

AGENDA**VENETA BUSINESS ASSISTANCE COMMITTEE MEETING**

Friday, September 26 2025 – 9:00 a.m.

Veneta City Hall – J.W. “Bill” Smigley Room

88184 8th Street, Veneta, Oregon

City of Veneta Public Meetings can be accessed via teleconference. To listen to, or participate in this meeting, call 541-935-2192 (Participant Code 793738). To submit public comments electronically, email comments to Jthode@ci.veneta.or.us by 4:00 p.m. the day before the meeting. All public comments must include your name and address.

-
1. CALL TO ORDER
 2. PUBLIC COMMENTS
Speakers will be limited to 3 minutes each. The Business Assistance Committee will not engage in any discussion or make any decisions based on public comment at this time; however, they may take comments under advisement for discussion and action at a future Business Assistance Committee meeting
 3. ADMINISTRATIVE
 - a. Approve Minutes of the August 28, 2025 Meeting (pgs 1-5)
 4. NEW BUSINESS
 - a. Façade Improvement Program - Our Daily Bread (pgs. 6-34)
 5. OPEN DISCUSSION
 6. OTHER
 - a. Harvest Festival Tabling Follow-up
 7. NEXT MEETING – October 24, 2025 at 9:00 a.m.
 8. ADJOURN

BUSINESS ASSISTANCE COMMITTEE

MEMBERS:

MAUREEN WRIGHT (CHAIR)
BRITTANY LEHMAN (VICE-CHAIR)
LARISSA MAYFIELD

GINA HALEY-MORRELL
MCKENZIE GIBSON

MINUTES

Business Assistance Committee
Friday, August 29, 2025 9:00 AM
Veneta City Hall – J.W. “Bill” Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Chair Maureen Wright, Vice-Chair Brittany Lehman (phone), Member McKenzie Gibson,

Absent: Member Gina Haley-Morrell (excused), Member Larissa Mayfield

Staff: Management Analyst (MA) Jacob Thode, City Recorder (CR) Jennifer Mirabile

Attendees: Tim Perkins, Jason Smith, Matt Smith

1. CALL TO ORDER

Chair Wright called the Business Assistance Committee meeting to order at 9:04 a.m.

2. PUBLIC COMMENTS
None.

3. ADMINISTRATIVE

- a. Approve Minutes of July 25, 2025

Moved to approve the July 25, 2025 minutes as presented.

Moved by Gibson. Second by Vice-Chair Lehman.

The motion passed unanimously (3-0).

4. NEW BUSINESS

- a. Our Daily Bread Façade Grant Request

Mr. Tim Perkins, Our Dailey Bread Owner, Veneta, OR

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Mr. Perkins presented his project for his business ,Our Daily Bread. He estimated the project would cost \$30,000 and was interested in applying for business grant.

MA Thode mentioned Mr. Perkins was present and wished to speak on behalf of the project which was fast tracked for the month of September.

Mr. Perkins agreed that the project would be completed by the end of the month and would like to apply for that grant although he was late to the process. He further stated there was a sense of urgency because the site really was showing wear and he wanted his business to show well for the City of Veneta.

Mr. Perkins also stated the grant would help his business with a cash flow short fall he believed the project expense would create.

MA Thode shared he planned to work with Mr. Perkins to complete the application by the next BAC meeting.

Consensus: Members agreed that they would be willing to review the application for the grant; however, they could not guarantee an award would be granted. They encouraged Mr. Perkins to submit his application as soon as possible..

Mr. Perkins left the meeting at 9:13 AM.

b. Attic Extension Request

MA Thode presented his agenda item summary regarding the Attic Project request for a year extension. He further stated the Smith Family were delayed even though they had two years to improve the site and create their business at the Attic Property.

Jason Smith, Smith Family, Veneta Oregon

Mr. Smith related that finding a structural engineer was the biggest challenge to the Attic Project because the larger architectural firms would not consider the project which put their timeline back six months.

Mr. Smith shared they were fortunate to find someone in the Elmira area to contract for these services and have developed the site plan . He further shared they received the approved plans from the City and work would start the third week in September.

MA Thode stated the BAC would need to recommend to City Council that the extension request be approved.

Member Gibson asked if the Smith's could provide information on their strategic plan.

Mr. Smith related they were in discussions about a coffee bar and other retail space and they were hoping there would be a large sliding glass door to open up the space to the food truck patrons.

Discussion ensued about what the conceptualization of the final project would look like.

Chair Wright confirmed the only change would be adding a small retail area and that the Smiths were keeping the structural integrity of the building.

Chair Wright shared that the City's Planning Department also contributed to the delay of this project.

Chair Wright was concerned about the food truck business and their struggles and wondered what could be done to help them.

Mr. Smith addressed the difficulty of not having inside seating and understood it would be a problem until the project was complete. He further stated the unhoused group was also a problem at the site.

Discussion ensued about fencing on the property, unhoused group and the commitment from the food cart vendors.

Member Gibson and Chair Wright thanked the Smith's for their candid conversation. Vice-Chair Lehman shared she would like to see the project completed prior to next summer especially before the Country Fair and Harvest Festival to increase consistency with set hours.

Vice-Chair Lehman was in favor of an extension rather than have the project fail; she proposed a six-month extension.

Mr. Smith shared they would place a temporary fence around the construction area.

Motion to recommend that City Council grant the Smith Family a one-year extension to the Development and Disposition Agreement (DDA) for the W. Broadway "The Attic" property.

**Motion made by Member Gibson Second by Chair Wright.
Motion was approved unanimously (3-0).**

c. Signage Assistance Program

MA Thode presented his agenda item summary and stated the Economic Development Committee reviewed the Signage Assistance Program and requested the following updates:

- Increase the grant to up to \$2,500 (from \$1,000)
- Only existing businesses/signage would be eligible for program
- Update the program information with language to require maintenance of the property to maintain "curb appeal"

MA Thode stated he was working with the Code Enforcement Officer to determine if there was a way to enforce maintenance.

Chair Wright stated a timeline should be included in the application form or language stating it would take up to 30 days to review the application based on scheduled meetings and required approvals.

Member Gibson believed the demonstration of need was problematic.

MA Thode stated there was a reason that demonstration of need language was somewhat vague and shared it allowed the Committee to make decisions based on what was important to the Veneta community and enable them to support Veneta businesses that align with the community's values and needs.

Discussion ensued about criteria for funding and community needs.

MA Thode shared a few examples of businesses coming to Veneta because of these grants.

Vice-Chair Lehman also believed the demonstration of need was problematic and understood that MA Thode would vet these applications for eligibility.

Motion to recommend City Council adopt Signage Assistance Grant application package as recommended by the EDC.

Motion made by Member Gibson. Second by Vice-Chair Wright.
Motion was approved unanimously (3-0).

d. Streetscape Improvement Program

MA Thode presented his agenda item summary and stated the Economic Development Committee reviewed this Program and made similar recommendations:

- Only existing businesses/streetscape would be eligible for program
- Update the program information with language to require maintenance of the property to maintain “curb appeal”

Motion to recommend City Council adopt Streetscape Improvement Program application package as recommended by the EDC.

Moved by Member Gibson. Second by Vice-Chair Lehman.
The motion passed unanimously (3-0).

e. Façade Improvement Program

- Only existing businesses/façade would be eligible for program
- Update the program information with language to require maintenance of the property to maintain “curb appeal”

Motion to recommend City Council adopt Façade Improvement Program application package as recommended by the EDC.

Moved by Member Gibson. Second by Chair Wright
The motion passed unanimously (3-0).

6. OLD Business

a. Business Grant Program – Required Material for Startups

MA Thode noted that the Economic Development Committee agreed startups should apply for the Business Grant Program with the following documents:

- Proforma documents that outlined a 3-year forecast of revenue/expenses

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- Resume and qualifications of applicant
- Personal financial documents

7. OPEN DISCUSSION
None

8. OTHER
a. October, November, December 2025 meeting dates

MA Thode asked if there should reschedule these meetings to a week prior.

Consensus: Members agreed to meet a week prior to their usual scheduled meetings in October, November and December.

9. HARVEST FESTIVAL TABLE

MA Thode asked what materials the BAC would like to see at the Harvest Festival table.

Chair Wright proposed a laminated card to give to interested applicants.

MA Thode shared the Park Board's events card and agreed he could develop something similar for the BAC.

Member Gibson stated sharing future dates on the card made the most sense.

10. NEXT MEETING
The next meeting was scheduled for Friday, September 26, 2025, 9:00 a.m.

Vice-Chair Lehman left the meeting at

11. ADJOURN
Chair Wright adjourned the meeting at 10:15 a.m.

ATTEST:

Maureen Wright, Chair

Jennifer Mirabile, City Recorder

BUSINESS ASSISTANCE COMMITTEE

AGENDA ITEM SUMMARY



TITLE/TOPIC: Façade Improvement Program Grant Application – Our Daily Bread

Meeting Date: September 26, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: jthode@venetaoregon.gov
Telephone Number: 541-935-2191

ISSUE STATEMENT

Should the BAC recommend Our Daily Bread's \$10,000 Façade Improvement Program grant application be approved by Veneta City Council?

BACKGROUND

During the BAC's August meeting, the committee heard from Tim Perkins, owner of Our Daily Bread, regarding his interest in applying to the façade improvement program to assist with the painting of their building. Perkins expressed their desire to apply to the grant program in August, but didn't submit their materials in time to be reviewed by the BAC. Instead, they attended that meeting and provided the committee with an overview of their upcoming project, mentioning that they expected most of the project to be completed by the end of September.

Our Daily Bread has completed its application to be reviewed this month by the BAC and is requesting \$10,000 from the City's Façade Improvement Program grant. See Attachment 1. This program is intended to encourage the improvement of existing external storefronts for commercial properties located within the City's downtown district and throughout Veneta's Urban Growth Boundary (UGB).

Our Daily Bread is a restaurant, bakery, and café, located in the City's territorial commercial downtown district. The business operates out of a refurbished church building, which has not undergone any significant improvements, including a repainted exterior, since the building was purchased by Tim and Catharine Perkins in 2005.

The applicant is seeking grant funding to support their project to paint the exterior of their building. The project will include priming, painting, and touch-up work on the building's trim. The project will be completed in phases, adding a white base and two trim accent colors to each side of the building. The overall expected cost of the project is \$28,382.

Veneta City Council allocated \$15,000 to the City's General Fund for fiscal year 2025-26, specifically to support projects related to redevelopment and the removal of urban blight. This includes improvements to façade, signage, streetscapes, and art beautification. As of this fiscal year, no funding has been awarded towards redevelopment.

The Business Assistance Committee is asked to review the application and determine whether to recommend that the Veneta City Council award grant funds to Our Daily Bread based on alignment with the program's goals and the availability of funds.

RELATED DOCUMENTS

Façade Improvement Program Application Package

COMMITTEE OPTIONS

1. Recommend Our Daily Bread's \$10,000 Façade Improvement Program application be approved by City Council.
2. Recommend partial approval of Our Daily Bread's \$10,000 Façade Improvement Program by City Council.
3. Do not recommend Our Daily Bread's \$10,000 Façade Improvement Program application be approved by City Council.

CITY ADMINISTRATOR'S RECOMMENDATION

1. Recommend Our Daily Bread's \$10,000 Façade Improvement Program application be approved by City Council

SUGGESTED MOTIONS

1. *"I make a motion to recommend Our Daily Bread's \$10,000 Façade Improvement Program application be approved by City Council. "*

ATTACHMENTS

1. Our Daily Bread Façade Improvement Program Application Form
2. Business Plan
3. Veneta Business Registration
4. Facade Improvement Program Application Packet



City of Veneta Grant Application Form

PO Box 458 * Veneta, OR 97487 * 541-935-2191 * Fax 541-935-1838 * www.venetaoregon.gov

Application Information and accompanying financial records submitted to the City of Veneta will be kept in confidence to the extent permitted by law, and while the City believes that the records will not be subject to disclosure, it is possible that disclosure might be required for some documents.

APPLICANT				
Full Legal Name of Applicant(s) and/or Company/Organization:			Telephone Numbers:	
FEATHERBENDERS, LLC dba OUR DAILY BREAD			Business:	541-935-4921
P.O. BOX 602			Personal:	541-206-7731
			Fax:	
Primary Contact:	TIM PERKINS			
Street Address:	88170 TERRITORIAL HWY			
City:	VENETA	State:	OR	Zip: 97487
Proposed Business Address (If different from above):				
Street Address:				
City:		State:	Zip:	
Nature of Business:	RESTAURANT	Date Established:	4/97	
Date Under Current Management:		2-1-2006		
Number of Full Time Equivalent Employees:	<input type="checkbox"/> 0-5 Employees		<input checked="" type="checkbox"/> More Than 5 Employees	
COMPANY OWNERSHIP				
(List below all owners, principals and officers; attach schedule of additional names, if necessary) Show 100% of Ownership				
Name		Title		% of Ownership
CATHARINE PERKINS		OWNER / MANAGER		51 %
TIMOTHY PERKINS		OWNER / MANAGER		49 %
				%
				Total: 100%
AFFILIATES				
(List all business concerns in which the Applicant Company/individuals listed in the ownership section above have any ownership. Attach current financial statement and tax return.)				
Company Name		Owner (Applicant Company or Individuals)		% of Ownership
				%



City of Veneta Grant Application Form

Project Description

Provide a brief description and timeline of your project.

SEPT. 16 - 30, 2025
MASKING, CAULKING, PRIMER, WHITE
BASE - ALL DONE IN PHASES ONE SIDE OF
THE BUILDING AT A TIME. TWO-COLOR TRIM
ACCENTS, ADDED AS EACH SIDE IS FINISHED
WITH WHITE BASE

Project Costs

Please detail your project costs, and how grant funding is expected to be used.

STRAIGHTFORWARD CONTRACT WITH GIFFORD
PAINTING. FUNDS EXPECTED TO REIMBURSE BUSINESS
AFTER CONTRACTOR IS PAID.



Successful grant remibursments will be based off of the project's estimated costs. Please provide as much detail as possible as to all expected costs of your project.

[illegible]



City of Veneta Grant Application Form

Only complete this portion if applying for the Redevelopment Toolkit

Veneta Urban Renewal Agency



Large Project Narratives

Fulfills a need that would reduce trips into Eugene or other communities. Please explain in 250 words or less. 2

DOES NOT REDUCE TRIPS TO EUGENE

Provides a gain in commercial space. Please explain in 250 words or less.

NO GAIN IN COMMERCIAL SPACE.

Creates family-wage jobs (i.e. \$20/hr.) and/or increases employment base in Veneta. Please explain in 250 words or less.

DOES NOT INCREASE EMPLOYMENT.

Only complete this portion if applying for the Redevelopment Toolkit

Veneta Urban Renewal Agency



Small Project Narratives

Please explain how the project enhances the aesthetic appeal of the area to visitors and residents. (For any signage, describe your ideas for the sign)

PRIMARY REASON FOR THIS PROJECT IS TO PRESERVE QUALITY AND INTEGRITY OF THE BUILDING. THE FRESH WHITE COAT AND CONTRASTING TRIM ARE INTENDED TO BRIGHTEN THE BUILDING'S APPEAL. WE WANT THE BUILDING TO SHINE.

Please explain the importance/significance of this project.

BUILDING QUALITY AND PRESERVATION ARE KEY. THE PAINTING IS A CENTRAL PART OF A SEASON OF MAINTENANCE AND IMPROVEMENTS ON THE PROPERTY

If applicable, describe how the project improves pedestrian or bike traffic.

TO IMPROVE VISUAL APPEAL FOR PEDESTRIANS AND BIKE TRAFFIC AS A CORNERSTONE IN THE BUSINESS COMMUNITY IN VENETA.



City of Veneta Grant Application Form

AGREEMENT

- By signing below, you certify that all the information you have given in this application is true and complete. You authorize us to verify all your statements with any source, obtain credit and employment history (including your spouse's, if you live in a community-property state), provide any necessary documents to obtain your credit and employment history, and exchange information with others about your credit and account experience with us. You agree to provide additional information that we may require to process this application, including but not limited to, true and complete federal income tax returns, employment verification and income verification.
- You also agree to reimburse the City for its expenses incurred in connection with any credit commitment. These expenses include, without limitation, the City's appraisal, environmental services and legal costs, which are payable even though the extension of credit may not be consummated.
- You also represent that if you currently have any indebtedness or other obligations owing to the City, you have no defenses to or setoffs against such indebtedness or obligations. You also represent that you have no claims against the City for any matter regardless of whether or not they are related to this application.
- You acknowledge that you are applying for a *(grant; matching grant from the City of Veneta; transportation SDC reduction from the City of Veneta for a commercial project)*
- You agree to pay the non-refundable application fee upon submitting your application.
- I hereby declare that the information provided in this application is true to the best of my knowledge and belief, and that I understand it is made for use as evidence in court and is subject to penalty for perjury.

Authorized Signature

Timothy S Perkins

Print Name

TIMOTHY S. PERKINS

Title

OWNER, MGR

Date

9-23-25

Who We Are

We, the Featherbenders team, consist of Timothy and Catharine Perkins, and Tabitha Eck who have lived in the West Lane area for over 4 years. We have owned and operated Our Daily Bread Restaurant in Veneta since January of 2006. We have succeeded in creating a self supporting restaurant with our love for the Northwest inspiring us to specialize in Northwest cuisine and to feature the reknowned fine wines and microbrews of this area.

Our Chef, Timothy Perkins, has a BA in Business Management and has worked in the restaurant industry, focusing on fine dining and catering, for over 30 years. He is an expert in creating and streamlining kitchen operations and has worked as a consultant in this area. Over the past four years, he has used his expertise in this area to create an effective and efficient culinary department at Our Daily Bread (ODB.) His many signature recipes, that have become his trademark, and those that have been custom made for our restaurant, have been the mainstay for our popular menus. These menus include breakfast, lunch, dinner, special occasions such as: St. Patrick's Day, Valentines Day, New Years Eve, Thanksgiving, Seafood buffets, elaborate Easter and Mother's Day brunches and many private banquets and caterings of up to 200.

Catharine has a BA in Psychology and has over 20 years restaurant experience working both in customer service, management, bookkeeping and in food preparation and 5 years working in social services. She has excellent customer service skills and is dedicated to the growth and sustainability of ODB. Catharine has worked at ODB as its General Manager, Head Baker and Bookkeeper for the past four years. She has developed signature bread and dessert recipes and is best known for her cheesecakes and her delicious variety of fresh baked breads. She has custom created many bakery items for ODB's popular menus, special events and private banquets and caterings.

Tabitha has a double BS specializing in Science and Dance and has over 10 years restaurant and catering experience. She has worked at ODB for the past 4 years as our Events and Marketing Manager as well as our Bar Manager. She has worked closely with Oregon Vineyards to create an impressive wine list and has created signature cocktail recipes. Tabitha has worked closely with our Chef to create our catering menus and to custom create menus for our client's specific needs and desires. She has operated as our main public relations person and has been very involved in the community, ranging from volunteering for community service activities to being involved in local performance groups. Tabitha is our representative for the Chamber of Commerce, where she has served as a Board member for the past 4 years.

The experience and expertise carried by the team at Featherbenders gives the company a great opportunity to succeed. Each of us has worked many positions at ODB ranging from washing dishes to waiting tables. Our team has done what has been necessary to insure our success in this competitive industry.

Mission Statement

The Featherbender's team will work together to grow and sustain a profitable business while providing excellent service and quality products in a unique and comfortable environment, encouraging the gathering of community and a positive work environment.

Value Statement

The Featherbender's Team will maintain high standards in service to the community, relationships with our employees and business with our suppliers. We will provide a safe and beautiful environment that is upbeat and positive for our staff and customers alike.

Community Values:

Relationships with employees:

Business with suppliers:

Safe and beautiful environment:

Upbeat and positive environment:

The people at Our Daily Bread work together, supporting each other in providing excellent service and quality products in an environment of warmth, appealing to all the senses and encouraging the gathering of community.

Vision for Our Daily Bread Restaurant

Featherbenders has created a full service Northwest dining experience concept at Our Daily Bread Restaurant. This restaurant features regional and traditional cuisine such as: fresh seafood, high quality meats and poultry, vegetarian entrees, signature items and pasta entrees as well as fresh bread and scrumptious desserts. We also feature fine local wines and microbrews. Our focus has been on the value of excellent service, production of a high quality product, creation of a comfortable and elegant environment within the framework of a charming, old refurbished church and the building of community, which we believe will produce a prosperous, self-sustaining business.

Our Daily Bread is nestled within the community. Our neatly landscaped exterior and tasteful interior decor provide a warm, welcoming environment that appeals to individuals seeking a pleasant meal or couples, families and friends seeking a comfortable place to gather. Busy professionals will find a quiet place to meet and large groups will find space to gather.

Our Daily Bread is a full-service restaurant offering breakfast, lunch and dinner with outside seating and banquet facilities available. We offer wine, beer and cocktails with the intention of adding a wine bar/lounge in the future. We have live music weekly and intend to expand this with the addition of the wine bar. We keep Our Daily Bread approachable to lower income brackets, seniors and families by offering menu selections throughout the day that are affordable, senior discounts, a children's menu and daily specials.

Featherbenders also offers a catering service and outside sales of smoked salmon, wine, desserts and breads. Initially we will be focusing on the restaurant with these other opportunities taken advantage of within the first year. Featherbenders Restaurant and Catering will be the perfect supplier for weddings, wine dinners, cocktail parties, Christmas parties, special luncheons - in fact any occasion where quality food and service is desired. We will have private, off street parking, disabled facilities, an intimate dining room and European style dining options: All this within a framework of our commitment to customer comfort and satisfaction.

Our restaurant will combine old-world charm with modern-day culinary masterpieces for a truly unique dining experience. Our dedicated servers will provide friendly and attentive service -ensuring that our customers' visit with us is a pleasant one.

Goals and Objectives

Featherbenders will succeed in the food service market by providing excellent service and exceptional quality product in an attractive and warm environment. We will succeed through diligent financial planning where we will begin with sufficient capital, regularly updating our business plan, paying off debt, building business equity and regularly reinvesting profit into the business -enabling us to fund investor dividends. In order to be successful, we will continue to research market trends and be open to the changes needed to satisfy existing customers as well as attract new ones.

Excellent Service

Service at Featherbenders will reflect the upbeat and positive work ethic of the Featherbenders team. We will teach and encourage each team member to view himself or herself as an integral part of the restaurant's success.

We will carefully choose members of our team by searching for individuals with a positive attitude, a desire to learn, a love for the business and a heart to serve. We will provide on-going education for our staff and always encourage each person to reach higher. We will offer promotions and rewards for team members who go the extra mile in service and performance.

Featherbenders will have a working owner/management team who will spend time training staff and developing relationships with clientele. This will include an ear for customer feed back and a personal welcome to one and all. Our customers will be an integral part of our success and our greatest source of feedback for improvement of our service. Immediate, punctual, welcoming and upbeat service will be our objectives.

Catharine will train and supervise all dining room staff and keep in tune with current technology and trends to better serve our customers. Tabitha will train and supervise all bar and catering staff; always striving for quality control and a personal approach with our customers.

Provide exceptional product quality

The product line for Featherbenders will be focused on Northwest cuisine and includes community and international favorites. We will take advantage of the availability of fresh product in the local market and target the tastes of local clientele as well as stimulate the taste buds of our adventurous diners.

We will buy fresh and local whenever possible and develop strong relationships with our suppliers. We will use produce from the many local farms in the area such as organic salad greens that are available almost year round. We will use local meat, poultry and seafood suppliers as well as local microbrews and wines; always on the look out for up and coming suppliers with superior products.

Featherbenders will always follow food and sanitation guidelines and train and supervise our staff to take every precaution necessary to deliver a safe product. All licenses will remain current and when inspected by the health department, we will expect to receive an A+ rating.

Every recipe will pass a stringent taste test; only delicious, flavorful food will be served. In order to deliver a consistent product, every item on our menu will have a written recipe that each cook will be trained to follow. Our chefs will be experienced and trained in the timing and execution of all menu items with all entrees served fresh and at optimum temperature.

Chef Tim will personally train and supervise kitchen staff and maintain quality control on all menu items. He will be attuned to the culinary market trends and offer new and exciting options along with traditional favorites.

Environment: attractive and warm

It is our goal at Featherbenders to provide a memorable dining experience in an environment of warmth that is appealing to all the senses.

Our décor will be simple yet elegant and reflect current trends of style. There will be beautiful photos and paintings of the Great Northwest. There will be cozy warm dining areas with hardwood floors, quality wood paneling, wallpaper, a fireplace and an assortment of beautiful floor coverings. This area will have a large patio outside with large French doors allowing us to open up the area for parties or receptions. There will be a bright sunny area with many large windows and green plants. This will contain our lounge. The lounge will be small yet elegant. Our furnishings will be comfortable and attractive with a variety of table sizes and booths to accommodate various sized parties and be pleasing to the eye.

Music will play an integral part in the creation of a pleasing environment at Featherbenders. We will have a sound system wired throughout the restaurant playing a variety of jazz; upbeat during the day and soft, romantic at night. Artists such as Ella Fitzgerald and Louis Armstrong represent a classic style that will contribute to our ambiance. We will also have live dinner music throughout the month that adds to our warm and appealing ambiance.

The smells from the kitchen and the delicious taste of our Chef's cuisine will entice our customers to come back. Featherbenders will be a comfortable, inviting, beautiful, and pleasant dining experience.

Community (Marketing)

Featherbenders Restaurant is part of a strong, vibrant industry. Food service in America is a vital part of its economy with small restaurants employing less than 20 people leading the pack. Featherbenders will take every advantage and opportunity in this thriving market to be included in the ranks of those food service businesses that flourish each day. Although a good number of new small restaurants may fail, many more succeed. The most common pitfalls are a shortage of initial capital and lack of planning. We are determined to give Featherbenders a strong start with thorough planning, diligent stewardship and ample initial capital.

National Market Analysis Summary:

Restaurant industry sales are expected to reach a record \$476 billion in 900,000 restaurant locations in 2005, according to the National Restaurant Association's 2005 Restaurant Industry Forecast. The projected annual sales would mean a solid 4.9 percent increase over last year – and a total economic impact of over \$1.2 trillion, highlighting the restaurant industry's critical role as a job creator in the nation's economy.

"American consumers will spend almost 47 percent of their food dollar in the restaurant community in 2005," said Steven C. Anderson, president and chief executive officer of the National Restaurant Association. "The restaurant industry will serve as a driving force in our nation's economy by providing jobs to 12.2 million employees and continue

providing a social oasis and convenience to communities nationwide as it posts its 14th consecutive year of real growth next year."

The Forecast predicts that the U.S. restaurant industry – which created, on average, about 270,000 new jobs per year during the last 10 years – is on track to add 1.8 million new jobs during the next 10 years. On a typical day, the industry will post average sales of \$1.3 billion.

"The restaurant industry in the United States reaped the benefits of the robust economic growth in 2004. Steady gains in indicators such as personal disposable income and jobs continue to bode well for restaurants in 2005, despite the anticipated challenges of higher energy and food costs," said Hudson Riehle, senior vice president of Research and Information Services.

Cornerstone of US Nation's Economy:

- Restaurant-industry sales are forecast to advance 4.9% in 2005 and equal 4% of the U.S. gross domestic product.
- The overall economic impact of the restaurant industry is expected to exceed \$1.2 trillion in 2005, including sales in related industries such as agriculture, transportation and manufacturing.
- Every dollar spent by consumers in restaurants generates an additional \$1.98 spent in other industries allied with the restaurant industry.
- Every additional \$1 million in restaurant sales generates an additional 42 jobs for the nation's economy.
- Average unit sales in 2002 were \$730,000 at fullservice restaurants and \$619,000 at limited-service restaurants.
- More than seven out of 10 eating-and-drinking places are single-unit (independent) operations.
- Eating-and-drinking places are mostly small businesses, with seven out of 10 having fewer than 20 employees.

Number One Employer

- The restaurant industry employs an estimated 12.2 million people, making it the nation's largest employer outside of government.
- The restaurant industry provides work for more than 9 percent of those employed in the United States.
- Roughly one out of three table-service operators will increase the proportion of their budget allocated toward training in 2005.
- Eating-and-drinking places are extremely labor-intensive -- sales per full-time-equivalent employee were \$57,567 in 2003 and notably lower than other industries.

- More than four out of 10 adults have worked in the restaurant industry at some time during their lives and 27 percent of adults got their first job experience in a restaurant.

Top Trends to Watch

Some of the key trends that the Association predicts for 2005 include:

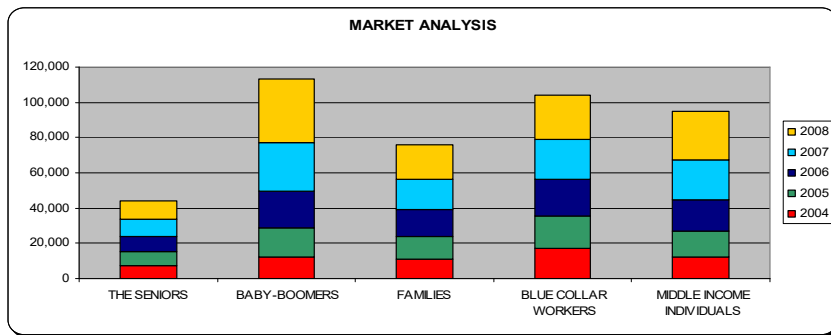
- Greater use of technology and worker training as a means to boost productivity and efficiency. More than two-thirds of restaurant operators – including three out of four quick service operators – say they are more productive than they were two years ago.
- Continued increased focus on healthy lifestyles and restaurants providing customers with balance, choice and customization. Surveys of both full service and quick service operators indicate that entrée salads have increased in popularity more than many other menu items.
- Increased upgrades and improvements in décor with the help of new tax-depreciation rules. More than 54 percent of quick service operators surveyed said they would dedicate a higher portion of their budget to remodeling in 2005, highlighting the focus on using ambiance and interior design to attract customers.
- The sophistication of Americans' palates and knowledge of food. National Restaurant Association research indicates that 25 percent of diners can be categorized as "adventurous," and are enthusiastic about trying new foods and ingredients. Most are between 30 and 60 years old, are educated and more likely to live in larger urban areas, and are the most active restaurant diners.

Full-service /Limited-Service Segments :

Among the major segments, sales at full-service restaurants are projected to reach \$164.8 billion in 2005, an increase of 5.0 percent over 2004, for a real growth rate of 2.2 percent. Full-service operators are optimistic about the economy, as a strong 75 percent of fine-dining operators, 69 percent of casual-dining operators and 61 percent of family-dining operators indicate that they expect their sales in 2005 to be higher than in 2004.

Limited-service, or quick service, restaurants are projected to register sales of \$134.2 billion in 2005, a gain of 4.7 percent over 2004. Consumer demand for convenience and value will continue to drive growth for this segment, while operators face stiffer competition from grocery and convenience stores. Both table-service and quick-service restaurants will benefit from continued rebounds in international and domestic travel and tourism, which are projected to rebound to pre-9/11 volume levels.

Market Segmentation



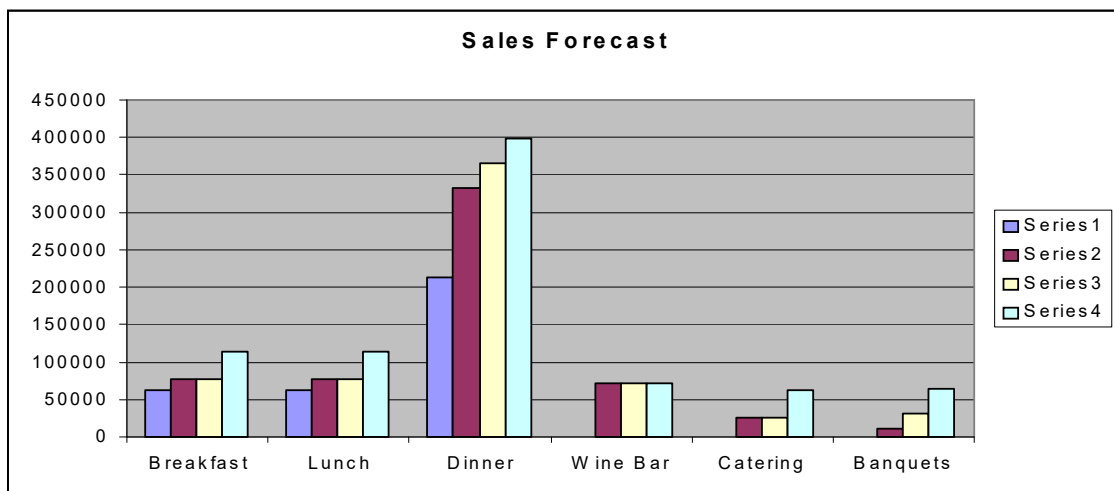
Featherbenders intends to cater to the bulk of mid-America focusing on the Baby-Boomers, Blue Collar workers and Middle Income Individuals. The Veneta community is fairly diverse with market segments consisting mainly of these groups, families and Students. Currently, consumers living in this area need to drive over 10 miles to Eugene in order to find a product comparable to ours.

This is a very heavy restaurant user group. Last year, Americans dined out an average of 3.7 times per week (that's once every other night). They will see a large growth in their numbers over the next decade. If we can continue to meet and exceed their expectations, we should witness same store sales growth over this time period. We will, however have to stay focused on their changing needs and menu choices to maintain their loyalty.

We are planning to capture the full service, casual fine dining restaurant market by establishing a great reputation for service, providing signature products in a comfortable yet upscale environment and through an aggressive marketing and advertising campaign.

We have made projections for monthly sales based on our experience in the industry. We have taken our numbers from restaurants that we have worked in throughout this area. Our numbers are very conservative particularly in the catering and banquet areas. We expect our share of the market for Veneta to be much higher in the restaurant and our share in the catering market to be much higher as well. These numbers, however, give us a good indication of what to expect. We expect dinner sales to be the highest yet expect the catering and banquet numbers combined to exceed those within 5 years. We also expect an increase in our Wine Bar business as we promote Oregon Vineyards and Microbrews. Outside sales of smoked salmon, baked goods and wines have not been forecasted but are expected to contribute significantly during slow seasons.

Four Year Sales Projections



Market Strategy and Implementation Summary

Featherbenders marketing strategy for Our Daily Bread has been based on developing visibility among the community and capitalizing on the good reputation it has already earned as a bakery. We have employed three different marketing tactics to increase customer awareness of ODB. These began with:

- Full signage on Highway 126. This is a main artery for Veneta residents, tourists attracted to the many attractions of the Oregon Coast and area Wineries,
- Word of mouth marketing. This is by far the cheapest but most effective of our marketing programs. The restaurant has developed a great reputation and a strong customer base. We have name recognition throughout Lane County and neighboring counties.
- In-store Marketing
 1. Table tents.
 2. Wall posters.
 3. Outdoor marquee message changed weekly
- Community Involvement
- Relationships with Vineyards
- Internet

- Advertising through local media

1. Direct Mail

2. Newspapers

3. Magazines

4. Radio

5. Internet

- Fb

- Ig

- Tw

- Square

- eMail list

-

Our marketing campaign will target consumers that we feel would be returning customers. Capitalizing on our exclusive wine suppliers and in house tasting room, we will regularly advertise in wine publications. We will also draw on the numerous outdoor and tourist activities in the area by advertising in fishing, rafting, and sightseeing publications. Community radio advertisements would be a continuous part of our marketing campaign. They would highlight special events such as group wine tastings, live music, or ladies' teas. A segment of our advertising campaign will target the growing number of white-collar businesses in the area by encouraging them to come in during their lunch hours and to enjoy a glass of wine with appetizers after work.

Diligent Financial Planning

Featherbenders plans to open for business within 6 months. Business plans, investor/partner searches, professional consultations, lease arrangements, building modifications and remodeling, purchase of equipment and inventory, numerous partner and management meetings, the hiring and training of service and kitchen staff and a marketing and advertising campaign will precede our opening.

Financing of Featherbenders will involve capital investment of founders, partnerships, sponsors and possible creditors. It is our goal to operate with a minimal amount of debt. We will search the local community and markets for sponsors and possible partners who will contribute superior products, capital and their expertise to the Featherbenders Restaurant in return for exclusive sales, equity, advertising and marketing. We will approach local wineries, microbrewers and meat and seafood providers for initial capital. Other industries for possible sponsorship include the fishing, hunting and rafting industries.

We will consult with a lawyer, an accountant and a marketing specialist before opening and thereafter. We plan to lease a building with a build to suit option so that our up-front costs will be minimal. Purchasing of equipment and inventory will be done over a matter of months with careful shopping and purchasing of used quality equipment whenever possible. Because of our expertise in this industry and the connections we have made working and living in this area, we will be able to find the best quality at the lowest possible cost.

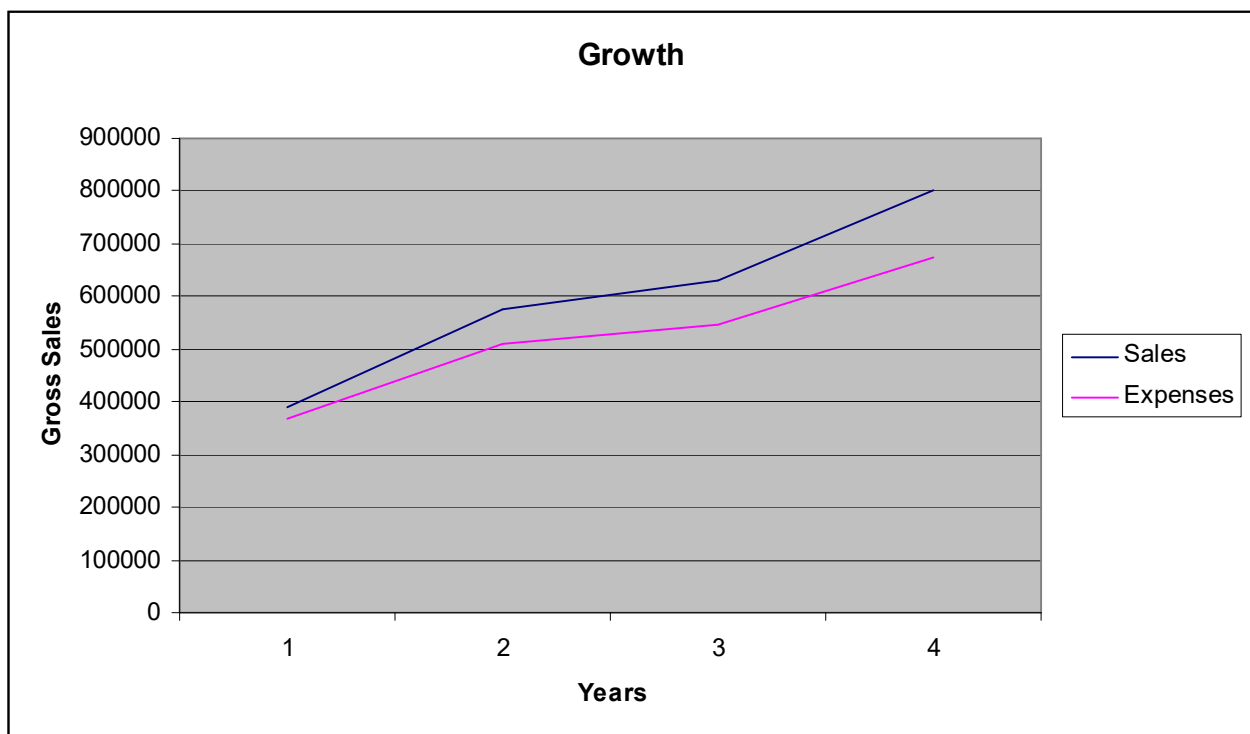
Start-up Cost						
Lease Deposit						10,000
Back-up operating expenses						15,000
Inventory food, liquor and consumables						5,000
cash float						1,000
Equipment						3,300
License	Health Dept					500
	Tax ID					300
	Liquor					400
Insurance				250	6	1,500
Advertisement and marketing						1,000
Administrative and professional						1,000
	Cost					39,000
Capital					Owner investment	39,000

Our start up cost projections allow us some flexibility in equipment expenses. It also allows us a beginning cash balance of \$16,000 and enough inventory to carry the restaurant through the first month.

Our operating costs will be monitored carefully by our owner/operators. Food costs will not exceed 32%, labor will not exceed 40%, and beverage costs will not exceed 10%. We will carefully budget each day, week and month following a plan agreed upon by our

accountant and management. We will carefully plan to have food costs down to 25% and labor down to 30% within the first five years.

We have projected our income and expenses for the next four years taking into account possible competition, inflation, changes in the industry, economic ups and downs, and an expanded economic area.



We will maintain a 6-month safety net for expenses to protect the business during slow economic periods and will systematically save for a down payment on purchase of the

property-achieving this by our 5th year. We will also reinvest each year in order to promote growth in the restaurant, catering and outside sales business.

With the information from these rigorous treatments of figures, we can see the great potential for a successful food service business in this area of Veneta. In assessing our business in a "SWOT Analysis," Featherbenders shows a genuine viability. The strengths and opportunities outweigh the weaknesses and threats. Featherbenders will be a profitable business and an asset to its community.

Organizational Structure

Future organizational structure will include a General Manager when sales exceed \$600,000. This will provide an overseer of all operations as they grow. Other possible positions that might be added at a later date include marketing director, kitchen manager, catering manager, food and beverage manager and administrative assistants.

Currently, we plan to have our accounting and payroll functions done by a contracted bookkeeping service. However, we will constantly monitor this expense and at such time that it is economically feasible, bring this function in-house.

Advisory Board

The Featherbenders Restaurant may create an advisory board to bring insight into new areas including: restaurant marketing, food specialist, and professional chefs. Also, the founders of Featherbenders have a number of contacts that could certainly provide useful guidance in our future operations. We will determine the value and compensation for the advisory board in future discussions.

Management Summary

The initial management team depends on the founders themselves, with little back-up. As we grow, we will take on additional help in certain key areas. Part of our basic philosophy will be to run our executive management "lean and mean." We will not add additional overhead until absolutely necessary.

Our initial management team will depend on the three of us, with little back-up. We have the experience, education and desire to accomplish this. As we grow, we will take on additional help in certain key areas. This will mean that the initial staff support team will have to "wear many hats," so to speak. By doing this, we will keep our overhead as low as possible, allowing us to adequately staff our restaurant. This will also allow our business partners and investors to recoup their initial investments as quickly as possible and enjoy a higher return.

At present time, Tim, Catharine and Tabitha are the sole individuals firmly committed to the Featherbenders concept. Others, who have helped on the development of this business plan, have expressed a desire to join in this venture at the appropriate time.

Personnel Plan

Tim will function as our Executive Chef, Catharine will function as the House Manager and Tabitha will function as the Bar and Special Events Manager. Each position will overlap into other departments with the Office Manager position being shared by Tim and Catharine. We will hire Wait Staff, Bar Staff and Kitchen Staff and will cross train in order to utilize our labor most efficiently. Cleaning and maintenance will be shared by all management and staff. Tim, Catharine, and Tabitha will each work in each department and pay themselves what we would pay our staff hourly. This will enable us to maintain low labor costs during the crucial first couple of years. We will each receive a salary based on the number of hours we work within the framework of our labor budget.

Management

Salary Kitchen	\$2000/mo
Salary Dining	\$1500/m
Salary Dining and bar	\$1200/mo

Staff

7 full time kitchen
4 full time Servers
2 part time Servers

1 part time bar
2 part time bus/host

Management Job Descriptions

Bar Manager

OLCC coordination
Ordering Liquor
Liquor costs
Training and supervision
Liquor control
Recipe Development
Stocking
Entertainment
Quality Control
Tastings

House Manager

Cash Operations
Dining Room
count tills
daily deposits

Customer interaction
Training and supervision
Dining Room Rep
Area Operations
Stocking

Cleaning
Maintenance
Lavelle
Wine Club, Admin,

Marketing and equip
Décor
Supplier relationships
Lighting
Shopping and Pricing
Inventory
Customer interaction
Bar representative

Janitorial
Cleaning
Judges Market
Fire Safety & Dev.

Keys
Décor
daily bookkeeping
Entertainment
climate control
Lighting
Shopping/pricing
Equipment main.
Arrange Service
Inventory

Special Events

Manager
Pricing, research
Catering
Management
Printing, menu writing
Customer relations
Catering Marketing
Judging the Market

Office Manager

Administration
Marketing
Bookkeeping
pricing, research
catering management
printing, menu writing
Human Resources
Handbook
Packet
Process
Rep. To professionals
Tax organization
Process paperwork

Sample Menu

~Breakfast~

Pancakes

Three fluffy pancakes drizzled with our own maple syrup and topped with fresh berries and our own Log Cabin Bacon. Your choice of Buttermilk or Hazelnut Oat pancakes.

Cinnamon French Toast

Three slices of Catharine's fresh cinnamon swirl bread dipped in egg, milk and vanilla and toasted to perfection. Lightly dusted with powdered sugar and topped with a dollop of honey butter. Served with your choice of bacon or sausage.

Featherbenders Crepes served with fresh fruit or our Rustic Red Potatoes

Three scrumptious, paper thin crepes filled with one of the following:

Avocado, Sour Cream and Bacon or....

Seasonal Berries topped with fresh whipped Cream or...

Our Crepe Du Jour

Quiche

The traditional French custard baked with Tim's own seasoning and flaky crust.

All served with your choice of Fresh Seasonal Fruit or Our Rustic Red Potatoes

*Featherbenders Smoked Salmon Quiche or
Quiche Du Jour*

Omelets

Light and Fluffy, Three Egg Omelets cooked to order and served with Rustic Reds and your choice of toast, english muffin or croissant

The Featherbender

A light fluffy omelet filled with bacon, onion, avocado and swiss cheese. Topped with a generous dollop of sour cream

The Mckenzie

This omelet is filled with diced Black Forest Ham, peppers, onions, tomato and cheddar cheese
Topped with our own Pico de Gallo.

The Rapids (for the brave soul)

Our own spicy sausage, diced red peppers, mushrooms and onions, shredded pepper jack cheese and topped with our "Hot" salsa.

Drift Boat Breakfast

Two eggs anyway you like them

Your choice of three slices of bacon or three sausage links and

Our Rustic Reds and toast or two Pancakes and

Joe's Traditional Scramble

A medley of two eggs scrambled with dice ham, green peppers, onions and potatoes.

Served with your choice of toast, english muffin or croissant.

Tabitha's Spot of Tea

Enjoy a pot of tea and our own Bakery Basket

On Their Own (sides)

Two slices Toast

Two Eggs

Scones

Croissants

Sausage

Bacon

Log Cabin Bacon

Fruit

Rustic Red Potatoes

Bakery Basket

Beverages

Fresh squeezed Orange Juice

Tea

Fresh Ground Coffee

Cranberry, tomato or grapefruit juice

Hot Cocoa

Mimosa

Bloody Mary

Lemondrop

Featherbenders spiked Cider

~Lunch~

Soups

Roast Garlic Tomato, Stone Soup and Soup Du Jour

Cup

Bowl

Soup and Salad

Featherbenders Salads

All served with Catharine's fresh baked rolls and butter

Enjoy a large bounty or order a half

Mckenzie Ceasar

Fresh Romaine Leaves tossed with, fresh grated parmesan, herb croutons and our house Caesar dressing. Half or Whole

With Our Own Smoked Salmon

Slice chicken breast

Sautéed prawns

Tomato Heirloom

Sliced ripe roma tomato and fresh mozzarella and basil. Splashed with olive oil Italian dressing

Niciose

Albacore tuna tossed with new potatoes, green beans, fresh peppers, red onions, diced tomatoes and our own creamy Italian dressing. Served over a bed of greens.

Featherbenders Cobb

A traditional Cobb salad with a northwest flair! Wild organic greens served with diced tomato, egg, blue cheese crumbles and bacon. Topped with a sliced breast of chicken marinated in cranberry herb vinaigrette. Your choice from our delicious house dressings.

A Little Bit Of Greece

Slice tomatoes, cucumbers, kalamota olives, feta cheese, red onion and bay shrimp tossed in an olive oil vinaigrette.

Curry Chicken

Dice chicken breasts tossed with chopped apples, onions, celery and grapes. A splash of curry and our seasons and topped with a generous sprinkle of honey roasted peanuts and coconut complete this delicious salad.

Featherbenders Sandwiches

All serve with your choice of steak fries, onion rings, soup or geen salad

BBQ Pork

Tender shredded pork served on a grilled swiss roll

The Prime Dip

Featherbenders special Prime Rib, sliced and served on a swiss roll with a jus dipping sauce.

The Featherbenders Grill

Grilled turkey, swiss, bacon avocado and tomato on sour dough bread.

The Monte Cristo

Turkey, ham, swiss and cheddar on pullman bread, dipped in an egg batter and fried to perfection.

The Cold Turkey

Fresh roasted turkey breast, tomato, lettuce and cranberry sauce.
Served on Wheat Berry Bread. Half or whole

Sweet Ham San

Blackforest sliced ham, swiss cheese, lettuce, tomato and honey dijon mustard. Served on sour dough bread. Half or whole

More Hot Fare

Quiche

Tim's Freshly Baked Egg and Cheese Pies.

All served with your choice of Fresh Seasonal Fruit, green salad or steak fries.

Featherbenders Smoked Salmon Quiche or Quiche Du Jour

Fish and Chips

Lightly battered and fried Pacific Cod. Served with steak fries, coleslaw and our own tarter sauce.

Alsea Crab Cakes

Our own blend of Northwest crab, seasoned, breaded, and browned to your sheer delight. Served with Cajun Remoulade, steak fries and coleslaw.

The Complete Hamburger

Served with steak fries and you choose any of the following to top your Hamburger.
Bacon, grilled onions, mushrooms or peppers, cheddar, jack or swiss cheese,
tomato, lettuce, pickles, sliced onion, olives

~Appetizers~

Bistro Bread Basket.....

Fresh sliced baguette served with a side of olive oil and balsamic vinegar

Antipasto platter.....

A delicious assortment of cured meats, roasted vegetables, and gourmet cheese served with a basket of fresh sliced baguette.

Bruschetta Bar.....
Generous portions of humus, olivetta, and a tomato, basil, mozzarella blend served with our own oven-toasted crustini.

Smoked Salmon Dip.....
Our own smoked salmon blended with seasoning and cream cheese served with or own, oven-toasted crustini.

Spinach Artichoke Dip.....
A blend of spinach, artichoke hearts, cream cheese, and seasonings toasted and served with our own, oven-toasted crustini.

Alsea Crab cakes.....
Our famous blend of Northwest crab, seasoned, breaded, and browned to your sheer delight. Served with Cajun Remoulade.

Onion Rings.....
Thick slices of onion liberally dipped in our own batter and deep-fried to a golden brown. Served with our house ranch dressing.

Oyster Shooters.....
A shot to the heart! Down a shot glass filled with an oyster, cocktail sauce, and a lemon wedge

~Lite Fare~

Served with your choice of steak fries, onion rings, green salad, or a cup of soup

Fish and chips a la carte.....
Lightly battered and fried Pacific Cod. Served with steak fries, coleslaw and our own tarter sauce

The Prime Dip.....
Featherbenders special Prime Rib, sliced and served on a swiss roll with a jus dipping sauce.

BBQ Pork San.....
Tender shredded pork served on a grilled swiss roll

The Complete Hamburger.....
Served with steak fries topped with any or all of the following . . .
Bacon, grilled onions, mushrooms or peppers, cheddar, jack or swiss cheese, tomato, lettuce, pickles, sliced onion, or olives.

~Entrees~

All served with seasonal vegetable and your choice of roasted red potatoes, wild rice blend pilaf, a baked potato, steak fries, a cup of soup or salad.

From the River and the Ocean

Lobster

Coconut Prawns

Tempura Prawns

Fish and Chips

Pan Fried Oysters

Northwest Salmon Filet

Poached with hollandaise

Broiled with BQ Sauce

Grilled with tarter

Smoked Salmon Pappardelle

Our own slow smoked salmon filet, flaked into a lightly seasoned cream sauce and served over a nest pappardelle pasta.

Pork

- Hazelnut pork loin with our own apple chutney
- Beef
 - Featherbenders Special Prime Rib
 - Slow roasted and tender with our special seasoning. Serve au jus with horseradish cream. 10 or 16 ounce
 - The Pepper Steak
 - An alluring tenderloin filet, seared and simmered in mango chutney with cracked black pepper and Oregon brandy
 - Tenderloin Filet
 - 8 ounce filet broiled to your specifications and served with Tim's own steak sauce
- Poultry
 - Featherbenders Smoked Duck
 - Glazed Chicken
 - Chicken breasts with roasted garlic caramel glaze. Served with cous cous
 - Chicken Fusili
 - Slice chicken breast sautéed with spinach, garlic and onion and tossed in a pesto cream sauce with feta cheese. Served over Fusili pasta.
- The Vegetarian
 - Tofu Moroccan
 - Dice tofu sautéed with garlic and onion in a sweet garlic and chili pepper sauce. Served over cous cous.
 - Pomodoro Pasta with seasonal roasted vegetables

VENETA

oregon

Inc. 1962

Business Registration Form

\$25 annual permit fee required

☐ New Business/Owner☐ Name Change/Location Change☐ Renewal

Per City of Veneta Municipal Code Chapter 5.05 and Resolution 1033, businesses operating within the city limits are required to register with the City of Veneta. Registration forms are due by December 31st.

GENERAL INSTRUCTIONS: Complete all sections of the form, answering all questions in full. Mail completed form with fee to City of Veneta at PO Box 458, Veneta, OR 97487. Forms are available on-line at www.venetaoregon.gov

Please Print:

Business Name: Our Daily BreadLegal Business Name (if different): Featherbenders LLCBusiness Address: 8870 TerritorialMailing Address: PO Box 602Business Phone: 541-935-4921

Email: _____

Type of Business: Restaurant# of Employees: 10Website Address: ourdailybreadrestaurant.comYear Established in Veneta: 2006Name of Contact Person: Catharine PerkinsContact Phone #: 541-935-4921

Please check a category that best describes your business:

☐ Animal Care☐ Foster Care☐ Housing☐ Retail☐ Auto☐ Fueling Station☐ Lodging☐ Rental Property/Mgt.☐ Daycare☐ Grocery/Convenience Store☐ Medical☐ Services & Products☐ Education☐ Health/Beauty☐ Real Estate☐ Financial Services☐ Home Occupation (see reverse)☒ Restaurant☐ Other; Please describe _____

Issuance of a business registration shall not be deemed to legalize any act, which otherwise may be in violation of the law, including the city's zoning codes, or to exempt any person from any penalty of such violations. I affirm that the statement made in the application are true and correct to the best of my knowledge.

Catharine Perkins

Print Name

Catharine Perkins

Signature

Owner

Title

12-2-24

Date

FOR CITY USE ONLYDate Reviewed by Planning: 12-2-2024Land Use Required: Yes _____ No XSite Plan Required: Yes _____ No XPermitted in Zoning District: Yes X No _____Daniel Lindberg

Authorized Signature

12-2-2024

Date of Issue

12-31-2024

Expiration Date

City of Veneta

Facade Improvement Program



Purpose

The City of Veneta is proud to offer a Facade Improvement Program to local businesses and nonprofits within Veneta's Urban Growth Boundary. The program aims to encourage improving existing external storefronts and offer assistance with design standards for commercial properties located within the City's downtown district and throughout Veneta's Urban Growth Boundary (UGB).

Applicants must demonstrate a project's anticipated benefit to the community, and preference will be given to projects that can anticipate improvement or removal of urban blight, specifically within the City's downtown. Eligible persons may apply to receive a matching grant from the city, up to \$10,000, for the purpose of replacing or improvements to existing external storefronts.

Application

Applicants may begin the process to submit a grant by contacting the City's Management Analyst for a preliminary interview. Contact staff in-person at Veneta City Hall, by phone at 541-935-2191, or by email at jthode@venetaoregon.gov

After a preliminary interview, applicants may fill out a grant application form. Grant applications may be submitted in person at Veneta City Hall or **(preferably)** by [email at jthode@ci.veneta.or.us](mailto:jthode@ci.veneta.or.us).

A completed application will be evaluated by the Business Assistance Committee for recommendation to City Council. Veneta City Council has full discretion over the final approval of grant awards.

Grants will only be awarded on a receipt-reimbursement basis. Before reimbursement can be issued, successful applicants must submit the following to City staff:

- A fully executed agreement between the applicant and the City
- A completed W-9 form
- Proof of insurance
 - Recipient shall maintain General Commercial Liability Insurance with limits of \$2,000,000 aggregate coverage through a carrier rated A- or better by A.M. Best.

Successful grant applicants must also present a written or verbal report of their project to the Business Assistance Committee within 6 months after receiving funding.

Successful grant applicants will be eligible for reimbursement within the fiscal year in which granted an award. Reimbursement is not guaranteed for projects that extend past the fiscal year, which runs from July to June. If a project extends past the fiscal year, applicants must be reapproved for funding by the BAC and City Council.

Eligibility

Eligible applicants and applicable organizations must meet the following requirements:

- a) Business Location:
 - Have a physical business location within Veneta's City Limits/UGB.
- b) Demonstration of Need:
 - Businesses must demonstrate that they are not able to fund a project through traditional means or that funding a project through traditional means would be cost prohibitive.
 - If funding is available, the applicant must demonstrate how City grant funding would enhance the project's overall impact or feasibility.
- c) Alignment w/ City Priorities:
 - Provide a measurable or visible benefit to the City's Strategic Vision.
 - Align with priorities established in the City's Comprehensive Plan, land use regulations, and strategic plans regarding commercial development.

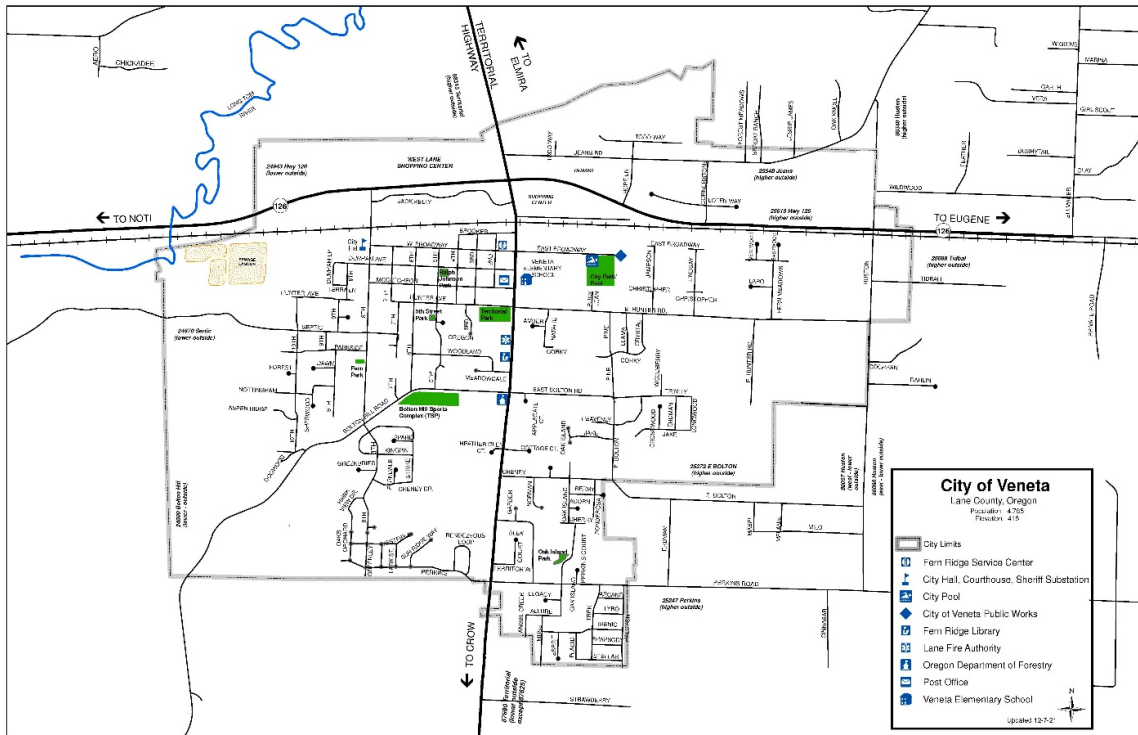
Project Preferences

Preference will be given to projects that show the following economic benefit to the community:

- Location within the Downtown District:
 - The business is located within Veneta's designated Downtown District, with high visibility
- Addresses Urban Blight:
 - The project includes the removal or improvement of storefront that contributes to visible urban blight.
- Economic Benefit. The façade improvement promotes a business that:
 - Supports commercial or retail development;
 - Helps address an identified service or retail leakage.
 - Meets a high-demand need identified by the City.
- Support Small and Disadvantaged Business Enterprises:
 - Includes minority-owned businesses, woman-owned businesses, veteran-owned businesses and emerging small businesses certified under ORS 200.055.

City Maps

VENETA CITY LIMITS/URBAN GROWTH BOUNDARY



VENETA'S DOWNTOWN DISTRICTS

