

Metro Enhancement Grant Application
May 26, 2016



Encouraging and Elevating the Arts in Oregon City

Please find Included in this document the following:

Cover Letter

Letters of Support from Oregon City Parks Department and
Clackamas Heritage Partners

Metro Enhancement Grant Application

Festival actual budget

Festival postcards





May 25, 2016

Encouraging and Elevating the Arts in Oregon City

Project: Oregon City Festival of the Arts

Oregon City Metro Enhancement
Grant Review Committee
Oregon City, Or 97045

Dear Committee Members,

The Three Rivers Artist Guild is proposing a first time event, the Oregon City Festival of the Arts. The festival will be located on the Abernethy Green at the End of the Oregon Trail Interpretive Center on August 13 and 14, 2016. Our goal is to celebrate the riches of our community in one new event. Where better to hold such a gathering than where the pioneers first settled when arriving in the Pacific Northwest Territory.

The Three Rivers Artist Guild has been a very active member in the Oregon City community for almost 10 years. In that time, they have partnered with many businesses with their pARTners in ART Program, conducted almost 10 Holiday Shows at the Pioneer Community Center and have managed several art galleries. The first gallery was at the End of the Trail Interpretive Center before the closure in 2006. Although this is being marketed as a Festival of the Arts, this events hosts a much broader community. The Guild has taken part in events with the heritage community at the Rose Farm, assisted in the organization of the First City Celebration for 5 years and the Hopkins Forest of Arts for 3 years. Our group has a proven record for partnering with members of our community from arts and culture, business community and non-profits.

Having worked with so many community partners, the Guild wanted to include them. Our focus is to invite visitors to this event and learn about our complete community. We have invited several non-profit groups along with the Friends of the Library bookstore, Clackamas Arts Alliance, the Women's Club of Oregon City and the Children's Care Center. We have asked the Legacy Project to attend and offer information. Our tourism community has also been asked to participate along with the Oregon City Chamber of Commerce.

An event of this type is long overdue in Oregon City. Our community has "come of age" with all the new businesses, revitalization of Main Street, our new library, and the 7th street corridor. We actually have businesses that want to locate in Oregon City because of the livability. Now is the time to share our wealth with the rest of Oregon and Washington.

The Guild believes the festival will have a positive impact on tourism, the arts and the economic development of Oregon City by introducing visitors to our arts community, heritage areas, tourist engagements, microbrews, restaurants and the business community at large.

Sincere Regards,

A handwritten signature in black ink that reads "Lynda Orzen".

Lynda Orzen
Project Coordinator
Oregon City Festival of the Arts



MAY 26 2016

12:17pm



May 27, 2016

RE: Letter of Support for Metro Enhancement Grant
The Three Rivers Artist Guild- Festival of the Arts

Community Services has partnered with The Three Rivers Artist Guild in past art events with other facilities. We support the proposal of an art event at the End of the Oregon Trail site owned by the City and managed by Community Services. The free event on an August weekend tied to the EOT is a benefit to tourism in Oregon City, a collaborative benefit to visitors to EOT and potential art vendors, and a showcase of the history and arts in Oregon City.

Sincerely,

Denise Conrad

Interim Community Services Director



May 22, 2016

Oregon City Metro Enhancement Grant
Review Committee
Oregon City, OR 97045

RE: Three Rivers Art Guild Festival

Dear review committee:

I am excited to provide this letter of support on behalf of Clackamas Heritage Partners (CHP), for the Three Rivers Art Guild, (TRAG), 2016 Festival to be held at official The End of the Oregon Trail. The festival supports Oregon City by extending the invitation to neighboring communities to celebrate art, heritage and culture.

CHP and the Three Rivers Art Guild are collaborating and partnering with opportunities for artists to participate in the process of CHP commissions of sculpture pieces of pioneers and Native Americans by local artist guilds for the "Oregon Trail Experience". Partnerships and collaboration expands knowledge and appreciation for art, heritage and culture benefiting future generations.

Festivals and events take a village to orchestrate; we encourage TRAGs efforts and will do all that we can to make the festival a success!

Sincerely,

Gail Yazzolino
Director
Clackamas Heritage Partners

Dan Fowler
Board Chair
Clackamas Heritage Partners



**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 Oregon City Festival of the Arts

Organization Three Rivers Artist Guild

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number 20-8808898

Address PO Box 2648

City, State, Zip Oregon City, Or 97045

Project Coordinator Lynda Orzen Phone 503-313-0024

Email Orzep@comcast.net

Chairperson of Governing Board (If Applicable) Linda Merry Gross, TRAG President

Phone 503-729-2277

Signature *Lynda Orzen*

(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 *****

Grant Amount Requested:	\$2,000
+ Matching Funds (Cash):	\$16,300
+ In-Kind Matching Funds:	\$11,503
= Total Cost of Project:	\$29,803

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.

3. If you received an Enhancement Grant (Metro) 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 first year for the Oregon City Festival of the Arts. The Guild is requesting funding to support the development of an arts, heritage, tourism and community event at the End of the Oregon Trail Interpretive and Visitor Information Center. We expect to cover all funding for this project by the third year of the Festival.

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

Encouraging and Elevating the Arts in Oregon City

Project summary:

The Three Rivers Artist Guild is presenting an arts, culture and heritage event known as the Oregon City Festival of the Arts to be held at the End of the Oregon Trail Interpretive Center on August 13 and 14, 2016. As artists and community leaders, our mission is to encourage and support all forms of art in Oregon City and Clackamas County. The goal of the event is to promote visual and performing artists, heritage community, tourism groups and local food and beverage vendors to create a unique community event. This event will be free to the public.

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

The Oregon City Festival of the Arts was chosen because the city has not had a large gathering of artists and community groups for a two-day event in many years. The last weekend event, the First City Arts Faire, had a great following for the 5 years it was in existence and brought thousands of visitors to the City of Oregon City. Currently there is no one single event that brings together arts and culture, tourism, heritage, non-profits and business communities in one location for a full weekend.

Out of the First City Arts Faire came the creation of the Three Rivers Artist Guild. The arts community realized there were more talented artists in our region that needed an organization to create a culture of arts in Oregon City and surrounding areas, thus was born the Three Rivers Artist Guild.

I can envision how this event will bring visitors and inspire them to return to our city to enjoy a nice dinner, play on the river, tour our numerous heritage sites, get involved with a non-profit or shop our businesses. It may also inspire visitors to relocate in Oregon City to live or even build a business.

Ours is a community that works through partnerships and support for one another.

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

First City Cleanup and Enhancement with Jerry Herrmann for 5 years organizing the event and recruiting volunteers

5 years coordinating the First City Arts Faire

2 years coordinating the First City Celebration on Main Street

3 years coordinating the Hopkins Festival in the Forest

2 years coordinating art events at the Oregon City Library for the 100 year Celebration and the Ground-breaking ceremony

3 years coordinating committee for the Three Rivers Holiday Show

PAC chair for the Oregon City Public Library bond measure

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 main goal of the festival is to create a signature event that will showcase all the wealth our community has to offer. The Guild wants to bring people back to our community to shop, play, and explore.

The last event of this type, the First City Arts Faire helped create the Three Rivers Artist Guild. It is hoped other projects will be born from the festival. Perhaps it will bring more art galleries or cultural attractions or it might spark someones creativity to form a new business in Oregon City. We will have to wait and see what wonderful things will be created because of the festival.

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.

1. Volunteers will be surveying guests to receive input on how far traveled, where did they learn of event, would they return, would they give others a favorable opinion of event

2. Artists will be given survey-what worked, didn't work, would they tell other artists to participate, were sales favorable, was the location good

We'll take the surveys and decide what worked and where our weaknesses exist. We'll also ask volunteers what worked for them and how to improve to continually improve our process.

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>Postcards</i>	<i>Buels Printing</i>	<i>\$245</i>
<i>Advertising</i>	<i>BCT</i>	<i>\$300</i>
<i>Insurance</i>	<i>Paul Haulbrook</i>	<i>\$200</i>
<i>Project Coordination</i>	<i>Lynda Orzen</i>	<i>\$11,535</i>
<i>Volunteers for event</i>	<i>Three Rivers Artist Guild</i>	<i>\$16,149</i>
<i>Art supplies for childrens art</i>	<i>TRAG members</i>	<i>\$300</i>

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

Community Partnership Program 2016, \$2,000 confirmed
Community sponsorships, \$2,000 confirmed (see Actual Festival Budget for individual breakdown)
Jury fees and booth payments, \$2,290 (as of 5/23/16)

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

Suggested List (not inclusive)	(A) Grant Dollars (Request)	(B) Matching Funds (Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration) <i>total as of 5/23/16)</i>			\$3,460	\$3,460
				\$0
Project Administration costs (clerical, advertising, graphics, printing, postage)		\$6,600		\$6,600
				\$0
Materials <i>Arts refreshments</i>		\$200		\$200
<i>Kids art supplies</i>			\$300	\$300
Equipment/Supplies <i>signage, sound equipment</i>		\$3,000		\$3,000
				\$0
Construction Costs <i>Entertainment</i>		\$4,000		\$4,000
				\$0
Event Costs				\$0
				\$0
Transportation Costs <i>Shuttle and public safety</i>	\$2,000	\$1,500		\$3,500
				\$0
Insurance Costs (if needed) <i>Fees</i>		\$1,000	\$200	\$1,200
Additional Costs (List) <i>Volunteer time for weekend</i>			\$5,813	\$5,813
<i>Committee time to date</i>			\$1,730	\$1,730
				\$0
<i>Please see actual working budget attached for correct Information</i>				\$0
				\$0
Totals	\$2,000	\$16,300	\$11,503	\$29,803

Oregon City Festival of the Arts 2016 Budget

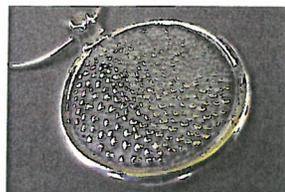
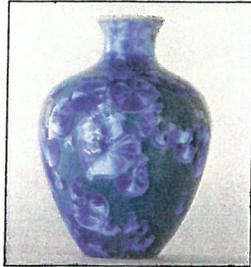
Funding Source	Projected	Source	Actual Totals	Totals to date
Sponsorships	\$3,000		\$200	
		State Farm	\$200	
		Nor Flo	\$200	
		Double J	\$200	
		Columbia Bank	\$100	
		Mike Orzen and Assoc.	\$1000	
		Harmony Road Music	\$200	
		Curves Oregon City	\$200	
		Singer Hill Café	\$200	
		Petra Memory Care	\$200	
				\$2,700
Grant CPP	\$2,000	Confirmed 3/3/2016	\$2,000	\$2,000
Grant Metro Enhancement	\$2,000	Pending		
Jury fee	\$1,000	59 artists to jury	\$590	\$590
Artist booth fees	\$5,500			\$2,500
Silent Auction	\$1,500			
Transferred from Hopkins			\$144.38	\$144.38
Vendor fees		Food and drink vendors		
Total funding	\$15,000	Funding to date		\$7934.38
In kind support				
Project Coordinator		150 hours @ \$23.07 As of 5/20/16		\$3460.50
Three Rivers Artist Guild Committee		75 hours As of 5/20/16		\$1730.25
Buel's printing		Postcards	\$245	\$245.00
BCT		Social media posts, printing of festival programs, advertising on cable	\$300	\$300.00
Paul Haulbrook		Insurance	\$200	\$200.00
Children's art supplies		TRAG members' donations	\$300	\$300
In kind total to date				\$6235.75

				Actual paid expense
Expenses				
Entertainment	\$4,000			
Willamette Falls Symphony			\$900	
Havilah Rand singer songwriter			\$150	
3 piece band			\$300	
New History Minstrels			\$500	
Expenses To date			\$1,850	
Marketing	\$6,500			
BCT		pending	\$300	
Lamar-digital billboard			\$1500	\$1500
Cultural Guide		3 months coverage	\$595	\$595
Magnetic Car signs		pending	\$300	
Save the date Postcards			\$195	\$195
Festival postcards			\$245	\$245
Pamplin Press	\$1500	Pending	\$1500	
		Pending totals	\$2,100	\$2,535
Marketing Totals To date			\$2,100	\$2,535
Total Marketing(pending and paid)				\$4,635
Refreshments for artists	\$200	We hope to get some refreshments donated from local merchants.		
Signage	\$3,000			
Light pole banners			\$737	
Yard signs		Estimate of 50@ \$15 each	\$750	
Total Signage		pending	\$1,487	
Insurance and fees	\$1,000	.		
Park permit*		Paid	\$50.00	\$50.00
Right of way permit*		Pending	\$172	

Street banner permit*	11 banner locations @ \$20 each	Pending	\$220	
Park usage fee*		Pending	\$510	
Portable restrooms servicing*		Pending	\$125	
Bring in extra restrooms for festival*		Pending	\$380	
Garbage drop box*		Pending	\$140	
Cleaning/damage deposit *		Pending	\$350	
*These are all required fees by the city				
Pending totals To Date			\$1,897	
Paid to date				\$50.00
Reserve officer	\$2,000	Pending		
Transportation	\$1,500	Due to needing offsite parking we are hiring a bus to shuttle guests to and from the event		
Sound equipment	\$500	Pending		
Other				
Supplies for sponsorship letters			\$15.49	\$15.49
Stamps			129.39	\$129.39
Artist name and booth signage	\$100			
Total paid expenses to date				\$2,585
Total projected expenses	\$20,300			
Totals of actual and projected expenses as of 5/24/16			\$14,363.88	

OREGON CITY Festival of the ARTS

AUGUST 13-14, 2016



Three
Rivers
Artist Guild



AUGUST 13-14, 2016
10:00 AM-6:00 PM

A Celebration of Visual & Performing Arts
ART • FOOD • LIVE MUSIC • CHILDREN'S HANDS-ON ART
WILLAMETTE FALLS SYMPHONY



threeriversartistguild.com
facebook.com/ThreeRiversArtistGuild
instagram.com/threeriversartistguild



Printed by Buel's Impressions Printing