



Springfield City Hall
225 5th Street
Springfield, OR 97477

HERITAGE ARTS GRANT PROJECT EVALUATION

The Springfield Arts Commission requires a completed evaluation within 60 days of the funded project's completion in order to receive the final 25% of allocated funds.

Please submit this completed form and documentation to Amy Orre at aoorre@springfield-or.gov (email preferred) or mail to: Attn: Amy Orre, Springfield Arts Commission, Heritage Arts Grant, 225 5th Street, Springfield, OR 97477

APPLICANT INFORMATION

Name of applicant group: Willamette Riverkeeper, dba: Willamette River Festival 2021

Contact first name: Michelle Last name: Emmons

Title: Upper Willamette Program Manager

Address: 454 Willamette Street #218

City: Eugene State: OR Zip: 97402

Phone No.: 541-913-4318 Website: www.willametteriverfest.org

Email: [REDACTED]

PROJECT INFORMATION

Project name: Willamette River Festival Stormwater Art Camps & Installation Art Project

Award cycle (date): Summer / June-August 2021 Grant amount: \$1,500

Date(s) project occurred: see below **Location:**

Willamalane Parks and Recreation hosted a week of stormwater education/art camps at the Bob Keefer Center. Twenty students participated with one lead artist, one lead science educator, and Willamalane staff assisting.

The Stormwater Art Installation and exhibit ran from Saturday, August 21-Saturday, August 28, 2021, containing five floating artworks on exhibit at the Mill Race Stormwater Facility, located up the path from the Booth Kelly Trailhead, at 305 S. 5th Street in Springfield. This area was easy to access by bicycle and/or walking, from a parked area at the trailhead.

Estimate the number of people that participated in and benefitted from your project: 196

Artists (paid): Alex Evers, teacher and installation artist (LAC) and Trevor McLelland, platform structure design and build (LAC)

Artists (volunteer): Megan Murphy, City of Springfield and Springfield Utility Board members for installation in the area on the Mill Race trail / Booth Kelly Stormwater Facility.

Audience (paying): The camps were administered through Willamalane, and served 20 students. Though some of these students were attending on scholarship, everyone paid to be in the camp. This income was not received by Willamette River Festival – it was directly paid to Willamalane Park and Recreation District.

Audience (free): The <free> viewing audience total in Springfield is estimated to be around 291 people, including 115 regular users, and 176 visitors that were attributed to Springfield residential traffic on the local paths in the Booth Kelly area where the floating platforms were located.

Springfield residents: The 20 participating students were all Springfield residents, and there were many more who enjoyed the self-guided tour of the installations, but we were not able to separate the count of people from Springfield and outside of the area. Additionally, Willamalane estimates about 15% of the visitor traffic was residential (about 26 total) for a total of 46 Springfield residents, specifically involved in the project.

Visitors/tourists: We estimate that beyond the regular use residential traffic, around 176 total people in the area during the Willamette River Festival were able to enjoy the art installations. This count includes residents and non-residents of the area, although Willamalane Parks staff estimates about 85% of those who visited the installations were Springfield residents.

Others (describe and quantify): The Willamette River Festival attracted many people from the surrounding Lane County area – these numbers are included in the estimates above recognizing “visitors and tourists”.

TOTAL: 311 including 20 students, 176 self-guided tours participants, 115 regular users (commuter traffic, etc.)

PROJECT EVALUATION

Please answer the following questions in no more than 2 attached pages.

- 1. Describe the highlights and successes of your project, providing a general overview of the event while focusing specifically on how Heritage Arts Grant funds were used and what they accomplished.**

Willamette Riverkeeper, as directing entity of the Willamette River Festival, partnered with Willamette Resources and Educational Network (WREN), Lane Arts Council, Willamalane Parks & Recreation, the City of Eugene, the City of Springfield, Boys & Girls Club Emerald Valley, Fern Ridge School District and Lane STEM to create a series of art installation exhibited by Springfield, Eugene, and Fern Ridge students at or nearby natural and human-engineered water filtration systems as a part of this year's week of Festival events. These art installations were featured as a self-guided tour during the week of the Willamette River Festival. Visitors were encouraged to enjoy the visual stories created in the students' art, while learning about groundwater and local cultural heritage, specifically focused on Indigenous Peoples.

The key art installation this grant supported was installed at the Booth Kelly Stormwater Facility, accessible from the Booth Kelly Trailhead, along the Mill Race Path. The goal for this installation was to build a series of floating platforms on which 3-D art installations made of natural dyed fabrics and other organic materials. These art installations were created in early August by campers at Willamalane Summer Camps Program. Teaching artist, Alex Ever (they/them) of Lane Arts Council, and science educator, Ellen Thompson of Willamette Resources and Education Network, led students through a series of classes focusing on stormwater education, cultural heritage, natural dyes, design composition, and public art. Students contributed to a collaborative art making experience to reflect their learnings, using natural dyes, fabrics and other organic materials, which were exhibited on floating platforms. **Specifically, the Heritage Arts Grants funds were used to build the floating platforms for the art exhibit.**

Participants and partners were very enthusiastic about the quality of the installations, educational experience for both students and visitors, and the high level of student engagement. Partners have met and agreed to support again in 2022, depending on available funding.

- 2. What challenges did your project encounter? What would you have done differently or change for future projects?**

The biggest challenges revolved around communications, and creating more consistent signage and marketing materials to better connect the Willamette River Festival to the exhibit. Next year, we will begin planning for signage earlier in the year. We also hope to have more capacity to support formal guided tours for groups of people, as a way to highlight the educational storytelling components of the installations more prominently.

Additionally, we will work with Willamalane to schedule and publish art-focused camps in the Willamalane recreation guide. This will assist in recruiting student who are excited about the project and give families a clear heads-up on what they are signing up for. We will also have two camps in Springfield

instead of only one, both happening at Bob Keefer Center. This year we were unable to support two camps due to a busy programming calendar at Willamalane.

3. How did your project represent, preserve or celebrate the historic, cultural and/or ethnic diversity of the community and its traditions?

The purpose of each self-guided tour at the Willamette River Festival is to deepen the connection of citizens to our local waterway through an exploration of stormwater projects, while celebrating Native stories through visual art. This project helped to build awareness about the importance of clean waterways while empowering those participating in the tours to take steps to minimize their personal impact on the rivers.

The art projects was informed by traditional knowledge of the Native communities who historically resided in the Willamette Valley. Materials used in the natural dyes included many native species, such as: Oak gall, hanging moss, wild carrot, wild fennel, and Oregon grape. Additionally, each tour route incorporated stops where participants could scan a QR code leading to a webpage with information about the featured artwork, water system, or natural area. Tour content included narratives about the Mill Race history and restoration, pre-Euro-American settler history, how the Kalapuya People managed the land, and history of the storm water facility design, and the history of Dorris Ranch.

Installations were intentionally placed in a highly public location, starting at Booth Kelly Trailhead. This area was chosen because it is wheelchair accessible, and regularly trafficked, in order to reach as many community members as possible. The pond at the Booth Kelly Trailhead is an essential part of our local clean water system. Highlighting its importance to the health of our community was a top priority. Pairing a self-guided educational tour, along with the high impact and excitement of student art helped draw more community members to the local trails while adding beauty and interest to an area so many already enjoy.

4. How did your project provide access to meaningful arts experiences for residents and visitors of Springfield? Please provide examples.

Students involved in the projects received support through scholarships to participate and build the art projects, which were free and open exhibits for the public. This was important due to lack of opportunities for community events because of Covid. The area where the art installations took place was an underserved area in terms of access to public art and safe, meaningful outdoor experiences.

MARKETING & PUBLIC RELATIONS DOCUMENTATION

Please indicate how the project was publicized and enclose documentation.

- | | |
|---|---|
| <input checked="" type="checkbox"/> PSA (radio, television) | <input type="checkbox"/> Newspaper/magazine articles |
| <input checked="" type="checkbox"/> Website | <input checked="" type="checkbox"/> Social media |
| <input checked="" type="checkbox"/> Organization newsletter | <input type="checkbox"/> Event program |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Email marketing |
| <input checked="" type="checkbox"/> Media release | <input type="checkbox"/> Advertising (print, online, broadcast) |
| <input type="checkbox"/> Other: | |

MARKETING AND PHOTO LINKS:

Camp photos:

<https://drive.google.com/drive/folders/1UksrXN9k06LIPjfqGhRgsE69D-hyuOLr?usp=sharing>

Installation photos:

<https://drive.google.com/drive/folders/1rIGoB0QUpouTI3ERaCWnQQPDyfdIKi9n?usp=sharing>Lane Arts Council website: <https://lanearts.org/willamette-river-festival-2021/>Willamette River Festival website: <https://willametteriverfest.org/festival-schedule-registration/self-guided-tours/> (also note SAC's logo is on the front page under "Supporting Partners" at www.willametteriverfest.org)**WREN Newsletter Article:**

This year for the Willamette River Festival, Lane Arts Council and WREN have partnered together to lead summer camps that focus on the importance of protecting our rivers. The summer camps are underway! From July through August there are a total of five summer camps that include the following organizations: Boys & Girls Club of Emerald Valley, Willamalane, Invention Day Camp with Connected Lane County, and Fern Ridge School District. Throughout the one-week long camp, elementary and middle school students learn how to create natural dye and use it to dye fiber for public art installations that will be on display through established self-guided tour routes during the Willamette River Festival. Alex Ever, from Lane Arts Council, has a passion for natural dyes and teaches students how to make dyes from materials such as hibiscus petals, instant coffee, herbal and black tea blends, turmeric, beet powder, and even White oak galls that can be found in our local wetlands, to name a few. Some camps are making banners to be hung from trees while other camps are making dyed fiber art to be displayed on a floating platform. Students learn how natural dyes are safer for the river and how it is up to us to keep the water clean.

That's where WREN's Environmental Education Specialist, Ellen Thompson, comes in. Ellen has been assisting with these summer camps enhancing Alex's art teaching with water pollution education. Ellen gets the students thinking about what human activities pollute the water. After students discuss what they see on [The Many Uses of Water poster](#) developed by the City of Eugene's stormwater program, they are able to identify what activities pollute the water and some action steps to preventing pollution. Students learn that the mainstem of the Willamette runs 187 miles until it meets the Columbia River. By looking at a map of the river, they are able to identify where the headwaters of the Willamette start in the Eugene/Springfield area and how the river flows north through Corvallis, Albany, Salem, and Portland. After the lesson, they reach a better understanding that pollution we put in the water will go to our northern neighbors and eventually out into the Pacific Ocean. One of the key source waters of the Willamette system is Waldo Lake, one of the purest lakes in the world, in contrast to the highly polluted Superfund site located at the confluence of the



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Columbia River. Students are shocked to learn that waters that start so clean can become so unhealthy.

The students learn how natural dye and river water are connected in a very tangible way. The Eugene/Springfield area gets its tap water from the McKenzie River. The McKenzie River is a tributary of the Willamette, meaning a smaller river that flows into the Willamette River. To make natural dye, the students must boil tap water and the dye ingredient together. The water the students use to make the dye comes from the river itself. This fact really resonates with the students. It drives home the fact how important the river is and how we rely on the river every day.

PROJECT BUDGET REPORT

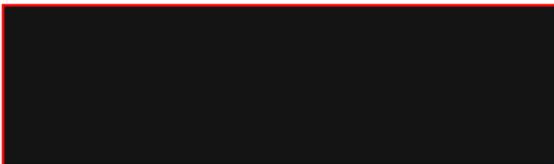
Provide a final budget for the awarded project. You may attach a detailed project budget in place of this worksheet.

PROJECT REVENUE	Description	Cash	In-Kind
Ticket Sales:			
Class/Workshop Fees:	Camp contributions from Willamalane Parks & Rec, Boys & Girls Club Emerald Valley, Lane STEM, and Fern Ridge Camps	\$5,625	
Merchandising/Sales:			
Government:			
Foundation:			
Business/Corporate:			
Applicant Cash:			
Individuals:			
Fundraisers:			
Other:	Staff & Volunteer Time - WREN, LAC, Willamalane, Boys & Girls Club, Lane STEM, City of Eugene, City of Springfield, etc. Daniel Swantek Award from GreenLane Business Association	\$500	\$3,000
<i>Heritage Arts Grant</i>		\$1,500	
TOTAL REVENUE	<i>Please total your in-kind and cash revenue here →</i>	\$7,625	\$3,000

PROJECT EXPENSES	Description	Cash	In-Kind
Artist Fees:	15 hours of instruction at each camp, 60 hours of finishing & installation, 15 hours of platform build	\$5,550	
Production Fees:			
Supplies/Materials:	Natural dye & fabric, floating platforms	\$900	
Lodging/Transport:			
Personnel:			
Professional Services:	Program Management by partner organizations	\$1,025	\$3,000
Equipment Rental:			
Space Rental:			
Promotion/Marketing:			
Printing:			
Postage:			
Admin/Overhead:	Willamette River Keeper Fiscal Sponsorship	\$150	
Other (Specify):			
TOTAL PROJECT EXPENSES	<i>Please total your in-kind and cash expenses here →</i>	\$7,625	\$3,000

REPRESENTATIVE SIGNATURE

I certify that the project has been completed as described and all information included herein is true and accurate to the best of my knowledge.



10/17/21

Signature of Applicant (*electronic signature accepted*)

Date