



**September 14, 2015**

City of Oregon City  
Urban Renewal Commission  
625 Center Street

**RE: Artist Sign Micro-Grant Program Request to Present**

Dear Chair Rocky Smith:

The Downtown Oregon City Association has identified an Artist Sign Micro-Grant Program as an important tool for downtown businesses to enhance their storefronts and visibility in a high-impact high-quality way. Initially our goal was 13 \$1,000 grants but after learning more about similar successful programs, we quickly realized that \$1,000 per grant was not enough and that a community design process was equally important. UR has funded signs in the past as part of storefront enhancements. This program would compliment the adaptive reuse and storefront programs well. It is a low cost investment that will substantially improve the streetscape while improving opportunity for businesses within the Urban Renewal district.

A non-profit in Cincinnati has perfected a process that we would like to replicate. Watch an informative 6-minute video about Cincinnati's program here: <https://www.youtube.com/watch?v=AGcin-Vxumw>

A modest \$20,000 investment from UR would allow us to provide as many as 20 businesses with artist designed sign concepts and would allow us to directly incentivize the creation of up to 10 signs. All told, the combined project would leverage approximately \$70,000 in fabrication costs, \$5,500 in volunteer and staff time, and easily \$10,000 in in-kind services.

In order for us to remain on track with our other grant obligations, we would like to request 10 minutes of the commission's time at the next available Urban Renewal Commission meeting.

Best regards,

Jonathan Stone  
Executive Director

*cc: Carol Pauli, Kattie Riggs, Eric Underwood  
enclosed: Examples of CoSign produced signs.*

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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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## Examples of Most Recent CoSign produced Signs:



An artist designs each sign. Most businesses have multiple artist-designed concepts to choose from. Business owners then work with fabricators and their chosen artist to make the design a reality.

The non-profit team assists with permitting and facilitates the community process.

CoSign's most recent project produced 12 signs in Covington, Kentucky.