



November 7, 2017

City Commission, City of Oregon City  
625 Center Street  
Oregon City, OR 97045

RE: 2018 Economic Improvement District Renewal

Dear Mayor Holladay and Commissioners:

Thank you for considering our proposal to renew the Economic Improvement District. This proposal builds on seven years of good work to build an economically vibrant civic heart of Oregon City. Since the formation of the original EID, DOCA has directly invested in \$2.43 million in services and projects. The rate of investment has accelerated during the past couple of years. Whereas we leveraged just \$1 for every EID dollar raised in 2011, we are now striving to maintain a service ratio of \$5 for every EID assessment dollar. The proposed expanded boundaries and change in assessment methodology help us support new and expanded programs such as the Clean Team, year-round street tree lighting, business development, and community coordination and advocacy.

In September, DOCA mailed Written Support or Objection forms to all tax lots in the proposed EID to gauge support for the proposed renewal. The scenario we tested divided the district into three zones; Zone 1 assessed at \$0.25 per s.f. of tax lot, Zone 2 at \$0.15 per s.f. of tax lot, and Zone 3 at \$0.10 per s.f. of tax lot. Zones 1 and 2 would have a cap of \$1,495 and Zone 3 a cap of \$975. Based on this scenario we've received verbal or written support from 23.3% of tax lots and verbal or written objection from 11% of tax lots.

I've personally spoken to most objecting property owners. Many of them support Downtown Oregon City Association's work but felt that raising the cap to \$1,495 from its current \$975 was just too much. Therefore, we are proposing a reduced cap of \$1,250. We believe this adjustment will address many of the concerns that we have heard.

Thank you for being a strong supporter of downtown revitalization and we look forward to another four years of strong momentum building economic vitality.

Sincerely,

A handwritten signature in blue ink that reads "Carol Pauli".

Carol Pauli  
President

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