

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



February 28, 2014

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

Dear Oregon City Civic Improvement Trust Committee:

Thank you for accepting the responsibility of evaluating and distributing OCCIT grants to organizations that are developing and encouraging tourism in Oregon City. On behalf of the Oregon City Chamber of Commerce and the 19th annual Oregon City Open Air Antique Fair, I sincerely thank you for your past support of our event. It is my hope that you will continue to share the value of our event.

As promised to OCCIT, over the past years we have reduced the amount of funds requested from OCCIT. This event is not a simple one to put on. Additionally, the equipment rentals, sign permit fees, advertising, etc., all add up, which is how OCCIT funding really makes a difference. The vast majority of staffing prior to the event is provided by the Oregon City Chamber and for about a month, we are working on nothing but the Antique Fair. However, in the end this is the Oregon City Chamber's largest fundraiser.

We are proud of the reputation we have with those involved in antiques and collectibles. The Oregon City Chamber has worked hard to establish and continue a positive reputation with these collectors within our region. In 2013 we relocated the fair to the End of the Oregon Trail Interpretive Center. Although this move was popular with staff and many of the vendors, the loss of the "ambiance" of Main Street was cited as a major disadvantage. In a survey of 22 Main Street businesses done by Main Street Oregon City, there was a 100% approval of the fair's return to Main Street in 2014. We are looking forward to working with the downtown businesses again this year to provide food service and additional retail opportunities.

We believe that your investment and partnership in the 19th annual Oregon City Open Air Antique Fair is valuable and will continue to reap benefits and attract tourists to Oregon City. Please do not hesitate to contact me at 503-656-1619.

Sincerely,

Amber D. Holveck
Executive Director

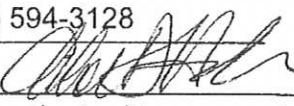


OREGON CITY

625 Center Street | PO Box 3040 | Oregon City OR 97045
Ph: (503) 657-0891 | Fax (503) 657-7892

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 19th Annual Open Air Antique Fair
Organization Oregon City Chamber of Commerce
Is this a Non-Profit Organization? Yes ☒ No ☐
Non-Profit Federal tax exempt ID Number 93-0241980
Address 2895 S Beavercreek Rd Ste 103
City, State, Zip Oregon City OR 97045
Project Coordinator Amber Holveck / Karin Morey Phone (503) 656-1619
Email aholveck@oregoncity.org / kmorey@oregoncity.org
Chairperson of Governing Board (If Applicable) Vicki Smith
Phone (503) 594-3128
Signature 
(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: \$ 5,000.00
+Matching Funds (Cash): \$ 9,947.00
+In-Kind Matching Funds: \$ 7,535.00
= Total Cost of Project: \$ 22,482.00

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.

16th Annual Open Air Antique Fair, 2011: \$7,000

17th Annual Open Air Antique Fair, 2012: \$7,000

18th Annual Open Air Antique Fair, 2013: \$6,500

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

Completed, Exit Report submitted.

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.

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

The Oregon City Chamber of Commerce's Open Air Antique Fair has now reached its 19th year.

As many know, the 2013 Antique Fair was relocated to the End of the Oregon Trail Interpretive Center. Although staff and shoppers found that this location had many advantages, at least half felt that the "ambience" of Main Street was a major part of what made the Oregon City Open Air Antique Fair such a success. In fact, we learned that many people thought of our Antique Fair as more of a "Street Fair" than an outdoor market for antiques. Additionally (and unusually), our 2013 event date brought with it heavy rains, so between the change in venue and precipitation the attendance of the Antique Fair was severely impacted.

After reviewing both the positive and negative feedback, we are excited to announce the return of the Oregon City Open Air Antique Fair to Main Street in 2014. As we approach planning for our 2014 event, we are reemphasizing the importance of an active committee that will engage and include more downtown stakeholders. Our hope is that each and every downtown merchant will choose to be open on Sunday, August 24, 2014, to meet the thousands of people who will be part of this event once again. We are exploring possible layout options that have less impact on thru traffic and that encourage more open businesses. A final layout plan will be completed in March 2014.

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

The target audience is shoppers from throughout the Northwest who are interested in antiques and collectibles. Through our partnerships these motivated shoppers also are introduced to our local shops and restaurants. It is our intention to encourage return trips by the 2/3 of attendees who are within a short distance of Oregon City and to bring the other 1/3 of attendees who live farther away back to Oregon City for other events and tourism opportunities. The information booth is kept busy during the day providing local tourism information to encourage these return visits. In 2014 we plan to again produce reusable shopping bags with the names of up to 15 sponsoring businesses. Antique Fair shoppers are also given a site map that includes information on the fair vendors and local businesses.

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

The Oregon City Chamber of Commerce has been serving the business community of Oregon City since 1909. Our guiding principles include: Building a strong local economy for Oregon City; Connecting and educating businesses and customers; Promoting Oregon City; and Advocating on behalf of business.

For over 100 years the Oregon City Chamber has worked with the local community to promote and enhance the business environment in Oregon City.

The Oregon City Chamber's shift back to where the Oregon City Open Air Antique Fair belongs (on Main Street) is a strong linkage to these principles.

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

Oregon City Chamber of Commerce staff: Amber Holveck, Executive Director; Karin Morey, Communications Specialist. Karin has served as the Antique Fair coordinator the past four years. In addition two new staff members, Sandi Burns, Assistant Executive Director and Nathan Page, Membership Specialist will participate in planning and staffing the event. Since the Antique Fair coordination passed from the City to the Chamber of Commerce, staff have been paid their regular salaries from the annual budget to cover the additional hours required by this event. No sponsorship funds or grant monies are used to offset salaries.

Chamber staff will re-emphasize the importance of a strong volunteer committee to ensure a successful event for our community. The event also requires a large number of volunteers on the day of the event. Many, including Mayor Neeley and Commissioner Mumm, have both been volunteers for many years. Youth groups from Oregon City provide incredible assistance to us both for set-up and clean-up; we provide monetary gifts to these youth groups for their service which goes above and beyond! We are considering the use of Clackamas County Sheriff Explorers to assist with some traffic control.

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 : Begin comprehensive advertising plan; Meet with Public Works regarding alternative street closures, etc. Send electronic communications to previous vendors to alert them of the move back to Main Street.

April: Mail vendor applications; Secure major sponsors; Reach out to downtown stakeholders to prepare.

May: Complete applications to the City, PGE, ODOT, Clackamas County and request additional insurance binder. Develop plan for signage. Reserve other key volunteers.

June: Confirm appraiser and potential food vendors (but develop positive balance with downtown restaurants).

July: Compile vendor list and prepare site layout.

August: Mail vendor packets, complete layout plans and hold event.

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)?

Main Street closures - boundaries to be determined.

Tri-Met rerouted during street closures.

Barricades provided by Oregon City Public Works.

Parking meter signs (No Parking on Sunday) provided by Code Enforcement/Parking Division.

Public Works staff person available if needed during event.

Use of electricity from power box at 8th & Railroad (City)

Banners and pole banners are installed by Public Works prior to the event.

Elevator opened by 8:00 a.m. for vendors and shoppers. (Arranged through the city as part of the elevator contract.)

Arrange for one reserve OCPD officer at 7th & Railroad prior to opening (paid for by the Oregon City Chamber of Commerce).

Arrange for Clackamas County Sheriff's Explorers for experience in traffic control.

B&B Leasing donates dumpsters and large recycling containers.

Clackamas County Office of Sustainability donates recycling containers for Main Street and side streets.

Pre-event coordination with Clackamas Fire District #1 to review safety planning.

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.

Goal 1: Identify and increase the number of shoppers/attendees - We will continue to use "crowd-counters" to obtain attendance data to be able to compare these to last year's results. Attendee surveys will be increased to continue to gather information on how effective our advertising was and to determine the geographic reach of our event. Develop an alternative to the Oregon City trolley which has been an important part of our efforts to make it easier for our fairgoers to park at alternative locations and still be able to enjoy the Antique Fair.

Goal 2: Increase the number of vendors - In 2013 we added many new vendors but also lost several "regulars" due to the location change. Returning to Main Street should bring many of the those vendors back as well as new ones.

Goal 3: Work with Main Street businesses for food service and additional shopping opportunities - Encourage businesses to remain open during the event.

Goal 4: Promote Oregon City and encourage return trips - Provide tourism information and sponsor supported reusable totes to brand our event and promote Oregon City.

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 (\$)
Volunteer Hours - 250	Community & Chamber members	\$5,535.00
Donated dumpsters	B&B Leasing	\$350.00
Printing discount	Various Chamber members	\$200.00
Advertising	Oregonian Media Group	\$1,000.00
Tote bags&Vendor food discounts	Various Chamber members	\$450.00

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

None

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
Personnel Services (salaries, administration)	\$ 0.00	\$ 6,000.00	\$ 5,535.00	\$ 11,535.00
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$ 2,000.00	\$ 600.00	\$ 1,200.00	\$ 3,800.00
Materials	\$ 0.00	\$ 125.00	\$ 0.00	\$ 125.00
Equipment/Supplies Tables, chairs, dumpsters, etc.	\$ 850.00	\$ 200.00	\$ 350.00	\$ 1,400.00
Construction Costs	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Event Costs Permits, signs, potties	\$ 1,400.00	\$ 0.00	\$ 0.00	\$ 1,400.00
Transportation Costs 4 hrs Trolley rental	\$ 520.00	\$ 272.00	\$ 0.00	\$ 792.00
Insurance Costs (if needed)	\$ 80.00	\$ 0.00	\$ 0.00	\$ 80.00
Additional Expenses (list)	\$	\$	\$	\$
Reusable Tote Bags	0.00	1,500.00	250.00	1,750.00
Coffee & Pastries for Vendors	0.00	600.00	200.00	800.00
CC Sheriff's Explorers	0.00	200.00	0.00	200.00
Youth Group Contribution	0.00	250.00	0.00	250.00
Reserve Officer	150.00	0.00	0.00	150.00
Appraiser	0.00	200.00	0.00	200.00
Totals	\$ 5,000.00	\$ 9,947.00	\$ 7,535.00	\$ 22,482.00



February 27, 2014

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

RE: DOWNTOWN ANTIQUE FAIR

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.

Main Street Oregon City (MSOC) is greatly anticipating the return of the Chamber sponsored antique fair to the center of downtown. The antique fair is an established event and asset. MSOC looks forward to working with the chamber to help guide the plan so that the economic benefit to downtown is as great as possible.

Recently, I had the opportunity to announce the return of the event to downtown to a group of Oregon City business leaders and the room erupted into cheers.

Please consider strongly their grant request.

Sincerely,

Jonathan Stone

Executive Director
Main Street Oregon City, Inc.

Michele Beneville

From: Karin Morey [kmorey@oregoncity.org]
Sent: Friday, February 28, 2014 9:24 AM
To: Michele Beneville
Subject: OCCIT 2014 Application
Attachments: OCCIT APP 2014.pdf

We are in a retreat today - Amber is waiting for the letter of support from John Lewis and we will try to get it in by 5:00 today.

The rest of the packet is attached.

Karin Morey
Communications Specialist
Oregon City Chamber of Commerce
2895 S Beaver Creek Rd, Ste 103
Oregon City OR 97045
V: 503-656-1619
F: 503-656-2274
E: kmorey@oregoncity.org
www.oregoncity.org



Public Works

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

March 5, 2014

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

Dear Committee Members:

Since its inception, the Public Works Department has been part of the Oregon City Antique Fair. At one point, City staff coordinated this event effort; however, for more than ten years, the Oregon City Chamber of Commerce has committed to overseeing this large public event.

As the City's Public Works Department, we work closely with all organizations that hold public events requiring Public Work's involvement. Thankfully, we have enjoyed a rather smooth-running relationship with the Oregon City Chamber of Commerce as the Antique Fair takes form each August.

In addition to coordination with Public Works, the Oregon City Chamber must work closely with Oregon City Code Enforcement, Clackamas Fire District #1, Oregon City Police Department and TriMet.

The Public Works Department is in full support of the Oregon City Chamber's effort for the Oregon City Antique Fair.

Sincerely,

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

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