



**OREGON
CITY**



Metro

**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 Marketplace Oregon City

Organization Marketplace Oregon City

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number _____

Address PO Box 1596

City, State, Zip Oregon City, OR 97045

Project Coordinator Brittany Jenkins Phone 503-467-8644

Email britjenks@gmail.com

Chairperson of Governing Board (If Applicable) Brittany Jenkins

Phone 503-467-8644

Signature Brittany Jenkins

Digitally signed by Brittany Jenkins
DN: cn=Brittany Jenkins, o=Marketplace Oregon City, ou, email=britjenks@gmail.com, c=US
Date: 2015.04.28 12:05:24 -0700

(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:	25000
+ Matching Funds (Cash):	52690
+ In-Kind Matching Funds:	26429
= Total Cost of Project:	104119

APR 29 2015
4:26pm

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.

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

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.

This is the inaugural year for the Marketplace in Oregon City. The market will launch in May, 2015, and will run through October 2015. The Marketplace will seek future grant opportunities to support added personnel, as well as a future year round market. The market will need to acquire covers and heaters for winter month markets, as well as a cover for entertainment. The Marketplace will need to acquire permanent storage for street closure equipment, trash receptacles, tents, tables, chairs, and other equipment. We would like to use future funds to expand our advertising and marketing reach, to communities further away, enhancing the distance that travelers visit Oregon City from.

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

The Marketplace will be a Saturday Market located in downtown Oregon City. The Market will run on Saturdays from 9-3 from May to October. The proposed location for The Marketplace will be located at Liberty Plaza, as well as the parking lot directly adjacent to Liberty Plaza, in between the Courthouse and McMenamins. It was also utilize 9th Street, between 99E and Main Street. Eventually, The Marketplace will extend into the Holiday Season, and with the proper amount of support, will extend to a year round market. The ultimate vision for this market is to create a destination that people will visit and patronize the vendors, and local businesses throughout the year. In addition to enhancing the economic vitality of downtown Oregon City, the marketplace will provide an opportunity for high school youth to participate in a work study program that will serve a dual purpose. It will expose high school youth to a variety of opportunities that could lead to career options for them in their future, as well as offer them a chance to earn school credit for their participation.

Rather than having the feel of a street fair, the desire for The Marketplace will be to have an open air market similar to Pike's Place Market in Seattle. There are a number of Saturday Markets that are highly successful, and they each offer their own unique culture. The Marketplace Oregon City will create a culture that encourages art, entrepreneurship, eclectic bites, and great music. The Marketplace will offer a place for families to enjoy a Saturday morning coffee, a delicious treat, amazing art, kid friendly activities, and social connection through community service. The Marketplace has a unique mission to integrate commerce, with community action and service. The Youth Market Project is a work study program that is designed to engage local youth in their community through participation in the Marketplace through volunteering, internships, and community service projects.

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

The Marketplace OC is a non-profit, currently pending approval from the IRS. The mission of the Marketplace Oregon City (MPOC) is to serve the community by enhancing economic activity, exposing and mentoring youth in career pursuits, and encouraging the innovative spirit of artists. The Marketplace is a Craftman's Market that provides an opportunity for artists to sell their goods and services in an open air market. The market charges weekly booth fees and in exchange provides a marketplace for economic activity. In addition to the selling of goods and/or services, the Marketplace has a youth work study program that allows high school students to intern with vendors, volunteer in the marketplace, and participate in service learning projects as they give back to their community.

This project was selected because it is in the inaugural year, and really needs the economic support to launch a successful market. This project has the potential to support itself within the first couple years, and connects the art community with local schools that have had art programs drastically cut in the past years. It provides a meeting ground for economic activity, art, and education.

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 checked="" 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. *The market will increase the aesthetic appeal to Liberty Plaza which currently sits vacant for much of the summer season. This will enhance the business district of downtown, and offer more incentive for people to desire residential dwellings in the neighborhood, by increasing the community feel of the neighborhood.*

3. *It will enhance the recreational area of Liberty Plaza, which currently is not utilized very often. It will promote the use that it was intended for when it was designed and built. Although it is the property of Clackamas County, City residents utilize the area.*

6. *Currently, we have e-recycling vendors that will have programs running throughout the market season, which will offer market visitors a place to bring electronics to be recycled. This will help to decrease the amount of electronics thrown into garbage receptacles.*

7. *The market has the potential to offer booth space to 60 vendors with the current site use plan. This is a space for local residents to sell their art in their local community. It also offers youth a place to gain employment through the Teen Market Project, which will allow high school students to work in the market through internships that we plan to offer as paid with continued financial support*

9. *As mentioned in number 7 above, the Teen Market Project will offer Internships, and other employment opportunities for local high school students to gain work experience in the marketplace, as well as enhance their sense of community by offering opportunities to volunteer, participate in service learning projects, and engage socially with city residents.*

10. *This project is all about the arts, and enhancing the culture that is so rich already in Oregon City. The market is an Artist's market. It houses all varieties of art, and celebrates the innovative spirit of those that create art to sell. Our goal is to not only allow artists to sell their art, but also to engage them with our local youth, and offer internships to students where they can mentor youth in artistic pursuits.*

8. Project Period: 6 months per year.

(Number of months in duration)

Beginning Date: May 9, 2015

Ending Date: October 24, 2015

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

The market will take place each Saturday in Liberty Plaza, next to the Clackamas County Courthouse, as well as the adjacent parking lot owned by the County. Future plans are to close 9th Street in between 99E and Main Street 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 target audience is families. The goal of the marketplace is to become a destination Saturday Market. The marketplace will advertise and promote the market as a place where families can enjoy a Saturday, with coffee and a bite in the morning, live entertainment over lunch, and of course shopping in the marketplace and the businesses in downtown. The goal of the Marketplace is to bring families down into the neighborhood to hang for the day. There are a number of cultural landmarks in Oregon City that draw tourists from all over the Pacific Northwest. Our goal is to offer those tourists something to fill in the gaps of their various activities that brought them into the neighborhood. While initially we will rely on the culturally rich neighborhood we already have, the Marketplace no doubt will become a Saturday Market that will attract visitors from all over the State. The bonus for the Marketplace is that Oregon City also has so much to offer for families seeking to educate their children on the cultural heritage our city offers. The Marketplace provides some good old fashioned fun for the whole family.

While our target audience is families, we also feel that the art for sale in the Marketplace will also be a draw for tourists seeking unique finds, or appreciating the innovation of artists. Due to the culturally rich neighborhood, Oregon City is home to amazing artists that exhibit many cultural pieces of Oregon City, the State's first City. Collectors, and those that appreciate history will want to visit the Marketplace to see the unique art that Oregon City is known for.

The market will offer economic activity for local vendors, volunteer and internship opportunities for local area high school students, and increase the exposure of our downtown neighborhood on the weekends. Local businesses will be affected by more foot traffic, and may deal with more traffic in the area. We believe the positive outcomes will far outweigh any inconveniences.

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)?

The location of the Market will be in Liberty Plaza on Main Street, next to the Clackamas County Courthouse. It will overflow into the County parking lot directly adjacent to the Plaza, in between the Courthouse and McMenamans. The third area to be used by the market will be 9th Street in between 99E and Main Street. The physical location utilizes Clackamas County property, as well as City Streets. In terms of departments affected by the project, the Planning Department, as well as Public Works will approve and issue permits, as well as hang and remove light pole banners. The market plans to enlist the skills of students from Alliance Charter Academy for a portion of the live entertainment each market day. The students will play instruments and perform live vocal performances in the Marketplace. Oregon City High School Art Club will be helping to create some of the print literature for the Teen Market Project, a sub project within the MPOC (with instructor approval). The Downtown Oregon City Association is offering in-kind contributions that will contribute marketing resources, as well as volunteer time in the marketplace. DOCA and Marketplace Oregon City will also be teaming up on a few marketplace events over the season.

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

Shawna Hanks-Entrepreneur, and current owner of Modele Salon in Oregon City. All facets of business ownership including: management, finance, marketing, sales, human resources, and team leadership. Skills unique to Marketplace management are impeccable interpersonal skills, an eye for fashion, retail management, organizational skills, team leadership and training, and marketing.

Britt Jenkins-Entrepreneur, former business owner, and currently employed at Modele Salon. All facets of business ownership including all of the above listed qualifications. Formal education includes Bachelors Degree in Human Development and Family Science. This encompasses the study of people in the context of community, schools, and families. The Teen Market Project encompasses much of what Britt believes will help create an outlet for young adults to be inspired by the work of their hands, allow them to discover hidden artistic talents, and perhaps even identify a potential career path after high school.

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

March 2015: Non Profit established and board members elected. Vendor applications, web development, marketing and publicity plan. ROW Permit submitted, office space rented for administrative personnel (volunteer). IRS form submitted, banner permits submitted, Insurance Policy active, grant application due, board meeting on 3/10/15, equipment purchased, publicity plan launched, posters and postcards printed, and social media launch,

April 2015: Billboard goes up, banner and flag pole signs hung, vendor orientations, market signs completed, press release, MEC Grant due 4/29/15. Board meeting 4/14/15, Teen Market Project goes live, volunteer recruitment

May 2015: Market launches May 9th. Grand opening celebration is May 30th.

June-October 2015: Weekly market every Saturday from 9am-3pm in Liberty Plaza, and adjacent parking lot and side street.

July 2015: Request for ROW permit for second phase to open 9th Street

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.

We will utilize an email list through a monthly newsletter to track the support of the market through our website. We plan to have weekly drawings for free giveaways in exchange for email addresses in a raffle. We also plan to have giveaways for tourists that travel the furthest. Each market day, there will be a raffle for those who traveled at least 50 miles to visit the market. They will put their information in a raffle. We will compile data from these raffles to grow our email lists, and start tracking data on who is visiting the market, and where they're from. We will also have select vendors use clickers to count the number of patrons that visit their booth each Saturday. We will track this data, and see the growth of the market each month as the season progresses. We are also encouraging vendors to submit sales to us after each market day, and we will keep track of this data throughout the season for all vendors.

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 (\$)
<i>Market Volunteer</i>	<i>In Kind</i>	<i>12899</i>
<i>Administrative Volunteer</i>	<i>In Kind</i>	<i>9922</i>
<i>Teen Market Committee</i>	<i>In Kind</i>	<i>1353</i>
<i>Teen Market Volunteer</i>	<i>In Kind</i>	<i>5412</i>

16. List all grants applied for in support of this project and commitments confirmed to date.
OCCIT Grant- \$20,000.00 (2015-2016)

17. What is the percentage of OC-MEC funds to be used for personnel services or administrative costs? 16 %

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>Event Setup/Tear Down Crew</i>	2000			2000
<i>Administrative</i>			6765	6765
Project Administration costs (clerical, advertising, graphics, printing, postage) <i>Advertising/Marketing/Design</i>	5000	29000		34000
				0
Materials <i>Volunteer/Market Clothing</i>	2500	1000		3500
				0
Equipment/Supplies <i>Perm Storage for Equipment</i>	5000	4500		9500
				0
Construction Costs <i>Market Sign Construction</i>		1000		1000
				0
Event Costs <i>Entertainment</i>	5000	16000		21000
				0
Transportation Costs				0
				0
Insurance Costs (if needed) <i>Liability Insurance</i>		750		750
Additional Costs (List) <i>Teen Market Internships</i>	2000			2000
<i>Teen Market Shirts</i>	1500			1500
<i>Teen Market Coordinator</i>	2000			2000
<i>Teen Market Committee</i>			1353	1353
<i>Teen Market Volunteers</i>			5412	5412
<i>Market Volunteers</i>			12899	12899
<i>Permitting</i>		440		440
Totals	25000	52690	26429	104119



April 29, 2015

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

RE: Marketplace Oregon City Grant Request

Dear Metro Enhancement Committee:

This letter is in support of MPOC's application for metro funds. The marketplace is an important part of downtown's marketing and enhancement plan. We look forward to the marketplace becoming part of downtown's culture for year's to come.

The equipment that this grant supports will build the market's capacity and allow operate efficiently in subsequent market seasons.

Sincerely,

A handwritten signature in black ink, appearing to read "J Stone", is written over a light blue horizontal line.

Jonathan Stone
Executive Director

jon@downtownoregoncity.org
971-202-1604

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