

**CITY of LA GRANDE**  
**Urban Renewal Agency and Urban Renewal Advisory Commission**  
**Wednesday, July 7, 2021**

**Immediately Following City Council Regular Session**

**AGENDA**

The meeting will be available for viewing via the City's scheduled Charter Communications channel 180 that will begin at 6:00 p.m. on July 7, 2021, on the La Grande Alive website at <https://eoalive.tv/city-events/> or on the Eastern Oregon Alive.TV Facebook page at <https://www.facebook.com/EOAliveTV>.

**1. URBAN RENEWAL AGENCY and URAC**

- a. Call to Order
- b. Roll Call

Per ORS 192.670(1), Some Agency Members may be participating in this Regular Session by electronic communication.

**2. AGENDA APPROVAL**

**3. CONSENT AGENDA (Agency Only)**

*The Consent Agenda includes routine items of business which may be approved by one Motion of the Agency. Any Agency Member so desiring may by request remove one or more items from the Consent Agenda for individual consideration under the Unfinished or New Business portion of the Agenda.*

- a. **Consider:** Approval of Regular Session Minutes; June 2, 2021

**4. PUBLIC COMMENTS**

*Those individuals who wish to address the Council in connection with any item which is printed on tonight's Agenda may do so during the time that item is under discussion by the Council. Individuals wishing to speak to the Council about non-Agenda items may do so during this Public Comments portion of the Agenda. Please print your name and address on the Public Comments Sign-in Sheet, located on the podium. When addressing the Council, speak loudly and clearly into the Podium microphone, and state your name. In the event the Mayor does not announce a time limit for comments, each speaker is asked to confine his or her comments to three minutes in length.*

**5. PUBLIC HEARINGS**

**6. UNFINISHED BUSINESS**

**7. NEW BUSINESS**

- a. **Consider:** Appointment to Urban Renewal Advisory Commission (Agency Only)
- b. **Consider:** Awarding Funding, 2021 CALL FOR PROJECTS (Agency and URAC)
  - I. TRAVELODGE – 2215 Adams Avenue
  - II. VALLEY INSURANCE – 1603 Washington Avenue

[CLEMENTS]  
[STROPE]

**8. DISTRICT MANAGER COMMENTS**

**9. AGENCY MEMBER COMMENTS**

**10. ADJOURN**

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Sandra Patterson  
City Recorder

CITY of LA GRANDE

URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date **July 7, 2021**

**PRESENTER:** Robert A. Strope, District Manager

**AGENCY ACTION:** CONSIDER CONSENT AGENDA

- 1. MAYOR: Request Staff Report
- 2. MAYOR: Entertain Motion

**Suggested Motion:** I move we accept the Consent Agenda as presented.

OR

**Suggested Motion:** I move we accept the Consent Agenda as amended.

- 3. MAYOR: Invite Agency Discussion
- 4. MAYOR: Ask for the Vote

\*\*\*\*\*

**EXPLANATION:** A Consent Agenda includes routine items of business with limited public interest, which may be approved by one Motion of the Agency. Any Agency Member may, by request, remove any item of business from the Consent Agenda.

a. **Consider:** Approval of Regular Session Minutes; June 2, 2021

\*\*\*\*\*

**Reviewed By:** (Initial)

District Manager \_\_\_\_\_

City Recorder \_\_\_\_\_

Aquatics Division \_\_\_\_\_

Building Department \_\_\_\_\_

ED Department \_\_\_\_\_

Finance \_\_\_\_\_

Fire Department \_\_\_\_\_

Human Resources Dept \_\_\_\_\_

Library \_\_\_\_\_

Parks Department \_\_\_\_\_

Planning Department \_\_\_\_\_

Police Department \_\_\_\_\_

Public Works Department \_\_\_\_\_

**AGENCY ACTION** (Office Use Only)

Motion Passed

Motion Failed; \_\_\_\_\_

Action Tabled: \_\_\_\_\_

Vote: \_\_\_\_\_

Resolution Passed

Effective Date: \_\_\_\_\_

Ordinance Adopted

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Effective Date: \_\_\_\_\_



## CITY OF LA GRANDE

### Urban Renewal Agency Regular Session

June 2, 2021

#### *Immediately following Budget Committee Regular Session*

The meeting was available for viewing via the City's scheduled Charter Communications channel 180, on the La Grande Alive website at <https://eoalive.tv/city-events/> and on the Eastern Oregon Alive.TV Facebook page at <https://www.facebook.com/EOAliveTV>.

### **MINUTES**

#### **AGENCY MEMBERS PRESENT:**

Steve Clements, *Mayor*  
Gary Lillard, *Mayor Pro Tem*  
John Bozarth, *Agency Member*  
David Glabe, *Agency Member*  
Nicole Howard, *Agency Member*  
Mary Ann Miesner, *Agency Member*  
Justin Rock, *Agency Member*

#### **AGENCY MEMBERS ABSENT EXCUSED:**

#### **STAFF PRESENT**

Robert Strope, *District Manager*  
Sandra Patterson, *City Recorder*  
Stacey Stockhoff, *Assistant to the District Manager*  
Gary Bell, *Police Chief*  
Michael Boquist, *Community Development Director*  
Kyle Carpenter, *Public Works Director*  
Emmitt Cornford, *Fire Chief*  
Joe Fisher, *Building Official*  
Christine Jarski, *Economic Development Director*  
Heather Rajkovich, *Finance Director*  
Stu Spence, *Parks and Recreation Director*  
Anita Zink, *Human Resource Specialist*

Per ORS 192.670(1), Councilors and Staff participated in this Regular Session by electronic communication.

#### **ROLL CALL**

Mayor CLEMENTS called this Regular Session of the Urban Renewal Agency to order at 6:08 p.m.; Roll Call was taken; and a quorum was determined to be present.

#### **CONSENT AGENDA**

- a. **Consider:** Approving Regular Session Minutes; *March 3, 2021*
- b. **Consider:** Accepting "Exhibit A" for Fiscal Year 2021-2022; *Urban Renewal Agency/City Intergovernmental Agreement*

The following Motion was introduced by ROCK; HOWARD providing the Second:

**MOTION:** I move that we accept the Consent Agenda as presented.

**VOTE**

**MSC.** (unanimous)

**PUBLIC COMMENTS**

None

**PUBLIC HEARINGS**

**a. Consider: Resolution Adopting Budget,  
Making Appropriations; Fiscal Year 2021-2022**

Mayor CLEMENTS announced that the Public Hearing was Open at 6:13 p.m. on the Fiscal Year 2021-2022, Urban Renewal District Budget, as approved by the Urban Renewal District Budget Committee on May 10, 2021.

**STAFF REPORT**

Mayor CLEMENTS requested the Staff Report.

Robert STROPE, *District Manager/Budget Officer*

STROPE stated that during the Public Hearing on May 10, 2021, the Urban Renewal District (URD) Budget Committee met as advertised to consider and accept public testimony in connection with the proposed Fiscal Year 2021 – 2022, Budget. At the close of that Public Hearing, the Committee voted to certify to the County a request that \$62,078,898 in the increment value be used for the purpose of dividing taxes, approve the proposed Budget as presented and forward the Budget to the Urban Renewal Agency for adoption during a Regular Session on June 2, 2021.

STROPE also mentioned that there were only two (2) applications that were submitted for the Call for Projects (CFP) program this year.

**PUBLIC TESTIMONY**

None

Mayor CLEMENTS closed the Public Hearing on Fiscal Year 2021-2022, Urban Renewal District Budget at 6:15 p.m. and invited Agency discussion.

**AGENCY DISCUSSION**

Mayor CLEMENTS was surprised to hear that only two applications for the Call for Projects (CFP) program were received this year, but added that the decline in applications could be due to the pandemic leading some businesses to be more conservative in their decisions for starting any new projects or renovations to their businesses.

**MOTION**

The following Motion was introduced by MIESNER; HOWARD providing the Second:

**Motion:** I move that the proposed Resolution adopting the Fiscal Year 2021-2022, Urban Renewal District Budget be Read by Title Only, Put to a Vote, and Passed.

**AGENCY DISCUSSION**

None

Upon Mayor CLEMENTS' request, the City Recorder read the Proposed Resolution by Title Only.

**A RESOLUTION OF THE CITY OF LA GRANDE URBAN RENEWAL AGENCY, OF THE CITY OF LA GRANDE, UNION COUNTY, OREGON, ADOPTING THE FISCAL YEAR 2021 – 2022, BUDGET; MAKING APPROPRIATIONS; AND LEVYING TAXES [4806]**

**VOTE**

**MSC. SIX (6) of the SEVEN (7) Agency Members present voted in the affirmative; BOZARTH abstained from voting, stating he was not present at this meeting.**

**UNFINISHED BUSINESS**

None

**NEW BUSINESS**

None

**DISTRICT MANAGER COMMENTS**

In response to MIESNER's question regarding fund availability to a Call for Projects (CFP) applicant if they were to apply at a later time of the year, STROPE answered that the current CFP policy does not allow the Agency to accept out of cycle requests for projects, but the Agency could initiate a project with certain dedicated funds that were available in the Urban Renewal Budget, depending on what happens with the EDA Grant, which would be approximately \$100,000.

STROPE stated that Christine JARSKI turned in her resignation and her last day would be Thursday, June 17, 2021. STROPE thanked her for her employment, to which JARSKI stated that she enjoyed working for the City of La Grande and with the City Council/Agency. She also gave a brief status update on the current projects that she was working on and was hoping to finalize in the next couple of weeks.

With only two CFP applications received for the program this year, STROPE stated that the scoring and the presentation for approval through the Agency/Urban Renewal Advisory Commission (URAC) could be done the same night and in conjunction with the Wednesday, July 7, 2021, Regular City Council Meeting, or it could be held on Monday, July 12, 2021, by itself. A discussion was held on how to proceed with the meeting, to which it was decided that the Urban Renewal Agency and URAC would consider the funding requests in conjunction with the Regular Session City Council meeting on Wednesday, July 7, 2021.

**AGENCY MEMBER COMMENTS**

MIESNER stated that JARSKI would be missed and wished her well, to which LILLARD, Mayor CLEMENTS and ROCK also chimed in thanking her for all that she has done for the City of La Grande during her employment.

**ADJOURN**

There being no further business to come before this Regular Session of the Agency, Mayor CLEMENTS adjourned the meeting to the City Council Regular Session at 6:28 p.m.

**ATTEST:**

**APPROVED:**

\_\_\_\_\_  
Stacey M. Stockhoff  
Assistant to the District Manager

\_\_\_\_\_  
Stephen E. Clements  
Mayor

**APPROVED:** \_\_\_\_\_

CITY of LA GRANDE  
URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date: July 7, 2021

PRESENTER: Steve Clements, Mayor

AGENCY ACTION: CONSIDER URBAN RENEWAL ADVISORY COMMISSION APPOINTMENTS

1. MAYOR: Summarize Recruitment and Appointment Processes
2. MAYOR: Summarize Vacancies, as noted below
3. MAYOR: Entertain Motion

**Suggested Motion:** I move that Alana Carollo be appointed to the Urban Renewal Advisory Commission, for the remainder of a three-year term which will expire on December 31, 2023.

4. MAYOR: Invite Additional Agency Discussion
5. MAYOR: Ask for the Vote

\*\*\*\*\*

**EXPLANATION:** The five-member **Urban Renewal Advisory Commission (URAC)** is composed of members who are actively interested in curing and preventing conditions of blight and improving the physical economic and social conditions with the Urban Renewal District (URD) and meets on an as needed basis and recommends policy changes to the Agency.

**Ms. Carollo** has previously served on Urban Renewal Advisory Commission from 2018 to 2020.

Currently seated members of the Urban Renewal Advisory Commission who meet the requirements of the Resolution and the expiration of their terms is as follows: Roxie Ogilvie, 2022; and Matt Scarfo (Taxing Jurisdiction Representative), 2022.

The appointment of **Ms. Carollo** would leave two (2) vacancies, for which staff will continue to advertise.

\*\*\*\*\*

**Reviewed By:** (Initial)

District Manager	_____	Human Resources Dept	_____
City Recorder	_____	Library	_____
Aquatics Division	_____	Parks Department	_____
Building Department	_____	Planning Department	_____
ED Department	_____	Police Department	_____
Finance	_____	Public Works Department	_____
Fire Department	_____		

**AGENCY ACTION** (Office Use Only)

- Motion Passed
- Motion Failed; \_\_\_\_\_
- Action Tabled: \_\_\_\_\_  
Vote: \_\_\_\_\_
- Resolution Passed  
Effective Date: \_\_\_\_\_
- Ordinance Adopted  
First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_  
Effective Date: \_\_\_\_\_  
Second Reading: \_\_\_\_\_  
Effective Date: \_\_\_\_\_

**CITY of LA GRANDE**  
Application for Boards, Advisory Commissions and Committees

Name: Alana Garner Carollo

Street Address: [REDACTED]  
La Grande, OR 97850

Mailing Address: [REDACTED]  
La Grande, OR 97850

Preferred Phone Number: [REDACTED]

Alternate Number: n/a

Email Address: [REDACTED]

City Resident?  Yes  No

City Employee?  Yes  No

Have you previously served on any of the City's Boards/Advisory Commissions/Committees?  Yes  No

If yes, which one(s) and when? URAC, term expired 12/31/20

**Applications will be retained for 90 days, after which you will need to complete a new application for consideration to fill a vacancy.**

**Applying for:** Please indicate your preferences by putting a number in the box next to those on which you would like to serve--1 for your first choice, 2 for your second, etc.,—you may serve on two (2) plus the Budget Committee.

On how many Commissions, other than the Budget Committee, do you wish to serve?  One  Two

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> Air Quality      | <input type="checkbox"/> Building Board of Appeals        | <input type="checkbox"/> Parking, Traffic Safety, and Street Maintenance | <input type="checkbox"/> Parks and Recreation |
| <input type="checkbox"/> Arts             | <input type="checkbox"/> Community Landscape and Forestry |  |   |
| <input type="checkbox"/> Budget Committee |   |  |   |

The following Advisory Commissions have specific requirements and expectations. Please initial on the line in front of the Advisory Commission for which you are applying to indicate that you meet and agree to these requirements and expectations.

           **Landmarks** *Members appointed to the Landmarks Advisory Commission shall have a demonstrated interest, competence, or knowledge of historic preservation. At least three (3) members should be professionals from the disciplines of history, archaeology, planning, law, architecture or architectural history. An individual appointed to the Landmarks Advisory Commission shall be resident of the City or a property owner within the Historic District of the City of La Grande, Oregon; except that two (2) such members may be residents of Union County.*

           **Library** *Chapter 357 of Oregon Revised Statutes requires that a public library be governed by a Library Advisory Commission. Commission members shall be individuals who are actively interested in Library services and programs, and in all instances, serve as advocates for the Cook Memorial Library, its services and programs. The five (5) Commissioners shall serve four-year (4-year) terms.*

           **Planning** *Members of the Planning Commission are required to complete an annual Statement of Economic Interest, to be submitted to the Oregon Government Ethics Commission. ORS 227.020 provides the authority for the creation of a Planning Commission. The Commission renders final decisions in connection with certain land use procedures, unless appealed to the City Council. All five (5) members of the Commission shall reside within the Urban Growth Boundary, but only one (1) may reside outside the City limits. A member of the Planning Commission may serve no more than two (2) consecutive terms, but may again be considered for appointment after one (1) year of nonparticipation on the Commission.*

           **Union County Tourism Advisory Committee** *City appointed members to this Advisory Committee shall be either the owner or manager of a large lodging property in La Grande, or the owner or manager of a La Grande retail business or restaurant.*

Text  
Text

AGC

**Urban Renewal Advisory Committee (URAC)** An individual appointed to the Urban Renewal Advisory Commission shall be actively interested in curing and preventing conditions of blight and improving the physical, economic and social conditions within the Urban Renewal District. Members shall be residents of La Grande; or the owner of real property or a business located in the Urban Renewal District; or an elected official or highest appointed official of a taxing jurisdiction impacted by Urban Renewal. Additionally, two Commissioners must own or manage a business (though it does not need to be located in the Urban Renewal District)

**For URAC ONLY:** Do you: Own a property(ies) or business(es) in the La Grande Urban Renewal District?

Yes  No

If yes: Name of business: \_\_\_\_\_ Address: \_\_\_\_\_

Do you: Own or manage a business(es)?

Yes  No

If yes: Name of business: \_\_\_\_\_ Address: \_\_\_\_\_

Are you an elected official or highest appointed official of a taxing jurisdiction impacted by Urban Renewal?

Yes  No

If yes: Name of Jurisdiction: \_\_\_\_\_ Position: \_\_\_\_\_

Please indicate why you are volunteering and what makes you a good candidate to serve. Please include any special training, experience, education, and/or qualifications you may have that are unique or specific to the Advisory Commission/Committee for which you are applying. (Please attach no more than one additional typewritten page).

*I would like to continue serving on the Urban Renewal Advisory Committee; to continue to work with the members of URAC and the URA to assist with the physical, economic, and social conditions within the Urban Renewal District. I have recently received my M.A. in Preservation Design from Savannah College of Art and Design.*

**PLEASE RETURN YOUR COMPLETED APPLICATION TO: Stacey Stockhoff, Assistant to the City Manager, or Sandra Patterson, City Recorder; 1000 Adams Avenue/P. O. Box 670; FAX (541) 963-3333**

**Pursuant to City of La Grande Ordinance, applicants for Boards and Advisory Commissions/Committees may be subject to a background review. Please complete the following Release for Background Check. This information is for office use only and not subject to public disclosure.**

Name: Alana Garner Carollo  
Mailing/Street: [REDACTED]  
(Address) La Grande, OR 97850

Date of Birth: [REDACTED]  
Social Security #: will provide upon req.

**Signature** 

Date: May 31, 2021

For Office Use Only	
Criminal Background search completed by: _____ on _____	
<input type="checkbox"/> Eligible for Hire (negative)	<input type="checkbox"/> Further investigation recommended (positive)

## CITY of LA GRANDE

### URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date: July 7, 2021

PRESENTER:

Robert Strope, District Manager

AGENCY ACTION:

**CONSIDER FUNDING APPROVAL FOR THE 2021 “CALL FOR PROJECTS” APPLICATIONS**

1. MAYOR: Request Declarations of Conflict of Interest
2. MAYOR: Request Staff Report
3. MAYOR: Invite Agency/URAC Discussion
4. MAYOR: Announce Recess for Agency/URAC individual scoring of Discretionary Points
5. MAYOR: Reconvene the meeting and invite Staff to present scoring results
6. MAYOR: Invite Agency/URAC Discussion
7. MAYOR: **Entertain Motion:**  
**Suggested Motion:** I move approval of funding for the non-Business Park Projects as discussed (or individual votes on each project)
8. MAYOR: Ask for the Vote (URA and URAC will vote)

\*\*\*\*\*  
**EXPLANATION:** The Urban Renewal Agency advertised that it would be accepting applications for grant funding under the Fiscal Year 2021-2022 discretionary Call for Projects Program and extended the deadline given the lack of applications. The Agency received two applications. The adopted budget for this program contains \$350,000 for projects that are not located within the La Grande Business and Technology Park. There were no projects submitted for the La Grande Business and Technology Park, therefore the \$125,000 budgeted for these types of projects will not be allocated in this round of funding. Based on the applicants' stated project values, the total value for these two projects is \$724,193 with total eligible grant requests of \$150,000. Staff attributes the decrease in the number of projects and the size of projects to COVID-19 and the resulting economic situation that it created. Given the small number of projects, the decision was made to conduct the review and award during the Agency's Regular Session and include the URAC in the process per the policy as opposed to holding a separate meeting. We are also reducing the timeframe for review of the projects.

The Agency approved the current policy for this program on March 6, 2019. An important change to the Call for Projects policy in section C.3, "Once projects are evaluated and ranked per criteria in Subsection 6, available funds will be allocated to projects in order of ranking, highest to lowest, with projects receiving the full amount requested until the funding is exhausted."

The attached memo outlines the process followed with this year's applications including the total of criteria scored by Staff. Included in the Call for Projects packets that the Agency and URAC received were Scoring Sheets that are requested to be returned to the District Manager no later than **5:00 p.m. on Friday, July 1, 2021.**

Following the Staff presentation, Agency/URAC members will discuss the projects and share any information that may have been gained by individual Agency/URAC members through site visits, contact with applicants, Staff and/or members of the public. Following the discussion, Agency/URAC members will individually award up to 40 points per project using forms provided and turn them into Staff. During the Break, Staff will compile the scores and order rank the projects. Staff will display the spreadsheet showing the project scoring and funding amounts allocated as



prescribed in the Call for Projects Policy Section C.3. The Agency/URAC will then vote to approve the funding. No public comments, or comments by the applicants will be entertained during this Agenda Item. The Mayor will ask for a motion to approve project funding as discussed.

Since the requested funds are less than the amount set aside in the adopted FY 2021-2022 Budget, the Agency is reminded that it is not obligated to award all funding in the Budget. Funds for approved projects will be available immediately given the Budget has been adopted. Applicants with approved funding will be required to enter into a funding agreement with the Agency.

\*\*\*\*\*

**Reviewed By:** (Initial)

District Manager \_\_\_\_\_  
City Recorder \_\_\_\_\_  
Aquatics Division \_\_\_\_\_  
Building Department \_\_\_\_\_  
ED Department \_\_\_\_\_  
Finance \_\_\_\_\_  
Fire Department \_\_\_\_\_

Human Resources Dept \_\_\_\_\_  
Library \_\_\_\_\_  
Parks Department \_\_\_\_\_  
Planning Department \_\_\_\_\_  
Police Department \_\_\_\_\_  
Public Works Department \_\_\_\_\_

**COUNCIL ACTION** (Office Use Only)

- Motion Passed
- Motion Failed; \_\_\_\_\_
- Action Tabled: \_\_\_\_\_  
Vote: \_\_\_\_\_
- Resolution Passed  
Effective Date: \_\_\_\_\_
- Ordinance Adopted  
First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_  
Effective Date: \_\_\_\_\_



TO: Urban Renewal Agency/Urban Renewal Advisory Commission

FROM: Robert A. Strope, District Manager

DATE: June 23, 2021

RE: 2021 Call for Projects Review

As you know, the Call for Projects April 30, 2021 application deadline for FY 21-22 was extended to May 28, 2021, due to a lack of applications. Two applications were submitted totaling \$150,000 in funding requests compared to the FY 21-22 Call for Projects adopted budget of \$350,000. Both projects are eligible for the maximum award of \$75,000.

2020 Call for Projects Applications				
	Total Project	Grant Requested	Eligible Grant	Private Investment
Travelodge	\$ 157,152	\$ 75,000	\$ 75,000	\$ 82,152
Valley Insurance	\$ 567,041	\$ 75,000	\$ 75,000	\$ 492,041
<b>TOTALS</b>	<b>\$ 724,193</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ 574,193</b>

The attached packet contains the two applications submitted for review in the 2021-2022 Call for Projects grant application process. Your packet includes a current copy of the program policy which the Agency approved and specifically indicated would be used for this round of funding applications; a copy of each application with a detailed Staff report; a Staff Subtotal for the Preference Criteria Staff was assigned to score and score sheets for you to score the Business Viability and Community Comments.

As specified in the policy, the Agency normally has a total of 14 days to review the packets and may submit specific questions to Staff regarding individual applications during the first seven days. Given there are only two applications, and to avoid holding a second meeting, the Agency is reducing the timeline for this year's review. Please contact the District Manager with any questions regarding the applications prior to July 1, 2021.

Here is the timeline for this portion of the process:

June 23      Packets available to Agency/URAC  
July 1        Deadline for Agency/URAC to submit scoring sheets to Staff  
July 7        Agenda item for Regular Session

The following process was used to review the applications received by the deadline:

- Projects were reviewed to ensure they were in the Urban Renewal District.
- Applications were reviewed for completeness. Staff contacted several applicants to gather more information, discuss budgets and clarify questions.
- Project goals were reviewed to determine which one of the six Urban Renewal Plan goals the project addressed.
- Applicants were sent letters deeming their applications complete and if requested, also received a letter authorizing them to start their projects prior to funding approval at their own risk. Per the Call for Projects section C.13: ***“Funding decisions will not be based on whether or not a project has been started or completed prior to award, provided the project has been determined to be eligible for funding under this policy. Applications submitted in accordance with section 5.7 below, and/or projects underway that have otherwise met the criteria for funding consideration will be treated with equal merit to those projects that are under consideration which have not yet started.”***
- Staff evaluated the final applications and developed the attached reports which include the Staff Score for the Agency designated Preference Criteria and a recommended score for Blight.

Staff provided scores for each project based on the Agency designated Preference Criteria with the specified point availability:

**Impact on Central Business Zone**

Preference will be given to projects that have a positive impact on the Central Business Zone (CBZ) (60 points)

<b>Impact on Central Business Zone</b>	
Criteria	Total Possible Points 60
Traded Sector Business any location	50
Retail inside CBZ	45
Commercial Business outside CBZ	40
Commercial inside CBZ	35
Retail Business outside CBZ	30
<b>Additional Points for Vacancy</b>	
Occupying building in CBZ that has been vacant for more than six months	10
Occupying building that has been vacant for more than twelve months	5

**Private Investment to Public Dollars**

Preference will be given to projects with higher levels of private investment compared to public funding from any source. In calculating this, all project costs shall be considered, including elements which are not eligible uses of funds such as certain housing elements. (30 Points)

<b>Private Investment to Public Dollars</b>	
Private Investment (excluding all public funds from any source)	Total Possible Points 30
Over \$150,000	30
\$125,001 to \$150,000	25
\$100,001 to \$125,000	20
\$75,001 to \$100,000	15
\$50,001 to \$75,000	10
\$25,001 to \$50,000	5
Less than \$25,000	0

### Return on Investment

Preference will be given to projects with higher Return on Investment based on all project costs prepared by a licensed contractor in the form of an estimate or actual bid. No points will be awarded for this category if the estimates or bids are not from a licensed contractor. (50 points)

<b>Return on Investment</b>	
<b>Total Project Cost</b>	<b>Total Possible Points 50</b>
<b>Total Project Cost of 500,000+</b>	<b>50</b>
<b>Total Project Cost of 400,000</b>	<b>40</b>
<b>Total Project Cost of 300,000</b>	<b>30</b>
<b>Total Project Cost of 150,000</b>	<b>20</b>
<b>Less than 150,000</b>	<b>10</b>

As stated above, Staff provided a recommended score for blight using the following criteria and scale:

### Points for Blight

Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Undeveloped and/or bare land shall not be eligible for points under this preference category. (30 points scored by AGENCY/URAC with recommendation from staff).

<b>Points for Blight</b>	
<b>Description of Blight</b>	<b>Total Possible Points 30</b>
Potential hazard to environment or public and/or structure is unfit to occupy	30
Extensive Exterior damage to property, including structural impacts that don't rise to the level of unfit for occupancy	25
Combination of Exterior and Interior damage, deterioration, and/or dilapidation beyond the purely aesthetic	20
Property has been vacant more than five years but no other blight	15
Blight damage to exterior of property only	10
Damage to Interior of Property only	5

The following table summarizes the Staff Scores for projects and the Recommended Blight Score.

Summary of Staff Preference Criteria and Blight Recommendation			
Project Name	Project Applicant	Total Staff Score (140 Possible)	Blight Recommendation
Travelodge	Erik Ogaard	75	20
Valley Insurance	Matthew Pidcock and Joel Myer	120	10

Per the Policy and the Agency’s intent that the URAC participate in scoring of the applications with equal standing to the Agency, **the Agency and URAC are asked to submit scores no later than July 1, 2021**, using the attached scoring sheets. The Staff will add the individual Agency scores for Blight and Business Viability to these scores prior to the Special Session. Following the presentation of staff reports, the Agency and URAC will discuss the projects. Then there will be a break for the Agency and URAC to individually award their 40 discretionary points for each application. As described above, the Total Final Scores will then be used to assign a funding amount for the projects for Agency approval.

As identified in the adopted Agency General Fund Budget, \$350,000 in funding is available for the FY 2021-2022 Call for Projects Program. Note, an important change to the Call for Projects policy in section C.3 that was put in place last year: **“Once projects are evaluated and ranked per criteria in Subsection 6, available funds will be allocated to projects in order of ranking, highest to lowest, with projects receiving the full amount requested until the funding is exhausted.”**

Section G.1 specifies: “Projects should have a minimum total cost of \$10,000:

- i. City of La Grande Urban Renewal funding limits: 50% of eligible costs, up to \$50,000; \$75,000 if a majority of work performed is done with Union County vendors/contractors.

Section G.2 specifies: “Funding for projects is capped at \$75,000 as described above unless it is new construction at the La Grande Business and Technology Park on lots larger than 1 acre or lots that are owned by the Agency, in which case the project is eligible for up to ½ of total costs up to \$75,000 of funding or \$100,000 if a majority of work performed is done with Union County

vendors/contractors. *Note: There were no applications for the La Grande Business and Technology Park in this round of funding.*

While the Policy does identify the intent to fully fund projects until the funds are exhausted, the Agency/URAC could make the decision not to fund a given project if the Agency/URAC were to decide the project does not warrant funding. When the policy was adopted the potential for having more funding than applications for funding was not contemplated. This comment is **not** intended influence the decision for this round of funding nor to imply that any of the projects do not warrant consideration.

The Mayor will be asking for declarations of conflict of interest at the beginning of the Agenda Item. Those with a financial interest in any of the projects will be precluded from participating in the scoring, discussion at the work session, and any subsequent voting on the funding for all of the projects as this is a competitive program and funding decisions on one project can impact the funding of the other projects. If you have questions about whether or not you have a conflict contact me before the meeting.





## **La Grande Urban Renewal Agency (URA)**

*(Revised March 6, 2019)*

### **“Call for Projects”**

#### **(Revitalization Incentive Program)**

#### **A. Geographic Scope:**

Within the Urban Renewal District. (See Map, Exhibit A)

#### **B. Purpose**

The purpose of this policy is to direct resources within the Urban Renewal District to revitalize the La Grande Central Business Zone with the primary goals of improving the exterior of historic buildings and to provide new opportunities for locations of high-traffic retail businesses, which could include any of the following: improving accessibility issues, streetscape projects and building renovations. Additionally, the Agency will invest in public/private development partnerships throughout the District including facilitating the development of commercial and industrial parts of the District to create jobs and income which will provide economic support to the Central Business Zone.

#### **C. General Criteria**

- 1) Subject property(ies)/ project(s) must lie within the Urban Renewal District’s “Geographic Scope” referenced in Section A.
- 2) Current or prospective owner(s) or developers representing owner(s) with consent, must be willing and agreeable to undertake a building/ property restoration, redevelopment or development project.
- 3) Once projects are evaluated and ranked per criteria in Subsection 6, available funds will be allocated to projects in order of ranking, highest to lowest, with projects receiving the full amount requested until the funding is exhausted (see Sections G (1) and G (2)).
- 4) Projects located in the La Grande Business and Technology Park will be considered separately from all other projects and will have dedicated funding identified. Funding budgeted for the Business Park will not be used for projects outside the Park even if there are no eligible Business Park projects in a given fiscal year.
- 5) All projects submitted for URA funding consideration must conform to one or more projects or goals stated in the La Grande Urban Renewal Plan of 1999.
- 6) When considerations for project funding are being made, the following criteria will serve as guidelines to help evaluate and when appropriate, rank applications:



- i. Preference will be given to projects that have a positive impact on the Central Business Zone (CBZ) (60 Points scored by Staff)

<b>Impact on Central Business Zone</b>	
Criteria	Total Possible Points 60
Traded Sector Business any location	50
Retail inside CBZ	45
Commercial Business outside CBZ	40
Commercial inside CBZ	35
Retail Business outside CBZ	30
<b>Additional Points for Vacancy</b>	
Occupying building in CBZ that has been vacant for more than six months	10
Occupying building that has been vacant for more than twelve months	5

- ii. Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Undeveloped and/or bare land shall not be eligible for points under this preference category. (30 Points Scored by Agency with recommendation from Staff)

Points for Blight	
Description of Blight	Total Possible Points
Potential hazard to environment or public and/or structure is unfit to occupy	30
Extensive Exterior damage to property, including structural impacts that don't rise to the level of unfit for occupancy	25
Combination of Exterior and Interior damage, deterioration, and/or dilapidation beyond the purely aesthetic	20
Property has been vacant more than five years but no other blight	15
Slight damage to exterior of property only	10
Damage to Interior of Property only	5

- iii. Preference will be given to projects with higher levels of private investment compared to public funding from any source. In calculating this, all project costs shall be considered, including elements which are not eligible uses of funds such as certain housing elements. (30 Points Scored by Staff)

Private Investment to Public Dollars	
Private Investment (excluding all public funds from any source)	Total Possible Points 30
Over \$150,000	30
\$125,001 to \$150,000	25
\$100,001 to \$125,000	20
\$75,001 to \$100,000	15
\$50,001 to \$75,000	10
\$25,001 to \$50,000	5
Less than \$25,000	0

- iv. Preference will be given to projects with higher Return on Investment based on all project costs prepared by a licensed contractor in the form of an estimate or actual or bid. **No points will be awarded for this category if the estimates or bids are not from a licensed contractor.** (50 Points Scored by Staff)

Return on Investment	
Total Project Cost	Total Possible Points 50
Total Project Cost of 500,000+	50
Total Project Cost of 400,000	40
Total Project Cost of 300,000	30
Total Project Cost of 150,000	20
Less than 150,000	10

- v. Preference will be given to projects with high Business Viability and readiness to commence as determined in the sole discretion of the Agency. An established business that is well-capitalized, has completed construction plans, actual contractor bids, and a business plan would receive maximum points. (25 Points Scored by Agency)

<b>Business Viability and Project Readiness</b>	
Description	Total Possible Points 25
Add points for each of the following that apply:	
Business Plan included with application	5
Actual Bids instead of estimates from licensed contractors	5
Project is well-capitalized (as evidenced by letters of credit, cash vs pre-approved loan, etc.)	5
Business in existence five or more years	5
Professionally prepared construction plans and drawings	5

- vi. Preference will be given to projects based on an evaluation of the Community Comment submitted by the applicant as determined in the sole discretion of the Agency. (15 Points Scored by Agency)
  - vii. Preference will be given to projects based on an overall evaluation of the project following the Staff presentation of all projects as determined in the sole discretion of the Agency. (40 Points Scored by Agency)
  - viii. Projects initiated by the City of La Grande or the La Grande Urban Renewal Agency are exempt from these criteria.
- 7) If in the downtown, the project must include a ground-floor “storefront” to encourage retail commercial use or other uses that will drive additional foot traffic downtown.
  - 8) A third-party developer may represent the property with owner’s consent.
  - 9) Any past-due fines, taxes, fees or outstanding violations of local ordinances or permits must be addressed prior to any financial participation from the URA.
  - 10) Project applicant must enter into an agreement with the URA for performance.
  - 11) Any funds disbursed by the URA will be considered a reimbursement based on qualifying expenses submitted by the applicant unless other arrangements are made at the time of agreement.
  - 12) The applicant’s financial need, or lack thereof, will not be considered as part of the evaluation of the application. (the applicant must be able to meet the required match).
  - 13) Funding decisions will not be based on whether or not a project has been started or completed prior to award, provided the project has been determined to be eligible for funding under this policy. Applications submitted in accordance with section F. 7. below

and/or projects underway that have otherwise met the criteria for funding consideration will be treated with equal merit to those projects that are under consideration which have not yet started.

- 14) If projects are in the Historic District or otherwise are under the purveyance of the Landmarks Advisory Commission, projects must:
  - i. Receive certificate of “historic appropriateness” from the Commission prior to any final grant award and/or disbursement of funds.
  - ii. Follow “The Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.”
  - iii. Follow any and all standards and guidelines prescribed by the City of La Grande, to include 2009 STANDARDS AND GUIDELINES MANUAL FOR HISTORIC REHABILITATION AND PRESERVATION.

**D. Allowed uses of funds**

- 1) Professional design and engineering services, provided the project is completed within the terms of the agreement.
- 2) Project must comply with all relevant local, state and federal laws and codes.
- 3) Exterior façade renovations, to include:
  - i. Windows
  - ii. Doors
  - iii. Storefronts
  - iv. Awnings
  - v. Alley-facing entrances
  - vi. Painting and cleaning
  - vii. Masonry repair, restoration or cleaning
  - viii. Appropriately repairing, restoring or replacing of cornices, entrances, doors, windows, decorative details and awnings
  - ix. Sign removal, repair or replacement
  - x. Building identification
  - xi. Critical maintenance, structural or code compliance
  - xii. Restoration projects, including removal of slip sheathing or other treatments
  - xiii. Roofs & roof repair
- 4) Accessibility issues, to include elevators and associated equipment.
- 5) Streetscape improvement projects.
- 6) Site-related infrastructure.
- 7) Work required for Building Code compliance.
- 8) New site development, new construction.
- 9) Mitigation, reduction or removal of blight.
- 10) Housing/residential elements of a project would ONLY be eligible for funding IF AND ONLY IF the improvements are on upper floors of a project that included improvements to ground floor RETAIL. Housing/residential projects on upper floors above existing retail would not be eligible unless the retail space was also being improved.
- 11) Other interior work is acceptable only if it meets one of the following:

- i. Permanent improvements that have a life span greater than ten years and are not considered tenant improvements (Changes made to the interior to accommodate the needs of a tenant such as floor and wall coverings, ceilings, and partitions).
- ii. Improvements are directly related to structural changes such as removing walls. Examples could include addition of equipment such as installation of coolers, refrigeration or hood systems for restaurants, floor and paint needed for floor plan changes or other equipment that is permanently installed in the structure.
- iii. Major mechanical, electrical, plumbing, elevators, and HVAC systems upgrades or repairs.

**E. Prohibited uses of funds**

- 1) Refinancing existing debt.
- 2) Marketing property for re-sale.
- 3) Conversion of downtown ground-floor uses to other than retail, entertainment or food & beverage.
- 4) Except as allowed in D. 10) above, housing/residential elements of a project including but not limited to improvements on upper floors of a project that include improvements to ground floor commercial and stand-alone housing/residential projects would not be eligible for funding.
- 5) Payment of taxes, fines or fees current or delinquent.
- 6) Payroll of employees related to the developer or associated businesses, unless involved in the construction phase of the project.
- 7) Cleaning unless it is required as part of an otherwise allowable use of funds.
- 8) Inappropriate restoration activities.
- 9) Inappropriate or non-approved design or materials.
- 10) Interior improvements (unless directly related to an approved exterior project or part of a needed and approved structural or accessibility improvement project) including but not limited to:
  - i. Carpeting, floor coverings.
  - ii. Interior painting.
  - iii. Removable fixtures, furnishings, cabinetry, etc.
- 11) Professional design and engineering services except as part of an approved project.
- 12) Working capital.
- 13) Financing of inventory.

**F. Applicant Criteria**

- 1) Proposals may come from tenants, owners of buildings or third-party developers; if other than the owners, an authorization letter from owner(s) must accompany proposal/application.
- 2) Approved projects should be ready to begin within six (6) months of funding award notification and shall be completed within twenty-four (24) months of application, unless an extension is granted.
- 3) Applicants must enter into an agreement with the URA and work with City/URA on their project.

- 4) Applicant cannot have any outstanding or unresolved fine, fee, permit, lawsuit or infraction with the City of La Grande.
- 5) Any agreement or application extensions may only be granted by the District Manager or the URA. All granted extensions will be reported to the URA.
- 6) Any deviations from initial submittals must be approved by the District Manager.
- 7) Projects may commence prior to funding award, at the applicant's risk, but only after a written application has been submitted and the District Manager deems the application complete. The applicant acknowledges that submission of the grant application does not bind the URA in any way and that funding cannot be approved more than one fiscal year following the submission of the application.

**G. Funding Information**

- 1) Projects should have a minimum total cost of \$10,000:
  - i. City of La Grande Urban Renewal funding limits: 50% of eligible costs, up to \$50,000; \$75,000, if a majority of work performed is done with Union County vendors/contractors.
- 2) Funding for projects is capped at \$75,000 as described above unless it is new construction at the La Grande Business and Technology Park on lots larger than 1 acre or lots that are owned by the Agency, in which case the project is eligible for up to 1/2 of total cost, up to \$75,000 of funding or \$100,000 if a majority of work performed is done with Union County vendors/contractors.
- 3) Private building owner(s)/tenant(s)/developer(s) must contribute at least 1/2 of total project cost; contributions may come from commercial lenders or other sources, including grants or loans from other agencies on applicant's behalf.
- 4) Local funds may at times be augmented by outside sources, such as State of Oregon grants.
- 5) Funds will be disbursed on a reimbursement basis ONLY; accurate and timely receipts are required to receive funds from the URA.
- 6) Projects with grant awards exceeding \$25,000 are eligible to receive a progress payment once the project is 50% complete. The amount of the payment shall be based on the pro-rata completion percentage. The percentage of the project completed will be determined by the District Manager. Additional progress payments may be made at the discretion of the District Manager up to a maximum of 90% of grant award.
- 7) Funds will only be disbursed on a reimbursement basis and on completion of the project unless they qualify for a progress payment as described above. In order to be deemed complete, all work must be finished, any City required site improvements completed, and final inspections completed and approved and if applicable, a final occupancy permit granted by the Building Official. Temporary occupancy permits do not satisfy this requirement.
- 8) URA will make every effort to provide timely disbursements upon receipt of complete applications and proof of appropriate expenses.
- 9) The URA will have the ability to make loans in addition to, or in place of, grants at its discretion.

- 10) Real property related to the project may not be transferred or sold within five (5) years from the date of the project completion and final disbursement of funds. In the event of a sale, the contribution of URA funding will be considered a loan and the full amount of any and all URA funds disbursed shall become due and payable to the URA immediately upon said sale or transfer. Liens may be placed on properties receiving URA benefits for amounts up to the full grant amount at the discretion of the URA and/or the District Manager. Projects initiated by the City of La Grande or the La Grande Urban Renewal Agency would be exempt from this provision.
- 11) Funds disbursed under this program may not be combined with Building Façade Grant funds related to the same project at the same time (during a 12-month period) and site location, but may be combined with other Urban Renewal funding programs.
- 12) If the property owner received property tax abatement or property tax credit for the property related to the project within five (5) years from the date of the final disbursement of funds, the contributions of the URA will be considered a loan and the full amount of any and all URA funds disbursed shall become due and payable to the URA immediately upon receipt of the property tax abatement or credit notification. This requirement DOES NOT apply to Federal or State Tax Credits that do not reduce the Agency's property tax revenues.

#### **H. Application and Approval Procedure**

- 1) A letter of intent describing the project including the specific physical improvements proposed, completed budget form with estimated costs, and the intended use of the property. Conceptual drawings, construction plans, and cost estimates should be provided if available, but are not required to submit the letter of intent. Letter of intent deadlines will be established by the District Manager and this requirement may be waived at the discretion of the District Manager. A pre-application meeting may be required prior to submitting an application that could include: the Economic Development Director, the Building Official, City Planner, and a representative from the Landmarks Commission if appropriate.
- 2) Application must be on a project intake form provided by the URA and must include all necessary and required supporting documentation so as to fully satisfy all of the above-stated criteria to be deemed complete. Project applications may be submitted either as digital entries (Adobe Acrobat, Microsoft Word, Microsoft Excel, Microsoft PowerPoint or JPEG image files are acceptable formats) that are emailed or hand-delivered as a CD or as hard copies hand-delivered or mailed to City Hall. Faxed copies will not be accepted.
- 3) Application must also include a Community Comment as part of the application that will be provided to the local media and posted on the City's website at the Agency's discretion. Comments will be limited to 350 words and will explain the project, why Urban Renewal Funds should be used to help fund the project, and how Urban Renewal will benefit the applicant's business.
- 4) Application must be submitted not later than the date established by the District Manager as the cutoff for consideration each fiscal year, typically not later than April 15<sup>th</sup> to be



considered for funding. Approved projects will normally receive funding approval effective on July 1<sup>st</sup>.

- 5) Any and all of the following bodies may be involved in the approval and/or review of a project:
  - i. City of La Grande/URA staff.
  - ii. La Grande Landmarks Advisory Commission.
  - iii. La Grande Main Street Design Committee.
  - iv. La Grande Urban Renewal Advisory Commission.
  - v. La Grande City Council/ Urban Renewal Agency.
  - vi. La Grande Planning Commission.
  - vii. State of Oregon Main Street program.
  - viii. State of Oregon Historic Preservation Office.
- 6) All funding requests will require La Grande Urban Renewal Agency approval at a public meeting.
- 7) Upon receipt of a complete application, applicants will be notified within thirty (30) days of project application completeness.
- 8) Applications may be modified or approved with conditions.
- 9) City/URA staff, upon request of the applicant, will provide technical assistance and resources to applicants to help ensure successful completion of applications.
- 10) City/URA staff will review applications and provide a staff report which shall include comments regarding how the application meets the criteria required in this policy and conformance with the Urban Renewal Plan.
- 11) The Agency members will have at least fourteen days to review the packets and may submit specific questions to staff regarding individual applications *during the first seven days*. This will allow staff to request answers from the applicants and provide the questions and answers to all reviewers.
- 12) The Staff and Agency will score projects based on the application using the identified preference criteria in section C. 4) above. Total points for each application will be provided by Agency to Staff not later than *three working days* prior to the joint special session. Once submitted, the scoring cannot be changed.
- 13) The Urban Renewal Agency shall conduct a special meeting to consider the funding applications and evaluate the applications using the following sequence:
  - i. Introductions and roll call of Agency.
  - ii. Staff report and presentation of each project.
  - iii. Agency discussion and individual scoring—following the presentations, the Agency members will discuss the projects and share any information that may have been gained by individual Agency members through site visits, contact with applicants, Staff, and/or members of the public. Following the discussion, Agency members will individually award up to 40 points per project using forms provided and turn them in to Staff.
  - iv. Break—during the break the Staff will compile the scores and order rank the projects.
  - v. Agency deliberations - The Staff will display the spreadsheet showing the project scoring and funding amounts allocated as prescribed in Section C. 3. The

Agency will then vote to approve the funding. (Actual funding is contingent upon budget adoption).

- vi. No public comments, or comments by applicants will be entertained during the special meeting.
- 14) Projects which do not receive grant funding or do not receive the full amount funded may be withdrawn by the applicant and resubmitted without penalty in the next funding cycle as if it is a new project.
- 15) Additional Funding Requests: The URA shall not consider any requests for funding increases to approved project funding resulting from cost overruns or changes in the project that are not an increase in the scope of the project including but not limited to changes in materials or contractors. The URA may consider funding requests at the next funding cycle, which shall compete as if it were a new project, for unforeseen conditions encountered or increasing the scope of the project for items including but not limited to expanding the project to include additional square footage or adding new features that were not part of the original application.
- 16) Reductions in project scope: Minor reductions in the scope of the project may be approved by the District Manager without a reduction in awarded project funding. Any reduction exceeding 25% of the scope of the project or \$150,000 of the total project cost, whichever is less, must be approved by the Agency and may result in a reduction in the amount awarded on a case by case basis.

#### **I. Submittal Requirements:**

- 1) All submissions must be accompanied with the following information:
  - i. A letter of intent to include: Contact information for project and building owner, building address, project description, complete budget form, concept drawings and cost estimates (if cost estimates are available at the time letter of intent is submitted).
  - ii. Applications shall include:
    - a. Building owner name & contact information.
    - b. Project applicant name (if different from above) & contact information.
    - c. Letter of authorization from building owner, if owner is not applicant.
    - d. If the project will not be occupied by the applicant, a Letter of Intent from business owner committing to occupy the space once the project is complete.
    - e. Building address.
    - f. Building historic name, if known.
    - g. Current photograph of the building & historic photos, if available.
    - h. Funding amount requested.
    - i. Detailed project budget, on an attached sheet to include expenditures and sources of funds.
    - j. Detailed narrative and/or visual description of project.
    - k. Detailed conceptual project floor plan/drawings and site plan.
    - l. Current building use, including tenant (not residential) names and contact information.
    - m. Project timeline.

- 2) The submitted application and proposal for the project, once accepted as the final concept, shall become and wholly remain the property of the City/URA. The City/URA will retain the reproduction rights to use images of the artwork to prepare and distribute marketing materials, web site materials or for any other use in promotional materials.

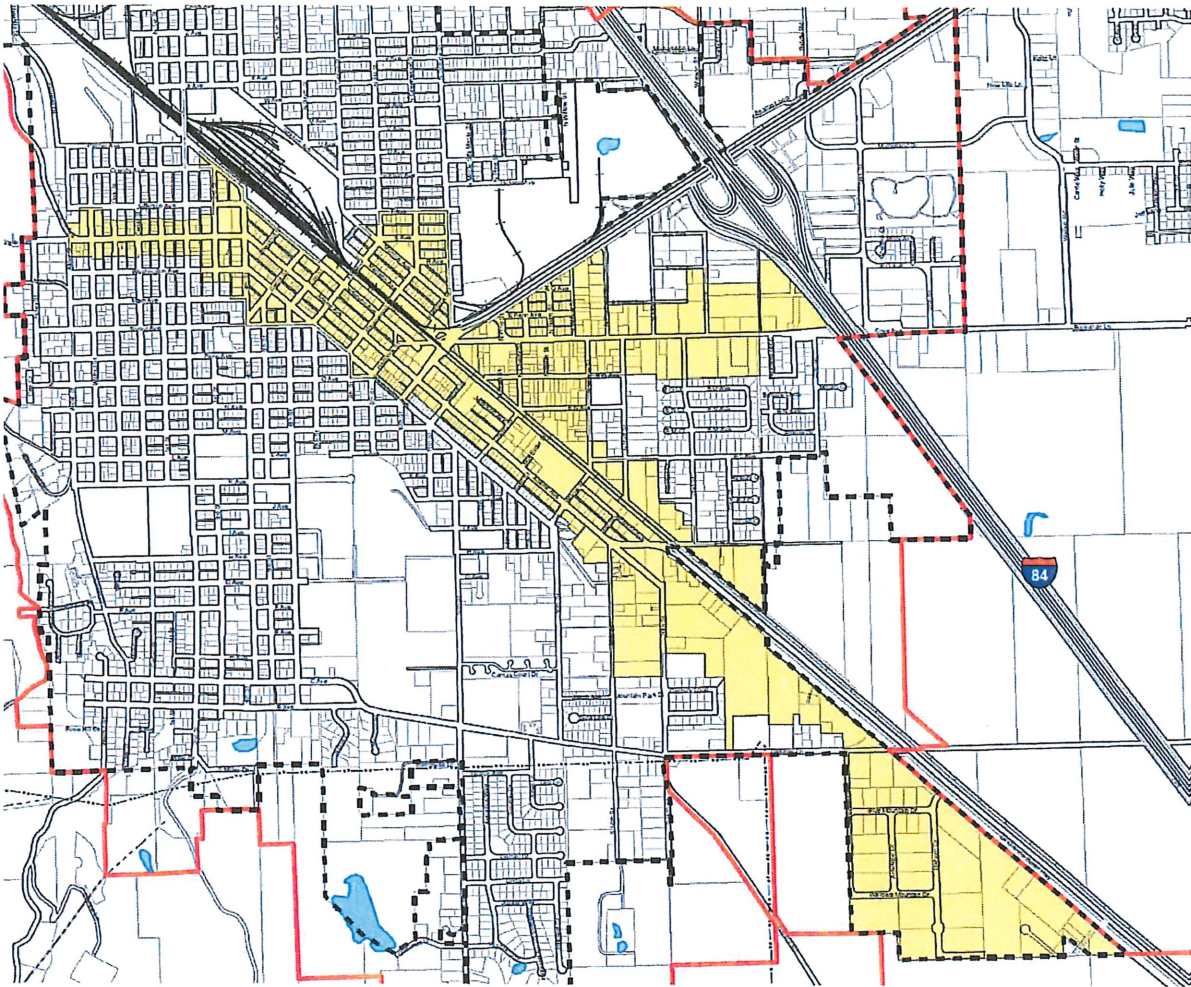
Approved by the Urban Renewal Agency March 6, 2019, this policy is effective immediately and applies to all projects funded after this date, regardless of application submission date. Eligible work completed based on an approval to commence work on a project with an application submitted and deemed complete prior to March 6, 2019, will still be eligible for reimbursement if the project receives funding. However, the applicant must submit a revised application as described in paragraph H above to be considered for funding.



Robert A. Strobe  
District Manager

Exhibit "A"

La Grande Urban Renewal District





**URBAN RENEWAL FUNDING  
REQUEST**

**VALLEY INSURANCE  
MATTHEW PIDCOCK  
1603 WASHINGTON AVENUE**

**SCORE**

**SHEET**





LA GRANDE  
URBAN RENEWAL  
AGENCY

**AGENCY/URAC SCORING SHEET**

**THIS SHEET DUE TO DISTRICT MANAGER JULY 1, 2021**

**Additional Scores of up to 40 discretionary points per project will be awarded  
at the regular session July 7, 2021**

**Agency/Member Name:** \_\_\_\_\_

**Applicant:** Valley Insurance \_\_\_\_\_

**Address:** 1603 Washington Avenue \_\_\_\_\_

1. Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Undeveloped and/or bare land shall not be eligible for points under this preference category. (30 points scored by AGENCY/URAC with recommendation from staff).

Staff Recommends **10** points for Blight

Points for Blight	
Description of Blight	Total Possible Points 30
Potential hazard to environment or public and/or structure is unfit to occupy	30
Extensive Exterior damage to property, including structural impacts that don't rise to the level of unfit for occupancy	25
Combination of Exterior and Interior damage, deterioration, and/or dilapidation beyond the purely aesthetic	20
Property has been vacant more than five years but no other blight	15
Slight damage to exterior of property only	10
Damage to Interior of Property only	5

**POINTS**

2. Preference will be given to projects with high Business Viability and readiness to commence as determined in the sole discretion of the Agency. An established business that is well-capitalized, has completed construction plans, actual contractor bids, and a business plan would receive maximum points (25 pts)

<b>Business Viability and Project Readiness</b>	
Description	Total Possible Points 25
Add points for each of the following that apply:	
Business Plan included with application	5
Actual Bids instead of estimates from licensed contractors	5
Project is well-capitalized (as evidenced by letters of credit, cash vs pre-approved loan, etc.)	5
Business in existence five or more years	5
Professionally prepared construction plans and drawings	5

                     **POINTS**

3. Preference will be given to projects based on an evaluation of the Community Comment submitted by the applicant as determined in the sole discretion of the Agency. (15 points Scored by Agency)

                     **POINTS**



The following table is provided for you to compile the staff scores with your scores to determine your baseline score. You will award up to 40 discretionary points at the regular session July 7, 2021.

<b>Staff Scores</b>	
<b>Impact on Central Business Zone (60 Maximum)</b>	<b>40</b>
<b>Private Investment to Public Dollars (30 Maximum)</b>	<b>30</b>
<b>Return on Investment (30 Maximum)</b>	<b>50</b>
<b>Subtotal (140 Maximum):</b>	<b>120</b>
<b>INSERT AGENCY/URAC SCORES BELOW</b>	
<b>Blight (30 Maximum)</b>	
<b>Business Viability/Readiness (25 Maximum)</b>	
<b>Community Comment (15 Maximum)</b>	
<b>Awarded at Work Session</b>	
<b>Agency/URAC Discretionary Points (40 Maximum)</b>	
<b>Total Points (250 Maximum)</b>	

# **STAFF REPORT**



## 2021 CALL FOR PROJECTS STAFF REPORT

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<b>Applicant Name:</b>	<b>Matthew Pidcock and Joel Myer</b>
<b>Project Name:</b>	<b>JR Price &amp; Associates, DBA Valley Insurance</b>
<b>Address:</b>	<b>1603 Washington Avenue</b>
<b>Total Project Cost:</b>	<b>\$567,041</b>
<b>URA Request:</b>	<b>\$75,000</b>
<b>Maximum Eligible:</b>	<b>\$75,000</b>

### PROJECT PROPOSAL DESCRIPTION & BACKGROUND

Valley Insurance has been providing insurance solutions in the community since 1968. Over the last 10 years, they have realized significant business growth, particularly in the number of Medicare clients. The current layout of the property requires that the majority of clients climb stairs to enter the office or to use the restroom, which is extremely difficult for some clients.

This project is a 2,000 square foot addition to the existing building with new bathrooms on the first two floors, the installation of a fully enclosed, vertical wheel chair lift to the second story to accommodate clients who are unable to use stairs, improving and repainting the parking lot, adding ADA accessible parking, as well as a drive through window for clients dropping off payments. Additionally, an ADA compliant sidewalk will be added to the southwest corner of the property on Hemlock and Washington Avenue. This project will add much needed space for a growing business and allow them to better serve their clients and hire more staff. The improved parking lot and sidewalk will also have a positive visual impact on the corner and the additional exterior lighting may help decrease graffiti on a nearby property.

Specific project components include:

- Constructing of 2,000 square feet of space with new bathrooms on the first two floors
- Adding an ADA accessible enclosed wheel chair lift
- Repaving, repainting and adding ADA accessible parking to the parking lot
- Adding a drive through window
- Improving exterior lighting of parking area
- Replacing and making the sidewalk on Hemlock and Washington ADA Compliant

### **1. CONFORMANCE TO URBAN RENEWAL PLAN**

Projects are only required to meet one goal of the Urban Renewal Plan. No points are attached to this criterion; it is threshold criteria to ensure eligibility for funding.

Applications for projects that do not address at least one Goal will not be accepted.

This project addresses Goals 1 and 2 of the Urban Renewal Plan.

**Goal 1: Revitalize Downtown:** This project address Goal 1 of the Urban Renewal Plan by providing exterior improvements to the property which include the updated and ADA Accessible sidewalk, as well as the improvements to the parking lot. Additionally, the added square footage and installation of a vertical lift will allow the business to attract additional customer who need assistance entering the property.

**Goal 2: Create High-Quality Family Wage Jobs**

This project is also an expansion project that will enable Valley Insurance to hire two additional employees at a starting salary range of \$30,000 to \$40,000 per year, with health insurance and a 401K retirement plan. They will also be able to lease out a portion of the property to another business.

### **2. ASSESSMENT OF READINESS & COMPLETENESS OF SUBMITTALS**

The project is ready to proceed. This applicant will work with all appropriate City Departments to ensure the project meets all necessary standards including submittal of a site plan to the Planning Department.

### **3. STEPS TO PROJECT APPROVAL**

All required permits and approvals from City Departments including Planning, Building and Public Works will need to be obtained prior to starting construction. The application included bids from licensed contractors. The applicant has a General Contractor for the project.

### **BUSINESS VIABILITY**

The application included the following requested documents:

- Business Plan
- Licensed Contractor Bids
- Documents Supporting Sources of Funds
- Professional Plans or drawings were submitted

### **4. Impact if Project Not Funded**

If the project does not receive Urban Renewal funding, the scope of work will be reduced. The most significant change in the scope of work would be a wheel chair lift that is not fully enclosed. This change could impact the number of clients who would feel comfortable using the lift and could thereby diminish the number of clients served. It could also mean that improvements to the parking lot and sidewalk are cut from the scope of work.

## Staff Scoring

1. Preference will be given to projects that have a positive impact on the Central Business Zone (CBZ) (60 points)

Impact on Central Business Zone	
Criteria	Total Possible Points 60
Traded Sector Business any location	50
Retail inside CBZ	45
Commercial Business outside CBZ	40
Commercial inside CBZ	35
Retail Business outside CBZ	30
Additional Points for Vacancy	
Occupying building in CBZ that has been vacant for more than six months	10
Occupying building that has been vacant for more than twelve months	5

*This project is a commercial business outside the Central Business Zone. It has not been vacant. Therefore, it is eligible for 40 points.*

**TOTAL**    40

2. Preference will be given to projects with higher levels of private investment compared to public funding from any source. In calculating this, all project costs shall be considered, including elements which are not eligible uses of funds such as certain housing elements. (30 Points)

Private Investment to Public Dollars	
Private Investment (excluding all public funds from any source)	Total Possible Points 30
Over \$150,000	30
\$125,001 to \$150,000	25
\$100,001 to \$125,000	20
\$75,001 to \$100,000	15
\$50,001 to \$75,000	10
\$25,001 to \$50,000	5
Less than \$25,000	0

*This project has a total project cost of \$567,041 with a grant request of \$75,000. The private investment is \$492,041. Therefore, the project qualifies for 30 points.*

**TOTAL**    30



4. Preference will be given to projects with higher Return on Investment based on all project costs prepared by a licensed contractor in the form of an estimate or actual bid. No points will be awarded for this category if the estimates or bids are not from a licensed contractor. (50 points)

*Based conversations with professional contractors and staff research, it was decided that all bids, estimates and contracts provided by a licensed contractor with a CCB License number will be considered as meeting this category.*

<b>Return on Investment</b>	
<b>Total Project Cost</b>	<b>Total Possible Points 50</b>
<b>Total Project Cost of 500,000+</b>	<b>50</b>
<b>Total Project Cost of 400,000</b>	<b>40</b>
<b>Total Project Cost of 300,000</b>	<b>30</b>
<b>Total Project Cost of 150,000</b>	<b>20</b>
<b>Less than 150,000</b>	<b>10</b>

*This project had \$30,588 of ineligible costs including interior paint and carpets. The eligible costs for the project are \$536,453. Therefore, the project is eligible for 50 points.*

**TOTAL    50**

---

**Total Staff Score:**

**120 out of 140 Points**

5. Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Undeveloped and/or bare land shall not be eligible for points under this preference category. (30 points scored by AGENCY with recommendation from staff).

<b>Points for Blight</b>	
<b>Description of Blight</b>	<b>Total Possible Points 30</b>
Potential hazard to environment or public and/or structure is unfit to occupy	30
Extensive Exterior damage to property, including structural impacts that don't rise to the level of unfit for occupancy	25
Combination of Exterior and Interior damage, deterioration, and/or dilapidation beyond the purely aesthetic	20
Property has been vacant more than five years but no other blight	15
Slight damage to exterior of property only	10
Damage to Interior of Property only	5

*The applicant has made the case that the parking lot has been vacant for many years and is in need of repair. See the attached photos. Staff is recommending 10 points for blight based on the overall condition of the property.*

**Recommended Staff Blight Score**

**Points**

**10**

# APPLICATION



APR 02 2021

Received  
Planning/Economic Dev Dept.



“Call for Projects”

(Revitalization Incentive Program)

**Funding Application**

**PROJECTS MUST BE LOCATED WITHIN THE URBAN RENEWAL DISTRICT**

Name of Applicant JR Price & Associates Inc., DBA Valley Insurance		Date Submitted	
Street Address 1603 Washington Ave		Telephone Number 541-963-3121	
Mailing Address (if different from Street Address) PO Box 310		Email mpidcock@valleyinsurance.com	
Business Name Valley Insurance		Tax ID Number 93-0777229	
Building/ Property Owner Contact Information (if different from Applicant) Pidcock & Myer LLC. Matthew Pidcock and Joel Myer (co-owners of Valley Insurance) 541-963-3121			
Building/ Property Address 1603 Washington Ave			
Is the Property located in the Historic District Y or N    Is the Property Individually listed on the National Register Y or N			
Note: If yes to either, your project may require Landmarks Commission Review and approval before project commences.			
Do you plan to provide any new or additional off-street or off-site parking as part of your project? Yes			
Total project cost (See attached worksheet) 500,000 +	Estimated start date Fall of 2021	Estimated completion date Summer of 2022	Amount of Grant Request 75,000

Please list any previous Urban Renewal Funding received for this project or the property below:

Façade Program: \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_  
 Façade Program: \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_  
 “Call for Projects” (Revitalization Incentive Program): \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_  
 “Call for Projects” (Revitalization Incentive Program): \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_  
 Business Development Assistance Program: \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_

**Your project must address at least one goal from the La Grande Urban Renewal Plan.**  
Which project(s) and/or goal(s) does your project support and how? Identify in your answer which of the following goals match your project *(up to 300 words per project or goal)* Copies of the entire Plan are available on the City's website: [www.cityoflagrande.org](http://www.cityoflagrande.org)

Goal 1: Revitalize Downtown

Goal 2: Create High Quality Family Wage Jobs

Goal 3: Retail Development

Goal 4: Housing

Goal 1. This project will clean up and revitalize the corner of Hemlock and Washington. Our project includes updating the corner sidewalk to meet ADA requirements, replacing the deteriorating parking lot, adding handicap accessible parking, as well as expanding the current building to include an additional 2000 sq ft of office space. The new addition to the building will include a commercial grade, vertical platform lift for access to the second floor office spaces and restroom. We also plan to install a single, drive-through window for the convenience and safety of our clients who are simply dropping off payments.

Goal 2: Our insurance agency has been experiencing steady growth and we need to hire new agents! We simply do not have enough offices that provide the necessary space on the ground level floor. With our restrooms downstairs and additional desk space upstairs, we cannot meet our clients' needs in our current footprint. Not only will we be able to hire additional agents by having more offices on one floor, we will also be able to lease or rent part of the existing building to another local business. By having new restrooms on each of the first two floors and an enclosed platform lift, our clients and employees will have the accessibility they need and deserve. This will provide space with safe access to seven additional offices and will enable us to have more employees earning a good wage.

Describe your project and how funds will be used (up to 300 words): (60 points possible)

Valley Insurance has been providing insurance solutions in our community since 1968. The last 10 years we have experienced significant growth in our Medicare business. Many of these clients as well as other clients who have limited mobility and our employees are asked to climb stairs in order to use the restrooms (downstairs) and/or access offices (upstairs). There is currently only one enclosed office downstairs and it is shared by three agents who typically work upstairs. Scheduling one office (for appointments with clients who cannot climb stairs) between three agents, especially during health insurance open enrollment and Medicare annual enrollment (Oct to Dec) becomes extremely difficult.

We are planning to add a 2000 sq ft, two-story addition to the office building to supply more office space, ground level entry and an ADA vertical lift to the second story to make better use of the building for our clients, employees and community members. The parking lot will also be replaced and repainted and a drive-through window will be added. Funds from the Urban Renewal Agency will help us cover the cost of the new ADA compliant lift and help with the ADA sidewalk alteration (southwest corner of Hemlock and Washington) and expanding the curb cut for safer exiting of vehicles onto Washington Ave (approximately \$75,000 total).

We have researched many lift options, as well as elevator options. Commercial grade, two-story elevator costs exceeds \$120,000. We felt that was too large of an overall percentage of the project budget and have selected a fully-enclosed, vertical wheel chair lift instead. This gives the look and feel of an elevator, at about half the cost, approximately \$65,000 installed.

Current use of

Building/Property: Insurance office and parking lot.

Intended use of Building/Property (if

different): Insurance office with additional office space for lease or rent and parking lot.

Is the property currently vacant?

Y or N

If yes, how long?

Less than six months

Less than twelve months

More than twelve months

Which of the following is the PRIMARY use of the building/property:

Traded Sector Business

Commercial Business (Professional services, non-retail)

Retail Business

Other: \_\_\_\_\_

**Business Viability and Readiness to Commence: (25 points possible)**

Check all that apply:

- Business plan attached
- Licensed Contractor Bids attached (NOT estimates)
- Documents supporting sources of funding attached
- Professional plans or drawings attached

Date Business was established 1968

**COST ESTIMATE BREAKDOWN (attach bids or estimates)**

**\*\*Do not use Commas below**

	Projected Cost
<b>1. Permitting/Professional Services (eg. Bldg, Elec, Mech, Plumbing permits, design work, architect)</b>	
	49000
<b>2. Site Work - (eg. Excavating, backfill, driveway, paving, parking, surveying, landscape, utilities)</b>	
	66000
<b>3. Structural Exterior - (eg. Foundation, framing, roof, trusses, siding, stucco, bricks/mortar)</b>	
	161000
<b>4. Structural Interior - (eg. Cabinets, drywall, hardware, doors, windows)</b>	
	48000
<b>5. Mechanical- (eg. HVAC, piping, heating/cooling, equip, coolers, etc)</b>	
	60000

**COST ESTIMATE BREAKDOWN (attach bids or estimates)**

	Projected Cost
6. Electrical - (eg. Wiring, service, panels, finish work, fixtures)	
	26000
7. Plumbing- (eg. Water pipes, sewer, bathrooms, fixtures)	
	12000
8. Non-structural/misc costs (eg. Paint, cleaning, signage,	
	80000
ADA enclosed vertical platform	65000
<b>TOTAL:</b>	<b>567000</b>

**Project Costs: Must attach estimates or bids prepared by a licensed contractor  
to receive points for project costs: (50 points possible)**

Check one:

- Total Project Cost of 500,000+
- Total Project Cost of 400,000
- Total Project Cost of 300,000
- Total Project Cost of 150,000
- Less than 150,000

Cost supported by check one:

- Estimates from licensed contractor
- Formal bid from licensed contractor

Private investment compared to public funding: (30 points possible)

Private Investments	Public Investments (including this request)
<input checked="" type="checkbox"/> Over \$150,000	<input type="checkbox"/> Over \$150,000
<input type="checkbox"/> \$125,001 to \$150,000	<input type="checkbox"/> \$125,001 to \$150,000
<input type="checkbox"/> \$100,001 to \$125,000	<input type="checkbox"/> \$100,001 to \$125,000
<input type="checkbox"/> \$75,001 to \$100,000	<input type="checkbox"/> \$75,001 to \$100,000
<input type="checkbox"/> \$50,001 to \$75,000	<input checked="" type="checkbox"/> \$50,001 to \$75,000
<input type="checkbox"/> \$25,001 to \$50,000	<input type="checkbox"/> \$25,001 to \$50,000
<input type="checkbox"/> Less than \$25,000	<input type="checkbox"/> Less than \$25,000

Source and amount of Private Investment		Source and amount of Public Investment	
US Bank Loan	\$ 400000	Urban Renewal Grant	\$ 75000
Owners down payment	\$ 100000		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
<b>TOTAL</b>	<b>\$ 500000</b>	<b>TOTAL</b>	<b>\$ 75000</b>

**GRAND TOTAL FROM ALL SOURCES \$ 575000**

**\*\*Do not use commas above**



Mitigation, reduction, or removal of blight. Check which ONE of the following best describes the current condition of the property attach photos of blighted conditions (30 possible points):

- Potential hazard to environment or public and/or structure is unfit to occupy
- Extensive exterior damage to property, including structural impacts that don't rise to the level of unfit of unfit for occupancy
- Combination of exterior and interior damage, deterioration, and/or dilapidation beyond the purely aesthetic
- Property has been vacant more than five years but no other blight
- Slight damage to exterior of property only
- Damage to interior of property only

Please describe how this project will change the condition of the property by mitigating, reducing or removing blight (up to 300 words):

This project will provide beautification for all three tax lots on a large, high traffic corner block located on Washington Ave and Hemlock St. Currently, the Valley Insurance building is on one tax lot and the parking lot next to the building consists of two small tax lots.

Valley Insurance recently acquired the parking lot from Goss Motors (which was previously used as a overflow for vehicles owned by Goss). The parking lot is suffering from many large cracks and gaps in the asphalt, is very uneven, and there are two known sinking spots which have been filled in the past. The parking lot is at the end of its life and needs to be replaced.

As we expand and improve the building footprint (including better lighting), especially towards the back of Aaron's furniture and into the parking lot area and nearby alley, we believe there will be a decrease in the graffiti on the back of the Aaron's building. Some of the surrounding area already suffers from dilapidated commercial buildings and a very run down/hazardous residential property across the street. Beautification and expansion of a large section of this area will help improve the look, feel and usability of this area. It may encourage other nearby business owners to clean up and improve their own neglected facilities.

**Please ensure the following items are included with the application**

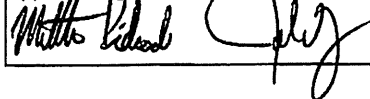
- Historic building photographs (if applicable and located in Historic District)
- Current photos of the building and property
- A Community Comment that will be provided to the local media and posted on the City's website at the Agency's discretion. Comments will be limited to 350 words and will explain the project, why Urban Renewal Funds should be used to help fund the project, and how Urban Renewal will benefit the applicant's business.

**Describe the impact to your project if your project does not receive funding or if you receive less funding than requested (up to 300 words):**

If we receive less funding than requested, or no funding at all, the impact would mean no ADA lift or perhaps a less than desired lift ie) half enclosed. Without a lift, it will be very difficult to add office space and provide for growth in the near future. We don't have enough space behind the building to expand enough and keep all the offices on the ground level. We also do not want to impede on the parking lot area with the building addition as parking is so very important to our clients. Other projects may have to be put off as well such as the parking lot replacement and ADA upgrades to the corner side walk.

The statements made herein are true and represent an accurate and full disclosure of all appropriate information as of this date. Applicant understands that the Agency will retain this application and any other information the Agency receives, whether or not this funding request is approved. Applicant understands this request can become public information; however any financial statements, tax returns, project pro forms and business formation documents will be kept confidential. Financial projects included as part of the Business Plan will be kept confidential. Applicant agrees to enter into an agreement with the Agency and to work cooperatively with Government officials on this project, if funded.

Applicant signature



Date

3/31/2021

Where is the property located:

Inside the La Grande Business and Technology Park

Inside the Central Business Zone

Outside the Central Business Zone

<i>Type of project (select all that apply):</i>		<i>Proposed Use allowed in this Zone</i> Y or N
<i>Hist. Bldg. Façade</i>	<i>Job Creation</i>	<i>Approvals required:</i>
<i>Bldg. Expansion</i>	<i>Restoration/ Repair</i>	<i>Landmarks Commission</i> Y or N
<i>Streetscape</i>	<i>Other Interior/exterior</i>	<i>Conditional Use</i> Y or N
<i>New Construction</i>	<i>Other (describe at right)</i>	<i>Site Plan</i> Y or N
<i>Date Received</i> / /		<i>Parking Required</i> Y or N # Spaces _____
<i>Current Photos?</i> Y or N		<i>Encroachment Permit Required</i> Y or N
<i>Historic Photos?</i> Y or N N/A		<i>Building Permit Required</i> Y or N
<i>Owner authorization?</i> Y or N		
<i>Detailed drawings/ description?</i> Y or N Solid		<i>District Manager Deems Application Complete</i> Y or N
<i>cost estimates?</i> Y or N		<i>Date Deemed Complete:</i>
<i>Proposal complete?</i> Y or N		
<i>Approved?</i> Y or N		<i>Zoning</i> _____ <i>Legal</i>
<i>Amount of grant</i> \$		<i>Description:</i> _____

# **BUSINESS PLAN**

# Business Plan Template

Name of company: JR Price & Associates Inc

Name of persons completing this business plan: Matthew Pidcock

## *Item A*

### **Description of Business**

What type of business is it: Wholesale, Retail, Manufacturing, Service, etc. What is your business legal structure: Sole proprietorship, Corporation or Partnership? Describe your products or services with a particular focus on what value it brings to your customer.

JR Price & Associates Inc., DBA Valley Insurance is an independent insurance agency. We are an S-Corp. We sell most types of insurance to the general public, non-profits and other businesses. Such products include Auto, Home, Farm, Business, Group Benefits, Individual Health, Medicare Supplements, Medicare Advantage Plans, Medicare Drug Plans, Life Insurance and Annuities. We do not work for a specific insurance company. As an independent agency we have contracts with multiple insurance carriers and brokers to be able to provide many options for our clients.

## *Item B*

### **Capital Requirements and Source**

How much capital does the business require over the next 12 months and what is the source of the capital?

Our operating capital requirements over the next 12 months will be about \$520,000. The source of this capital is our ongoing operations, insurance renewals and new insurance sales.

## *Item C*

### **Competitive Advantage**

A competitive advantage exists when a company is able to deliver the same benefits as a competitor, but at a lower cost (cost advantage) or delivers benefits that exceed those of competing products/services (differentiation advantage). This competitive advantage enables the company to create superior value for its customers and higher profits for the company. Describe your competitive advantage.

Our competitive advantage is centered around two specific areas. One of which is our strong line up of insurance companies we work with to provide multiple options to our clients all from one location. This allows us to meet all the insurance needs of our clients, without having to refer them to other agencies or companies outside of our office or area. The second competitive advantage is our long-standing community commitment as well as the longevity and expertise of our staff. We have been doing business in La Grande for over 50 years and all of our staff have considerable experience in the specific areas of insurance to which they are assigned. We are able to offer professional advise in all areas of insurance and from a centrally located, well known office.

## *Item D*

### **Target Customer**

Trying to be all things to all customers is the “kiss of death” in business. If you are selling to consumers what is their age, gender, race, education attainment, income, marital status, family cycle, religion, occupation, industry of employment or home value? If you are selling business to business what is their industry, size of company, annual sales, purchasing patterns, decision maker, etc. Describe who your target customer is, where they can be found and how many are there.

Our target clients are residents of Union, Baker and Wallowa counties. Although we have some clients throughout the state and are licensed to do business in Idaho and Washington, our focus is serving eastern Oregon, approximately 50,000 residents. Our business is not limited by trying to be all things to all consumers. In fact, is our actual advantage when it comes to insurance and primarily what has made us successful.

## *Item E*

### **Pricing Strategy**

Describe your pricing strategy: below market, at market or above market. Describe why you selected that pricing strategy and how it can be maintained profitably.

As insurance agents, we do not set any prices. Prices are determined by dozens of factors by individual insurance companies. Each with their own proprietary algorithms and rating structures. Having said that, one of the reasons we love being independent agents is from a pricing standpoint. If our clients are experiencing larger premium increases with one company, we usually have other options we can change them to in order to lower their premium and not have to lose their business. We check multiple companies for people and present the best options for each client based on coverage, service and price.

## *Item F*

### **Competition**

List top three competitors, their competitive advantage, pricing strategy, strengths and weaknesses.

1. Other independent agents.
2. Captive Insurance Agents.
3. Direct writers (Geico)

### *Item G*

## **Marketing and Sales Strategy**

Describe how the company will attract and reach its best profitable customers. Describe how the company will convert potential prospects into customers. Describe how the company will create repeat customers.

In the insurance industry, the more policies we have with a household, the longer the client remains with our agency. Also, longevity is directly related to the relationship with the agent. So, we strive to have personal relationships with as many clients as we can and have at least three lines of insurance with our households. Those become our profitable accounts. Most of our growth is from referrals and word of mouth. We do an excellent job for our clients, in turn, they talk and refer friends and associates to us. Those clients then repeat the process and referrals start all over again. We have several programs for rewarding referrals, including drawings for gift cards. We also engage via online advertising and social media and generate leads from these avenues. Walk in business only accounts for about 2-3% of our policies.

### *Item H*

## **Management**

Describe the people directly involved in the business and what they bring to the table to make this business a success. All people or teams have weaknesses. What are the weaknesses and how does the company plan to minimize those weaknesses.

Matthew Pidcock and Joel Myer are the owners of the business, and as such, are the individuals responsible for management. Both are long time residents of La Grande and both have significant experience in the business and are well known throughout the community. The one real weakness we have right now is the size of our office, lack of additional office space and stairs that impede us from meeting with so many of our Medicare clients. As previously stated, this is the purpose of the expansion and adding a lift with additional offices. We need to hire two more positions within the next several months!

### *Item I*

## **12-Month Cash Flow Projections Break-Even Analysis**

Due to the longevity of our agency and through conservative financial management, we are at a point where we are profitable each month. However, we are also running ourselves ragged by working with a reduced staff simply because we do not have room downstairs to add more employees. After adding space to our building and adding the necessary staff, we will break even and become profitable after several months.

**OWNER  
INFORMATION  
( authorization )**



[Print Page](#)

## 2020 Union County Property Information

**Property Reference Number:** 3451

[New Search](#)

**Property Type:** REAL PROPERTY

**Property Address:** 1603 WASHINGTON AVE , LA GRANDE

[Surveyor Map](#)

### OWNER INFORMATION

**Property Owner:** PIDCOCK & STEWART LLC

**Contract Buyer:**

**ETAL(s):**

**Mailing Address:** P O BOX 310 LA GRANDE OR ,97850

### PROPERTY INFORMATION

**Property Address:** 1603 WASHINGTON AVE , LA GRANDE

**Map Number:** 03S3808BA

**Tax Lot Number:** 5300

**A Number:** 0

**Code:** 132

**Property Class/Desc:** 201 COMM IMPROVED

**ZONE** LG-GC

### PROPERTY VALUES

	Real Market Value	Assessed(Taxable) Value
<b>Land:</b>	\$47,030	
<b>Structures:</b>	\$157,920	
<b>Subtotal:</b>	\$204,950	\$160,848
<b>Total:</b>	\$204,950	\$160,848

### PROPERTY TAX INFORMATION

**Do not pay this amount!** For current balance owing, contact the [Assessor/Tax Collector](#).

**Base Tax:** \$2,914.89

**Total Tax:** \$2,914.89

**Do not pay this amount!** For current balance owing, contact the [Assessor/Tax Collector](#).

### STRUCTURES

# Bldg	Description	Main Sq Ft	Uppr Sq Ft	Bsmt Sq Ft	Year Blt	Year Appr	Mkt Value	Rmdl
1	454	780	1,064	780	1982	2013	\$150,240	1987

OFFICE, MED, BANK CLASS D									
2	400	ASPHALT PAVING	2,400	0	0	1982	2013	\$2,220	0
3	400	SIGN	0	0	0	1982	2013	\$3,000	0
4	400	ADA RAMP	246	0	0	2012	2013	\$2,460	0
<b>LAND DESCRIPTIONS</b>									
Line#	Square Feet	Land Code	Description	Dimensions			Market Value		
1	0	OSD	CITY WATER & SEWER	-			\$6,000		
2	3,604	COMA	AA5 COMMERCIAL LAND	34.00x106.00			\$33,050		
3	840	COMA	AA5 COMMERCIAL LAND	7.00x120.00			\$7,980		
<b>Total</b>	4,444								
<b>SALES</b>									
Seq#	Sale Date	Sale Amount	#Parcels Sold	Doc Type	Document Number				
1	01/01/2009	\$187,500	1	BS	20090175				
2	01/16/2004	\$96,500	2	BS	20040289				
3	03/10/1998	\$0	2		981097				
<u>NEW SEARCH</u>									

Website last updated 05/25/2021

**Notice:** The information provided here is for convenience ONLY.

The records located at Union County Assessor/Tax Collector's office are the one and only legal instruments for assessment purposes.

Although reasonable attempts are made to maintain this information as accurate as possible, these documents are being provided as an informational convenience ONLY.

Union County is not, in any way, liable for any inaccuracies, inconsistencies, errors, omissions, or other deviations in these documents from the original copies maintained and filed at the Union County Assessor/Tax Collector's Office, La Grande, Oregon. For further information please see our [Disclaimer](#)

# PHOTOS













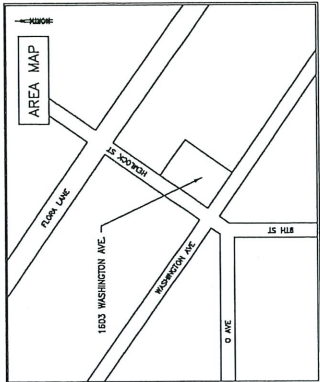
Hedlock St.

Valleys  
541-963-312



**PLANS**  
**OR**  
**DRAWINGS**





**SCOPE OF WORK**  
 CONSTRUCTION TYPE - 10  
 PERMITS - 035 3ME 089A UNION COUNTY TAX LOT # 51003200300  
 SQUARE FOOTAGE BY TOTALS  
 EXISTING BUILDING - 1,844 SQ.FT.  
 NEW BUILDING - 3,574 SQ.FT.  
 TOTAL BUILDING - 5,418 SQ.FT.

CONSTRUCTION TO INCLUDE:  
 DEMOLITION OF EXISTING STRUCTURE FROM FIRST TO SECOND FLOOR. FIRST FLOOR TO BE DEMOLISHED TO REVEAL EXISTING FOUNDATION. SECOND FLOOR TO BE DEMOLISHED TO REVEAL EXISTING ROOF. ROOF TO BE DEMOLISHED TO REVEAL EXISTING STRUCTURE. ROOF TO BE RECONSTRUCTED TO MEET MANUFACTURED HOUSING CONSTRUCTION STANDARDS. ROOF TO BE VERTICAL AND HORIZONTAL SLOPE. SEE ADDENDUM TO THE PLAN COMPANY ESTIMATE.

ALL WORK TO COMPLY WITH THE STATE OF OREGON  
 INTERNATIONAL RESIDENTIAL CODE 2015 EDITION  
 AND ALL APPLICABLE ORDINANCES AS ADOPTED BY  
 THE CITY OF LA GRANDE, OREGON  
 MECHANICAL, ELECTRICAL, AND PLUMBING AS APPROVED BY  
 THE STATE OF OREGON AND LOCAL JURISDICTION

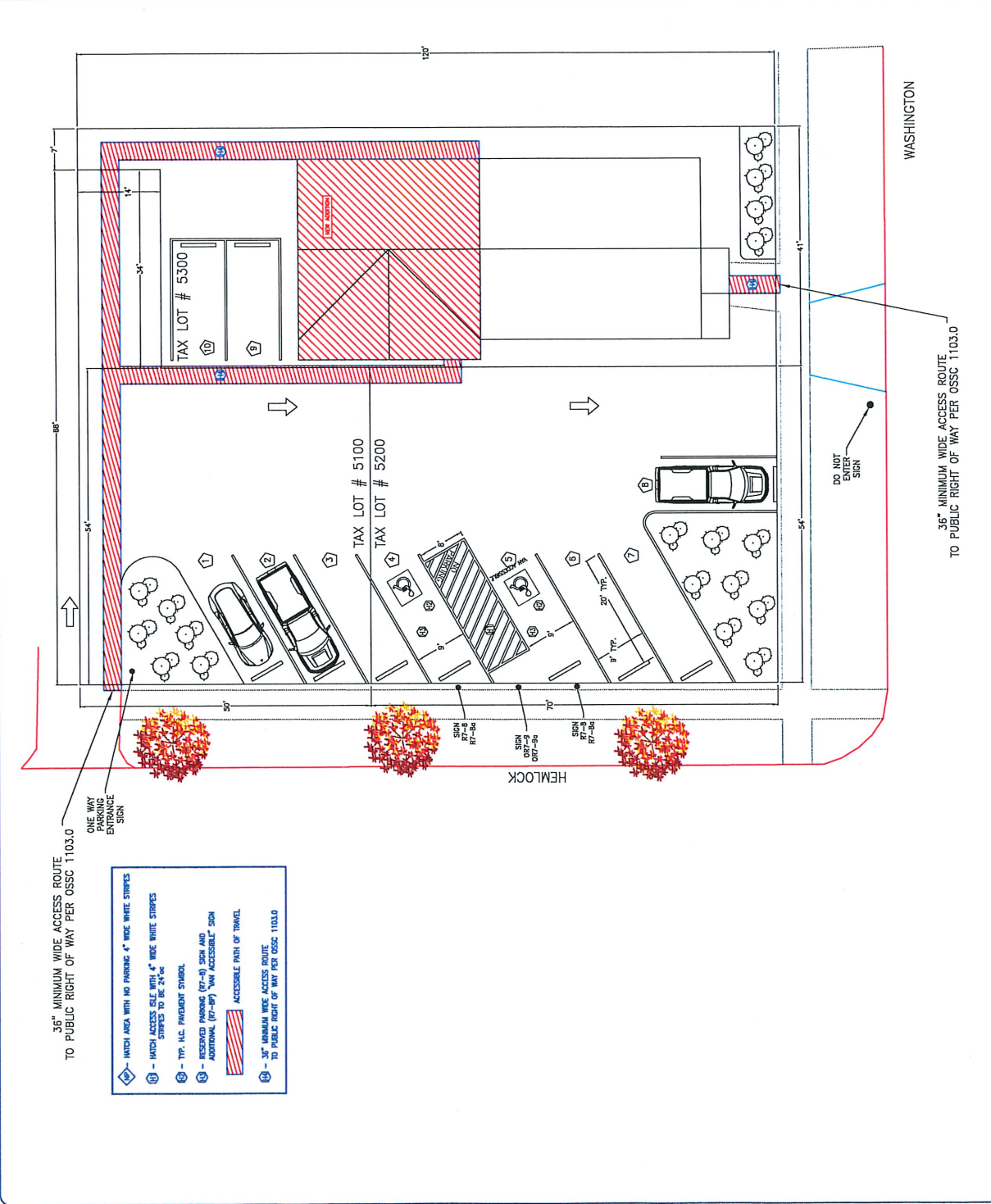
- SHEET INDEX**
- 1) SITE PLAN
  - 2) DEMOLITION PLAN
  - 3) MAIN FLOOR LAYOUT
  - 4) UPPER FLOOR LAYOUT
  - 5) FOUNDATION / FRAMING LAYOUT
  - 6) UPPER FLOOR FRAMING LAYOUT
  - 7) ROOF LAYOUT
  - 8) SECTION VIEWS
  - 9) ELEVATION VIEWS
  - 10) DETAILS D-1
  - 11) DETAILS D-2

**CONTACT PERSONS**  
 MATTHEW PUDCOCK  
 PROJECT MANAGER  
 LA GRANDE, OR 97850  
 ph: 541-863-3121  
 email: mpudcock@valleyinsurance.com

**SITE PLAN**  
 1/8" = 1'-0"

PLANS PREPARED BY:  
 ASSOCIATED DESIGN AND  
 ENGINEERING SERVICES LLC  
 1000 W. WASHINGTON AVE  
 LA GRANDE, OREGON 97850  
 541-863-9100

Associated Design & Engineering Services LLC  
 Do not copy or distribute these plans without the express written permission of AD&E-LLC. In the development of these plans, certain assumptions have been made about the condition of existing structures and landscape. Verify all existing conditions in the field prior to beginning this project.



- ① - 36" MINIMUM WIDE ACCESS ROUTE TO PUBLIC RIGHT OF WAY PER OSSC 1103.0
- ② - HATCH AREA WITH NO PARKING. 4" WIDE WHITE STRIPES
- ③ - HATCH ACCESS ISLE WITH 4" WIDE WHITE STRIPES STRIPES TO BE 24" W
- ④ - TR. H.C. PARKING SYMBOL
- ⑤ - RESERVED PARKING (R7-R9) SIGN AND ADDITIONAL (R7-R9) "VAN ACCESSIBLE" SIGN
- ⑥ - ACCESSIBLE PARK OF TRAVEL
- ⑦ - 36" MINIMUM WIDE ACCESS ROUTE TO PUBLIC RIGHT OF WAY PER OSSC 1103.0

36" MINIMUM WIDE ACCESS ROUTE TO PUBLIC RIGHT OF WAY PER OSSC 1103.0

DO NOT ENTER SIGN

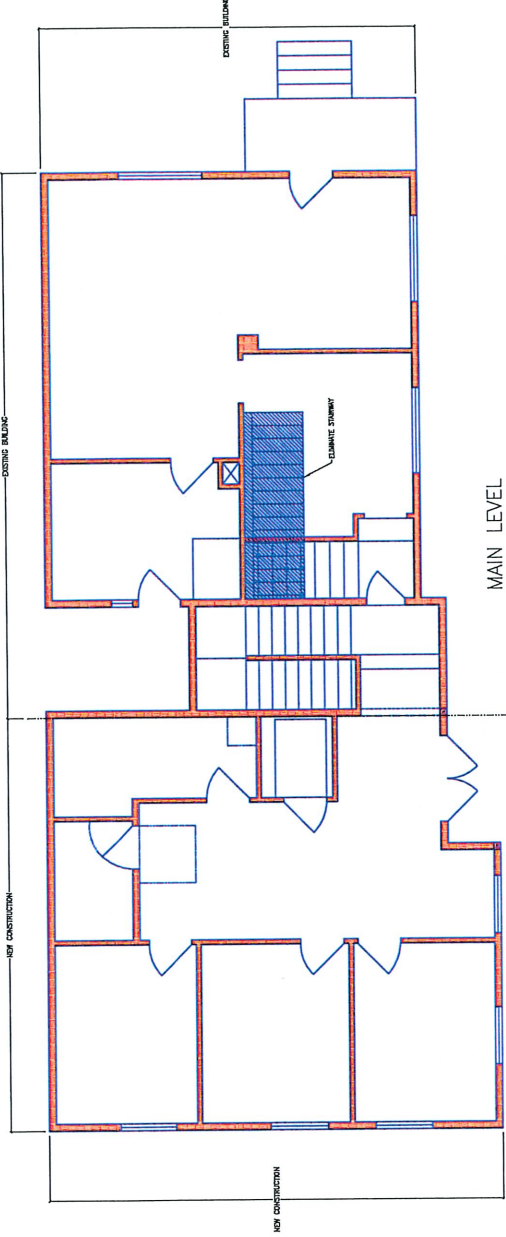
WASHINGTON

HEMLOCK



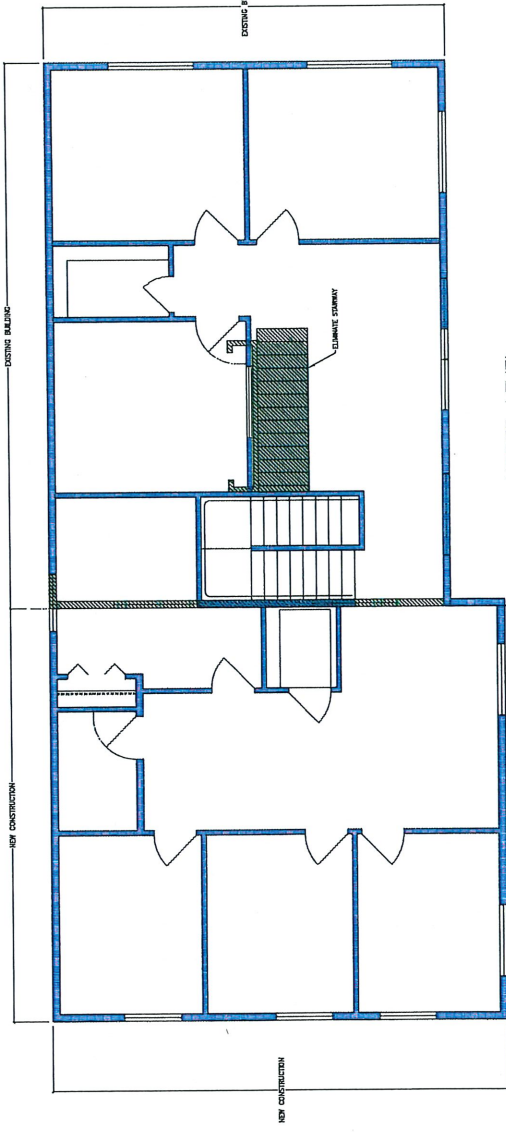
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In the development of these plans, certain assumptions have been made about the condition of existing  
structure and landscape. Verify all existing conditions in the field prior to beginning this project.

AREA OF DEMOLITION  
NEW OR EXISTING WALLS



MAIN LEVEL

AREA OF DEMOLITION  
NEW OR EXISTING WALLS



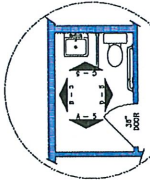
UPPER LEVEL



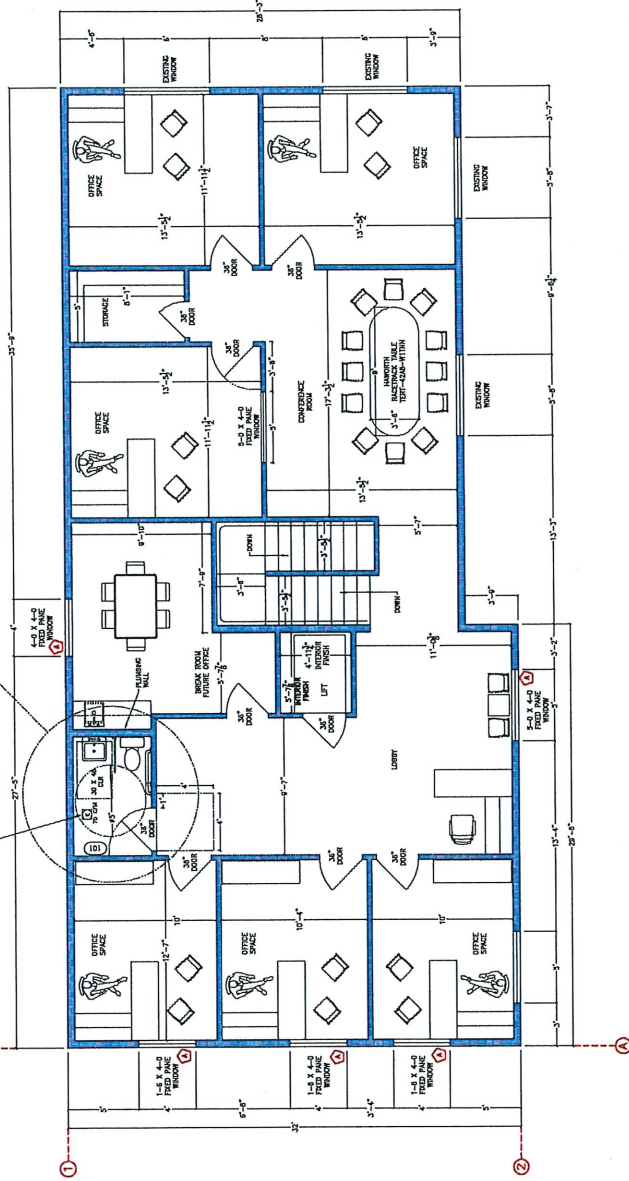


HEADERS AND SUPPORTS

DOUBLE 9 1/2" IRL BUILT UP HEADER (H)  
SQUARES 4" AND LARGER  
INDICATE DOUBLE TIMBERS



ROOMWORK TO BE SPECIFIED PER CODE 1001.4.2.1  
REFER TO CODE 1001.4.2.1 FOR MORE INFORMATION  
TYPICAL OF ALL ROOMS

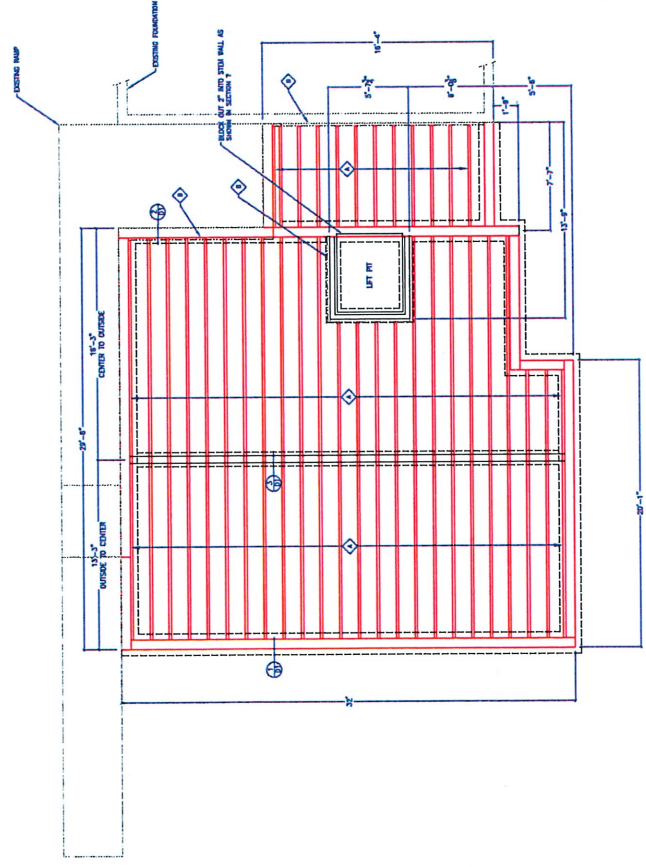


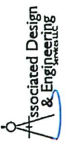
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- GENERAL NOTE**
1. ALL CONCRETE SHALL BE PLACED IN ACCORDANCE WITH THE REQUIREMENTS OF THE 2017 OREGON RESIDENTIAL SPECIFIC CODE.
  2. ALL CONCRETE SHALL BE PLACED ON A MINIMUM 4" THICK CONCRETE SLAB.
  3. ALL CONCRETE SHALL BE CURED FOR 28 DAYS.
  4. ALL SAILS, PLATES, SLEEPERS, AND POSTS OR BRACKETS SHALL BE PROTECTED FROM DAMAGE BY THE FOUNDATION CONCRETE. REMOVE OR PRESERVE-THREADED RODS FOR FLOOR JOISTS.
  5. ALL JOISTS SHALL BE 2" X 10" S.P.F. WITH STANDARD A.B. END GRIPS. ALL JOISTS SHALL BE PROTECTED BY 2" X 4" ANCHOR BOLTS FOR PLATE BENDERS.
  6. ALL CONTIGUOUS EXTERIOR WALLS SHALL BE REINFORCED WITH #4 REBAR AND SHALL BE PROTECTED FROM DAMAGE BY THE FOUNDATION CONCRETE. PROVIDE VERTICAL REBAR IN STEELWALL @ 48" OC.
  7. ALL FOOTINGS TO EXCEED MIN. 24" BELOW ADJACENT CRUISE.
  8. PROVIDE MIN. 18" X 24" ACCESS OPENING UNOBSTRUCTED MIN. 1' CLEARANCE FOR EACH 150 SQ. FT. UNDERFLOOR AREA.
  9. PROVIDE MIN. 18" X 24" ACCESS OPENING UNOBSTRUCTED MIN. 1' CLEARANCE FOR EACH 150 SQ. FT. UNDERFLOOR AREA.
  10. INSULATE UNDER FLOOR AREAS WITH MIN. R-30 BATT INSULATION TO PROTECT FRAMED FLOOR SYSTEM.
  11. PROVIDE FLASHING AT ALL CONCRETE POUGH JOISTS.

FLOOR JOIST: 11" X 10" S.P.F. @ 16" OC @ 16"  
 2" X 12" S.P.F. OR BETTER P.T. LEDGER USE 5/8" DIA 2.0X/1.188 WHERE NEEDED (SEE)



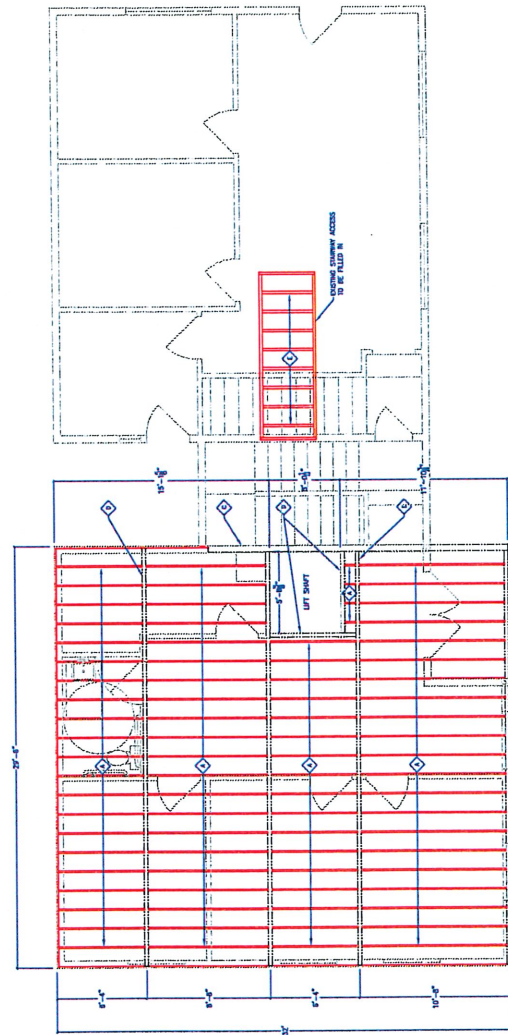


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GENERAL NOTE

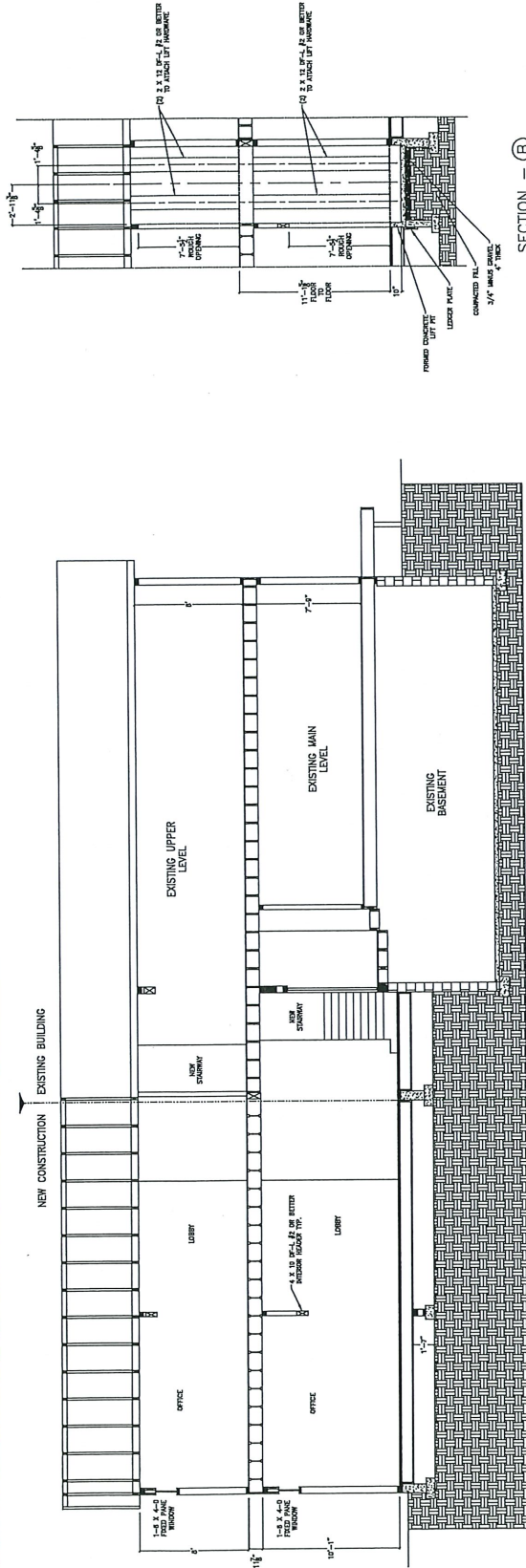
8. CONCRETE FLOOR JOIST WITH 1/2" THICK FINISHED SUBFLOOR  
9. SUBFLOOR TO BE REINFORCED TO FLOOR JOIST WITH  
EACH JOIST TO BE REINFORCED WITH 2" x 12" OR BETTER  
FLOOR JOIST WITH SUBFLOOR ADHESIVE.

- ◇ FLOOR JOIST 11 7/8" BCI 5000 1.7 @ 16"OC
- ◇ USE SIMPSON 5/LBY 2.0X/11.88 TOP FLANGE HANGERS WHERE NEEDED
- ◇ 5 1/4" X 11 7/8" VESMA-LAM 2.1E 3100 [202]
- ◇ 2" X 12" DF-L #2 OR BETTER PT. LINGERS USE 5/LBY 2.0X/11.88 WHERE NEEDED [203]
- ◇ 2" X 12" DF-L #2 OR BETTER USE LUCID HANGERS

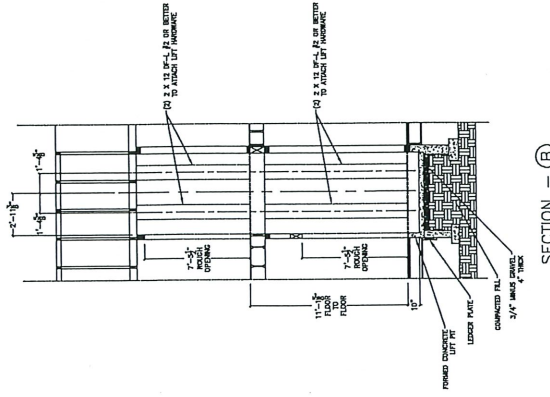






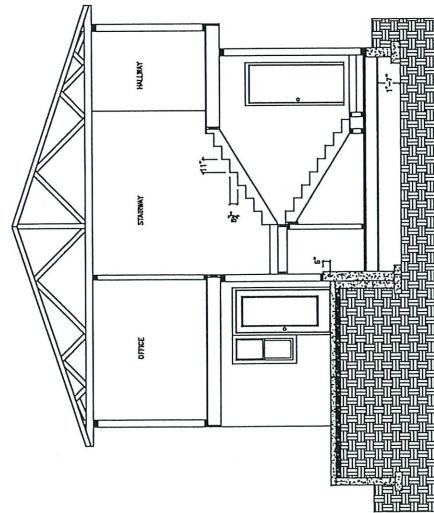


SECTION - (A)

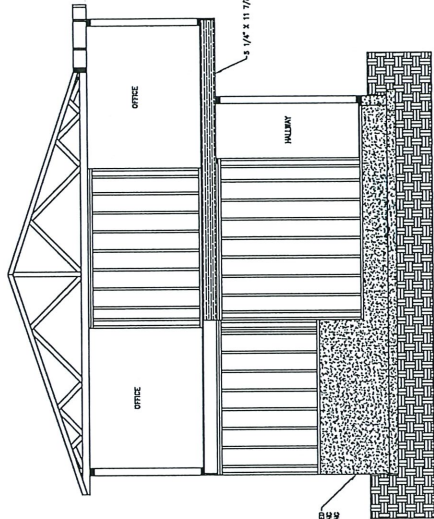


SECTION - (B)

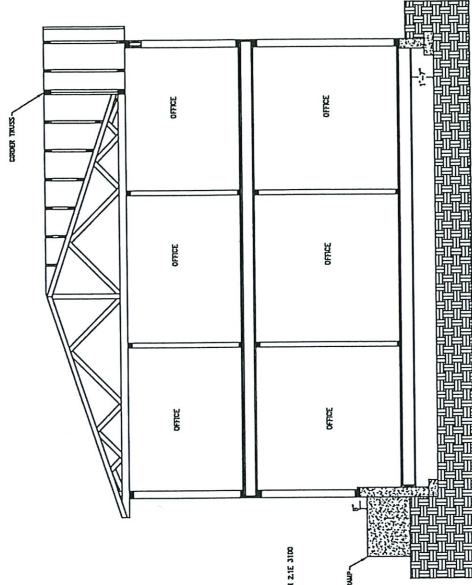
LIFT SHAFT DETAIL  
 SEE MANUFACTURES  
 FOR COMPLETE DETAIL OF SHAFT



SECTION - (C)



SECTION - (D)

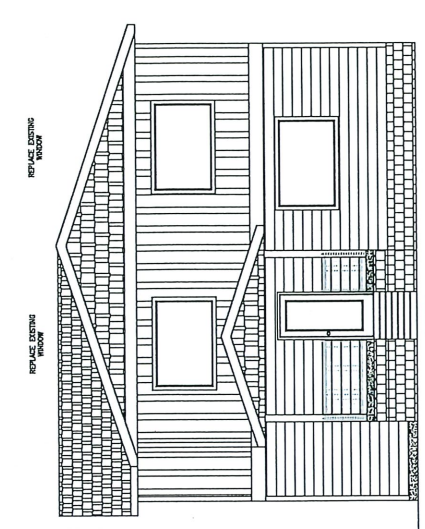


SECTION - (E)

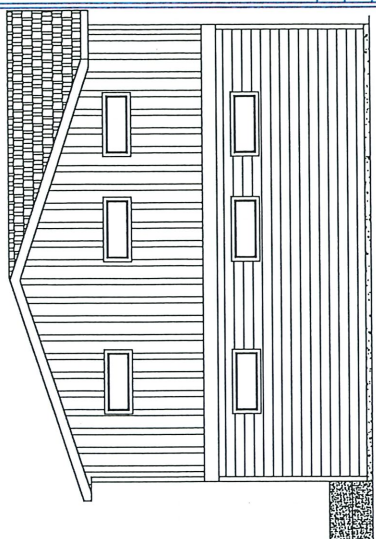
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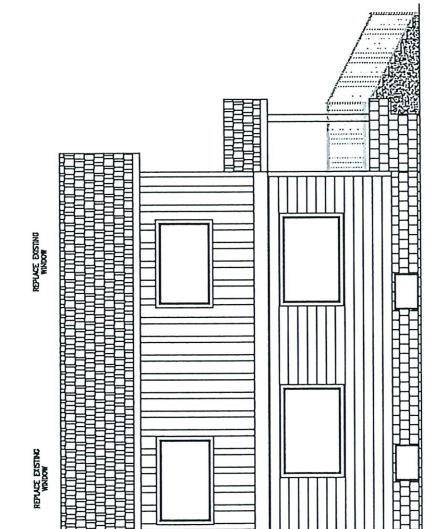
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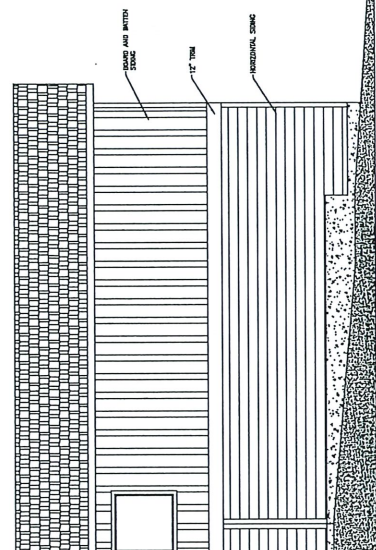
FRONT VIEW  
WASHINGTON AVE.



REAR VIEW  
ALLEY



LEFT VIEW  
HEMLOCK ST.



RIGHT VIEW







**BIDS**



12833 NE Airport Way  
Portland, OR 97230

**Estimate**

Date	Estimate #
4/5/2021	22641

Name / Address

Ship To

Valley Insurance  
Matthew Pidock  
PO Box 310  
LaGrande Or. 97850

P.O. No.	Rep	Source
	OB	

Item	Description	Qty	Cost	Total
Garaventa Elvoron ...	Vertical Platform Lift with a Full Height Cab. Single Phase 230V, 42X60 cab, (walnut melamine walls, this is optional), four recessed LED lights, SS COP and calls on door frames. unfinished floors, can add flooring.	1	17,983.00	17,983.00T
Elvoron COP Phone	Telephone integrated into the Car Operating Panel. Requires land line.	1	491.20	491.20T
Pro-Door Manual/I...	Garaventa:Pro-Door /Insulated (These are automatic, and we install them	2	10,083.20	20,166.40T
Lift Permits	State permits for Elevators, Wheelchair Lifts & Stairlifts	1	700.00	700.00T
Stairlift & Elevator ...	Elevator Installation	1	18,000.00	18,000.00T
Shipping (pt)	Shipping and handling	1	2,000.00	2,000.00T
	*THIS DOES NOT INCLUDE ANY SITE CONSTRUCTION, OR THE ELECTRICAL NEEDED TO POWER UNIT, DONE BY OTHERS. AIOM WILL PROVIDE MANUFACTURES SPECS.			
	Sales Tax		0.00%	0.00

<b>Total</b>	\$59,340.60
--------------	-------------

Phone #	Fax #	E-mail	Web Site
503 255 5005	503 255 5010	sales@allinonemobility.com	AllinOneMobility.com



# Custom Construction Cost Breakdown

Customer Name Valley Insurance			Plat/Plan Name		
Property Addresss 1603 Washington Ave			Lot Number		Permit#
ITEM	ESTIMATED COST	ACTUAL COST	ITEM	ESTIMATED COST	ACTUAL COST
Permits			Hardwood Floors		
Temporary Toilet	\$800.00		Carpets	\$12,668.00	
Excavation	\$18,024.50		Cabinets/Hardware		
Footings/Foundation	\$12,897.00		Appliances		
Waterproofing			Tile		
Framing Materials	\$40,000.00		Tile Labor		
Trusses	\$5,366.05		Cultured Marble		
Framing Labor	\$55,040.00		Electrical Finish	\$10,000.00	
Roofing & Underlayment	\$17,500.00		Electrical Fixtures	\$1,000.00	
Windows	\$12,500.00		Plumbing Finish	\$4,000.00	
Plumbing Ground Work	\$2,500.00		Plumbing Fixtures	\$1,000.00	
Plumbing (Rough)	\$4,000.00		HVAC Finish	\$30,000.00	
HVAC (Rough)	\$30,000.00		Interior Door	\$7,500.00	
Electrical (Rough)	\$15,000.00		Interior Trim	\$7,500.00	
Fireplace			Finish Labor	\$27,000.00	
Fireplace Surround			Finish Hardware	\$1,000.00	
Garage Floor			Mirrors/Shower Doors		
Siding			Sewer Hook-Up		
Siding Labor	\$30,000.00		Water Hook-Up		
Exterior Trim (Masonry)			Well		
Exterior Doors	\$4,500.00		Septic		
Concrete Steps/Driveway	\$3,000.00		Clean Up		
Insulation	\$8,380.00		Dumpsters/Garbage	\$2,000.00	
Drywall/Tape/Texture	\$18,850.00		Contingency (Receipts)		
Interior Painting	\$17,900.00		Contractor/Supervision	\$37,188.20	
Exterior Painting	\$10,000.00		Equipment	\$10,000.00	
Garage Doors			Asphalt & Paving	\$35,000.00	
Downspouts & Gutters	\$1,500.00		Landscaping	\$7,500.00	
Vinyl/Laminate	\$927.00				
			SUBTOTAL	\$502,040.75	\$0.00
			<b>TOTAL COST TO BUILD</b>	<b>\$0.00</b>	

**\*\*\*Square Foot Breakdown\*\*\***

Upper Floor:
Main Floor:
Basement:
Garage:
Covered Porches:

\_\_\_\_\_ CUSTOMER \_\_\_\_\_ CUSTOMER

\_\_\_\_\_ CONTRACTOR \_\_\_\_\_



# **COMMUNITY COMMENT**

Valley Insurance has been providing insurance solutions in our community since 1968. The last 10 years we have experienced significant growth in our Medicare business. Many of these clients as well as other clients who have limited mobility and our employees are asked to climb stairs in order to use the restrooms (downstairs) and/or access offices (upstairs). There is currently only one enclosed office downstairs and it is shared by three agents who typically work upstairs. Scheduling one office (for appointments with clients who cannot climb stairs) between three agents, especially during health insurance open enrollment and Medicare annual enrollment (Oct to Dec) becomes extremely difficult.

We are planning to add a 2000 sq ft, two-story addition to the office building to supply more office space, ground level entry and an ADA vertical lift to the second story to make better use of the building for our clients, employees and community members. The parking lot will also be replaced and repainted and a drive-through window will be added. Funds from the Urban Renewal Agency will help us cover the cost of the new ADA compliant lift and help with the ADA sidewalk alteration (southwest corner of Hemlock and Washington) and expanding the curb cut for safer exiting of vehicles onto Washington Ave (approximately \$75,000 total).

For over 50 years we have served the insurance needs of Eastern Oregon, proactively engaged as a community partner and prided ourselves in being a responsible employer. We have awarded more than \$30,000 in educational scholarships to local students in our community over the last eight years. We support, volunteer and contribute to many local organizations including but not limited to La Grande Rotary, Eastern Oregon University Foundation, Friday Backpack Program, Shelter from the Storm, Soroptimist International of La Grande, United Way of Eastern Oregon and La Grande Lions Club Foundation. Through this grant application, we are asking for help through Urban Renewal Funds to better serve our clients and remain a committed community partner for another 50 years! Thank you!

**URBAN RENEWAL FUNDING  
REQUEST**

**TRAVELODGE  
ERIC OGAARD  
2215 ADAMS AVENUE**

# **SCORE SHEET**





## AGENCY/URAC SCORING SHEET

**THIS SHEET DUE TO DISTRICT MANAGER JULY 1, 2021**

**Additional Scores of up to 40 discretionary points per project will be awarded  
at the regular session July 7, 2021**

**Agency/Member Name:** \_\_\_\_\_

Applicant: Travelodge

Address: 2215 Adams Avenue

1. Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Undeveloped and/or bare land shall not be eligible for points under this preference category. (30 points scored by AGENCY/URAC with recommendation from staff).

Staff Recommends **20** points for Blight

Points for Blight	
Description of Blight	Total Possible Points 30
Potential hazard to environment or public and/or structure is unfit to occupy	30
Extensive Exterior damage to property, including structural impacts that don't rise to the level of unfit for occupancy	25
Combination of Exterior and Interior damage, deterioration, and/or dilapidation beyond the purely aesthetic	20
Property has been vacant more than five years but no other blight	15
Slight damage to exterior of property only	10
Damage to Interior of Property only	5

**POINTS**

---

2. Preference will be given to projects with high Business Viability and readiness to commence as determined in the sole discretion of the Agency. An established business that is well-capitalized, has completed construction plans, actual contractor bids, and a business plan would receive maximum points (25 pts)

<b>Business Viability and Project Readiness</b>	
Description	Total Possible Points 25
Add points for each of the following that apply:	
Business Plan included with application	5
Actual Bids instead of estimates from licensed contractors	5
Project is well-capitalized (as evidenced by letters of credit, cash vs pre-approved loan, etc.)	5
Business in existence five or more years	5
Professionally prepared construction plans and drawings	5

**POINTS**

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3. Preference will be given to projects based on an evaluation of the Community Comment submitted by the applicant as determined in the sole discretion of the Agency. (15 points Scored by Agency)

**POINTS**

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The following table is provided for you to compile the staff scores with your scores to determine your baseline score. You will award up to 40 discretionary points at the regular session July 7, 2021.

<b>Staff Scores</b>	
<b>Impact on Central Business Zone (60 Maximum)</b>	<b>40</b>
<b>Private Investment to Public Dollars (30 Maximum)</b>	<b>15</b>
<b>Return on Investment (30 Maximum)</b>	<b>20</b>
<b>Subtotal (140 Maximum):</b>	<b>75</b>
<b>INSERT AGENCY/URAC SCORES BELOW</b>	
<b>Blight (30 Maximum)</b>	
<b>Business Viability/Readiness (25 Maximum)</b>	
<b>Community Comment (15 Maximum)</b>	
<b>Awarded at Work Session</b>	
<b>Agency/URAC Discretionary Points (40 Maximum)</b>	
<b>Total Points (250 Maximum)</b>	

# **STAFF REPORT**





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## 2021 CALL FOR PROJECTS

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### STAFF REPORT

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**Applicant Name:** Erik Ogaard

**Project Name:** Travelodge

**Address:** 2215 Adams Avenue

**Total Project Cost:** \$157,152

**URA Request:** \$75,000

**Maximum Eligible:** \$75,000

#### PROJECT PROPOSAL DESCRIPTION & BACKGROUND

The Travelodge has been part of the La Grande landscape since the 1950's. Originally known as the Broken Arrow Lodge, it anchors the east end of Adams Avenue. This is a family-owned and operated business that is part of Wyndam Hotels. The project is a complete renovation of the exterior of the property including installation of new doors and railings, which are the original materials. Like many lodging establishments, the Travelodge was significantly impacted by the COVID-19 pandemic. The exterior improvements will give it new life as the owners seek to attract tourists and visitors to La Grande.

Specific project components include:

- Exterior paint
- New metal exterior room doors
- New aluminium railings
- Repairing of the soffit

#### 1. CONFORMANCE TO URBAN RENEWAL PLAN

Projects are only required to meet one goal of the Urban Renewal Plan. No points are attached to this criterion; it is threshold criteria to ensure eligibility for funding. Applications for projects that do not address at least one Goal will not be accepted.

This project Addresses Goal 1 of the Urban Renewal Plan.

Goal 1: Revitalize Downtown: This project address Goal 1 of the Urban Renewal Plan by providing an affordable, clean and welcoming lodging option close to downtown. When visitors have comfortable lodging, they are more likely to stay longer and spend money in the downtown district. The applicant indicated they believe the project may

address Goal 3: Retail Development, but since it is not a retail business, the project does not address Goal 3.

**2. ASSESSMENT OF READINESS & COMPLETENESS OF SUBMITTALS**

The project is ready to proceed. This applicant will work with all appropriate City Departments to ensure the project meets all necessary standards including submittal of a site plan to the Planning Department.

**3. STEPS TO PROJECT APPROVAL**

All required permits and approvals from City Departments including Planning, Building and Public Works will need to be obtained prior to starting construction. The application included a bid from a licensed contractor.

**BUSINESS VIABILITY**

The application included the following requested documents:

- Business Plan
- Licensed Contractor Bids
- Documents Supporting Sources of Funds
- The project does not require professional drawings

**4. Impact if Project Not Funded**

As mentioned above, this business was significantly impacted by the COVID-19 pandemic. If the project does not receive Urban Renewal funding, it will not be completed this year, which could further reduce the success of the business as it continues its plans to market and attract visitors.

**Staff Scoring**

---

1. Preference will be given to projects that have a positive impact on the Central Business Zone (CBZ) (60 points)

<b>Impact on Central Business Zone</b>	
Criteria	Total Possible Points 60
Traded Sector Business any location	50
Retail inside CBZ	45
Commercial Business outside CBZ	40
Commercial inside CBZ	35
Retail Business outside CBZ	30
<b>Additional Points for Vacancy</b>	
Occupying building in CBZ that has been vacant for more than six months	10
Occupying building that has been vacant for more than twelve months	5

*This project is a commercial business outside the Central Business Zone. It has not been vacant. Therefore, it is eligible for 40 points.*

**TOTAL    40**

2. Preference will be given to projects with higher levels of private investment compared to public funding from any source. In calculating this, all project costs shall be considered, including elements which are not eligible uses of funds such as certain housing elements. (30 Points)

<b>Private Investment to Public Dollars</b>	
Private Investment (excluding all public funds from any source)	Total Possible Points 30
Over \$150,000	30
\$125,001 to \$150,000	25
\$100,001 to \$125,000	20
\$75,001 to \$100,000	15
\$50,001 to \$75,000	10
\$25,001 to \$50,000	5
Less than \$25,000	0

*This project has a total project cost of \$157,152 with a grant request of \$75,000. The private investment is \$82,152. Therefore, the project qualifies for 15 points.*

**TOTAL** 15



4. Preference will be given to projects with higher Return on Investment based on all project costs prepared by a licensed contractor in the form of an estimate or actual bid. No points will be awarded for this category if the estimates or bids are not from a licensed contractor. (50 points)

*Based conversations with professional contractors and staff research, it was decided that all bids, estimates and contracts provided by a licensed contractor with a CCB License number will be considered as meeting this category.*

<b>Return on Investment</b>	
<b>Total Project Cost</b>	<b>Total Possible Points 50</b>
<b>Total Project Cost of 500,000+</b>	<b>50</b>
<b>Total Project Cost of 400,000</b>	<b>40</b>
<b>Total Project Cost of 300,000</b>	<b>30</b>
<b>Total Project Cost of 150,000</b>	<b>20</b>
<b>Less than 150,000</b>	<b>10</b>

*This project had total costs just over \$150,000. Therefore, the project is eligible for 20 points.*

**TOTAL    20** \_\_\_\_\_

**Total Staff Score:**

**75 out of 140 Points**

5. Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Undeveloped and/or bare land shall not be eligible for points under this preference category. (30 points scored by AGENCY with recommendation from staff).

Points for Blight	
Description of Blight	Total Possible Points 30
Potential hazard to environment or public and/or structure is unfit to occupy	30
Extensive Exterior damage to property, including structural impacts that don't rise to the level of unfit for occupancy	25
Combination of Exterior and Interior damage, deterioration, and/or dilapidation beyond the purely aesthetic	20
Property has been vacant more than five years but no other blight	15
Slight damage to exterior of property only	10
Damage to Interior of Property only	5

*According to Union County property records, the Travelodge was constructed in 1958. The property still has its original wood doors and railings, which have decayed, been damaged and need replacing. The photos submitted with the application support a level of blight that is beyond the purely aesthetic. Therefore, staff recommends 20 points for blight.*

**Recommended Staff Blight Score**

**Points**

**20**

# APPLICATION



“Call for Projects”

(Revitalization Incentive Program)

### Funding Application

**PROJECTS MUST BE LOCATED WITHIN THE URBAN RENEWAL DISTRICT**

Name of Applicant Erik Ogaard		Date Submitted 5/28/2021	
Street Address 2215 Adams Ave, La Grande, OR 97850		Telephone Number 541-663-6876	
Mailing Address (if different from Street Address) PO POX 697, La Grande, OR 97850		Email eogaard1@gmail.com	
Business Name Travelodge		Tax ID Number 80-1681168	
Building/ Property Owner Contact Information (if different from Applicant)			
Building/ Property Address 2215 Adams Ave, La Grande, OR 97850			
Is the Property located in the Historic District Y or N    Is the Property individually listed on the National Register Y or N			
Note: If yes to either, your project may require Landmarks Commission Review and approval before project commences.			
Do you plan to provide any new or additional off-street or off-site parking as part of your project? No			
Total project cost (See attached worksheet) 157151.97	Estimated start date 7/1/2021	Estimated completion date 11/1/2021	Amount of Grant Request \$75,000

Please list any previous Urban Renewal Funding received for this project or the property below:

Façade Program: \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_

Façade Program: \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_

“Call for Projects” (Revitalization Incentive Program): \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_

“Call for Projects” (Revitalization Incentive Program): \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_

Business Development Assistance Program: \$ \_\_\_\_\_ Date Funding Received: \_\_\_\_\_



**Your project must address at least one goal from the La Grande Urban Renewal Plan.**

Which project(s) and/or goal(s) does your project support and how? Identify in your answer which of the following goals match your project *(up to 300 words per project or goal)* Copies of the entire Plan are available on the City's website: [www.cityoflagrande.org](http://www.cityoflagrande.org)

Goal 1: Revitalize Downtown

Goal 2: Create High Quality Family Wage Jobs

Goal 3: Retail Development

Goal 4: Housing

We are hoping to fill 2 of the above goals. Revitalize the Downtown area and create a better retail environment for guests to stay in downtown. We feel that through the proposed upgrades we can provide a better area for out of town guests to come and stay in La Grande. That will in turn provide a better economic environment for people to spend at other local businesses. When people stay downtown they are more likely to visit other downtown businesses during their stay.

Describe your project and how funds will be used (up to 300 words): (60 points possible)

We plan to upgrade our building exterior by adding new doors, railing, paint, and hardwood soffit. Our building has been around since 1950 and it is in serious need of a facelift. As you can see from the 1950's Broken Arrow Lodge photo our railings and doors are original. We are looking to create a more modern look for our hotel. We took a huge hit last year due to Covid-19 and we are looking to bounce back better than ever by giving our hotel a much needed face lift.

Current use of

Building/Property: Hotel for transient occupancy

Intended use of Building/Property (if different): \_\_\_\_\_

Is the property currently vacant?  
Y or N

If yes, how long?

Less than six months

Less than twelve months

More than twelve months

Which of the following is the PRIMARY use of the building/property:

Traded Sector Business

Commercial Business (Professional services, non-retail)

Retail Business

Other: \_\_\_\_\_

Business Viability and Readiness to Commence: (25 points possible)

Check all that apply:

- Business plan attached
- Licensed Contractor Bids attached (NOT estimates)
- Documents supporting sources of funding attached
- Professional plans or drawings attached

Date Business was established 1950

**COST ESTIMATE BREAKDOWN (attach bids or estimates)**

**\*\*Do not use Commas below**

	Projected Cost
1. Permitting/Professional Services (eg. Bldg, Elec, Mech, Plumbing permits, design work, architect)	
2. Site Work - (eg. Excavating, backfill, driveway, paving, parking, surveying, landscape, utilities)	
3. Structural Exterior - (eg. Foundation, framing, roof, trusses, siding, stucco, bricks/mortar)	
Install hardwood soffit	\$20200.00
Install new aluminum handrail	\$60935.22
4. Structural Interior - (eg. Cabinets, drywall, hardware, doors, windows)	
Install new guest room doors	\$34316.75
5. Mechanical- (eg. HVAC, piping, heating/cooling, equip, coolers, etc)	

COST ESTIMATE BREAKDOWN (attach bids or estimates)

	Projected Cost
6. Electrical - (eg. Wiring, service, panels, finish work, fixtures)	
7. Plumbing- (eg. Water pipes, sewer, bathrooms, fixtures)	
8. Non-structural/misc costs (eg. Paint, cleaning, signage,	
Paint building exterior	\$41700.00
<b>TOTAL:</b>	<b>157151.97</b>



**Project Costs: Must attach estimates or bids prepared by a licensed contractor to receive points for project costs: (50 points possible)**

Check one:

- Total Project Cost of 500,000+
- Total Project Cost of 400,000
- Total Project Cost of 300,000
- Total Project Cost of 150,000
- Less than 150,000

Cost supported by check one:

- Estimates from licensed contractor
- Formal bid from licensed contractor

Private investment compared to public funding: (30 points possible)

Private Investments	Public Investments (including this request)
<input type="checkbox"/> Over \$150,000	<input type="checkbox"/> Over \$150,000
<input type="checkbox"/> \$125,001 to \$150,000	<input type="checkbox"/> \$125,001 to \$150,000
<input type="checkbox"/> \$100,001 to \$125,000	<input type="checkbox"/> \$100,001 to \$125,000
<input checked="" type="checkbox"/> \$75,001 to \$100,000	<input checked="" type="checkbox"/> \$75,001 to \$100,000
<input type="checkbox"/> \$50,001 to \$75,000	<input type="checkbox"/> \$50,001 to \$75,000
<input type="checkbox"/> \$25,001 to \$50,000	<input type="checkbox"/> \$25,001 to \$50,000
<input type="checkbox"/> Less than \$25,000	<input type="checkbox"/> Less than \$25,000

Source and amount of Private Investment		Source and amount of Public Investment	
Erik Ogaard	Private Capitol \$82151.97	Urban development grant	\$75000
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
TOTAL	\$82151.97	TOTAL	\$75000

GRAND TOTAL FROM ALL SOURCES \$ 157151.97

\*\*Do not use commas above

Mitigation, reduction, or removal of blight. Check which ONE of the following best describes the current condition of the property attach photos of blighted conditions (30 possible points):

- Potential hazard to environment or public and/or structure is unfit to occupy
- Extensive exterior damage to property, including structural impacts that don't rise to the level of unfit of unfit for occupancy
- Combination of exterior and interior damage, deterioration, and/or dilapidation beyond the purely aesthetic
- Property has been vacant more than five years but no other blight
- Slight damage to exterior of property only
- Damage to interior of property only

Please describe how this project will change the condition of the property by mitigating, reducing or removing blight (up to 300 words):

The second story railing is starting to fail as it is constructed of wood and needs to be replaced with a permant structure such as aluminum. Our doors are original and made out of wood which has warped and has been damaged over the years due to hard use. We are looking to put in a new aluminum railing and steel doors and frames that will stand the test of time.

Please ensure the following items are included with the application

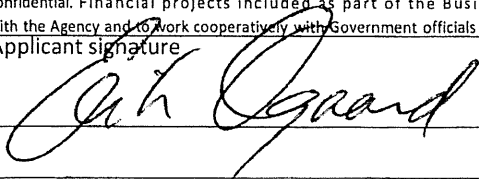
- Historic building photographs (if applicable and located in Historic District)
- Current photos of the building and property
- A Community Comment that will be provided to the local media and posted on the City's website at the Agency's discretion. Comments will be limited to 350 words and will explain the project, why Urban Renewal Funds should be used to help fund the project, and how Urban Renewal will benefit the applicant's business.

Describe the impact to your project if your project does not receive funding or if you receive less funding than requested (up to 300 words):

The Travelodge in La Grande has spent many years providing guest occupancy for travelers that wish to stop in La Grande. It is a building that has had many different names and owners over the years but has always provided a safe, comfortable, and economic place for people to stay the night. It is ready for an update and we are thankful that the Urban Renewal Agency in La Grande has chosen to help us with our cause so that we can continue to provide people with a good nights rest for many years to come.

The statements made herein are true and represent an accurate and full disclosure of all appropriate information as of this date. Applicant understands that the Agency will retain this application and any other information the Agency receives, whether or not this funding request is approved. Applicant understands this request can become public information; however any financial statements, tax returns, project pro forms and business formation documents will be kept confidential. Financial projects included as part of the Business Plan will be kept confidential. Applicant agrees to enter into an agreement with the Agency and to work cooperatively with Government officials on this project, if funded.

Applicant signature



Date

6/3/21

## Kendra VanCleave

---

**From:** Christine Jarski  
**Sent:** Wednesday, June 16, 2021 3:19 PM  
**To:** Kendra VanCleave  
**Subject:** Fw: Pictures  
**Attachments:** Erik Ogaard - Travellodge Construction[18327].pdf; Erik Ogaard- Aluminum Handrail (Revised @42)[17371].pdf; Quote\_133507\_1622064405975[17495].pdf; Travel Lodge, La Grande OR[18329].pdf

See his verbiage below. It goes in the section regarding what happens if the project is not funded.

Christine Jarski  
Economic Development Director  
City of La Grande  
(541) 962-5994 (cell)  
(541) 962-1307 (office)


This e-mail is a public record of the City of La Grande, Oregon, and is subject to the State of Oregon retention Schedule and may be subject to public disclosure under the Oregon Public Records Law.

---

**From:** eogaard1@gmail.com <eogaard1@gmail.com>  
**Sent:** Wednesday, June 16, 2021 2:54 PM  
**To:** Christine Jarski  
**Subject:** RE: Pictures

Due to the impact that Covid-19 has had on our business last year we would have to push all of this project to next year if we were unable to get funding from the Urban Renewal Agency.

---

 Virus-free. [www.avast.com](http://www.avast.com)



FOR OFFICE USE ONLY

Where is the property located:

Inside the La Grande Business and Technology Park

Inside the Central Business Zone

Outside the Central Business Zone

<i>Type of project (select all that apply):</i>		<i>Proposed Use allowed in this Zone</i>	<i>Y or N</i>
<i>Hist. Bldg. Façade</i>	<i>Job Creation</i>	<i>Approvals required:</i>	
<i>Bldg. Expansion</i>	<i>Restoration/ Repair</i>	<i>Landmarks Commission</i>	<i>Y or N</i>
<i>Streetscape</i>	<i>Other Interior/exterior</i>	<i>Conditional Use</i>	<i>Y or N</i>
<i>New Construction</i>	<i>Other (describe at right)</i>	<i>Site Plan</i>	<i>Y or N</i>
<i>Date Received</i>	<i>/ /</i>	<i>Parking Required</i>	<i>Y or N # Spaces _____</i>
<i>Current Photos?</i>	<i>Y or N</i>	<i>Encroachment Permit Required</i>	<i>Y or N</i>
<i>Historic Photos?</i>	<i>Y or N N/A</i>	<i>Building Permit Required</i>	<i>Y or N</i>
<i>Owner authorization?</i>	<i>Y or N</i>	<i>District Manager Deems Application Complete</i>	<i>Y or N</i>
<i>Detailed drawings/ description?</i>	<i>Y or N Solid</i>	<i>Date Deemed Complete:</i>	
<i>cost estimates?</i>	<i>Y or N</i>	<i>Zoning _____ Legal</i>	
<i>Proposal complete?</i>	<i>Y or N</i>	<i>Description: _____</i>	
<i>Approved?</i>	<i>Y or N</i>		
<i>Amount of grant</i>	<i>\$</i>		

# **BUSINESS PLAN**

# Business Plan Template

Name of company: Travelodge La Grande

Name of persons completing this business plan: Erik Ogaard

## *Item A*

### **Description of Business**

What type of business is it: Wholesale, Retail, Manufacturing, Service, etc. What is your business legal structure: Sole proprietorship, Corporation or Partnership? Describe your products or services with a particular focus on what value it brings to your customer.

Our company is in the retail hospitality business. We rent rooms by the night to transient travelers and businessmen. The Travelodge La Grande is a company wholly owned by All American Inn Oregon LLC.

## *Item B*

### **Capital Requirements and Source**

How much capital does the business require over the next 12 months and what is the source of the capital? The Travelodge requires anywhere from \$200,000 to \$300,000 in order to pay mortgage, taxes, payroll, supplies, and maintenance.

## *Item C*

### **Competitive Advantage**

A competitive advantage exists when a company is able to deliver the same benefits as a competitor, but at a lower cost (cost advantage) or delivers benefits that exceed those of competing products/services (differentiation advantage). This competitive advantage enables the company to create superior value for its customers and higher profits for the company. Describe your competitive advantage.

Our competitive advantage is mainly based on price. We are an economy hotel that strives to offer a clean and comfortable environment at the best rates in La Grande. In other words our competitive advantage is primarily a cost advantage.

**Item D****Target Customer**

Trying to be all things to all customers is the "kiss of death" in business. If you are selling to consumers what is their age, gender, race, education attainment, income, marital status, family cycle, religion, occupation, industry of employment or home value? If you are selling business to business what is their industry, size of company, annual sales, purchasing patterns, decision maker, etc. Describe who your target customer is, where they can be found and how many are there.

Our target customer is the budget minded traveler or businessman that is just looking for the best rates in town that offer a clean and comfortable stay. We deal with a lot of contractors that need extended stays for their employees as well.

**Item E****Pricing Strategy**

Describe your pricing strategy: below market, at market or above market. Describe why you selected that pricing strategy and how it can be maintained profitably.

We monitor hotel rates in the area on a daily basis. We are most often at the low end of the market although not at the very bottom as we are an economy hotel.

**Item F****Competition**

List top three competitors, their competitive advantage, pricing strategy, strengths and weaknesses.

See attached. Formatting was incorrect.

**Item G****Marketing and Sales Strategy**

Describe how the company will attract and reach its best profitable customers. Describe how the company will convert potential prospects into customers. Describe how the company will create repeat customers.

We are part of a franchise called Wyndam Hotels. So we pay monthly to have Wyndham promote our hotel on the internet and elsewhere. Wydham Hotels also provides us with a computer booking system to interface with customers and payments.

**Item H****Management**

Describe the people directly involved in the business and what they bring to the table to make this business a success. All people or teams have weaknesses. What are the weaknesses and how does the company plan to minimize those weaknesses.

My wife Maria and I are directly involved in running the business. We provide a lot of direct contact with the customer as well as most of the maintenance. Our biggest weakness is probably our inability to hire a large crew to help us work the hotel. We do most of it ourselves.

**Item I****12-Month Cash Flow Projections****Break-Even Analysis**

We estimate a good year going forward. Due to Covid-19 we had significant losses in 2020. Gross sales estimate for 2021-2022 \$350,000 to \$400,000 with a net profit of \$50,000 to \$100,000 with a break even point of \$300,000.



Item F of business plan – the section was not formatted correctly.

Best Western La Grande – Is a higher end hotel with a swimming pool, full breakfast, and more modern room fixtures. They have to charge a higher daily rate for the above amenities which gives us a competitive advantage on price.

Royal Motor Inn – A similar hotel but doesn't have a franchise behind it to give it a better reputation and nationwide loyalty program like we have.

Blue Moon Motel – A lower priced hotel that does not have the nicer amenities and franchise behind it like we do.

**OWNER  
INFORMATION  
( authorization )**

[Print Page](#)

## 2020 Union County Property Information

**Property Reference Number:** 3375

[New Search](#)

**Property Type:** REAL PROPERTY

**Property Address:** 2215 ADAMS AVE , LA GRANDE

[Surveyor Map](#)

<b><u>OWNER INFORMATION</u></b>								
Property Owner: ALL AMERICAN INN OREGON LLC								
Contract Buyer:								
ETAL(s):								
Mailing Address: 402 ADAMS AVE LA GRANDE OR ,97850								
<b><u>PROPERTY INFORMATION</u></b>								
Property Address:	2215 ADAMS AVE , LA GRANDE							
Map Number:	03S3808AD							
Tax Lot Number:	2300							
A Number:	0							
Code:	132							
Property Class/Desc:	201 COMM IMPROVED							
ZONE	LG-GC							
<b><u>PROPERTY VALUES</u></b>								
	Real Market Value   Assessed(Taxable) Value							
Land:	\$105,240							
Structures:	\$525,210							
Subtotal:	\$630,450                      \$630,450							
Total:	\$630,450                      \$630,450							
<b><u>PROPERTY TAX INFORMATION</u></b>								
Do not pay this amount! For current balance owing, contact the <a href="#">Assessor/Tax Collector</a> .								
Base Tax:	\$10,361.31							
Total Tax:	\$10,361.31							
Do not pay this amount! For current balance owing, contact the <a href="#">Assessor/Tax Collector</a> .								
<b><u>STRUCTURES</u></b>								
# Bldg	Description	Main Sq Ft	Uppr Sq Ft	Bsmt Sq Ft	Year Blt	Year Appr	Mkt Value	Rmdl
1	424 APTS, MOTELS CLASS D	10,560	0	0	1958	2016	\$525,210	0
<b><u>LAND DESCRIPTIONS</u></b>								

Line#	Square Feet	Land Code	Description	Dimensions	Market Value
1	0	OSD	CITY WATER & SEWER	-	\$6,000
2	16,500	COMA	AA5 COMMERCIAL LAND	150.00x110.00	\$99,240
<b>Total</b>	16,500				

<b><u>SALES</u></b>					
Seq#	Sale Date	Sale Amount	#Parcels Sold	Doc Type	Document Number
1	06/10/2016	\$975,000	1	WD	20161864
2	02/28/2011	\$0	1	WD	20110700
3	04/12/2007	\$755,000	1	WD	20071863

<u>NEW SEARCH</u>
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Website last updated 06/03/2021

**Notice:** The information provided here is for convenience ONLY.

The records located at Union County Assessor/Tax Collector's office are the one and only legal instruments for assessment purposes.

Although reasonable attempts are made to maintain this information as accurate as possible, these documents are being provided as an informational convenience ONLY.

Union County is not, in any way, liable for any inaccuracies, inconsistencies, errors, omissions, or other deviations in these documents from the original copies maintained and filed at the Union County Assessor/Tax Collector's Office, La Grande, Oregon. For further information please see our [Disclaimer](#)

# APPLICATION FOR REGISTRATION



Corporation Division  
[www.filinginoregon.com](http://www.filinginoregon.com)

**E-FILED**  
Feb 08, 2016  
OREGON SECRETARY OF STATE

---

**REGISTRY NUMBER**

118573393

**TYPE**

ASSUMED BUSINESS NAME

**ENTITY NAME**

TRAVELODGE LA GRANDE

**BUSINESS ACTIVITY**

HOTEL

**PRINCIPAL PLACE OF BUSINESS**

2215 ADAMS AVE  
LA GRANDE OR 97850 USA

**NAME & ADDRESS OF AUTHORIZED REPRESENTATIVE**

53104999 - ALL AMERICAN INN OREGON, LLC

PO BOX 697  
LA GRANDE OR 97850 USA

**REGISTRANT/OWNER**

53104999 - ALL AMERICAN INN OREGON, LLC

40267 MORGAN LAKE RD  
LA GRANDE OR 97850 USA

**COUNTIES**

UNION





By my signature, I declare as an authorized authority, that this filing has been examined by me and is, to the best of my knowledge and belief, true, correct, and complete. Making false statements in this document is against the law and may be penalized by fines, imprisonment, or both.

By typing my name in the electronic signature field, I am agreeing to conduct business electronically with the State of Oregon. I understand that transactions and/or signatures in records may not be denied legal effect solely because they are conducted, executed, or prepared in electronic form and that if a law requires a record or signature to be in writing, an electronic record or signature satisfies that requirement.

**ELECTRONIC SIGNATURE**

**NAME**

ERIK OGAARD

**TITLE**

REGISTRANT

**DATE SIGNED**

02-08-2016

**PHOTOS**



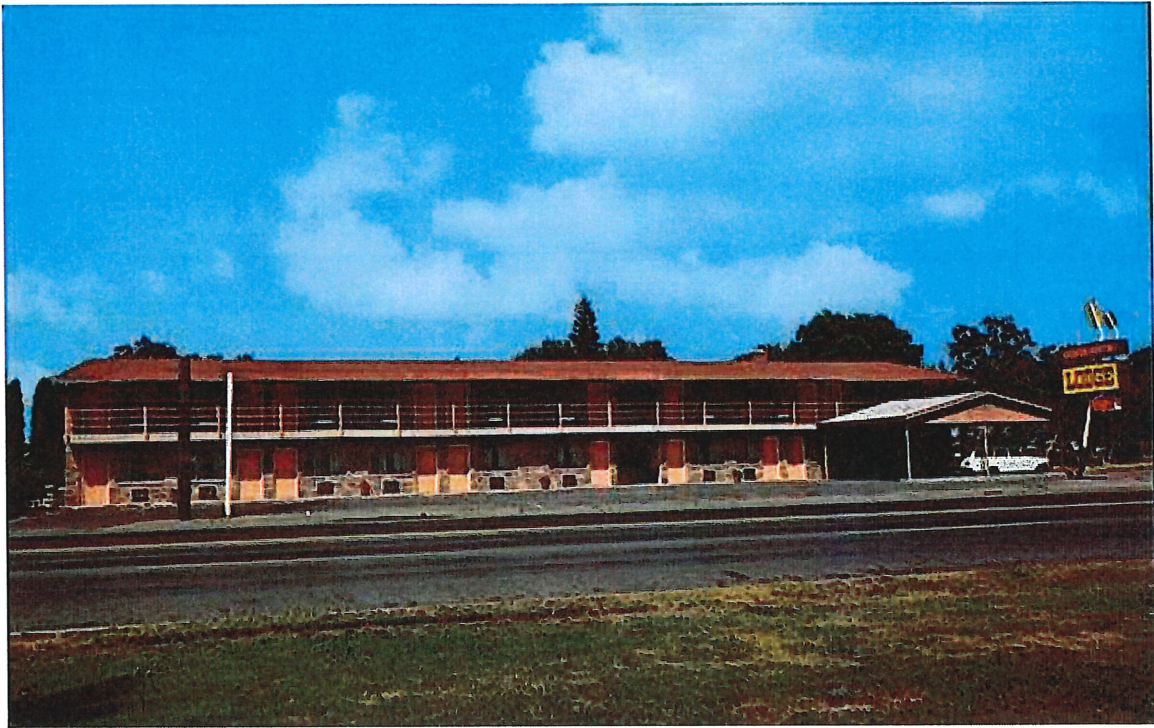
 HipPostcard



LA GRANDE, Oregon OR ~ Roadside BROKEN ARROW LODGE c1970s Union County...

Images may be subject to copyright. [Learn More](#)





 CardCow.com



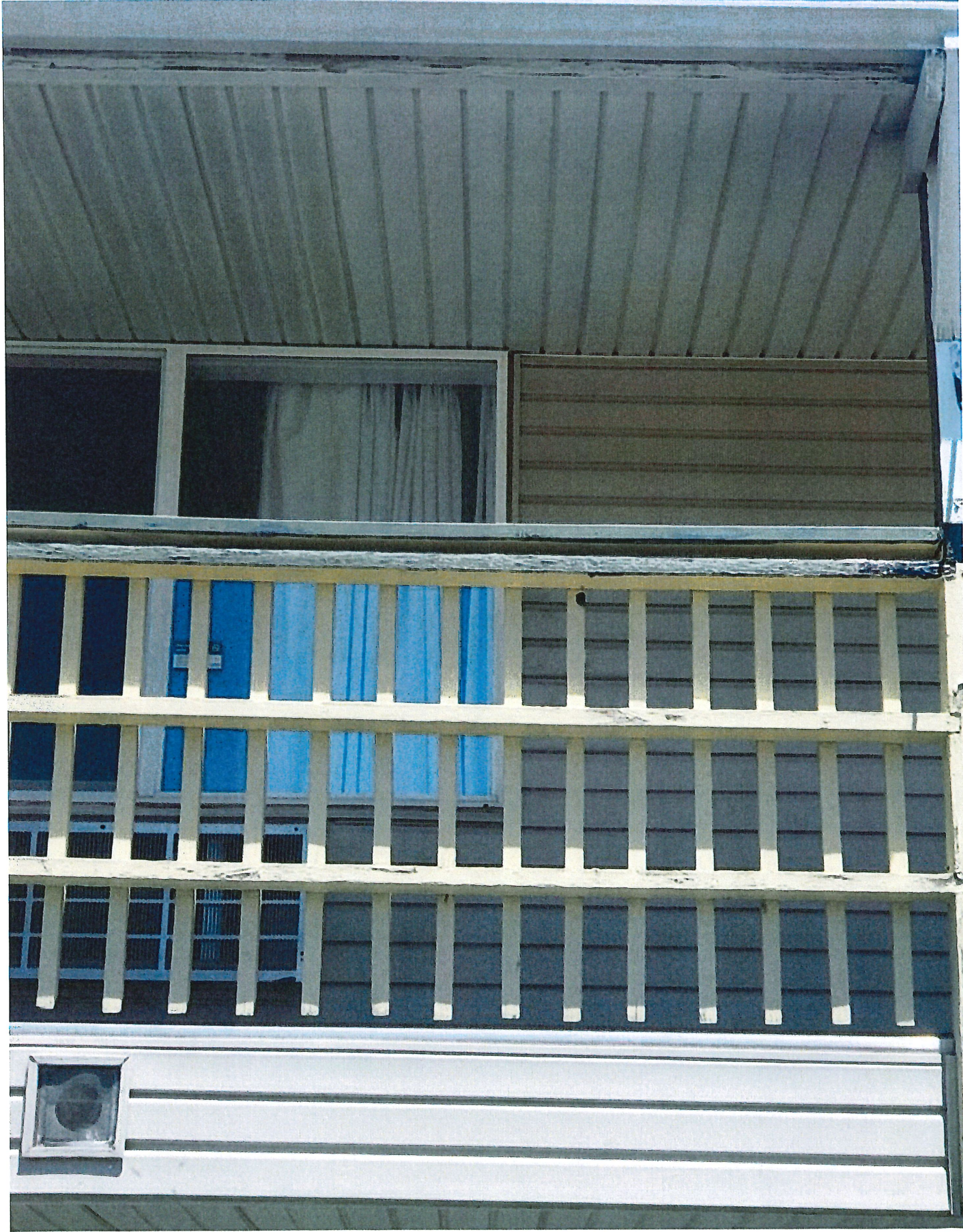
## View of Broken Arrow Lodge

\$4.95 USD\* · In stock

Located at east entrance of La Grande in the heart of the fishing and hunting paradise. Gateway to Wallowa lakes and mountains. Home of Eastern Oregon ...

\* Check website for latest pricing and availability. Images may be subject to copyright. **Learn More**









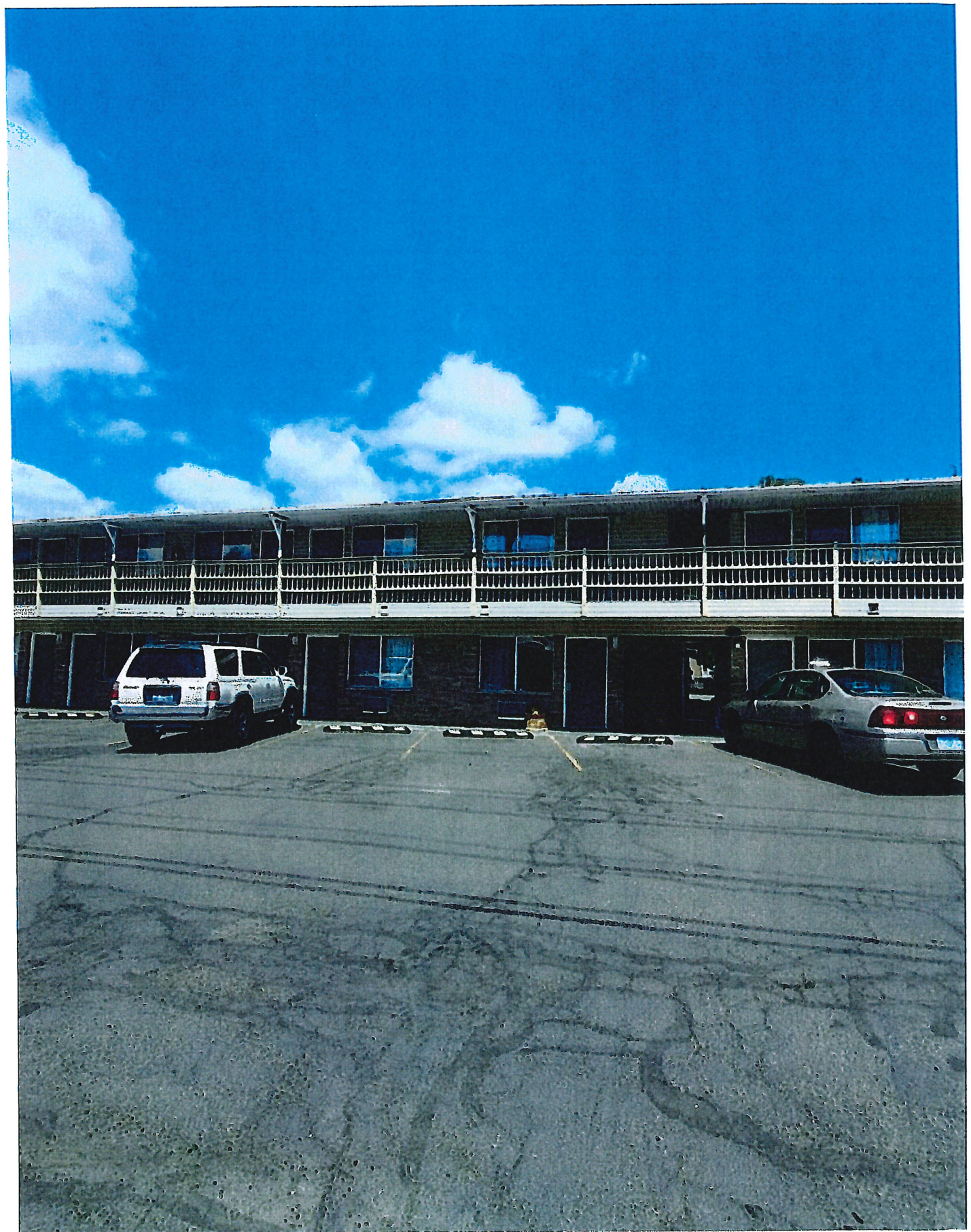








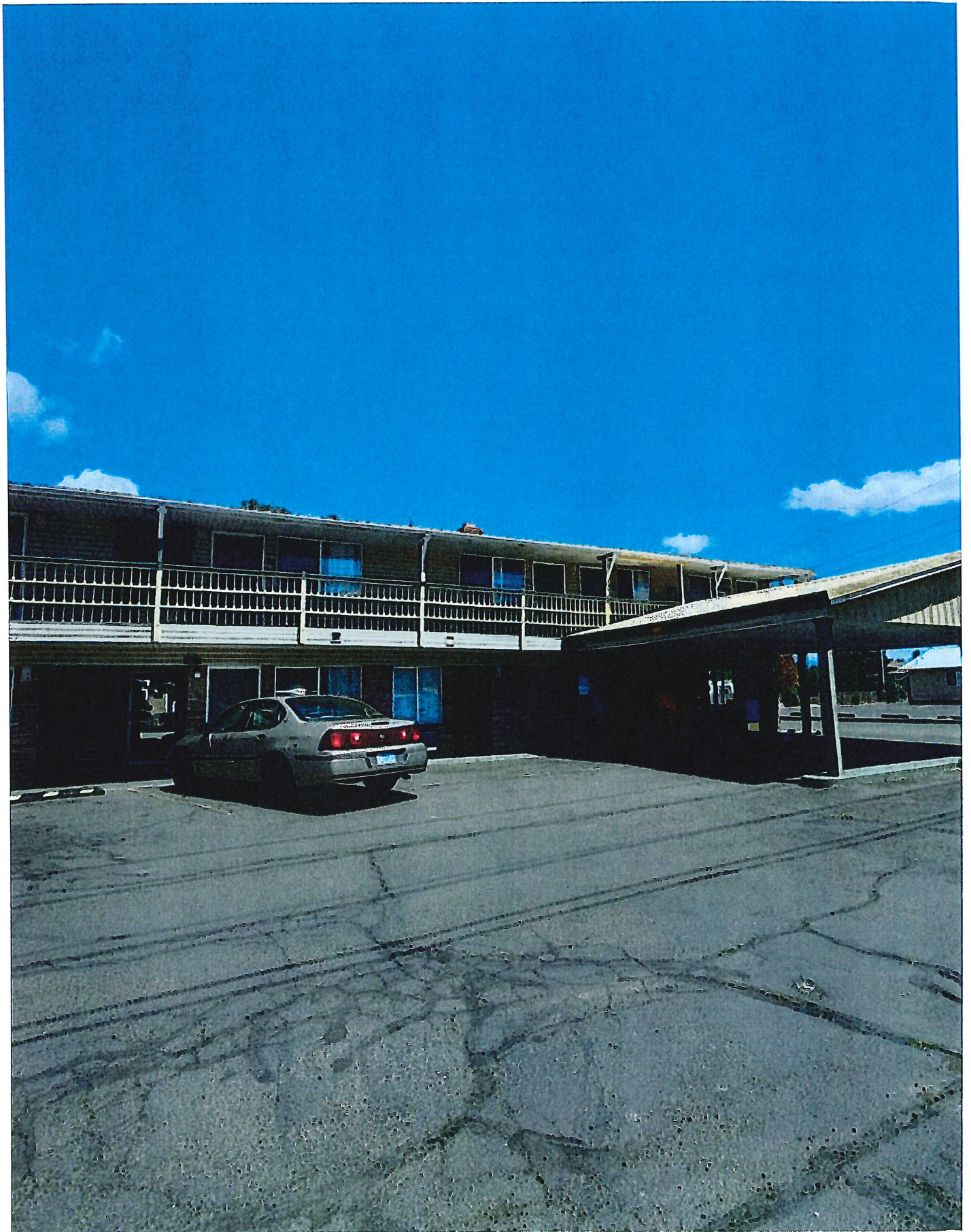














**BIDS**



Geoffrey Robinson, Parker McKinley, Owners  
62365 Igo Lane La Grande, OR 97850

**(541) 962-5589**

www.WePaintLaGrande.com wepaintlagrande@gmail.com

Commercial - Residential

Licensed - Bonded - Insured

5-12-2021

**To:**  
Erik Ogaard  
Travel Lodge  
La Grande, OR

**Bid to Include:**

Pressure wash, scrape, sand, and caulk as necessary to seal siding prior to paint/primer application.  
Mask and cover windows/decking/sidewalks/etc. in preparation for painting.  
Repaint body and trim of hotel to custom specs.

**Bid Total: \$41,700**

**Why use We Paint La Grande on your next project?**

- We only use top quality 15 year to lifetime products, except where specifically noted otherwise.
- All labor and materials on re-paints is 100% guaranteed for 3 full years from the date of completion. 1 year warranty on new construction.
  - All bids include labor, material, and paint, except where otherwise specified.
- Our crews clean up when they are done. Expect your property to be left better than when we found it.
  - We prime ALL bare wood to ensure your siding is like new when we are done!

**Terms & Conditions:**

- There is NO warranty on decks - Oregon winter freeze/summer UV extremes are harsh on decking. There is NO warranty on rotten wood or warped siding. It is recommended that all rotting wood be replaced.
- Bid is for same color, single coat paint application unless specifically stated otherwise. Unless specifically noted, items **not included** in bid: decks, patios, sheds, shutters, fences, lighting fixtures, parking area covers, accent or trim colors on doors/soffits, accent/trim colors not specifically stated, or other items not normally considered part of the siding or trim of the house.
- Bid is for standard trim package unless stated otherwise. (Facia/window/door/corner trim) Standard trim/fascia paint application is on outward facing surfaces.
- Pricing listed as a package deal only except where specifically noted. We reserve the right to terminate this contract at any time.
- New construction: interior garages, exterior caulking, priming, separate color ceilings, or other custom paint applications are not included unless specifically noted in the bid.
- Caulking not included on new siding or trim unless specifically stated above. We do not caulk butt seams on cement board siding. They will crack-out regardless of the product used.
- Homeowner is responsible to trim vegetation so that siding is accessible. WPL may charge if trimming is required. We work hard to ensure the safety of your plants, though protecting them from paint can also be harmful. Homeowner shall remove all personal items at least 20 ft from siding. We reserve the right to charge for moving personal items.
- If it is determined that your home has lead based paint, this contract will become void until a new contract can be negotiated.
- Our crews work to pick up all paint chips and any other scraps a quarter sized or larger. Paint chips smaller than a quarter will eventually crumble and dissolve.
- To be paid in full upon completion. Check shall be made payable to: "Geoffrey Robinson" upon completion. ½ down payment may be required. Interest shall accrue at 17.8% APR on all late payments.
- For contracts over \$2000, find Oregon lien law information here: <https://www.oregon.gov/CCB/Documents/pdf/information%20notice%20liens.pdf>
- Change order hourly rates: Admin/GM \$50/HR, Crew Lead \$45/HR, Painter \$40/HR.
- Homeowner will provide power and water for the duration of the project. Homeowner shall also be responsible for costs associated with gaining access to siding beyond what ladders will allow.

Quotation valid for **15** days.  
To accept this quotation, sign here and return:

**100% Satisfaction Guarantee.**

**“We don’t get paid until you are completely satisfied.”**

-We Paint La Grande LLC, 541-962-5589

# RICK'S

## CUSTOM FENCING & DECKING

OR# 50088 WA# RICKSCF99KB

Erik Ogaard  
2215 ADAMS AVE  
LA GRANDE OR 97850  
(541)663-6876 (541)663-6876  
Email: eogaard@hotmail.com

05/11/2021

Invoice No.  
EST:749136

ffpdf.A | BMW/ / | Google search/ | page: 1

>>> ESTIMATE INFO COPY...Pricing subject to change. <<<

Qty	UN	Description	Price	Amount
352	---	TEAR OUT EXISTING HANDRAIL	8.00	2816.00
294	LF	Premium Picket HR Fascia Inst	53.99	15873.06
294	LF	Premium Picket Handrail Mat 200 Series Cap Black	77.99	22929.06
294	---	UPGRADE TO 42"H	15.59	4583.46
28	LF	Premium Picket Handrail Inst	51.99	1455.72
28	LF	Premium Picket Handrail Mat 200 Series Cap Black	77.99	2183.72
28	---	UPGRADE TO 42"H	15.59	436.52
32	LF	Premium Picket Stair Rail Ins	93.49	2991.68
32	LF	Premium Picket Stair Rail Mat 100 Series Cap Black	86.75	2776.00
3	---	CUSTOM STEEL PANELS	1130.00	3390.00
3	---	LABOR TO INSTALL PANELS	500.00	1500.00
1	---	CUSTOMER WILL PROVIDE ACCESS		
1	---	UNDER STAIRS FOR BLOCKING		
1	---	UNDER HANDRAIL POSTS		
1	---	CUSTOMER WILL PROVIDE LODGING		
1	---	FOR CREWS		
1	--	Washington Sales Tax Exemption		

Continued on next page . . .

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

503-640-5434  
4543 SE TV Hwy  
Hillsboro, OR

503-669-0795  
17855 NE Halsey St.  
Gresham, OR

503-463-8331  
8755 Portland Rd. NE  
Salem, OR

360-253-3792  
13203 NE Fourth Plain Blvd  
Vancouver, WA

509-736-3325  
9120 W Clearwater Ave.  
Kennewick, WA

# RICK'S

## CUSTOM FENCING & DECKING

OR# 50088 WA# RICKSCF99KB

Erik Ogaard  
2215 ADAMS AVE  
LA GRANDE  
(541)663-6876  
Email: eogaard@hotmail.com

OR 97850  
(541)663-6876

05/11/2021

Invoice No.  
EST:749136

ffpdf.A | BMW/ / | Google search/ | page: 2

>>> ESTIMATE INFO COPY...Pricing subject to change. <<<

Qty	UN	Description	Price	Amount
1	--	Install/Delivery Oregon		
ESTIMATE TOTAL . . . . .				60935.22

origin:05/11/21 lastChange:05/11/21 nextContact:05/15/21

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

503-640-5434  
4543 SE TV Hwy  
Hillsboro, OR

503-669-0795  
17855 NE Halsey St.  
Gresham, OR

503-463-8331  
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**(541) 962-5589**

www.WePaintLaGrande.com wepaintlagrande@gmail.com

Commercial - Residential

Licensed - Bonded - Insured

## DBA: WPL Enterprises

5-27-2021

**To:**

Erik Ogaard  
Travelodge Inn Hotel

**Work Proposal:**

Install Guest Room Doors \$300ea x 35 rooms

Labor \$10,500

Material (see door quote attached) \$23816.75

Tear out and replace vinyl soffit and replace with pine tongue and groove

Labor \$9,600

Material \$10,600

-Exterior natural wood: post/beam/pillar/porch/decking not included, if present. Cost to be determined upon site visit with owner, if necessary.

**Bid Total: \$54,516**

One final touch up visit included. Additional touch-up visits will require change-orders.

**Optional Add-ons:**

+Boom cost (if necessary): \$1500/week, \$400/day.

**TOTAL Add-ons**

**Terms & Conditions:**

- Bid is for same color, single coat paint application unless specifically stated otherwise. Unless specifically noted, items not included in bid: decks, patios, sheds, shutters, fences, lighting fixtures, parking area covers, accent or trim colors on doors/soffits, accent/trim colors not specifically stated, or other items not normally considered part of the siding or trim of the house.
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- Homeowner will provide power and water for the duration of the project. Homeowner shall also be responsible for costs associated with gaining access to siding beyond what ladders will allow.
- There is NO warranty on decks. Oregon winter freeze/summer UV extremes are harsh on decks. There is NO warranty on rotten wood or warped siding. It is recommended that all rotting wood be replaced.

**Why use We Paint La Grande on your next project?**

- We only use top quality 15 year to lifetime products, except where specifically noted otherwise.
- All labor and materials on re-paints is 100% guaranteed for 3 full years from the date of completion. 1 year warranty on new construction.
- All bids include labor, material, and paint, except where otherwise specified.
- Our crews clean up when they are done. Expect your property to be left better than when we found it.
- We prime ALL bare wood to ensure your siding is like new when we are done!

Quotation valid for **15** days.  
To accept this quotation, sign here and return:

**100% Satisfaction Guarantee.**

**“We don’t get paid until you are completely satisfied.”**



# QUOTATION

1-844-TRUDOOR (844-878-3667)  
www.trudoor.com

Date	Quote #
5/26/2021	133507

Bill To
Travelodge La Grande Phoenix AZ 85035

Ship To
Travelodge La Grande La Grande OR 97850

Ship Via	Quoted To	Sales Rep
LTL Freight		Gwenna

Qty	Item Description	Each	Total
35	F16 Hollow Metal Frame - 16ga. - 3'0" x 7'0" - 5-3/4" Jamb Depth (4-7/8" Throat) - LH	\$126.00	\$4,410.00
35	EWA - Existing Wall Anchor Frame Prep; Punch & Dimple w/ (8) Butterfly Anchors and (8) 3/8" x 6" Flat Head Sleeve Anchor Bolts	\$46.00	\$1,610.00
35	Assemble Frame; Square, Weld Corners & Ground Smooth Frame Outside Dimension = 40" x 86"	\$27.00	\$945.00
35	Hollow Metal Door (6-Panel Embossed) - A40 Galvanneal 18ga. - 3'0" x 7'0" x 1-3/4" (Actual Size = 35-3/4" x 83-1/8") - Polystyrene Core - 86 Edge Prep - Steelcraft Locations	\$316.00	\$11,060.00
35	Mortise Lock Function Holes Prep (Metal Door) Need Template	\$33.00	\$1,155.00
35	Trudoor BB-NRP (Non-Removable Pin) Ball Bearing Hinge - 4.5" x 4.5" - 600 USP (Prime Coat)	\$4.00	\$140.00
70	Trudoor SPH Spring Hinge (UL Rated) - 4.5" x 4.5" - US26D (Satin Chrome)	\$9.00	\$630.00
35	Pemko 171A Saddle Threshold - 36" x 1/2" H x 5" W - Mill Finish Aluminum (ADA Compliant)	\$26.50	\$927.50
35	Pemko 315CN 36" Door Sweep - Clear Anodized Aluminum w/ Neoprene Seal	\$12.25	\$428.75
105	Rubber Door Silencer - Gray	\$0.10	\$10.50
6	Crate Charge for LTL Freight - Back of Truck, Tailgate Delivery (Recipient Responsible for Unloading)	\$85.00	\$510.00

Quotation Good for 30 Days. To place order, please submit payment through our secure online payment gateway: <https://www.trudoor.com/pay/>

Please review this quote carefully. By submitting payment, you approve this quote and agree to our terms and conditions, which can be found at: <https://www.trudoor.com/terms-conditions/>

Sales Tax: If applicable this quote may contain sales tax. The tax total is an estimate and is subject to change based on exact shipping addresses. If sales tax has been added to this quote or a recent order and you need to take advantage of your tax-exempt status, please email a copy of the tax exemption form to [tax@trudoor.com](mailto:tax@trudoor.com)

Tax Total	\$0.00
Subtotal	\$21,826.75
Shipping Cost	\$1,990.00
<b>Total</b>	<b>\$23,816.75</b>



# **COMMUNITY COMMENT**

## Community Statement

The Travelodge is extremely grateful to the Urban Economic Renewal Agency of La Grande for funding our face-lift project! We are an independently owned company by Erik and Maria Ogaard of La Grande. We plan to replace our old wood railing with new aluminum railing. Our old original wood doors with new secure and energy efficient steel doors. We also plan to paint our exterior to modernize our look and replace the failing vinyl soffit with new wood tongue and groove soffit. Thank you La Grande! We hope to help serve your hospitality needs for many years to come!