connectivity Fair to become the Connectivity Summit and include the Youth Summit, a Roll Call Networking Event, and expanding the time for workshops and community conversations.

The Youth Summit concept has grown out of the Job and Trades Fair that the Production Alliance has organized for the last few years. To put on this event, we have been organizing a youth leaders council made up of all three East Jefferson County school districts' Associated Student Body. Combining this work with the Connectivity Summit and by partnering with the

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County we would be able to provide unprecedented connection between our community's youth, local government, and community leaders. This is a great opportunity to develop a two way conversation, where we get to hear from our youth leaders as much as they hear from us, engaging youth in community life.

The Roll Call Networking Event is inspired by previous events organized by the Jefferson County Chamber of Commerce that have not happened for many years. A Business Bridge group has filled some of this void and we would like to add to this work. The vision with the Roll Call at the Connectivity Summit is to invite working professionals and families together for networking connection and fun in the spirit of civic engagement and community life.

In expanding the Fair to become a Summit we are making more time for participants to attend the workshops and community conversations as well as adding more time for less structured communicating and connecting. Much of the feedback from past fairs involved people having to choose between the tabling fair and workshops and conversations. Through expanding the event we are limiting the overlap of these activities and adding a culminating meal on Sunday. We believe that this schedule will serve to strengthen the connections made at the event and expand the number of conversations and workshop participants.

Finally, the Production Alliance is fundamentally an alliance, an organization formed for mutual benefit. We invite the County to join us as strategic partners to ensure a leading role in envisioning and designing what the Connectivity Summit will be going forward.

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Connectivity Summit Tentative Schedule

Friday	Descriptions	Location
Youth Opportunities Fair	Jobs, trades, services, volunteerism	CHS Gymnasium + Multi Purpose
Youth Summit Forum	Panels, Presentations, Civic Engagement	CHS Auditorium
Saturday		
Connectivity Fair	Jobs, trades, services, volunteerism	CHS Gymnasium + Multi Purpose
Workshop series	Designed by community partners	Multiple Locations at CHS
Saturday Night		
Role Call Networking Event	Food, drinks, music, conversation, networking	Finnriver
Sunday		
Community Conversation Series	Designed by community partners	Multiple Locations at CHS
Check Back	Youth Summit, Workshops, Conversations, and Role Call	CHS Auditorium
Food offering	Culmination of Connecting and Community Building	CHS Cafeteria

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Connectivity Summit Draft Budget

Event Prep: Design, Coordination, and Community Organizing

Steering Committee facilitation	\$5,000
Youth Council facilitation	\$4,000
Volunteer coordination	\$3,000
Venue management, layout and logistics	\$2,000
Marketing management	\$3,000
Partnership outreach	\$3,000
Total	\$20,000

Marketing and Promotions

Print and digital advertising	\$5,500
Print materials - posters, flyers, banners	\$2,000
Street team	\$500
Videographer + editing	\$5,000
Total	\$13,000

Day of Event Costs

Youth Opportunities Fair	\$2,000
Youth Summit Forum	\$2,000
Connectivity Fair	\$2,500
Workshop series	\$2,000
Role Call Networking Event	\$3,000
Community Conversation Series	\$1,000
Sunday Brunch Food offering	\$4,500
Total	\$17,000

Connectivity Summit Total Cost	\$50,000
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All County Picnic

Overview

The All County Picnic is a free community celebration designed to inspire residents of East Jefferson County to learn about resilience and emergency preparedness. Knowing where and how to connect to information and resources before a crisis is key. However, preparedness planning doesn't have to be cumbersome or intimidating, and what better way to put these philosophies into practice than with a fun, family-friendly, celebration?

The event includes over 40 organizations, government agencies, and vendors. Activities include and are not limited to an Emergency Preparedness Drill, Emergency Preparedness Passport, workshops, demonstrations, and a local community meal.

County Strategic Initiatives Addressed

Community Resilience

Objective 3

Strengthen the community's emergency preparedness so the county can recover from public health emergencies, environmental hazards, and natural disasters.

Performance Measures

- Attendance at the all-county picnic.
- Number of residents participating in Neighborhood Preparedness Program annually.

Event Proposal

The Production Alliance proposes partnering with Jefferson County to present the All-County Picnic. The partnership would ensure the sustainability of the All-County Picnic as well as expand its reach and impact. The fundamental reason for the All-County Picnic is an understanding that our ability to deal with a crisis is largely dependent on the relationships and systems developed before an emergency. The impact of the All-County Picnic is also based on the ability to build relationships and coalitions before the event, mirroring the process of preparing for emergencies. In addition to the coalition building there is the work of Local 20/20's Neighborhood Preparedness Action Group (NPREP) which helps organize neighborhoods and connects them to training and resources offered by the Department of Emergency Management.

With the County's support we envision expanding this work of coalition building and neighborhood organizing by moving the event around the county on a yearly basis to engage with different neighborhoods and organizations and their particular relationships and needs. Locations could include Chimacum, Quilcene, Brinnon, Queets, Hoh River and Port Townsend. This roving concept would allow for regionally specific coalitions to form as well as allow for focused organizing efforts to deepen the reach and impact of neighborhood organizing for NPREP. In addition to the roving picnic we will develop an Emergency Preparedness Zone at the Jefferson County Fair.

All County Picnic Draft Budget

Event Prep: Design, Coordination, and Community Organizing

Steering Committee facilitation	\$3,000
Emergency Preparedness Exercise facilitation	\$2,000
Volunteer coordination	\$2,000
Venue management, layout and logistics	\$1,000
Marketing management	\$2,000
Partnership outreach	\$2,000
Total	\$12,000

Marketing and Promotions

Print and digital advertising	\$4,000
Print materials - posters, flyers, banners	\$2,000
Street team	\$500
Videographer + editing	\$4,000
Total	\$10,500

Day of Event Costs

All County Picnic - Various locations	\$4,500
Jefferson County Fair - Emergency Preparedness Zone	\$3,000
Total	\$7,500

All County Picnic Total Cost	\$30,000
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Event Sponsorship

The following is a list of Jefferson County events that the Production Alliance organizes that align with Jefferson County's strategic goals. The following quotes are for sponsorships that would help cover the cost of the event and provide recognition for the County's efforts in these strategic areas.

Jefferson County Farm Tour

Jefferson County Farm Tour is presented by The Production Alliance in partnership with WSU Jefferson County Extension and local farmers, with support from Jefferson County Farmers Markets, Jefferson Land Trust, The Food Co-op, and Chimacum Corner Farmstand.

Our Mission is to celebrate locally grown food, fiber, and farm-made products, invite community members to learn from and engage with their local farmers and to stimulate economic opportunity for farms in Jefferson County.

County Strategic Initiatives Addressed

Environmental Stewardship

Objective 6

Collaborate with community stakeholders to monitor and sustain the forest, agriculture, and aquaculture economies and the ecosystems on which they depend.

Performance Measures

- Identify and document active partnerships aimed at promoting the health of forest, agriculture, and aquaculture economies by December 31, 2024.
- Number of active partnerships aimed at promoting the health of forest, agriculture, and aquaculture economies—and the ecosystems on which they depend.

Objective 8

Collaborate and share resources with WSU to promote environmental education throughout the community.

Performance Measure

- Number of WSU-coordinated partnerships with the community.

Sponsorship Levels:

Presenting Partner Sponsorship	\$10,000
Supporting Sponsor	\$5,000

Port Townsend Chautauqua

On Rhododendron Festival week, the New Old Time Chautauqua (NOTC) returns to Port Townsend to expand traditions and renew connections across generational and cultural divides. The week includes a dance party, two vaudeville shows, Community Congress, a myriad of informative and participatory workshops including Indigenous storytellers from around the Olympic Peninsula and Makers Market.

One hundred years ago, the arrival of Chautauqua marked the beginning of a week-long gathering. Communities throughout the Olympic Peninsula traveled to “the City of Dreams” to participate in civic action and enjoy artistic performances. In 2021 the tradition was reborn with the launch of the Port Townsend Chautauqua on Rhody Fest Weekend.

“Our goal is to engender community,” said Paul Magid, member of the NOTC and of the The Flying Karamazov Brothers. “We come together to bridge past and present, to connect across generations, and to invite all into the conversation of how we identify as a community now and in the future.”

County Strategic Initiatives Addressed

Thriving People

Objective 1:

Celebrate the culture, heritage, and diversity of the people in Jefferson County through events and programming.

Performance Measures

- Instances of outreach from Jefferson County aimed at celebrating culture, heritage, and diversity reported annually.
- Numbers of partnerships with organizations that highlight culture, heritage, or diversity in their mission statement.
- Number of proclamations that have follow-up actions.
- Number of proclamation-related activities attended by County officials or staff.
- Create a tracking system and/or dashboard for these activities.

Economic Vitality

Objective 6:

Promote balanced tourism strategies that incorporate quality of life factors for Jefferson County residents.

Performance Measures

- Tourism tax revenues year-over-year.
- Number of jobs sustained by tourism industry.

Sponsorship Levels:

Presenting Partner Sponsorship	\$10,000
Supporting Sponsor	\$5,000

Field Day

Field Day is the ultimate, all-ages summer kick off celebration designed to promote a healthy and active summer for area youth.

Port Townsend is known for its eccentric local traditions and unique ways of doing things. Field Day at Fort Worden is no exception as the crowds gather at Fort Worden each year to kick off the summer season in authentic local style. Presented by The Production Alliance and Fort Worden Hospitality, Field Day at Fort Worden features an “Olympic Games” style competition to inspire healthy competition and physical activity. Events include, field races, sack races, tug-a-war, and a watermelon eating contest. Representatives from local youth focused organizations provide additional interactive and educational activities such as birdhouse making, art projects, and body movement. Local music, free root beer floats, mini golf, a bouncy zone, and delicious food round out the event with something for everyone. With County support we can further leverage Field Day to deliver youth focused activities and grow partnerships as well as connect participants to health and wellness resources.

<https://summerkickoff.org/>

County Strategic Initiatives Addressed

Thriving People

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Performance Measures

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Objective 2

Increase the availability of youth-focused activities to offer more opportunities for youth to be engaged in community life.

Performance Measures

- Youth participation rates in Parks & Recreation activities annually.
- Number of youth representatives serving on boards and committees.
- Number of community partnerships serving youth in Jefferson County.

Objective 4

Promote access to recreational and wellness activities.

Performance Measures

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- Number of events and reservations for recreational and wellness activities across Jefferson County facilities.
- Participant usage of Jefferson County facilities for recreational and wellness activities.

Sponsorship Levels:

Presenting Partner Sponsorship	\$10,000
Supporting Sponsor	\$5,000