



March 6, 2015

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

Re: Oregon City Tourism Grant

Dear Trustees,

On behalf of The Marketplace Oregon City, I am submitting this application requesting grant monies for the Inaugural Season of Oregon City's first Saturday Market.

The Marketplace Oregon City is a non profit 501(c)3 (IRS Pending), seeking grant opportunities to continue to fund the efforts to bring an open air market to downtown Oregon City. The mission of the Marketplace Oregon City (MPOC) is to serve the community by enhancing economic activity, exposing and mentoring youth in career pursuits, and encouraging the innovative spirit of artists.

The Marketplace will utilize the resources of County property, as well as City streets to house the Marketplace each Saturday from May to October. Both parties are involved in the organization, and are aware of the progress of this project. We are working closely with both entities to submit appropriate permits, and follow guidelines set forth by both parties. As well as the City of Oregon City and Clackamas County, MPOC is also working very closely with DOCA, the downtown neighborhood association.

The State Filings, and IRS Application for the 501(c)3 status are being prepared by the legal counsel of Justine Thede of Thede, Culpepper, Moore, Munro & Silliman. Under the guidance of this counsel, along with the stated mission of the organization, we have full expectation of receiving this status.

Please accept this request for participation in the Oregon City Tourism Grant, and if you need clarification on any aspect of the application, or need further information, I can be reached by e-mail at [britjenks@gmail.com](mailto:britjenks@gmail.com). You can also reach me by phone at 503-467-8644.

Best Regards,

Britt Jenkins  
Marketplace Oregon City (MPOC)

*Welcome to the Marketplace.*



625 Center Street | PO Box 3040 | Oregon City OR 97045  
Ph: (503) 657-0891 | Fax (503) 657-7892

**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 The Marketplace Oregon City

Organization Marketplace Oregon City

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

Non-Profit Federal tax-exempt ID Number IRS Application pending-Filing in Process

Address PO Box 1596

City, State, Zip Oregon City, OR 97045

Project Coordinator Britt Jenkins Phone 503-467-8644

Email britjenks@gmail.com

Chairperson of Governing Board (If Applicable) Britt Jenkins

Phone 503-467-8644

Signature Brittany Jenkins

Digitally signed by Brittany Jenkins  
DN: cn=Brittany Jenkins, o=Marketplace Oregon City, ou, email=britjenks@gmail.com, c=US  
Date: 2015.02.17 17:12:25 -08'00'

*(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:	\$	\$20,000
+ Matching Funds (Cash):	\$	\$37,960
+ In-Kind Matching Funds (See question #15):	\$	\$27,429
= Total Cost of Project:	\$	\$85,389

### 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.

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

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.

*This is the inaugural year for the Marketplace in Oregon City. The market will launch in May, 2015, and will run through October 2015. The Marketplace will seek future grant opportunities to support added personnel, as well as a future year round market. The market will need to acquire covers and heaters for winter month markets, as well as a cover for entertainment. The Marketplace will need to acquire permanent storage for street closure equipment, trash receptacles, tents, tables, chairs, and other equipment. We would like to use future funds to expand our advertising and marketing reach, to communities further away, enhancing the distance that travelers visit Oregon City from.*



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

*The Marketplace will be a Saturday Market located in downtown Oregon City. The Market will run on Saturdays from 9-3 from May to October. The proposed location for The Marketplace will be located at Liberty Plaza, as well as the parking lot directly adjacent to Liberty Plaza, in between the Courthouse and McMenamins. It will also utilize 9th Street, between 99E and Main Street. Eventually, The Marketplace will extend into the Holiday Season, and with the proper amount of support, will extend to a year round market. The ultimate vision for this market is to create a destination that people will visit and patronize the vendors, and local businesses throughout the year. In addition to enhancing the economic vitality of downtown Oregon City, the marketplace will provide an opportunity for high school youth to participate in a work study program that will serve a dual purpose. It will expose high school youth to a variety of opportunities that could lead to career options for them in their future, as well as offer them a chance to earn school credit for their participation.*

*Rather than having the feel of a street fair, the desire for The Marketplace will be to have an open air market similar to Pike's Place Market in Seattle. There are a number of Saturday Markets that are highly successful, and they each offer their own unique culture. The Marketplace Oregon City will create a culture that encourages art, entrepreneurship, eclectic bites, and great music. The Marketplace will offer a place for families to enjoy a Saturday morning coffee, a delicious treat, amazing art, kid friendly activities, and social connection through community service. The Marketplace has a unique mission to integrate commerce, with community action and service. The Youth Market Project is a work study program that is designed to engage local youth in their community through participation in the Marketplace through volunteering, internships, and community service projects.*

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

*The target audience is families. The goal of the marketplace is to become a destination Saturday Market. The marketplace will advertise and promote the market as a place where families can come enjoy a Saturday, with coffee and a bite in the morning, live entertainment over lunch, and of course shopping in the marketplace and the businesses in downtown. The marketplace will offer kids' art activities, a life size chess set where kids, and adults alike, can challenge each other to a brain teasing battle in the street. Why leave now? Stay for dinner at one of the many restaurant opportunities that downtown Oregon City has to offer, such as McMenamins, The Verdict, Mi Famiglia, or Pho Thai. Don't forget about Renee's on Main and the new Oregon City Brewery. The goal of the Marketplace is to bring families down into the neighborhood to hang for the day. There are a number of cultural landmarks in Oregon City that draw tourists from all over the Pacific Northwest. Our goal is to offer those tourists something to fill in the gaps of their various activities that brought them into the neighborhood. While initially we will rely on the culturally rich neighborhood we already have, the Marketplace no doubt will become a Saturday Market that will attract visitors from all over the State. The bonus for the Marketplace is that Oregon City also has so much to offer for families seeking to educate their children on the cultural heritage our city offers. The Marketplace provides some good old fashioned fun for the whole family.*

*While our target audience is families, we also feel that the art for sale in the Marketplace will also be a draw for tourists seeking unique finds, or appreciating the innovation of artists. Due to the culturally rich neighborhood, Oregon City is home to amazing artists that exhibit many cultural pieces of Oregon City, the State's first City. Collectors, and those that appreciate history will want to visit the Marketplace to see the unique art that Oregon City is known for.*

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

*The Marketplace OC is a non-profit, currently pending approval from the IRS. The mission of the Marketplace Oregon City (MPOC) is to serve the community by enhancing economic activity, exposing and mentoring youth in career pursuits, and encouraging the innovative spirit of artists.*

*The Board of Directors consists of 9 individuals with skills ranging from construction management to non-profit endowments. The board meets monthly to discuss future directions, as well as approve budget plans, detailed task lists, and ensure the forward movement of the organization as a whole. The main market season runs for only part of the year, and the remaining months, the board meets quarterly.*

*The Marketplace is a Craftsman's Market that provides an opportunity for artists to sell their goods and services in an open air market. The market charges weekly booth fees and in exchange provides a marketplace for economic activity. In addition to the selling of goods and/or services, the Marketplace has a youth work study program that allows high school students to intern with vendors, volunteer in the marketplace, and participate in service learning projects as they give back to their community.*

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

*Shawna Hanks-Entrepreneur, and current owner of Modele Salon in Oregon City. All facets of business ownership including: management, finance, marketing, sales, human resources, and team leadership. Skills unique to Marketplace management are impeccable interpersonal skills, an eye for fashion, retail management, organizational skills, team leadership and training, and marketing.*

*Britt Jenkins-Entrepreneur, former business owner, and currently employed at Modele Salon. All facets of business ownership including all of the above listed qualifications. Formal education includes Bachelors Degree in Human Development and Family Science. This encompasses the study of people in the context of community, schools, and families. The Youth Market Project encompasses much of what Britt believes will help create an outlet for young adults to be inspired by the work of their hands, allow them to discover hidden artistic talents, and perhaps even identify a potential career path after high school.*

*Both women have significant experience in leadership roles, managing resources, staff, and projects. They have both coordinated fundraising projects such as organized fun runs.*

**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).**

*March 2015: Non Profit established and board members elected. Vendor applications, web development, marketing and publicity plan. ROW Permit submitted, office space rented for administrative personnel (volunteer). IRS form submitted, banner permits submitted, Insurance Policy active, grant application due, board meeting on 3/10/15, equipment purchased, publicity plan launched, posters and postcards printed, and social media launch,*

*April 2015: Billboard goes up, banner and flag pole signs hung, vendor orientations, market signs completed, press release, MEC Grant due 4/29/15. Board meeting 4/14/15, Youth Market Project goes live, volunteer recruitment*

*May 2015: Market launches May 9th. Grand opening celebration is May 30th.*

*June-October 2015: Weekly market every Saturday from 9am-3pm in Liberty Plaza, and adjacent parking lot and side street.*



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 location of the Market will be in Liberty Plaza on Main Street, next to the Clackamas County Courthouse. It will overflow into the County parking lot directly adjacent to the Plaza, in between the Courthouse and McMenemy's. The third area to be used by the market will be 9th street in between 99E and Main Street. The physical location utilizes Clackamas County property, as well as City Streets. The market plans to enlist the skills of students from Alliance Charter Academy for a portion of the live entertainment each market day. The students will play instruments and perform live vocal performances in the Marketplace. The Downtown Oregon City Association is offering in-kind contributions that will contribute marketing resources, as well as volunteer time in the marketplace. DOCA and Marketplace Oregon City will also be teaming up on a few marketplace events over the season.*

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.

*We will utilize an email list through a monthly newsletter to track the support of the market through our website. We plan to have weekly drawings for free giveaways in exchange for email addresses in a raffle. We also plan to have giveaways for tourists that travel the furthest. Each market day, there will be a raffle for those who traveled at least 50 miles to visit the market. They will put their information in a raffle. We will compile data from these raffles to grow our email lists, and start tracking data on who is visiting the market, and where they're from. We will also have select vendors use clickers to count the number of patrons that visit their booth each Saturday. We will track this data, and see the growth of the market each month as the season progresses. We are also encouraging vendors to submit sales to us after each market day, and we will keep track of this data throughout the season for all vendors that are willing to disclose. Volunteers will be logged through a check in/check out system, and hours served will be recorded. Our main goal is to have a successful market season, where vendors are profitable, and the downtown neighborhood businesses enjoy an increase in business on the weekend.*

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 (\$)
Market Volunteer	In Kind	\$12,899
Administrative Volunteer	In Kind	\$9,922
Youth Market Committee	In Kind	\$1,353
Youth Market Volunteer	In Kind	\$5,412

13. List all grants applied for in support of this project and commitments confirmed to date.  
*This the first grant applied for, for this project.*

14. What is the percentage of OC Tourism Grant funds to be used for personnel services or administrative costs?   0   %

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

<b>Suggested List (not inclusive)</b>	<b>(A) OC Tourism Grant Dollars</b>	<b>(B) Matching Funds (Cash)</b>	<b>(C) In-Kind Matching</b>	<b>(D) Total</b>
<b>Personnel Services</b> <b>(salaries, administration)</b> <i>administrative</i>			\$6,765	\$6,765 \$0
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b> <i>advertising, marketing</i> <i>printing, graphics</i>	\$5,000	\$10,000 \$14,000		\$15,000 \$14,000
<b>Materials</b> <i>Market Signs</i>	\$1,000			\$1,000 \$0
<b>Equipment/Supplies</b> <i>tents, tables, chairs</i> <i>Road closure Equipment</i>	\$2,500 \$1,000			\$2,500 \$1,000
<b>Construction Costs</b> <i>Market Sign Construction</i>	\$1,000		\$1,000	\$2,000 \$0
<b>Event Costs</b> <i>Entertainment</i> <i>Volunteer Shirts</i>	\$5,000 \$1,000	\$11,000		\$16,000 \$12,000
<b>Transportation Costs</b> <i>Trailer for Equipment Storage</i>	\$3,500	\$1,500		\$5,000 \$0
<b>Insurance Costs (if needed)</b> <i>Liability Insurance</i>		\$750		\$750
<b>Additional Expenses (list)</b> <i>banner permits</i> <i>ROW permit</i> <i>Youth Market Committee</i> <i>Market Day Volunteers</i> <i>Youth Market Volunteers</i>		\$560 \$150	\$1,353 \$12,899 \$5,412	\$560 \$150 \$1,353 \$12,899 \$5,412
<b>Totals</b>	\$20,000	\$37,960	\$27,429	\$85,389





March 6, 2015

Dear Oregon City Civic Improvement Trust:

This letter is in support of Marketplace Oregon City's (MPOC) application for grant funding. Ongoing, frequent event programming is a key part of downtown's revitalization strategy. We are glad that MPOC has run with the idea to establish a Saturday market and that its sites are set high.

Both Brittany and Shawna are longtime contributors to downtown. Modele Salon is a prime example of the type of business that can succeed here. They pioneered high-end in what was once a blighted district.

The marketplace should become a tenant of our tourism development plan. It will provide instant vitality while the district continues to evolve into a tourism destination. As an ongoing event it will be easy for tourists to anticipate and plan a visit to Oregon City that includes a trip to the marketplace.

As an arts-focused market, MPOC is complimentary to the Oregon City Farmer's Market. Its inaugural season provides downtown continuing Saturday event coverage year-round.

Thank you for your time reviewing MPOC's application. Please consider strongly their grant request.

Sincerely,

Jonathan Stone  
Executive Director

#### 2015 Board

##### President

Roger Nickerson

##### Vice President

Vacant

##### Treasurer

Ron Yost

##### Secretary

Carol Pauli

##### Board Members

Michael Berman

Andy Busch

Amber Holveck

##### Executive Director

Jonathan Stone

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**TOM  
BUSCH**

HOME FURNISHINGS

804 Main Street Oregon City

503.656.2621



OCCIT Grant Board:

Having a Saturday market event in the downtown is something our main street organization has been working towards for many years. The Marketplace Oregon City listened to the retailers in downtown, and has decided to move forward with plans for a Saturday urban market. An event like this will be a welcome addition to the downtown. A consistent market event in the core on Saturday will bring visitors from around the county and beyond, incising them to spend more time Downtown. I hope you will and offer grant support to this new weekly event in Downtown.

Andy Busch  
Busch Furniture  
804 Main Street  
Oregon City Or 97045  
503-656-2621  
[www.oregoncityfurniture.com](http://www.oregoncityfurniture.com)