

APR 29 2015

4:20 pm



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 Oregon City Winter Farmers Market

Organization Oregon City Farmers Market

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number 27-4094762

Address PO Box 2931

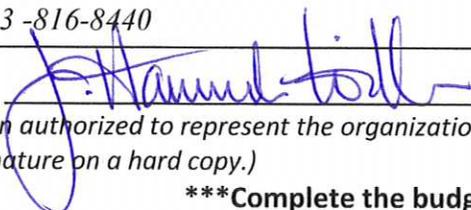
City, State, Zip Oregon City, OR, 97045

Project Coordinator Jackie Hammond-Williams Phone 503 734-0192

Email marketmanager@orcifyfarmersmarket.com

Chairperson of Governing Board (If Applicable) Susan Ziolko

Phone 503 -816-8440

Signature 

(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:	\$3,175
+ Matching Funds (Cash):	\$25,821
+ In-Kind Matching Funds:	\$5,706
= Total Cost of Project:	\$34,702

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.
Funds awarded in 2012 were to support the Downtown Wednesday and Winter markets.

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.

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

The funds requested will be used to advertise the new site for the Oregon City Winter Farmers Market, which has outgrown the original Downtown location. Funds will help to purchase new banners, signage and advertising for the Saturday Winter Markets held at 2051 Kaen Rd. 13 Saturdays from November through April.

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

This project was selected as the consumption of year-round local foods is important for a healthy community. The ten year old Saturday summer market location is firmly identified at the Kaen Rd site , but going forward the Winter Market will now be at the same site and no longer Downtown , and we need to be able to advertise this to the community. Banners, signage, posters have been identified in our market surveys as the #1 tool for reaching customers.

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 checked="" 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 checked="" 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 Farmers Markets are sought after by prospective buyers of homes and by companies moving into the area. Real Estate companies often list farmers markets on their postcards as solicitation of new customers for this exact reason. #2 The market hosts non-profits during the year (Clackmas County Soil and Water Conservation District, Water Environmental Services, OSU Extension Forestry, OSU Master Gardeners, Portland Beekeepers Assoc.) who disseminate information to customers about preserving and enhancing our local natural resources. Free native trees are given out each year and open-pollinated, heirloom and organic seeds are swapped at the Winter Market in March during our annual Seedy Saturday Seed Swap. #3 The Oregon City Lions Club support our childrens program at the Market by encouraging and incentivizing physical activity with their Lions Strides program. The Market allows non-profits to advertise and table with information about recreational opportunities within the City. #6 The Master Recyclers table at the Market with information on reducing trash. The Market does not allow bottled water or sodas in cans to be sold, which often results in dialogue with customers as to why we want to reduce solid waste. The Master Gardeners encourage customers composting food waste. #7 Farmers Markets are proven small business incubators. By promoting small local business ventures, the Market offers opportunity to those who do not yet have a bricks and mortar store front. Start-up businesses can try out their ideas and concepts more easlily in a marketplace. #8 The presence of a Farmers Market (especially a year-round market) by definition upgrades the value of both housing and commercial property. Both residents and business employees seek out opportunities to buy fresh, local foods. #9 Year-round the Market contracts with Clackmas County Juvenile Corrections and offers mentoring opportunitites for youth offenders to train as market volunteers. The Market also provides free space for their Youth Farm to sell produce every year. #10 The Farmers Market provides the opportunity for customers, including many tourists to "taste the terroir"...agritourism is gaining popularity. Local musicians and crafters are offered space each week.

8. Project Period: Six months

(Number of months in duration)

Beginning Date: November 7th

Ending Date: April 30th

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

Banners will hang around town , signage and posters will be placed at Market site and in local businesses. The Winter Farmers Market site , 2051, Kaen Rd, is off Beavercreek Rd, in the Hilltop area.

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

2015-16 Winter Market will be the 6th winter market held in Oregon City. In past years, downtown, we have had an average of 8,400 customers over a 6 month period. Several days last winter season approx. 1000 customers shopped, increasing foot traffic and sales . It would be anticipated that many more customers will attend the winter market at the Kaen Rd site due to the availability of plenty of close parking. More vendors are likely to join as a result of this increase in customers, building an even stronger winter market. A strong Winter Farmers Market will increase the consumption of fresh healthy foods by our community.

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)?

Clakamas County will provide the market site year-round and support with signage and allowing our contracted site services to remain on site year-round. Public Works Dept. will hang the banners, The Rotary Club Foundation of Oregon City pledges to support our Winter SNAP program each year, allowing us to give \$5 free to low-income customers throughout the Winter months. Juvenile Corrections 'volunteers' assist with set up and break down.

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

The Oregon City Farmers Market has been operating continuously since May 2005. The current manager has been a board member since the beginning, and the manager for the past 8 years, with experience administering many grants, including past City Metro and County HEAL grants. In addition the Market's nationally-recognized kids POP (Power Of Produce) Club and the SNAP Match program for low-income shoppers are both grant-supported.

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

The Winter Market opens Saturday November 7th and runs twice a month through April 30th. The Thanksgiving Market is Nov. 21st. The Christmas Market is December 19th. The Fifth Annual SEEDY Saturday Seed and Plant Swap is March 19th 2016

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.

The Market tracks # of customers hourly and records counts in a log. Vendor counts at each market are tallied for the bookkeeper. Volunteers sign in and out. Sales of Debit and SNAP tokens are recored also. With increased signage around toen and a new winter site that offers more parking for cistomers, the Market would antisipate an increase in customer counts and token sales, and will be sable to provide a report showing outcomes. The goal is to see a decided uptick in sales at the next winter farmers market, which will result in more farmers and vendors currently on the wait-list to be approved to join the market!

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>Man-power, 253 vol hours</i>	<i>Board members, volunteers</i>	<i>\$5,706</i>

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

Oregon City Rotary Club Foundation.....\$1,000 (SNAP Match program)
CCSWCD.....\$2000 (Kids Power Of Produce Club)
Providence Willamette Falls.....\$500 (SNAP Match program)

17. What is the percentage of OC-MEC funds to be used for personnel services or administrative costs? 10%

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)		\$19,800	\$5,706	\$25,506
				\$0
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$300	\$200		\$500
				\$0
Materials				\$0
<i>Banners</i>	\$2,300			\$2,300
Equipment/Supplies		\$750		\$750
				\$0
Construction Costs				\$0
				\$0
Event Costs		\$3,406		\$3,406
				\$0
Transportation Costs		\$300		\$300
				\$0
Insurance Costs (if needed)		\$1,365		\$1,365
Additional Costs (List)				\$0
<i>City Banner fees</i>	\$575			\$575
				\$0
				\$0
				\$0
				\$0
				\$0
Totals	\$3,175	\$25,821	\$5,706	\$34,702



OREGON CITY

Public Works - Operations

122 South Center Street | Oregon City OR 97045
Ph (503) 657-8241 | fax (503) 650-9590

April 29, 2015

Oregon City-Metro South Enhancement Committee
C/o Michele Beneville
City Hall
625 Center Street
Oregon City, OR 97045

Re: Oregon City-Metro Enhancement Grant Application for Oregon City Farmers Market

To Whom It May Concern:

Oregon City Public Works has routinely and continually installed and displayed Oregon City Farmers Market over-street banners along Molalla Avenue at Beverly Drive, as well as street light pole banners located throughout the City. The Oregon City Farmers Market has been displaying banners within the City for many years and we anticipate that they will continue to use this form of advertising for years to come. Please do not hesitate to contact Oregon City Public Works if you need additional information.

Sincerely,

Martin Montalvo
Operations Manager



MARC GONZALES
DIRECTOR

DEPARTMENT OF FINANCE

PUBLIC SERVICES BUILDING
2051 KAEN ROAD | OREGON CITY, OR 97045

April 29, 2015

To Whom It May Concern:

My name is Marc Gonzales, and I am the Finance Director for Clackamas County, Oregon. As part of my responsibilities I also oversee the Facilities Management Division of the Finance Department, charged with the operation, maintenance and accessibility for the County's many buildings and pieces of property.

The County has been a strong supporter and resource in providing the Oregon City Farmer's Market with its Red Soils operating location at our campus in Oregon City for a number of years, while the Market has expanded its offerings to the public each week from spring through autumn. The Farmer's Market has been an honorable partner, bringing wholesome foods as well as recognition of the long history of Clackamas County as an agricultural center to the many attendees of this market each week.

When Market Manager Jackie Hammond-Williams requested permission to use the weekly Saturday market location in the Hilltop area of Oregon City to extend the market's operating season through the winter, it was an easy decision to grant that request. The Market has been a completely cooperative partner in the presentation and management of the event, and we are happy to support the extension into wintertime as this first year of a longer operating season unfolds.

If we can answer any questions about the Oregon City Farmer's Market site and the Market's value to the community, and our support of it, please feel free to contact me or Facilities Manager Jeff Jorgensen, who can be reached by telephone at (503) 734-6248. Thank you.

Very truly yours,

Marc Gonzales
Director, Department of Finance
2051 Kaen Road
Oregon City, OR 97045
(503) 742-5405