



City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

Staff Report

File Number: 19-624

Agenda Date: 11/6/2019

Status: Agenda Ready

To: City Commission

Agenda #: 7d.

From: City Manager Tony Konkol

File Type: Report

SUBJECT:

Memorandum of Understanding Between the Downtown Oregon City Association and the City of Oregon City for Monetary Contribution

RECOMMENDED ACTION (Motion):

Staff recommends that the City Commission approve the Downtown Oregon City Association Memorandum of Understanding.

BACKGROUND:

Downtown Oregon City Association (DOCA) organized in 2009 as a 501(c)(3) non-profit organization and is a nationally accredited awarding winning Oregon Main Street Program. DOCA's mission is to build community and cultivate commerce in Oregon City's historic downtown by promoting tourism, supporting economic development, attracting new businesses and expansion and success of existing businesses. The proposed Memorandum of Understanding (MOU) outlines the anticipated scope of work that DOCA would be expected to achieve and the resources provided by the City will allow DOCA to maintain and grow the activation, preservation and economic stability of Downtown Oregon City.

The City of Oregon City's contribution will be \$60,000 annually for two years and DOCA will match the City contribution at 100% per year with funds not from City sources. The City investment will be used to fund DOCA's operations with the following deliverables:

- * Monthly meeting minutes from the DOCA board meetings will be provided to the City;
- * DOCA will provide biannual updates to the City Commission;
- * DOCA will maintain a "Performing Main Street" status;
- * DOCA will manage the street tree lights program;
- * DOCA will manage the Oregon Main Street Revitalization Grant to facilitate facade improvements in Downtown Oregon City and will include City representation on the selection committee;
- * DOCA will actively participate in city-led initiatives including tourism and after-hours parking;
- * DOCA will promote tourism by executing at least five events and/or downtown promotions with attendance of a minimum of 200 people to market Downtown Oregon City;
- * DOCA will play an active role in the economic development/redevelopment of the County Courthouse and the Mill property;
- * DOCA will cross promote @TravelOregonCity for all tourism events and initiatives; and

* DOCA will provide letters of support, meeting attendance and share data for city initiatives and programs supporting the City's goals.

During the current budget adoption process the City Commission requested that the City and DOCA prepare an MOU identifying the monetary contribution and expected deliverables. The DOCA Board has reviewed and approved the proposed MOU, which is a two-year agreement for fiscal years 19-20 and 20-21 and the funds have been included in the current City budget.

BUDGET IMPACT:

Amount: \$60,000 per fiscal year. \$120,000 total.

FY(s): 2019-20 and 2020-21

Funding Source: General Fund