



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 19th Annual Open Air Antique Fair

Organization Oregon City Chamber of Commerce

Project Coordinator Karin Morey Phone 503-656-1619

Email kmorey@oregoncity.org

1. Brief project description:

The Oregon City Chamber of Commerce's Open Air Antique Fair completed its 19th year on Sunday, August 24, 2014 with an estimated attendance of 4,500 shoppers. 75 vendor spaces were filled. The Antique Fair returned to Main Street this year. Although many were in favor of the End of the Oregon Trail Interpretive Center site in 2013, the overwhelming negative input that it lacked the "ambiance" of Main Street convincing us to return to the traditional location.

2014 challenges included a decreasing number of vendors able to participate in the show. A one day event, outdoors, requires an early set up, sales from 8:00 am to 4:00 pm and then breaking down, packing up and returning home. Many of our usual vendors have reached an age where the event is too physically challenging.

Description of project accomplishments:

- Brought approximately 4,500 shoppers to Oregon City. Although the overall attendance was much lower than in previous years, vendors reported that their sales were up as each shopper was ready to buy.
- Introduced shoppers and visitors to new stores in downtown Oregon City both inside and outside the footprint of the sale.
- Continued to work with city departments, particularly Public Works, to create a safe and inviting site for vendors and shoppers.

2. Measures of performance (i.e. number of people served; effect of the project on tourism):

Goal 1: Identify and increase the number of shoppers/attendees – The shoppers arrived before the official 8:00 am opening time and remained steady all day. Although the overall numbers were down, vendors reported changes in patterns during the day. The usual “lull” between 1:00 pm and 3:00 pm did not occur this year and all vendors reported a steady sales rate throughout the day.

Goal 2: Increase the number of vendors – As noted previously, long time vendors did not return this year due to age. We added approximately 20 new vendors but this just filled the gaps left by retired vendors. Everyone who participated has responded that they want to return next year, giving us a base of new vendors to build on.

Goal 3: Continue to work with Main Street businesses for food service and additional shopping opportunities. Maps of the vendor booths with information on downtown businesses were handed out to shoppers. The food court operated only to 11:00 am with a pancake booth. After that time shoppers were directed to restaurants and cafés for food and beverages. The majority of the restaurants reported excellent sales for the day. The Refinery, a new high-end used clothing store held its Grand Opening event on the day of the Antique Fair and reported excellent sales.

We engaged Cristy Rein of Maizee Mae’s Antiques and Treasures, a Main Street business, as our appraiser in exchange for an in-kind sponsorship. The booth was set up in front of her store and many of the people who brought items in for appraisals reported they were thrilled with her information.

Goal 4: Promote Oregon City and encourage return trips – The information booth provided information on heritage sites and businesses in Oregon City. We also added the “First City Ambassadors” to our free booths for non-profits. Marge & Rolla Harding wore period attire and provided tourism information and historical facts to visitors to encourage them to return and see what Oregon City has to offer to our visitors. We plan to invite the Ambassadors to participate in this event in the future based on the success of this program.

3. List additional sponsors of the project:

Cash Sponsorships

IntSTATS

David & Marcia Wimmer

In-Kind

Oregon City Garbage/B&B Leasing

Oregon City Signs

Haggen Food & Pharmacy

Cristy Rein – Maizee Mae’s Antiques and Treasures (Appraiser)

Tote Bags

Nine local businesses paid \$100 each to be included on the reusable tote bag

4. How were OCCIT grant funds spent?

OCCIT grant funds support the infrastructure of the event, including advertising, permits, printing, sanitary facilities, clean-up assistance from the Oregon Evangelical Church Middle School group, set-up assistance from Journey Musical Theater Group, music and supplies.

5. Final budget:

		OCCIT	MATCHING FUNDS CASH	IN-KIND MATCHING	TOTAL
Personnel Services		\$0.00	\$2,600.00		\$2,600.00
Project Administration costs (clerical, advertising, graphics, printing, postage)					
	Old Stuff	\$283.00			\$283.00
	Community Newspapers	\$287.50			\$287.50
	Country Register	\$165.00			\$165.00
	Facebook	\$0.00	\$20.00		\$20.00
	Oregonian	\$0.00	\$86.00		\$86.00
	Community Newspapers	\$1,736.00		\$1,736.00	\$3,472.00
	Buel's - 1/2 postcard	\$0.00	\$75.00		\$75.00
	Executive Copy & Printing	\$0.00	\$219.73		\$219.73
	Fed-Ex (printing)	\$0.00	\$45.00		\$45.00
	In-House Printing/postage	\$0.00	\$240.00		\$240.00
Equipment/Supplies					
	Day Wireless	\$180.00			\$180.00
	United Site Service	\$812.88			\$812.88
	The Party Place	\$526.50			\$526.50
	Wilco	\$0.00	\$63.96		\$63.96
	Dollar Store	\$0.00	\$16.00		\$16.00
	OC Garbage			\$200.00	\$200.00
Construction Costs		\$0.00			\$0.00
Event Costs					
	Public Works - Banners	\$310.00			\$310.00
	Public Works - ROW Permit	\$146.00			\$146.00
	Journey Youth - set-up	\$150.00			\$150.00
	OCEC Youth - clean-up	\$200.00			\$200.00

	OC Printing - Banners/Signs	\$203.12	\$261.88		\$465.00
	OC Awards - Vendor Ribbons	\$0.00	\$90.00		\$90.00
	Chris Cakes NW	\$0.00	\$207.50		\$207.50
Transportation Costs		\$0.00			\$0.00
Insurance Costs		\$0.00			\$0.00
Additional Expense					
	Corporate Image Solutions - tote bags	\$0.00	\$2,040.00		\$2,040.00
	Volunteer Hours @22.50 hr	\$0.00	\$0.00	\$3,195.00	\$3,195.00
TOTAL		\$5,000.00	\$5,965.07	\$5,131.00	\$16,096.07



Sunday, August 24, 2014
8:00 am—4:00 pm

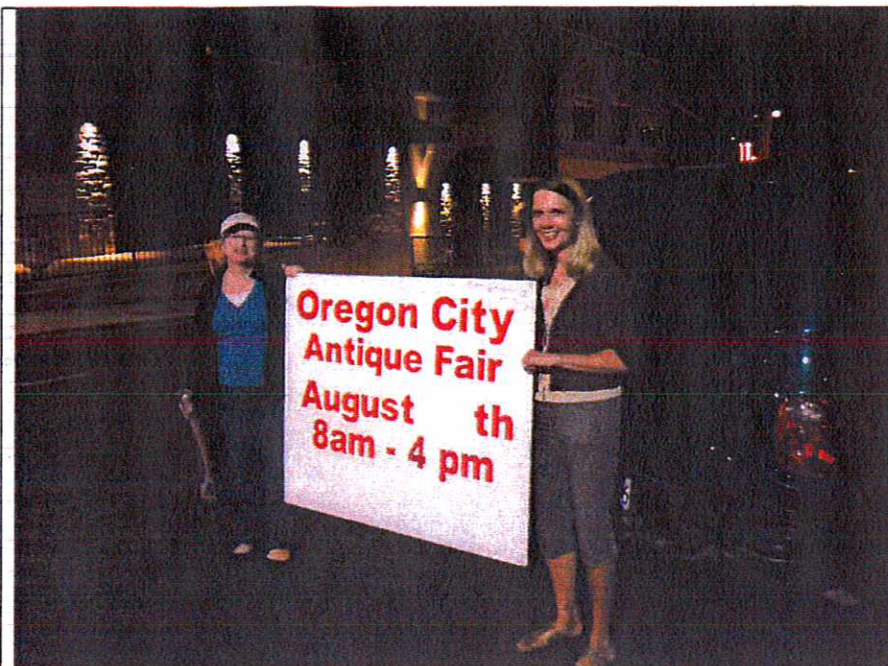
Returning to Historic Downtown Oregon City!

Over 100 Antique Vendor Spaces
Food Court—Great Restaurants
Street Fair atmosphere—Appraisals

DEALER INQUIRIES WELCOME

Oregon City Chamber of Commerce
503-656-1619 • www.oregoncity.org

Partial funding from Oregon City Civic Improvement Trust



Early morning sign team – Commissioners Pauli & Mumm – ready to set out (note the sign that says "TODAY" is on the other side)

Early morning set-up





Our appraisers and volunteers Alice & Mike Norris hard at work

