

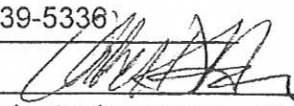


OREGON CITY

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 20th Annual Open Air Antique Fair
Organization Oregon City Chamber of Commerce
Is this a Non-Profit Organization? Yes ☒ No ☐
Non-Profit Federal tax exempt ID Number 93-0241980
Address 2895 S Beaver Creek Rd Ste 103
City, State, Zip Oregon City OR 97045
Project Coordinator Amber Holveck / Karin Morey Phone (503) 656-1619
Email aholveck@oregoncity.org / kmorey@oregoncity.org
Chairperson of Governing Board (If Applicable) Ray Stobie
Phone (503) 239-5336
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: \$ 5,000.00
+Matching Funds (Cash): \$ 9,675.00
+In-Kind Matching Funds: \$ 7,535.00
= Total Cost of Project: \$ 22,210.00

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.

17th Annual Open Air Antique Fair, 2012: \$7,000

18th Annual Open Air Antique Fair, 2013: \$6,500

19th Annual Open Air Antique Fair, 2014: \$5,000

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

Completed, Exit Report submitted.

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.

The Oregon City Chamber of Commerce's Open Air Antique Fair has now reached its 20th year. The fair this year will be held on Sunday, August 30, one week before the Labor Day holiday.

Based on the fact that the 2014 19th Annual Open Air Antique Fair returned to Main Street and was greeted with approval by shoppers, vendors and local business owners this year's fair will again be held on Main Street between 7th & 10th Streets.

As a 20th event we are hoping to attract even more vendors and shoppers to one of the few outdoor Antique Fair's in Oregon. We have established a good reputation among vendors and shoppers and hope to trade on this to make the 20th the biggest and best.

Targets are 100 filled vendor spaces, at least 7,500 shoppers and increased foot traffic to local businesses throughout the day. This will be the last year the Oregon City Chamber hosts this large event and we will be working to incorporate other potential groups into our planning this year to carry on this tradition. It is our hope to, with the support of OCCIT, make the 20th year extra special with bringing back music as well as classic cars to help promote the Downtown car show.

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

The target audience is shoppers from throughout the Northwest who are interested in antiques and collectibles. Through our partnerships these motivated shoppers also are introduced to our local shops and restaurants. It is our intention to encourage return trips by the 2/3 of attendees who are within a short distance of Oregon City and to bring the other 1/3 of attendees who live farther away back to Oregon City for other events and tourism opportunities. The information booth is kept busy during the day providing local tourism information to encourage these return visits. In 2015 we plan to again produce reusable shopping bags with the names of up to 15 sponsoring businesses. Antique Fair shoppers are also given a site map that includes information on the fair vendors and local businesses. With Willamette Falls Heritage Area soon becoming a State Heritage Area and hopefully a National Heritage Area, Oregon City and its surrounding communities must continue to deliver large scale events. These events should connect to the uniqueness of this area. With Downtown Oregon City being the birthplace of the Oregon Territory, there is significant heritage found here.

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

The Oregon City Chamber of Commerce has been serving the business community of Oregon City since 1909. Our guiding principles include: Building a strong local economy for Oregon City; Connecting and educating businesses and customers; Promoting Oregon City; and Advocating on behalf of business.

For over 100 years the Oregon City Chamber has worked with the local community to promote and enhance the business environment in Oregon City.

The Oregon City Chamber's choice to keep the event on Main Street shows our commitment to these principles.

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

Oregon City Chamber of Commerce staff: Amber Holveck, Executive Director; Karin Morey, Communications Specialist. Karin has served as the Antique Fair coordinator the past four years. Assistant Executive Director Sandi Burns, who headed the Antique Fair committee last year, will continue in that role and with the assistance of committee members, will act as liaisons with the downtown businesses to engage their participation. Since the Antique Fair coordination passed from the City to the Chamber of Commerce, staff have been paid their regular salaries from the annual budget to cover the additional hours required by this event. No sponsorship funds or grant monies are used to offset salaries.

Chamber staff will re-emphasize the importance of a strong volunteer committee to ensure a successful event for our community. The event also requires a large number of volunteers on the day of the event. Many former Mayor Neeley and former Commissioner Mumm, have both been volunteers for many years. Last year now Mayor Dan Holladay also lent a hand during the day. Youth groups from Oregon City provide incredible assistance to us both for set-up and clean-up; we provide monetary gifts to these youth groups for their service which goes above and beyond! Traffic control remains an issue and we will be exploring using sports groups, scouts or local Explorers.

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 : Begin comprehensive advertising plan; Meet with Public Works regarding alternative street closures, etc. Send electronic communications to previous vendors to alert them of the date.

April: Mail vendor applications; Secure major sponsors; Reach out to downtown stakeholders to prepare.

May: Complete applications to the City, PGE, ODOT, Clackamas County and request additional insurance binder. Develop plan for signage. Reserve other key volunteers.

June: Confirm appraiser and potential food vendors (but develop positive balance with downtown restaurants).

July: Compile vendor list and prepare site layout.

August: Mail vendor packets, complete layout plans and hold event.

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)?

Main Street closures - We worked closely with Public Works last year to create a street closure plan. This plan was designed to be used from year to year with little or no modification.

Tri-Met rerouted during street closures.

Barricades - need to meet with Public Works to determine if we need to rent from an outside vendor this year.

Parking meter signs (No Parking on Sunday) provided by Code Enforcement/Parking Division.

Public Works staff person available if needed during event.

Use of electricity from power box at 8th & Railroad (City)

Banners and pole banners are installed by Public Works prior to the event.

Elevator opened by 8:00 a.m. for vendors and shoppers. (Arranged through the city as part of the elevator contract.)

B&B Leasing donates dumpsters and large recycling containers.

Clackamas County Office of Sustainability donates recycling containers for Main Street and side streets.

Pre-event coordination with Clackamas Fire District #1 to review safety planning.

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.

Goal 1: Identify and increase the number of shoppers/attendees - We will continue to use "crowd-counters" to obtain attendance data to be able to compare these to last year's results. Attendee surveys will be increased to continue to gather information on how effective our advertising was and to determine the geographic reach of our event.

Goal 2: Increase the number of vendor spaces to 100.

Goal 3: Work with Main Street businesses for food service and additional shopping opportunities - Encourage businesses to remain open during the event.

Goal 4: Promote Oregon City and encourage return trips - Provide tourism information and sponsor supported reusable totes to brand our event and promote Oregon City.

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 (\$) |
|---------------------------------|-----------------------------|----------------------|
| Volunteer Hours - 250 | Community & Chamber members | \$5,637.75 |
| Donated dumpsters | B&B Leasing | \$350.00 |
| Printing discount | Various Chamber members | \$200.00 |
| Advertising | Oregonian Media Group | \$1,000.00 |
| Tote bags&Vendor food discounts | Various Chamber members | \$450.00 |

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

None

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.

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) | \$ 0.00 | \$ 6,000.00 | \$ 5,535.00 | \$ 11,535.00 |
| Project Administration costs (clerical, advertising, graphics, printing, postage) | \$ 2,170.00 | \$ 600.00 | \$ 1,200.00 | \$ 3,970.00 |
| Materials | \$ 0.00 | \$ 125.00 | \$ 0.00 | \$ 125.00 |
| Equipment/Supplies Tables, chairs, dumpsters, etc. | \$ 850.00 | \$ 200.00 | \$ 350.00 | \$ 1,400.00 |
| Construction Costs | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 0.00 |
| Event Costs Permits, signs, potties | \$ 1,400.00 | \$ 0.00 | \$ 0.00 | \$ 1,400.00 |
| Transportation Costs | \$ | \$ | \$ 0.00 | \$ 0.00 |
| Insurance Costs (if needed) | \$ 80.00 | \$ 0.00 | \$ 0.00 | \$ 80.00 |
| Additional Expenses (list) | \$ | \$ | \$ | \$ |
| Reusable Tote Bags | 0.00 | 1,500.00 | 250.00 | 1,750.00 |
| Coffee & Pastries for Vendors | 0.00 | 600.00 | 200.00 | 800.00 |
| CC Sheriff's Explorers | 0.00 | 200.00 | 0.00 | 200.00 |
| Youth Group Contribution | 0.00 | 250.00 | 0.00 | 250.00 |
| Traffic Control (2:30 a - 7:00 p) | 500.00 | 0.00 | 0.00 | 500.00 |
| Appraiser | 0.00 | 200.00 | 0.00 | 200.00 |
| Totals | \$ 5,000.00 | \$ 9,675.00 | \$ 7,535.00 | \$ 22,210.00 |



March 6, 2015

Dear Oregon City Civic Improvement Trust:

Heritage is an important Oregon City theme that has been embodied by the Open Air Antique Fair. It is even more important now with the pending Willamette Falls State Heritage Area and hopeful National Heritage Area designations.

2015 will mark the 20th year for the Oregon City Open Air Antique Fair, 19 years of which have been located on Main Street. It is well attended. In its history it boasts some of the largest attendance numbers recorded downtown, estimated at 10,000 people! The event was well received by downtown merchants and restaurants last year, providing a boost in sales.

The Antique Fair, which is currently produced by the Oregon City Chamber of Commerce, fills Main Street with activity that would not otherwise take place on a Sunday in late summer. The Chamber has worked hard over the last several years to reduce the number of outside food vendors in order to encourage fairgoers to eat at our downtown restaurants. This year they plan to bring back some music and classic cars to create a livelier event.

From the perspective of tourism benefit to Oregon City, the Antique Fair draws people from the region, state and out of state as well. This event delivers when it comes to tourism. Please support the 20th year of the Oregon City Open Air Antique Fair.

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



March 6, 2015

Oregon City Civic Improvement Trust Committee
C/O City of Oregon City
P.O. Box 3040
Oregon City, Oregon 97045

Dear Committee Members:

Since its inception in 1995, the Oregon City Public Works Department has been integral part of the Oregon City Open Air Antique Fair. At one point, City staff coordinated this event effort; however, for the past 15 years, the Oregon City Chamber of Commerce has committed its time and oversight coordinating this large public event.

As the City's Public Works Department, we work closely with all organizations that hold public events requiring Public Work's involvement. Thankfully, we have enjoyed a rather smooth-running relationship with the Oregon City Chamber of Commerce as the Antique Fair takes form each August. We support the Chamber's decision to hold this event in downtown Oregon City as opposed to alternate locations in an effort to make the event more successful.

In addition to coordination with Public Works, the Oregon City Chamber of Commerce works closely with Oregon City Code Enforcement, Clackamas Fire District #1, Oregon City Police Department and TriMet.

At the conclusion of each Antique Fair, the Chamber always makes a point to show its appreciation to Public Works' staff by acknowledging them during the public comment portion of a future City Commission meeting. We have enjoyed our working relationship with the Chamber and we support the Oregon City Chamber of Commerce's effort to sponsor and coordinate the Oregon City Open Air Antique Fair.

Sincerely,



John M. Lewis, P.E.
Public Works Director

P:\PublicWorks\User Folders\John Lewis\Correspondence\2015 Correspondence\OCCIT Antique Fair Chamber Support Ltr 030615.docx

Michele Beneville

From: Karin Morey <kmorey@oregoncity.org>
Sent: Friday, March 06, 2015 4:52 PM
To: Michele Beneville
Subject: Antique Fair OCCIT
Attachments: OCCIT OC CHAMBER ANTIQUE FAIR .pdf

All attached - glad we will get a review after all!

Karin Morey

Communications Specialist

Oregon City Chamber of Commerce

2895 S Beavercreek Rd Ste 103

Oregon City OR 97045

P: 503-656-1619 | F: 503-656-2274

kmorey@oregoncity.org | www.oregoncity.org

Working together to promote the economic vitality and quality of life in the Oregon City community.