

City Hall
206 N. Main St.
Toledo, Oregon 97391
5:50 p.m.



TOLEDO URBAN RENEWAL AGENCY
Regular Meeting – also via Zoom Meeting Platform
December 17, 2025

Virtual Meeting: The Urban Renewal Agency will host the meeting in person in the City Hall Council Chambers for the Urban Renewal Agency and staff as well as through video conferencing. The public is encouraged to attend the meeting electronically. Visit the [meetings](#) page on the city website for meeting information.

Public Comments: The Urban Renewal Agency will take comments on topics not listed on the meeting agenda from members of the community during the "Public Comments" portion of the council meeting. There is a time limit of 3 minutes for each comment. If you wish to address the Urban Renewal Agency during this portion of the meeting, please email paul.johnson@cityoftoledo.org by **3:00 p.m. on the day of the scheduled meeting. Please include your: Name, address, and phone number (optional) and the topic.** Public comment cards will also be available at the door and must be completed and given to the City Recorder prior to the start of the meeting.

- 1. Call to Order and Pledge of Allegiance**
- 2. Roll Call**
- 3. Public Comment**
- 4. Discussion and Information Items**
- 5. Decision Items**
 - a. RCA – **Motion** to approve a Toledo Urban Renewal District (URD) Rehabilitation Program Funding Application from Advertree’s Oregon, Inc.
 - i. Toledo URD Rehabilitation Program Funding Application - Advertree’s Oregon, Inc.
 - b. Approval of Minutes
 - i. 11-05-2025 Urban Renewal Agency Meeting Minutes
- 6. Adjournment**

This notice satisfies the requirements of ORS 192.630 and ORS 192.640 regarding Public Meetings. This meeting is accessible to persons with disabilities. A request for an interpreter, for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting by calling the City Offices at (541)336-2247.



**CITY OF TOLEDO
REQUEST FOR COUNCIL ACTION**

Council Goal:	Meeting Date:	Agenda Topic:
4.Enhance civic engagement and transparency by implementing a comprehensive community outreach program...	December 17, 2025	Toledo Urban Renewal District (URD) Rehabilitation Program Funding Application – Advertee’s
	Agenda Type:	
	Decision Items	
Prepared by:	Reviewed by:	Approved by:
City Manager Rich Huebner	City Manager Rich Huebner	City Manager Rich Huebner

Recommendation:

Motion to approve a the Toledo Urban Renewal District Rehabilitation Program Funding Application from Advertee’s Oregon, Inc.

Background:

The Toledo Urban Renewal Agency (URA) Revitalization Program provides direct resources to revitalize and assist Toledo Businesses within the Toledo Urban Renewal District (URD). The primary goals of the program are to improve the exterior of blighted buildings and provide new opportunities for locations of retail business.

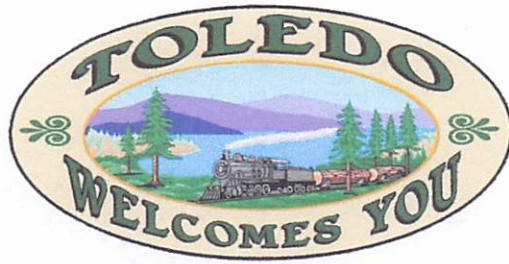
Advertee’s Oregon, Inc. is located at 363 N. Main Street in Toledo, Oregon, within the Toledo URD. The business provides custom embroidery and printing services for individuals and businesses on the Oregon Coast. Advertee’s has submitted a URD Rehabilitation Program Funding Application, requesting financial support for the addition of a second commercial embroidery machine. If approved, funds will be used to purchase a second 15-needle commercial embroidery machine.

Since taking over the business in April 2025, applicants report that demand for the business’s services has nearly doubled, necessitating the purchase of the new machine.

Fiscal Impact:	Fiscal Year:	GL Number:
\$9,500	2025-2026	090-900-631990

Attachment:

1. Toledo URD Rehabilitation Program Funding Application - Advertee’s Oregon, Inc.



Toledo Urban Renewal District
(Rehabilitation Program)

Funding Application

PROJECTS MUST BE LOCATED WITHIN THE URBAN RENEWAL DISTRICT

Name of Applicant Matthew Lane Jarvis		Date Submitted 11-17-2025	
Street Address 245 NE 36th St. Newport, OR 97365		Telephone Number 541-336-2902	
Mailing Address (if different from Street Address) 363 N Main St Toledo, OR 97391		Email contact@adverteesoregon.com	
Business Name Advertee's Oregon Inc.		Tax ID Number 33-3210857	
Building/ Property Owner Contact Information (if different from Applicant) Paul Krause 541-961-7882			
Building/ Property Address 363 N Main St Toledo, OR 97391			
Is the Property located in the Historic District Y <input checked="" type="checkbox"/> or N <input type="checkbox"/> Is the Property individually listed on the National Register Y <input type="checkbox"/> or N <input type="checkbox"/>			
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) \$ 9,950	Estimated start date 12/1/2015	Estimated completion date 1/1/2026	Amount of Grant Request \$ 9,500

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

"Rehabilitation Program:\$ _____ Date Funding Received: _____

RECEIVED
CITY OF TOLEDO
DATE 11/17/2025
BY CH

Your project must address at least one goal from the Toledo 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:

Goal 1: *Rehabilitate Business*

Goal 2: *Create Housing*

Goal 3: *Retail Development*

Goal 4: *Facade repair/replacement*

Advertree's Oregon Inc. is requesting Urban Renewal funding to expand our embroidery production capacity through the addition of a second commercial embroidery machine. Since taking over the business in April 2025, demand for embroidery services has nearly doubled from local businesses, schools, community organizations, and walk-in customers. This growth has exceeded our current single-machine capacity, resulting in extended turnaround times and delays during high-volume periods.

Funds will be used to purchase and install a second 15-needle commercial embroidery machine, which will serve as a long-term fixed operational asset within our production space. The machine requires dedicated electrical configuration, leveled placement, and permanent integration into our workspace layout. This upgrade directly supports our ability to meet the embroidery needs of the Toledo and surrounding communities by increasing output, reducing bottlenecks, and improving overall production efficiency.

By adding this equipment, we will be able to fulfill more orders from existing Toledo businesses, accept new clients and improve reliability for organizations that depend on our services for uniforms, apparel, and promotional materials. This expansion strengthens an established Toledo business, increases retail activity within the downtown district, and supports continued economic growth.

The project aligns with Urban Renewal goals by rehabilitating and expanding an existing business (Goal 1) and enhancing retail development within the district (Goal 3). This upgrade ensures Advertree's can continue providing high-quality, community-serving embroidery services while supporting additional business growth, job creation, and increased foot traffic in Toledo's downtown area.

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

Advertee's Oregon Inc. is requesting Urban Renewal funding to expand our embroidery production capacity through the addition of a second commercial embroidery machine. Since taking over the business in April 2025, demand for embroidery services has nearly doubled from local businesses, schools, community organizations, and walk-in customers. This growth has exceeded our current single-machine capacity, resulting in extended turnaround times and delays during high-volume periods.

Funds will be used to purchase and install a second 15-needle commercial embroidery machine, which will serve as a long-term fixed operational asset within our production space. The machine requires dedicated electrical configuration, leveled placement, and permanent integration into our workspace layout. This upgrade directly supports our ability to meet the embroidery needs of the Toledo community by increasing output, reducing bottlenecks, and improving overall production efficiency.

The added production capacity will also support our long-term goal to create new jobs within Toledo. As our volume increases, we plan to hire additional staff to manage embroidery production, customer service, and retail operations. We hope to provide internship opportunities and hands-on learning experiences for students in local schools, giving them exposure to design, production, and small-business operations. These opportunities will help develop local workforce skills and strengthen connections between businesses and the community.

By expanding our ability to fulfill more orders from existing Toledo businesses and accept new clients, this project strengthens an established downtown business and increases local retail activity.

This project supports Urban Renewal goals by rehabilitating and expanding an existing business (Goal 1) and enhancing retail development within the district (Goal 3). The upgrade ensures that Advertee's can continue providing high-quality, community-serving embroidery services while supporting business growth, job creation, youth skill development, and increased foot traffic in Toledo's downtown area.

Current use of

Building/Property: Advertee's Oregon Inc. Commercial Embroidery and Print shop

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 (any location)

Commercial Business (Professional services, non-retail)

Retail Business

____ Other

ii. Preference will be given to projects that can demonstrate the mitigation, reduction, or removal of blight. Underdeveloped and/or bare land shall not be eligible for points under this preference category.

Check which ONE of the following best describes the current condition of the property attach photos of blighted conditions:

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):

Although this project does not involve structural or exterior modifications to the property, it directly mitigates economic blight by strengthening the long-term stability and viability of a key downtown business. By adding a second embroidery machine, we are ensuring that Advertee's can continue operating at full capacity, maintain reliability for local customers, and prevent the types of economic challenges that often lead to business deterioration or eventual vacancy. A thriving, fully functioning business helps maintain an active, occupied commercial space in Toledo's downtown district, which is a critical component of blight prevention.

This project supports the Urban Renewal Plan by stabilizing an existing retail business, increasing foot traffic, and maintaining active commercial use of the property. Consistent business activity reduces the risk of underutilization or decline, both of which contribute to blight in small downtown environments. Strengthening our operations ensures that this storefront continues to serve the community, supports other local businesses, and remains a vibrant part of the Main Street corridor.

Private investment compared to public funding:

Private Investments	Public Investments (including this request)
\$450	\$9,500
GRAND TOTAL FROM ALL SOURCES \$ 9950	

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 a quote estimate or actual or bid.

Project Costs: Must attach estimates or bids prepared by a licensed contractor:

Cost supported by check one:

- Estimates from licensed contractor
- Formal bid from licensed contractor

v. Preference will be given to projects that provide additional upper floor residential dwelling units in the Central Business Zone.

Check one:

Create 5+ New Dwelling Units

Create 3-4 New Dwelling Units

Create 1-2 New Dwelling Units

vi. 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 or binding quotes and a business plan would receive maximum points.

Business Viability and Readiness to Commence:

Check all that apply:

Well-developed Business plan with application

Binding quotes or formal bids from licensed contractors as opposed to estimates

Project is well-capitalized (as evidenced by letters of credit, cash vs pre-approved loan, etc.)

Business in existence five or more years

Professional plans or drawings attached

Date Business was established 1985

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)	
4. Structural Interior - (eg. Cabinets, drywall, hardware, doors, windows)	
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,	
TOTAL:	\$ 0.00

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

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 our project does not receive funding, or if we receive less than requested, we will be unable to expand our embroidery capacity to meet the significant increase in demand we've experienced since April 2025. With only one commercial machine, we are already encountering production bottlenecks and extended turnaround times, especially during high-volume periods. Without a second machine, these delays will continue and make it difficult for us to meet customer deadlines.

The most immediate impact would be the loss of local business to larger embroidery shops in surrounding cities or online companies that can guarantee faster turnaround times. If this continues, Toledo schools, organizations, and businesses may be forced to outsource their apparel needs elsewhere, shifting revenue and economic activity out of the Urban Renewal District.

Receiving less than the full amount would delay our ability to purchase the machine and prolong current production challenges. This would slow our planned growth, postpone future hiring opportunities, and limit our ability to create internship options for local students.

In short, without adequate funding, our ability to remain competitive, retain Toledo customers, and continue supporting local economic activity would be significantly restricted. Full funding ensures we can meet demand, keep business local, and contribute to a vibrant and sustainable downtown.

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
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TEMX-C1501

TEMX-C1501

This item is not for sale on our website, please contact us to order.

\$9500

9500.00

City Hall
 206 N. Main St.
 Toledo, Oregon 97391
 5:45 p.m.



**Urban Renewal Agency
 Regular Meeting
 November 5, 2025**

1. Call to Order

- a. President Rod Cross called the meeting to order at 5:48 p.m.; also via Zoom in Toledo, Oregon and lead the Pledge of Allegiance.

2. Roll Call

- a. City Recorder Johnson took roll call and determined a quorum was present.

Council Member	Present	Absent	Via Zoom
President Cross	X		
Vacant			
Director Mix	X		
Director Kauffman	X		
Director Silvia		X	
Director Burns		X	
Director Keating	X		

- b. **Staff present:** City Manager Rich Huebner; City Recorder Paul Johnson

3. Decision Items

- a. To approve the minutes as presented with the correction that item #6 on the agenda should be 10/20/2025 instead of 10/22/2025. *(It was discovered that the agenda was correct, but the minutes had the incorrect date, and the change was made.)* Motion carried 4-0-0-2.

Council member	M	S	Yay	Nay	Abstained	Absent
President Cross			X			
Vacant						
Director Mix	X		X			
Director Kauffman		X	X			
Director Silvia						X
Director Burns						X
Director Keating			X			

4. Adjournment

- a. President Cross adjourned the meeting at 5:52 p.m.

APPROVE:

ATTEST:

President Rod Cross

City Recorder Paul Johnson

DRAFT