



CITY OF OREGON CITY CITY COMMISSION SPECIAL MEETING - CITY SPONSORED EVENT GRANT AWARDS AGENDA

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Wednesday, April 2, 2025 at 6:00 PM

Typically there are no public comments at special meetings, but written comments are accepted by:

- Email recorderteam@orc.city.org (deadline to submit written testimony via email is 3:00 PM on the day of the meeting)
- Mail to City of Oregon City, Attn: City Recorder, P.O. Box 3040, Oregon City, OR 97045
- You may also attend this meeting by watching the livestream on the City's YouTube Channel:

<https://www.youtube.com/user/CityofOregonCity>

1. CONVENE MEETING AND ROLL CALL

2. GENERAL BUSINESS

- a. City-Sponsored Public Event Proposals
- b. Potential Award of Public Event Grants

3. ADJOURNMENT

ADA NOTICE

The location is ADA accessible. Hearing devices may be requested from the City Recorder prior to the meeting. Individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503-657-0891.

Agenda Posted at City Hall, Pioneer Community Center, Library, City Website.

Video Streaming & Broadcasts: The meeting is streamed live on the [Oregon City's website](#) and available on demand following the meeting. The meeting can be viewed on Willamette Falls Television channel 28 for Oregon City area residents as a rebroadcast. Please contact WPMC at 503-650-0275 for a programming schedule.



CITY OF OREGON CITY

625 Center Street
Oregon City, OR
97045
503-657-0891

Staff Report

To: City Commission **Agenda Date:** April 2, 2025
From: James Graham, Economic Development Manager

SUBJECT:

City-Sponsored Public Event Proposals

STAFF RECOMMENDATION:

Review the various public event proposals submitted for potential funding under the City-Sponsored Public Event Program.

EXECUTIVE SUMMARY:

The City-Sponsored Public Event program did not have sufficient funding for any new applications. On March 5, 2025, staff recommended that the City Commission approve \$50,000 from Transit Lodging Tax funds immediately for the City-Sponsored Public Event Program. The City Commission was made aware that if the proposed funding for this program occurred now or within the current FY 2024/2025 fiscal year, the remaining balance would be carried forward to fiscal year 2025/2026.

The City of Oregon City will provide grants to non-profit organizations as well as for-profit businesses that produce events that are open and accessible to the public. Such events require the use of public rights-of-way and/or use of publicly owned facilities. The total grant funding request for ROUND ONE of program funding under the City-Sponsored Public Event is \$36,000.00.

BACKGROUND:

With the close of the 2023/2025 Biennium Budget, funding balances for various City programs and initiatives are appropriately being depleted, including the City-Sponsored Public Event Program. The program did not have sufficient funding for any new applications.

In that special event organizers are seeking funding for events just prior to the end of the current fiscal year (2024/2025) as well as for events scheduled to take place shortly after the beginning of the new biennium (July 1, 2025), the City-Sponsored Public Event Program needs immediate funding to address the pending need. Staff were directed to come up with an option or options to address the immediate need for event funding.

On March 5, 2025, staff recommended that the City Commission approve \$50,000 from Transit Lodging Tax funds immediately for the City-Sponsored Public Event Program. The Commission was made aware that although the proposed funding for this program would occur within the FY 2024/2025 fiscal year, the remaining balance will be carried forward to

fiscal year 2025/2026 for any new applications.

The City-Sponsored Public Event Program

City-Sponsored Public Events are recognized by the City of Oregon City as events that enhance the growth and development of the community's tourism industry and help solidify its brand. Generally, such activities should occur on a reoccurring basis. However, the City Commission of Oregon City reserves the right to fund a one-time public event if it is deemed worthy of subsidizing. City-Sponsored Public Events are well-organized and well-publicized events that attract 1,000 to 5,000+ tourists from across the region.

The City of Oregon City will provide grants to non-profit organizations as well as for-profit businesses that produce events that are open and accessible to the general public. Such events require the use of public rights-of-way and/or use of publicly owned facilities.

To obtain City-Sponsorship Program funding, it will be necessary for the public event organizer/producer ("the applicant") to meet all applicable eligibility criteria.

Major Eligibility Criteria of the Grant Agreement

- The program will provide up to 60% of eligible project costs, up to \$12,000 max.
- Advance payment of seventy percent (70%) may be granted.
- The approving board reserves the right to allocate a lower percentage and dollar amount.
- Paid invoices and/or receipts are required to substantiate expenditures against eligible costs. All receipts are required no less than 60 days after the event has ended.
- Public event organizers that incur costs without presenting eligible paid invoices and/or receipts will be required to reimburse the City.
- Event organizers are accountable and responsible for presenting receipts and/or paid invoices that equal the grant award cited in the City-Sponsorship Agreement. If expenses are less than expected, organizers will reimburse the City for the difference.
- The City reserves the right to hold back 30% of the grant award until all paid invoices and/or receipts are presented against eligible costs.
- If the event does not take place, the event organizers will be required to repay the grant award to the City within 10 days of the cancelation.
- City Commission approval and execution of the grant agreement is contingent on the applicant obtaining all necessary permits.

Program guidelines for the City-Sponsored Public Event are included with this staff report.

The following organizations are seeking funding from the City-Sponsored Public Event Program:

- Downtown Oregon City Association (1st City Celebration): \$12,000

First City Celebration

July 26, 2025, 11:00 am to 6:00 pm.

- Three Rivers Artist Guild (Oregon City Festival of the Arts): \$12,000

Oregon City Festival of the Arts

August 9 -10, 2025, 9:00 am to 4:00 pm each day

- Oregon City Car Show: \$12,000

Oregon City Car Show LLC

May 24, 2025, 11:00 am to 2:00 pm

Staff review of the various event proposals are attached to this staff report.

- The Downtown Oregon City Association

Approval recommended

- Three Rivers Artist Guild

Approval recommended with conditions (eligible insurance coverage)

- Oregon City Car Show

The applicant is projecting a loss with significant dependence on other sponsors that have yet to be secured. The event is scheduled for May 24th. Without significant progress with acquiring sufficient sponsors, the projected loss could be larger. Any approval of this application must be based on the applicant's plan as to how the deficit will be closed if the projected sponsors are not realized. Also, approval will have to be conditioned on the event organizer obtaining all required permits and recognizing the City as a major sponsor utilizing the tourism brand logo, seal and tagline, Oregon's Hometown, Welcome Home!

OPTIONS:

1. Approve City-Sponsored Public Event Proposals.
2. Approve City-Sponsored Public Event Proposals with Amendments.
3. Deny City-Sponsored Public Event Proposals and provide further direction.



CITY-SPONSORED PUBLIC EVENT GRANT PROGRAM: ROUND ONE

City-Sponsored Public Events are recognized by the City of Oregon City as events that are open to the general public. Generally, such activities should occur on a reoccurring basis; however, the City Commission of Oregon City reserves the right to fund a one-time public event if they deem of subsidizing.

City-Sponsored Public Events are designed to enhance the growth and development of the community's tourism industry and help solidify its brand. City-Sponsored Public Events are well-organized and well-publicized events that attract 1,000 to 5,000+ tourists from across the region.

The City of Oregon City will provide grants to non-profit formulated organizations as well as for-profit businesses that produce events that are open and accessible to the general public. Such events require the use of public rights-of-way and/or use of publicly owned facilities.

The City-Sponsored Public Event Program is designed with the following objectives in mind:

- *Maintains accountability to the taxpayers of the community;*
- *Benefits local businesses;*
- *Supports well managed, viable existing and new public events that are designed to take place on a reoccurring basis; and*
- *Ensures transparency in the award of grant funding.*

GUIDELINES

Before filling out the application, **READ** the program guidelines and instructions.

The Economic Development Department of Oregon City has developed the following program guidelines to establish terms and conditions for **public event organizers/producers** (herein referenced as “applicant”), seeking financial support from the City to help defray the cost of producing public events designed to attract tourists from across the region.

GENERAL ELIGIBILITY

- City-sponsored Public Events are for activities that take place within the legal boundaries of Oregon City and use the public rights-of-ways and/or publicly owned facilities.
- City-sponsored public events are open to anyone and everyone that wants to attend or participate. They do not limit admittance or partnership to only a specified organization or group. (i.e., only engineers, Elks, veterans, physicians, scientists, school alumni, etc.).
- Nonprofits organizations, businesses, or individuals that are producing the public event must have commercial liability insurance. Liability Coverage: \$2,000,000 for each occurrence and \$4,000,000 for an aggregate occurrence, naming The City of Oregon City an additional insured.
- The event must obtain all required permits.
- The applicant and its collaborators must not discriminate based on race, ethnicity, age, gender, or sexual orientation.

I. ELIGIBLE APPLICANTS

To obtain City-sponsorship funding, it will be necessary for the public event organizer/producer (“the applicant”) to meet all applicable eligibility requirements:

- A. **If a non-profit**, the applicant must have a current Oregon City Business License, recognition by the US Internal Revenue Service as a 501(C)(3) nonprofit, a current registration, in good standing, with the State of Oregon, in good standing with the federal government, and with local regulatory agencies.

- B. **If a for-profit business**, applicant must have a current business registration, in good standing, with the State of Oregon and have a current business license with the City of Oregon City.
- C. Groups associated with political parties and/or organized to promote political messaging as well as religious groups organized to convey a religious message and are the primary organizers of a public event are not eligible to receive City municipal funding.
- D. All applicants must be in good legal standing with all local, state, and federal regulatory/reporting agencies and taxing authorities.

II. PROGRAM CRITERIA

To be approved for grant funding under the program the applicant must meet the following program criteria:

A. NONPROFITS THAT RECEIVE FUNDING UNDER THIS PROGRAM MAY CHARGE AN ADMITTANCE FEE FOR ATTENDEES AT THE PUBLIC EVENT BEING SPONSORED BY THE CITY.

The City-sponsored public event program is designed to help defray the cost of putting on the event not cover all associated costs.

B. FOR-PROFITS RECEIVING FUNDING UNDER THIS PROGRAM MAY NOT CHARGE AN ADMITTANCE FEE FOR ATTENDEES AT THE PUBLIC EVENT BEING SPONSORED BY THE CITY.

C. CITY-SPONSORED PUBLIC EVENTS MUST BE WELL-MANAGED AND ORGANIZED AS TO ENSURE PROGRAM RESILIENCY AND FINANCIAL STABILITY ON A CONTINUAL BASIS.

The City's financial support must result in supporting growing, stable, and viable ongoing public events that can demonstrate public support and demand.

The applicant should be prepared to demonstrate and explain the public event's financial performance. They are expected to present accurate historical financial reporting and well-prepared financial proforma of the current event being organized.



D. EVENT ORGANIZERS MUST DEVELOP A METHOD THAT HELPS TO SUBSTANTIATE ESTIMATED VISITOR ATTENDANCE LEVELS AND VISITORS' ORIGINATION.

Guessing or "eyeballing" how many visitors are in attendance is not sufficient to determine the number of visitors that are in attendance.

While it is not expected that visitor tallies be exact, it is necessary that the applicant have a method to ascertain credible estimates of visitors' attendance levels.

E. APPLICANTS MUST INVOLVE MULTIPLE VENDORS AS PARTNERS OF THE EVENT

All public event organizers must engage multiple vendors who are not subsidiaries, or affiliates of the primary organizer of the event. Whenever possible, Oregon City-based vendors should be given preference in their participation in the public event.

City-Sponsored Events are designed to spread financial benefit not only to primary organizers of the public event but to other independent participating vendors as well.

F. THE EVENT MUST BE DESIGNED TO INCREASE TOURISTS' ATTENDANCE AS WELL AS CREATE AN ENVIRONMENT WHEREBY TOURISTS ARE MOST LIKELY TO SPEND MONEY WITH EXISTING LOCAL BUSINESSES.

As a consequence of obtaining grant funding from the City, it is important that the public event is designed in such a manner that it encourages visitors to spend money at other local businesses.

Therefore, City-sponsored public events should help bolster the existing local economy and enhance the community's tourism brand.

G. THE EVENT MUST SUPPORT THE TOURISM BRAND AND IS CLOSELY ASSOCIATED WITH AND CONTRIBUTE TO THE COMMUNITY'S HOMETOWN FEEL AS WELL AS TO ITS UNIQUE COMMUNITY IDENTIFY. (OREGON'S HOMETOWN, WELCOME HOME!)

Oregon City Municipal Government should be clearly recognized as a sponsor.

Public event producers/organizers will ensure that the Oregon City Tourism Logo and brand slogan are affixed to all advertising (electronic, digital, social media, physical brochures/pamphlets, signs, event forms, A-Frames, and banners).



H. THE EVENT ORGANIZER(S)/PRODUCER(S) MUST APPLY ANNUALLY TO OBTAIN FUNDING

An evaluation of previous public events will be conducted to determine the viability of the current request for grant funding. Is the public event financially stable or growing. Is the visitors' attendance level stable or growing?

III. ELIGIBLE COSTS

A. Promotion/Marketing Costs

1. Social Media
2. Printing
3. Postage
4. Advertising

B. Fees

1. Equipment Rentals
2. Event Venue Rentals
3. Event Regulatory Permit Fees, City Fees (including street closure fees)
4. Commercial Liability Insurance Rider

C. Equipment Purchases (tents, chairs, money boxes, crowd control, speakers, signage)

D. Crowd attendance software

E. Supply Purchases (table clothes, swag, tape, staff/volunteer tee shirts etc.)

F. Security

IV. INELIGIBLE COSTS

G. Liquor, Beer, Spirits

H. Association/club fees

I. Personnel, except for security

J. Smoking or Vapor Equipment or Supplies



V. GRANT AWARD

- A. The program will provide up to 60% of eligible project costs, up to \$12,000 max.
- B. Advance payment of seventy percent (70%) may be granted.
- C. The approving board reserves the right to allocate a lower percentage and dollar amount.
- D. Paid invoices or receipts are required to substantiate expenditures against eligible costs. ***Receipts are required no less than 60 days after the event has ended.***
- E. Public event organizers that incur costs without presenting eligible paid invoices or receipts will be required to reimburse the City if funds have been distributed upfront.
- F. Event organizers are accountable and responsible for presenting receipts and/or paid invoices that equal the grant award cited in the City-Sponsorship Agreement. If expenses are less than expected, organizers will reimburse the City for the difference of the awarded amount
- G. The City reserves the right to hold back 30% of the grant award until all paid invoices and/or receipts are presented against eligible costs.
- H. If the event does not take place, the event organizers will be required to repay the grant award to the City within 10 days of the cancellation.
- I. City Commission approval, and execution of the grant agreement is contingent on the applicant obtaining all necessary permits.



VI. APPLICATION PERIOD AND PROCEDURES

- A. The application period for Round One opens on March 6, 2025 and closes March 25, 2025. The application period for Round Two opens March 27, 2025 and ends May 26, 2025.
- B. Staff review occurs when complete application is submitted.
- C. City Commission approval is required and is scheduled during the April 2 City Commission meeting. City approval for Round Two is scheduled for Commission review on June 4, 2025.
- D. Funding is granted at least 7 days after City Commission approval.
- E. A full recap report of the event with receipts will be required 60 days after the event has ended. Full recap report should include:
 - 1. Total number of attendees
 - 2. Total number of attendees that attended last year (if applicable).
 - 3. The number of people that have traveled more than 50 miles to Oregon City.
 - 4. What media outlets that were used to promote the event.
 - 5. Financial Statements (revenue and expense) from the prior year and for the current year are required.



City-Sponsored Public Event Program Staff Review

Event Information

Event Name	First City Celebration		
	Downtown Oregon		
Applicant	City Association	Event	
Organization	(DOCA)	Organizer	Juliana Allen
Address	814 Main Street		

Event Information

Event Date(s)	July 26, 2025
Event Location	Downtown Oregon City on Main Street
Funding Request	\$12,000.00 (Max under the program is \$12,000)

Application Review

PURPOSE OF THE CITY-SPONSORED PUBLIC EVENT PROGRAM

City-sponsored Public Events are designed to enhance the growth and development of the Community's tourism industry and help solidify its brand. City-sponsored Public Events are well-organized and well-publicized events that attract 1,000 to 5,000+ tourists from across the region.

PROGRAM DESCRIPTION

For the fourteenth year, the Downtown Oregon City Association is hosting Oregon's First City Celebration. The goal of the event is to celebrate Oregon's First City. The event is situated on Main Street and is open to the general public.

The goal of the event is to celebrate Oregon's First City. The event brings together the Oregon City community and visitors for a day of entertainment, shopping, and family-friendly activities. Scheduled for Saturday, July 26, from 11 AM to 6 PM and with an estimated attendance of 6,000-7,000 people. Food and merchandise vendors will be permitted to sell their wares during the event.



City-Sponsored Public Event Program Staff Review

STAFF REVIEW AND COMMENTS:

In 2023, DOCA reported that it actually netted \$17,410.00 in revenue over expenses. In 2024, the organization indicated that it netted \$6,114.00, a 57% decrease from what it projected in 2024, \$14,470. Further, in 2025 the organization is projected to net profit of \$12,400, a 103% increase.

	Projected 2025	Actual 2024	Projected 2024
Total Revenue:	\$52,200.00	\$42,210	\$49,270
Total Expenses:	\$39,800.00	\$36,096	\$27,500
Projected Net Loss:	\$12,400.00	\$6,114	\$14,470

Other Program Criteria:

- A. Nonprofits are allowed to charge a gate fee: [DOCA is charging a vendor booth fee.](#)
- B. Insurance Rider is in compliance with program guidelines.
- C. The event must be well organized to ensure program resiliency and financial stability on a continual basis: [This will be the 14th year for DOCA.](#)
- D. A methodology that helps to substantiate estimated visitor attendance levels and origin: [Attendance for First City Celebration is estimated using elevator traffic data from the Oregon City Municipal Elevator. By comparing usage during the event to typical seasonal Saturday traffic, we can determine an increase in visitors, which helps us calculate overall attendance. This method provides a reliable estimate by capturing a significant portion of pedestrian movement between downtown and the bluff.](#)
- E. Applicants must involve multiple vendors as partners of the event so as to “spread the financial benefit” beyond just the primary organizers: [At the time of this application, the event organizers stated that they had signed up 25 vendors. Participating vendors will be permitted to sale their wares to the general public, in compliance with program requirements.](#)
- F. The event must be designed to increase tourists’ attendance and encourage tourists to spend money with existing local businesses: [Event organizers state that they will be offering downtown retail and hospitality partners complimentary vendor exhibition spaces at the event as well as promotional support and co-marketing where appropriate.](#)



City-Sponsored Public Event Program Staff Review

Social media promotion will include a mix of organic and ad-supported content across Instagram and Facebook with scheduled posts highlighting event features, vendors, performers, and community partnerships. Video content, behind-the-scenes previews, and attendee testimonials will be leveraged to drive excitement and engagement. Email marketing will be deployed in phases, reaching our established subscriber base, downtown business owners, and community partners with key event updates, exclusive previews, and incentives to encourage participation. In compliance with program requirements.

- G. The event must support the tourism brand (Oregon's Hometown, Welcome Home!):
The event organizers state that they aim to attract vendors from a wide variety of local organizations and specializations

RECOMMENDATION: Approve the application conditioned on the event organizer securing all required permits.

It is noticed that DOCA, unlike other grant recipients, has not utilized the City's tourism branding logo or tagline Oregon's Hometown, Welcome Home!

Print**City-Sponsored Public Event Grant Application Round One - Submission #1612****Date Submitted: 3/13/2025****City-Sponsored Public Event Grant Application: Round One**

Before filling out the application, please read the program guidelines for City-sponsored Public Events. You may find the Guidelines [here](#).

All applications must be submitted to the Economic Development Department of Oregon City for initial review. Once approved at the staff level, applications will be forwarded to the Oregon City Commission for final disposition.

Incomplete applications will not be reviewed, nor will they move further along the process. All applications must be signed by the responsible party(ies) in charge of organizing and/or underwriting the event.

Please contact the Economic Development Dept. if you have any questions at 503-496-1552.

Name of event organizer*

Juliana Allen

Email Address*

juliana@downtownoregoncity.org

Address*

814 Main St

City*

Oregon City

State*

OR

Zip Code*

97045

Phone Number*

503-802-1640

Organization Name*

Downtown Oregon City Association

Is your organization for profit or a nonprofit? *☐ For Profit☒ Nonprofit**What is the name of the event?***

First City Celebration

Please describe the proposed event. When would it be scheduled?*

First City Celebration is an annual street festival on Main Street that brings together the Oregon City community and visitors for a day of entertainment, shopping, and family-friendly activities. Scheduled for Saturday, July 26, from 11 AM to 6 PM and with an estimated attendance of 6,000-7,000 people, this festival is a key economic driver for the downtown district. By showcasing the city's rich history, thriving business community, and growing arts scene, the First City Celebration is a community favorite. As a beloved tradition, the event fosters civic pride while attracting tourists to experience all that Oregon City has to offer. Support from the City is essential in ensuring the continued success and growth of this celebration.

Sponsor Organization Address*

814 Main Street

City

Oregon City

State

OR

Zip Code

97045

What is your organization's Tax Payer ID number? (If you are for profit, please upload a signed W-9 form in the next space)*

26-2907232

Upload a signed W-9 form (For profit only) No file chosen**Nonprofit: What is your Federal Tax Exemption Number?**

26-2907232

Oregon State Registry Number

563724-94

Oregon City Business License Number*

7286

Has this event occurred before?*☒ Yes☐ No**For profit: Do you plan on charging an admission fee?**☐ Yes☐ No**Past event: Please upload a revenue and expense report from the last event.**

DOCA 2024 FCC (1) (1).pdf

Upcoming event: Please provide your projected revenue and expenses. *

FCC Budget 2025.pdf

You may also email this information to [James Graham](mailto:James.Graham@orc.gov).**Upload the commercial liability rider naming City of Oregon City as an additional insured.**

2025 City of Oregon City COL.pdf

If you do not have the rider, please skip to the next question.

If you do not have a commercial liability waiver naming City of Oregon City as additional insured, please enter the name of the provider you intend to use and their contact information. The rider must be purchased for this request to be approved.

n/a

At the time of this application, how many vendors have signed up to attend the event?*

25

Do you anticipate holding this event again next year?*

☒ Yes

☐ No

Please describe the methodology you will use to determine the number of attendees?*

Attendance for First City Celebration is estimated using elevator traffic data from the Oregon City Municipal Elevator. By comparing usage during the event to typical seasonal Saturday traffic, we can determine an increase in visitors, which helps us calculate overall attendance. This method provides a reliable estimate by capturing a significant portion of pedestrian movement between downtown and the bluff.

How will the event be organized to ensure visitors will likely spend money with local businesses in addition to the vendors?*

In alignment with our mission to cultivate community and commerce, we prioritize connecting First City Celebration attendees with our downtown businesses. To encourage spending beyond the festival vendors, we collaborate with local retail and hospitality partners through strategic promotions, co-marketing efforts, and special incentives. Additionally, we offer complimentary vendor exhibition spaces to downtown businesses, ensuring they have a direct presence at the event. By integrating local businesses into the festival experience, we create opportunities for increased foot traffic and direct economic impact throughout the downtown district.

How will the event be organized to support the branding "Oregon's Hometown, Welcome Home"?*

First City Celebration is about the heart and heritage of Oregon City, embodying the spirit of 'Oregon's Hometown, Welcome Home.' The event highlights the richness of our community by showcasing the diverse organizations, businesses, and cultural assets that make Oregon City unique. We carefully curate a wide variety of local vendors and participants, including outdoor recreation professionals, artists and cultural groups, restaurants and hospitality businesses, and family-focused community organizations. By creating a dynamic and engaging experience, we celebrate Oregon City's past, present, and future—welcoming both residents and visitors to feel at home in our vibrant downtown.

How do you plan on promoting the event. Please be specific. What media outlets will be used, what is the outreach schedule?

We are implementing a strategic, multi-channel marketing plan to maximize engagement and attendance for First City Celebration. Our primary focus is on curated social media and targeted email campaigns, ensuring consistent and compelling messaging across multiple touchpoints. Social media promotion will include a mix of organic and ad-supported content across Instagram and Facebook with scheduled posts highlighting event features, vendors, performers, and community partnerships. Video content, behind-the-scenes previews, and attendee testimonials will be leveraged to drive excitement and engagement. Email marketing will be deployed in phases, reaching our established subscriber base, downtown business owners, and community partners with key event updates, exclusive previews, and incentives to encourage participation.

Promotion/Marketing

Total Actual Eligible Costs

Grant Request (60% of Cost)

5600

2800

Fees (rentals, permits etc.)

Total Actual Eligible Costs

20000

Grant Request (60% of Cost)

7700

Equipment**Total Actual Eligible Costs****Grant Request (60% of Cost)****Supplies****Total Actual Eligible Costs****Grant Request (60% of Cost)****Security****Total Actual Eligible Costs****Grant Request (60% of Cost)**

2500

1500

Total**Total Actual Eligible Costs****Grant Request (60% of Cost)**

28100

12000

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

I (We) certify that the information on this application is true and correct and I (We) understand that any misrepresentation of the facts will nullify the grant request and cause the application to be denied. If grant funds have been disbursed under false pretenses or misinformation, the organizers of the public event will be required to return all grant funds under this program to the City of Oregon City within 10 days or risk legal action.

Electronic Signature

Juliana Allen

Downtown Oregon City Association

Statement of Activity First City Celebration

January - October, 2024

	FCC	TOTAL
Revenue		
4330 Direct Public Grants	12,000.00	\$12,000.00
4700 Program Income		\$0.00
4702 Booth Income	13,421.25	\$13,421.25
4705 Sponsorship	16,174.25	\$16,174.25
4707 Donations	615.00	\$615.00
Total 4700 Program Income	30,210.50	\$30,210.50
Total Revenue	\$42,210.50	\$42,210.50
GROSS PROFIT	\$42,210.50	\$42,210.50
Expenditures		
Program Expenses		\$0.00
7002 Event Supplies	432.00	\$432.00
7003 Event Subcontractors	32,616.29	\$32,616.29
7005 Event Entertainment	2,400.00	\$2,400.00
7009 Event Permits & Licenses	648.00	\$648.00
Total Program Expenses	36,096.29	\$36,096.29
Total Expenditures	\$36,096.29	\$36,096.29
NET OPERATING REVENUE	\$6,114.21	\$6,114.21
NET REVENUE	\$6,114.21	\$6,114.21

Note

The financial statement presented here was not subjected to an audit, review, or compilation engagement by Ledgers Bookkeeping, LLC and we do not express an opinion, a conclusion, nor provide any assurance on them. All related notes and disclosures have been omitted.

Company name: Main Street Oregon City, Inc.

Budget name: FCC Budget 2025

Budget type: Profit and loss

Subdivide by: Class

Period: FY 2025 (Jan 2025 - Dec 2025)

FCC

Accounts	Budget totals
Total 4200 Friends of DOCA Income	\$0.00
4330 Direct Public Grants	\$12000.00
Total 4330 Direct Public Grants	\$12000.00
Total 4331 Direct Public Grants Match	\$0.00
Total 4440 Government Contracts	\$0.00
Total 4500 Merchandise Sales	\$0.00
4702 Booth Income	\$17500.00
4703 Event Merchandise Income	\$1500.00
4705 Sponsorship	\$20000.00
Total 4700 Program Income	\$39000.00
4704 Fundraising Events Contributions	\$1200.00
Total Fundraising Events	\$1200.00
Total Sales of Product Revenue	\$0.00
Total Income	\$52200.00
Total Cost of Goods Sold	\$0.00
Total 6109 Subcontractors	\$0.00
6213 Advertising	\$5600.00
6215 Insurance	\$1200.00
Total 6500 Office Expense (Office)	\$0.00
7003 Event Subcontractors	\$5000.00
7004 Event Rentals	\$20000.00
7005 Event Entertainment	\$2500.00
7009 Event Permits & Licenses	\$5000.00
Total 7000 Program Expenses	\$32500.00
7102 Volunteer Appreciation Expenditures	\$500.00
Total 8000 Grant Expenses	\$0.00
Total Company Contributions	\$0.00
Total Company Contributions-1	\$0.00
Total Payroll Expenses	\$0.00
Total Expense	\$39800.00
Total Other Income	\$0.00
Total Other Expense	\$0.00
Total Net Income	\$12400.00

Thursday, March 13, 2025 at 2:54 PM PDT



City-Sponsored Public Event Program Staff Review

Event Information

Event Name	Oregon City Festival of the Arts		
Applicant	Three Rivers Artist	Event	
Organization	Guild	Organizer	Kristen Iseri
Address	P.O. Box 2648, Oregon City, OR		

Event Information

Event Date(s)	August 9 th and 10 th 2025
Event Location	On the grounds of the End of the Oregon Trail Interpretive Center, 1726 Washington Street, Oregon City, OR
Funding Request	\$12,000.00 (\$12,000 Max.)

Application Review

PURPOSE OF THE CITY-SPONSORED PUBLIC EVENT PROGRAM

City-sponsored Public Events are designed to enhance the growth and development of the Community's tourism industry and help solidify its brand. City-sponsored Public Events are well-organized and well-publicized events that attract 1,000 to 5,000+ tourists from across the region.

PROGRAM DESCRIPTION

For the ninth year, the Three Rivers Artist Guild is presenting an arts and culture event known as the Oregon City Festival of the Arts (OCFOTA). The goal of the event is to promote visual and performing artists while highlighting Oregon City's heritage community, tourism groups, and local food and beverage vendors. Ms. Kristen Iseri is the new event organizer, and this will be her first time acting in this role.

The event will be from August 9th through the 10th, from 9:00 am until 4:00 pm each day. Ms. Iseri states that The Oregon City Festival of the Arts will feature 50+ artist booths, free art activities facilitated by Soul Flags. Live music will be organized by Oregon City Porch Fest.



City-Sponsored Public Event Program Staff Review

The End of the Oregon Trail Interpretive Center will be opening space for several artists in its gift shop, allowing tent space for other organizations to share information. The Interpretative Center may be selling alcohol on its patio. Several food trucks will be onsite.

Staff Comments:

In 2023, the event netted \$3,577.76. In 2024, net revenue was \$3,709.11. In 2024, it was projected that the applicant would make a profit of approximately \$8,000 but it only captured \$3,709.11. This year 2025, if projections hold, the organization will make a profit of \$4,225.00. At the time of this review, it is noted that there is a decrease in sponsorship from other sources compared to prior years. Event organizers are considering using the program's grant award to supplement discounts offered by community businesses to entice them to participate in offering tourists discounts. This is not an ideal use of City-Sponsored Public Event funding.

	Projected 2025	Actual 2024	Actual 2023
Total Revenue:	\$30,450.00	\$25,379	\$27,774
Total Expenses:	\$26,225.00	\$21,660	\$24,196
Projected Net Loss:	\$4,225.00	\$3,709	\$3,578

Other Program Criteria:

- A. Nonprofits are allowed to charge a gate fee: [The Guild is charging a vendor booth fee and an artist jury fee.](#)
- B. The event must be well organized to ensure program resiliency and financial stability on a continual basis: [This will be the ninth year for the Three Rivers Artist Guild, and it is slated to make a profit of approximately \\$4,000.00.](#)
- C. A methodology that helps to substantiate estimated visitor attendance levels and origin: [The event organizers state that volunteers will be posted to greet and count visitors at the entrance.](#)
- D. Applicants must involve multiple vendors as partners of the event so as to "spread the financial benefit" beyond just the primary organizers: [Program organizers state that there will 50+ vendor booths and the vendors will be permitted to sale their wares to the general public.](#)



City-Sponsored Public Event Program Staff Review

- E. The event must be designed to increase tourists' attendance and encourage tourists to spend money with existing local businesses: Event organizers are considering using the program's grant award to supplement discounts offered by community businesses to entice them to participate in offering tourists discounts. This is not an ideal use of City-Sponsored Public Event funding.

In terms of promoting the event, event organizers state that Bills board have been secured and include digital boards in Clackamas County (8 wks. leading up to event); social media including the neighborhood boards/groups that TRAG members belong to for a larger reach; window flyers; event calendars (list available upon request); Travel Oregon; KOIN community calendar; PDXpipeline; PDXmonthly; Clackamas Arts Alliance; Everout; Kink.fm; Pamplin; Eventbrite; TriMet; postcards to "occupant" lists in Oregon City; sponsor OC movies & concerts in the park. Schedule to be determined once event organizers know if grant or sponsor funds are available.

- F. The event must support the tourism brand (Oregon's Hometown, Welcome Home!): The event organizers state that a banner for the stage that reads, "Welcome Home." Also, the stage will be set up to look like a front porch in that the music will be in collaboration with OC Porchfest happening on the same day.

RECOMMENDATION: Approve the grant application conditioned on event organizer securing eligible liability insurance, i.e., \$2,000,000 each occurrence, \$4,000,000 general aggregate, designating Oregon City as the Certificate Holder and all necessary permits.

Also, the event organizer is required to utilize the tourism band logo, seal, and tagline, Oregon's Hometown, Welcome Home!

Print**City-Sponsored Public Event Grant Application Round One - Submission #1617****Date Submitted: 3/15/2025****City-Sponsored Public Event Grant Application: Round One**

Before filling out the application, please read the program guidelines for City-sponsored Public Events. You may find the Guidelines [here](#).

All applications must be submitted to the Economic Development Department of Oregon City for initial review. Once approved at the staff level, applications will be forwarded to the Oregon City Commission for final disposition.

Incomplete applications will not be reviewed, nor will they move further along the process. All applications must be signed by the responsible party(ies) in charge of organizing and/or underwriting the event.

Please contact the Economic Development Dept. if you have any questions at 503-496-1552.

Name of event organizer*

Kristen Iseri

Email Address*

kiserimba@gmail.com

Address*

PO Box 2648

City*

Oregon City

State*

OR

Zip Code*

97045

Phone Number*

503-779-8476

Organization Name*

Three Rivers Artist Guild

Is your organization for profit or a nonprofit? *☐ For Profit☒ Nonprofit**What is the name of the event?***

Oregon City Festival of the Arts

Please describe the proposed event. When would it be scheduled?*

August 9-10, 2025: 9am-4pm each day. Free community event featuring 50+ artists booths, free art activities facilitated by Soul Flags, live music organized by Oregon City Porch Fest, several food trucks, and potentially alcohol served on the patio by the Interpretive Center. The interpretive center is opening space for several artists in their gift shop which will allow for tent space for other organizations to share information (such as Clackamas Arts Alliance, Soul Flags, EOT Interpretive Center, the city, etc).

Sponsor Organization Address*

PO Box 2648

City

Oregon City

State

OR

Zip Code

97045

What is your organization's Tax Payer ID number? (If you are for profit, please upload a signed W-9 form in the next space)*

20-808898

Upload a signed W-9 form (For profit only)

No file chosen

Nonprofit: What is your Federal Tax Exemption Number?

Oregon State Registry Number

428018-94

Oregon City Business License Number*

008029

Has this event occurred before?*

☒ Yes

☐ No

For profit: Do you plan on charging an admission fee?

☐ Yes

☐ No

Past event: Please upload a revenue and expense report from the last event.

OCFOTA 2025 budget.pdf

Upcoming event: Please provide your projected revenue and expenses. *

OCFOTA 2025 budget.pdf

You may also email this information to [James Graham](#).

Upload the commercial liability rider naming City of Oregon City as an additional insured.

No file chosen

If you do not have the rider, please skip to the next question.

If you do not have a commercial liability waiver naming City of Oregon City as additional insured, please enter the name of the provider you intend to use and their contact information. The rider must be purchased for this request to be approved.

Hartford Underwriters Insurance Company (same as before)

At the time of this application, how many vendors have signed up to attend the event?*

0 - Application will open no later than 4/1/25. Already have a waitlist

Do you anticipate holding this event again next year?*

☒ Yes

☐ No

Please describe the methodology you will use to determine the number of attendees?*

Handheld counters at the entrance;

How will the event be organized to ensure visitors will likely spend money with local businesses in addition to the vendors?*

I've been reaching out to local businesses (& Juliana @ DOCA) to see how they want to advertise at the festival. Nothing specific to date. Hopefully BOGO or % off coupons. Would use grant \$ to help compensate for the discount. Example: pay the business 50% of the discount offered. I'm open to more suggestions!

How will the event be organized to support the branding "Oregon's Hometown, Welcome Home"?*

A banner for the stage that says Welcome Home and any other look and feel the city would like to include. Also, stage will be set up to look like a front porch as the music will be in collaboration with OC porchfest happening the same weekend. I've also been asking this question when I speak to businesses.

How do you plan on promoting the event. Please be specific. What media outlets will be used, what is the outreach schedule?

Bill board has been secured and includes digital boards in Clackamas County (8 wks leading up to event); social media including the neighborhood boards/groups that TRAG members belong to for a larger reach; window flyers; event calendars (list available upon request); Travel Oregon; KOIN community calendar; PDXpipeline; PDXmonthly; Clackamas Arts Alliance; Everout; Kink.fm; Pamplin; Eventbrite; Trimet; postcards to "occupant" lists in Oregon City; sponsor OC movies & concerts in the park. Schedule to be determine once we know if grant or sponsor funds are available.

Promotion/Marketing

Total Actual Eligible Costs

7405

Grant Request (60% of Cost)

4443

Fees (rentals, permits etc.)

Total Actual Eligible Costs

8200

Grant Request (60% of Cost)

4920

Equipment

Total Actual Eligible Costs

1150

Grant Request (60% of Cost)

690

Supplies

Total Actual Eligible Costs

2870

Grant Request (60% of Cost)

1722

Security**Total Actual Eligible Costs**

1500

Grant Request (60% of Cost)

900

Total**Total Actual Eligible Costs**

21125

Grant Request (60% of Cost)

12675

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

I (We) certify that the information on this application is true and correct and I (We) understand that any misrepresentation of the facts will nullify the grant request and cause the application to be denied. If grant funds have been disbursed under false pretenses or misinformation, the organizers of the public event will be required to return all grant funds under this program to the City of Oregon City within 10 days or risk legal action.

Electronic Signature

Kristen Iseri

	A	B	C	D
1		2025 projected	2024 actual	2023 Actual
2				
3	Income			
4	Jury fees	3700	1500	1625
5	booth fee	8550	7950	8400
6	food cart fees	600	750	750
7	City grants	0	8000	6875
8	grant - Clackamas Arts Alliance		0	2500
9	grant - CCR (This is Clack arts alliance)		1600	0
10	sponsor - B&B Leasing		0	1000
11	sponsor - Summit Dev		0	500
12	sponsor - Dbl J Construction		250	500
13	sponsor - Citizens Bank		0	250
14	sponsor - On Point		1000	0
15	sponsor - Soul Flags (in kind)		1	500
16	sponsor - Buels Printing (in kind)		1	250
17	sponsor - Craig Danielson		0	250
18	sponsor - The Wuest Family		0	500
19	sponsor - Yona Adams-Lawrence		250	0
20	sponsor - Lynda Orzen		250	0
21	Donation - Safeway			
22	sponsor - cash	1000		
23	sponsor - in kind	500		
24	silent auction	500	3326	3374
25	square art sale	3100		
26	refunds: Park cleaning fee	500	500	500
27	total income	18450	25378	27774
28				
29	Expenses			
30	Park fees	2700	2690	2690
31	city fees	50	50	50
32	handwashing station	330	330	
33	port. restrooms	900		

	A	B	C	D
34	Interpretive center space	300		
35	Party Factory	3400	3183	2218
36	Zapp application show fee	1100		
37	credit card fees: artists	372		
38	credit card fees: food vendor	20		
39	credit card fees: auction	128		
40	save the date postcards (print)	50	45.06	206
41	festival postcards (print)	500	466	620
42	posters (print)	30	10	30
43	a frames	250		72
44	Feather flags	600		
45	Welcome Home Banner (OC pr	300		
46	social media	500		
47	programs (print)	1500	2218	1147
48	artist surveys (print)	10	5.5	66.5
49	silent auction	10		73.5
50	Auction squares	400		
51	raffle tkt (a way to collect zip c	100		
52	Raffle prize buy from local bus	500		
53	entertainment	4000	7050	7900
54	cross street banner	100	87	83
55	light pole banner			286
56	billboard	2900	3900	3850
57	pamplin ("Buy local")	500		796
58	Travel Oregon ad	225		
59	TV advertising			2420
60	Friends of OC concerts (Sponsc	300		
61	Frinds of OC movies (sponsor)	300		
62	water & snacks	350	254.23	382.19
63	security	1500	1370.6	1286.6
64	occupant postcards (print)	1000		
65	postcard postage	1000	9.5	19.45
66	total expenses	26225	21668.89	24196.24

	A	B	C	D
67				
68	Profit/Loss	-7775	3709.11	3577.76
69				
70	Wish list			
71	Trimet marketing (min 10K)	10000		

	2025 projected	2024 actual	2023 Actual
Income			
Jury fees	3700	1500	1625
booth fee	8550	7950	8400
food cart fees	600	750	750
City grants	7775	8000	6875
grant - Clackamas Arts Alliance		0	2500
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sponsor - Summit Dev		0	500
sponsor - Dbl J Construction		250	500
sponsor - Citizens Bank		0	250
sponsor - On Point		1000	0
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sponsor - Buels Printing (in kind)		1	250
sponsor - Craig Danielson		0	250
sponsor - The Wuest Family		0	500
sponsor - Vona Adams-Lawrence		250	0
sponsor - Lynda Orzen		250	0
Donation - Safeway			
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postcard postage	1000	9.5	19.45
total expenses	26225	21668.89	24196.24
Profit/Loss	0	3709.11	3577.76

Wish list			
Trimet marketing (min 10K)	10000		



City-Sponsored Public Event Program Staff Review

Event Information

Event Name	Oregon City Car Show 2025		
Applicant	Oregon City Car Show	Event	
Organization	LLC	Organizer	Cyrus Zamani
Address	2050 Beaver Creek Rd., #101-136		

Event Information

Event Date(s)	May 24, 2025
Event Location	Oregon City Municipal Parking Lot at 12 th and Main
Funding Request	\$12,000.00 (Max under the program is \$12,000)

Application Review

PURPOSE OF THE CITY-SPONSORED PUBLIC EVENT PROGRAM

City-sponsored Public Events are designed to enhance the growth and development of the Community's tourism industry and help solidify its brand. City-sponsored Public Events are well-organized and well-publicized events that attract 1,000 to 5,000+ tourists from across the region.

PROGRAM DESCRIPTION

The Second Annual Oregon City Car Show is a single day free community event that will take place on Saturday of Memorial Day Weekend (5/24/25) from 11 am to 2 pm. Approximately 3,000 people attended the event in 2024. This year's planned activities include a 4wd Crusher Course. There will be raffle prizes for guests and trophies for award-winning vehicles. The location for the show is close to multiple local vendors, including the food vendors at Corner 14, to encourage the support of local businesses.

STAFF REVIEW AND COMMENTS:

The event organizer reported to staff that there will be approximately 100 vehicles participating in the event. Event revenue is generated by participating vehicle fees and sponsorships.

Budget Information

The total cost of the 2024 event was approximately \$12,290.58. It was the first time that the



City-Sponsored Public Event Program Staff Review

event was held, and the organizers were prepared to produce the event at a financial loss. This year's event will cost more to produce but it also expects to earn more sponsorship support than it received in 2024.

	Projections 2025	Actual 2024	Projected 2024
Total Revenue	\$26,300	\$6,959.31	\$12,975
Total Expenses	\$27,300	\$12,290.58	\$17,463
Net (Loss)	(\$1,000)	(\$5,331.00)	(\$4,488)

Other Program Criteria:

- A. Nonprofits are allowed to charge a gate fee: [The Oregon City Car Show is free and open to the public.](#)
- B. Insurance Rider is in compliance with program guidelines. [The organizer states that they will use the same insurance carrier as they did in 2024, MFE Insurance Brokerage. They plan to purchase the insurance following the completion of the Grant Agreement.](#)
- C. The event must be well organized to ensure program resiliency and financial stability on a continual basis: [While the event organizer is anticipating a financial loss of \\$1,000, this is an improvement over the first year of the event, despite having greater expenses. If the organizer can secure the kind of sponsorships that they anticipate, the show will be successful.](#)
- D. A methodology that helps to substantiate estimated visitor attendance levels and origin: [Attendance at the Car Show will be determined by using cell phone data. This data includes two important areas of information: how many visitors and where the visitors traveled before and after the event.](#)
- E. Applicants must involve multiple vendors as partners of the event so as to "spread the financial benefit" beyond just the primary organizers:
[The event is designed to encourage participants to visit local businesses, including the food cart vendors at Corner 14, other nearby restaurants and pubs and other businesses on Main Street. The event takes place around the lunch hour, starting at 11 and ending at 2.](#)
- F. The event must be designed to increase tourists' attendance and encourage tourists



City-Sponsored Public Event Program Staff Review

to spend money with existing local businesses:

The organizers plan to promote the event using social media and newspaper ads. They will partner with car club organizations, such as Avants, to directly market to a regional audience of “car people,” that is, people who belong to car clubs and seek out specific events to attend. The wide variety of cars and the “Crusher Course,” are two reasons why large attendance is anticipated.

G. The event must support the tourism brand (Oregon’s Hometown, Welcome Home!):

The Oregon City Car Show states that visitors to Oregon City come from a wide range around the region. They were able to confirm this last year using cell phone tracking data. The event organizer has agreed to feature the City of Oregon City as a primary sponsor – we will ask the Car Show to include the tourism brand in the event’s promotional materials.

RECOMMENDATION: The applicant is projecting a small loss; however, without significant progress with acquiring other revenue dollars, the projected loss could be larger. Any approval of this application must be based on the applicant’s plan as to how the deficit will be closed, particularly if projected revenue dollars are not realized.

Approval will also have to be conditioned on the event organizer obtaining all required permits and recognizing the City as a major sponsor utilizing the tourism branding logo and seal, Oregon’s Hometown, Welcome Home!

POSSIBLE OPTIONS:

1. Do not approve this application
2. Approve the application according to the existing program guidelines, provided the eligible liability threshold is met and the applicant recognizes the City as a major sponsor.
3. Approve the application with the condition that 50% of program funding will be provided once the event organizer realizes 50% of its projected revenue and the remaining program funding will be forwarded at the conclusion of the event once the event organizer has acquired 90% of the remaining projected revenue dollars.

Print**City-Sponsored Public Event Grant Application Round One - Submission #1622****Date Submitted: 3/17/2025****City-Sponsored Public Event Grant Application: Round One**

Before filling out the application, please read the program guidelines for City-sponsored Public Events. You may find the Guidelines [here](#).

All applications must be submitted to the Economic Development Department of Oregon City for initial review. Once approved at the staff level, applications will be forwarded to the Oregon City Commission for final disposition.

Incomplete applications will not be reviewed, nor will they move further along the process. All applications must be signed by the responsible party(ies) in charge of organizing and/or underwriting the event.

Please contact the Economic Development Dept. if you have any questions at 503-496-1552.

Name of event organizer*

Oregon City Car Show LLC

Email Address*

OregonCityCarShow@gmail.com

Address*

2050 beavercreek rd #101-136

City*

Oregon City

State*

Oregon

Zip Code*

97045

Phone Number*

5038061132

Organization Name*

Oregon City Car Show LLC.

Is your organization for profit or a nonprofit? *☒ For Profit☐ Nonprofit**What is the name of the event?***

Oregon City Car Show

Please describe the proposed event. When would it be scheduled?*

The Oregon City Car Show is a single day free community event on Saturday of Memorial Day Weekend (5/24/25) We coordinate about 100 show cars on display in the public parking lot in the OC Trestle District. Last year about 3000 guests came thru. This year we plan to include some activities such as a RC 4wd Crusher Course. The event is free to attend, and has a policy to not bring in vendors that would compete with the existing businesses in the immediate area. We will have raffle prizes for the guests and trophies will be awarded to the show cars based on a handful of categories.

Sponsor Organization Address*

2050 beavercreek rd #101-136

City

Oregon City

State

Oregon

Zip Code

97045

What is your organization's Tax Payer ID number? (If you are for profit, please upload a signed W-9 form in the next space)*

99-2202624.

Upload a signed W-9 form (For profit only)

Form W-9 (Rev. March 2024) copy.pdf

Nonprofit: What is your Federal Tax Exemption Number?

Oregon State Registry Number

2246976-98

Oregon City Business License Number*

issued in May

Has this event occurred before?*

☒ Yes

☐ No

For profit: Do you plan on charging an admission fee?

☐ Yes

☒ No

Past event: Please upload a revenue and expense report from the last event.

Carshow Budget 2024 - Google Sheets.pdf

Upcoming event: Please provide your projected revenue and expenses. *

Carshow Budget 2025 - Google Sheets copy.pdf

You may also email this information to [James Graham](mailto:James.Graham@orc.gov).

Upload the commercial liability rider naming City of Oregon City as an additional insured.

Choose File No file chosen

If you do not have the rider, please skip to the next question.

If you do not have a commercial liability waiver naming City of Oregon City as additional insured, please enter the name of the provider you intend to use and their contact information. The rider must be purchased for this request to be approved.

MFE Insurance Brokerage

At the time of this application, how many vendors have signed up to attend the event?*

3

Do you anticipate holding this event again next year?*

☒ Yes

☐ No

Please describe the methodology you will use to determine the number of attendees?*

Cell phone tracking

How will the event be organized to ensure visitors will likely spend money with local businesses in addition to the vendors?*

we do not allow competing vendors to the immediate businesses

How will the event be organized to support the branding "Oregon's Hometown, Welcome Home"?*

Oregon City is prominently displayed within the name of the event and the city logo will be included as a Presenting Sponsor on the Website and within our marketing.

How do you plan on promoting the event. Please be specific. What media outlets will be used, what is the outreach schedule?

We use social media, tv and newspaper. We also work with some car club groups such as Avants to direct market to car people across the west coast.

Promotion/Marketing

Total Actual Eligible Costs

4638.51

Grant Request (60% of Cost)

2783.11

Fees (rentals, permits etc.)

Total Actual Eligible Costs

9297

Grant Request (60% of Cost)

557820

Equipment

Total Actual Eligible Costs

Grant Request (60% of Cost)

Supplies

Total Actual Eligible Costs

4902.99

Grant Request (60% of Cost)

2941.79

Security

Total Actual Eligible Costs	Grant Request (60% of Cost)
1470	882

Total	Total Actual Eligible Costs	Grant Request (60% of Cost)
	20308.5	12000

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

I (We) certify that the information on this application is true and correct and I (We) understand that any misrepresentation of the facts will nullify the grant request and cause the application to be denied. if grant funds have been disbursed under false pretenses or misinformation, the organizers of the public event will be required to return all grant funds under this program to the City of Oregon City within 10 days or risk legal action.

Electronic Signature

Cyrus Zamani

<u>Who</u>	<u>Why</u>	<u>Amount</u>	<u>Realized</u>
City of Oregon City	Presenting Sponsor	\$12,000.00	
	Presenting Sponsor	\$5,000.00	
Party Factory	Event Sponsor	\$2,000.00	\$2,000.00
Avants (in kind)	Event Sponsor	\$0.00	
	Event Sponsor	\$400.00	
	Event Sponsor	\$400.00	
CCC Auto Program	Vendor Booth	\$500.00	
	Vendor Booth	\$500.00	
	Vendor Booth	\$500.00	
	Game Sponsor Demo Derby	\$500.00	
Hobby Town	Game Sponsor Crusher	\$800.00	
CCC Auto Program	Game Sponsor Fire Drill	\$1,000.00	
Car Entrys	Car Entrys	\$2,700.00	
	Total	\$26,300.00	\$2,000.00

Item	Category	#	Qty	#	Cost	#	sub	Source
	Gross Cost		Grant Eligible					
Fees	\$9,297.00		\$5,578.20					
Supply Purchases	\$4,902.99		\$2,941.79					
Staff	\$6,300.00							
Promotion & Marketing	\$4,638.51		\$2,783.11					
Other	\$684.00							
Security	\$1,470.00		\$882.00					
				Total Gross Budget:				
						\$27,292.50		
				Total Grant Request				
						\$12,000.00		

Item	Category	#	Qty	#	Cost	#	sub	Source
OFFEA Conference	Other	1			235.00		235.00	Participant F...
Avantis Membership	Other	1			149.00		149.00	Participant F...
Permit Cost	Fees	1			398.00		398.00	Grant
insurance	Fees	1			1,500.00		1,500.00	Grant
City License	Fees	1			50.00		50.00	Grant
State License	Fees	1			100.00		100.00	Grant
Portable Toilets	Fees	1			770.00		770.00	Grant
Tax Prep	Fees	1			559.00		559.00	Participant F...
Equipment Rental tables, shade	Fees	1			5,700.00		5,700.00	Grant
tent permit	Fees	1			100.00		100.00	Grant
Crowd safety cert	Fees	6			20.00		120.00	Grant
Squarespace Website annual	Promotion & Marketing	1			195.00		195.00	Grant
Squarespace website off season	Promotion & Marketing	1			225.00		225.00	Grant
Posters and business cards	Promotion & Marketing	1			104.00		104.00	Participant F...
OCB free beers	Other	1			300.00		300.00	Sponsor
Flags for truck	Promotion & Marketing	1			1,000.00		1,000.00	Participant F...
meta advertising	Promotion & Marketing	1			850.00		850.00	Sponsor
fiverr Graphic design	Promotion & Marketing	1			200.00		200.00	Grant
Canby Graphics update 4 banners	Promotion & Marketing	1			1,000.00		1,000.00	Grant
Dash card budget (buels)	Promotion & Marketing	200			1.00		200.00	Sponsor
Posters (buels)	Promotion & Marketing	100			1.00		100.00	Sponsor

<u>Item</u>	<u>Category</u>	<u>#</u>	<u>Qty</u>	<u>#</u>	<u>Cost</u>	<u>#</u>	<u>sub</u>	 <u>Source</u>
Office Depot	Promotion & Marketing	1			83.06			
Precision Roller	Promotion & Marketing	1			58.39			
Photographer	Promotion & Marketing	1			650.00		650.00	
Semi Truck Rental	Promotion & Marketing	1			114.51		114.51	
- Napa Auto Parts	Promotion & Marketing	1			89.93			
- Napa Auto Parts	Promotion & Marketing	1			4.58			
- AutoZone	Promotion & Marketing	1			20.00			
Security 6 staff 10-2	Security	1			750.00		750.00	
Flagers 4	Security	4			180.00		720.00	
Staff	Staff	300			20.00		6,000.00	
Lunch for staff/volunteers ice hou:	Staff	1			300.00		300.00	
horse mats	Supply purchases	1			72.99		72.99	
Fuel	Supply purchases	1			50.00		50.00	
Awards	Supply Purchases	15			25.00		375.00	
amazon parts for trophies	Supply Purchases	1			75.00		75.00	
Game Supplies Crusher Course	Supply Purchases	4			220.00		880.00	
Game Supplies Car Races	Supply Purchases	1			400.00		400.00	
Game Supplies Fire Drill Clock	Supply Purchases	1			100.00		100.00	
Game Supplies Fire Drill cars	Supply Purchases	1			1,000.00		1,000.00	
Knife River (concrete blocks)	Supply Purchases	20			97.50		1,950.00	

Oregon City Car Show 2024 Actuals

			Gross Costs		Grant Amount?	Entry Fees
			13550.58		6000	959.31
Item	Category	Qty	Cost	sub	One time y/n	Grant
clackamas steel	Promotion & Marketing	1	87.55	87.55	y	y
Posters and business cards	Promotion & Marketing	1	104	104	n	y
OCB free beers	Promotion & Marketing	1				
penske rental	supply purchases	1	183.5	183.5		
Lunch for staff/volunteers	Fees	1	192.5	192.5		
Fuel	Supply purchases	1	38.36	38.36		
Awards	Supply Purchases	15	18	270	n	Y
Advertising	Promotion & Marketing	1	200	200	n	Y
meta advertising	Promotion & Marketing	1	850	850	n	y
Permit Cost	Fees	1	398	398	n	Y
amazon for trophies	Supply Purchases	1	75	75	n	Y
Security 4 staff 10-2	Security	1	512	512	n	Y
insurance	Fees	1	1142	1142	n	y
City License	Fees	1	50	50	n	y
State License	Fees	1	100	100	n	y
Portable Toilets	Fees	1	770	770	N	Y
Tax Prep	Fees	1	559	559	n	y
Equipment Rental	Fees	1	3000	3000	n	y
3rd fiverr revision	Promotion & Marketing	1	60	60	y	y
tent permit	Fees	1	100	100	n	y
Home Depot Recipet may 10	Supply Purchases	1	42.78	42.78	n	y
Home Depot Recipet may 10	Supply Purchases	1	47.74	47.74	n	y
horse mats	Costal Farm	1	72.99	72.99		
Canby Graphics	Promotion & Marketing	1	233	233	n	y
Canby Graphics	Promotion & Marketing	1	2,339.00	2339	n	y
dash car batch one	Promotion & Marketing	1	31.16	31.16		
Knife River		1	390	390		
Dash Card Batch 2	Promotion & Marketing	1		0		
Photographer	Taylor Balfour	1	550	550	n	n
Staff 8a-4p day of labor		8	144	1152	n	n

Total Expenses \$12,290.58
Total Eligible expenses \$11,731.58

Event Profit/Loss

Total Income \$6,959.31
Total Expenditures \$12,290.58

Loss -\$5,331.27











CITY OF OREGON CITY

625 Center Street
Oregon City, OR
97045
503-657-0891

Staff Report

To: City Commission

Agenda Date: April 2, 2025

From:

SUBJECT:

Potential Award of Public Event Grants

STAFF RECOMMENDATION:

EXECUTIVE SUMMARY:

BACKGROUND:

OPTIONS:

1. Approve Potential Award of Public Event Grants.
2. Approve Potential Award of Public Event Grants with Amendments.
3. Deny Potential Award of Public Event Grants and provide further direction.