

3/1/2024

Re: UBRA's TRT Funding Request for 2024

The Uptown Business & Revitalization Association, UBRA, was formed in 2008 and the same year became a participant in the Oregon Main Street, OMS, program. UBRA is a 501c3 non-profit, governed by a 5 member board of directors.

UBRA's projects include posting the American Flag along First Street on national holidays, spearheading an annual cleanup of First Street the week before the Tree Planting Festival, (April 27, 2024), beautification of Uptown by supplying and maintaining flower baskets on the light poles along First Street, and maintaining a billboard along highway 58 directing traffic to the Uptown district.

Our 2024 projects include:

- Hanging flower baskets on 1st St during the summer months
- adding a logo sign near the city welcome signs at the east and west entrances to Oakridge.
- Soliciting applicants for the biennial OMS grant for revitalizing Main Streets
- Replacing the 10 year old cover on the billboard along highway 58 owned by UBRA
- Optimizing our online presence and streamlining opportunities to seek financial support from the community
- Leveraging our partnership with Travel Lane County via cooperative advertising and utilizing shared digital assets
- Adding quarterly membership events to inspire and inform our community about opportunities for volunteering, business development, and supporting a sustainable downtown core
- UBRA is working toward establishing a storefront which would house our records and supplies; have signage indicating a physical location; offer open hours for visitor inquiries and member services
- Collaborating with Rural Development Initiatives, (RDI), on a workshop entitled, Build Your Dream Downtown to take place in spring 2024

In summary, UBRA's projects and activities are set apart from other organizations by two characteristics: year-round (24/7) impact and benefits to the Uptown businesses, residents, and community at large. Signage, web presence, and beautification is visible and functioning at all times. Whether a business joins our organization or not they benefit from the efforts described above. Once a year events are important, but UBRA is working all year.

Thank you for your consideration,

The UBRA Board of Directors



Oakridge City Administrator <cityadministrator@ci.oakridge.or.us>

UBRA's 2024 TRT / RTMP funding request and project budget

1 message

UBRA Uptown Business Revitalization Association <uptownrevitalization@gmail.com>

Fri, Mar 1, 2024 at 8:00 AM

To: Oakridge City Administrator <cityadministrator@ci.oakridge.or.us>

Hello James

I have attached our 2024 TRT (or RTMP) funding request and budget (two attached docs). This includes the project budget form and a brief description of some of our work as a local non-profit organization as well as a short description of some of the work we will be doing in 2024, and places we could use some help with funding.

Thank you for your ongoing work and for being a helpful partner to our organization. If you or the committee have any questions please feel free to contact me or anyone on the Board of Directors.



2024 UBRA TRT Project Budget and Request

Thank you

Eugene Cathcart

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President
Uptown Business and Revitalization Association (UBRA)

P.O. Box 839
Oakridge, Oregon
97463



UBRA 2024 TRT request for funds.docx

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TRT PROJECT BUDGET

Project: Oakridge Beautification and Revitalization
 Applicant: Uptown Business and Revitalization Association
 Project Address & Mailing Address: P.O. Box 839, Oakridge OR 97463
 Contact Person: Eugene Cathcart
 Phone: 541736 6424 Email address: ptbra.uptownrevitalization@gmail.com
 Fax Number: _____

Budget Category	Expenses	Dollar Amount Reimbursement Requested
Personnel	\$ volunteers operated	\$ 0
Equipment/Supplies	\$	\$
Other	\$	\$
Hanging Flower Baskets	\$ 2500	\$ 1500
Visitor Information Signage	\$ 750	\$ 750
Street light banners	\$ 2400	\$ 2400
April 2024 Uptown Cleanup	\$ 200	\$ 100
Art Walk Marketing Banners	\$ 500	\$ 500
Hwy 58 billboard refresh	\$ 1200	\$ 1000
Total	\$ 7,550 ⁰⁰	\$ 6250 ⁰⁰
Funds Requested	\$ _____	\$ 6250 ⁰⁰

Prepared by: Eugene Cathcart and the UBRA Board of Directors
 Title: President, Uptown Business and Revitalization Assn
 Signature of Point of Contact: Eug
 Title: _____

Note:
 This Project Budget must be submitted in the original grant application.

