

Eugene Riverfront Festival Equity Panel



Indigenous Land Acknowledgement

The City of Eugene is built upon the traditional homelands of the Kalapuya people. Today, descendants are citizens of the Confederated Tribes of Grand Ronde Community of Oregon, and the Confederated Tribes of the Siletz Indians of Oregon. We acknowledge and respect the inherent sovereignty of ALL federally recognized Tribal Nations who continue to make contributions in their communities, here, and across the lands.

Introduction and Vision

The [World Athletics Championships Oregon22](#) are coming to Eugene, July 15-24, 2022.

WCH Oregon22 will be an unmissable global experience, and it will be taking place in the United States for the very first time. The best track and field athletes in the world will come together in a celebration of diversity, human potential and athletic achievement. This extraordinary showcase will take center stage in the heart and home of the sport of track and field in the U.S.: in Oregon, in Eugene, in Hayward Field at the University of Oregon.

As Eugene welcomes the world in this once-in-a-lifetime global event the City of Eugene and [REVERE](#), an event production company, are working in tandem to create an event that is the cornerstone of a “never before experienced city celebration”, the Eugene Riverfront Festival at the new Downtown Riverfront Park. Our vision is to celebrate Eugene and Oregon and serve as the primary “experience hub” during the WCH Oregon22. Since 2015, when Eugene learned we would host this event (originally scheduled for 2021), community leaders came together around the common purpose to both WELCOME and INSPIRE the world. Now more than ever, we are looking at this opportunity as the moment in time to welcome and inspire the world, while actively healing from the challenges presented to our community over the past year.

The Eugene Riverfront Festival is an opportunity for us to not only welcome visitors, but to celebrate the diversity of cultures that make up Eugene. **The Equity Panel** will be a part of a planning process that seeks to create an event where both locals and visitors feel that they belong. This would mean being responsive to the aspirations of historically marginalized and underserved groups, including, but not limited to: American Indian and Alaskan Native, Black, African American, Hispanic, Latino/x, Asian, Pacific Islander, refugees, immigrants, LGBTQIA+, low-income communities, people experiencing disabilities individuals who are unhoused, youth, and seniors. To the best of our collective abilities, we want this panel to serve as a space for authentic dialogue and exchange of ideas about how to manifest an inclusive and authentic festival experience.

The City invites local organizations who produce cultural events and/or serve historically marginalized and underserved communities to apply for a grant funded position on the COE Riverfront Festival Equity Panel (Panel).

The selected organizational representatives serving on the Panel will advise and inform REVERE and City staff on an evolving list of topics, beginning with:

- Marketing and Communication themes – Including, but not limited to festival branding and design elements
- Legacy Art Project Themes
- Festival Experience Themes – Including, but not limited to content planning, programming and activations
- Additional Community Engagement and Outreach to communities who have been historically marginalized and/or underrepresented - Including, but not limited to focus groups and listening sessions

- Potential Interested Local Vendors - Including, but not limited to food trucks, artisans, performers, non-profits and event related businesses
- Other topics to be determined

Equity Panel Objectives

1. Identify needs, goals, and aspirations of historically marginalized and underserved communities and integrate these ideas into the Riverfront Festival.
2. Cultivate long-term partnerships between organizations and COE staff and highlight opportunities for future involvement and collaborations with Cultural Services Community Programs, Events & Public Art and the broader Eugene Cultural Sector.
3. Co-create ideas for programming themes inspired by local and global cultures, specific festival activations, a list of interested local vendors and artist opportunities to integrate into the Riverfront Festival.

Eugene Riverfront Festival Equity Statement

The Eugene Riverfront Festival seeks to foster a sense of belonging for all communities through the provision of platforms, resources, and agency, on all levels of planning and implementation of programs and activations. The City of Eugene sees racial and social equity as fundamental components to our role in fostering resilient and thriving local communities. We aim to address, acknowledge, and challenge the systemic inequities that have been a barrier to inclusive public service within the public sector and identify ways to eliminate exclusive practices that have limited opportunities and outcomes for marginalized communities. We are committed to co-creating programs that are inclusive, and welcoming for all regardless of race, ethnicity, culture, color, disability, gender, gender identity, national origin, age, religion, sexual orientation, socio-economic status, veteran status, and immigration status through active listening, implementation of equity strategies, and shifting power and privilege towards marginalized communities.

It is important to acknowledge that this work is ever evolving. We are committed to examining and reflecting on our intentions, practices, and progress along the way, with input from community groups, organizations, and experts.

Equity Panel Framework & Grant

The City plans to select representatives from eight organizations that can speak to the experiences and aspirations of historically marginalized and underrepresented communities in the Eugene area. Formal professional or educational experience in arts and cultural programming, event production, accessibility, community organizing, placemaking, and marketing/communication, or other areas of expertise is not a requirement; however, the ability to draw the connections between these topic areas and community needs is essential.

Organizations that are selected to participate in the Panel will choose a primary member and an alternate to serve on the Panel. Panel members will meet about once a month for 2 hours. The Panel is expected to begin meeting in January 2022 and will meet for about 8 months (January – August). The final schedule will be created in partnership with the organizations serving on the Panel. We anticipate 8-11 meetings over the 8-month period, or about 1 meeting a month with the option to add a meeting(s) leading up to the Festival. Each participating organization will be awarded \$1,250 to serve on the Panel and work in partnership with the City of Eugene. The payment will be made in two installments over the course of the Panel's finalized schedule.

Organizations may choose one of the following options to fulfill the requirements of the grant:

1. Identify one existing paid staff member to serve as an organizational representative, AND/OR

2. Create a paid organizational employment opportunity and recruit one qualified member or community stakeholder to serve as an organizational representative.

Expectations & Responsibilities

Expectations of the City of Eugene

- Commitment to learning from organization representatives
- Accessible staff with timely communication
- Coordination of meetings and overall work plan
- Provide facilitator for meetings
- Provide support and education on topics discussed related to sustainability, arts and cultural programming, event production, accessibility, community organizing, placemaking, and marketing/communication, and other topics brought to the Panel
- Prepare and deliver printed materials and/or digital materials based on participant preference
- In partnership with REVERE, create clear expectations about the capacity and influence of Panel members recommendations on the final program schedule, contracted vendors, and festival marketing.
- Compile an evaluation report upon the completion of the Festival

Expectations of the Grantee Organization

- Support Organization Equity Panel Member Representative with appropriate compensation
- Support organizational representative by connecting with community members, historical documentation, mentorship, and/or other resources
- Provide time and opportunity to discuss and present work with organization leadership, membership, or community and/or other staff
- Provide internet access and technology to access video conferencing software

If this is a barrier to access, please contact **Colette Ramirez** at cramirez@eugene-or.gov

Equity Panel Member Responsibilities

- Review meeting materials prior to meetings and provide additional feedback when requested on Panel topics.
- Review and provide recommendations on City of Eugene Riverfront Festival topics, programs, and practices presented to the Panel.
- Voice opportunities and challenges from your organization and community networks as they relate to topics, programs, and practices presented to the Panel.
- Participate in meetings approximately monthly beginning in January 2022 and continuing for approximately 9 months.
- Attend all Equity Panel meetings; no more than two absences permitted for each organization (combines primary and alternate member participation).
- Actively participate and engage in the Panel discussions. Share honest feedback and expertise.
- Follow community agreements that are mutually developed by the facilitator and all panel members.

Expected Timeline

Nov 10–Dec 10	Applications Due at 5 p.m.
December 17	Grants Announced
Week of January 3-7	Equity Panel Meetings Begin

Questions

For questions, comments, or concerns, please contact **Colette Ramirez** at cramirez@eugene-or.gov

*The City of Eugene is committed to access for all participants. Due to COVID-19, we expect most meetings to occur virtually. All in-person meetings, if applicable, will be held in wheelchair accessible rooms. For individuals experiencing hearing impairments or individuals with language access needs, including translation, accommodations can be provided with at least one week notice prior to the meeting. To arrange for these or other accommodations, contact Colette Ramirez at cramirez@eugene-or.gov.

Application

[Apply online](#) by 5 p.m. on Friday, December 10, 2021. The questions and evaluation criteria are included below for your reference. Please contact **Colette Ramirez** at cramirez@eugene-or.gov if you are having any challenges accessing the application.

Definitions

Racial Equity: Removing barriers to participation and eliminating disparate outcomes to social belonging, economic opportunity, and environmental well-being based on a person's racial identity.

Social Equity: The quality of fairness and strategic approaches geared towards ensuring access to the same opportunities for everyone. Both an outcome and a process.

Application Questions

Organization Name

Office Address

Person Completing application

Position Title

Email

Phone Number

1. Tell us about your organization: What cultural programming have you implemented, and/or services/support do you offer? What specific communities do you serve?

We want to better understand your organization and the work you do. We hope Equity Panel Members can speak to the lived experiences of at least one historically marginalized and/or underrepresented community. Points will be awarded based on the depth of relationships with the community you serve.

2. How do you see your organization furthering racial and social equity efforts in the Eugene area?

The purpose of the Equity Panel is to connect with historically marginalized communities, listen to the needs, goals, and aspirations from these communities, and integrate these ideas into the City's work now and into the future related to arts, culture, recreation, sport and the Riverfront Festival. Points will be awarded based on your organization's connections to racial and social equity (approximately 250-350 words).

3. Please describe how your organization's mission aligns with the Festival vision and how do you see this panel experience fostering future exchanges?

One of the purposes of this panel is to create an opportunity for our organizations and communities to come together with a common goal of authentic exchange and dialogue, relationship building and exploring how community events like this bring us together now and in the future through shared experiences. (approximately 250-350 words).