



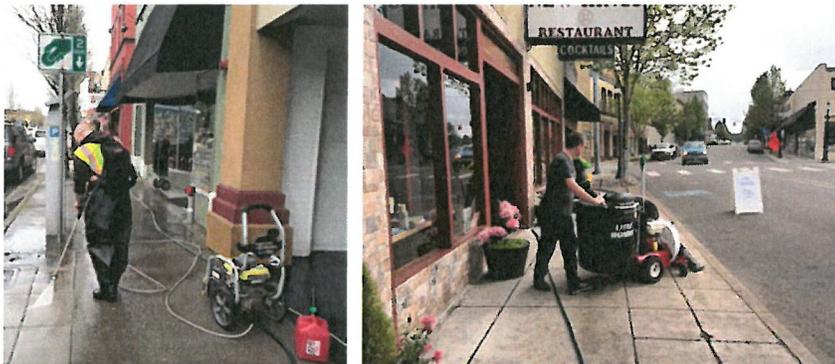
May 27, 2016

Metro Enhancement Grant Review Committee  
City of Oregon City

RE: 2016 Downtown Oregon City Association Grant Requests

Dear Grant Review Committee:

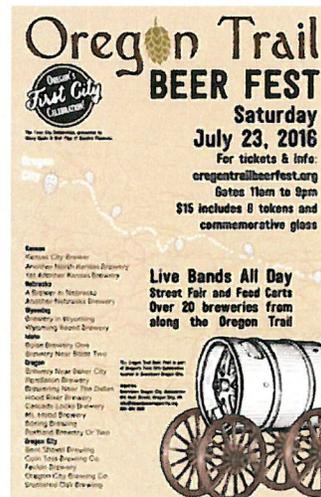
Please find the enclosed applications and supporting materials for two grant requests. The first is a continuation of downtown's successful clean team and tree lighting program and the second supports community events this summer.



Last year, DOCA's clean team acquired pressure washing and sidewalk vacuum equipment.

Last year we were able to pilot the clean team program. Paired with the tree lighting program, it was very well received and should be ongoing. To do so we are requesting Metro Enhancement funds. Without grant support we are unable to continue the program as we continue to build capacity in our organization over the next year.

At this year's First City Celebration we are planning to incubate a new event called the Oregon Trail Brew Fest. It will feature beers from all along the Oregon Trail and most importantly from Oregon City. Designed to have regional appeal, we intend for this event



Draft event poster.

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Executive Director  
Jonathan Stone

to grow into a major celebration of Oregon City's heritage as the End of the Oregon Trail – through beer! We hope to make this an annual tradition that will shine a major spotlight onto our growing beer industry.

Lastly, Oregon City's community events are growing in frequency and attendance. Free events do not justify renting sound systems and a key complaint of event attendees is the inability to understand speech. To enhance community events and to be able to serve more of the public reliably, a sound system specified by an audio engineer familiar with Liberty Plaza is necessary.

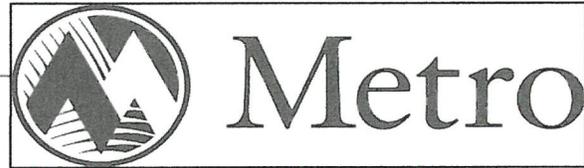


*Photo from last year's Tree Lighting ceremony shows year-round lit street trees maintained by clean team program and illustrates growing crowds at community events. Attendees in the street could not hear the ceremony.*

Together, requested funds will be used to support clean team wages, supplies, and maintenance as well as capital purchase of sound equipment and brew fest event support. Thank you in advance for considering our grant requests.

Sincerely,

Jonathan Stone  
Executive Director  
[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)



**Enhancement Grant Program  
Application for Funds  
July 1, 2016 through June 30, 2017**

Before filling out this form, please read the Enhancement Grant Program 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 Friday, May 27, 2016** 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 Brew Fest Highlighting O.C. Beer Industry and Community Event Sound System

Organization Main Street Oregon City DBA Downtown Oregon City

Is this a Non-Profit Organization? Yes  No

Non-Profit Federal tax exempt ID Number 26-2907232

Address 814 Main Street

City, State, Zip Oregon City, OR 97045

Project Coordinator Jonathan Stone Phone 503-802-1639

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 DBA Downtown Oregon City Association, ou=City of Oregon City, email=jon@downtownoregoncity.org, c=US  
Date: 2016.05.27 10:34:19 -0800

*(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 8 first \*\*\***

<b>Grant Amount Requested:</b>	\$13,000
<b>+ Matching Funds (Cash):</b>	\$15,895
<b>+ In-Kind Matching Funds:</b>	\$6,500
<b>= Total Cost of Project:</b>	\$35,395

**Proposal Information**

1. Is this your first grant application to the Enhancement Grant Committee? (Metro)

Yes  No

2. Have you received an Enhancement Grant in the last 3 years? Yes  No

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

- 2015-16, MEC grants fund clean team.
- 2015-16, Downtown Storefront Micro-Grant Program
- 2014-15, 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.
- 2013-14, MEC grant funds helped pay for a new gateway art installation.

3. If you received an Enhancement Grant (Metro) last year, what is the status of the project?

1. The clean team has been operating for nearly a year. We intend to close out its initial Metro Enhancement grant with a final report by June 30.
2. We expect the storefront micro-grant program to be completed or at least fully expensed by June 30. If expenses are fully recorded we will be able to provide a final report by June 30.

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.

*Unlikely, the grant helps us prove the concept of a Beer Fest that will continue if profitable in the future. It also acquires capital equipment that we will attempt to maintain through event fundraising.*

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

*The project addresses two important cultural opportunities in Oregon City this summer; (1) an introduction of a new event specifically designed to highlight an important and growing Oregon City industry, and (2) overall enhancement of downtown's community (mostly free) events with the acquisition of a sound engineer specified sound system designed to handle growing crowds in Liberty Plaza and other outdoor spaces.*

*1. Oregon Trail Brew Fest*

*Incubated at this year's First City Celebration, the Oregon Trail Brew Fest will highlight beers from all along the Oregon Trail culminating in beer available in Oregon City. This event is designed to grow and gain regional appeal and has tourism opportunity. Metro Enhancement funds are requested to support the event's marketing and promotional needs as well as event rentals and services specifically attributed to the First City Celebration accommodating a beer festival event.*

*2. Community Event Sound System*

*DOCA rents a sound system for one event per year, the First City Celebration. For all other events (approx. 23 can benefit) it relies on borrowed sound systems or sound systems provided by entertainers, all of which are usually insufficient especially given the larger and larger audiences attending usually free community events.*

*Metro Enhancement funds are requested to support the purchase of a sound system to be maintained by DOCA. The amount requested is based on quotes from sound engineers familiar with Liberty Plaza and based on potential use and crowd size. Maintaining a purchased sound system and training local high school students to operate it as needed is far less expensive and sustainable than increasing the number of events where rental sound systems become the only option for a quality attendee experience.*

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

*1. Sustainable events need to be rooted in community supported themes. The brewfest celebrates a community business cluster while providing a potentially important fund-raising opportunity for the ongoing revitalization of downtown.*

*2. The frequency of events is increasing and crowd sizes are growing sufficiently enough to justify more sophisticated sound systems. DOCA has limited resources to dedicate to technology on this scale without an initial investment that makes maintenance and training within reach on a limited budget.*

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 checked="" type="checkbox"/>	3. Preserve or increase recreational areas and programs within the City.	<input type="checkbox"/>	8. Rehabilitate or upgrade the market value of housing or commercial property.
<input type="checkbox"/>	4. Improve safety within the City.	<input checked="" 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 checked="" 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. *Events are a key way to introduce new tenants to downtown and Oregon City. Additionally, by focusing on a specific industry we enhance the marketability of Oregon City as a destination for that industry. (1)*

3. *Downtown community events turn the district/streets into recreational opportunities. Events that have amplification needs are experiencing growing attendance. Renting a sufficient sound system is out of reach for most events especially if they are free, yet a key component of an event's overall quality and public reception is the clarity of speech and music provided by a sound system, typically borrowed. As crowds have grown, a key complaint is ability to hear. If we intend to increase attendance at critical community events such as the tree lighting, a sound system designed for Liberty Plaza and sized to support crowds of 1,000 is needed. Additionally, the proposed sound system will be used for amplification at the brew fest and on the 2nd stage at the First City Celebration. (2)*

7. *The Brew Fest, which highlights the Oregon Trail brings a spotlight to Oregon City beers as the "end of the Oregon Trail," Oregon City residents benefit economically directly and indirectly as this industry grows and matures. (1)*

9. *DOCA intends to recruit and train youth as sound technicians for downtown events. (2)*

10. *Oregon City's beer scene is a growing part of our culture. (1) Performance art at downtown events benefits from a sound system designed by a sound engineer. (2)*

8. Project Period: 12, anticipate all funds expended by end of July 2016

(Number of months in duration)

Beginning Date: July 1, 2016

Ending Date: June 30, 2017

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

*Brew Fest: Event in Downtown Oregon City, Oregon City businesses featured are throughout city.  
Community Event Sound System: Primarily in downtown Oregon City.*

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

*The community benefits in two ways:*

*1. Build community pride around Oregon City's growing craft brewing industry. Estimated attendance at Brew Fest/First City is 5,000. Outcome of grant-related investment is increased awareness and bolstered attendance.*

*2. Higher quality event experience for all attendees of Oregon City's community events especially free events including Fourth Friday, Car Show, Antique Fair, and Tree Lighting. Combined attendance at free events that benefit from a sound system is about 16,000.*

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)?

*City streets for Brew Fest. No other resources are anticipated.*

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

*DOCA is Oregon City's primary organization that produces community events. We employ full time event staff. Together with our volunteers we produce Fourth Fridays, First City Celebration, The Oregon Trail Game 5k, Oregon City Antique Fair and Vintage Market (through partnership), the Downtown Oregon City Car Show, Trick or Treat on Main Street, and the Oregon City Tree Lighting.*

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 - Engage sound engineer to complete sound system design.*

*July - Purchase promotional products for brew fest*

*July - Promotions and marketing for brew fest*

*July - Event rentals*

14. An exit report will be included as part of the Enhancement Grant Program 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.

*1. Number of attendees at brew fest.*

*2. Net promoter score of brew fest*

*3. Attendee feedback at large crowd events utilizing new sound system.*

*4. Reduction in comparative event operating costs*

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 \$23.07. (This is the value of volunteer labor time as of 1/10/16, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
<i>Event Day Volunteer Hours</i>	<i>Volunteer Time</i>	<i>\$4,200</i>
<i>Planning Volunteer Hours</i>	<i>Volunteer Time</i>	<i>\$2,300</i>

16. List all grants applied for in support of this project and commitments confirmed to date.

*n/a*

*Fundraising is largely through business sponsorship and in-kind services.*

What is the percentage of Enhancement Grant funds will be used for personnel services or administrative costs?

0 %

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.

**Proposed Budget**

<b>Suggested List (not inclusive)</b>	<b>(A) Grant Dollars (Request)</b>	<b>(B) Matching Funds (Cash)</b>	<b>(C) In-Kind Matching Support</b>	<b>(D) Total</b>
<b>Personnel Services (salaries, administration)</b> <i>Project Management</i>		\$2,320		\$2,320
<i>Administration (8% of direct)</i>		\$1,270		\$1,270
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b> <i>Marketing</i>	\$2,500	\$2,805		\$5,305
<i>Promotional Products</i>	\$1,000			\$1,000
<b>Materials</b>				\$0
				\$0
<b>Equipment/Supplies</b> <i>Community Event Sound Syste</i>	\$7,000			\$7,000
				\$0
<b>Construction Costs</b>				\$0
				\$0
<b>Event Costs</b> <i>Event Rentals and Services</i>	\$1,500	\$9,500		\$11,000
				\$0
<b>Transportation Costs</b>				\$0
				\$0
<b>Insurance Costs (if needed)</b> <i>Liquor Liability</i>	\$1,000			\$1,000
<b>Additional Costs (List)</b> <i>Volunteer Hours Event Day</i>			\$4,200	\$4,200
<i>Volunteer Hours Planning</i>			\$2,300	\$2,300
				\$0
				\$0
				\$0
				\$0
				\$0
<b>Totals</b>	\$13,000	\$15,895	\$6,500	\$35,395

# Oregon Trail BEER FEST



The First City Celebration, presented by  
Stacy Spahr & Bret Pipp of Country Financial.

Saturday  
July 23, 2016

For tickets & info:  
[oregontrailbeerfest.org](http://oregontrailbeerfest.org)

Gates 11am to 9pm

\$15 includes 8 tokens and  
commemorative glass

Oregon  
City

## Kansas

Kansas City Brewer  
Another North Kansas Brewery  
Yet Another Kansas Brewery

## Nebraska

A Brewer in Nebraska  
Another Nebraska Brewery

## Wyoming

Brewery in Wyoming  
Wyoming Based Brewery

## Idaho

Boise Brewery One  
Brewery Near Boise Two

## Oregon

Brewery Near Baker City  
Pendleton Brewery  
Brewing Near The Dalles  
Hood River Brewery  
Cascade Locks Brewery  
Mt. Hood Brewery  
Boring Brewing  
Portland Brewery Or Two

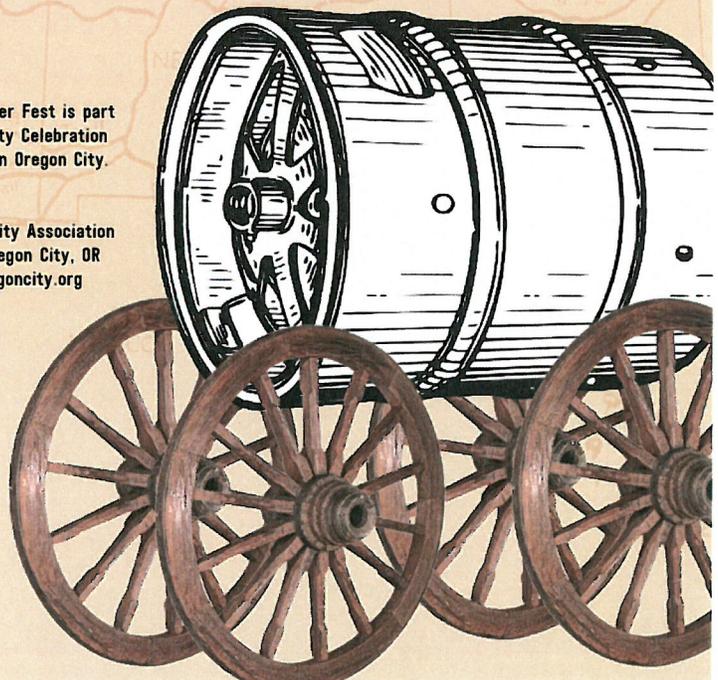
## Oregon City

Bent Shovel Brewing  
Coin Toss Brewing Co.  
Feckin Brewery  
Oregon City Brewing Co.  
Shattered Oak Brewing

Live Bands All Day  
Street Fair and Food Carts  
Over 20 breweries from  
along the Oregon Trail

The Oregon Trail Beer Fest is part  
of Oregon's First City Celebration  
located in Downtown Oregon City.

Inquiries:  
Downtown Oregon City Association  
814 Main Street, Oregon City, OR  
[info@downtownoregoncity.org](mailto:info@downtownoregoncity.org)  
503-802-1640



2895 S. Beaver Creek Road, Ste 103  
Oregon City, OR 97045  
503-656-1619  
F: 503-656-2274  
www.oregoncity.org



May 27, 2016

Dear OC Metro Enhancement Grant Review Committee:

I wish to extend my support for two 2016 Metro Enhancement grant applications submitted by the Downtown Oregon City Association. One application is directed toward expansion of The Clean Team project to include maintenance and expansion of the street tree lighting program. The street tree lighting and Clean Team projects have been powerful enhancements in the downtown district. The second application request for the brew fest, to include the community event sound system, will certainly "up our game" when it comes to Oregon City competing with other markets for like events. Clearly breweries are a growing industry, even here in Oregon City, and the infrastructure associated with this request will provide needed capacity enhancement to our growing roster of well-attended community events.

We've heard from our own Chamber members that since the introduction of the Clean Team and the installation lighting on the street trees, downtown has felt safer, is more inviting, cleaner, and a more desirable place to open a business. Having formerly produced the Open Air Antique Fair, we know how difficult it is to manage amplification needs for large events. We welcome DOCA's creation of a brew fest that highlights Oregon City's growing beer scene, which was even featured in Portland Monthly this month.

Thank you for your consideration of both grant requests. The Oregon City Chamber of Commerce believes that the proposed use of funds continues an important enhancement program and builds capacity for existing and new community events.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amber D. Holveck'. The signature is fluid and cursive, extending across the width of the text area.

Amber D. Holveck

Metro Enhancement Grant Review Committee  
City of Oregon City  
625 Center Street  
Oregon City, OR 97045

Dear Grant Review Committee:

This letter is in support of Downtown Oregon City Association's requests for Metro Enhancement funds. Our support is three-fold.

One, having just celebrated our 1-year anniversary, Arch Bridge Taphouse is a part of the growing brewing culture in Oregon City. Our business frequently serves local Oregon City beer and we host a home brew club of aspiring brewers. The Downtown Oregon City Association's proposed Oregon Trail Brew Fest is a fantastic concept that we believe could grow into a regionally notable event. Their request offsets expenses that should become more manageable as the event grows.

Two, as a business that relies on evening pedestrian traffic, we know firsthand how much the public appreciates the street tree lights. The perception of downtown as an approachable and clean place continues to improve.

Three, as a member of the Retail Marketing Committee we produce several events including Fourth Fridays and the Snowflake Raffle which is awarded at the Oregon City Tree Lighting. Each of the events needs amplification. Given the low overhead of these events, renting of sound systems is not sustainable.

Thank you for considering the Downtown Oregon City Association's requests for Metro Enhancement funds.

Best,

Todd Geinger  
Arch Bridge Taphouse



## Michele Beneville

---

**From:** Jonathan Stone <jon@downtownoregoncity.org>  
**Sent:** Friday, May 27, 2016 3:47 PM  
**To:** Michele Beneville  
**Subject:** DOCA Metro Enhancement Requests  
**Attachments:** mec\_16-17\_grant\_application\_final\_version\_3\_0 Brew Fest Sound System SIGNED.pdf; mec\_16-17\_grant\_application\_final\_version\_3\_0 Clean Team Street Lights SIGNED.pdf; Epson\_05272016135902.pdf; OTBF Poster 2016 r3.pdf; SKM\_C454e16052714450.pdf; Letter 160527 DOCA Metro Enhancement Cover web.pdf

Michele, please find the attached application and supporting materials.

--

Jonathan Stone  
*Executive Director*

Downtown Oregon City Association  
814 Main Street  
Oregon City, OR 97045

[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)  
Office (503) 802-1640 **\*\*NOTE NEW NUMBER**  
Direct (503) 802-1639 **\*\*NOTE NEW NUMBER**

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