



April 29, 2015

Metro Enhancement Committee
c/o Michele Beneville
625 Center Street
Oregon City, OR 97045

RE: 2015-16 Grant Applications

Dear Metro Enhancement Committee:

Thank you for considering the attached grant applications for Metro Enhancement funds. The Downtown Oregon City Association has two viable projects that align with Metro Enhancement's funding goals. The first supports a pilot clean team for downtown and the second incentivizes effective and attractive small-scale storefront improvements. Downtown is Oregon City's front door and both of these projects will go a long way to enhance the district for visitors, improve safety, and promote economic development.

The clean team pilot will be well received by downtown businesses and visitors and the volunteer program that it creates will establish a stronger relationship between downtown and the rest of the city. Combined with the soon to be completed street tree lighting project, the micro-grant program will provide major enhancements to the nightscape.

We would be thrilled if both requests were funded in full but understand if the committee needs to pick and choose. Thank you so much for your consideration. Please feel free to reach out with any questions.

Sincerely,

Jonathan Stone
Executive Director
jon@downtownoregoncity.org
971-202-1604

2015 Board

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Jonathan Stone



**Oregon City-Metro Enhancement Grant
Application for Funds
July 1, 2015 through June 30, 2016**

Before filling out this form, please read the Oregon City-Metro Enhancement 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 Wednesday, April 29, 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.

Title of Project Downtown Clean Team

Organization Main Street Oregon City

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: 2015.04.29 14:48:57 -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.**

Amount totals from that sheet will auto fill into this table

Grant Amount Requested:	\$23,750
+ Matching Funds (Cash):	\$5,700
+ In-Kind Matching Funds:	\$10,500
= Total Cost of Project:	\$39,950

Proposal Information

1. Is this your first grant application to the Oregon City-Metro Enhancement Committee?

Yes ☐ No ☒

2. Have you received an Oregon City-Metro Enhancement Grant in the last 3 years?

Yes ☒ No ☐

If yes, please describe the projects/programs for which you received funding.

- Last year, MEC grant funds helped pay for new banners throughout downtown, wiring, lights, and installation of lights on street trees, as well as other tourism readiness projects.
- In 2012-13, MEC grant funds helped pay for a new gateway art installation.
- In 2011-12, MEC grant funds helped pay for downtown's "Walk This Way" pedestrian wayfinding.

3. If you received an Oregon City-Metro Enhancement Grant last year, what is the status of the project?

An extension was filed to complete street tree lighting installation as well as new downtown wayfinding kiosks at John Storm park.

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.

It is MSOC's intent to find ongoing funding outside of the MEC grant program. A future phase might be requested if that funding is not identified before the next grant cycle or if the program is to be expanded.

5. Briefly describe the project for which you are requesting funds.

The Downtown Clean Team program provides weekly cleaning and maintenance of downtown's public areas, sidewalks, and planting strips as well as larger quarterly projects to maintain a high visual standard for visitors and employees. All clean team participants (paid or volunteer) will be trained to answer visitor questions.

For this initial phase, MSOC will hire and manage a half-time employee, acquire appropriate tools and materials, and schedule quarterly volunteer-led beautification projects.

6. Describe why this project was selected and the community need(s) to which it will respond.

This project was selected because it aligns with downtown's strategic goals and the majority of the Metro Enhancement grant program's goals.

7a. Identify and describe how your proposal meets one or more of the goals for funding (check those below that apply and describe by item number below).

<input checked="" type="checkbox"/>	1. Increase attractiveness/market value of residential, commercial or industrial areas.	<input checked="" type="checkbox"/>	6. Increase recycling efforts to provide a reduction in solid waste.
<input type="checkbox"/>	2. Enhance new or existing wildlife, riparian, wetlands, forests or river areas.	<input checked="" type="checkbox"/>	7. Increase employment or economic opportunities for City residents.
<input checked="" type="checkbox"/>	3. Preserve or increase recreational areas and programs within the City.	<input type="checkbox"/>	8. Rehabilitate or upgrade the market value of housing or commercial property.
<input checked="" type="checkbox"/>	4. Improve safety within the City.	<input type="checkbox"/>	9. Provides work or training opportunities to benefit youth, seniors and low-income residents.
<input checked="" type="checkbox"/>	5. Result in significant improvement in the cleanliness of the City.	<input type="checkbox"/>	10. Enhance art and culture within the City.

7b. List by item number in 7a and describe how the project meets the each goal.

1. *A maintenance and cleaning schedule will be developed that results in a consistently cleaner downtown district.*
2. *All waste collected as part of the program will adhere to a strict recycling, reuse, and composting policy.*
3. *The program will result in reduced cigarette butts, plant debris, and other waste throughout the downtown district. Additionally, deeper cleaning will reduce staining.*
6. *Recurring events such as the Farmer's Market have had to deal with unclean streets and sidewalks in street closure areas. Cleanliness is a persistent problem for events held downtown. This program should limit the amount of preparation for downtown events.*
7. *Visibility of downtown staff and cleanliness improve perceived and real safety. The clean team will help downtown and the city identify potential safety problems early on. Clean and well maintained public spaces attract less crime.*
8. *Qualified Oregon City residents will be given preference for the paid clean team position. Additionally, well maintained and clean business districts attract more customers creating additional economic opportunity for downtown businesses. Many are owned and staffed by Oregon City residents.*

8. Project Period: FY 2015-16

(Number of months in duration)

Beginning Date: July 1, 2015

Ending Date: June 30, 2016

9. What is the geographic area of Oregon City where the project will take place?

The clean team will focus on the downtown Economic Improvement District from Main St and 99E to Main and 15th Street. Emphasis will be placed on public areas within the historic core of downtown with a less frequent/intense schedule for lower traffic areas.

10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

A strong, vibrant, and clean downtown is a key component of overall community economic development. This project affects every downtown visitor, business and property owner.

Anticipated outcomes:

- Greater civic pride*
- Greater participation in downtown beautification*
- Improved communication with city about maintenance needs*
- Overall cleaner and well maintained district*

Additional benefits:

- Business recruitment tool*

11. 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 Downtown Clean Team and MSOC will work closely with Oregon City Public Works when maintenance issues are identified. Quarterly projects will be coordinated with any affected city departments. Quarterly projects will rely heavily on volunteers and civic groups will be an important volunteer resource. Some projects may require equipment or tools not owned by MSOC. MSOC will seek to borrow as much equipment as possible.

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

MSOC has ongoing experience with downtown beautification projects, many supported via Metro grant programs. MSOC has managed lighting and signage micro-grant programs, public art installations, volunteer cleanup projects, and events that require coordination amongst business and property owners, city departments, and others.

Since the weekly clean team will be a direct hire, MSOC will be able to adapt the program to best suit downtown. Weekly efforts will help identify what quarterly efforts are most needed.

13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

If notified of grant award:

June 1, 2015 - create and post job listing

June 15, 2015 - create P.O. for necessary equipment

July 1, 2015 - order/purchase necessary equipment

July 15, 2015 - employee contract begin date

Quarterly cleanups will be scheduled with department of public works, downtown's design committee, and other consultation. At least one quarterly event will coincide with the city's earth day cleanup.

14. An exit report will be included as part of the OC-MEC 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 people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

Metrics:

- Number of volunteers and volunteer hours

- Schedule frequency (how often does each block get swept, power washed, weeded, etc.)

- Business and property owner feedback

- In-kind value of equipment use

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time, use \$22.55. (This is 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 Hours</i>	<i>Community groups and others</i>	<i>\$6,000</i>
<i>Donated Equip/Disc. Rental</i>	<i>Local retailers/property owners</i>	<i>\$2,500</i>
<i>Donated materials</i>	<i>Adjacent property owners</i>	<i>\$1,000</i>
<i>Donated equipment maintenanc</i>	<i>Local businesses</i>	<i>\$1,000</i>

16. List all grants applied for in support of this project and commitments confirmed to date.
No other grants have been applied for.

17. What is the percentage of OC-MEC funds to be used for personnel services or administrative costs? 51 %

18. Will the administrator be a paid position? Yes ☒ No ☐

19. 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 15).
- 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-MEC Grant Dollars	(B) Matching Funds (Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration) <i>Admin (max of 10% of direct)</i>		\$2,000		\$2,000
<i>Clean Team and Management</i>	\$16,000	\$2,500		\$18,500
Project Administration costs (clerical, advertising, graphics, printing, postage) <i>Quarterly Cleanup Advertising</i>		\$200		\$200
				\$0
Materials <i>Landscape materials</i>	\$1,000		\$1,000	\$2,000
				\$0
Equipment/Supplies <i>Power Washing and Sweeping</i>	\$3,000		\$1,000	\$4,000
<i>Other Equipment</i>	\$1,000		\$1,500	\$2,500
Construction Costs				\$0
				\$0
Event Costs				\$0
				\$0
Transportation Costs				\$0
				\$0
Insurance Costs (if needed)		\$500		\$500
Additional Costs (List) <i>Volunteers</i>			\$6,000	\$6,000
<i>Equipment Maintenance</i>	\$250		\$1,000	\$1,250
<i>Quarterly Contract Services</i>	\$2,500	\$500		\$3,000
				\$0
				\$0
				\$0
				\$0
Totals	\$23,750	\$5,700	\$10,500	\$39,950



OREGON CITY

Public Works

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

May 6, 2015

Oregon City Metro Enhancement Committee
City of Oregon City
P.O. Box 3040
Oregon City, OR 97045

RE: Downtown Clean Team Grant Application

Dear Oregon City Metro Enhancement Committee Members:

This letter is in support of the Downtown Oregon City Association's (DOCA) request for Metro Enhancement funds to establish a Downtown Clean Team program. I've reviewed the grant request and believe that the program will be a benefit to downtown and help the association provide a higher level of service than would otherwise be provided by the City of Oregon City. Based upon my understanding of the grant criteria, this project aligns and will provide for a well-kept downtown district.

The Public Works Department will continue to work with the downtown association to determine best practices for all work completed in the right-of-way and we will continue to work closely with the association on existing Department efforts to meet the maintenance needs of the downtown.

I am confident that DOCA will be able to use this pilot year to further define the program as well as to identify private resources to fund longer term clean team needs of the downtown.

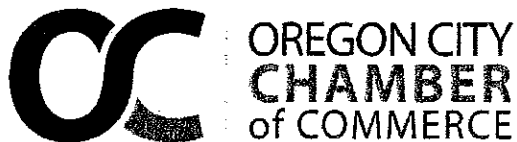
I strongly recommend that the Metro Enhancement Committee consider providing the seed funding for the Downtown Clean Team Application and proposal.

Sincerely,



John Lewis
Public Works Director

P:\PublicWorks\User Folders\John Lewis\Correspondence\2015 Correspondence\Metro Enhancement Main Street Oregon City Support Ltr 050615.docx



May 6, 2015

RE: Downtown Oregon City Association Clean Team Grant Application

Dear Oregon City Metro Enhancement Committee Members:

This letter is in support of the Downtown Oregon City Association's request for Metro Enhancement funds to establish a Downtown Clean Team program. I've reviewed the grant request and believe that the program will be a benefit to downtown and help the association provide a higher level of service than would otherwise be provided by the city. Based upon my understanding of the grant criteria, this project closely aligns and will provide substantial visual impact within the downtown district.

A clean, safe, and revitalized downtown is important for our entire city's economy. The clean team is one more tool for our city to be tourism-ready and attract businesses and residents.

I am confident that DOCA will be able to use this pilot year to further define the program as well as to identify ongoing funding sources.

I strongly recommend that the Oregon City Metro Enhancement Committee award a grant for the Clean Team project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amber Holveck', written over a horizontal line.

Amber Holveck
Executive Director/CEO
Oregon City Chamber of Commerce

Michele Beneville

From: Jonathan Stone <jon@downtownoregoncity.org>
Sent: Wednesday, April 29, 2015 4:31 PM
To: Michele Beneville
Subject: Metro Enhancement Grant Applications
Attachments: mec_15-16_grant_application MICRO GRANT SIGNED.pdf; mec_15-16_grant_application CLEAN TEAM SIGNED.pdf; Letter 150429 MEC Grants Cover Letter.pdf; Letter 150429 MEC Grants Extension Request.pdf

Michele, please find the attached applications (2), cover letter, and extension request. Letters of support should follow from the Chamber of Commerce and Public Works.

Thanks!

--
Jonathan Stone
Executive Director

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

jon@downtownoregoncity.org
[Download Contact File](#)
Phone (971) 202-1604

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downtownoregoncity.org

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