

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.)

When complete please submit to Michele Beneville at City Hall, 625 Center Street. Failure to provide this final exit report will make project Sponsor ineligible for future OCCIT grants.

Project Title **Oregon's First City Celebration**

Organization **Main Street Oregon City dba Downtown Oregon City Association**

Project Coordinator **Jonathan Stone** Phone **971-202-1604**

Email **jon@downtownoregoncity.org**

1. Brief project description:

The First City Celebration is Oregon City's signature summer event celebrating our city's heritage and future. The celebration features a large street fair, live entertainment, food and drink.

2. Description of project accomplishments:

The 2014 First City Celebration demonstrated how a 3-block event in downtown could be executed. The antique fair and car show followed similar formats, streamlining downtown event logistics.

The event succeeded at attracting a larger number of vendors and a lot of positive feedback was received about the heritage components weaved through the event.

A major event highlight was the Portland Coin Toss that acted as the primary publicity stunt. As a result, the governor and mayor issued proclamations and affirmed that Portland is still Portland and not Boston.

3. Measures of performance (i.e. number of people served; effect of the project on tourism):
The First City Celebration is the most broadly appealing (family friendly, not focused on a specific demographic) major event held in Oregon City on an annual basis.

2014 First City Celebration By The Numbers

- 108 vendors (up from 74 in 2013)***
- 3048 elevator ridership (down from 3529 in 2013)***
- 3450 estimated attendance (down from 4000 in 2013)***
- 9 interpretive zones (new for 2013)***

A key component of this year's celebration was the participation of every heritage organization in Oregon City.

4. List additional sponsors of the project:

The event is sponsored by the Downtown Oregon City Association with support from event sponsors including OCCIT.

Additional financial support was received from:

- Coffee Rush***
- Oregon City News (in-kind advertising)***
- Parkin Electric***
- Stein Oil / Red Barn Car Wash***
- Portland Cider Company***
- PGE***

5. How were OCCIT grant funds spent?

OCCIT funds were primarily spent on advertising expenses as well as various fees and rentals related to production of the event.

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)	\$ 1500.00	\$ 3750.00	\$	\$ 5250.00
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$ 7920.35	\$ 1112.46	\$ 1250.00	\$ 10282.81
Materials Event Supplies	\$ \$ 714.45	\$	\$	\$ \$ 714.45
Equipment/Supplies Equipment Rental	\$ \$ 1060.00	\$	\$	\$ \$ 1060.00
Construction Costs	\$	\$	\$	\$
Event Costs Entertainment Stage and Sound Security	\$ 1600.00 \$ 1249.10	\$ 4534.24	\$	\$ 7383.34
Transportation Costs	\$	\$	\$	\$
Insurance Costs (if needed)	\$	\$	\$	\$
Additional Expenses (list) Volunteer Hours	\$	\$	\$ \$ 8030.00	\$ 8030.00
Totals	\$ 14,043.90	\$ 9,396.70	\$ 9,280.00	\$ 32,720.00