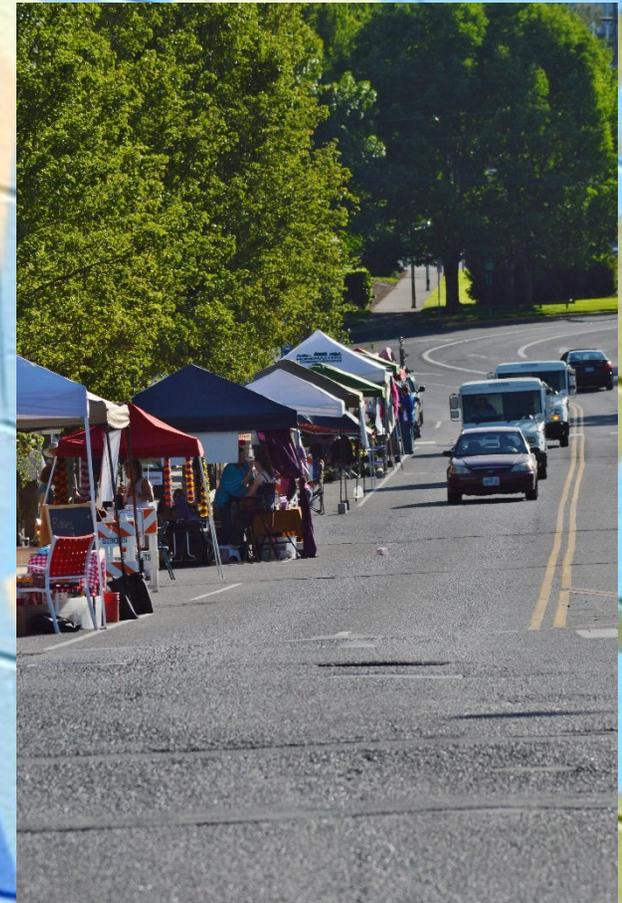


# Explore Downtown Tigard



Downtown Tigard... the Heart of Our Community

## Street Fair Update



Presented by Debi Mollahan, CEO  
Tigard Chamber of Commerce  
& Dianna Weston, DTT Events & Marketing Coordinator  
Dba Downtown Tigard



# Summary

- Great success based on vendor participation, number of activities, attendance and verbal feedback from vendors, sponsors and downtown merchants who participated!

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# Activities

- Stars Wars Oregon Cloud City Garrison opening Ceremony
- Max's Fanno Creek Brew Pub Nano Beer Fest
- Demonstrations by
  - Mask & Mirror
  - U.S. West Coast Taekwondo
  - Westside Gymnastics & Dance Academy
- Virtual Dog Contest – Coordinated by Tigard Dog Park Committee, supported by Downtown Tigard Events
- Music by
  - Joel Stevens Trio
  - The “Shwing Daddies”
- Kid Activities
  - Chalk Drawing Contest Sponsored by COT
  - Bouncy House
  - Dunk Tank
  - Facepainting through a Street Fair Vendor
- Beer Garden and remote Hispanic radio broadcast sponsored by La Fuente

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# Pics



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# Pics



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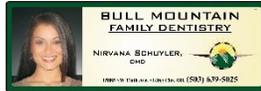
# Marketing & PR Coverage

- **Collateral Materials**
  - Save the Date Street Fair flyers for merchant distribution – several iterations
  - Posters (200+)
  - Signs – 30 lawn signs (re-usable) – Used on Main & Burnham – 3-4 weeks prior to event and up to
  - Banners (2 3'x10') at both ends of Main & 99W (up 2 weeks prior)
  - Virtual Dog Contest flyers in dog parks
- **Explore Downtown Tigard Facebook and Web Site – Began in May**
- **C.O.T. Facebook: Reasons to Attend the Street Fair (30 day countdown)**
  - [https://www.facebook.com/CityofTigard?directed\\_target\\_id=0](https://www.facebook.com/CityofTigard?directed_target_id=0)
- **Chamber Web Site (page and event calendar item)**
  - <http://www.tigardchamber.org/street-fair>
- **Unearned Media**
  - “Master” release to Tigard Times and Oregonian
  - Online and print calendar listings, blogs – Total of 9
  - Articles in Times (pre and post) – Total 2
  - Articles in Oregonian  
([http://www.oregonlive.com/tigard/index.ssf/2013/08/explore\\_downtown\\_tigard\\_street.html](http://www.oregonlive.com/tigard/index.ssf/2013/08/explore_downtown_tigard_street.html))
  - Articles in Cityscape and Neighborhood Web Sites (5 Neighborhood websites)
- **Sponsor pitch letters and personal follow ups by Elise and Josh**
- **Posts to Arts and Crafts websites for vendor pitches**
- **TDA meetings**
- **Merchant newsletters**

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# Sponsors, Supporters, Volunteers

## Sponsors



All but one a  
Chamber Member

## Thank you to our Supporters

Oregon Star Wars Cloud City Garrison, Tyler's Automotive,  
Pacific Paint, Dan Dolan, Scott-Hookland LLP, Tigard Vision  
Center, La Fuente

## Thank you to our Volunteers

Elise Shearer, Deanie Bush, Josh Paul, Tigard Rotary (~6)

Number of Volunteers: 12

Number of Volunteer Hours Contributed: 37 hours

Six of the volunteers were from the Rotary Club of Tigard

Two of the volunteers were from the CCAC

One volunteer was from the neighborhood.

One volunteer represented a downtown business

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# Key Metrics

Metric	2013	2012
Paying Vendors	47 for \$1,796	22 for \$1,175
Gross Sponsor \$'s	\$1500 (2)	\$1000 (4)
Estimated Attendees	1200-1500	Report says 2,000
In kind sponsors	5	2
Supporters	7	8
Volunteers	12	5
Financial Performance	~\$730	\$8

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# Financial Performance

P&L for Street Fair 2013

Revenue items	In Kind	Cash	Comments
Vendors	\$ -	\$ 1,795.75	
Sponsor	\$ 3,897.00	\$ 1,500.00	
Grant from COT -		\$ 700.00	Bull Mountain Family Dental, Anytime Fitness Tigard
Subtotal		\$ 3,995.75	
COT Events Support for Printing		\$333	June - Aug
<b>Total Revenue</b>	<b>\$ 3,897.00</b>	<b>\$ 4,328.75</b>	
Expense Items	In Kind	Actuals	
Fiscal Agent Fees		\$ 399.00	
Equipment (tent, Bouncy house, Dunk Tank, Porta Poi)		\$ 805.50	
Advertising/Marketing/Signs		\$ 555.00	
Music (2 groups)		\$ 800.00	
Printing (Flyers, posters, handouts, program)		\$ 464.40	
Photography		\$ 118.75	
Operations		\$ 453.61	Commission on Sponsor Sales, Paypal fees,
<b>Total Expense</b>		<b>\$ 3,596.26</b>	
In Kind Sponsors			
Advertising	\$ 1,000.00		Tigard Times, trade for Sponsorship
Banners	\$ 700.00		Manufactured & Donated by B&B printing
Stage	\$ 342.00		Sponsored by DeAngelo's Catering
5 tents, 60 chairs, 5 tables	\$ 595.00		Provided by Tigard Chamber
Emcee, set up, tear down - 1 FTE all day	\$260.00		Tigard Chamber Membership Development staff
City of Tigard	\$1,000.00		City of Tigard Permit fees waived, electrical usage, barricade provision, PA system
<b>Total In Kind Expense</b>	<b>\$ 3,897.00</b>	<b>\$ -</b>	
<b>Net Income</b>		<b>\$ 732.49</b>	
Event planning, coordination & marketing, web, social media work			<u>paid under City Contract</u>

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# Great Things

- Star Wars Cloud City Garrison – Big Hit
  - They want to come back next year, line for pics
- Main Stage Location was great!
- Doubled number of vendors
- Great in kind sponsorships
- Virtual Dog Contest was a big hit!
- Good crowds for demo's on the stage and early music
- Anecdotal feedback from vendors and merchants was better than 2012, happy
- Will be surveying for more specific, actionable feedback
- Parallel parking and sidewalks worked great for vendor locations
- Rerouted Trimet

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# Not So Great Things

- Had to relocate a vendor
- Attendance fall off after 5 p.m.
- Street open, traffic and safety hazard
- Freight train
- Need more Kid Zone activities
- Minimal DT Merchant Participation
  - Participants included: La Fuente, Rojas, LLLG, Tigardville Station, Symposium, Tigard Winecrafters, Max's, Main Street Stamp
- Physical gaps in Main Street challenged keeping North End activated
  - Primarily infrastructure limitations
- Undocumented Merchant guests (no \$)
- Volunteer Engagement



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Shwing Daddies did not draw crowds as expected

Even with a Great Event, there is always room for improvement



# Next Steps

- Surveying various groups
  - Vendors
  - Sponsors
  - Downtown Merchants
- Thank you letters going to:
  - Vendors
  - Sponsors
  - Volunteers
- Apply lessons learned to next years event
- Create time line of actions for next years event



# Changes for Next Year

- Determine impact of Main Street Green Street project and plan accordingly
- Address Main Street structural/physical gaps for better flow/activation
- Keep to 3<sup>rd</sup> Saturday – August 16<sup>th</sup>, 2014
- Change hours – end by 5 p.m.?
  - Will know more after survey results
- Leverage/partner with TDA for:
  - More Volunteer engagement
  - Improve Downtown Merchant participation, street activation
  - More sponsors – More \$'s means more marketing, paid entertainment, equipment etc.
- Kidzone
  - More kid activities and carpet landing pad
- Garner some other major attractant such as art show or car venue
- Stage improvements
  - Relocate food vendors near stage
  - Band Shell for stage, barrier around porta potty

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