

Economic Improvement District

Historical Comparisons to 2018-22 Proposed Renewal



The proposed renewal of the Economic Improvement District introduces properties along Washington Street in a similar way that properties were included in the original district. The proposed districts' zones reflect the higher concentration of services in Zones 1 & 2 (such as street tree lights).

Original Economic Improvement District 2011-2015

Terms

1% of Assessed Value
\$1,950 Maximum Assessment

Total Annual Assessment

\$126,758; avg. \$6,742 per acre
(based on 2017 assessed values)

District Characteristics

86 tax lots
18.8 acres total lot area
\$26.0 million total assessed value
(based on 2017 assessed values)

Current Economic Improvement District 2015-2018

Terms

0.5% of Assessed Value
\$975 Maximum Assessment

Total Annual Assessment

\$63,061; avg. \$2,653 per acre*
(based on 2017 assessed values)

District Characteristics

104 tax lots
23.4 acres total lot area*
\$26.7 million total assessed value
(based on 2017 assessed values)

PROPOSED Economic Improvement District 2018-2022

Terms

Zone 1 - \$0.25/s.f. of lot,
\$1,250 maximum assessment
Zone 2 - \$0.15/s.f. of lot,
\$1,250 maximum assessment
Zone 3 - \$0.10/s.f. of lot,
\$975 maximum assessment

Total Annual Assessment

\$95,610; avg. \$3,134 per acre*
(based on 2017 assessed values)

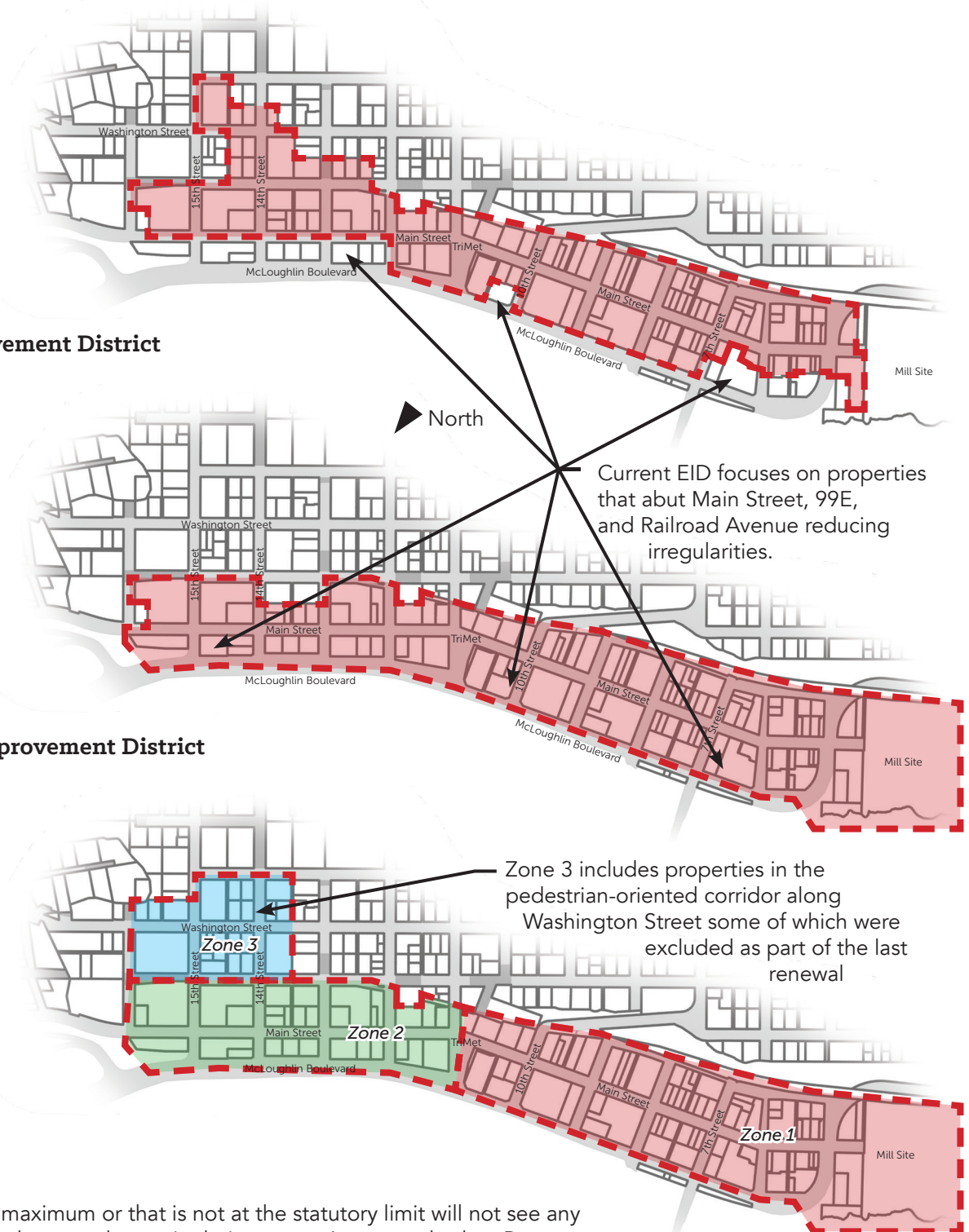
District Characteristics

124 tax lots
30.1 acres total lot area*
\$30.6 million total assessed value
(based on 2017 assessed values)

Any property assessed at the maximum or that is not at the statutory limit will not see any increase in their annual EID fee due to a change in their property's assessed value. Rates are subject to a 3% annual increase beginning in 2020.

Figures are based on publicly available data on the City's website and are estimates only. The City of Oregon City will verify all data prior to mailing out the official remonstrance notice.

*22-acre mill site and its assessment are not factored into average annual assessment per acre. Mill site not factored into total lot area.



Downtown Oregon City Association Quick Facts

In 2014, the Economic Improvement District supported more than 54% of DOCA's expenses. A lower assessment was negotiated in 2015 as a result of limited services. Over the last three years, DOCA has worked hard to provide services supported by grants, savings, and other fundraising - growing the overall organization substantially but not diminishing the importance of the EID to fund projects that primarily benefit property owners. Began in 2015, the Clean Team provides 20 hours per week of district litter removal and cleaning which was funded by a grant until 2017. In 2015 and 2016, installation and maintenance of street tree lights were funded by a grant. Both of these popular programs are currently being subsidized by DOCA's reserve funds. The renewal of the EID supports the continuation and expansion of Clean & Safe programs such as the Clean Team and growing efforts to address impacts from homelessness and transient populations, year-round street tree lighting in Zone 1, and enhanced business and economic development services throughout the Downtown.

Statement of Activity (Jan - Dec)

Comparison of when last EID renewal began to current EID renewal year.

Revenue	2014	2018 Est.
City Partnership Contribution	\$50,000	\$60,000
Event & Marketing Income (after COGS)	\$18,000	\$135,000
EID (after City admin fee) <small>With approval of proposed EID, 2018 will have two pro-rated assessments. 2019 will be the first full-year assessment of the proposed EID.</small>	\$112,000	\$70,000
Memberships		\$15,000
Donated Facilities and other Donations	\$11,000	<small>donations part of event & marketing income</small>
Other Grants	\$7,000	TBD
Other Contracts (Rediscover the Falls)		\$12,000
Elevator Staffing Contract		\$130,000
Travel Oregon Grant		\$50,000
Oregon Main Street Property Grant <small>Remainder of 2017 grant supporting projects on Railroad Avenue.</small>		\$40,000
<i>Transfer from Reserve Fund</i>	\$10,000	\$33,000
Total	\$208,000	\$542,000

Expenses	2014	2018 Est.
Clean Team & Street Tree Lights <small>Began grant supported Clean Team in Q4 2015. Grant ended Q2 2017.</small>		\$30,000 <small>includes 0.5 FTE</small>
Events & Marketing <small>Hired Events & Marketing Coord. Q4 2014. 0.25 FTE 2014, 1 FTE 2015</small>	\$41,000 <small>includes 0.25 FTE</small>	\$120,000 <small>includes 1.0 FTE</small>
Elevator Operations <small>Hired four staff to support Municipal Elevator staffing contract.</small>		\$100,000 <small>includes 2.75 FTE</small>
Other Payroll (includes project management) <small>1 FTE, Exec. Dir in 2014; 2.3-2.5 FTE in 2018 with Office Administrator and Community & Volunteer Coordinator. Added healthcare in 2017.</small>	\$71,000 <small>includes 1.0 FTE</small>	\$160,000 <small>includes 2.5 FTE</small>
Facilities, Rent, & Equipment	\$10,000	\$22,000
Operations & Information Technology	\$4,000	\$10,000
Insurance, Accounting, Travel, & Other	\$10,000	\$13,000
Travel Oregon Grant Project (no management)		\$50,000
Oregon Main Street Property Grant <small>Lighting, signage, & facade enhancements to 3 buildings on RR Ave.</small>		\$40,000
Other Grant Funded Projects <small>Completion of Illuminate Oregon City projection on Elevator in 2014.</small>	\$30,000	TBD
Market Research, Branding, New Website	\$42,000	<small>part of events & marketing and operations</small>
Total	\$208,000	\$542,000

Est. Ending Cash & Receivables after Liabilities \$144,000 \$90,000

*All numbers are rounded and approximate for illustrative purposes only.
2018 Calendar Q1 & Q2 are based on adopted fiscal year budget. Q3 & Q4 are projected.*

Staff

DOCA employs 9 individuals that support 50+ projects and programs annually.

Core Programs — 3.8 Full Time Equivalent (FTE)

Executive Director — (1) 1.0 FTE

Events & Marketing Manager — (1) 1.0 FTE

Volunteer & Community Coordinator — (1) 0.8 FTE

Office Administrator — (1) 0.5 FTE

Clean Team Associate — (1) 0.5 FTE

Elevator Operations — 2.5 Full Time Equivalent

Elevator & Visitor Services Manager — (1) 1.0 FTE

Elevator Guides — (3) totaling approx. 1.5 FTE

Governance

DOCA is governed by a 13-member board of directors representative of EID ratepayers, business members, and community members. Its bylaws require a minimum of 2-3 EID ratepayer seats based on the percentage that the EID represents of DOCA's total budget. There cannot be a majority of any one class of member.

History

2007 – Founders began meeting to discuss Main Street program.

2008 – Joined National Main Street Center

2008 – Designated by Oregon Main Street

2009 – Incorporated as non-profit

2011 – Granted 501(c)3 status

2011 – Accredited by National Main Street Center

2011 – Initial Economic Improvement District formed

2014 – Renewal of initial EID unsuccessful with entities representing 42% of district assessment remonstrated

2015 – Renegotiated EID with new boundaries, cap, and rate is successful with only 2% remonstrance

2017 – Oregon City Municipal Elevator Staffing Contract

2017 – Business Services Contract with Rediscover the Falls, Inc.

2017 – Downtown Oregon City named Top-Ten Semi-Finalist for the Great American Main Street Awards

2017 – Began outreach for EID renewal including distributing PULSE survey about programs and written objection or support forms.

2018 – Renewal year for EID