



January 4, 2018

Busch and Busch Development, LLC
804 Main Street
Oregon City, OR 97045

RE: December 30, 2017 Meeting Regarding EID Renewal

Dear Andy and Nancy Busch:

It was a pleasure meeting you this past Saturday to discuss your questions and concerns about the Economic Improvement District renewal stemming from the City Commission's Public Hearing on December 20, 2017. I hope the work plan and documentation we provided further clarified DOCA's programming. I would like to recap important discussion points as well as offer clarifying information. If this letter does not reflect what you recall, please let me know as soon as possible.

1. You reiterated that you would like to see the cap reduced to the current \$975 rate. While our conversations with other property owners indicates support for the current proposal and added benefits, we will continue to do outreach about the proposed plan throughout the renewal process.
2. We briefly discussed the 3% annual increase to cover ongoing increases to the cost of doing business. This was initially detailed on the Written Support or Objection Form that was mailed to ratepayers in September.
3. You felt that the EID was much less important for DOCA's ongoing funding than it used to be. We explained that while it is a relatively small portion of our overall budget which includes large grants, it provides critical support for our core operating activities. Cutting the proposal would dramatically impact Downtown's work plan.
4. While we are required to have a minimum of 2-3 seats, I plan to work with the board to increase the number of EID represented seats at our next election which we will have shortly after the district is renewed.
5. We discussed the logic behind the three zones and briefly discussed the idea of phasing out an EID similar to how Urban Renewal Districts eventually sunset. The proposed Zone 1 benefits from the greatest amount of service. For example, in 2017 we spent an average of \$300 per lit street tree and also invested about \$1,000 per Main Street block face in the Clean Team. Conversely, Zones 2 or 3 do not have lit street trees and are less frequently patrolled by our Clean Team Associate. With these two programs alone, DOCA spends approximately \$1,100 per year in beautification adjacent to YOUR property. EIDs are fundamentally different than Urban Renewal Districts. EIDs pay for enhanced services whereas Urban Renewal pays for direct investment in property and infrastructure.

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6. We briefly discussed your concerns about food carts. I am committed to continuously improving DOCA's policies and procedures to support local businesses at events. As we create the event toolkit that is on our work plan I will also ensure that it includes tips and tricks to help other event producers do the same.
7. The Commission's rescheduled first reading is January 17, 2018 at 7pm. **We have your consent** that the January 17 meeting should proceed as scheduled with the understanding that if our ongoing outreach indicates changes are needed, we will propose those changes to the Commission prior to their second hearing. This supports the Commission's request to not be an adjudicator of district parameters. The hearing on January 17 is simply setting the maximum boundary, rates, and term length to be then proposed officially to affected property owners.

I hope that the above demonstrates an understanding of your primary concerns and that we are taking appropriate action to address them. We value your ongoing contribution to the Economic Improvement District and the substantial investment that your family has made in the revitalization of Downtown since Main Street Oregon City, Inc. was founded. We look forward to a productive and prosperous four years ahead which will include even greater changes than downtown has experienced in years.

Sincerely,



Carol Pauli
President

cc: DOCA Board of Directors; Eric Underwood, City of Oregon City Economic Development Manager