



Oregon City Civic Improvement Trust Tourism Grant Exit Report

This form is to be filled out within 30 days of completion of the OCCIT grant project. Please limit responses to the space provided. If available, please attach any event photo and any promotional material samples (advertisements, flyers, posters, etc.)

When complete please submit to Michele Beneville at City Hall, 625 Center Street. Failure to provide this final exit report will make project Sponsor ineligible for future OCCIT grants.

Project Title 18th Annual Open Air Antique Fair

Organization Oregon City Chamber of Commerce

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1. Brief project description:

The Oregon City Chamber of Commerce's Open Air Antique Fair completed its 18th year on Sunday, August 25, 2013 with an estimated attendance of 6,00 shoppers. 85 vendor spaces were filled. Vendors reports on sales varied as we were challenged with several heavy rain showers this year. In an attempt to focus attention on the antique vendors, and to eliminate the need for street closures, the Antique Fair was relocated to the End of the Oregon Trail Interpretive Center. The new location also allowed dedicated on site and nearby parking for shoppers and vendors. Vendor and customer responses to questions about the change of location are being assessed and the 2014 location for the Antique Fair will be reviewed early next year.

Description of project accomplishments:

- Brought approximately 7,500 shoppers to Oregon City.
- Several businesses, particularly along the 7th St corridor, reported increased sales.
- Provided a variety of antique and collectible booths, with something for everyone
- Featured a live band and hot dog vendor in a food court area away from the vendor space to reduce competing noise.
- Experimented with a different booth configuration that met with mixed reviews.
- Reduced demand on city services as there were no street closures or a need for a large number of barricades and a public works employee to assist on Sunday.
- Used the trolley for one of its last public events in Oregon City with an estimated 150 riders, which was the largest Sunday ridership this year.

2. Measures of performance (i.e. number of people served; effect of the project on tourism):

Goal 1: Identify and increase the number of shoppers/attendees – Starting a 7:00 am the booths were surrounded by shoppers, although the official opening time was 8:00 am. Crowd numbers went down during the two largest rain periods but picked back up in between and at the end of the day. We estimate that due to weather we were below the previous year's total of 7,500 shoppers.

Goal 2: Increase the number of vendors – Due to the change of venue several long time vendors chose not to participate this year. We did however gain several new vendors and other returning vendors rented more spaces than usual. The new venue set-up reduced the number of vendor spaces slightly to around 90 and we were nearly sold out by the day of the fair with 85 spaces filled.

Goal 3: Continue to work with Main Street businesses for food service and additional shopping opportunities. After deciding to relocate to EOTIC we worked with Main Street businesses by offering free booth space and cross promotions. We arranged with the city to use the trolley to allow shoppers to park downtown and ride the trolley to the EOTIC. The trolley driver reported that around 150 people did use the trolley but there does not appear to have been a good conversion of these riders to Main Street shoppers. Several Main Street businesses did try to promote a sidewalk sale but their efforts were also hampered by the weather. One Main Street merchant, the new Maizie Mae's Antiques, did make use of the free booth space at the EOTIC. Cottage Row and the newly opened Haven Antiques on Washington also promoted their businesses and did see an increase in sales.

Goal 4: Promote Oregon City and encourage return trips – The information booth provided information on heritage sites and businesses in Oregon City. The new location did allow us to promote the newly reopened End of the Oregon Trail Interpretive Center.

3. List additional sponsors of the project:

Cash Sponsorships

IntSTATS

Denise Goding, Keller Williams Realty Portland Center

Harmony Road Music Center

In-Kind

Magnetic Sign Company

Oregon City Garbage /B&B Leasing

Willy Make-It

Oregon City Signs

Haggen Food & Pharmacy

4. How were OCCIT grant funds spent?

OCCIT grant funds support the infrastructure of the event, including advertising, permits, printing, sanitary facilities, clean-up assistance from the Oregon Evangelical Church Middle School group, set-up assistance from Journey Musical Theater Group, music and supplies.

5. Final budget:

Suggested List (not inclusive)	(A)	(B)	(C)	(D)
	OCCIT Tourism Grant Dollars	Matching Funds (Cash)	In-Kind Matching	Total
Personnel Services (salaries, administration)	\$0	\$6,900	\$0	\$6,900
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$3,708.51	200	\$200	\$4,109
Materials	\$0	250.00	\$50	\$204
Equipment/Supplies	\$610.69	200	\$250	1,061
Construction Costs	\$0	\$0	\$0	\$0
Event Costs	\$2,743.46	\$450	\$500	\$3,693
Transportation Costs	\$0	\$0	\$0	\$0
Insurance Costs (if needed)	\$0	\$0	\$0	\$0
Additional Expenses (list)	\$0			
Totals	\$7,062.66	\$7,904.40	\$1,000.00	\$15,967.06

Clerical	June-Aug	Karin - above normal work hours	\$11.48 per hour x 22.5	\$258.30	
Advertising, graphics, etc					
	24-Aug	Oregonian		\$74.21	
	20-Sep	Community Newspapers		\$1,098.00	
	30-Aug	Oregon City Signs		\$1,420.00	
	30-Aug	Magnetic Sign Co		\$240.00	
	6-Aug	Old Stuff		\$283.00	
	5-Jun	Community Newspapers		\$335.00	
					\$3,708.51
Event Costs					
	30-Aug	Oregon City Evangelical Church	Clean Up	\$200.00	
	30-Aug	Journey	Set-up assistance	\$150.00	
	23-Aug	Willy Make It?	Portapotties	\$500.00	
	27-Aug	Haggen	Donuts for vendors	\$24.46	
	23-Aug	Rock Residue	Band	\$800.00	
	16-Aug	City of Oregon City	Banner Fees	\$460.00	
	19-Aug	Party Place	tables/chairs	\$429.00	
	27-Aug	Day Wireless	Radios	\$180.00	
					\$2,743.46
Materials/Supplies					
	30-Aug	Stitch-N-Embroidery	Vendor Ribbons	\$150.00	
	24-Aug	Fred Meyer	Supplies	\$41.95	
	25-Aug	Starbucks	Coffee	\$41.85	
	23-Aug	Fred Meyer	Easy Up	\$89.99	
	23-Aug	Home Depot	Supplies	\$37.38	
	June	Vendor Mailing (4 pages)	Postage & Printing	\$129.00	OC Chamber
	August	Vendor pre-event mailing (5 pages)	Postage & Printing	\$70.52	OC Chamber
	August	Poster Printing - in house	1 side color	\$15.00	OC Chamber
	August	Vendor Map printing (1,500)		\$35.00	OC Chamber
					\$610.69
					\$7,062.66