



Trick 'n Racy Cars

P. O. Box 1375
Oregon City, OR 97045

February 26, 2014

OCCIT Tourism Grant
Grant Review Committee
625 Center Street
Oregon City, OR 97045

OCCIT Grants Committee:

Last year, the Trick 'n Racy Car Club produced a very successful event with the support of an OCCIT grant.

The Downtown Car Show attracted almost 300 cars and about 8000 spectators. Again, more than 200 of the show cars came from outside Oregon City. Show cars came from as far away as Sparks, Nevada and Chehalis, Washington, and many cars came from the Oregon Coast, Portland, Salem, Prineville, Redmond and elsewhere in Oregon.

In September, we will again partner with the non-profit Main Street Oregon City to produce the 2014 Downtown Car Show. We plan to fill Main Street and adjacent streets with show cars and spectators. We will have exhibitions, games for children and adults (including a repeat of last year's very successful poker walk), vendors, and other exhibits for the 2014 show. Our goal is to make each event bigger and better than the previous one.

The popularity of this event has proved that the show has great interest for area residents and visitors from around the region. Help us build upon this success with support from an OCCIT grant.

A sincere thank you and we hope to see you at the car show.

RECEIVED
CITY OF OREGON CITY

14 FEB 27 11:26 AM

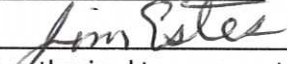


OREGON CITY

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 5th Annual Car Show in Downtown Oregon City
Organization Trick 'n Racy Cars
Is this a Non-Profit Organization? Yes ☒ No ☐
Non-Profit Federal tax exempt ID Number 26-2232491
Address P. O. Box 1375
City, State, Zip Oregon City, OR 97045
Project Coordinator Mike Sims Phone (503) 655-6609
Email mikesims@spiretech.com
Chairperson of Governing Board (If Applicable) Jim Estes
Phone (503) 784-5472
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>4,000.00</u>
+Matching Funds (Cash): \$	<u>7,325.00</u>
+In-Kind Matching Funds: \$	<u>11,955.60</u>
= Total Cost of Project: \$	<u>23,280.60</u>

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.

A car show will be held on Saturday, September 13, 2014 in downtown Oregon City. Show cars will be parked on Main Street from 7th Street to 10th Street and on adjacent side streets including 8th and 9th Streets. Participating businesses also allow show cars to be parked in their parking lots. This show will bring 250 to 300 show cars and 6,000 to 8,000 spectators to the downtown area. Vendor booths and raffles area designed to insure that spectators spend time throughout the downtown area. A 'poker walk' brings visitors into the participating businesses.

A varied slate of show cars insure that the spectators get to see different cars and trucks each year. Categories for 'green' cars and for motorcycles and bicycles add to the variety to encourage spectator interest in coming to the show each year.

Note that at these events the car owners and their spouses and friends spend the entire day at the event and do not just stop by for a quick look. This furthers the goal of getting more attention to the revitalized downtown Oregon City.

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

This event offers spectators and families an economical means of spending a few hours or a day. There is no admission charge to spectators. Visitors get to see the charms of downtown Oregon City, see a large number of spectacular cars, hot rods, and other vehicles, and sample the food and drink available in downtown. Car owners and out of area visitors may drive in the night before the event and stay at area motels. Drivers line up early in the morning to get a prime location for their cars, boosting area sale at local restaurants and coffee shops. The show is designed to get the visitors to circulate throughout the event area. Promotion of the event is done by means of magazine ads, newspaper and TV advertising, on-line notices on various related sites, and posters and flyers throughout the Oregon City area and publicity at various car shows. The brings favorable attention to Oregon City as a place for family oriented events.

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)?

We have asked for permission of use Main Street between 7th and 10th Streets, as well as 8th and 9th Streets adjacent to Main Street. Barricades and signs for street closure will be performed by a private contractor and coordinated through Oregon City Public Works.

Street closures will be coordinated with TriMet and with Oregon Department of Transportation.

Use of Liberty Plaza will be coordinated through Clackamas County Parks Department.

The nonprofit Main Street Oregon City will be an integral partner in production of the event.

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.

- * Number of local and non-local car owners participating
- * Number of passengers using the Oregon City Municipal Elevator
- * Estimated number of visitors/spectators
- * Informal surveys of spectators and visitors
- * Increased visitor activity and sales activity by downtown businesses
- * Positive publicity generated for Oregon City

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) Volunteer staff	\$ 0.00	\$ 0.00	\$ 11,070.00	\$ 11,070.00
Project Administration costs (clerical, advertising, graphics, printing, postage) Advertising & promotion materials	\$ 3,000.00	\$ 3,000.00	\$ 885.60	\$ 6,885.60
Materials	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Equipment/Supplies Barricades & portable toilets	\$ 450.00	\$ 300.00	\$ 0.00	\$ 750.00
Construction Costs	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Event Costs Security, permits, & signs	\$ 550.00	\$ 175.00	\$ 0.00	\$ 725.00
Transportation Costs	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Insurance Costs (if needed) Event insurance	\$ 0.00	\$ 300.00	\$ 0.00	\$ 300.00
Additional Expenses (list)	\$	\$	\$	\$
Trophies	0.00	2,000.00	0.00	2,000.00
Music and PA system	0.00	300.00	0.00	300.00
Raffle prizes	0.00	1,000.00	0.00	1,000.00
Poker walk & forms	0.00	250.00	0.00	250.00
				0.00
				0.00
Totals	\$ 4,000.00	\$ 7,325.00	\$ 11,955.60	\$ 23,280.60

Subject: Logo Letter

From: "Andy Busch" <buschfurniture@gmail.com>

Date: 2/24/2014 3:53 PM

To: "'Michael Sims'" <mikesims@spiretech.com>



Over the past couple years we have been able to participate in the planning and now the support of the Oregon city car show it's an excellent draw for citizens in and around the county to come and enjoy our downtown with great classic cars on the street.

I'm always amazed at the amount of traffic this one-day event brings to Oregon city I've met people as far away as California these kinds of events are extremely important to our downtown and our city as we relate to the rest of the Portland metropolitan area

Andy Busch
Busch Furniture
804 Main Street
Oregon City Or 97045
503-656-2621
www.oreogncityfurniture.com



February 25, 2014

City of Oregon City
Grant Application for 2014 Car Show

To whom it may concern,

We believe the Trick N Racy car show brings value to downtown Oregon City. MSOC has been successful in partnering with Oregon City for years.

The Trick N Racy Car Show showcases and brings revenue to downtown historic Oregon City by bringing in over eight thousand tourists and citizens.

Stein Oil Company will again be a main sponsor for this event as we have been for the past three years. Thank you.

Sincerely,

A handwritten signature in dark ink, appearing to read "S.L. Stein", with a long horizontal flourish extending to the right.

S.L. Stein
Stein Oil Company, Inc.



1009 Main St.
Oregon City, OR 97045
Phone: 503-656-4244
Fax: 503-656-8123

2-26-14

As a longtime merchant in downtown Oregon City, we have seen many different events occur on Main Street.

The car show has been the best event in decades, drawing thousands of people and hundreds of classic automobiles.

The downtown car cruise on Main Street is organized by a great group of knowledgeable people who make this a great event.

Dan Hupre
Clackamas Auto Parts
Oregon City



February 27, 2014

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

RE: DOWNTOWN CAR SHOW

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.

The Downtown Car Show put on by the Trick 'n Racy car club was the best attended event downtown in 2013. MSOC continues to be a strong partner of the car club and are working with them to increase the number of cars that are able to participate and to broaden the reach of their marketing including social media.

Downtown looks forward to the return of the car show in 2014. Typically, a large number of downtown and Oregon City businesses support the car show monetarily and are ready participants the day of the event.

We hope the trust will consider strongly their grant request.

Sincerely,

Jonathan Stone

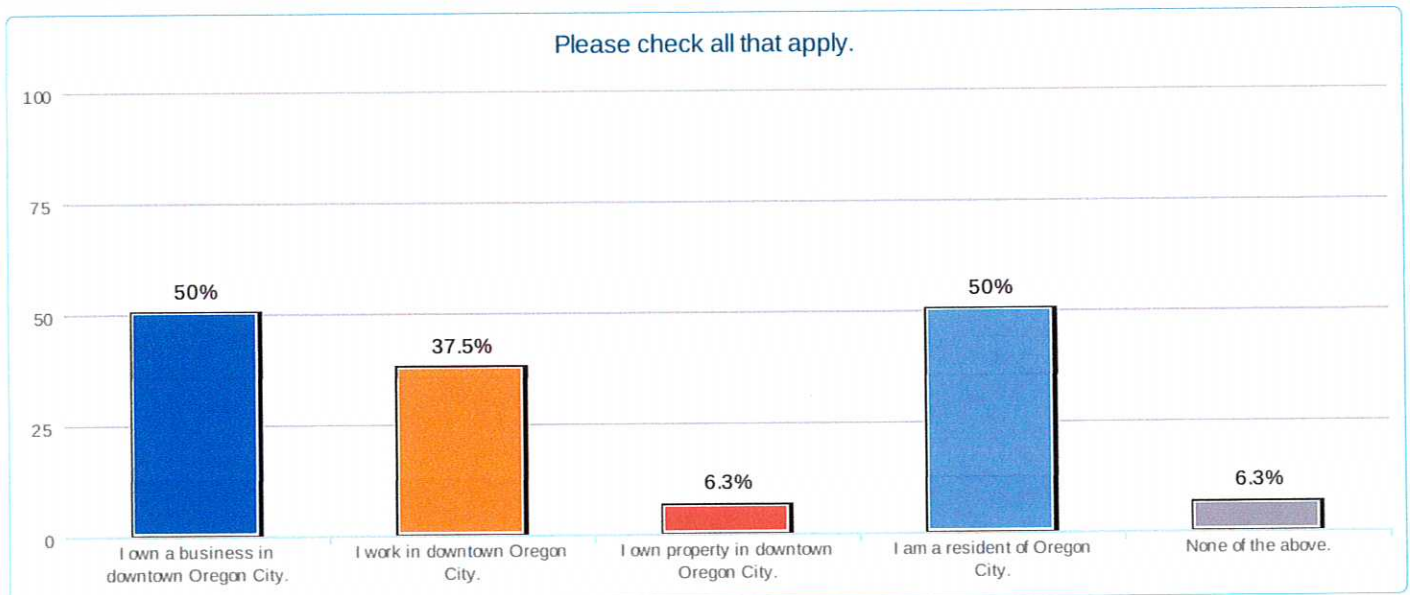
Executive Director
Main Street Oregon City, Inc.

Car Show 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@orcity.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%		

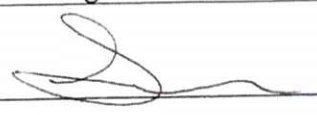
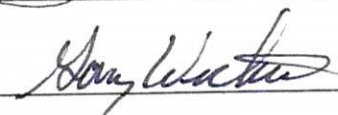

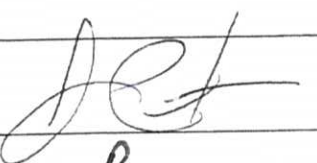
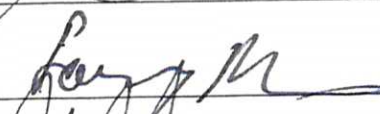
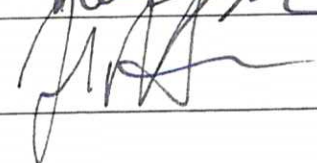
Downtown Car ShowThe Downtown Car Show in 2013 was the best attended event downtown with 8,000 attendees. Last year nearly 200 vintage cars lined Main Street. Do you support the return of the car show to downtown Saturday, September 13, 2014?Reminder: the car show closes a number of streets downtown including Main Street between 7th and 10th.

	Yes, I support the Downtown Car Show.	I neither support or do not support the Downtown Car Show.	No, I do not support the Downtown Car Show.	Responses
Downtown Car ShowThe 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.	87.5% 14	12.5% 2	0.0% 0	16

Main Street Oregon City Grant Eligible Program - 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.

Answer	Name	Affiliation	Signature	Date
yes	Sandra Bellman	Shop owner		2/24/14
yes	Mary Wickham	Car Lover & Hobbs		2/26/14
yes	Jeray Herrmann	EARTH CRUSADERS		2/25/14
yes	Mr 7+ Truck	RCUBS		2-26-14
yes	Trey Caskaden	BDC Adv.		2-26-14
yes	Larry Medearit	Bridgview		2/26-14
yes	Joshua Hanson	Resident		02/26/2014

Additional responses on back side.



OREGON CITY

Public Works

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

February 27, 2014

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

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

Dear Committee Members:

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

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

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

Sincerely,

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

/mm

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