



# City of Tigard

## City Center Development Agency Board - Agenda

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### **TIGARD CITY CENTER DEVELOPMENT AGENCY BOARD**

**MEETING DATE AND TIME:** October 2, 2012 - 6:30 p.m.  
**MEETING LOCATION:** City of Tigard - Red Rock Creek Conference Room  
13125 SW Hall Blvd., Tigard, OR 97223

#### **PUBLIC NOTICE:**

Times noted are estimated.

Assistive Listening Devices are available for persons with impaired hearing and should be scheduled for City Center Development Agency Board meetings by noon on the Monday prior to the City Center Development Agency Board meeting. Please call 503-639-4171, ext. 2410 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

Upon request, the City will also endeavor to arrange for the following services:

- Qualified sign language interpreters for persons with speech or hearing impairments; and
- Qualified bilingual interpreters.

Since these services must be scheduled with outside service providers, it is important to allow as much lead time as possible. Please notify the City of your need by 5:00 p.m. on the Thursday preceding the meeting by calling: 503-639-4171, ext. 2410 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

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SEE ATTACHED AGENDA



City of Tigard

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**MEETING DATE AND TIME:** October 2, 2012 - 6:30 p.m.

**MEETING LOCATION:** City of Tigard - Red Rock Creek Conference Room - 13125 SW Hall Blvd., Tigard, OR 97223

6:30 PM

1. CITY CENTER DEVELOPMENT AGENCY BOARD MEETING
  - A. Call to Order- City Center Development Agency
  - B. Roll Call
  - C. Call to Council and Staff for Non-Agenda Items
2. NON AGENDA ITEMS
3. RECEIVE UPDATE ON DOWNTOWN EVENTS AND MARKETING **6:35 p.m. estimated time**
4. RECEIVE UPDATE ON URBAN RENEWAL PROJECTS **7:20 p.m. estimated time**
  - **EXECUTIVE SESSION:** The Tigard City Center Development Agency will go into Executive Session to discuss real property transactions under ORS 192.660(2) (e). All discussions are confidential and those present may disclose nothing from the Session. Representatives of the news media are allowed to attend Executive Sessions, as provided by ORS 192.660(4), but must not disclose any information discussed. No Executive Session may be held for the purpose of taking any final action or making any final decision. Executive Sessions are closed to the public. **7:30 p.m. estimated time**
5. ADJOURNMENT **7:50 p.m. estimated time**

**CCDA Agenda****Meeting Date:** 10/02/2012**Length (in minutes):** 45 Minutes**Agenda Title:** Update on Downtown Events and Marketing**Submitted By:** Sean Farrelly, Community Development**Item Type:** Update, Discussion, Direct Staff      **Meeting Type:** City Center Development Agency**Information****ISSUE**

Update on Downtown Events and Marketing and Recommendations for Next Steps

**STAFF RECOMMENDATION / ACTION REQUEST**

The board of the City Center Development Agency (CCDA) is requested to receive the update.

**KEY FACTS AND INFORMATION SUMMARY****OTHER ALTERNATIVES**

At their November 15, 2011 joint meeting, the CCDA board and the City Center Advisory Commission (CCAC) discussed the CCAC's recommendation to retain a professional to assist in forming a self-sustaining downtown organization. At that time the board of the CCDA decided to scale back the proposal in favor of a more targeted technical assistance program focused on events and marketing. This type of assistance was felt to be most valuable by many businesses, due to the time requirements of organizing events.

The goal of events is to attract new customers and new small business investment to the downtown. Events also build the brand of downtown Tigard and promote its status as the central gathering place of the community.

In January 2012, Bridget Bayer, of Business Association Management (BAM) was engaged for a limited term contract to work on this project. She has worked to improve the organization of, and increase participation in, the "Third Friday" events that Downtown businesses had previously started. Working with volunteers she also organized the Downtown Tigard Street Fair on August 11. The event drew approximately 2,000 visitors to the Downtown.

Bayer will report to the Board of the CCDA on her activities and make recommendations on moving forward on Downtown Events. One recommendation is for the Tigard Area Chamber of Commerce to take on some of the tasks that Bayer had worked on. The Chamber would work with the Downtown businesses that have been involved in event planning. Preliminary discussions with the Chamber CEO have been positive and the Chamber will submit a proposal and proposed budget in the next two weeks.

**COUNCIL OR CCDA GOALS, POLICIES, MASTER PLANS**

City Council 2012 Goal 3: Downtown

**DATES OF PREVIOUS CONSIDERATION**

June 5, 2012

November 15, 2011

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**Fiscal Impact**

**Cost:** unknown  
**Budgeted (yes or no):** Yes  
**Where Budgeted (department/program):** CCDA FY12-13

**Additional Fiscal Notes:**

New proposal has not been finalized, but will be consistent with adopted Business Technical Assistance budget of \$15,000

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**Attachments**

Downtown Street Fair Event Report  
PowerPoint Presentation

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# Event Report



# Fun Facts & Photos

## Downtown Tigard Street Fair by the Numbers

- Number of Attendees: Approx. 2000
- Number of Sponsors: 5
- Number of Vendors: 33
- Number of Volunteers: 8
- Number of Activities: 7
- Number of Chalk boxes: 100
- Number of beer poured at Nano Brew Fest: 1,200+
- Number of cool cars: 3
- Number of skateboarders: 25+
- Number of bounces in the Dino Castle: ∞ (infinite)
- Number of tacos enjoyed at Rojas' Mexican Fiesta: 620
- Number of election stickers handed out: 140
- Number of Strawberry shortcakes given away: 280

The inaugural Downtown Tigard Street Fair took place on August 11, 2012. Downtown Tigard streets remained open to traffic.

There were hundreds of pedestrians moving around downtown exploring activities and shopping. There were 3 street vendor areas, a Main stage with great tunes, skate boarder demos, food throughout, Max's Fanno Creek Brew Pub's Nano Brew fest and special deals from local businesses all day long.



## JOIN US FOR OUR FIRST ANNUAL DOWNTOWN STREET FAIR

SATURDAY, AUGUST 11, 11AM TO 7PM

- **Youth Activities:**
  - Kids Bouncy Castle and Carnival Games*
  - Sidewalk Chalk Art Event* on Burnham Street
  - Skateboard Demos* at Jim Griffith Memorial Skate Park (Hall & Burnham) sponsored by Exit Real World, 3:00 p.m.
  - Venomous Reptile Museum*
- **Hot Rod & Cool Cars - Car Show** sponsored by Carquest
- **Main Street Music** at Tyler's Automotive
- **Tigard Farmer's Market Showcase**
- **Max's Fanno Creek Nano Brew Fest-Summer**
- **Dog Days Contest & Raffle** 9 to 11 a.m. at Ash Street Dog Park
- **Sidewalk Sales & Events** by Downtown Tigard Businesses
- **Burgerville Nomad Food Truck**
- **Rojas' Market Fiesta** sponsored by State Farm Insurance
- **Street Vendors**

Sponsored by:



GRAND AERIE FRATERNAL ORDER OF EAGLES #4



[www.downtowntigard.com](http://www.downtowntigard.com)

# Activities



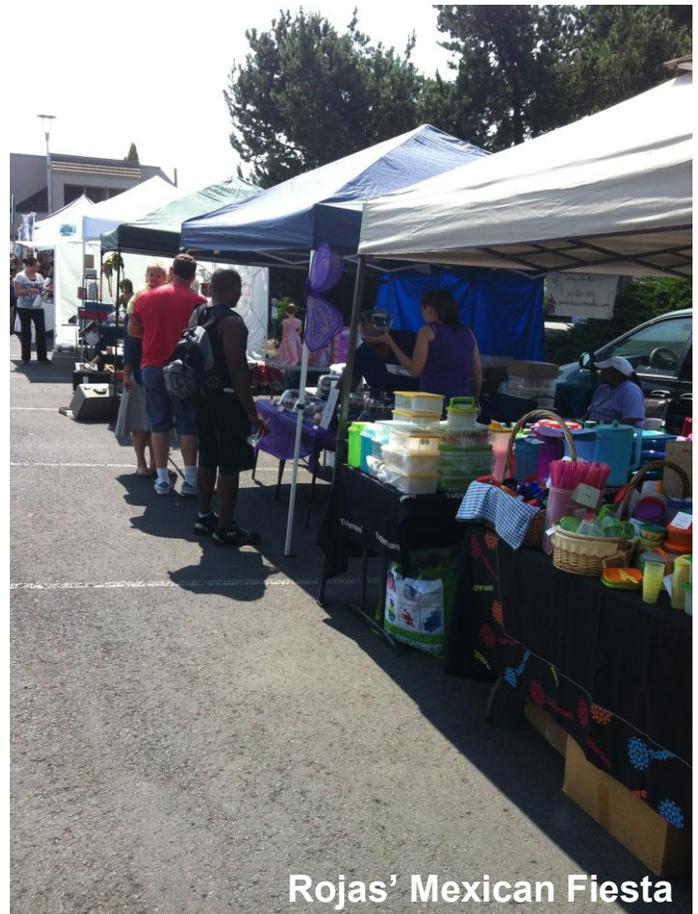
Main Stage Music



Nano Brew Fest



Burgerville Nomad



Rojas' Mexican Fiesta

## THANK YOU SPONSORS:

State Farm Insurance Mark Creevey Agency  
Max's Fanno Creek Brew Pub  
Tyler's Automotive  
Burgerville  
City of Tigard  
Tigard Times

## In Kind Supporters & Participants:

Sherrie's Jewelry Box  
Tigard Liquor Store  
Main St Stamp & Stationary  
Tualatin Valley Glass  
US Bank

Wei Li Acupuncture  
Kiss Car Wash  
Pride Disposal

## Activities

Tigard Area Chamber host  
Main Stage Music Sponsor  
Nano Brew Fest  
Hot Rod & Cool Cars  
Mexican Fiesta  
Skateboard Demos  
Chalk Art on Burnham  
Ash Street Dog Park Fun  
Tualatin Valley Fire & Rescue

## Volunteers:

David Dahle  
Deanie Bush  
Beth Harding  
Elise Shearer  
Wash Co. Sheriff's Department

## Supporters

Sherrie's Jewelry Box  
Tyler's Automotive  
Max's Fanno Creek Brew Pub  
CarQuest  
Rojas' Market & Tacqueria  
Exit Real World  
Green Streets/Main Streets  
Dog Park Committee

## Main Stage Musicians:

Kevin Dettwiler, with the Bobby Lee  
Band®  
Sophie Schulyer  
Megan James Duo  
Brent Rogers & KJ Miller Duo  
Joe Reed Denny Mellor



More pictures & info  
found at:  
[DowntownTigard.com](http://DowntownTigard.com)

# Summary of Funding

INCOME			
ACCT	ITEM	ACTUAL	NOTES
	SPONSORSHIPS	\$750.00	Burgerville, Fanno Creek, Tyler's Auto
	VENDOR SALES	\$1,225.00	
	Other Income	\$200.00	Tigard events support
<b>TOTAL INCOME</b>		<b>\$2,175.00</b>	

EXPENSE			
ACCT	ITEM	BUDGET	
	PERMITS	\$-	Tigard waived fee
	EQUIPMENT RENTAL	\$855.00	\$215 Toilets, \$275 Bouncy house, \$365 tent, T&C
	CLEANUP	\$-	Volunteers
	ENTERTAINMENT	\$575.00	\$75-\$150, 5 band
	MARKETING	\$447.50	\$31.50 stage & info signs, \$120 banners, \$296 Oregonian, \$211.4 J&B Printing
	OPERATIONS/ADMINISTRATIVE	-	In-kind thru Tigard events support
	MISCELLANEOUS	\$95.00	\$5 water, \$20 gar bags, \$70 balloons
	Fiscal Agent fee	\$193.90	TACC
<b>TOTAL EXPENSES</b>		<b>\$2,172.50</b>	
<b>NET INCOME</b>		<b>\$8.60</b>	

# Advertising & Publicity

## Print:

Posters – 200

Fliers – 500

## Publicity:

Katu.com	Aug 10
City of Tigard Cityscape	Aug 1
Oregon Live.com	Aug 7
Tigard Times	Aug 8
DowntownTigard.com	
TigardChamber.org	
Max's Fanno Creek Brew Pub website	
Tigard Neighborhood Area 3 website	
Heidi Torkko Blog	
Susan Bonamici Blog	
BAMpdx.com	
Twitter: @TigardMainSt	
FB: Facebook.com/DowntownTigardTigard	

## Advertisements:

Tigard Times	
Vendors needed	July 25
Street Fair Poster	Aug 1
Street Fair Poster	Aug 6
Times Banner Ad	Aug 6 – 11
Oregonian A&E	Aug 10

## Day-of Presence:

- Downtown Tigard banners
  - at Main Street entrances (2)
  - at Rojas Mexican Fiesta
- Sponsor signs (4) at Activity areas
- On-site check-in booth
- Main Stage PA mentions

**1ST ANNUAL DOWNTOWN TIGARD STREET FAIR AUGUST 11TH**

JOIN US FOR OUR FIRST ANNUAL  
**DOWNTOWN STREET FAIR**  
SATURDAY, AUGUST 11, 11AM TO 7PM

**FREE EVENT!**

- Youth Activities:**
  - Kids Bouncy Castle and Carnival Games
  - Sidewalk Chalk Art Event on Burnham Street
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- Tigard Farmer's Market Show**
- Max's Fanno Creek Nano Brew Fest-Summer**
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- Sidewalk Sales & Events** by D
- Burgerville Nomad Food Truck**
- Rojas' Market Fiesta** sponsored by Mark Creevey Agency
- Street Vendors**

Sponsors: **TheTir**, **TIGARD**, **Mark Creevey Agency**

www.downtowntigard.com

• FOOD • FUN • FAMILY ENTERTAINMENT

**STREET VENDORS NEEDED**

**FREE EVENT!**

**1ST ANNUAL DOWNTOWN TIGARD STREET FAIR AUGUST 11TH**

www.downtowntigard.com

To be a vendor or sponsor, contact  
Bridget at bridges@BAMpdx.com

**1ST ANNUAL DOWNTOWN TIGARD STREET FAIR AUGUST 11TH**

**FREE EVENT!**

**SATURDAY, AUGUST 11 11AM TO 7PM**

**JOIN US FOR**

- Youth Activities:**
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• FOOD • FUN • FAMILY ENTERTAINMENT

**VENDOR SPOTS AVAILABLE!**

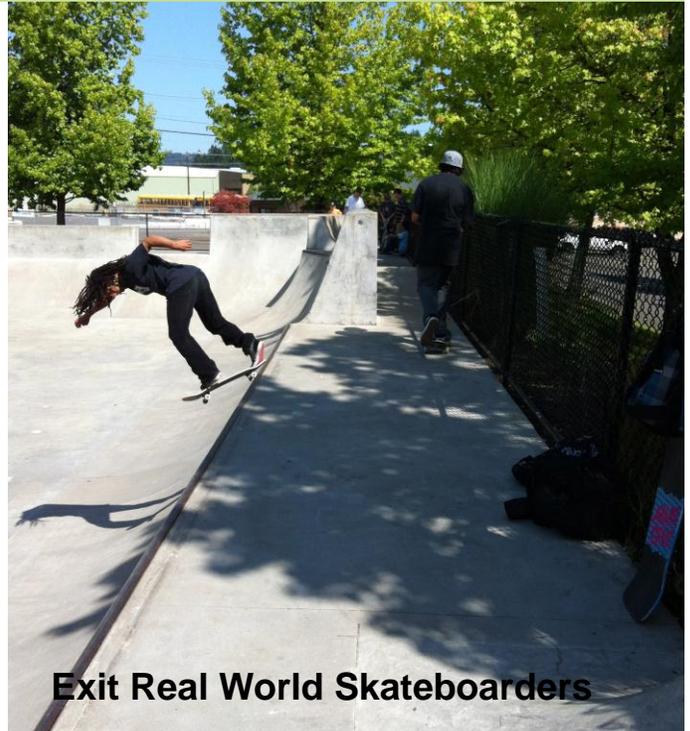
downtowntigard.com

**CLICK TO FIND OUT MORE**

# Activities



Fanno Creek Trail wanderers



Exit Real World Skateboarders



Steel Drum students



Street Vendors

# Photos



Captivated Crowds



Chalk Artists



Street Vendors



Wandering Patrons



# Downtown Tigard

**Community Development Through Events**

Business Association Management • [bampdx.com](http://bampdx.com) • (503) 290-4377



# DOWNTOWN TIGARD



## Events 2012

- Downtown Tigard Night Out – Monthly
- Downtown Tigard Street Fair – August 11
- Downtown Tigard Trick or Treating – October 31
- Downtown Tigard Tree Lighting – November 16

# DOWNTOWN TIGARD

## Downtown Tigard Night Out • 2012

<u>DATE</u>	<u>PARTICIPANT #</u>	<u>INCREASE PEDS</u>	<u>INCREASE SALES</u>
March	4 participants	2%	0%
April	12 participants	8%	3%
May	15 participants	10%	5%
June	14 participants	10%	5%
July	12 participants	12%	5%
Sept	10 participants		



# DOWNTOWN TIGARD



## Downtown Tigard Street Fair • 2012

**4 Sponsors:** Tyler's Automotive, Max's Fanno Creek Brew Pub, State Farm Insurance  
Mark Creevey Agency, Burgerville

**2 In Kind Sponsors:** Tigard Times, City of Tigard

**8 In Kind Support:** Tigard Liquor Store, Main St Stamp & Stationary, J & B Printing  
Tualatin Valley Glass, US Bank, Wei Li Acupuncture, Kiss Car Wash, Pride Disposal

**11 Activities Support:** Sherrie's Jewelry Box, Tyler's Automotive,  
Max's Fanno Creek Brew Pub, CarQuest, Rojas' Market,  
Exit Real World, CoT Green Streets/Main Streets Project,  
Know Local Media, Tigard Area Chamber of Commerce,  
Dog Park Committee, Tualatin Valley Fire & Rescue

**\$2,225 Revenues**

**\$6,500 In-kind value (Sponsors & Supporters)**

**\$2,165 Expenses**

**7,500+ Advertising impressions (Views)**





# DOWNTOWN TIGARD

## Recommendations

### Monthly Activities:

- **Tigard Night Out:** April - November
- **Networking/Trainings:** Locations in rotating businesses
- **Marketing Committee** - identity, Ad Opportunities, Promotions

### Quarterly Events:

- **Spring** - Community Clean Up? Earth Day?
- **Summer** - Street Fair
- **Fall** - Halloween
- **Winter** - Tree Lighting



# DOWNTOWN TIGARD

## Recommendations

### **Tigard Area Chamber of Commerce for Event Management:**

- Strong Fiscal Management
- Separate Downtown Committee
- Enhanced Communications:  
Website, FaceBook, Twitter,  
Existing Newsletter, Connect  
CoT Green St/Main St. Program
- Event Management Skills
- Dedicated Staff
- Local Presence: on Main Street



### **Business Association Management Advising & Coaching:**

- Event Engagement
- Business Owner Development
- Strategic Planning
- Cross Promotions



# DOWNTOWN TIGARD

## Recommendations

### Develop shared spaces for outdoor gathering use:

- Tigard Wine Crafters/Maki Japanese Restaurant/ Elvia's Studio Salon
- Max's Fanno Creek Brew Pub/Karate on Main
- Kiss Car Wash/Tyler's Automotive
- Tigardville Station
- State Farm Insurance Mark Creevey/ Computer Plus/Orient Pearl Grocery
- US Post Office
- La Fuente/Underwater Works/US Bank
- Fanno Creek Crossing
- Public Plaza





# DOWNTOWN TIGARD

## Recommendations

### Promote Anchors:

- US BANK
- LIVE LOVE GLASS
- CAFE ALLEGRO
- MUSI'S ON MAIN
- TIGARD WINE CRAFTERS
- TIGARD LIQUOR STORE
- MAX'S FANNO CREEK BREW PUB
- KARATE ON MAIN
- TYLER'S AUTOMOTIVE
- SHERRIE'S JEWELRY BOX
- MCDONALD'S





# DOWNTOWN TIGARD

## Recommendations: Mall Mentality 10•10•10

### 10 Great Food Places:

1. La Fuente Tacqueria & Restaurant
2. Café Allegro
3. Maki Japanese Restaurant
4. Max's Fanno Creek Brew Pub

### 10 Destination Retail Shops:

- |                          |                                      |
|--------------------------|--------------------------------------|
| 1. Live Laugh Love Glass | 8. Car Quest                         |
| 2. Musi's on Main        | 9. Frame Central                     |
| 3. Tigard Wine Crafters  | 10. Main Street Stamp and Stationery |
| 4. Rojas Market & Gifts  | 11. Pacific Paint & Supply           |
| 5. Sherrie's Jewelry Box | 12. Underwater Works                 |
| 6. Tigard Liquor Store   |                                      |
| 7. Tyler's Automotive    |                                      |

### 10 Places Open After 6:00pm

- |                                     |                           |
|-------------------------------------|---------------------------|
| 1. Tigardville Station              | <b>Sometimes:</b>         |
| 2. La Fuente Tacqueria & Restaurant | 6. Cross Fit P.A.W.       |
| 3. Café Allegro                     | 7. Ballroom Dance Company |
| 4. Maki Japanese Restaurant         |                           |
| 5. Max's Fanno Creek Brew Pub       |                           |



DowntownTi

# DOWNTOWN TIGARD



**Recommendations:** Successful People make Successful Downtowns

## Trainings:

- 🍌 Online Resources: Get on Google, YELP, Blogging
- 🍌 Merchandising: Sidewalk Street Appeal
- 🍌 Marketing: Selling Experience
- 🍌 Customer Appreciation: Tips & Techniques



**CCDA Agenda**

**Meeting Date:** 10/02/2012

**Length (in minutes):** 10 Minutes

**Agenda Title:** Urban Renewal Project Updates

**Submitted By:** Sean Farrelly, Community Development

**Item Type:** Update, Discussion, Direct Staff      **Meeting Type:** City Center Development Agency

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**Information**

**ISSUE**

Urban Renewal Project Updates

**STAFF RECOMMENDATION / ACTION REQUEST**

The Board of the CCDA is requested to receive the updates and provide feedback.

**KEY FACTS AND INFORMATION SUMMARY**

Staff will provide brief updates on Urban Renewal projects, including the following:

Burnham Street parking lot

Targeted Improvement Program

**OTHER ALTERNATIVES**

**COUNCIL GOALS, POLICIES, APPROVED MASTER PLANS**

Goal 3: Downtown

**DATES OF PREVIOUS COUNCIL CONSIDERATION**

Not applicable

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