

OC-MEC GRANT EXIT REPORT

October 18, 2012

OC-Metro Enhancement Committee
Oregon City City Hall
625 Center Street
Oregon City, OR 97045

OC-MEC GRANT APPLICATION FOR DIGITAL DISPLAY BOARD AND RELATED EQUIPMENT AT OREGON CITY MUNICIPAL POOL

Dear Committee Members:

The purpose of this report is to provide the City with an exit report within 30 days of completion of the project. This two-page report contains the following:

1. Brief description of the project.
2. Description of project accomplishments.
3. Measures of performance (i.e., number of people served).
4. A final budget.
5. A narrative of how Metro Enhancement funds were spent.
6. Listing of additional sponsors of the project.
7. Any before and after photos of the grant project.

Sincerely,



Debbie Laderoute
President, Board of Directors
Oregon City Swim Team

Project Description

The purpose of the Municipal Pool Electronic Message and Display Board project was to purchase and install a 6' x 8' electronic digital display board and related equipment inside of the Oregon City Parks and Recreation Municipal Swimming Pool facility. This project was selected to enhance the recreational, entertainment, and competitive experiences of the Oregon City community attending events at the swimming pool. The addition of a large digital display will help develop and boost the effectiveness and reputation of competitive and recreational swimming in Oregon City and will assist with sorely needed infrastructure the pool needs to maintain its ability to appeal to, and serve, all age groups including youth, seniors and families.

Project Accomplishments

The OCST team was able to complete the installation of the display with the display vendor's installation crew in less than two days and was accomplished successfully with minimal disruption to pool staff and zero disruption to pool operations. The display was installed over the scheduled pool shutdown. On Thursday 9/13/2012, a 6' x 8' LED display was erected on the west wall above the pool office. Power and data cables and conduit was installed the day prior to installation. Video control equipment was then installed in the pool office and connected to the display and tested successfully on Friday 9/14/2012. The next day, Saturday 9/15/2012, all but three sponsor panels were successfully installed around the new display. Installation of the final sponsor panel was Friday 10/18/2012.

Performance Measurements

All equipment was successfully installed without incident or damage. 11,000 patrons are estimated to be positively affected by the display. A random sample of 25 patrons in the first week of the display's use resulted in a 96% positive reaction (24/25) with a 4% undecided sample (1/25). Anecdotally, a large percentage of the survey sample had an overwhelmingly positive reaction, what is generally known as a 'wow' factor.

Final Budget

<i>Items</i>	<i>Qty</i>	<i>Itemized</i>	<i>Total</i>
<i>Equipment</i>			
CDS18mm80x128	1	\$22,645.00	\$22,645.00
WA-1 Wireless Sync	2	\$450.00	\$900.00
Shipping	1	\$2,800.00	\$2,800.00
Installation and system training by vendor	1	\$3,000.00	\$3,000.00
<i>Preparation</i>			
Scissor lift rental (26', 2-person)(required by vendor)	1	\$399.00	\$399.00
Electrical lines, fuses, labor	1	\$1,860.00	\$1,860.00
Electrical permit	1	\$100.00	\$100.00
<i>Total</i>			<i>\$31,704.00</i>

How Funds Were Spent

The OC-MEC Grant covered roughly half of the entire project. Funds were spent entirely on the procurement of the display. The Grant award amount was \$17,500 and total cost of the project was \$31,704. The funding gap was covered by the Oregon City Swim Team via fundraisers and additional sponsors.

Additional Sponsors

The Oregon City Swim Team solicited merchants in Oregon City and the surrounding area to raise additional funds to help cover the funding gap. OCST raised funds by allowing merchants to advertise around display. Those merchants include: Five Guys, Data Resource Group, Providence Health Systems, US Bank, Papa Murphy's, Yogurt Shack, Stitch-n-Embroidery, Wild Strawberry Florist, Holman, Hanks, Bowker & Waud Funeral Service, and Hasket Orthodontics. Several additional merchants have expressed interest after seeing the display operational.

Photographs

Before:



After:

