



Oregon City Civic Improvement Trust Tourism Grant Exit Report

*This form is to be filled out within 30 days of completion of the OCCIT grant project. Please limit responses to the space provided.
If available, please attach any event photo and any promotional material samples (advertisements, flyers, posters, etc.).*

Project Title: Oregon's 4th Annual First City Celebration Street Festival

Organization: Main Street Oregon City Inc.

Project Coordinator: Ethan Erickson

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1. Brief project description:

The non-profit Main Street Oregon City is working to make Oregon City a better place to live, work, and visit by making our downtown more vibrant and socially sustainable. This includes producing special programs and activities that celebrate our community's culture, creativity and commerce. Oregon's First City Celebration Street Festival is the signature event of the summer in Downtown Oregon City bringing together Oregonians that have a wide variety of interests to celebrate. Art, wine, live music, international fare, and fellow Oregonians together in one place are all reasons why the First City Celebration is so attractive to so many people.

2. Description of project accomplishments:

Oregon's 2013 First City Celebration Street Festival provided a fun, interactive, and memorable experience for newcomers and residents alike to Downtown Oregon City. It was a great opportunity to invite people to enjoy a street festival and one of Oregon City's best resources, the principal destination of the Oregon Trail expedition – Oregon's Historic First Main Street.

With increased funding in 2013 and an additional Main Street staff member brought on to further develop the capacity of this event, we can observe in the table below how the simple increase in capacity this year was a principal accomplishment to celebrate.

Year	Fee Art Vendors	Fee Wine Vendors	Participating Businesses	Elevator Patrons	Outreach Methods*	Sponsorship Support	Drinking Bracelets	Estimated Attendance
2012	36	4	8	3,015	8	\$3,850	N/A	3,000
2013	46	12	16	3,529	11	\$7,000	1800	4,000

* **Outreach methods include:** Word of Mouth, email outreach via compounding listserves, KINK FM Radio advertising, Oregonian insert to 30,000 regional subscribers, Oregon City News advertisement, Local event Posters, Portland Monthly Magazine advertisement, Invitation Fliers handed out at the O.C. Farmers Market, East Willamette Valley Winery post cards, Three River Artist Guild promotions, paid Facebook event page advertisements, Main Street Banners Downtown, and day of event signage on 99E.

In addition to the quantifiable data presented above and the survey data presented below, there was also an anecdotal accomplishment to account for. This year we marketed a "Headlining Band" as the finale of our all-day live music entertainment. *Soul Vaccination* was our Headlining Band which helped boost marketing and outreach via their website and live performances. Having a headlining act was mutually beneficial as it offered us something to advertise, and offered the band a promotional partner in Oregon's First City Celebration.

We also spent time this year gathering random survey data in-person from event attendees during the Street Festival (n=84), and from anyone who participated in the Street Festival in any way via an on-line feedback survey following the event (n=75).

Here is some additional quantitative data and findings of those survey instruments:

Event Attendee / Visitor surveys results gathered during the Street Festival on 7/27/13:

"Can I ask you a few quick questions about the First City Celebration Street Festival?"

1. Is it your first time attending the First City Celebration, or have you come in years past? YES or NO

55 29
2. What is your primary interest in the First City Celebration? Art – Wine – Music – Food – Fun day!

(All of the above = 17) 7 7 8 5 40
3. How did you hear about the Street Festival?

KINK Radio – Oregonian Insert – Oregon City News – Portland Monthly Magazine – Local Poster

7 7 5 2 14

Invitation Flier – East Will. Valley Wine – Vending Artist – Word of mouth – Facebook – Drive By

5 2 5 31 4 2
4. How long do you plan on staying downtown today? < 1 hour – 1 or 2 hours – 3 or more hours

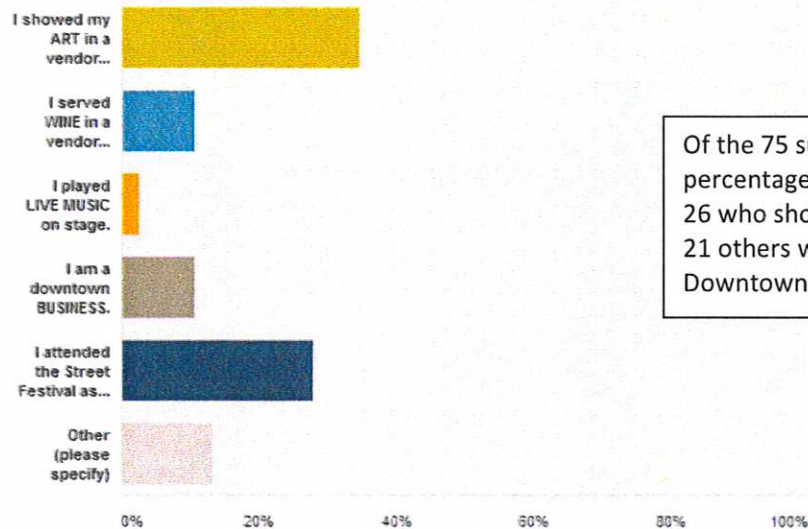
16 46 22
5. Main Street Oregon city, Oregon's First Main Street, turns 170 years old today...
What do you like most about downtown Oregon City?
 - **Clean and improved look** of Downtown (or) **Restored Buildings** = 11
 - Bars and **Restaurants** = 11
 - Culture and **Atmosphere** = 10
 - **Historic Nature** of Downtown = 9
 - **New Stores** and Shops = 8
 - Friendly people = 6
 - Main Street = 3
 - Willamette Falls = 2
 - Walkability of Downtown = 2
 - Bridge (or) Elevator = 2
6. Where did you travel from today? 23 different locations identified (most from Clackamas Co.)

One visitor from each of Washington, California, and Texas.

Vendor / Business / Visitor survey results collected after the First City Celebration:

What kind of Street Festival participation do you represent?

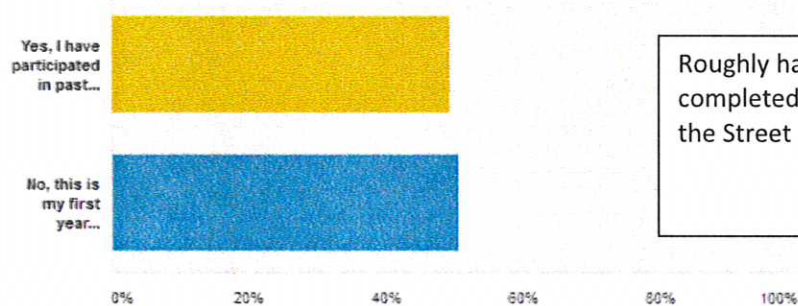
Answered: 75 Skipped: 0



Of the 75 survey respondents, the largest percentages of responses came from the 26 who showed their Art as a Vendor, and 21 others who attended as visitors Downtown.

Have you attended the First City Celebration Street Festival before?

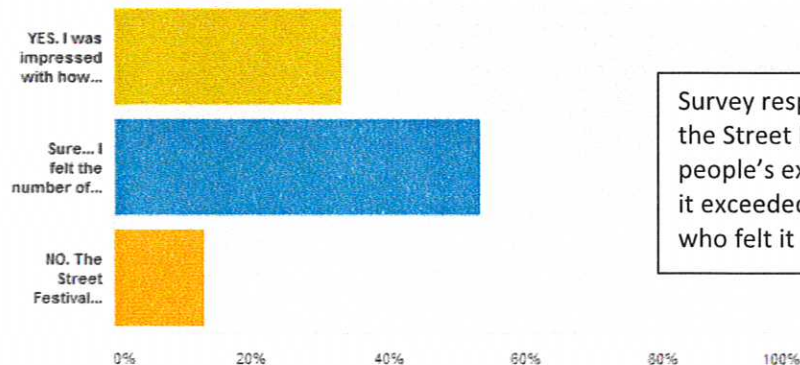
Answered: 75 Skipped: 0



Roughly half (37 of 75) of those who completed the survey had participated in the Street Festival in years past.

Did you feel the event was appropriately attended?

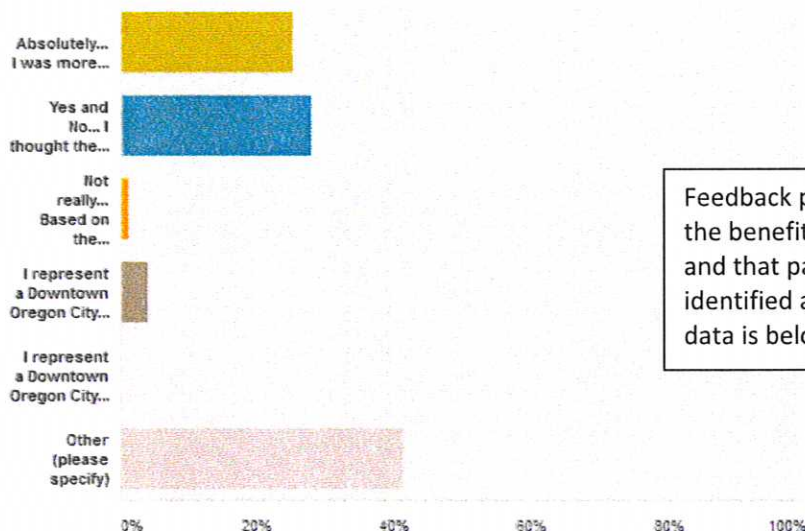
Answered: 75 Skipped: 0



Survey respondents felt the attendance at the Street Festival basically met most people's expectations. Twice as many felt it exceeded their expectations than those who felt it did not.

Was the Street Festival worth your time and financial contribution for what you got out of it?

Answered: 75 Skipped: 0



Feedback presented in this chart suggests the benefits were considerable after costs, and that participation is not currently identified as cost-prohibitive. "Other" data is below for further consideration.

Categorize as... Filter by Category...

Showing 31 responses

N/A I wasn't a vendor. I spent several hours at the event though enjoying it.
3/8/2013 3:54 PM View respondent's answers

I own a business downtown and because of marketing help from an outside vendor sales were better than normal. The street festival brought in a few extra people.
3/8/2013 3:47 AM View respondent's answers

visitor
3/7/2013 11:55 PM View respondent's answers

I was a visitor and I would have liked more quality items available there.
3/7/2013 5:26 PM View respondent's answers

NA- visitor
3/7/2013 5:00 PM View respondent's answers

Yes, we talked to a lot of people
3/7/2013 4:56 PM View respondent's answers

I was not a vendor but heard favorable comments from a couple of vendors I talked to.
3/6/2013 3:21 PM View respondent's answers

no better or worse
3/1/2013 12:53 PM View respondent's answers

Yes & No, vendor fee was reasonable, sales were ok, could be better, local visibility was valuable & hopefully will result in future sales, winery visits
3/1/2013 11:24 AM View respondent's answers

There was no financial contribution from me but I enjoyed the vendors and store fronts and was please with my purchases
7/31/2013 2:37 PM View respondent's answers

It was just ok
7/31/2013 1:10 PM View respondent's answers

A lot of the vendors that I spoke to were happy with the turnout and interaction. The flow of traffic appeared to die off a bit on the 9th street end because there weren't enough "exciting" booths to drive people that direction. Would recommend bookending the festival next year with strong vendors, then filling in between them.

7/31/2013 12:03 PM [View respondent's answers](#)



guest

7/30/2013 7:28 PM [View respondent's answers](#)

Fabulous marketing opportunity for my new shop & great sales!

7/30/2013 5:25 PM [View respondent's answers](#)



but could it have been better? Yes! Existing retail business did not get the promotion it could have without any additional expense.

7/30/2013 4:58 PM [View respondent's answers](#)



i did not pay fees, but it was worth helping out and donating my time

7/30/2013 4:16 PM [View respondent's answers](#)

Yes, I had great sales

7/30/2013 3:43 PM [View respondent's answers](#)



yes

7/30/2013 3:36 PM [View respondent's answers](#)



not a vendor

7/30/2013 3:30 PM [View respondent's answers](#)

As a solo performer it was definitely worth my time.

7/30/2013 3:21 PM [View respondent's answers](#)

I was a visitor and volunteer.

7/30/2013 3:21 PM [View respondent's answers](#)

It was absolutely worth our time!

7/30/2013 3:20 PM [View respondent's answers](#)

Did not pay any fees but spent lots of money on food, drinks, and art

7/30/2013 3:07 PM [View respondent's answers](#)

Just attended

7/30/2013 3:02 PM [View respondent's answers](#)

Visitor not a vendor

7/30/2013 2:49 PM [View respondent's answers](#)

N/A

7/30/2013 2:49 PM [View respondent's answers](#)

Not a business but it was worth my time

7/30/2013 2:44 PM [View respondent's answers](#)

great venue for us

7/30/2013 2:43 PM [View respondent's answers](#)

Just a visitor

7/30/2013 2:28 PM [View respondent's answers](#)

considering the economy, it was worth while and fun

7/30/2013 2:27 PM [View respondent's answers](#)

I thought you put quality crafts out there but buyers were not spending.

7/30/2013 2:14 PM [View respondent's answers](#)



Total

75

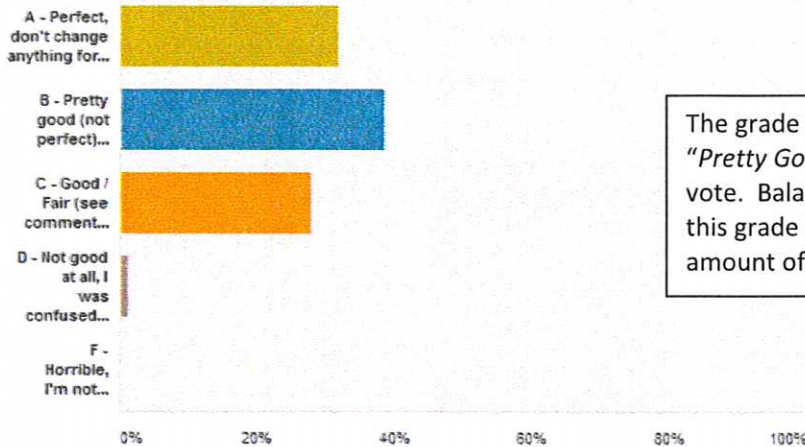
Summary on Comments:

None of the comments provided in the "Other" category were overtly negative (⬇️). Some of the comments did a good job of bringing caution to a topic for future consideration (⚠️).

Most of the comments did not provide additional information to help assess the issue of participation and cost-prohibitive policies in place. Additional positive or reinforcing comments were also presented in this portion of the survey suggesting good participation value (⬆️).

Load in and Load out of vendor booths was a coordinated process. What grade would you give the Load in and Load out process this year?

Answered: 75 Skipped: 9



The grade given here is a solid "B" with "Pretty Good" representing 39% of the vote. Balancing out any + or - attached to this grade is accounted for as an even amount offered either an A or a C grade.

Did your customers share anything interesting with you about their experience? What other concluding comments would you like to offer to help make 2014 more successful?

Answered: 47 Skipped: 28

Showing 47 responses

Most vendors shared with me that received a lot of exposure for their downtown stores but did not make much in the way of money. Perhaps if there was some way to incorporate the farmers market into the event that would make the entire event a complete representation of Oregon City. Competing events are just not good for business.

3/5/2013 3:47 AM View respondent's answers

Make sure you have signage at street corners on the "hill" letting those up on top know what's happening down below!

8/5/2013 6:21 PM View respondent's answers

I could have used better shade to keep the boxes of wine out of the sun as it moved across the sky. I really liked the idea of the wineries trivia and voting, but the majority of people didn't know about it.

8/2/2013 8:26 AM View respondent's answers

For a small town, I was quite pleased with the amount of turn out, but my sales were poor (and from the other vendors I talked with, they had a similar experience.) But due to poor sales, I don't think I'll be back next year. I do want to thank you for being well organized and having some of the friendliest staff/volunteers.

5/1/2013 9:21 PM View respondent's answers

They were having a good time! I was "too late" in starting my business to obtain a vendor space, but fortunately people found me. Have to thank Maizie Mae's for the downtown map that included retail (C'mon, really...we weren't included on the FCC map?) Customers were definitely checking the map to see where else to shop. Make it a 2-day celebration...Sat & Sun!!!

3/1/2013 7:00 PM View respondent's answers

Heard comments appreciating the number of wineries & being local; also the high quality of the art was appreciated. Some confusion at the start with ID check for alcohol & what was the start time. Many customers were in the area before 12 & did not have wristbands & unsure if we needed to send them back to entry to be checked. Unclear if we could start tasting before 12 or before wrist bands done.

3/1/2013 11:24 AM View respondent's answers

they had fun

3/1/2013 7:07 AM View respondent's answers

It was mostly positive from customer comments I recieved.

7/21/2013 9:42 PM View respondent's answers

Despite low sales, the fair itself seemed to be a hit! Great job and great luck next year.

7/21/2013 9:08 PM View respondent's answers



Customers seemed pleased overall. Perhaps a few more tables away from the noisy stage would have allowed more folks to enjoy the cooler evening while sipping wine and enjoying the ambience of Main Street turned pedestrian zone :)

7/31/2013 5:52 PM [View respondent's answers](#)



I very much enjoyed the event. Look forward to attending again next year.

7/31/2013 2:37 PM [View respondent's answers](#)



NO

7/31/2013 1:10 PM [View respondent's answers](#)

Hours should be changed. 10 AM start time and 7 PM finish. Customers are there earlier, once the good music started, no shoppers.

7/31/2013 12:40 PM [View respondent's answers](#)



Here's the biggest issue I saw: Downtown Main Street looked like a warzone on Sunday. The garbage cans were overflowing and spilling onto the streets. This absolutely must be addressed for next year.

7/31/2013 12:03 PM [View respondent's answers](#)



The art was not promoted enough. Wineries and music were talked about in all the promotions but art was barely mentioned. We had some very talented artists participating in the event and they deserve more respect and attention than that. The art booths were too close together and not placed well. They should have been on either side of the street with the emergency lane down the middle. Hours were supposed to be 12-9 but signs were put up that said 11-9. Some artists were still setting up at 11am and customers were trying to shop. One of the business owners was threatening to tow the artist's cars for parking between 8th and 9th, even though we were told we could park there. There were very few food vendors and not enough bathrooms. TRAG brought around bottled water and booth-sitted to give artists breaks and that was great. 9pm was too late for artists to be there. There were no sales after the headliner music started - 7:30pm? Art show hours should be more like 10am - 7pm, 8pm at the latest.

7/30/2013 11:14 PM [View respondent's answers](#)



Everyone seemed to enjoy it! I think for next year, it would be great if the artists left at 8 pm. It's really too dark to see anything after about 8 in the evening.

7/30/2013 9:37 PM [View respondent's answers](#)



No Comments, but enjoyed the wine

7/30/2013 8:23 PM [View respondent's answers](#)



not very many people knew about it or didn't know that it was only a 1 day event. The people at the event that I talked to thought the variety and quality of products at the event were excellent.

7/30/2013 6:18 PM [View respondent's answers](#)



The only thing that I would change is the time. 11 AM to 8 PM. Most of my sales were during the day.

7/30/2013 7:26 PM [View respondent's answers](#)



Not really...would have been nice to have had electricity....only because I had a dark tent.

7/30/2013 5:57 PM [View respondent's answers](#)



Most of the people that visited my booth said they saw no banners or big signs and happened upon it by accident. I have numerous friends that live in Oregon city and they only knew about it because I told them, however they knew about the farmers market and some other events because of banners in the town. With Oregon city being next to a major freeway and numerous busy highways I think large banners or signs should have been stationed especially in these areas.

7/30/2013 6:30 PM [View respondent's answers](#)



Please advertise better for this. I only found out about it at the last minute and several other Oregon City citizens that I asked about it hadn't even heard about it or knew nothing about it. I feel there could be a better job of getting the word out. I really wanted to attend and had I known about it sooner I could have moved my schedule around to make it happen.

7/30/2013 5:43 PM [View respondent's answers](#)



I would do it again, no complaints. It's great volunteer help.

7/30/2013 5:27 PM [View respondent's answers](#)



It was a fun & friendly event with lots of locals, well attended. Great food & music.

7/30/2013 5:25 PM [View respondent's answers](#)



Music during the day was not great, could hardly be heard. The eve got better and was a good upbeat part.

7/30/2013 5:15 PM [View respondent's answers](#)



The security was an hour late. They had been given NO direction and they didn't do a very good job even after extra direction was given.

7/30/2013 5:11 PM [View respondent's answers](#)



Promoting existing business is what the downtown association is for as well as recruiting new business to the downtown area... not just the businesses who contribute money. I made a map showing the location of the retailers downtown... customers took copies they are unaware of who is here anymore. Simple fix to have included it in a map already going to the Oregonian.

7/30/2013 4:59 PM [View respondent's answers](#)

first time for the group= we can make it work even better!

7/30/2013 4:14 PM [View respondent's answers](#)

Very well coordinated. Lots of people actually buying. Was concerned with the amount of wineries this year but it seemed like they didn't overwhelm us vendors.

7/30/2013 3:43 PM [View respondent's answers](#)

Didn't receive any interesting customer feedback. Once the headliner band started playing at 7:30, I didn't make any sales that last 1-1/2 hours. It seemed like all the folks were down by the music vs. the artisan/winery booths.

7/30/2013 3:43 PM [View respondent's answers](#)

That it was fun

7/30/2013 3:36 PM [View respondent's answers](#)

More trash cans available; the street was a disaster the next morning. Pretty ugly for visitors to downtown on Sunday morning. Should either have volunteers clean up, or require vendors to.

7/30/2013 3:30 PM [View respondent's answers](#)

I was a visitor and volunteer-not a vendor.

7/30/2013 3:21 PM [View respondent's answers](#)

Could not find many garbage cans

7/30/2013 3:07 PM [View respondent's answers](#)

Nope

7/30/2013 3:02 PM [View respondent's answers](#)

Not a vendor

7/30/2013 2:49 PM [View respondent's answers](#)

I found it very difficult to find information online. I would have liked more information around kids' activities, food, etc. Two years ago, we went down with our 1 year old and found all of the kids' activities were shutting down. And we were going for dinner. At that time, the food was only in one area where alcohol was being served and they only let over 21 in that area. So, we were unable to even have dinner. This year, I was trying

Public involvement with a laid back vibe (and wine and beer) was a great mix for us.

7/30/2013 2:43 PM [View respondent's answers](#)

A number of customers appreciated the "open container" policy so they could carry their beer around. They liked the weather. They loved our products.

7/30/2013 2:35 PM [View respondent's answers](#)

I thought the Street Festival could be improve by the way the booths were on the street. It would be better to always have the back of the booth toward the curb.

7/30/2013 2:26 PM [View respondent's answers](#)

Some thought it was a two day event others thought it was a weekly event like the farmers market.

7/30/2013 2:27 PM [View respondent's answers](#)

start at 11

7/30/2013 2:27 PM [View respondent's answers](#)

More emphasis on art!

7/30/2013 2:20 PM [View respondent's answers](#)

Customers felt more advertising would be better since they only discovered it by accident when they were in town.

7/30/2013 2:15 PM [View respondent's answers](#)

No, how did you advertise?

7/30/2013 2:14 PM [View respondent's answers](#)

Received very positive responses to my wares. Another bonus was meeting local artists and forming contacts for future endeavors.

7/30/2013 2:12 PM [View respondent's answers](#)

I have no comments. Overall, I was very happy with the festival and its staff.

7/30/2013 2:10 PM [View respondent's answers](#)

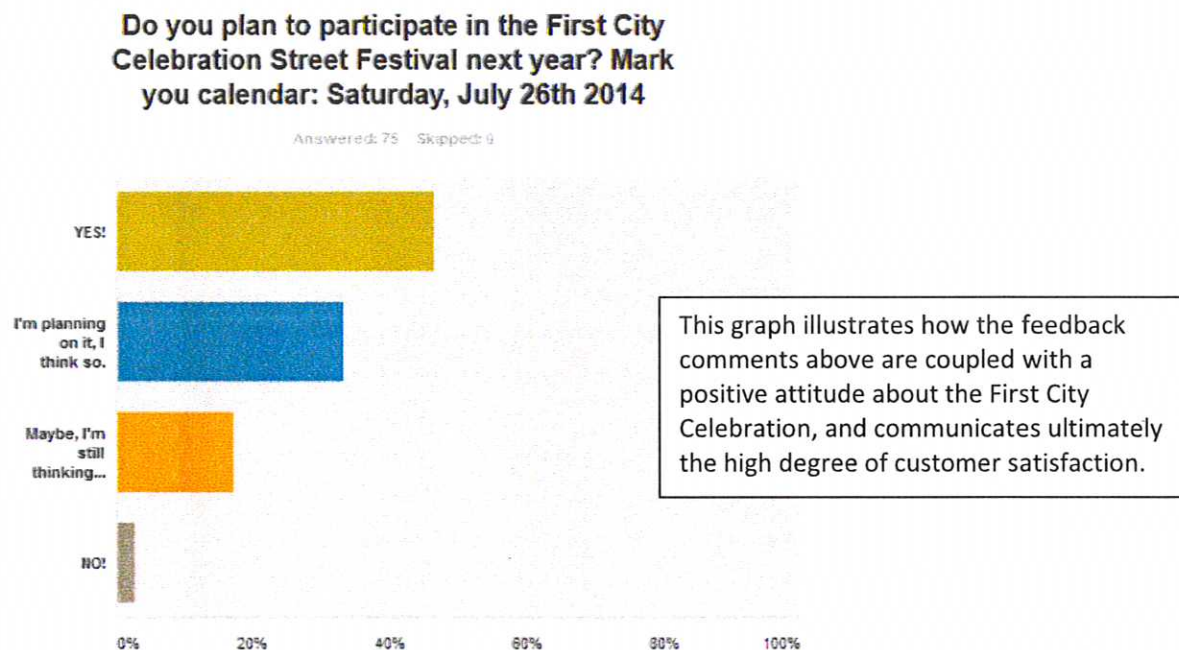


Summary on Comments:

The one truly negative comment (⬇️) addressed how the third party security personnel did not functioning to support the event. Most of the cautionary comments (⚠️) addressed issues to be considered in committee related to:

- Multiple Day options, Festival hours
- Outreach, Marketing, Advertising
- Participation by Downtown businesses
- Combining multiple events that day
- Garbage and Recycling, Clean up after
- Showcasing special art, wine, music, etc.
- Table and Chair locations, general layout
- Signage around town prior to event

The positive comments (⬆️) primarily represented how folks appreciated the atmosphere of the event, that it was coordinated well, was fun, and that they are looking forward to next year.



Brief Summary on Data extracted from both surveys:

From the in-person random survey of guests attending the Street Festival, we found roughly that for every family who had attended the First City Celebration in years past, there were two families attending for the first time. Most families were there to enjoy a fun day out, and not particularly interested in one aspect of the Street Festival over another (e.g. Art, Wine, Music). Word of mouth advertising appears to be more effective than most of the media sources used to market and promote the event. People seem to appreciate the new, clean, restored look of Main Street Oregon City and some of the new shops and restaurants there are these days to enjoy. The Feedback survey tells us that the festival felt well attended, that participation was worthwhile (not cost-prohibitive) for vendors and Downtown businesses, and that the overall logistical management was “pretty good – earning a B grade.” There was a lot of good feedback provided in the comments section for the planning committee to consider before 2014. In general, 80% of those that responded are motivated (Yes!) and planning to participate again next year.

3. Measures of performance and Return on Investment (Analysis of Accomplishments):

The first table on page one showing changes in the capacity of the First City Celebration from 2012 to 2013 indicates there was at least some measurable growth in every category. The only limitation to this assertion is that one of the categories (Drinking Bracelets) was being tracked for the first time this year. The purpose of this new category is to integrate even another benchmark that can help inform attendance estimations. This first table shows a range of capacity increases from 17% – 200%.

The survey data was also valuable this year in assessing a return on investment. The response numbers were low (estimated at roughly 8%) considering the number of potential families we could have sampled. Based on the information we have however, there are a few things to consider and substantiate with additional survey data in 2014. Here are some of the findings:

- Twice as many people attending the festival this year were visiting Downtown during the First City Celebration for the first time. This information is encouraging from a tourism perspective, offering feedback that this particular Street Festival offers a new experience for visitors to Oregon City / Clackamas County.
- Local word-of-mouth and business event posters were very effective this year when compared to advertising in Portland Monthly Magazine or other print media sources. From a Tourism perspective, it is encouraging that the Oregonian insert which landed in a targeted set of zip codes (many outside a 50-mile radius of Oregon City) and the KINK FM radio commercials were relatively well received and attracted visitors from outside the range of our local word-of-mouth or the business event posters.
- Whether it was the good music lineup, the nice weather, or some other factor, most people said the event was well attended and had a good feel – it felt like a nice party.
- Adequate grant funding, a large number of dedicated volunteer hours, and a good set of policies and protocols around the event have made it financially worthwhile (not cost-prohibitive) for most everyone involved. Although not documented herein with hard data, most businesses downtown commented that the First City Celebration was “one of the best sales days all year.” The large number of volunteer hours and an adequate level of OCCIT grant funding this year certainly supplemented business costs and vendor fees otherwise required to make this event feasible.
- Given that people usually only take the time to complete a survey when they feel very positive or very negative, it is good to see that people are excited and positive about the progress of this event, and looking forward to it again next year.

More than the data discussed above, was the true community capacity accomplishment that grew out of the First City Celebration this year. We were able to involve a larger number of stakeholders interested in and affected by the Main Street Oregon City program. I am unable to account for the number of volunteer hours in years past, but with volunteers from US Bank, Three Rivers Artist Guild, Main Street Oregon City, East Willamette Valley Wineries, Youth Music Project, our other planning committee members, and seven-plus downtown businesses (not including those participating for profit), I would estimate the number of volunteer hours

supporting this event to be 500. Along these lines, during our debriefing informational meeting following the event, many of the individual sub-coordinators I worked with who managed a certain aspect of the street festival (e.g. music, wine vendors, art vendors) were given a chance to all be in the same room at the same time. We decided then as a group to form a true stakeholder representation planning committee that will carry this event into the future.

4. List additional sponsors of the project:



Sponsor	Hoffman Corp.	East Willamette Valley Wines	Portland General Electric	Commstructure Consulting	Hilltop Smiles	Providence Willamette Medical	Stein Oil	Abernethy Center	Bank of the West
Contribution	\$2,000	\$600	\$500	\$500	\$500	\$500	\$500	\$500	\$500

Sponsor	Super Genius	US Bank Dollars for Doing	Verdict Bar & Grill	Nebbiolo Wine Bar	Daphne Wuest Donation	Mike Gavaza Donation	Main Street Oregon City Inc.	Three Rivers Artist Guild	US Bank
Contribution	\$300	\$200	\$100	\$100	\$100	\$100	100 Vol. Hours	100 Vol. Hours	50 Vol. Hours

5. How were OCCIT grant funds spent?

Six of the 11 outreach methods were paid for using OCCIT grant funding including:

- KINK FM radio advertising (30 second ads)
- A custom Oregonian insert (event map and poster sent to 30,000 subscribers)
- An advertisement in the Oregon City News
- Banners along Main Street (a durable product available for future use)
- Social media advertising (paid facebook ads)
- Half-sheet invitation fliers distributed locally

All of the live music and, music production, tables, chairs, fencing, decorations, and security were paid for with OCCIT grant funding. A portion of staff time was paid with OCCIT funds.

The table below is a basic outline of all First City Celebration expenses (breakdown below):

1	Marketing – Promotions – Signage – Outreach – Media	47%	\$9,930.11
2	Live music – Music productions	27%	\$5,750.00
3	Event logistics and materials – Tables and Chairs – Fencing	12%	\$2,475.50
4	Staff compensation and reimbursements to volunteers	8%	\$1,700
5	Insurance and Security services during event	6%	\$1,412.50
	Total:	100%	\$21,268.11

6. Final budget:

Suggested List (not inclusive)	(A) OCCIT Tourism Grant Dollars	(B) Matching Funds (Cash)	(C) In-Kind Matching	(D) Total
Personnel Services (salaries, administration)	\$1,500.00	\$200.00	\$0	\$1,700.00
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$7,205.11	\$2,725.00	\$0	\$9,930.11
Materials	\$0	\$0	\$0	\$0
Equipment/Supplies	\$2,475.50	\$0	\$0	\$2,475.5
Construction Costs	\$0	\$0	\$0	\$0
Event Costs	\$3,319.39	\$3,743.11	\$0	\$7,062.50
Transportation Costs	\$0	\$0	\$0	\$0
Insurance Costs (if needed)	\$0	\$100.00	\$0	\$100.00
Additional Expenses (list): 500 Volunteer hours supported this event (at \$22.14 per hour - http://www.independentsector.org/volunteer_time) accounting for \$11,070.00 in in-kind staff time. The Bounce-house, Youth Music Project trailer, and Downtown Business SWAG costs serve roughly as an in-kind contribution value of \$1,661.89	\$0	\$0	\$12,731.89	\$12,731.89
Totals	\$14,500.00	\$6,768.11	\$12,731.89	\$34,000.00

7. Collague of Promotional Materials:

KINK FM Radio Commercial – <http://downtownoregoncity.org/wp-content/uploads/2013/01/FIRST-CITY-CELEBRATION-2013-30-mix.mp3>



WELCOME
to Oregon's *First*
DOWNTOWN!

Art - Wine - Food - Music - You
Saturday July 27th Noon to 9:00 pm

OREGON'S 4TH ANNUAL
FIRST CITY CELEBRATION
STREET FESTIVAL
IN DOWNTOWN OREGON CITY



SATURDAY JULY 27 | NOON TO 9



Welcome downtown to Oregon's 4th Annual First City Celebration. This event is a full day of live music, a showcase of 12 of the Willamette Valley's finest wineries, and 45 of Oregon's most creative Artists. The First City Celebration on Saturday July 27th is a great time to celebrate Oregon.

THIS EVENT IS FREE AND OPEN TO THE PUBLIC



LIVE MUSIC LINEUP

12:00 - 1:15 PM BROOKS ROBERTSON
1:30 - 2:30 PM JESSY YOUNG
2:45 - 3:45 PM CARLSON WELLS
4:00 - 5:15 PM BRIAN ODELL BAND
5:30 - 6:45 PM WILL WEST & THE FRIENDLY STRANGERS
7:30 - 9:00 PM SOUL VACCINATION (HEADLINER)



IN DOWNTOWN OREGON CITY
SATURDAY JULY 27 | NOON TO 9



Welcome downtown to Oregon's 4th Annual First City Celebration. This event is a full day of live music, a showcase of 12 of the Willamette Valley's finest wineries, and 45 of Oregon's most creative Artists. The First City Celebration is a great time to celebrate Oregon.



LIVE MUSIC LINEUP

12:00 - 1:15 PM Brooks Robertson
1:30 - 2:30 PM Jessy Young
2:45 - 3:45 PM Carlson Wells
4:00 - 5:15 PM Brian Odell Band
5:30 - 6:45 PM Will West & The Friendly Strangers
7:30 - 9:00 PM Soul Vaccination (Headliner)

This Event is Free and Open to the Public



Events

Join

Maybe



CLACKAMAS COUNTY COURTHOUSE SALLYPORT

"Downtown Oregon City is a rapidly growing and diversifying community. Expanding the Courthouse was essential for keeping up with Oregon City's and Clackamas County's growing needs. This project not only provides the necessities for the Courthouse, but also enhances Liberty Plaza with an identifiable and unique addition to the space. Hoffman Construction is proud to be a part of such a vital project for the development of Downtown Oregon City." - Hoffman Corp.



Liberty Plaza's reopening and County Ribbon Cutting Ceremony will be during the First City Celebration. Join us at 1:15 pm on Saturday, July 27th for the Plaza Ceremony.

8. Photos from Oregon's 2013 First City Celebration Street Festival:

