



OREGON CITY

625 Center Street | PO Box 3040 | Oregon City OR 97045
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MAR 09 2015
4:54 pm

OCCIT Tourism Grant Application for Funds July 1, 2015 through June 30, 2016

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, March 6, 2015 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 "Hwy 99 - The Gold Dust Trail" (CCHS Summer Event)

Organization Clackamas County Historical Society

Is this a Non-Profit Organization? Yes ☒ No ☐

Non-Profit Federal tax-exempt ID Number 93-6024919

Address PO Box 2211

City, State, Zip Oregon City, OR 97045

Project Coordinator R.E. Pennington Phone 503.655.5574

Email programs@clackamashistory.org

Chairperson of Governing Board (If Applicable) T. Michael Norris

Phone 503.655.5574

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:	\$	\$7,235
+ Matching Funds (Cash):	\$	\$6,910
+ In-Kind Matching Funds (See question #15):	\$	\$4,768
= Total Cost of Project:	\$	\$18,913

Proposal Information

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.

July 2013-June 2014 OCCIT Grant Cycle: Clackamas County Historical Society was awarded funding for the "Latourette Park Improvement/McCullough Scenic Plaza" project at MOOT, which is now complete. An exit report was filed. All architectural work, structural footings, installation of salvaged concrete pylons from the 1922 Arch Bridge, concrete pouring, finishing, electrical lighting, and installation of the bronze interpretive plaque was executed within budget and as per grant outlines.

Now there is a paved, spacious place for visitors to sit and observe Willamette Falls while learning about them as well as about the history of the Arch Bridge in Oregon City, even without entering the Museum of the Oregon Territory building. This has enhanced our outdoor education programs (as a gathering/orientation site), our city's travelers' services, and MOOT's wedding venue appeal (as a tourist destination for thousands of wedding guests annually), which is a main source of museum support. It has already proven to be a popular site for casual and professional photos, with the art-deco accent obelisks contributing to the overall branding of the City of Oregon City in the Arch Bridge motif.

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

N/A

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.

One year after Oregon became a state, a law went into effect that every male between ages 21-50 must do two days of labor on public roads, or pay a hefty fine. Violators went to jail. As a result, by 1928, US Highway 99 was declared the longest improved highway in the nation. Hwy 99 could develop a modern mystique, not unlike Route 66, with a little help. In timing with Oregon City's First City Celebration this July, and concurrent with the 2015 release of new books detailing the history/folklore of Hwy99E, there is potential to stimulate summer family "road trip" tourism to Oregon City, with an alluring event that ties in business and heritage sites along 99E, particularly the stretch within 10-15 miles from Oregon City.

As the Clackamas County Historical Society's mission is to preserve and protect the cultural history of Clackamas County, and as CCHS has been working to create annual tourism products/events to do so (geocaching, tourism videos, a county-wide historical society speaker series, etc.) there is an opportunity in 2015 to attract new cultural tourists to Oregon City.

The format is based on successful models developed by DoubleKey Treasure Hunts in cities like Charleston, Boston, and St. Louis. Hwy 99 Gold Dust Trail is an urban adventure that starts and ends in Oregon City. Participants solve an historic mystery to win a prize. No GPS devices are necessary. Families or individuals begin at the Museum of the Oregon Territory, where they pick up a Route 99 Treasure Hunt Kit. It contains a parchment style, hand-written letter by a fictional area resident from the gold rush era. Items in the kit would be redeemed at other sites centered primarily in Oregon City and along Hwy99E, where additional "clues" propel the hunt and deepen historic learning. Half of the potential sites in the Hwy 99 Gold Dust Trail are in Oregon City. Contestant families must return again to Oregon City to redeem their prize. Sites include:

The Museum of the Oregon Territory & The Stevens Crawford Heritage House - Oregon City

Themes: 99 as Fur Trade Route; Printing the West's 1st Newspaper; Women's Suffrage; Lincoln & Oregon

The End of the Oregon Trail's Abernethy Green - Oregon City

Main Street/ OC Downtown Businesses, Farmers' Market, Elevator & Mural Sites - Oregon City

Themes: Supplying Fruit, Supplies & Men to the Gold Rush; Hydroelectricity, Siskiyou Trail

McLaughlin House & Additional Murals of Downtown Oregon City - themes: Papermill and Woolen Mills, Oregon Trail

Gladstone Historic Area Cultural Site (Pow Wow Tree & Chautauqua Grounds)

Canemah Historical District (Steamship Captains, Native American Canoe Building & Portage site, 99 as Native foot path)

And 1 historical sites each in Milwaukie, Canby (Train Depot Museum), and Aurora.

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

Launching Hwy99 - The Gold Dust Trail the weekend of July 25-27th ties in Clackamas County Historical Society's annual family/children's summer programs with the influx of tourism anticipated for the First City Celebration. Attendees to both events would be enticed to "linger longer" as the Hwy 99 quest is not easily completed in one afternoon.

The target audience for this project is families from the lucrative set of "Cultural Tourists" who seek a meaningful, educational and historic destinations in their leisure activities. They are known to travel "to experience the places, people, activities and things that authentically represent the past and present, including cultural, historic and natural resources."

Recent research studies (ie :2009; Mandala Inc., for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce & Heritage Travel, Inc., subsidiary of The National Trust for Historic Preservation Office of Travel and Tourism) reveal that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities, and 40% of all leisure travelers state that cultural and heritage activities had a greater impact on their destination choice than other factors. Cultural & Heritage Travelers are also known to travel 20% more frequently than non-cultural tourists.

The same study group was employed by the Oregon Heritage Commission and Oregon Cultural Trust in October 2012. Findings showed that Oregon cultural heritage travelers spend nearly 60% more than the national average, contributing an estimated \$19.6 billion to the state's economy on their most recent trip alone. Kyle Jansson, coordinator of the Oregon Heritage Commission, states: "This study proves that cultural heritage travelers spend hundreds of dollars for lodging, restaurants, transportation and other services, and that means jobs for Oregonians." Additionally, cultural and heritage travelers are more likely than most to participate in culinary activities (sampling artisan food and wine, visiting farmers' markets, seeking unique dining experiences), visit historic sites (66%); visit state/national parks (41%); and explore urban neighborhoods (30%). As the vast majority of these travelers (65%) say they seek travel experiences where the "destination, its buildings and surroundings have retained their historic character," then it appears vital that Oregon City continues to promote its key heritage destinations which continuously "brand" and interpret the city as a meaningful destination with an authentic "sense of place," in order for the community to benefit from increased tourism revenue.

The report concludes that it is important for Oregon to capture its past sense of place, and to weave these iconic images into the present and future. In a nutshell, that is what the Museum of the Oregon Territory and other Oregon City heritage destinations do every day, and is a good summary of the Hwy 99 Gold Dust Trail adventure.

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

Clackamas County Historical Society (CCHS) is a private, debt-free, non-profit 501(c)(3) regional educational facility, in operation since 1952. Our mission is to preserve, protect, and present the history and cultural treasures of Clackamas County. CCHS includes the Museum of the Oregon Territory, Tumwater Event Center, Stevens Crawford Heritage House, and Clackamas County Family History Research Library. We provide school and senior group tours, adult night classes, monthly educational programs, and a large meeting venue for private, business, civic and heritage organizations, within and visiting Oregon City.

CCHS Collections include significant, original items of the area's geologic, Native American and Fur Trade era heritage, original documents and maps from the development of Oregon's Early Territorial Government, the west's first newspapers, land deeds, thousands of original historic photos, archaic clothing, hardware and personal effects of early settlers, and biographical records of pioneer life in the 1800's-1900's. Exhibits interpret the site of the nation's original transmission of electricity and hydropower on the Willamette with documentary films featuring the story of our local mills and industries, transportation, and the political, social & industrial development of the area. We house Oregon's largest antique pharmacy exhibit, and are poised over the area's greatest scenic wonder – Willamette Falls.

In close proximity to historic Main Street, the museum was modernized in 2014 with an all new paint scheme, new signage, and new comfortable seating in each gallery. School and general attendance has risen approximately 300% in the past few years, and we have expanded our open days from 3 per week to 4, with a 5th day added to support this summer project.

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

This project was designed by Marketing & Programs Director Roxandra Pennington (American Visionary Art Museum, Oregon Museum of Science and Industry, The Columbia Gorge Discovery Center Museum, Baltimore Museum of Industry). R.E. Pennington has overseen a 1/2 dozen past Clackamas County Tourism and Oregon City OCCIT, CPP and METRO grant projects to completion, within budget and true to specifics and grant parameters.

The project will be overseen by the Clackamas County Historical Society's Executive Director Claire Blaylock. Blaylock holds a Master's Degree in Public History from University of Massachusetts at Amherst, and has extensive experience implementing projects for The Smithsonian Museum, Historic Deerfield, as well as executive non-profit leadership experience.

Confirmed partners include: Oregon City's Downtown Oregon City Association/First City Celebration, Canemah Neighborhood Association, Ryan Montoure of This & That (1849 Ogle Mtn Gold Rush Hardware Supply Site), and Antique Collectors Mall of Milwaukie. Unconfirmed but contacted partners include: Aurora Colony, Canby Historical Society/Railroad Depot & Canby Ferry; Oregon City Farmers' Market, Coffee Rush of Oregon City, The Bomber Museum, Pendleton Wool Outlet on Hwy 99E, Gladstone & Milwaukie Historical Societies, Oak Grove History Detectives, Rivershore Best Western Hotel Oregon City.

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).

April - June 2015:	Continue to design Hwy 99 Gold Rush Trail's sixteen destination/learning cards, with deep historic data related to each site, & corresponding clues. Draft clear and safe directions to treasure hunt locations. Print/purchase/prepare kit supplies.
May 2015	Re-confirm partner participation & solicit give-away items/tokens from OC businesses/heritage sites
June 2015	Train partners in clue distribution and participant assistive-services Complete antique printing press restoration for MOOT's "Oregon's First Newspaper" element of treasure hunt
July 2015	Prep Copy and Designs; Advertise program on Oregon radio stations, cultural guides, fliers & newspapers.
July 26, 2015	Launch program (during First City Celebration Weekend) at MOOT
August 2015	Continue program, offering a 5th day open to the public at Museum of the Oregon Territory to facilitate it
Sept. 2015	Evaluate program statistics & follow up with partners
October 2015	Complete exit report for all granting organizations

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)?

N/A

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.

The goals for this project are

~to promote tourism via participation of those who live outside of Oregon City

~to promote general, local participation

~to promote MOOT Admission - optional for participants as this is a free program.

~to promote Stevens Crawford House visitation - free

~to promote (free) visitation to area businesses primarily within Oregon City where tourist dollars may be spent

~to promote visitation to (free) heritage partners and/or sites near Oregon City along Hwy 99E

~to facilitate historic learning and engagement of cultural tourists, developing a sense-of-place for Oregon City.

Program effectiveness will be evaluated by: tracking attendance numbers (# of families participating, entering CCHS museums, visiting Oregon City businesses and heritage sites and those outside the city.) These statistics will be drawn from the unique clues participants must gather from each site to redeem their prize.

Further measurements of effectiveness will be gathered by a "required" participant survey listing city of origin, how they heard of the event, and requesting feedback on what they may have enjoyed about their experience. Finally, partners will have opportunity to complete evaluations of tourism impact.

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 \$22.55 (the value of volunteer labor time as of 1-10-15, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
MOOT Front Desk Staffing	Volunteers, 150 hours	\$3,382
Treasure Hunt Kit Assembly	Volunteers, 16 hours	\$361
Dining/Lodging Coupons	Participating Venues	\$500
Printing Press Refurbishmen	Paul Kaufman, 12 hours	\$270

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

Juan Young Trust (Spring Grant Cycle, applied, not yet confirmed) - Educational program & support of Hwy 99 Gold Rush Trail
Jackson Foundation (Confirmed) - \$1,250 towards antique printer repair (to be used in Hwy 99 Gold Rush Trail event for
printing a clue at MOOT, emphasising Oregon City as the site of the West's first printed
newspaper in the Gold Rush Era)

Betty Lou Roberts Fund/Oregon Community Foundation (Confirmed) -

gave the first \$750 for developing printing/historic newspaper unit.

Jacobs Foundation/OC Woolen Mill (Confirmed) - \$3,500 Sponsorship of MOOT Admission, & programs, month of July

14. What is the percentage of OC Tourism Grant funds to be used for personnel services or
administrative costs? 26 %

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.

****These figures will be transferred to the table on the first page of this application****

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)				
Design/Marketing x 100 hrs	\$875	\$875	\$0	\$1,750
Administration x 80 hrs	\$700	\$700		\$1,400
Project Administration costs (clerical, advertising, graphics, printing, postage)				
Color Printing, postage	\$800	\$200	\$0	\$1,000
Radio (KINK fm)+Oregonian	\$1,200	\$300	\$0	\$1,500
Materials				
Paper & 200 Kit supplies	\$400	\$100	\$0	\$500
Coins/Gold Flakes(200 prizes	\$800	\$550	\$500	\$1,850
Equipment/Supplies				
Printing Press Repair, type	\$0	\$2,000	\$270	\$2,270
Chase Rollers, Ink & Brayer				\$0
Construction Costs				
NW Face 7 ltr.directional sign	\$1,000	\$400	\$0	\$1,400
				\$0
Event Costs				
Paid & Vol. Event Staff 7/26	\$180	\$180	\$180	\$540
Addl. Facility Costs x 5 wks.	\$900	\$1,350	\$3,382	\$4,462
Transportation Costs				
Mileage Reimbursement	\$200	\$75		\$275
Gas	\$0	\$0	\$75	\$75
Insurance Costs (if needed)				
N/A	\$0	\$0	\$0	\$0
Additional Expenses (list)				
Treasure kit assembly labor	\$180	\$180	\$361	\$721
				\$0
				\$0
				\$0
				\$0
Totals	\$7,235	\$6,910	\$4,768	\$18,913

CHS

OREGON
US
99

Clue & Location


Eva Emory Dye



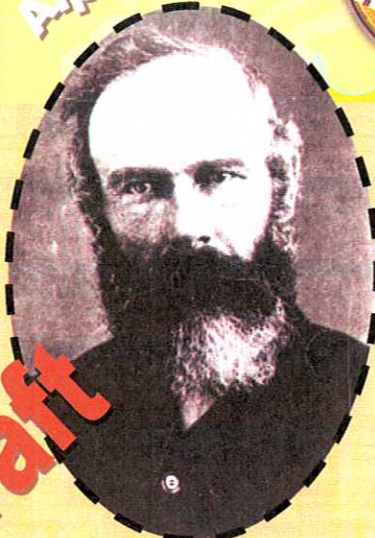
Wrote the 1st western novel in Oregon City, & began the Gladstone Chautauqua off 99. Even Teddy Roosevelt came!

CHS

OREGON
US
99



Alphonso Boone



This Oregon Pioneer, grandson of Daniel Boone, headed South on Hwy 99 in 1850 searching for gold, but never returned. Did he find it?


Clue & Location

CHS

OREGON
US
99

Clue & Location

John Fitzgerald Kennedy



KENNEDY FOR PRESIDENT

LEADERSHIP FOR THE 60's

JFK was only 43 when he enjoyed a cup of coffee on Hwy 99E on his campaign. Sit on the same stool as JFK at the ice cream fountain in historic Milwaukie.

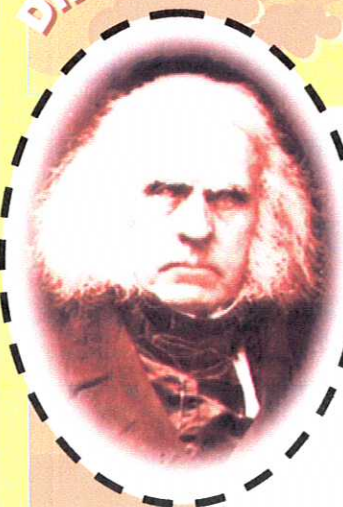
Clue & Location

CHS

OREGON
US
99

Clue & Location

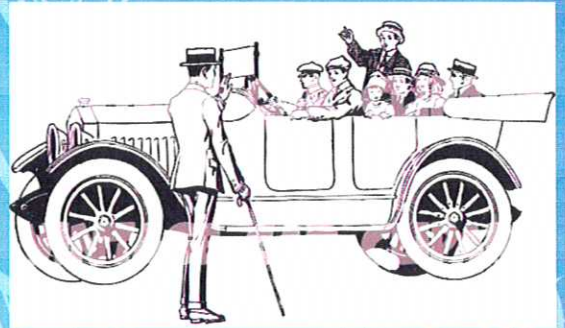
Dr. John McLaughlin



A doctor at age 18 & grey-headed not long thereafter, this 6'4" man's life of stern benevolence & vision along 99 led him to be named "The Father of Oregon."



**REAL GOLD FLAKES OR
BRONZE MEDALLION =
PRIZES TO CHOOSE FROM**



**MYSTERY &
ADVENTURE
START & END IN
OREGON CITY
THIS SUMMER....**

Canemah Neighborhood Association

516 First Avenue, Canemah Oregon 97045-3113

February 26, 2015

Dear OCCIT Grant Review Board,

This letter is to express support on behalf of the **Canemah Neighborhood Association** for the Clackamas County Historical Society's **Museum of the Oregon 'Sunshine 99' tourism event**, under your review for OCCIT Grant Funding. This letter of support was approved in a unanimous vote at our February 19 CNA meeting.

Specifically, this grant is a request for funding to build interest in visiting Oregon City during the weekend of the 1st City Celebration – held in July- by creating a reason to visit downtown Oregon City via the communities that surround it along Highway 99E, from Aurora and Canby to Milwaukie and Portland, through August of 2015.

The "Sunshine 99" event could help generate a buzz about summer travel to this part of Oregon, in the way that Route 66 has for the American Southwest. The proposed "Sunshine 99" Treasure Hunt is dependent upon gaining heritage knowledge of Oregon City within the urban transportation corridor by visiting up to a dozen heritage sites and local businesses for "clues," to solve a mystery and win a gold or bronze prize.

Families in search of adventure and treasure will gain increased awareness of what Oregon City has to offer both in terms of today's business services and scenic beauty as well as what Hwy 99 offered in the past - Native American and fur trade routes, relief at the end of the long Oregon Trail, and the road to the '49 Gold Rush in California, for which Oregon City served as fruit supplier, outfitter for gold miners, and more.

We believe the expenditures in the grant you are reviewing (Sunshine 99 program costs and a modest amount of radio/print advertising to reach visitors over 50 miles away) could be investments in Oregon City's future, with the probability **of increasing tourism, dining, recreation and possibly overnight stays** in the Oregon City area.

Appreciation for the stories of the early Oregon Trail and the Goldrush Era that followed are key to developing cultural, business, and recreational tourism in Oregon City. That, in turn, leads to economic growth. The Museum of the Oregon Territory is uniquely positioned on Hwy 99E, where interpretive exhibits tell the story of the area's human, geological, transportation and industrial history.

The Museum of the Oregon Territory, a CCHS non-profit heritage operation, maintains a substantial building and modest staff without a steady form of city or county support. CCHS relies on small grants like these for developing special tourism events with supportive advertising. A similar event in June 2012 drew 300 participants. MOOT representatives state that the museum currently serves over 18,000 per year. We assert that advertising an annual Museum of the Oregon Territory family summer program is a worthwhile investment in Oregon City.

There are few non-profit organizations in our neighborhood more worthy of assistance through OCCIT funds.

With this letter, we lend our support to the Clackamas County Historical Society's ongoing mission to continue to preserve and protect the history of Oregon City and Clackamas County, as we can attest to the present and future enrichment that the Museum of the Oregon Territory holds for the Canemah Neighborhood.

Sincerely,



Linda Baysinger, Chair
Canemah Neighborhood Association

Michele Beneville

From: Roxandra Pennington <programs@clackamashistory.org>
Sent: Friday, March 06, 2015 4:34 PM
To: Michele Beneville
Cc: director@clackamashistory.org; Mike Norris
Subject: OCCIT '15- '16: Hwy 99 - The Gold Dust Trail (CCHS Grant App)
Attachments: Hwy 99 Gold Dust Trail sample cards.pdf; see the prizes here.pdf



occit_15-16_grant_application_final.pdf

3/6/2015

Dear Ms. Beneville and the OCCIT Trustees of Oregon City,

Please accept this application for the 2015-2016 Oregon City Civic Improvement Trust Grant cycle, on behalf of the Clackamas County Historical Society.

Our proposed event is "Hwy 99 - The Gold Dust Trail." It is an Oregon City centered cultural tourism event designed to bring in visitors from over 50 miles away, through the proven power of summertime radio advertising and rewarding prizes.

Attached is our OCCIT grant application and supplementary visual aids. Hard copy of Letter of Support and Board Chairman's signature to be hand delivered.

Please note that previously we began planning this event as "Sunshine 99", and the Canemah Neighborhood Association refers to it by its name in their letter of support, composed earlier this winter in this project's initial development stage.

Thank you for your committee's consideration.

Regards,

Roxandra E. Pennington

Director of Programs & Marketing

Clackamas County Historical Society

MUSEUM OF THE OREGON TERRITORY

503-655-5574

New Cell #:

503-487-7789