What is CLG and How Can It Work with My Main Street?

Oregon Main Street Annual Conference
Corvallis, OR
October 5, 2012
Certified Local Government and Main Street Programs in Oregon

Agenda

• 8:30 Presentation
• 9:15 Group Activity
• 9:40 Large-Group Discussion and Final Thoughts
Certified Local Government and Main Street Programs in Oregon

Wholesaler vs. Retailer

CLG Program
• Non-competitive, 18 month grants
• Communities choose project

Main Street Program
• Four levels of participation
• Organizational assistance
- Renaissance Committee Formed
- Downtown Standards Established
- Landmarks Established
- DT District Listed
- Main Street Begins
Community Projects
Working Together in La Grande

Coordination
- Distinct roles and goals
- Mutual interest in façade projects

Future Main St. Projects
- Continue façade program
- Design binder

Future Landmarks Projects
- Sign code
- Demo by neglect code
- Demolitions Proposed
- Design Guidelines Estb.
- Downtown Listed
- Non-profit Established
- Main Street Begun
- Ordinance Adopted
- Ordinance Re-written
Working Together in Albany

Coordination
- United in “preservation focus”
- Informal relationship
- Shared volunteers

Future Projects
- Continue façade program
- Create/update design guidelines and ordinance
- Downtown plan
Community Projects
Working Together in Dayton

Coordination
- Closely linked programs
- Pooled resources

Future Projects
- Continue façade program
- Public outreach
- Strategic plan for downtown
Working Together

Four Steps to Success

• Understand that Landmark and Main Street Programs have different objectives
• Communicate
• Choose the right level of coordination
• Choose mutually beneficial projects
Working Together

Educational and Promotional
- Signage
- Tours
- Events

Building Rehabilitation
- Condition assessment
- Design assistance
- Workshops

Capacity Building
- Share the news
- Grants
- Advocacy
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Group Activity
MS & CLG - Working Together

Instructions
• Divide into groups of 5
• Choose a note taker and a speaker.
• Create an Event or Product
  • Describe your Event or Product (Be detailed)
  • Who are the players? (Include as many as possible)
  • What is the role of each organization?
  • How will this project benefit each party?
  • How do you sustain it?

Projects
• Walking Tour
• Signage
• Lecture/Tour/Event
• Building Rehabilitation
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