



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

1980

1990

2000

2010

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

1970

1980

1990

2000

2010



Community Projects

Albany
Visitors Association

Home Shopping Visit Us Historic Albany Events Media Group Travel Contact Us





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





Dayton Multiple Document Listed

Privately-funded Rehabs Begin

Main Street Begun

New Ordinance

1980

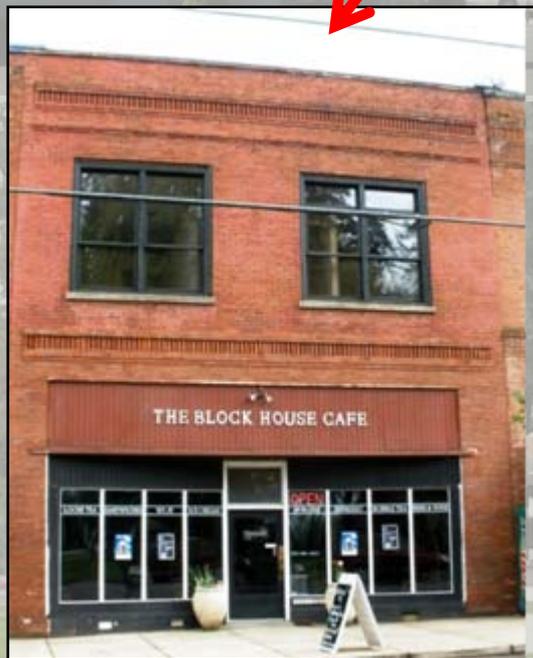
1990

2000

2010



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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