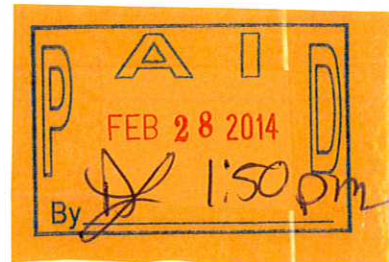




OREGON CITY

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 First City Ambassadors
Organization Oregon City Heritage Coordinating Committee
Is this a Non-Profit Organization? Yes ☐ No ☒
Non-Profit Federal tax exempt ID Number n/a
Address c/o Pioneer Center
City, State, Zip Oregon City, OR
Project Coordinator Rolla and Marge Harding Phone (503) 655-0385
Email harding1863@comcast.net
Chairperson of Governing Board (If Applicable) Rolla Harding
Phone (503) 655-0385
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: \$	<u>9,000.00</u>
+Matching Funds (Cash): \$	<u>0.00</u>
+In-Kind Matching Funds: \$	<u>19,800.00</u>
= Total Cost of Project: \$	<u>28,800.00</u>

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.

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

4. Will this grant funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes ☐ No ☒

If yes, please explain.

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

The "First City Ambassadors" program will be comprised of qualified Oregon City history enthusiasts who will be dressed in period clothing (mid to late 1800s). They will serve as greeters and promoters of tourism for Oregon City. Modeled on successful ambassador programs such as Portland's Rosarians and the nationally recognized Certified Trained Ambassador program adopted by cities including Baltimore, MD, and Providence, RI. (See www.ctanetwork.com)

First City Ambassadors will offer printed information on upcoming events as well as location and hours of heritage sites and museums. They will also hand out commemorative wooden "Beaver Coins" (good for a "free" elevator ride).

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

As the "city of firsts," Oregon City's wealth of landmarks and heritage sites will be promoted to directly and personally. The target audience are current and potential tourists of Oregon City at appropriate functions and events in Western Oregon and beyond. Current and potential tourists include business travelers, convention attendees, families, groups and other individuals who will be offered a warm welcome to Oregon - home of the first city: Oregon City. This is a word of mouth-based effort to nurture a robust tourism industry in Oregon City. Ambassador have been successfully implemented and used in cities of all sizes around the nation and globe.

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

Oregon City Heritage Coordinating Committee is a volunteer based organization with representatives from all heritage entities and communities at large. We coordinate and support individual activities and sponsor events that bring all sites and heritage groups together in a partnership format. As a group, we are highly qualified through our passion, knowledge and experience in promoting the rich and varied history of Oregon City.

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

Rolla Harding - Manager of the Ermatinger House; Chairman of the Oregon City Heritage Coordinating Committee; Past-president of the McLoughlin Memorial Association and current trustee; Coordinator for the past 20 years of the Spirits of Oregon City.

Marge Harding - Member of the Heritage Committee; Coordinator for Living History events; Curator of Clothing and Textile Displays and Head Docent at the Ermatinger House; Organizer and participant in Pioneer Cemetery tours, heritage baseball games, the Spirits of Oregon City events and established historic clothing displays in the McLoughlin House, Stevens-Crawford Heritage House and at several other heritage sites.

Other involved members: Rocky Smith, Kathy Wiseman, Jennifer Ortiz, Heidi Pierson (NPS), and others.

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).

July-August-Sept: Ambassadors will have been interviewed and selected; period clothing constructed. Materials printed/Wooden Beaver coins made.

They will be involved in the following events in Oregon City and other events throughout the 2014-15 year:

April: The State Tourism Conference

May: The Pioneer Festival

June: The Rose Festival

July: The First City Festival

August: Antique Fair and Car Show

Planning for this program will occur during monthly Oregon City Heritage Coordinating Committee meetings at the Pioneer Center.

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)?

Resources needed would come from individuals and our heritage partners in the community who are interested in becoming part of the First City Ambassadors program. These are individuals interested in promoting tourism and realizing the treasure of history we have in Oregon City.

The Oregon City Heritage Coordinating Committee is comprised of members who have strong ties to groups in Oregon City. Those connections will be utilized as needed in order to best serve this program and ensure its success, including information about the arrival of important guests to the city and events that would provide an opportunity for the Ambassadors to welcome and encourage future visits to our historic first city.

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.

Measurements would be based on the amount of contact made with guests and visitors. This would be accomplished with the count of commemorative wooden "Beaver Coins" (good for a "free" elevator ride) handed out to individuals.

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 (\$)
Period clothing/cockades	OCCIT grant	\$5,000.00
Promotion materials	OCCIT grant	\$3,000.00
Volunteer hours	in-kind	\$19,800.00
Tentage	OCCIT grant	\$1,000.00

13. List all grants applied for in support of this project and commitments confirmed to date.
2014 OCCIT Grant

14. What is the percentage of OC Tourism Grant funds to be used for personnel services or administrative costs? 5 %

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) Incl. 1,980 volunteer hours	\$ 500.00	\$	\$ 19,800.00	\$ 20,300.00
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$ 2,000.00	\$	\$	\$ 2,000.00
Materials Beaver coins/printed materials	\$ 1,000.00	\$	\$	\$ 1,000.00
Equipment/Supplies Period clothing included here.	\$ 4,000.00	\$	\$	\$ 4,000.00
Construction Costs	\$	\$	\$	\$ 0.00
Event Costs	\$ 500.00	\$	\$	\$ 500.00
Transportation Costs	\$ 1,000.00	\$	\$	\$ 1,000.00
Insurance Costs (if needed)	\$	\$	\$	\$ 0.00
Additional Expenses (list)	\$	\$	\$	\$ 0.00 0.00 0.00 0.00 0.00 0.00
Totals	\$ 9,000.00	\$ 0.00	\$ 19,800.00	\$ 28,800.00



United States Department of the Interior

NATIONAL PARK SERVICE
Fort Vancouver National Historic Site
612 East Reserve Street
Vancouver, WA 98661



A3415a (PWR-FOVA)
February 27, 2014

To: Oregon City Civic Improvement Trustees
City of Oregon City
625 Center St
Oregon City, OR 97301

RE: First City Ambassadors Oregon City Tourism Grant Application

To the Oregon City Civic Improvement Trustees:

On behalf of Fort Vancouver National Historic Site, I would like to extend my enthusiastic support for the First City Ambassadors, part of the Oregon City Heritage Coordinating Committee. Their mission to promote the history, culture and heritage will benefit all of Oregon City. Costumed interpretation provides a memorable and meaningful way to speak about history and engage with the public, and the presence of people in historically accurate costume can convey a sense of place and bring history to life. The work of the First City Ambassadors will spread awareness of Oregon City's legacy to segments of the public that our historic sites might not otherwise be able to reach through traditional means.

Studies show that visitors are more likely to remember historical details and feel they have learned something when speaking to costumed interpreters, as opposed to reading written material. By utilizing costumed interpretation to speak to the public about local history, visitors are able to walk away with a unique understanding and appreciation of our shared past. At the McLoughlin House and Fort Vancouver National Historic Site, costumed interpretation is a staple of how our staff and volunteers interact with the public and bring the past to life. We are hopeful that the First City Ambassadors will enhance the experience of visitors to Oregon City, and make their visits more memorable and enlightening.

The First City Ambassadors use of costumed interpretation to promote heritage and culture in Oregon City will not only provide a fun and interactive way for visitors to connect with local history, it will make their visits more memorable and fulfilling.

If you have any further questions feel free to contact Museum Specialist Heidi Pierson: McLoughlin House phone 503-656-5151, Cultural Resources phone 360-816-6250. heidi_pierson@nps.gov

Sincerely,

Tracy Fortmann
Superintendent





February 27, 2014

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

RE: LIVING HISTORY "FIRST CITY AMBASSADORS"

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.

Telling the First City story is a priority of Main Street Oregon City. Communicating heritage in thoughtful ways is an incredibly important aspect of building downtown's brand and establishing it as an important Oregon destination.

Marge and Rolla Harding's proposal to recruit and dress a troupe of living history actors will benefit downtown events and hopefully grow into a program where friendly ambassadors are common during peak tourism days.

The creation of this program would be an initial part of a larger conversation about how to continue to make downtown receptive to tourists and a worthy experience to promote.

Sincerely,

Jonathan Stone

Executive Director
Main Street Oregon City, Inc.

William C. Becker, M.P.A.

PO Box 3363, Portland, Oregon 97208; Phone: 503.484.3556; Email: wbecker@paranormalinsights.net

To whom it may concern:

I am writing in support of the Oregon City Heritage Coordinating Committee's (OCHCC) application for an OCCIT grant for their Ambassador program.

I work with Northwest Walking Tours, and have firsthand experience with the draw heritage tourism has for people. We have had people from all over the country and abroad take our tours, many are in town specifically for the tours. Well presented history and living history is of great interest to people all over the world.

The concept of the Ambassador Program will greatly enhance Oregon's City's profile as a must visit destination for its rich and vibrant history. This City is called First City for so many reasons, too many to go into here. The Ambassadors will be able to entice people to come share in this history, bring people and their money into the museums, hotels, restaurants, and shops.

Even though Oregon City is the old seat of government for the Oregon Territory, the end of the Oregon Trail, and arguably the most historic city in the state; most people don't know this. The Oregon City Heritage Coordinating Committee is made up of hard working and knowledgeable volunteers with a successful track record of promoting the abundant historical resources the City has to offer. I am confident that the OCHCC will be a proud and responsible recipient of an OCCIT Grant, and make the best possible use of the funds.

Thank you for your consideration.

Sincerely,



William Becker

SLOW POKE TOURS

Owner – Thelma Haggenmiller

3405 SE Westview Avenue

Oak Grove OR 97267-4636

503/659-5590 Home/Office/Voice Mail

Email – SlowPokeTours@gmail.com

To: Oregon City Civic Improvement Trust (OCCIT) Grant Committee
Oregon City Oregon 97045

Dear OCCIT Committee Members,

I am a strong advocate for the grant submitted by the Oregon City Heritage Coordinating Committee (OCHCC) for your consideration for funding of an Oregon City Living Historian Ambassadors program.

Through my business I have been working for years with Tours Operators bringing their groups to Oregon City so I have a keen sense of what these Tour Operators need to provide their customers with a satisfying experience.

Their need is exactly what this grant is targeted to provide.

Thanks for your consideration of this funding opportunity to help both the economy of the City and the various other tourism promotional efforts of our Heritage entities.

Thelma



WILLAMETTE FALLS HERITAGE AREA COALITION

February 28, 2014

TO: Members of the Oregon City Civic Improvement Trust

We support the creative idea proposed by the Oregon City Heritage Coordinating Council to fund and implement a local program to further augment the heritage themes of Oregon City. **The First City Ambassadors**, scripted, costumed and trained, could serve an important niche in the continuing development of services for visitors. The Ambassadors could represent Oregon City at meetings, conferences and events.

We encourage your support of a new and appealing opportunity to continue the focus on the rich history and stories of Oregon's First City.

Sincerely,

Alice Norris

President – Willamette Falls Heritage Area Coalition