



03/29/2013

Mike Kee, City Manager
City of Baker City
PO Box 650
Baker City, OR 97814

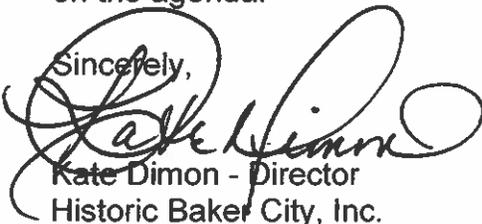
Dear Mr. Kee,

Historic Baker City, Inc. is pleased to submit its quarterly financial statements and progress report, pursuant to our contract with the City of Baker City.

Historic Baker City, Inc. is very committed to carrying out its mission, as well as continuing its productive partnership with Baker City. This partnership has been key to our success and HBC look forward to many years of downtown improvements and revitalization accomplishments through the Oregon Main Street program.

Should you, Mayor Langrell or Baker City Council members have any questions, I would be happy to clarify or report before Council when time allows on the agenda.

Sincerely,



Kate Dimon - Director
Historic Baker City, Inc.

PO Box 1074 ♦ BAKER CITY, OR 97814 ♦ 541-523-5442

Historic Baker City, Inc. Mission: The mission of Historic Baker City, Inc. is to develop and promote a healthy and prosperous downtown, serving a community rich with culture and history.



HISTORIC BAKER CITY, INC.

Main Street™ Program Management Quarterly Work Plan Progress Report March 27, 2013

Based on the National Main Street™ Center's four points of downtown revitalization, our areas of focus are:

Organization
Design
Economic Restructuring
Promotion

Organization

Goal: Evaluate, educate, and strengthen the organizational structure of HBC; improve communications between the board, volunteers and membership.

Objectives:

1. Focus on leveling EID District, improving communication with stakeholders, and modifying the By-Laws for a clearer understanding of roles and responsibilities. *Effective communication with stakeholders is accomplished via email lists on a daily and weekly basis. HBC implemented a color newsletter that goes out each month, identifying and defining HBC's personality and its goals for promotions and historic preservation. HBC will become more focused on projects and programs that will benefit our constituents.*
HBC will also release a survey with property and business owners, as well as offers workshops, educational, and grant opportunities. HBC plans to host more property and business owner meetings to strengthen stakeholder communication and address the needs of the downtown community.
2. Complete a new web site away from Chamber for identity branding, to link to social networking sites, with capability for posting current information. *Construction of the new HBC website is nearing completion.*

3. Educate Board with workshop & Main Street training; strengthen Main Street committees.

State of Oregon has committed to spend once a month with the new board. In training our board on the 4 point approach, and the roles and responsibilities of the Board. To energize the Board to set project goals.

4. Improve HBC's visibility and recognition of successes

Announcements and press releases that promote and recognize Baker City's historic downtown are released via eblast and press lists. HBC is an active partner in promoting Baker City through workshops, events, conferences, and promotional events and material.

5. Secure adequate, stable, and diverse funding.

The organization committee has targeted new funding avenues such as possibly the Ison House and future acquire new properties with financial opportunities for our capital budget.

6. Evaluate staff and review annually.

7. Oversee the preparation of annual budget, annual work plan and documents necessary for compliance with City of Baker City contract; review contract for current effectiveness and objectives.

The annual budget, work plan, and all compliance features of the City of Baker City/ HBC contract, as well as Performing Main Street reporting, have been submitted in a timely manner.

8. Strengthen volunteer force, community sponsorship and key partnerships.

Committees and board members will be working to increase community partnerships and a volunteer database as well as create more outlining partnerships.

Design

Goal: To work with business/property owners; city staff, city councilors; citizens, And the State Historic Preservation Office to preserve downtown Baker City's historic commercial district, as well as work toward a contemporary goal of a usable and marketable downtown.

Objectives:

1. Develop additional funding sources for the Destination Downtown Historic Façade Renovation Program and develop financial incentives and solutions for building rehabilitation and business development.

In additional to the HBC board targeting fundraising as a priority, grantwriting will also be a focus for the months and years ahead. Recently HBC received \$7,000 from the Leo Adler Community Fund for the VFW paint job, and another for our city clean up of \$500.00

2. Be an identifiable advocate for Resort Street Improvements and Court Plaza; work with Baker City to improve communication, education, and opportunity for these significant new capital improvements.

Historic Baker City, Inc. is in full support of Baker City's desire to seek funding for Resort Street improvements, and the Court Street Plaza. The Court Plaza project has been listed in Historic Baker City, Inc.'s 2011, 2012, and 2013 Annual Work Plans as a goal in assisting the City to create an important connection between our historic downtown, a new design has been completed and will be brought to the council by the Board of Directors of HBC.. A public plaza of this nature is a fundamental design element of a well planned downtown, and serves as an important gathering spot, urban respite, and pedestrian breezeway. This particular plaza project is especially appealing in creating an important connecting corridor, as well as offering sitting areas and a public space downtown for small performances, craft or farmer markets, and a pocket park.

1. Improve Downtown Wayfinding signage.
2. Unify streetscape amenities and furnishings.
3. Coordinate repainting of crosswalks.
4. Improve appearance of vacant buildings and occupancy rates

Economic Restructuring

Goal: Improve downtown business environment and retention, provide assistance for recruitment efforts, and provide assistance and resources to new and existing businesses.

Objectives:

1. Implement a business retention, expansion and attraction plan.
2. Assess business needs and opportunities via a business needs survey.
A business survey has been designed, last year and unfortunately has yet to be released by Economic Development group of HBC. However, we should be able to do this in the coming months.
3. Offer business education, assistance and resource workshops.
HBC partners with other organizations to offer low cost/no cost workshops and educational/training seminars. We will also offer training on Historic Preservation and Restoration in this year.
4. Promote heritage assets and heritage tourism as Economic Development strategy.
*We are attempting to re-brand downtown. This effort is being reviewed by the board and how this will bring Baker City to the attention national area for tourism.
We have just experienced a great coop in the Salt Lick Auction being recognized with an award.*
5. Reassess Shop Local efforts; determine local needs and market opportunities.
6. Address building occupancy issues as well as find new economic uses for traditional buildings.

Promotion:

Goal: To promote downtown Baker City to the local and regional markets

Objectives:

1. Improve image of downtown as a vibrant downtown.
HBC worked with Baker County Marketing and other organizations to host the Rand McNally Best of the Road judges. This included downtown clean up efforts, hanging flowerpots, and vacant building storefront clean up. HBC is working on a virtual, by using smartphones, we create a downtown walking tours for individuals, trade magazines, and regional landmark commissions.
2. Plan activities and events that promote downtown Baker City to the local community and out of town visitors, as well as have an economic impact to the community; reassess value and impact of current annual events.
Our downtown events are evolving into a fresh new look, designed to showcase the historic commercial district and encourage local and regional visitors to explore Baker City and Baker County.

3. Foster good relationships, partnerships and communication in the community; cross promote and market with other organizations for maximum visibility and promotion.

HBC works closely with other organizations and non-profits, Baker County Marketing, and Baker County Economic Development to enhance existing programs, maximize advertising dollars, and underscore a united cooperative spirit in the community.

Historic Baker City, Inc.
Profit & Loss
 January 1 through March 27, 2013

Jan 1 - Mar 27, 13

| | |
|--|------------------|
| Ordinary Income/Expense | |
| Income | |
| 4000 · Operating Income | |
| 4100 · General Income | |
| 4110 · Property Assessments | 31,623.16 |
| 4120 · Business Licenses | 78.71 |
| 4100 · General Income - Other | 4,458.69 |
| Total 4100 · General Income | 36,160.56 |
| 4600 · Programs/Events | |
| 4630 · Christmas Events | -73.25 |
| 4665 · Miscellaneous Income | |
| 4685 · Baker Co. Kiosk Support | 1,250.01 |
| 4665 · Miscellaneous Income - Other | 278.94 |
| Total 4665 · Miscellaneous Income | 1,528.95 |
| 4700 · Fundraisers | |
| 4750 · Hells Canyon Motorcycle Rally | 1,350.00 |
| 4700 · Fundraisers - Other | 215.00 |
| Total 4700 · Fundraisers | 1,565.00 |
| Total 4600 · Programs/Events | 3,020.70 |
| Total 4000 · Operating Income | 39,181.26 |
| Total Income | 39,181.26 |
| Expense | |
| 5000 · Operating Expenses | |
| 5100 · Occupancy Expense | |
| 5115 · Contract Labor | 2,850.00 |
| 5125 · Phone | 361.14 |
| 5126 · Cell Phone | 70.00 |
| Total 5100 · Occupancy Expense | 3,281.14 |
| 5200 · General Expenses | |
| 5210 · Copier/Reproductions | 298.64 |
| 5215 · Newsletter | |
| 5217 · Newspaper Insertion | 71.00 |
| Total 5215 · Newsletter | 71.00 |
| 5220 · Office Expense | 783.84 |
| 5225 · Dues, Subscriptions & Books | 389.00 |
| 5230 · Travel, Meals & Entertainment | 46.00 |
| 5235 · Professional Development | 134.29 |
| 5245 · Professional Services | 251.91 |
| 5265 · Postage | 94.00 |
| 5291 · VAOI - Donations | 705.00 |
| 5200 · General Expenses - Other | 10,496.29 |
| Total 5200 · General Expenses | 13,269.97 |
| 5300 · Personnel Expense | |
| 5310 · Wages and Salaries | 7,753.60 |
| 5360 · State Unemployment | 51.99 |
| 5386 · Insurance Benefits | 675.00 |
| 5390 · WC Insurance | 28.86 |
| Total 5300 · Personnel Expense | 8,509.45 |
| 5700 · Cost of Fundraisers | |
| 5731 · Hell Canyon Expenses | -225.00 |
| Total 5700 · Cost of Fundraisers | -225.00 |
| Total 5000 · Operating Expenses | 24,835.56 |

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Cash Basis

Historic Baker City, Inc.
Profit & Loss
January 1 through March 27, 2013

| | <u>Jan 1 - Mar 27, 13</u> |
|--|---------------------------|
| 6999 · Uncategorized Expenses | -7,000.00 |
| Total Expense | <u>17,835.56</u> |
| Net Ordinary Income | 21,345.70 |
| Other Income/Expense | |
| Other Income | |
| 6000 · Interest Income | |
| 6100 · From Cash Reserves | 0.09 |
| 6000 · Interest Income - Other | 1.31 |
| Total 6000 · Interest Income | <u>1.40</u> |
| Total Other Income | 1.40 |
| Other Expense | |
| 9000 · Grant Related Expenses | |
| 9150 · Baker County | 50.00 |
| Total 9000 · Grant Related Expenses | <u>50.00</u> |
| Total Other Expense | <u>50.00</u> |
| Net Other Income | <u>-48.60</u> |
| Net Income | <u><u>21,297.10</u></u> |