

BEFORE THE COUNCIL INTERNAL AFFAIRS COMMITTEE
OF THE METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF ENTERING INTO)	RESOLUTION NO. 88-882
A CONTRACT WITH PRY PUBLISHING TO)	
DEVELOP, PUBLISH, AND DISTRIBUTE)	Introduced by the
A TABLOID INSERT PROMOTING THE)	Executive Officer
LIVABILITY OF NORTH PORTLAND)	

WHEREAS, the North Portland Enhancement Committee has recommended approval of a promotional project to publish 200,000 copies of a newspaper tabloid insert promoting the livability of the North Portland area, to be developed, published and distributed by Pry Publishing; and

WHEREAS, funds are available for the project via the North Portland Rehabilitation Fund; and

WHEREAS, the North Portland Enhancement Committee was created to make recommendations to the Metro Executive Officer and the Council on expenditure of the funds for enhancement projects in the North Portland area; and

WHEREAS, On October 22, 1987, the Committee presented its recommendations to the Council for funding of nine community projects, including project amounts and vendors, of which the newspaper tabloid insert publication was one; and

WHEREAS, the Council unanimously approved the nine projects recommended by the North Portland Enhancement Committee; now therefore,

BE IT RESOLVED,

1. That the Council of the Metropolitan Service District authorizes the Executive Officer to enter into a contract with Pry Publishing to publish and distribute 200,000 copies of a newspaper tabloid insert promoting North Portland, as described

in the project application attached to this resolution as Exhibit A and incorporated by reference herein.

2. That the contract termination date be effective no later than June 30, 1988.

Adopted by the Council of the Metropolitan Service District this 10th day of March, 1988.



Mike Ragsdale, Presiding Officer

EXHIBIT A

APPLICATION FOR FUNDS

**NORTH PORTLAND REHABILITATION AND
ENHANCEMENT COMMITTEE**

Before filling out this form, it is very important for you to read the Applicant Information pages to be sure your proposal qualifies for funding consideration. Applications must be received by the 5:00 p.m. August 14, 1987 deadline to receive consideration by the Committee. Some proposals may require liability insurance. Committee recommendations are subject to Metro's approval.

Please type your answer to each question concisely within the space provided. Do not extend response onto separate sheet.

Submit one completed original application form and a brief cover letter.

This form should be sent to: North Portland Rehabilitation and Enhancement Committee, c/o Metro, 2000 S.W. First Avenue, Portland, OR 97201.

~~Organization~~ BUSINESS The St. Johns Review newspaper

Address 8410 N. Lombard, Portland, Ore. 97203

City, State, Zip

Project Coordinator Marcia Pry, publisher Phone 235-8335

Chairperson of Governing Board Phone
(if applicable)

PROPOSAL INFORMATION

1. Briefly describe the project for which you are requesting funds.

The St. Johns Review proposes overseeing the creation of a 12-page tabloid newspaper insert which will be distributed throughout the Portland area (including all of the Peninsula) through This Week or The Oregonian. Between 200,000 and 300,000 copies will be printed, depending on a committee's recommendations. Content will include the virtues and strengths of living and doing business on the Peninsula, including such areas as housing, recreation, industry, environmental issues, small business, the jazz festival, education, and the like.

2. Describe how this project was selected and the need(s) to which it will respond.

"The Peninsula and its Promise" was selected by Tom and me, applying the same kind of entrepreneurial thinking to the Peninsula that has brought us personal business success. This is not a project designed to do a specific, measurable thing such as employ 12 youngsters or feed 40 elderly people. Rather, "The Peninsula and its Promise" is a broad in scope, philosophical in nature, promotional in intent. It responds directly to the Peninsula's greatest need, the need of people who live and do business out here and the need of everyone else to hold this area in higher regard. Clean front yards, lively store fronts, repaired sidewalks and spiffy signs come from pride in one's home, one's business and one's neighborhood. And pride comes from a good self image. "The Peninsula and its Promise" will respond to this clear need for a stronger self image and a better understanding of what the Peninsula is all about.

3. Describe how your proposal meets the Guidelines for Funding as shown in Page ii of Applicant Information.

Again, I don't believe "The Peninsula and its Promise" will provide measurable results, but when 200,000 to 300,000 copies are delivered into the homes of people throughout Portland, something good will happen.

1. Someone will decide his or her next business expansion should be on the Peninsula. That means increased employment opportunities in the area.
2. Someone will decide the market price of homes on the Peninsula makes them a good investment. He buys some houses, rehabs them and No. 2 is met.
3. A family planning to go to Willamette Park for the day decides Cathedral Park is less crowded. They buy gas on Lombard, treats at Thriftway and dinner at Dad's.
4. Many folks discover Cathedral Park and soon the demand for better restroom and water facilities is met. We all gain, especially those of us who attend the Jazz festival.
5. Increased pride in one's neighborhood can be factored as crime prevention.
6. Some homeowner on the Peninsula reads "The Peninsula and its Promise" and decides his home is a good investment after all. He fixes up his side yard, then the guy next door hauls the junk in his driveway away, and so on.
7. George decides to keep his shop on Lombard and give it a real go; Martha decides University Park is the right spot for her yogurt shop.
8. The only other way to fund "The Peninsula and its Promise" is through advertising, a burden on small business. Your funding of this project allows businesses the advantage of the project without having to pay for it.

4. How will you use community resources in this project and what community resources will you use?

"The Peninsula and its Promise" uses the skills and talents of the staff of The St. Johns Review along with the help and support of a committee to make certain decisions about the project.

5. a. Project Period: Anytime the committee selects
(number of months' duration)

Beginning date it will take three months to
Completion date produce and distribute the tabloid

b. Geographic area to be served by project (must conform to boundaries of North Portland Enhancement area or portions of the area as shown in brochure map).

The entire Peninsula and much of the Portland area as the committee selects.

How will the community benefit by your project and in what numbers? Explain below:

Please review question 3. The community will benefit first of all from the increased pride they feel in their own neighborhoods. Then, as business and general activity increases, their pride should increase. Distributing "The Peninsula and its Promise" is a win situation. Everyone will benefit.

6. Total Proposed Budget
(Explain how NPEC funds will be expended.)

Printing 12-page tabloids on newsprint
200,000 copies.....\$6585.00
300,000 copies.....\$9785.00

Writing, color, design, photos
and the like, roughly.....\$3000.00

Distribution, whether in This Week
or The Oregonian at \$46 to \$49
per thousand.....\$9,800.00 to \$13,800.00

Amount requested from NPEC \$19,385.00 to \$26,585.00

Matching Funds \$ none

List sources of support for project matching funds:

<u>Item</u>	<u>Type of Match</u> <u>Labor, Materials, Monies, etc.</u>	<u>Estimated</u> <u>Value</u>
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7. Describe the project evaluation plan. Who will evaluate it? What are the criteria for judging the success of the project (i.e., problems solved, cost effectiveness, neighborhood improvements or beautification, the increased utilization or occupancy of commercial areas, assistance to elderly or youth, etc.)?

There is no evaluation plan inherent in the specifications of this proposal. "The Peninsula and its Promise" is a promotion piece. Great care will be given to the writing, photography and design of the tabloid so that the very best parts of the Peninsula will be featured.

Approval of Contract
with Pry Publishing to develop, publish, and distribute
a newspaper tabloid insert promoting the livability of
North Portland

Date: March 3, 1988

Presented by: Judith Mandt

Factual Background and Analysis

On October 22, 1987, the Council approved a list of nine projects for funding, including project costs and vendors, to be funded by the North Portland Rehabilitation and Enhancement Fund. The recommendations were submitted by the North Portland Enhancement Committee, a committee created by the Metro Council to make recommendations regarding fund expenditures. Councillor Gary Hansen is the Chair of this committee.

Among the nine projects was a proposal submitted by Pry Publishing to develop, publish and distribute 200,000 tabloids promoting North Portland livability, which will be published as an insert in the Oregonian March 12.

The attached resolution approves a contract between Metro and Pry Publishing for this work, for a total cost not to exceed \$15,000 for services rendered.

Executive Officer Recommendation

The Executive Officer recommends approval of this contract.