



March 6, 2015

Dear Oregon City Civic Improvement Trust:

The **6<sup>th</sup> Annual Oregon's First City Celebration** is our town's most prominent civic event. The attached grant application supports further development of the event as a tourism asset and a targeted and cost effective marketing plan. The requested amount reflects reduced need from the core event as well as new development costs to introduce a 5k component. We are confident that the 5k will be a strong performer financially after the inaugural year and that it will appeal to participants locally and outside of the metro area.

Our goal is to build enduring events that contribute to the vitality of downtown and Oregon City. With planned improvements for this year's event, the First City Celebration will be an important economic driver and image builder for downtown.

Thank you for your time reviewing and considering our grant application.

Sincerely,

Jonathan Stone  
Executive Director

#### 2015 Board

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Roger Nickerson

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Vacant

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##### Board Members

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Andy Busch

Amber Holveck

##### Executive Director

Jonathan Stone



816 Main Street, Oregon City, OR 97045 | [info@downtownoregoncity.org](mailto:info@downtownoregoncity.org) | p 971-202-1604 | f 503-966-7840

Downtown Oregon City Association is a 501(c)(3) non-profit that leads revitalization efforts of Oregon City's 171-year-old downtown.  
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## 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 Oregon's First City Celebration and Oregon Trail Game 5k (July 25, 2015)

Organization Main Street Oregon City dba Downtown Oregon City Association

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

Non-Profit Federal tax-exempt ID Number 26-2907232

Address 816 Main Street

City, State, Zip Oregon City, OR 97045

Project Coordinator Jonathan Stone Phone 971-202-1604

Email jon@downtownoregoncity.org

Chairperson of Governing Board (If Applicable) Roger Nickerson

Phone 601-341-2065

Signature Jonathan Stone

Digitally signed by Jonathan Stone  
DN: cn=Jonathan Stone, o=Main Street Oregon City, ou, email=jon@downtownoregoncity.org, c=US  
Date: 2015.03.06 15:21:55 -0800

*(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:	\$	\$14,500
+ Matching Funds (Cash):	\$	\$17,800
+ In-Kind Matching Funds (See question #15):	\$	\$18,490
= Total Cost of Project:	\$	\$50,790

### 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.

*For each of the past three years, OCCIT has helped make the First City Celebration a reality. Each year the event has improved over the last. This year promises the same.*

3. If you received an OCCIT grant last year, what is the status of the project?  
*The event occurred as planned and all reports and payments are completed.*

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.

*Any future funding will be requested on future merit.*

5. Project Description: a detailed description of the proposed event or project.

*The First City Celebration is Oregon City's premier civic event.*

*It features:*

- *Street fair in partnership with Marketplace Oregon City (MPOC)*
- *Live music with headlining band in evening*
- *Heritage interpretation in partnership with local museums and Oregon City Heritage Coordinating Committee*
- *Local wineries*
- *Local breweries*
- *Oregon Trail Game themed 5k Fun Run (finalized theme pending agreement negotiated with Houghton Mifflin Harcourt, the owners of the Oregon Trail Game)*

*The celebration will take place between 7th and 10th streets occupying the same footprint as it did last year. The 5k run will begin and end within the First City Celebration event area and the route will incorporate the stairs/elevator, parts of the McLoughlin neighborhood, and return down Main Street from 12th Street. Shuttle buses are planned to bring attendees/participants from nearby lots to alleviate parking stress on the McLoughlin neighborhood.*

*Key tourism improvements over 2014:*

- *There will be tighter alignment with the heritage theme.*
- *There will be a greater focus on craft beer and local wine.*
- *Fun Run's marketing plan targets racers from well beyond the Portland metro area.*

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

*Oregon's First City Celebration and the Oregon Trail Game 5k are aimed at being Oregon's premier heritage events. The First City Celebration is first and foremost a celebration but is infused with the story of Oregon's founding. The 5k plays on nostalgia of the popular 1980's computer game while interpreting the overland crossing of the Oregon Trail.*

*The First City Celebration resonates strongly with locals and its marketing outreach covers the greater Portland metro area. 5k races, especially with a strong theme, are able to attract from a broad geographical area. Our marketing plan for both events reaches out well beyond the immediate Oregon City area.*

*In its 6th year, the First City Celebration is building equity with the community. With grant funding, we are able to focus on producing a high quality event while building alternative funding sources.*

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

*DOCA is Downtown Oregon City's revitalization organization. We act as cheerleaders, marketing gurus, event managers, business and development specialists, and preservationists on behalf of Oregon's First Main Street.*

*DOCA employs a staff of two who have backgrounds in architecture, marketing and branding, small business consulting, public relations, and event management. They have helped our committees and volunteers consistently produce high-level projects.*

*DOCA is a nationally accredited Main Street program, one of only three in Oregon. As such, it follows a four-point approach to economic revitalization. Each point is supported by a volunteer committee, design, economic restructuring, promotions, and organization. DOCA currently has over 30 volunteers actively involved in supporting its programs.*

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

- Jonathan Stone, DOCA Executive Director - Jonathan has been the executive director of DOCA since 2013. He has an MBA in Marketing and was responsible for downtown's 2014 summer events.*
- Jessica Gago, DOCA Marketing Coordinator - Hired at the end of summer last year, Jessica brings a great deal of event experience to DOCA. Most applicable to this grant application are her role as the Marketing Manager for the San Diego Bay Food and Wine Festival as well as the same role for San Diego's Fit Foodie Race Weekend 5k. For the latter, her marketing efforts recruited 1500 participants and spectators in the first year.*
- Joseph Marek, 5K Committee Member - Joseph is the president of Oregon City's Trail Alliance. He brings traffic control expertise as well as race event experience.*
- Mary Whitman, 5K Race Co-Chair - The 5k is Mary's senior high school project, she is involved in all major decisions.*
- Brittany Jenkins and Shawna Hanks, Marketplace Oregon City - 2015 is MPOC's inaugural year. By the time of the First City Celebration, Brittany and Shawna will have produced 10 Saturday marketplaces downtown.*

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).

*The First City Celebration and 5k committees will meet regularly until the event. All committee meeting times will be posted on [downtownoregoncity.org](http://downtownoregoncity.org).*

- February 2015, Initial event scope defined with participating organizations.*
- March 2015, Secure sponsorships.*
- March 2015, Book musicians.*
- March 2015, Develop marketing collateral including event web site.*
- March 2015, Identify and book specific kids activities.*
- April 2015, Finalize all equipment rentals.*
- May, June, and July 2015, Advertise, Advertise, Advertise.*

*Event Date/Time:*

*Celebration - July 26, 2015 from 11am until 9pm*

*5K - July 26, 2015 time before 11am TBD*



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)?

*The event will occur primarily in the right of way. Any in-kind road closure support that the city can provide will help to alleviate event expenses.*

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.

*First City Celebration will track:*

- *Estimated total event attendance (comparative data based on elevator ridership)*
- *Estimated total marketing impressions*
- *Number of volunteers and volunteer hours*
- *Wristband sales*
- *Number of vendors*

*The 5k at the First City Celebration will track:*

- *Estimated spectators*
- *Participants*
- *Estimated total marketing impressions*
- *Number of volunteers and volunteer hours*

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 (\$)
<i>Celebration Committee</i>	<i>8 Committee Members (190)</i>	<i>\$4,300</i>
<i>5K Committee</i>	<i>7 Committee Members (170)</i>	<i>\$3,790</i>
<i>5K and Celebration Event Day</i>	<i>20-50 Volunteers (325)</i>	<i>\$7,400</i>
<i>Marketing</i>	<i>Yelp and others anticipated</i>	<i>\$2,000</i>
<i>Volunteer Appreciation</i>	<i>Donated Snacks anticipated</i>	<i>\$500</i>

13. List all grants applied for in support of this project and commitments confirmed to date.  
*CPP Tourism grant for tourism specific marketing outreach - \$1,300 confirmed*

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

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
<b>Personnel Services (salaries, administration)</b>				
<i>Administration (18% of cash)</i>		\$4,900		\$4,900
<i>Estimated Salaries 200+ hours</i>	\$2,000	\$3,000		\$5,000
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b>				
<i>Posters, Postcards, Collateral</i>	\$1,000			\$1,000
<i>Marketing and Advertising</i>	\$2,750	\$1,300	\$2,000	\$6,050
<b>Materials</b>				
<i>5K Theme and Race Supplies</i>	\$500	\$500		\$1,000
<i>FCC Supplies</i>	\$500	\$500		\$1,000
<b>Equipment/Supplies</b>				
<i>5K Equipment/Tent Rentals</i>	\$500	\$1,000		\$1,500
<i>FCC Equipment/Tent Rentals</i>	\$1,000	\$2,500		\$3,500
<b>Construction Costs</b>				
				\$0
				\$0
<b>Event Costs</b>				
<i>Entertainment and Production</i>	\$2,000	\$2,600		\$4,600
<i>5K Timing and Services</i>	\$750			\$3,350
<b>Transportation Costs</b>				
<i>Parking Shuttle</i>	\$500	\$1,000		\$1,500
				\$0
<b>Insurance Costs (if needed)</b>				
<i>General Liability (estimated)</i>		\$500		\$500
<b>Additional Expenses (list)</b>				
<i>Volunteers and Committees</i>			\$15,490	\$15,490
<i>Volunteer Appreciation</i>			\$500	\$500
<i>Flaggers, Police Officers</i>	\$1,000			\$1,000
<i>Event Security Services</i>	\$2,000			\$2,000
<i>Waste Management</i>			\$500	\$500
<b>Totals</b>	\$14,500	\$17,800	\$18,490	\$50,790



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F: 503-656-2274  
www.oregoncity.org



March 5, 2015

To Members of the Oregon City Civic Improvement Trust:

The Oregon City Chamber of Commerce supports our partner, the Downtown Oregon City Association in hosting the *First City Celebration*. After all, we know and are proud that Oregon City is a City of Firsts. Downtown Oregon City, in coordination with other organizations should be commended for continuing this "first city celebration" in Oregon City — with a special emphasis on our local heritage, identity, and culture. This year's event will be characterized by Territorial Days theme.

Those of us concerned with ensuring the ongoing momentum in our downtown and potential of Oregon City's heritage tourism know the value of supporting our large scale events. The First City Celebration was originally developed to celebrate Oregon City's 150th year as a city. The event's reincarnation over the past several years was largely as a street festival. We need to be behind these interactive storytelling components that will include mixed media, relics, and living history actors that brings the First City story to life throughout downtown. For those that want to hear the First City story, the message will be easy to hear. For all others there is wine and music.

This is the right kind of event that can appeal to our local residents and to visitors. These efforts benefit our businesses, continue the positive buzz about our historic downtown and directly converts to tourism dollars. We have a growing variety of good restaurants, bakeries and other niche stores to cause people to stop. These businesses in combination with an event that draws people onto our streets will surely equal business success.

OCCIT grants are about tourism. Your investment in the First City Celebration will return back to Oregon City. The Oregon City Chamber is proud to be a partner in efforts to promote our historic downtown and the First City Celebration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amber D. Holveck'.

Amber D. Holveck  
Executive Director

March 6, 2015

Oregon City Civic Improvement Trust  
625 Center Street  
Oregon City, OR 97045

Re: Oregon City Tourism Grant

Dear Trustees,

I am writing this letter in support of the Downtown Oregon City Association, and their request for grant monies.

DOCA has been an integral part of the revitalization of the downtown neighborhood in recent years. The vast array of projects that have been selected and approved by this organization have been lucrative to the success of the businesses in downtown, as well as the overall appearance of the neighborhood. The prior funds made available for their many projects are evidence to the substantial support for the vision of this organization, and support for the projects they would like to see through.

The Marketplace Oregon City is launching its initial Saturday Market season in May, and this project would be nearly impossible without the innovation and in-kind contributions DOCA has offered towards this project. The success of DOCA as an organization is dependent on financial support through grants such as OCCIT, and the future of the downtown neighborhood depends on the continued success of the many projects DOCA is spearheading.

The First City Celebration has proven successful, and has improved each subsequent year. The additional element of a 5K Fun Run will bring another demographic of people into the neighborhood to enjoy downtown. The First City Celebration is an event that will additionally help elevate The Marketplace Oregon City, as it will help grow the vendor list for future market dates. I am confident that if granted the monies requested, they will fulfill every obligation specified, and will promote the neighborhood, and businesses for years to come. Please accept this letter of support for DOCA, and consider their application as a worthwhile use of grant dollars.

Sincerest Regards,

Britt Jenkins  
Marketplace Oregon City Co-Founder

M c L O U G H L I N



N E I G H B O R H O O D  
A S S O C I A T I O N

March 6, 2015

Jonathan Stone, Executive Director  
Main Street Oregon City Inc.  
816 Main Street  
Oregon City, OR 97045

RE: Letter of Support

Dear Jonathan,

The McLoughlin Neighborhood Association (MNA) meet last evening and had an opportunity to discuss you request for support of the First City Festival. The MNA support the theme of the festival tied to the history of our community and the territory. We are indeed fortunate to live and work in a place where much of Oregon's history began. Our visitors and resident need to continue to hear about why Oregon City is important to our collective history. This event is good way to tell the story.

A vote was taken at the meeting regarding the effort of Main Street Oregon City Inc. to put on this event. The vote was unanimous. However, we look forward to working with you on the details of the proposed 5K fun run.

Sincerely,

A handwritten signature in dark ink, appearing to read "Denyse C. McGriff". The signature is fluid and cursive, with a large, stylized "M" and "G".

Denyse C. McGriff, chair

## Michele Beneville

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**From:** Jonathan Stone <jon@downtownoregoncity.org>  
**Sent:** Friday, March 06, 2015 3:25 PM  
**To:** Michele Beneville  
**Subject:** OCCIT Application  
**Attachments:** Letter 150306 OCCIT Grant Cover Letter.pdf; FIRST CITY 5K occit\_15-16  
\_grant\_application\_final SIGNED.pdf; OCCIT support letters\_MSOC.pdf; OCCIT Letter of  
Support.docx

Michele, please find the attached application, cover letter and letters of support. Please let me know if there are any questions.

Before 3:30pm, wow!

--

Jonathan Stone  
*Executive Director*

Main Street Oregon City Inc.  
816 Main Street  
Oregon City, OR 97045

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