



## *Trick 'n Racy Cars*

**P. O. Box 1375  
Oregon City, OR 97045**

February 26, 2015

OCCIT Tourism Grant  
Grant Review Committee  
625 Center Street  
Oregon City, OR 97045

OCCIT Grant Committee:

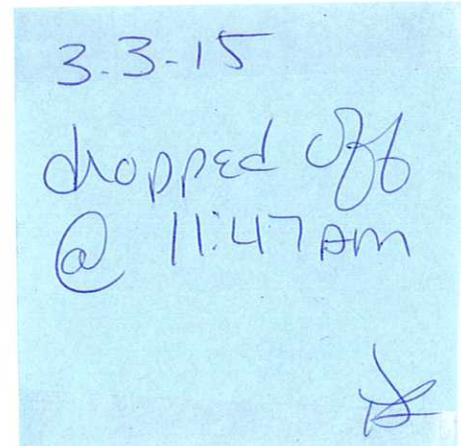
Last year, the Trick 'n Racy Car Club produced another very successful event with the support of an OCCIT grant.

The Downtown Car Show attracted more than 400 cars and over 6500 spectators. Again, more than 200 of the show cars came from outside Oregon City. Show cars came from far away as Yakima, Washington, many cars came from the Oregon Coast, The Dalles, Brightwood, Turner and elsewhere in Oregon.

In September, we will again partner with the non-profit Downtown Oregon City to produce the 2015 Downtown Car Show. Once again we plan to fill Main Street and adjacent streets with show cars and spectators. We will have exhibitors, games for children and adults (including a repeat of last year's very successful poker walk) vendors and other exhibits for the 2015 show. Our goal is to make this event bigger and better than the previous one.

The popularity of this event has proved that the show has great interest for the area residents and visitors from around the region. Help us continue upon this success with support from an OCCIT grant.

A sincere thank you and we hope to see you at the car show in September.





## 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 6th Annual Car Show in Downtown Oregon City

Organization Trick 'n Racy Cars

Is this a Non-Profit Organization? Yes  No

Non-Profit Federal tax-exempt ID Number 26-2232491

Address P. O. Box 1375

City, State, Zip Oregon City, OR 97045

Project Coordinator Tim Fisher Phone 503-655-1255

Email tfishoc@netzero.com

Chairperson of Governing Board (If Applicable) Jim Estes

Phone 503-784-5472

Signature *Jim Estes*

*(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\*\*\***

<b>Grant Amount Requested:</b>	\$	\$4,000
<b>+ Matching Funds (Cash):</b>	\$	\$7,325
<b>+ In-Kind Matching Funds (See question #15):</b>	\$	\$12,161
<b>= Total Cost of Project:</b>	\$	\$23,486

**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.

*Cruise and car show in downtown Oregon City on September 13, 2014*

*Cruise and car show in downtown Oregon City on September 14, 2013*

*Cruise and car shows at Mt. Pleasant School and downtown Oregon City in 2012*

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

*The project was completed as scheduled on Saturday, September 13, 2014. The car show was a great success. A total of 407 show cars were registered for the event. An estimated 6500 plus spectators attended the event. About 2973 people rode the elevator on show day. Approximately twenty downtown businesses participated in the "poker walk" where car show participants visited each business to draw a card for a poker hand. Downtown merchants reported a stellar day of sales from car show participants and visitors. Restaurants and taverns had numerous customers all day and into the evening. Many businesses, such as the Ice House, had special "after show" events that continued the festivities.*

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.

*A car show will be held on Saturday, September 19, 2015 in downtown Oregon City. Show cars will be parked on Main Street from 7th Street to 10th Street and on adjacent side streets including 8th and 9th Streets. Participating businesses also allow show cars to be parked in their parking lots. This show will bring approximately 400 plus show cars and 6,000 to 8,000 spectators to the downtown area. Vendor booths and raffles area designed to insure that spectators spend time throughout the downtown area. A 'poker walk' brings visitors into the participating businesses.*

*A varied slate of show cars insure that the spectators get to see different cars and trucks each year. Categories for 'green' cars and for motorcycles and bicycles add to the variety to encourage spectator interest in coming to the show each year.*

*Note that at these events the car owners and their spouses and friends spend the entire day at the event and do not just stop by for a quick look. This furthers the goal of getting more attention to the revitalized downtown Oregon City.*

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

*This event offers spectators and families an economical means of spending a few hours or a day. There is no admission charge to spectators. Visitors get to see the charms of downtown Oregon City, see a large number of spectacular cars, hot rods, and other vehicles, and sample the food and drink available in downtown. Car owners and out of area visitors may drive in the night before the event and stay at area motels. Drivers line up early in the morning to get a prime location for their cars, boosting area sale at local restaurants and coffee shops. The show is designed to get the visitors to circulate throughout the event area. Promotion of the event is done by means of magazine ads, newspaper and TV advertising, on-line notices on various related sites, and posters and flyers throughout the Oregon City area and publicity at various car shows. The brings favorable attention to Oregon City as a place for family oriented events.*

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

*Trick'n Racy Car Club is a non-profit, all volunteer, organization based in Oregon City. It was formed in the 1980's to promote fellowship of owners and enthusiasts of special interest cars and classic cars. The current membership consists of 35 families. The club holds monthly meetings and members gather for periodic car shows, cruises and events throughout the year. Every summer, Trick'n Racy hosts car shows in Oregon City with all proceeds going to support charitable activities in Oregon City. For eight years, a cruise to Mt. Pleasant School provided benefits to the students and programs at the school. Recent items funded were "smart boards" for classrooms, a defibrillator for the school, construction of a walking/running track around the school playground, funding for summer lunch programs, and sponsoring classrooms.*

*Proceeds from the other Trick 'n Racy events go to help fund local charitable activities, including H.O.P.E., Meals-on-Wheels, Clackamas Women's Services, Children's Center, Oregon City High School Athletics, scholarships to Clackamas College automotive program, and needy seniors via the Pioneer Center. Donations are given to other charities depending upon available funds.*

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

*Trick 'n Racy Cars is a local non-profit club that is based in Oregon City. Most of the members live in Oregon City. The club has been producing car shows for 28 years and is well-known in the classic car community for the quality of the car shows.*

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).

*Monthly planning meetings for the Oregon City car show are held from January through August . A final meeting will be held in early September just prior to the show. Promotion of the events from February through August is done through advertising, on-line web sites, posters and flyers, locally and throughout the State. Throughout the spring and summer months promotion and advertising is done in local media, television announcements and newspapers. After the event, a wrap-up meeting is held to discuss the event and handle all financial matters to close out the 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)?

*We have asked for permission of use Main Street between 7th and 10th Streets, as well as 8th and 9th Streets adjacent to Main Street. Barricades and signs for street closure will be performed by a private contractor and coordinated through Oregon City Public Works.*

*Street closures will be coordinated with TriMet and with Oregon Department of Transportation.*

*Use of Liberty Plaza will be coordinated through Clackamas County Parks Department.*

*The nonprofit Downtown Oregon City Association will be an integral partner in production of the event.*

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.

- \* *Number of local and non-local car owners participating*
- \* *Number of passengers using the Oregon City Municipal Elevator*
- \* *Estimated number of visitors/spectators*
- \* *Informal surveys of spectators and visitors*
- \* *Increased visitor activity and sales activity by downtown businesses*
- \* *Positive publicity generated for 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 (\$)
<i>Volunteer staff</i>	<i>500 volunteer hours</i>	<i>\$11,275</i>
<i>Advertising &amp; promotion</i>	<i>Newspaper ad match</i>	<i>\$2,000</i>
<i>Major sponsorships</i>	<i>Sponsor donations</i>	<i>\$3,000</i>
<i>Trophy sponsorships &amp; vendor</i>	<i>Business sponsorships</i>	<i>\$2,250</i>
<i>Raffle prizes &amp; poker walk</i>	<i>Local businesses &amp; other donor</i>	<i>\$2,000</i>

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

*No other grants will be applied for.*

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 (salaries, administration)</b>	\$0	\$0	\$11,275	\$11,275 \$0
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b> <i>Advertising &amp; promotion items</i>	\$3,000	\$3,000	\$886	\$6,886 \$0
<b>Materials</b>	\$0	\$0	\$0	\$0 \$0
<b>Equipment/Supplies</b> <i>Barricades &amp; portable toilets</i>	\$450	\$300	\$0	\$750 \$0
<b>Construction Costs</b>	\$0	\$0	\$0	\$0 \$0
<b>Event Costs</b> <i>Security, permits, &amp; signs</i>	\$550	\$175	\$0	\$725 \$175
<b>Transportation Costs</b>	\$0	\$0	\$0	\$0 \$0
<b>Insurance Costs (if needed)</b> <i>Event insurance</i>	\$0	\$300	\$0	\$300
<b>Additional Expenses (list)</b> <i>Trophies</i>	\$0	\$2,000	\$0	\$2,000
<i>Music and PA system</i>	\$0	\$300	\$0	\$300
<i>Raffle prizes</i>	\$0	\$1,000	\$0	\$1,000
<i>Poker walk &amp; forms</i>	\$0	\$250	\$0	\$250 \$0
<b>Totals</b>	\$4,000	\$7,325	\$12,161	\$23,486



February 24, 2015

City of Oregon City  
Grant Application for 2014 Car Show

To whom it may concern,

We believe the Trick N Racy car show brings value to downtown Oregon City. MSOC has been successful in partnering with Oregon City for years. We believe this is an important community event.

The Trick N Racy Car Show showcases and brings revenue to downtown historic Oregon City by bringing in over eight thousand tourists and citizens.

Stein Oil Company will again be a main sponsor for this event as we have been for the past three years. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "S.L. Stein", is written over a horizontal line.

S.L. Stein  
Stein Oil Company, Inc.



**February 24, 2015**

Oregon City Civic Improvement Trust  
PO Box 3040  
Oregon City, OR 97045

Dear OCCIT,

On Saturday, September 19, the **6<sup>th</sup> Annual Cruise to Historic Downtown Oregon City Car Show** returns. A signature event for Oregon City, over 400 classic cars, trucks and motorcycles will be bumper-to-bumper on Main Street and adjacent side streets among the historic buildings in Oregon City, attracting 4,000 spectators, car drivers and passengers.

The event is co-produced by the Downtown Oregon City Association (DOCA) and Trick 'N Racy Cars. DOCA continues to be a strong partner of Trick 'N Racy Cars and is working with them to increase the number of cars that are able to participate in the event by extending the event footprint and opening up private parking lots; to develop additional revenue sources, including sourcing high-end raffle prizes and the possible inclusion of a beer tent; and to broaden the event's marketing reach, including social media marketing.

DOCA looks forward to the return of the car show, which was the best-attended downtown event of 2014. A large number of downtown and local Oregon City businesses support the car show monetarily and are ready participants the day of the event.

We hope the trust will strongly consider their grant request.

Sincerely,

A handwritten signature in black ink, appearing to be 'J Stone', written in a cursive style.

Jonathan Stone  
*Executive Director*

Downtown Oregon City Association  
[jon@downtownoregoncity.org](mailto:jon@downtownoregoncity.org)  
971-202-1604

#### **2015 Board**

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**Executive Director**  
Jonathan Stone



## Public Works

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

February 25, 2015

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

RE: Support for MSOC's Oregon City Civic Improvement Trust Grant Application

Dear Committee Members:

On behalf of the Public Works Department, I am pleased to submit this letter of support for the Oregon City Civic Improvement Trust grant request from Main Street Oregon City. These grant funds are proposed to assist the organization with its two largest annual projects, the First City Celebration and the Annual Car Show. Both these celebrations have been community-based events that have helped to celebrate and highlight the uniqueness of our community and all it has to offer.

In the past, the Public Works Department has supported both of these events through planning, permitting and logistical support. In fact, the First City Celebration was originally coordinated by City staff and volunteers to celebrate Oregon City's 150<sup>th</sup> year as a city and we look forward to supporting the 6<sup>th</sup> iteration of this annual event. In the past, both events have been well attended and caused minimal disruption to city services and activities. While the events remain to be fully permitted, the Public Works Department looks forward to working with MSOC staff to finalize the plans and assure their continued success.

We feel both events are a great way to get people together and to promote Oregon City. The Public Works Department supports Main Street Oregon City's efforts in continuing to host the First City Celebration and the Car Show and would ask the award committee to look favorably upon their application.

Sincerely,

Martin Montalvo  
Public Works, Operations Manager

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