



February 28, 2014

Oregon City Civic Improvement Trust
PO Box 3040
Oregon City, OR 97045

RE: First City Celebration Tourism Grant Application

Dear OCCIT:

MSOC, Inc.
816 Main Street
Oregon City, OR 97045

971-202-1604
info@downtownoc.org

2014 Board

President
David Nash

Vice President
Barbara Orton

Treasurer
Ron Yost

Secretary
Carol Pauli

Board Members
Paul Culp
Jared Justice
Roger Nickerson
Tim Tofte
Amber Holveck

Executive Director
Jonathan Stone

Main Street Oregon City
is a 501c3 non-profit that
leads revitalization efforts
of Oregon City's 170-
year-old downtown.

Thank you so much for taking the time to review our grant application for the First City Celebration. The event was originally conceived to celebrate Oregon City's 150th year as a city. Its reincarnation over the past few years was successful as a street festival. MSOC seeks to grow this event and more tightly associate it with its moniker "First City" and align with the Oregon City Tourism Action Plan objectives.

Building on the core event of art vendors, craft vendors, wine, and music, a new multifaceted component that employs mixed media, relics, and living history actors will bring the First City story to life throughout downtown. Imagine at the corner of 6th and Main you encounter actors reliving a pivotal session from the statehouse, at the entrance to the mill a large banner augments the view to show former Main Street, and a Liberty stage that is reminiscent of the interior of the former Liberty Theater hosts interpretive dance. While these are just ideas, the possibilities are endless and the thread that weaves the story can change from year to year. The First City story will be loud and clear.

Over the past several weeks, feedback from Oregon City heritage groups and downtown stakeholders about this concept has been resoundingly positive. We look forward to working with the heritage groups to curate specific story-telling "moments." Spreading these moments beyond the street closure area will encourage discovery of other parts of the district.

The First City Celebration, as proposed, addresses the following Tourism Action Plan objectives:

- Develop visitor infrastructure; assess visitor feedback to presented stories, future possible codification of receptive stories
- Heightened publicity of efforts (researched based marketing)
- Use of technology and media. We expect that at least one or two story-telling "moments" will use digital media in some way. Social media will be integrated throughout the event.

Based on last year's actual costs and the increased scope of this year's event, we expect total grant, matching, and in-kind investment to increase from the projected \$37,028 for last year's event to \$52,500

this year. The event will get a graphic design “makeover” to be better integrated into the new downtown brand and additional investments will be made in heritage interpretive zones and marketing. We are also currently exploring how a PR firm may help with marketing effectiveness. Due to the considerably larger scope this year we feel it was appropriate to ask for the same \$14,500 that was awarded last year.

Again, we appreciate your time and due diligence in reviewing our application. Please call or email me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to be 'JS' or 'Jonathan Stone', written in a cursive style.

Jonathan Stone

*Executive Director
Main Street Oregon City*

*o 971-202-1604
c 617-642-4007
jon@downtownoregoncity.org*



OCCIT Tourism Grant Application for Funds July 1, 2014 through June 30, 2015

Before filling out this form, please read the OCCIT 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 Friday, February 28, 2014 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.

Project Title First City Celebration
Organization Main Street Oregon City
Is this a Non-Profit Organization? Yes ☒ No ☐
Non-Profit Federal tax exempt ID Number 26-2907232
Address 816 Main Street
City, State, Zip Oregon City, OR 97045
Project Coordinator Jonathan Stone Phone (971) 202-1604
Email jon@downtownoregoncity.org
Chairperson of Governing Board (If Applicable) David Nash
Phone (503) 657-6082
Signature Jonathan Stone

Digitally signed by Jonathan Stone
DN: cn=Jonathan Stone, o=Main Street Oregon City, ou=Executive Director, email=jon@downtownoregoncity.org, c=US
Date: 2014.02.28 16:35:00 -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 7 first.
Column totals from that sheet will auto fill into this table*****

Grant Amount Requested: \$ 14,500.00
+Matching Funds (Cash): \$ 17,000.00
+In-Kind Matching Funds: \$ 21,000.00
= Total Cost of Project: \$ 52,500.00

1. Is this your first grant application to the Oregon City Civic Improvement Trust (OCCIT)?

Yes ☐ No ☒

2. Have you received an OCCIT grant in the last 3 years?

Yes ☒ No ☐

If yes, please describe the projects/programs for which you received funding.

For each of the past 3 years MSOC has received funding for the First City Celebration.

3. If you received an OCCIT grant last year, what is the status of the project?

Last year, MSOC received an OCCIT grant for the First City Celebration. The event was held as planned and an exit report was provided.

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.

Future events will be applied for on their merit.

5. Project Description: a detailed description of the proposed event or project.

The First City Celebration has four key components:

- Juried Art and Craft Fair (Sponsored by Oregon City's Three River Arts Guild)
 - Live Music
 - Local Wine Tasting (Sponsored by the Willamette Valley Winery Association)
 - ****NEW**** Interactive heritage story-telling exhibits throughout the primary downtown area
- The core street festival aspect will largely remain the same as last year's event.

New this year:

- Double number of vendors from last year's 60 to approximately 120 (street closure and private lot permitting).
- Approximately 15 story-telling exhibits sponsored by Oregon City and other nearby heritage groups. Each exhibit will interpret "The First City" story in some way. The goal is for heritage to be accessible, interactive, and family friendly.
- Comprehensive social media strategy including targeted promotions on Facebook.
- Plein air exhibit and competition of local artists of key Oregon City scenes.
- Abstract art competition based on a chosen theme.
- Living history actor ambassadors strolling about downtown.
- Awards ceremony for the high school's "First City Story Essay Competition."
- Debut of new downtown brand (and hopefully new brand imagery incorporated throughout the district).

6. Project Objective: How would this project help promote tourism in Oregon City? Who is the target audience?

1. Much of the infrastructure required to create the story-telling "moments" will be able to be reused. For instance, the 15 chosen moments could be repurposed for future walking tours or posters could be turned into durable installations.
2. The First City Celebration will be the first major event where downtown's proposed new web site and brand will be tested. We will be able to gather feedback about other tourism assets at the event and make appropriate corrections or recommendations so the other assets will be more effective.
3. Telling the Oregon City's heritage story in an interactive way is the single biggest way for the city and district to define itself as a tourism definition. With interactive exhibits a debrief after the event will identify what stories resonated.
4. Professional photographers employed for the event will provide usable imagery in future event marketing as well as for other publications.
5. An optimized social media campaign will rely on "friends of friends" to meaningfully reach beyond 50 miles.

7. Organization Description: a detailed description of your organization.

Main Street Oregon City is a non-profit 501c(3) corporation and is nationally accredited by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Volunteer-led and partnership driven, Main Street Oregon City (MSOC) uses design, promotion, and economic restructuring as tools for revitalization.

Mission:

As the stakeholder-stewards of Downtown Oregon City, we work together as facilitators, coordinators, and together with partners as a catalyst to generate a positive downtown image, preserve historic and cultural landmarks, and stimulate economic vitality and investment in our downtown and in Oregon City.

Vision:

We see Downtown Oregon City is a thriving and vibrant mix of economically viable and unique businesses, activities, restaurants and housing that attracts local residents and visitors and that entices future residents and businesses to relocate into the area. As the heart and soul of our historic community, downtown connects us with each other, to our rich heritage as the first city of the Oregon Territory and to the larger metropolitan area.

8. Project Personnel: List the primary people involved, their positions and qualifications. Briefly describe prior experience managing similar projects.

****Jonathan Stone - Executive Director, Main Street Oregon City****

As the Executive Director of MSOC, Jonathan is responsible for the coordination of all projects and outreach conducted by the organization. He brings to the table experience in market research, retail brand development, small business consulting, and architecture. He has both an MS Information Systems and an MBA from Boston University and a Bachelor of Architecture from Boston Architectural College.

****Roger Nickerson - Main Street Oregon City Board of Directors***

Former Main Street Manager for McComb Mississippi, Roger has experience in managing similar events.

****Linda Merry Gross - Three Rivers Artist Guild****

****The Oregon City Heritage Coordinating Committee****

****Carl McKnight - East Valley Winery Association****

****Don Scott - Vice President, Curtis Heritage Education Center****

The First City Celebration committee includes other volunteers not listed.

9. Project Timeline: Describe the timeline for the project. List anticipated project milestones and dates (e.g. volunteer meetings, public meetings, planning activities and event activities).

The First City Celebration committee will meet regularly until the event. All committee meeting times will be posted on downtownoregoncity.org. Art, wine, and heritage subcommittees will meet separately.

- February 2014, Initial event scope defined with participating organizations.

- March 2014, Secure sponsorships.

- March 2014, Book musicians.

- March 2014, Hire graphic designer and develop marketing collateral including event web site.

- March 2014, Identify and book specific kids activities.

- April 2014, Finalize all equipment rentals.

- May, June, and July 2014, Advertise, Advertise, Advertise.

Event Date/Time: July 26, 2014 from 11am until 7pm (or 9pm) depending on selected entertainment.

10. 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)?

- Street closures with appropriate signage denoting route changes
- Hang any banner signage

11. An exit report will be included as part of the OCCIT 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 tourists; number of people served; number of volunteers attracted, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

- All vendors and heritage interpreters will be required to submit a final report providing sales metrics as well as qualitative data. Collection of this data at future events will identify trends.
- Volunteers will be soliciting feedback from event attendees.
- MSOC always tracks its volunteer hours and expects to increase the level of volunteer engagement this year.
- Use of online marketing paired with analytics tools will show what demographics are engaged with that form of advertising.
- Any promotions (such as \$1 off a wrist band) used in print and online advertising will measure which advertising channels were the most effective.
- Creation and promotion of a "hashtag" and specific sites promoting its use will measure engagement.

The event will employ tried and true market research techniques to not only measure event change year-over-year but also to test any change in perceptions to the district and city as a whole.

Goals:

- Increase attendance significantly from 4,000 to 6,000+
- Identify what marketing channels were most effective.
- Attendees have at least one heritage takeaway.
- Attendance reaches broadly outside Clackamas County.
- Repeat vendors.

12. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer hours use \$22.14 (the value of volunteer labor time as of 1/12/14, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
Downtown Volunteers	MSOC and Partners	\$13,000.00
Media Sponsorship	Pamplin Media and Others	\$4,000.00

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

- No other grants have been applied for or committed.

14. What is the percentage of OC Tourism Grant funds to be used for personnel services or administrative costs? 3 %

15. Will the administrator be a paid position? Yes ☒ No ☐

16. 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 12).
- Column D: Totals for each category.

Proposed Budget

Suggested List (not inclusive)	(A) OC Tourism Grant Dollars	(B) Matching Funds (Cash)	(C) In-Kind Matching	(D) Total
Personnel Services (salaries, administration) MSOC @ \$35/hour	\$ 1,500.00	\$ 3,500.00	\$	\$ 5,000.00
Project Administration costs (clerical, advertising, graphics, printing, postage) Possible PR firm hired.	\$ 10,000.00	\$ 5,000.00	\$ 4,000.00	\$ 19,000.00
Materials	\$	\$	\$	\$ 0.00
Equipment/Supplies Staging and Tables	\$	\$ 4,000.00	\$	\$ 4,000.00
Construction Costs	\$	\$	\$	\$ 0.00
Event Costs 15 Interpretive Zones	\$ 2,500.00	\$	\$	\$ 2,500.00
Transportation Costs	\$	\$	\$	\$ 0.00
Insurance Costs (if needed) and Security Services	\$	\$ 1,500.00	\$	\$ 1,500.00
Additional Expenses (list) Oregon City Fees	\$ 500.00	\$	\$	\$ 500.00
Volunteer Hours			13,000.00	13,000.00
Music and Entertainment		3,000.00	3,000.00	6,000.00
Awards for Competitions			1,000.00	1,000.00
				0.00
				0.00
Totals	\$ 14,500.00	\$ 17,000.00	\$ 21,000.00	\$ 52,500.00

Jonathan Stone
Executive Director
Main Street Oregon City Inc.
816 Main Street Oregon City, OR 97045

February 28, 2014

Jonathan-

The East Valley Winery Association is gearing up to participate as the official wine partner to the First City Celebration.

This is our official notification that we intend to participate and help promote the First City Festival. Our group will have over a dozen wineries featuring "Wines from the Cascade Foothills" available at the event. We will showcase wines from some of the original vineyards in Oregon.

And we are committed to promoting the event in our tasting rooms, with our wine clubs; online presence and beyond.

Thanks for the opportunity.

Carl McKnight
President- East Valley Winery Association

The East Valley Winery Association includes
St Josef's Winery
Christopher Bridge
Kings Raven
Alexeli Winery
Pheasant Run Winery
Mt Angel Cellars
Vitis Ridge
Domaine Margeaux
Pudding River Cellars
Piluso Winery
Aurora Colony Vineyards
Silver Falls Vineyards
Forest Edge Winery

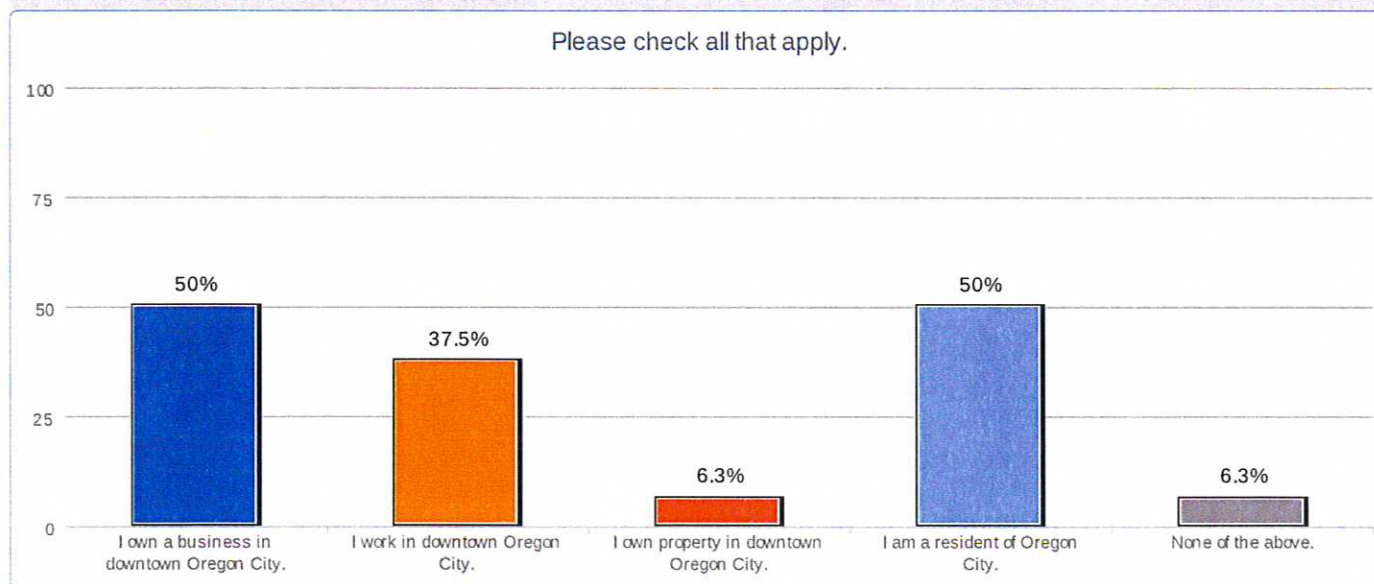
Hanson Vineyards

First City Celebration Responses

Survey: MSOC Grant Eligible Projects

Please provide your email address.

Count	Response
1	MaizeeMae@aol.com
1	blane@fccycles.net
1	bryony@birdlink.net
1	cheryl@bigwhitegoose.com
1	cwadsworth@orc.org
1	danf@abernethycenter.com
1	debbie.d.spradley@ojd.state.or.us
1	elizabeth@abernethycenter.com
1	guttmcg@msn.com
1	info@christmasatthetoo.com
1	jill@nvboutique.co
1	marcia.wimmer@comcast.net
1	president@threeriversartistguild.com
1	ptlock@earthlink.net
1	retrorevivaloc@gmail.com
1	rlajka@comcast.net



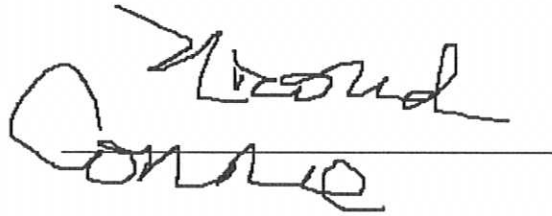
Please check all that apply.

Value	Count	Percent %
I own a business in downtown Oregon City.	8	50.0%
I work in downtown Oregon City.	6	37.5%
I own property in downtown Oregon City.	1	6.3%
I am a resident of Oregon City.	8	50.0%
None of the above.	1	6.3%

Statistics	
Total Responses	16

Please provide a signature endorsing your responses.

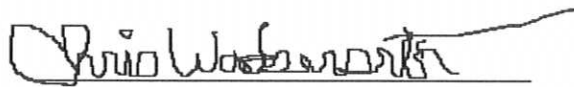
Connie Nicoud

Handwritten signature of Connie Nicoud in black ink, written over a horizontal line.


Cristy Rein

Handwritten signature of Cristy Rein in black ink, written over a horizontal line.

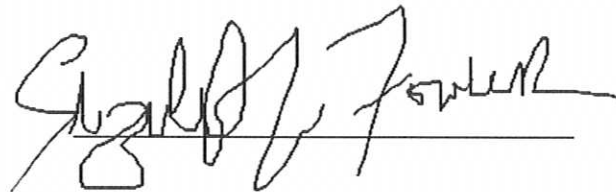
Chris Wadsworth

Handwritten signature of Chris Wadsworth in black ink, written over a horizontal line.

Suzan Clough

Handwritten signature of Suzan Clough in black ink, written over a horizontal line.

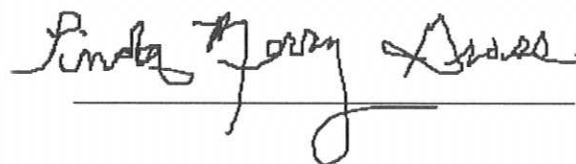
Elizabeth Fowler

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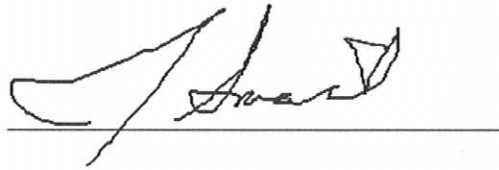
Bryon D. Boyce

A blank horizontal line for a signature.

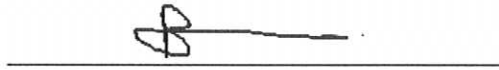
Linda Merry Gross

Handwritten signature of Linda Merry Gross in black ink, written over a horizontal line.

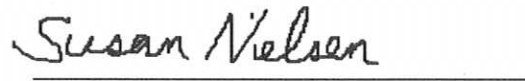
Jill Smart



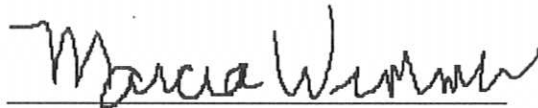
Blane Meier



Susan Nielsen



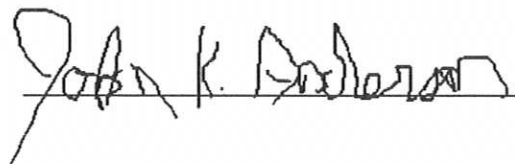
Marcia Wimmer



Denyse C. McGriff



John K. Anderson



cheryl frampton

The First City Celebration

	Yes, I support the First City Celebration as described.	I neither support or do not support the First City Celebration.	No, I do not support the First City Celebration as described.	Responses
<p>The First City Celebration The First City Celebration was originally conceived to celebrate Oregon City's 150th year as a city. The event's reincarnation over the past few years was largely as a street festival. The plan that is forming for this year keeps the core event largely intact - art vendors, craft vendors, wine, and music. New is a multifaceted and interactive storytelling component that employs mixed media, relics, and living history actors that brings the First City story to life throughout downtown. Imagine at the corner of 6th and Main you encounter actors reliving a pivotal session from the statehouse, at the entrance to the mill site a 20 foot by 20 foot banner augments the view to show former Main Street, a Liberty stage that is reminiscent of the interior of the former Liberty Theater hosts interpretive dance, and real wagons from the 1800's are on display. An art competition interprets The First City Story and an essay competition with the high school culminates in an awards ceremony at the event. The possibilities are endless and the thread that weaves the story can change from year to year. For those that want to hear the First City story, the message will be loud and clear. For all others there is wine and music. The event is scheduled for July 26 beginning at 11am. Depending on entertainment choices, the event would end at 7pm or 9pm. Reminder: The First City Celebration closes several streets downtown including Main Street between 7th and either 9th or 10th. Do you support Main Street Oregon City pursuing this event in this way?</p>	100.0% 16	0.0% 0	0.0% 0	16

MSOC Grant Eligible Projects

Response ID:3 Data

1. Page One

1. Please provide your email address.

info@christmasatthezoo.com

2. Please check all that apply.

I own a business in downtown Oregon City.

I am a resident of Oregon City.

2. New Page

3. The First City Celebration

The First City Celebration was originally conceived to celebrate Oregon City's 150th year as a city. The event's reincarnation over the past few years was largely as a street festival. The plan that is forming for this year keeps the core event largely intact - art vendors, craft vendors, wine, and music. New is a multifaceted and interactive storytelling component that employs mixed media, relics, and living history actors that brings the First City story to life *throughout downtown*.

Imagine at the corner of 6th and Main you encounter actors reliving a pivotal session from the statehouse, at the entrance to the mill site a 20 foot by 20 foot banner augments the view to show former Main Street, a Liberty stage that is reminiscent of the interior of the former Liberty Theater hosts interpretive dance, and real wagons from the 1800's are on display. An art competition interprets The First City Story and an essay competition with the high school culminates in an awards ceremony at the event. The possibilities are endless and the thread that weaves the story can change from year to year. For those that want to hear the First City story, the message will be loud and clear. For all others there is wine and music.

The event is scheduled for July 26 beginning at 11am. Depending on entertainment choices, the event would end at 7pm or 9pm. *Reminder: The First City Celebration closes several streets downtown including Main Street between 7th and either 9th or 10th.*

Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments:

4. New Downtown Web Site

Main Street Oregon City is committed to building a new downtown web site as part of its ongoing branding project. The new downtown web site will feature rich imagery, events, business listings, an interactive map, and sections dedicated to starting a business in downtown Oregon City. The web site will be downtown's digital front door for travelers making the decision to visit as well as a resource for the local community to discover downtown events and businesses. The site will be mobile optimized making it easy for downtown visitors to discover more "on the go."

Examples that the web site committee are inspired by include:

<http://www.downtownportland.org>

<http://www.explorebristolri.com>

<http://www.downtownseattle.com>

Since November, MSOC's web site was visited by nearly 4,000 unique visitors. A new web site should be able to reach a

broader audience. Do you support possible grant funding to build a new web site that improves consumer experience?

Yes, I support a new downtown web site.

Comments:

5. Downtown Car Show

The Downtown Car Show in 2013 was the best attended event downtown with 8,000 attendees. Last year nearly 200 vintage cars lined Main Street. Do you support the return of the car show to downtown Saturday, September 13, 2014?

Reminder: the car show closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the Downtown Car Show.

Comments:

6. 19th Annual Oregon City Open Air Antique Fair

The Chamber of Commerce plans to return the antique fair to downtown Oregon City this Summer. When it was last held downtown in 2012 it attracted nearly 8,000 visitors. Do you support the return of the antique fair to downtown Sunday August 24, 2014?

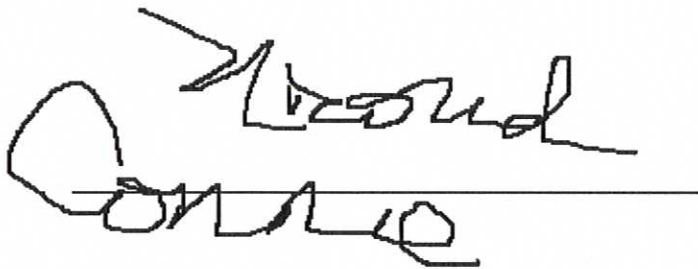
Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Connie Nicoud

A handwritten signature in black ink, appearing to read 'Connie Nicoud', written over a horizontal line.

Response ID: 3

Survey Submitted:	Feb 26, 2014 (2:53 PM)
IP Address:	67.51.72.102
Language:	English (en-US)
User Agent:	Mozilla/5.0 (Windows NT 6.1; WOW64; Trident/7.0; rv:11.0) like Gecko
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)

SessionID: 1393444143_530e452f7caad8.99340244

Response Location

Country:	United States
Region:	OR
City:	Portland
Postal Code:	
Long & Lat:	Lat: 45.523399, Long:-122.676201

Response ID:5 Data

1. Page One

1. Please provide your email address.

MaizeeMae@aol.com

2. Please check all that apply.

I own a business in downtown Oregon City.

2. New Page

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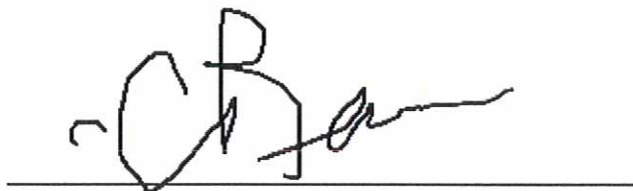
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Comments:

7. Please provide a signature endorsing your responses.

Cristy Rein



Response ID: 5

Survey Submitted:	Feb 26, 2014 (2:59 PM)
IP Address:	67.166.92.26

Language:	English (en-us)
User Agent:	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_6_8) AppleWebKit/534.59.10 (KHTML, like Gecko) Version/5.1.9 Safari/534.59.10
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393444579_530e46e3418932.91704048

Response Location

Country:	United States
Region:	OR
City:	Oregon City
Postal Code:	97045
Long & Lat:	Lat: 45.3218, Long:-122.523102

Response ID:8 Data

1. Page One

1. Please provide your email address.

debbie.d.spradley@ojd.state.or.us

2. Please check all that apply.

I work in downtown Oregon City.

2. New Page

3. The First City Celebration

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The event is scheduled for July 26 beginning at 11am. Depending on entertainment choices, the event would end at 7pm or 9pm. *Reminder: The First City Celebration closes several streets downtown including Main Street between 7th and either*

9th or 10th.

Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments:

4. New Downtown Web Site

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Yes, I support a new downtown web site.

Comments:

5. Downtown Car Show

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Reminder: the car show closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the Downtown Car Show.

Comments:

6. 19th Annual Oregon City Open Air Antique Fair

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Response ID: 8

Survey Submitted:	Feb 26, 2014 (3:52 PM)
IP Address:	159.121.96.200

Language:	English (en-US)
User Agent:	Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 6.1; Trident/4.0; SLCC2; .NET CLR 2.0.50727; .NET CLR 3.5.30729; .NET CLR 3.0.30729; Media Center PC 6.0; .NET4.0C; .NET4.0E; InfoPath.3; .NET CLR 1.1.4322; Tablet PC 2.0)
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393447779_530e536335ab02.07152893

Response Location

Country:	United States
Region:	OR
City:	Salem
Postal Code:	
Long & Lat:	Lat: 44.942902, Long:-123.035103

Response ID:9 Data

1. Page One

1. Please provide your email address.

cwadsworth@orcity.org

2. Please check all that apply.

None of the above.

2. New Page

3. The First City Celebration

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Comments:

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Yes, I support a new downtown web site.

Comments:

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Yes, I support the Downtown Car Show.

Comments:

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Chris Wadsworth

Chris Woodmark

Response ID: 9

Survey Submitted:	Feb 26, 2014 (4:28 PM)
IP Address:	209.255.98.97
Language:	English (en-US)
User Agent:	Mozilla/5.0 (compatible; MSIE 10.0; Windows NT 6.1; WOW64; Trident/6.0)
Http Referrer:	http://us3.campaign-archive2.com/? u=b40669c7c0d0a3d5962d8eee9&id=4a8a7d4fe5&e=7236bc393e
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393449874_530e5b92c07b77.07101841

Response Location

Country:	United States
Region:	OR
City:	Oregon City
Postal Code:	97045
Long & Lat:	Lat: 45.3218, Long:-122.523102

Response ID:10 Data

1. Page One

1. Please provide your email address.

retroreivaloc@gmail.com

2. Please check all that apply.

I own a business in downtown Oregon City.

2. New Page

3. The First City Celebration

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Yes, I support the First City Celebration as described.

Comments:

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Comments:

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Yes, I support the Downtown Car Show.

Comments:

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Suzan Clough



Response ID: 10

Survey Submitted:	Feb 26, 2014 (4:49 PM)
IP Address:	172.56.32.192
Language:	English (en-US,en;q=0.8)
User Agent:	Mozilla/5.0 (Linux; Android 4.1.2; LG-D500 Build/JZO54K) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/32.0.1700.99 Mobile Safari/537.36
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393451181_530e60adedb559.96434836

Response Location

Country:	United States
Region:	WA
City:	
Postal Code:	
Long & Lat:	Lat: 47.606201, Long:-122.3321

Response ID:11 Data

1. Page One

1. Please provide your email address.

elizabeth@abernethycenter.com

2. Please check all that apply.

I work in downtown Oregon City.

2. New Page

3. The First City Celebration

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Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments: I also like having a night band headliner like last year.

4. New Downtown Web Site

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Yes, I support a new downtown web site.

Comments:

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Comments:

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments: I support the antique fair but think the booths should be in quads like the First City Festival....not blocking downtown store fronts ~

7. Please provide a signature endorsing your responses.

Elizabeth Fowler



Response ID: 11

Survey Submitted:	Feb 26, 2014 (4:53 PM)
IP Address:	70.90.131.169
Language:	English (en-US,en;q=0.8)
User Agent:	Mozilla/5.0 (Windows NT 6.1; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.117 Safari/537.36
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393451292_530e611cd44e26.13650803

Response Location

Country:	United States
Region:	OR
City:	Oregon City
Postal Code:	97045
Long & Lat:	Lat: 45.3218, Long:-122.523102

Response ID:12 Data

1. Page One

1. Please provide your email address.

bryony@birdlink.net

2. Please check all that apply.

I am a resident of Oregon City.

2. New Page

3. The First City Celebration

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Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments: Because this builds on one of the strong points of Oregon City - its long history -

4. New Downtown Web Site

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Comments:

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Yes, I support the Downtown Car Show.

Comments:

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Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Bryon D. Boyce

Response ID: 12

Survey Submitted:	Feb 26, 2014 (5:27 PM)
IP Address:	71.59.162.195
Language:	English (en-US,en;q=0.5)
User Agent:	Mozilla/5.0 (Windows NT 5.1; rv:27.0) Gecko/20100101 Firefox/27.0

Http Referrer:	http://www.surveygizmo.com/s3/1560160/MSOC-Grant-Eligible-Projects
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393451132_530e607c99ee96.52349589

Response Location

Country:	United States
Region:	OR
City:	West Linn
Postal Code:	97068
Long & Lat:	Lat: 45.342201, Long:-122.663902

Response ID:13 Data

1. Page One

1. Please provide your email address.

president@threeriversartistguild.com

2. Please check all that apply.

I am a resident of Oregon City.

2. New Page

3. The First City Celebration

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Comments:

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Comments:

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Comments:

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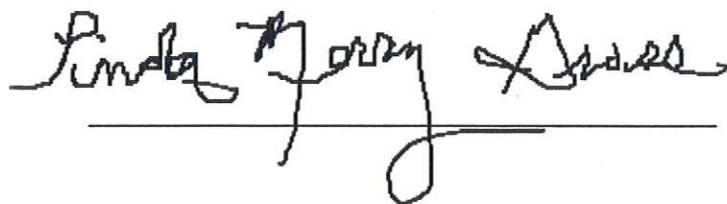
Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Linda Merry Gross

A handwritten signature in black ink, appearing to read "Linda Merry Gross", written over a horizontal line.

Response ID: 13

Survey Submitted:	Feb 26, 2014 (4:54 PM)
IP Address:	71.38.147.52
Language:	English (en-us)
User Agent:	Mozilla/5.0 (compatible; MSIE 9.0; Windows NT 6.0; WOW64; Trident/5.0)
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393451361_530e616150a926.76819709

Response Location

Country:	United States
Region:	OR
City:	Portland
Postal Code:	
Long & Lat:	Lat: 45.523399, Long:-122.676201

Response ID:14 Data

1. Page One

1. Please provide your email address.

jill@nvboutique.co

2. Please check all that apply.

- I own a business in downtown Oregon City.
- I work in downtown Oregon City.
- I am a resident of Oregon City.

2. New Page

3. The First City Celebration

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Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments: Party like it's 18929!

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Yes, I support a new downtown web site.

Comments:

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Comments:

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments: I don't think it should have been moved, in 2013!

7. Please provide a signature endorsing your responses.

Jill Smart



Response ID: 14

Survey Submitted:	Feb 26, 2014 (7:12 PM)
IP Address:	166.147.88.41
Language:	English (en-US,en;q=0.5)
User Agent:	Mozilla/5.0 (Windows NT 6.1; rv:27.0) Gecko/20100101 Firefox/27.0
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393459528_530e8148570fa5.72145923

Response Location

Country:	United States
Region:	
City:	
Postal Code:	
Long & Lat:	Lat: 38, Long:-97

Response ID:15 Data

1. Page One

1. Please provide your email address.

blane@fccydes.net

2. Please check all that apply.

I own a business in downtown Oregon City.

I work in downtown Oregon City.

2. New Page

3. The First City Celebration

The First City Celebration was originally conceived to celebrate Oregon City's 150th year as a city. The event's reincarnation over the past few years was largely as a street festival. The plan that is forming for this year keeps the core event largely intact - art vendors, craft vendors, wine, and music. New is a multifaceted and interactive storytelling component that employs mixed media, relics, and living history actors that brings the First City story to life *throughout downtown*.

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Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments:

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Comments:

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Reminder: the car show closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the Downtown Car Show.

Comments:

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Blane Meier



Response ID: 15

Survey Submitted:	Feb 26, 2014 (7:17 PM)
IP Address:	71.193.170.119
Language:	English (en-US,en;q=0.5)
User Agent:	Mozilla/5.0 (Windows NT 6.1; WOW64; rv:27.0) Gecko/20100101 Firefox/27.0
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393459887_530e82af4dfe67.95895793

Response Location

Country:	United States
Region:	OR
City:	West Linn
Postal Code:	97068
Long & Lat:	Lat: 45.342201, Long:-122.663902

1. Page One

1. Please provide your email address.

ptlock@earthlink.net

2. Please check all that apply.

I own a business in downtown Oregon City.

I work in downtown Oregon City.

2. New Page

3. The First City Celebration

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Comments:

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Comments:

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Comments:

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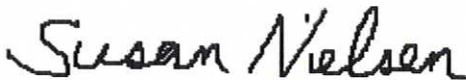
Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Susan Nielsen



Response ID: 16

Survey Submitted:	Feb 26, 2014 (7:47 PM)
IP Address:	24.20.75.68
Language:	English (en-US,en;q=0.5)
User Agent:	Mozilla/5.0 (Windows NT 6.1; WOW64; rv:27.0) Gecko/20100101 Firefox/27.0
Http Referrer:	http://webmail.earthlink.net/wam/msg.jsp?msgid=3207&folder=INBOX&isSeen=false&x=119322158
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393460869_530e8685346d34.55922176

Response Location

Country:	United States
Region:	OR
City:	Oregon City
Postal Code:	97045
Long & Lat:	Lat: 45.3218, Long:-122.523102

Response ID:17 Data

1. Page One

1. Please provide your email address.

marcia.wimmer@comcast.net

2. Please check all that apply.

I am a resident of Oregon City.

2. New Page

3. The First City Celebration

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Comments:

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Yes, I support a new downtown web site.

Comments: Could public art in downtown also be included? Many visitors may be searching for our particular art, especially that of renown yet local artists like Lee Kelly.

5. Downtown Car Show

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Reminder: the car show closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the Downtown Car Show.

Comments:

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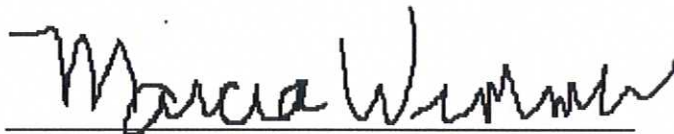
Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments: Most definitely!!!

7. Please provide a signature endorsing your responses.

Marcia Wimmer



Response ID: 17

Survey Submitted:	Feb 26, 2014 (10:23 PM)
IP Address:	71.237.189.205

Language:	English (en-US)
User Agent:	Mozilla/5.0 (compatible; MSIE 10.0; Windows NT 6.1; Trident/6.0)
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393471038_530eae3eed8b70.43101601

Response Location

Country:	United States
Region:	OR
City:	Oregon City
Postal Code:	97045
Long & Lat:	Lat: 45.3218, Long:-122.523102

Response ID:19 Data

1. Page One

1. Please provide your email address.

guttmcg@msn.com

2. Please check all that apply.

I am a resident of Oregon City.

2. New Page

3. The First City Celebration

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Do you support Main Street Oregon City pursuing this event in this way?

Yes, I support the First City Celebration as described.

Comments:

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Yes, I support a new downtown web site.

Comments: The current one is out of date regarding the First City Festival

5. Downtown Car Show

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Comments:

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Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.

Yes, I support the antique fair downtown.

Comments: I don't think it worked at the EOT- too disconnected from downtown

7. Please provide a signature endorsing your responses.

Denyse C. McGriff

Response ID: 19

Survey Submitted:	Feb 26, 2014 (11:05 PM)
IP Address:	67.5.189.150
Language:	English (en-us)
User Agent:	Mozilla/5.0 (compatible; MSIE 9.0; Windows NT 6.0; Trident/5.0)
Http Referrer:	http://us3.campaign-archive2.com/? u=b40669c7c0d0a3d5962d8eee9&id=4a8a7d4fe5&e=00a2237585
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393473512_530eb7e899dcd0.74493331

Response Location

Country:	United States
Region:	OR
City:	Portland
Postal Code:	
Long & Lat:	Lat: 45.523399, Long:-122.676201

Response ID:20 Data

1. Page One

1. Please provide your email address.

rlajka@comcast.net

2. Please check all that apply.

I am a resident of Oregon City.

2. New Page

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Comments:

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Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

John K. Anderson



Response ID: 20

Survey Submitted:	Feb 27, 2014 (2:17 AM)
IP Address:	76.105.231.184
Language:	English (en-US,en;q=0.5)
User Agent:	Mozilla/5.0 (Windows NT 6.1; WOW64; rv:27.0) Gecko/20100101 Firefox/27.0
Http Referrer:	http://web.mail.comcast.net/zimbra/mail?app=mail
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393485173_530ee57595aab4.13149113

Response Location

Country:	United States
Region:	OR
City:	West Linn
Postal Code:	97068
Long & Lat:	Lat: 45.342201, Long:-122.663902

Response ID:22 Data

1. Page One

1. Please provide your email address.

cheryl@bigwhitegoose.com

2. Please check all that apply.

I own a business in downtown Oregon City.

I am a resident of Oregon City.

2. New Page

3. The First City Celebration

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Comments:

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Comments:

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Comments:

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Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

cheryl frampton

Response ID: 22

Survey Submitted:	Feb 27, 2014 (10:35 AM)
IP Address:	67.166.92.182
Language:	English (en-US,en;q=0.8)
User Agent:	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_9_1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.117 Safari/537.36
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3) 2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393515245_530f5aeda91c23.50265553

Response Location

Country:	United States
Region:	OR
City:	Oregon City
Postal Code:	97045
Long & Lat:	Lat: 45.3218, Long:-122.523102

Response ID:23 Data

1. Page One

1. Please provide your email address.

danf@aberenthycenter.com

2. Please check all that apply.

I own a business in downtown Oregon City.

I work in downtown Oregon City.

I own property in downtown Oregon City.

2. New Page

3. The First City Celebration

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Comments:

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Comments:

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Comments:

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Yes, I support the antique fair downtown.

Comments:

7. Please provide a signature endorsing your responses.

Response ID: 23

Survey Submitted:	Feb 27, 2014 (11:56 AM)
IP Address:	173.164.70.105
Language:	English (en-us)
User Agent:	Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0; .NET CLR 1.1.4322; .NET CLR 2.0.50727; .NET CLR 3.0.04506.30; MDDR; .NET CLR 3.0.04506.648; .NET CLR 3.5.21022; .NET CLR 3.0.4506.2152; .NET CLR 3.5.30729; .NET4.0C; .NET4.0E; BRI/2)
Http Referrer:	
Page Path:	1 : Page One (SKU: 1) 2 : New Page (SKU: 3)

	2 : New Page (SKU: 3) 3 : Thank You! (SKU: 2)
SessionID:	1393520036_530f6da426b8a7.58028830

Response Location

Country:	United States
Region:	OR
City:	Canby
Postal Code:	97013
Long & Lat:	Lat: 45.216, Long:-122.666702

in Street Oregon City Grant Eligible Program - First City Celebration

The First City Celebration was originally conceived to celebrate Oregon City's 150th year as a city. The event's reincarnation over the past few years was largely as a street festival. The plan that is forming for this year keeps the core event largely intact - art vendors, craft vendors, wine, and music. New is a multifaceted and interactive storytelling component that employs mixed media, relics, and living history actors that brings the First City story to life throughout downtown.

Imagine at the corner of 6th and Main you encounter actors reliving a pivotal session from the statehouse, at the entrance to the mill site a 20 foot by 20 foot banner augments the view to show former Main Street, a Liberty stage that is reminiscent of the interior of the former Liberty Theater hosts interpretive dance, and real wagons from the 1800's are on display. An art competition interprets The First City Story and an essay competition with the high school culminates in an awards ceremony at the event. The possibilities are endless and the thread that weaves the story can change from year to year. For those that want to hear the First City story, the message will be loud and clear. For all others there is wine and music.

Note: The specific ideas mentioned in the paragraph above are not necessarily what will be implemented but illustrate the kinds of activities we would like to pursue.

The event is scheduled for July 26 beginning at 11am. Depending on entertainment choices, the event would end at 7pm or 9pm.

Do you support Main Street Oregon City pursuing this event in this way?

Answer	Name	Affiliation	Signature	Date
yes	Sandra Hillman	Hat Shop Owner	[Signature]	2/26/14
yes	Mary Wickman	Coni Corner & Habbers	[Signature]	2/26/14
yes	Wendy H.	EARTH CANDIDATES	[Signature]	2/26/14
YES	My. Iron	RLCS		2-26-14
yes	Trey Castador	BDC Advertising	[Signature]	2-26-14
yes	Larry Medearis	Bridgeview	[Signature]	2/26/14

Additional responses on back side.



Public Works

625 Center Street | Oregon City OR 97045
Ph (503) 657-0891 | Fax (503) 657-7892

February 27, 2014

Oregon City Civic Improvement Trust Committee
City of Oregon City
P.O. Box 3040
Oregon City, OR 97045

RE: Support for MSOC's Oregon City Civic Improvement Trust Grant Application

Dear Committee Members:

On behalf of the Public Works Department, I am pleased to submit this letter of support for the Oregon City Civic Improvement Trust grant request from Main Street Oregon City. These grant funds are proposed to assist the organization with its two largest annual projects, the First City Celebration and the Annual Car Show. Both these celebrations have been community-based events that have helped to celebrate and highlight the uniqueness of our community and all it has to offer.

In the past, the Public Works Department has supported both of these events through planning, permitting and logistical support. In fact, the First City Celebration was originally coordinated by City staff and volunteers to celebrate Oregon City's 150th year as a city and we look forward to supporting the 5th iteration of this annual event. In the past, both events have been well attended and caused minimal disruption to city services and activities. While the events remain to be fully permitted, the Public Works Department looks forward to working with MSOC staff to finalize the plans and assure their continued success.

We feel both events are a great way to get people together and to promote Oregon City. The Public Works Department supports Main Street Oregon City's efforts in continuing to host the First City Celebration and the Car Show and would ask the award committee to look favorably upon their application.

Sincerely,



John M. Lewis, P.E.
Public Works Director

/mm

P:\PublicWorks\User Folders\John Lewis\Correspondence\2014 Correspondence\OCCIT Main Street Oregon City Support Ltr 022714.docx

2895 Beavercreek Road, Ste 103
Oregon City, OR 97045
503-656-1619
F: 503-656-2274
www.oregoncity.org



February 27, 2014

To Members of the Oregon City Civic Improvement Trust:

The Oregon City Chamber of Commerce supports our partner, Main Street Oregon City in hosting the *First City Celebration*. After all, we know and are truly proud that Oregon City is a City of Firsts. Main Street Oregon City in coordination with other organizations should be commended for continuing this "first city celebration" in Oregon City — this year reemphasizing our local heritage, identity, and culture.

We need to proactively ensure that the momentum established in our downtown continues with large scale events like the First City Celebration. The First City Celebration was originally developed to celebrate Oregon City's 150th year as a city. The event's reincarnation over the past few years was largely as a street festival. We need to be behind these interactive storytelling components that will include mixed media, relics, and living history actors that brings the First City story to life throughout downtown. For those that want to hear the First City story, the message will be easy to hear. For all others there is wine and music.

This is the right kind of event that can appeal to our local residents and to visitors. These efforts benefit our businesses, continue the positive buzz about our historic downtown and directly converts to tourism dollars. We have a growing variety of good restaurants, bakeries and other niche stores to cause people to stop. These businesses in combination with an event that draws people onto our streets will surely equal business success.

OCCIT grants are about tourism. Your investment in the First City Celebration will return back to Oregon City. The Oregon City Chamber is proud to be a partner in efforts to promote our historic downtown and the First City Celebration.

Sincerely,

Amber D. Holveck
Executive Director

OREGON CITY
HERITAGE COORDINATING COMMITTEE

"To Tell the Story, by use of Activities, Events & Festivals of Historic Oregon City"

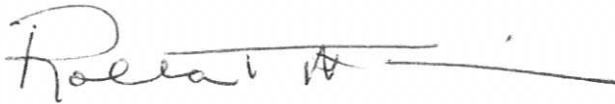
Jonathan Stone, Executive Director
Main Street Oregon City Inc.
Oregon City, Oregon

Jonathan,

It is with enthusiasm that our Organization support your grant request for the continuation of the First City Celebration under your leadership and the Main Street Organization. This year's theme of promoting business and the City's vast historic heritage, to us, is a natural combination and sure to attract the visitors for a fun and educational experience. The exposure to our heritage and history in a casual setting such as the First City Celebration will generate interest among our visitors to get the "rest of the Story" by planning future visits to, not only our heritage sites, but also to the growing business community

Thank you, Jonathan and Main Street, for your hard work to make this event a reality. If the Oregon City Heritage Coordinating Committee membership can be of any assistance, please let us know.

Thank you again,

A handwritten signature in dark ink, appearing to read "Rolla Harding", followed by a long horizontal line.

Rolla Harding, Chairman
Oregon City Heritage Coordinating Committee



Jonathan Stone <jon@downtownoregoncity.org>

First City Celebration Letter of Support

donscott10@comcast.net <donscott10@comcast.net>

Wed, Feb 26, 2014 at 12:08 PM

To: Jonathan Stone <jon@downtownoregoncity.org>

The Curtis Heritage Education Center is pleased to participate in your First City Celebration and plan to display at least two horse drawn vehicles along with period paraphernalia. We have two events scheduled for that day which, due to the logistics of transporting the vehicles, will limit the number we will be able to display. Please let me know when you have the display locations identified so we can plan our presentation appropriately.

Regards,

Don Scot, VP
Curtis Heritage Education Center (CHEC)

From: Jonathan Stone

Sent: Thursday, February 20, 2014 1:47 PM

To: Gail Yazzolino ; Karin Morey ; harding1863@comcast.net ; McLoughlin House ; collections@clackamashistory.org ; Don Scott ; Rocky Smith, Jr.

Cc: Roger Nickerson ; Ron Yost

Subject: First City Celebration Letter of Support

[Quoted text hidden]



Jonathan Stone
Executive Director
MSOC Inc.
816 Main Street
Oregon City, OR 97045

Jonathan,

Thank you for inviting the Three Rivers Artist Guild to partner with Main Street for the First City Celebration of 2014.

We strongly support this event and the grant application. We have been honored to participate since the inception of this event.

Our partnership with an organization such as Main Street Oregon City allows our artists to not only participate in giving back to the community at the First City Celebration, but allows the public to learn and appreciate art and culture interwoven with each other.

Very warm regards,

A handwritten signature in cursive script that reads "Linda Merry Gross".

Linda Merry Gross
President, Three Rivers Artist Guild

www.threeriversartistguild.com

Three Rivers Artist Guild - P.O. Box 2648, Oregon City, OR 97045

Dedicated to promote an exchange of knowledge and information about all types of art, and to provide mutual support, encouragement, and education for all its members.