

City of Oak Harbor
City Council
Workshop Agenda Bill

Date: March 27, 2019
Subject: Windjammer Splash Park Grand
Opening Event Outline

FROM: Blaine Oborn, City Administrator

SUMMARY STATEMENT

The Windjammer/Splash Park Grand Open date has been finalized as June 29, 2019 with save the date emails going out. This will be the formal opening with dignitaries invited, etc., and will be the only grand opening event for Windjammer Park. It is hoped that the later date will allow most, if not all of the park to be open for the event, and to remain open for the Fourth of July for fireworks viewing.

The City Staff Grand Opening Planning Team has created the attached proposed Event Outline. Also attached is the updated Splash Park Naming Contest Proposal from EnviroIssues. The Ad-Hoc Selection Committee will be formed by one member from each of the following:

City Council

Parks Board

Arts Commission

Planning Commission

Mayor appointed citizen-at-large

Submissions for the Splash Park Name will be solicited from area youth, to be submitted online or in person, and will be due May 2. The Ad-Hoc Committee will review the submissions, select a finalist, and present the finalist to City Council at the May workshop, for formal approval at the June 4 City Council Meeting. Advertisements for the contest will include website and social media postings, a postcard mailer, and assistance from the Oak Harbor School District.

ATTACHMENTS

1. [Windjammer Splash Park Grand Opening Outline](#)
2. [Naming Campaign Updated Proposal from EnviroIssues](#)

Windjammer Splash Park Grand Opening

PROPOSED EVENT OUTLINE

Presented at City Council Workshop Meeting March 27, 2019

Please note that this outline is a DRAFT and that not all of the elements / parties mentioned have been confirmed.

- Event Date:** Saturday, June 29, 2019
- Event Theme:** Pirate / Shipwreck
- Dignitaries Invited:** Mayor, Councilmembers, Commissioner Jill Johnson, Commissioner Janet St. Clair, Commissioner Helen Price-Johnson, Rep Smith, Rep Paul, Sen Bailey, U.S. Sen Rick Larsen, U.S. Sen Patty Murray, U.S. Sen Maria Cantwell
- Groups Involved:** Bailey's Playground Memorial Foundation, Chamber of Commerce, Hoffman and Subcontractors, NASWI, Mermaid Hannah Gluth, Oak Harbor School District, OHYC Buccaneers, Sno-Isle Library, Band (TBD), other volunteer groups
- Event Schedule:**
- 1000:** Bailey's Playground Ribbon Cutting and Ceremony
 - 1030:** Splash Park Ribbon Cutting, Dignitary Speeches
 - 1100:** Turn on water to splash park; Dignitaries and Councilmembers are first in water; invite kids to join
 - 1100:** Once ceremony is over, band starts playing, Buccaneers and Mermaid photos begin
 - 1400:** Sno-Isle Library Story reading and introduction of story walk
- Event Features:**
- Bailey's Playground:** Memorial Group to have small ceremony prior to main ribbon cutting
 - Balloon Tying:** balloon tying by volunteers to correlate with Pirate theme
 - Band suggestion:** Mayor Severns is working with potential bands
 - Buccaneers:** Pirates and pirate ship for photo ops, pirate giveaways
 - Dignitary Gift:** Salty Dog working on wood gift different from CWF ornament
 - Giveaways:** pirate rubber duckies, patches
 - Informational Banners:** vertical banners to promote future Interpretive Center
 - Mermaid:** Hannah Gluth to perform as Mermaid
 - Naming Competition:** campaign run by Envirolssues, deadline for submissions is May 2, Ad-Hoc Committee to select winner, presented to Council May/June
 - Orca & Salmon Art:** installation before event for photo ops
 - Snacks:** pirate booty popcorn, otter pops, juice boxes
 - Storybook reading:** Sno-Isle library to be thanked along w other dignitaries and then book reading in afternoon
 - Videography:** Opening ceremonies to be videoed
 - Volunteers:** Councilmembers, staff, Wellness Committee members

Purpose

As a lead up to the Windjammer Park opening celebration the project team is proposing a community naming contest for the Splash Park, one of the most highly anticipated new park elements. When open, the Splash Park will be a place for visitors of all ages to beat the heat in the summertime and a place for children to play year-round. To encourage community pride and wrap up the design process that was started with the Oak Harbor community back in 2017, the team recommends the official name for the Splash Park come from City of Oak Harbor's youth.

Schedule

March 13

- Review naming postcard first draft

March 18 – 22

- Review updated naming postcard, poster/fence signage
- Review naming contest website
- Review poster/fence signage first draft
- Naming postcard final review and send to print
- Poster/fence signage final review and send to print
- Finalize naming contest website and go live
- Naming contest begins (soft rollout)

*March 29 – April 5 (*note spring break April 1 – 5)*

- Brief City Council with contest details (April 2 Council Meeting)
- Naming postcard arrives in mailboxes
- Post posters and fence signage
- Send out press release
- Print announcement in Whidbey-News Times
- Announce naming contest on Facebook and other city websites

April 9 – May 2

- Encourage participation through regular Facebook updates
- Coordination with school district

May 2

- Naming contest ends; entries due by 10 p.m.

May 3

- Compile entries for judging committee review

May 6 - 21

- Judging committee reviews submissions; narrows the field to 5-10 names

May 22 Workshop

- City Council reviews committee name recommendations at workshop; narrows the field to 2 – 4 names

May 24 – June 14

- Final name options shared with the community [TBD]

June 19 Workshop

- City Council shares name at council meeting

June 29

- Splash Park naming ceremony and community celebration

Contest participants

- Oak Harbor area students and youth, ages 5 – 18

Notifications

- Windjammer Park project and city sources
 - Email updates
 - Spring newsletter
 - Construction fencing
 - Posters around town and in schools
 - Oak Harbor Facebook page
 - Oakharborcleanwater.org website
 - Oakharbor.org website
- Media
 - City press release
 - Digital and display ads in Whidbey News Times
 - Community event sites
- Outreach to Oak Harbor schools
 - School newsletters (e.g., The Scoop – Oak Harbor public schools weekly online newsletter)
 - PTA groups/listserv emails

Contest rules

- Propose a name for the Splash Park; include a 200-word or less description of why you chose the name.
- Get your parent or guardian's permission to participate; winner will need to have a signed agreement by parent or guardian.
- Submit entries via an online web form, mail, or in person [location: TBD Survey Monkey website linked to Oakharborcleanwater.org and Oakharbor.org].
- Submission must be your original work.
- Limit one entry per person.
- Contest open to youth in Oak Harbor, grades K-12.
- A classroom of students may submit a name collectively.
- Any entries using profanity or offensive language will be disqualified.
- The Splash Park cannot be named after a living person.
- Judging criteria: Name should have significance to Oak Harbor heritage, life, or nature; should be creative and original.

Judging

- If the winning name is submitted by more than one contest participant, scoring will be based on the essay.

Judges

City of Oak Harbor staff will select a panel of judges to narrow name options for City Council consideration. Panel may include:

- Oak Harbor city staff
- Community members
- Arts commission member
- Historic preservation commission member
- Park board member
- Planning commission member
- Council member

Prize

- Winner(s) will have their selected name posted in the new Splash Park.
- Winner(s) will be invited to attend the Splash Park opening and community celebration.

Contest follow-up

- Phone call or email notification to winner.
- Email notification to non-winners (thanks for participating).
- Winner will be contacted in early June.
- Winner announced publicly at City Council meeting and the Splash Park opening.
- Winner will need to have signed agreement by parent or guardian.