



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.

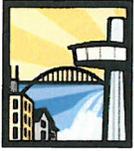


*Photo from last year's Tree Lighting ceremony shows year-round lit street trees maintained by clean team program and illustrates growing crowds at community events. Attendees in the street could not hear the ceremony.*

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)



**OREGON  
CITY**



**Metro**

**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 Downtown Oregon City Clean Team and Street Tree Lighting Maintenance

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,  
email=jon@downtownoregoncity.org, c=US  
Date: 2016.05.27 10:35:37 -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>	\$24,000
<b>+ Matching Funds (Cash):</b>	\$6,499
<b>+ In-Kind Matching Funds:</b>	\$9,500
<b>= Total Cost of Project:</b>	\$39,999

## 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 the 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.

*DOCA has been working hard to build its capacity and services over the past several years. The clean team and street tree lights have become a favorite service for downtown that we are not yet able to afford through other fundraising.*

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

*This project extends the popular Downtown Clean Team program for another year.*

*The clean team provides weekly cleaning and maintenance of downtown's public areas, sidewalks, and planting strips as well as larger quarterly projects to maintain a high visual standard for visitors and employees. In addition to sweeping and weeding, the clean team employs a sidewalk vacuum for sidewalk litter and leaves and power washes sidewalks in pedestrian intensive areas periodically.*

*The clean team project also maintains street tree lights lit year-round. In between bringing in a contractor to add new trees or overhaul select trees, the clean team troubleshoots any trees that are not lit and when light strands are blown loose they are pushed back into the tree using a pole from the ground. Due to various reasons, primarily oversized trucks, several trees a year need a complete overhaul and new lighting needs to be purchased.*

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

*This project was selected because it aligns with downtown's strategic goals and the majority of the Metro Enhancement grant program's goals.*

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 checked="" type="checkbox"/>	4. Improve safety within the City.	<input type="checkbox"/>	9. Provides work or training opportunities to benefit youth, seniors and low-income residents.
<input checked="" type="checkbox"/>	5. Result in significant improvement in the cleanliness of the City.	<input 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 program will result in reduced cigarette butts, plant debris, and other waste throughout the downtown district. Periodic deeper cleaning reduces staining. The clean team also maintains street tree lights in downtown which contribute significantly to the night streetscape.*
3. *In the past, recurring events have had to deal with unclean streets and sidewalks in street closure areas. Cleanliness is a persistent problem for events held downtown. This program should limit the amount of preparation for downtown events.*
4. *Visibility of downtown staff and cleanliness improve perceived and real safety. The clean team will help downtown and the city identify potential safety problems early on. Clean and well maintained public spaces attract less crime. Additionally, lit street trees make pedestrian areas safer.*
5. *Ongoing cleaning and maintenance results in a consistently cleaner downtown district.*
6. *Recyclable containers and materials are separated, when possible, from waste picked up on street.*
7. *A well maintained and clean business district attracts more customers creating additional economic opportunity for downtown businesses. Many businesses in downtown are owned and staffed by Oregon City residents.*

8. Project Period: 12  
 (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?

*Downtown Oregon City. The clean team operates within the Economic Improvement District and street tree lighting is limited to the historic district south of 10th Street due to limitations of available power and with maximum pedestrian activity.*

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

*A strong, vibrant, and clean downtown is a key component of overall community economic development. This project affects every downtown visitor, business and property owner.*

*Anticipated and ongoing outcomes:*

- Greater civic pride*
- Greater participation in downtown beautification*
- Improved communication with city about maintenance needs*
- Overall cleaner and well maintained district*
- Enhanced evening and nighttime business activity*

*Additional benefits:*

- Business recruitment tool*

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)?

*ROW access for clean team (ongoing) and occasional access for tree light installation and maintenance.*

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

*DOCA has successfully managed and implemented the Clean Team program over the last 9 months. It also has ongoing experience with downtown beautification projects, many supported via Metro grant programs. DOCA has managed lighting and signage micro-grant programs, public art installations, volunteer cleanup projects, and events that require coordination amongst business and property owners, city departments, and others.*

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

*Once notified of grant award, DOCA will maintain its employment contract with Express Employment which has generously discounted the hourly rate. Every 3-4 months a volunteer cleanup will be scheduled. In August, we will contract with a service provider to repair damaged street trees. Again in mid-November we will also repair and enhance street tree lighting.*

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.

*Metrics:*

- Number of volunteers and volunteer hours*
- Schedule frequency (how often does each block get swept, power washed, weeded, etc.)*
- Business and property owner feedback*

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>Volunteer Hours</i>	<i>Planning, Support, &amp; Cleanups</i>	<i>\$5,500</i>

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

*n/a*

What is the percentage of Enhancement Grant funds will be used for personnel services or  
 17. 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) <i>Management</i></b>		\$2,999		\$2,999
<i>Administration (max8% direct)</i>		\$2,000		\$2,000
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b>				\$0
				\$0
<b>Materials</b>				\$0
				\$0
<b>Equipment/Supplies <i>Maintenance/Supplies</i></b>	\$2,000			\$2,000
				\$0
<b>Construction Costs</b>				\$0
				\$0
<b>Event Costs</b>				\$0
				\$0
<b>Transportation Costs</b>				\$0
				\$0
<b>Insurance Costs (if needed)</b>				\$0
<b>Additional Costs (List) <i>Volunteer Hours</i></b>			\$5,500	\$5,500
<i>Storage Rental</i>			\$2,000	\$2,000
<i>Tree Lighting Install/Replace</i>	\$5,000	\$1,500		\$6,500
<i>Clean Team Contract</i>	\$17,000		\$2,000	\$19,000
				\$0
				\$0
				\$0
<b>Totals</b>	\$24,000	\$6,499	\$9,500	\$39,999

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

A handwritten signature in black ink, appearing to read "Todd Geinger", is written over the typed name and title. The signature is fluid and cursive, with a large initial "T" and "G".

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'.

Amber D. Holveck

## Michele Beneville

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**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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