



February 28, 2014

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

**RE: Downtown Web Site 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 a new downtown web site. The attached documentation demonstrates a desire for this kind of functionality by downtown stakeholders as well as demonstrates the importance of this type of functionality in tourism development. Additionally, a new web site will meet the needs of locals frequenting downtown and be an important business development tool.

MSOC is working diligently to address a number of the weaknesses and opportunities outlined in the Oregon City Tourism Action Plan. Consequently, many of these directly correlate with our mission.

- Improve retail hours and diversity
- Grow summer events
- Continue to invest in the physical streetscape
- Recruit quality retail and restaurant experience providers
- Coordinate marketing efforts

Marketing is an important function of Main Street Oregon City and essential to the health of our retail sector. Without a vibrant retail sector, the city's most historic business district will not be able to serve or contribute to tourism's growth. Before completing the proposed web site project, MSOC will have undergone a comprehensive community-wide effort to "brand" downtown. The results of this project will help guide visual enhancements (such as flags on light poles, directories, and printed maps) but also will be an important influence over the design and functionality of the proposed site. Ultimately, the site will be a seamless extension of the downtown experience and targeted at the most appropriate audience.

MSOC plans to leverage a new web site for targeted marketing and as a tool to identify marketing opportunities and measure marketing effectiveness. The new site will closely track demographic data, which we will share in aggregate with our businesses to help further guide their product development and marketing efforts.

MSOC has the resources and expertise to maintain and promote a new web site and will work closely with and link to other Oregon City tourism groups. Digital innovation is a priority of the Oregon City Tourism Action Plan and MSOC is poised to lead with quality and depth.

The application document addresses proposed functionality. As part of your evaluation, please visit the following web sites, each of which have features we seek to emulate. Screenshots of these web sites are included in this packet.

- <http://www.downtownportland.org/>
- <http://www.downtownseattle.com/>
- <http://www.explorebristolri.com/>
- <http://www.downtownprovidence.com/>

Each of the examples represent more developed districts with stronger tourism track records. The proposed web site would scale with our district over time adding layers of information as events become more frequent, points of interest are developed, and the number of businesses grow.

Again, we appreciate your time and due diligence in reviewing our application. This project is important for downtown and greater Oregon City and will be an important piece of infrastructure for Oregon City tourism. 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 Downtown Oregon City Web Site

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 15:09:42 -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: \$ 12,000.00  
+Matching Funds (Cash): \$ 9,500.00  
+In-Kind Matching Funds: \$ 9,324.70  
= Total Cost of Project: \$ 30,824.70

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.

MSOC plans to fund other parts of its branding initiative separately.

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

MSOC is proposing building a comprehensive destination mobile-optimized web site that will serve downtown and tourism assets in Oregon City. Currently, there is not a web site in Oregon City that is experience-driven designed to deliver information efficiently and crafted to tell the First City story with emotion. The current "downtownoregoncity.org" site in conjunction with "illuminateoregoncity.org" have received nearly 5,000 unique visitors over the past four months. Based on user feedback we know that the "downtownoregoncity.org" is not user friendly. The majority of search traffic is for specific events and businesses.

Improving the online experience and selling the district in a way that works across platforms will be an important economic development tool directly benefiting downtown's businesses. Additionally, as described in question 6 it will serve a vital tourism function.

Examples of how other downtown web sites are attached. The proposed site will answer:

- What can I do downtown today? Or, this weekend? (targeted at locals and current visitors)
- What can I expect to see, shop, and do when I get there? (targeted at regional travelers and beyond)
- Is there anything I need to know before I visit?

Additional content/features:

- Important information for potential businesses and developers in conjunction with city web site
- MSOC organizational information
- Tight social media integration
- Easy to subscribe to e-newsletter
- Directory driven with each business/organization having their own content-rich page

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

According to 2013 research by PhoCusWright, nearly 70% of U.S. travelers use web sites to select destinations. Offline, just under 30% rely on personal recommendations, the highest of any other non-digital category. The majority of travelers discover web sites through search engines. For downtown Oregon City to stand out to potential travelers, it needs to have a first-rate online presence that communicates clearly the type of experience that can be expected and deliver as promised in order to support positive social engagement. Aggregating all downtown businesses and attractions into one site will also enhance search engine optimization (SEO), increasing discoverability on Google, Bing, and others.

Since 88% of travelers bring a mobile device on vacation and more than 1/3 of travelers share vacation-related online content online, a mobile optimized site as proposed would help discover open attractions, directions, parking, and event information while visiting.

In addition to creating an extendable platform optimized for tourists, the new site will be an easy resource for residents.

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.

**\*\*Paul Culp - CEO SuperGenius and Main Street Oregon City Past President\*\***

With nearly 20 years of creative industry experience and an employer of 15, Paul understands an important downtown demographic. As a game developer he excels at creating immersive experiences. As a media consultant and designer he understands messaging and presentation to engage consumers.

**\*\*Alex Bauer - President of BDC Advertising\*\***

Alex has over 25 years of experience in integrated marketing. BDC Advertising is a downtown Oregon City business. Alex will lead a talented web development team capable of executing this challenging project.

The web site project team will adhere to a brand guide currently under development. The included cover letter addresses the ongoing branding efforts.

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).

- March 5, 2014 - initial web site features and navigational framework proposed distributed to downtown stakeholders for review and comment via email and social media
- April 1, 2014 - review, prioritize, and finalize site features
- April 15, 2014 - begin soliciting content for individual pages including securing any rights necessary
- April 15, 2014 - begin to code web site templates
- May 1, 2014 - distribute proposed web site mock-ups to downtown stakeholders for review and comment via email and social media
- May 15, 2014 - finalize web site mock-ups
- June 15, 2014 - begin beta testing and content proofing
- June 30, 2014 - web site launched

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)?

- Local tourism/heritage groups will be asked for input on site design and features.
- City economic development and tourism input will be solicited.
- Local artists will be given the opportunity to submit images for highly visible use.
- MSOC will coordinate with city parking to make sure city web site parking page is easy to find.
- MSOC will coordinate with economic development to make sure city web site resources are easy to find.
- MSOC will refer to city and other community web sites for supplemental information.

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.

There are a number of indicators that will measure success:

- Average length of web site visit
- Number of unique web site visitors per given period
- Number of repeat web site visitors per given period
- Approximately location of visitor (city or latitude/longitude)
- Type of device used (mobile/desktop and operating system)
- Content visited (pages and duration)

Google Analytics will track extremely detailed information about site visitors. Indications of success (that the web site serving tourism better) are increased length of site visit, greater content engagement, increased repeat site visits, and broader geographic reach.

Since the web site will be the primary destination web site for downtown Oregon City, not only will a comparison be able to be made from the previous downtown web site to the new web site but we will also be able to track why visitors are visiting the site thus gaining insight into the effectiveness of other tourism related programs. For instance, if greater traffic is coming from "Oregon City elevator" we know buzz is growing around that topic. That knowledge would affirm any ongoing efforts to generate that buzz or that there is an opportunity to harness it.

The site will make use of landing pages which will be able to track mobile engagement with any pages mentioned on signage throughout the district.

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 (\$)
Committee Meetings (30 hours)	MSOC Committee Members	\$664.20
Content Sourcing (75 hours)	MSOC Committee Members	\$1,660.50
Donated Content/Photography	Local Oregon City Artists	\$3,000.00
In-Kind Web Design Services	BDC Advertising or Equivalent	\$3,000.00

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? 0 %

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
<b>Personnel Services</b> (salaries, administration) MSOC @ \$35/hour	\$	\$ 5,000.00	\$	\$ 5,000.00
<b>Project Administration</b> costs (clerical, advertising, graphics, printing, postage)	\$	\$ 500.00	\$	\$ 500.00
<b>Materials</b>	\$	\$	\$	\$ 0.00
<b>Equipment/Supplies</b>	\$	\$	\$	\$ 0.00
<b>Construction Costs</b>	\$	\$	\$	\$ 0.00
<b>Event Costs</b>	\$	\$	\$	\$ 0.00
<b>Transportation Costs</b>	\$	\$	\$	\$ 0.00
<b>Insurance Costs (if needed)</b>	\$	\$	\$	\$ 0.00
<b>Additional Expenses (list)</b>	\$	\$	\$	\$
Web Site Coding and Design	10,000.00	2,000.00	3,000.00	15,000.00
Photography and Content	1,000.00	1,000.00	3,000.00	5,000.00
Volunteer Hours			2,324.70	2,324.70
Graphic Design	1,000.00	1,000.00	1,000.00	3,000.00
				0.00
				0.00
<b>Totals</b>	\$ 12,000.00	\$ 9,500.00	\$ 9,324.70	\$ 30,824.70

## Michele Beneville

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**From:** Jonathan Stone [jon@downtownoregoncity.org]  
**Sent:** Friday, February 28, 2014 4:29 PM  
**To:** Michele Beneville  
**Subject:** Re: MSOC OCCIT New Web Site Application  
**Attachments:** BDC - 2014 - MSOC - Website Endorsement - 2-26-14.doc

My apologies, one letter was not included. See attached.

On Fri, Feb 28, 2014 at 4:25 PM, Jonathan Stone <[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)> wrote:  
Michele, please find the attached application. I hope to add one or two letters of support over the next week.  
Please let me know if anything else is needed.

Thank you,

Jonathan

--

Jonathan Stone  
*Executive Director*

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

[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)  
[Download Contact File](#)  
Phone [\(971\) 202-1604](tel:(971)202-1604)

[fb.com/downtownoc](http://fb.com/downtownoc)  
[downtownoregoncity.org](http://downtownoregoncity.org)

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[Download Contact File](#)  
Phone (971) 202-1604

[fb.com/downtownoc](http://fb.com/downtownoc)



# TECHNOLOGY IS A PART OF HOW WE TRAVEL

**49%**

of travelers will use social media more if they have free WiFi while traveling.

**88%**

of respondents take mobile devices with WiFi or 3G capabilities while on vacation.

**68%**

of travelers globally use mobile devices to connect with friends and family; 22% use them to do work-related tasks.

**Over 50%**

of travelers will "pack" travel apps on their devices before going on vacation.

**Over 1/3**

of travelers will share vacation-related online content if they think friends/family will enjoy seeing it.



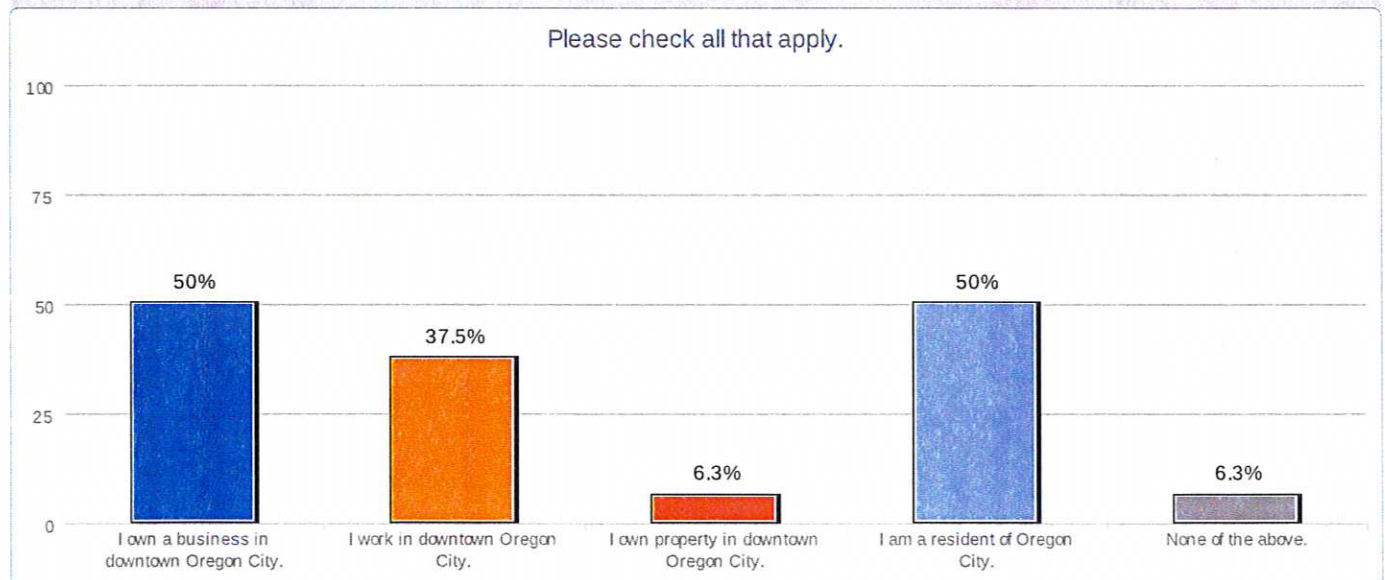


## Downtown Web Site Responses

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



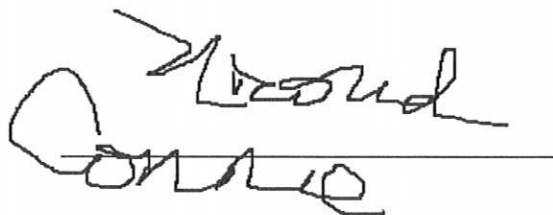


Please check all that apply.


Value	Count	Percent %	Statistics	
I own a business in downtown Oregon City.	8	50.0%	Total Responses	16
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%		

Please provide a signature endorsing your responses.

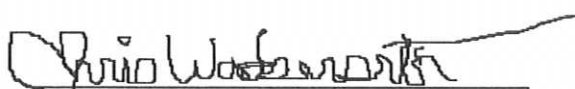
Connie Nicoud

A handwritten signature in cursive script, appearing to read "Connie Nicoud", written over a horizontal line.

Cristy Rein

A handwritten signature in cursive script, appearing to read "Cristy Rein", written over a horizontal line.

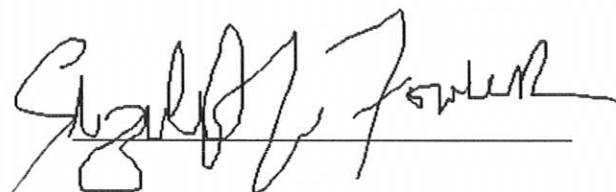
Chris Wadsworth

A handwritten signature in cursive script, appearing to read "Chris Wadsworth", written over a horizontal line.

Suzan Clough

A handwritten signature in cursive script, appearing to read "Suzan Clough", written over a horizontal line.

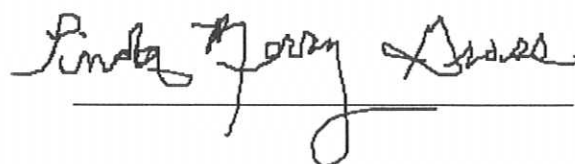
Elizabeth Fowler

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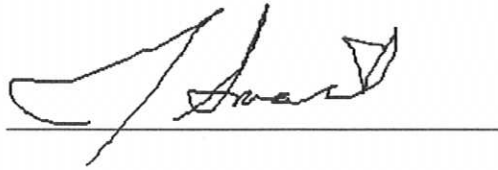
Bryon D. Boyce

A horizontal line for a signature, with no handwriting present.

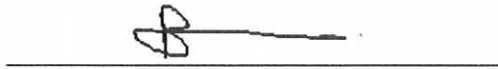
Linda Merry Gross

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

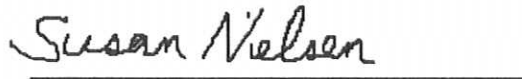
Jill Smart

A stylized, cursive handwritten signature of Jill Smart, written in black ink on a horizontal line.

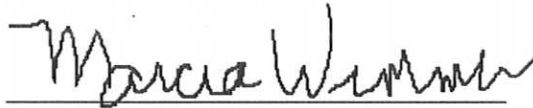
Blane Meier

A stylized, cursive handwritten signature of Blane Meier, written in black ink on a horizontal line.

Susan Nielsen

A cursive handwritten signature of Susan Nielsen, written in black ink on a horizontal line.

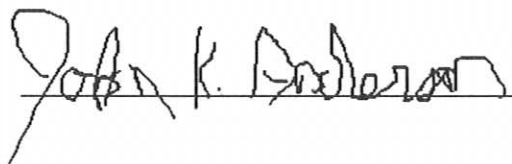
Marcia Wimmer

A cursive handwritten signature of Marcia Wimmer, written in black ink on a horizontal line.

Denyse C. McGriff

A horizontal line for a signature, with no handwriting present.

John K. Anderson

A cursive handwritten signature of John K. Anderson, written in black ink on a horizontal line.

cheryl frampton

A horizontal line for a signature, with no handwriting present.

## New Downtown Web Site

	Yes, I support a new downtown web site.	I neither support or do not support a new downtown web site.	No
<p>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."</p> <p>Examples that the web site committee are inspired by include:  <a href="http://www.downtownportland.org">http://www.downtownportland.org</a>  <a href="http://www.explorebristolri.com">http://www.explorebristolri.com</a>  <a href="http://www.downtownseattle.com">http://www.downtownseattle.com</a></p> <p>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?</p>	93.8% 15	6.3% 1	0



# 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?

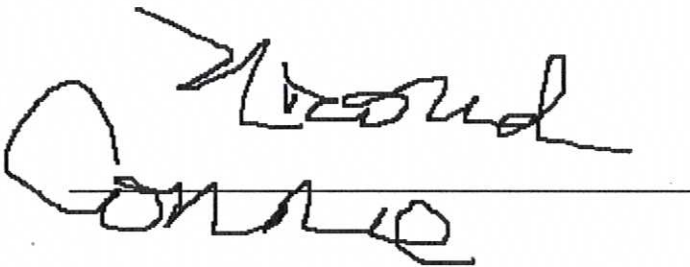
*Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.*

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

#### 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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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

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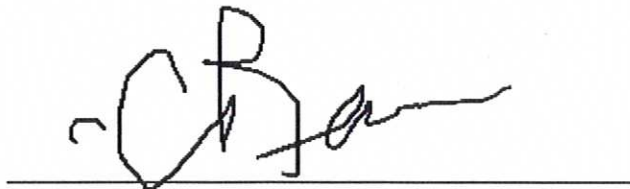
*Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.*

Yes, I support the antique fair downtown.

Comments:

#### 7. Please provide a signature endorsing your responses.

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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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: 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.

owadsworth@orc.org

2. Please check all that apply.

None of the above.

### 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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Comments:

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Yes, I support the antique fair downtown.

Comments:

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#### 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=b40669c7ccd0a3d5962d8eee9&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.

retrorevivaloc@gmail.com

2. Please check all that apply.

I own a business in downtown Oregon City.

### 2. New Page

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### 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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Comments:

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Comments:

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### 6. 19th Annual Oregon City Open Air Antique Fair



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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

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### 1. Please provide your email address.

elizabeth@abernethycenter.com

### 2. Please check all that apply.

I work in downtown Oregon City.

## 2. New Page

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### 3. The First City Celebration

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Yes, I support the First City Celebration as described.

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

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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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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 -

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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

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### 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, reading "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

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: Party like it's 18929!

---

#### 4. New Downtown Web Site

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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:

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#### 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: 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

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### 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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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:

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### 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.

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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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

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.*

I neither support or do not 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?

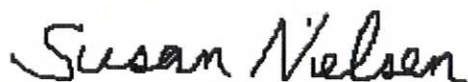
*Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.*

Yes, I support the antique fair downtown.

Comments:

#### 7. Please provide a signature endorsing your responses.

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

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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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:** 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:**

#### 6. 19th Annual Oregon City Open Air Antique Fair

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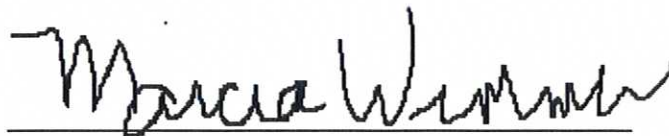
*Reminder: the antique fair closes a number of streets downtown including Main Street between 7th and 10th.*

Yes, I support the antique fair downtown.

**Comments:** 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

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#### 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.*

I neither support or do not 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: I don't think it worked at the EOT- too disconnected from downtown

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#### 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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### 3. The First City Celebration

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Comments:

---

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I neither support or do not support a new downtown web site.

Comments:

---

### 5. Downtown Car Show

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Yes, I support the Downtown Car Show.

Comments:

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6. 19th Annual Oregon City Open Air Antique Fair

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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



## 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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Yes, I support the First City Celebration as described.

Comments:

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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.

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

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.

### 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



Jonathan Stone  
Main Street Oregon City  
816 main Street  
Oregon City, OR 97045

February 26, 2014

Dear Jonathan,

Thank you for the opportunity you've extended BDC Advertising, Inc. to work with you and the MSOC Board in the development of its new website. We're genuinely excited and grateful. As you know, a directory driven site holds enormous promise for MSOC. Not only do we anticipate significant benefits related to search engine recognition and optimization but more importantly, it's a tool that will drive business to Main Street, elevate the visibility and brand of Main Street and ultimately be the essential platform in stimulating participation and growing business traffic into this core area.

We look forward to initiating the development of this website soon.

Very truly yours,

Trey Carskadon  
Vice President  
BDC Advertising, Inc.

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:

Technology, social media and digital access are key forces in today's business and tourism plans. To help meet this growing need in Oregon City, Main Street Oregon City will be developing a new *destination web site for our historic downtown*. Oregon City tourism stakeholders must step up their technology game in order to keep pace with neighboring communities.

This web site will feature professional photography and mobile optimization will expand the reach of the *new downtown brand experience* into the digital world. The new site will be directory driven and answer questions like, "What can I do in downtown Oregon City today?"

This comprehensive rebranding project is a large undertaking for Main Street Oregon City but one that should pay dividends to downtown and all of Oregon City. Beyond an attractive, highly functional, user-friendly web site, the addition of pole banners, etc. will add depth to the connection of the web experience and the street experience.

Thank you for considering the impact of a technology upgrade for downtown Oregon City and Oregon City's tourism potential!

Sincerely,

A handwritten signature in black ink, appearing to read 'Amber Holveck', with a long horizontal line extending to the right.

Amber Holveck  
Executive Director



## in Street Oregon City Grant Eligible Program - 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."

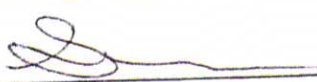
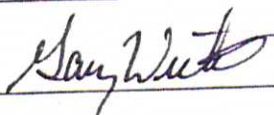
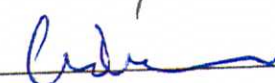
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<http://www.downtownseattle.com>

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 similar to what is described?

Answer	Name	Affiliation	Signature	Date
yes	Sandra Helman	shop owner		2/26/14
yes	Gay Whitman	con lane & hobbies		2/26/17
yes	Jersey Heremans	Earth Creations		2/26/2014
YES	Jo Jo Tur	RUBS		2-26-2014
yes	Larry Moh	Bridgeview	Larry Medearid	2/26/14

Additional responses on back side.



Jonathan Stone <[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)>

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## RE: Project Feedback, Downtown Discussion Postponed

1 message

**King, Renee** <[Renee.King@providence.org](mailto:Renee.King@providence.org)>

Wed, Feb 26, 2014 at 12:10 PM

To: "Jonathan Stone, Main Street Oregon City" <[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)>

Hi Jonathan - as we discussed, I'm having some trouble submitting the survey due to the required signature. I did want to support the direction of grant application for website development. Good luck with that effort.

Renée

Renée Boutin King

Manager, Public Affairs

Providence Health & Services in Clackamas County

PWFMC: 503.650.6262

PMH: 503.513.8404

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**From:** Jonathan Stone, Main Street Oregon City [<mailto:jon=downtownoregoncity.org@mail129.us2.mcsv.net>] **On Behalf Of** Jonathan Stone, Main Street Oregon City  
**Sent:** Wednesday, February 26, 2014 11:42 AM  
**To:** King, Renee  
**Subject:** Project Feedback, Downtown Discussion Postponed

[View this email in your browser](#)

Please make sure your profile is correct so you receive the emails you are most interested in.  
[Click here to update your profile.](#)

This email was sent to all downtown stakeholders.

[REDACTED]

Dear Renee,

Grants are an important way that Main Street Oregon City funds and expands its programs. In the coming months there are several grant opportunities that MSOC is pursuing. Declarations of support are an important component of grant requests. Since these programs are a direct benefit to downtown, we want to solicit not only declarations of support but also feedback for the programs as they are in the planning stages. Please take the following short survey to learn about important programs and indicate your support and/or provide feedback.

[Click here for a short 5 minute survey.](#)

Other news:

- The downtown discussion scheduled for tomorrow is postponed. The MSOC board retreat is this weekend. We will reschedule after the retreat has concluded.
- This Saturday is the annual Classroom Law Project Mock Trial from 7:30am until 4:00pm. This event brings quite a few visitors to downtown with seven high schools represented. The organizers have offered to advertise any specials during the day of the event. Please respond to this email with any specials for the mock trial attendees. I will forward any requests at 2pm on Friday.

Thank you so much for your support!



Best,

[Redacted]

Jonathan Stone  
Executive Director  
Main Street Oregon City, Inc.

P.S. Please check out the volunteer opportunities below.

### **Retail Advisory Group**

What is it? A panel of retailers and restaurant owners focused on sharing insight with each other and Main Street Oregon City. This group will help us understand how to work together to cultivate a stronger retail base. It is led by Ron Yost of Coffee Rush (MSOC Board and Promotions Committee Co-Chair) and Roger Nickerson (MSOC Board and Economic Development Committee Co-Chair).

When does it meet? 2nd Tuesday of the month at 9am at the MSOC office at 816 Main Street.

Get involved. Ideally, the group will include owners with businesses throughout the district that represent a variety of business types. Members of the group represent not only their own personal interests but also the interests of the rest of the district. We are looking for 8 to 10 volunteers to commit to this group for a year.

**Respond to this email if you are interested in serving on this panel.**

**Downtown Oregon City Web Site Project**

What is it? MSOC's web site is tired and out of date. It is difficult to navigate and does not present the district in the best possible way. We are looking to develop a new mobile optimized web site (almost 50% of our current site's traffic is mobile and most of these emails are read on a mobile phone) that puts a best foot forward for potential visitors to the district as well as acts as a resource for district regulars.

When does it meet? **\*\* NEW DATE/TIME \*\* Wednesday, March 5 at 9am at BDC Advertising at 706 Main Street.**

Get involved. We are looking to understand what features are most important for retailers. If you choose to be involved in this work session, you will be given a list of web sites from other districts as well as asked to find web sites on your own that have features you believe would work well for downtown. During the work session we will discuss these web sites and develop a priority list.

**Respond to this email if you are would like to be a part of this work session.**

**First City Celebration Committee**

What is it? The First City Celebration is growing in popularity. It's time to take it to the next level. Let's use the celebration to reintroduce Oregon City to the region. This year's First City Celebration will be Saturday, July 26.

When does it meet? This committee meets monthly. The next meeting is Monday, March 17 at 9am at the MSOC office at 816 Main Street. As the event approaches additional meetings/work sessions may be required.

Get involved. Involvement on the committee will help guide the event experience. Are there opportunities to improve the event? Or, do you just love making events successful? Join this committee to put on the most important event of the year.

**Respond to this email if you are interested in being a part of the First City  
Celebration Committee.**

*This email list is intended for business owners, property owners, volunteers, and other stakeholders. By being on this list you will receive information about event logistics, program planning updates, and other behind the scenes information. Interested in also receiving monthly marketing emails intended for the broader community? [Click here to sign up.](#)*

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**Our mailing address is:**

Main Street Oregon City Inc.

816 Main Street

Oregon City, OR 97045

Add us to your address book

[971-202-1604](tel:971-202-1604)

[info@downtownoregoncity.org](mailto:info@downtownoregoncity.org)

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This email was sent to [renee.king@providence.org](mailto:renee.king@providence.org)

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Main Street Oregon City Inc. · 816 Main Street · Oregon City, OR 97045 · USA





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