



April 29, 2015

Metro Enhancement Committee
c/o Michele Beneville
625 Center Street
Oregon City, OR 97045

RE: 2015-16 Grant Applications

Dear Metro Enhancement Committee:

Thank you for considering the attached grant applications for Metro Enhancement funds. The Downtown Oregon City Association has two viable projects that align with Metro Enhancement's funding goals. The first supports a pilot clean team for downtown and the second incentivizes effective and attractive small-scale storefront improvements. Downtown is Oregon City's front door and both of these projects will go a long way to enhance the district for visitors, improve safety, and promote economic development.

The clean team pilot will be well received by downtown businesses and visitors and the volunteer program that it creates will establish a stronger relationship between downtown and the rest of the city. Combined with the soon to be completed street tree lighting project, the micro-grant program will provide major enhancements to the nightscape.

We would be thrilled if both requests were funded in full but understand if the committee needs to pick and choose. Thank you so much for your consideration. Please feel free to reach out with any questions.

Sincerely,

A handwritten signature in black ink, appearing to be "JS", written over a light blue horizontal line.

Jonathan Stone
Executive Director
jon@downtownoregoncity.org
971-202-1604

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**Oregon City-Metro Enhancement Grant
Application for Funds
July 1, 2015 through June 30, 2016**

Before filling out this form, please read the Oregon City-Metro Enhancement Grant Application Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications must be received by **5:00 pm on Wednesday, April 29, 2015** to be considered for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project Downtown Storefront Micro-Grant Program

Organization Main Street Oregon City

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number 26-2907232

Address 816 Main Street

City, State, Zip Oregon City, OR 97045

Project Coordinator Jonathan Stone Phone 971-202-1604

Email jon@downtownoregoncity.org

Chairperson of Governing Board (If Applicable) Roger Nickerson

Phone 601-341-2065

Signature Jonathan Stone

Digitally signed by Jonathan Stone
DN: cn=Jonathan Stone, o=Main Street Oregon City, ou, email=jon@downtownoregoncity.org, c=US
Date: 2015.04.29 15:22:30 -0600

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*****Complete the budget sheet on page 7 first.**

Amount totals from that sheet will auto fill into this table

Grant Amount Requested:	<i>\$13,000</i>
+ Matching Funds (Cash):	<i>\$16,300</i>
+ In-Kind Matching Funds:	<i>\$0</i>
= Total Cost of Project:	<i>\$29,300</i>

Proposal Information

1. Is this your first grant application to the Oregon City-Metro Enhancement Committee?

Yes No

2. Have you received an Oregon City-Metro Enhancement Grant in the last 3 years?

Yes No

If yes, please describe the projects/programs for which you received funding.

- Last year, MEC grant funds helped pay for new banners throughout downtown, wiring, lights, and installation of lights on street trees, as well as other tourism readiness projects.

- In 2012-13, MEC grant funds helped pay for a new gateway art installation.

- In 2011-12, MEC grant funds helped pay for downtown's "Walk This Way" pedestrian wayfinding.

3. If you received an Oregon City-Metro Enhancement Grant last year, what is the status of the project?

An extension was filed to complete street tree lighting installation as well as new downtown wayfinding kiosks at John Storm park.

4. Will this grant-funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes No

If yes, please explain.

5. Briefly describe the project for which you are requesting funds.

Downtown's micro-grant program provides incentive funding and design oversight for a minimum of 15 small scale storefront and signage improvements to achieve the following goals:

1. Improve the overall quality and visual appeal of downtown storefronts, signage, and business presence.

2. Improve the downtown nightscape. Nighttime lighting, even for businesses that are closed, provides increased security, merchandising to potential customers, and improves the overall quality of the downtown experience for current and future customers.

Grants are awarded based on a review of criteria established by the Downtown Oregon City Association's Design Committee.

6. Describe why this project was selected and the community need(s) to which it will respond.

Downtown has a rapidly growing retail base and increasingly persistent pedestrian traffic. A number of existing businesses do not have the financial resources to invest in storefront improvements that will improve their profitability as well as the appeal of the district.

Improved nighttime storefront illumination also improves security and safety.

7a. Identify and describe how your proposal meets one or more of the goals for funding (check those below that apply and describe by item number below).

<input checked="" type="checkbox"/>	1. Increase attractiveness/market value of residential, commercial or industrial areas.	<input type="checkbox"/>	6. Increase recycling efforts to provide a reduction in solid waste.
<input type="checkbox"/>	2. Enhance new or existing wildlife, riparian, wetlands, forests or river areas.	<input checked="" type="checkbox"/>	7. Increase employment or economic opportunities for City residents.
<input type="checkbox"/>	3. Preserve or increase recreational areas and programs within the City.	<input checked="" type="checkbox"/>	8. Rehabilitate or upgrade the market value of housing or commercial property.
<input checked="" type="checkbox"/>	4. Improve safety within the City.	<input type="checkbox"/>	9. Provides work or training opportunities to benefit youth, seniors and low-income residents.
<input type="checkbox"/>	5. Result in significant improvement in the cleanliness of the City.	<input type="checkbox"/>	10. Enhance art and culture within the City.

7b. List by item number in 7a and describe how the project meets the each goal.

- 1. *Signage and lighting are important visual components of a business district. working across multiple properties, attractiveness of the district will improve throughout.*
- 4. *Better illumination of storefronts improves nighttime visibility for pedestrians and vehicles and more appropriate signage improves wayfinding.*
- 7. *Most businesses that would take advantage of this program are owned by Oregon City residents.*
- 8. *Grants invest directly in downtown's buildings improving market value. Collective improvements of multiple properties/storefronts magnify market value increase.*

8. Project Period: FY 2015-16

(Number of months in duration)

Beginning Date: July 1, 2015

Ending Date: June 30, 2016

9. What is the geographic area of Oregon City where the project will take place?

The micro grant program will be available in the downtown Economic Improvement District from Main St and 99E to Main and 15th Street or to other members within Main Street Oregon City's bylaw district boundaries.

10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

Incremental improvements to downtown's streetscape signal to the community that downtown is continuously improving. The community benefits by an even stronger and vibrant downtown. This project affects every downtown visitor as well as participating business/property owners.

Anticipated outcomes are at least 15 completed projects.

11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

No community resources are anticipated outside of normal project specific permitting requirements.

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

DOCA has managed other micro-grant programs that incentivized the installation of exterior architectural lighting and signage. Additionally, DOCA has ongoing experience with downtown beautification projects, many supported via Metro grant programs.

13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

July 1, 2015 - finalize micro-grant details

July 15, 2015 - publicize micro-grant program

July 15, 2015 - begin 1-on-1 outreach for target storefronts

June 30, 2015 - end micro-grant cycle

14. An exit report will be included as part of the OC-MEC agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

Metrics:

- number of projects

- private match dollars

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time, use \$22.55. (This is the value of volunteer labor time as of 1/10/15, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)

16. List all grants applied for in support of this project and commitments confirmed to date.
No other grants have been applied for.

17. What is the percentage of OC-MEC funds to be used for personnel services or administrative costs? 8 %

18. Will the administrator be a paid position? Yes No

19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

***These figures will be transferred to the table on the first page of this application.

Proposed Budget

Suggested List (not inclusive)	(A) OC-MEC Grant Dollars	(B) Matching Funds (Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration) <i>Admin (max 10% of direct)</i>		\$1,300		\$1,300
<i>Staff Management</i>		\$2,000		\$2,000
Project Administration costs (clerical, advertising, graphics, printing, postage)				\$0
				\$0
Materials				\$0
				\$0
Equipment/Supplies				\$0
				\$0
Construction Costs				\$0
				\$0
Event Costs				\$0
				\$0
Transportation Costs				\$0
				\$0
Insurance Costs (if needed)				\$0
Additional Costs (List) <i>Volunteers</i>				\$0
<i>Signage and Infrastructure</i>	\$13,000	\$13,000		\$26,000
				\$0
				\$0
				\$0
				\$0
				\$0
Totals	\$13,000	\$16,300	\$0	\$29,300

Michele Beneville

From: Jonathan Stone <jon@downtownoregoncity.org>
Sent: Wednesday, April 29, 2015 4:31 PM
To: Michele Beneville
Subject: Metro Enhancement Grant Applications
Attachments: mec_15-16_grant_application MICRO GRANT SIGNED.pdf; mec_15-16_grant_application CLEAN TEAM SIGNED.pdf; Letter 150429 MEC Grants Cover Letter.pdf; Letter 150429 MEC Grants Extension Request.pdf

Michele, please find the attached applications (2), cover letter, and extension request. Letters of support should follow from the Chamber of Commerce and Public Works.

Thanks!

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Jonathan Stone
Executive Director

Main Street Oregon City Inc.
816 Main Street
Oregon City, OR 97045

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