

OREGON MAIN STREET

Annual Report 2012

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It's so exciting to see the progress communities in Oregon are making to revitalize their downtowns. When I first started with Oregon Main Street in 2009, I spent a lot of time on the road selling a vision of how the Main Street Approach® could help communities. I often felt like Oregon's own "Music Man!" Now, I can tell the story of what our communities are accomplishing – and there is much to draw from.

In Dayton, building renovations are transforming this small community. A team from the State Historic Preservation Office developed design concepts for eight buildings ranging from simple, inexpensive improvements to all-out facade renovations. The design concepts were presented at a public meeting to help local business and property owners understand their buildings' uniqueness and possibilities for improvement. The Design Committee encouraged the City to become a Certified Local Government (CLG) and used a CLG grant to provide matching funds to property owners for facade improvements based on the design concepts. Grant funds and donations to implement the facade program totaled \$18,800. Volunteer hours exceeded 350 hours. Private investment was \$26,200 with total project costs at \$45,000. In 2012, another facade was completed at a total project cost of \$133,000 with \$10,000 in assistance from a "Diamonds in the Rough" grant. These renovations have generated renewed interest in downtown and two new businesses opened. This is a great example of a small community working together to accomplish something great. We've also been able to offer design services to Milton-Freewater, Burns, Bandon, Amity, and Enterprise. I can't wait to see what is ahead for them.

Two years ago, Main Street Oregon City was happy with the development of signature events such as the First Friday Art Walks, Arts in Windows, First City Celebration, Concerts in Liberty Plaza, Cruise to Oregon City, and a mid-week Farmers' Market. They were proud of community involvement leading to projects like landscaping, lighting, and artwork at Singer Creek Falls, and the installation of flower baskets and banners to improve the pedestrian feel. Today, they are happy to add \$1 million in private investment annually, \$2.5 million in public infrastructure improvements, and more. Even in the economic downturn they have added 46 new businesses. This success has renewed community interest, and the 166-year-old downtown is evolving into a modern marketplace and returning as the heart and soul of the community.

So much is happening across the state, and it's one of my greatest joys to be able to assist these efforts. A huge thank you to all the amazing staff and volunteers who generously give their time, energy, and creativity to their local main street programs.

Sheri Stuart

Coordinator
Oregon Main Street



2012 National Main Street Accreditation

Todd Barman, Senior Program Officer with National Trust Main Street Center, recognized four Performing Main Street level communities in Oregon who achieved 2012 National Main Street Program Accreditation at the Oregon Main Street Annual Conference:

- * **Albany Downtown Association**
- * **Downtown Corvallis Association**
- * **McMinnville Downtown Association**
- * **Main Street Oregon City**

Mr. Barman stated, "accreditation is meant to recognize programs that are fully operational, and is an achievement which must be sought each year. It is something to which all programs can aspire, and in fairness to others who do so, should be reserved for those who fully reach that goal."

The Accreditation program is a partnership between coordinating Main Street programs and the National Trust Main Street Center to establish standards of performance for local Main Street programs and provide accreditation to those that meet the standards. The National Accreditation designation process annually evaluates downtown revitalization programs according to ten basic performance standards. These standards provide benchmarks and guidelines on the way an organization should be functioning and serve as incentives for improvement.

| | Exploring Downtown | Transforming Downtown | Performing Main Street |
|----------------------|-----------------------|--------------------------|---------------------------|
| Goal Setting | 3 | 4 | 3 |
| Committee Training | 5 | 5 | -- |
| Technical Assistance | -- | 3 | 1 |
| Program Evaluations | -- | 2 | -- |
| Board Training | -- | -- | 1 |
| Design Assistance | 4 | 1 | -- |
| Presentations | 10 | 2 | 1 |
| Historic Surveys | 2 | -- | -- |
| Manager Orientation | 1 | 2 | 2 |
| Totals | 25 | 19 | 8 |

Technical Assistance
and Support Summary
(# of Communities Assisted)

The Main Street Four-Point Approach®

Oregon Main Street uses the successful Main Street® methodology developed by the National Trust for Historic Preservation as its foundation for assistance. This methodology is a proven approach to historic commercial district revitalization. The success of the Main Street Approach® is based on its comprehensive nature and emphasizes four critical areas of revitalization:

- * **Organization** helps everyone work towards the same goals and maximizes involvement of public and private leaders within the community.
- * **Promotion** brings people back downtown by helping to attract visitors, shoppers, and investors.
- * **Design** enhances a district's appearance and pedestrian amenities while preserving its historic features.
- * **Economic Restructuring** stimulates business development and helps strengthen the district's economic base.

By fully integrating the four points into a practical downtown revitalization effort, a local program will produce fundamental changes in a community's economy based on preservation strategies.

2012 Performing Main Street Reinvestment Statistics

| | |
|---------------------------------------|--------------|
| Private Dollars Reinvested: | \$ 747,260 |
| Public Dollars Reinvested: | \$15,799,854 |
| Total Private Rehab Projects: | 58 |
| Net Business Gain: | 29 |
| Net Job Gain: | 181 |
| Total Volunteer Hours: | 8,796 |
| Monetary Value of Volunteer Hours: | \$154,370 |

2012 Transforming Downtown Reinvestment Statistics (estimated)

| | |
|-------------------------------|-------------|
| Private Dollars Reinvested: | \$2,662,506 |
| Public Dollars Reinvested: | \$3,091,800 |
| Total Private Rehab Projects: | 56 |
| Net Business Gain: | 36 |
| Net Job Gain: | 38 |

2012 Total Reinvestment Statistics

| | |
|-------------------------------|--------------|
| Private Dollars Reinvested: | \$3,409,766 |
| Public Dollars Reinvested: | \$18,891,654 |
| Total Private Rehab Projects: | 114 |
| Net Business Gain: | 65 |
| Net Job Gain: | 219 |

Meeting the Needs of Oregon Communities

An important objective of the Oregon Main Street Program is to provide assistance to all communities in Oregon whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street® town. To accomplish this, services are offered through a tiered system. The levels include:

- * **Affiliate** is for communities that do not wish to become a designated Main Street community or wish to apply the Main Street Approach® in a non-traditional commercial setting and want to receive notification of workshops and conferences sponsored by Oregon Main Street. Interested communities may join at anytime by completing a brief application form.
- * **Exploring Downtown** is for communities just starting a downtown revitalization effort and wish to learn more about using the Main Street Approach®. Interested communities may join at anytime by completing a brief application form.
- * **Transforming Downtown** is for communities who are committed to downtown revitalization using the Main Street Approach® but need technical assistance to take them to the next level. Participation at the Transforming Downtown level does not guarantee selection as a designated Main Street community, but it can help communities strengthen their revitalization efforts. Application rounds are held as resources permit
- * **Performing Main Street** is for those communities with independent nonprofit organizations using the Main Street Approach® as the basis for their downtown revitalization efforts. Application rounds are held as resources permit.



Performing Main Street Community Profiles

Albany



Downtown Albany is pleased to be recognized by the National Trust for Historic Preservation as an accredited Main Street Community.

Downtown business remains strong with many shops reporting 2012 as their best year in a while. There were typical business closures, but with seven new businesses opening, the effects on the district were negligible. The Albany Downtown Association (ADA) maintains an available property section online to help connect interested entrepreneurs to building owners. The ADA also proudly serves on several city boards.

Albany Downtown events brought over 16,000 people downtown for 18 events, raising over \$30,000 for area non-profits. Two new events debuted to rave reviews: "Mixology Madness" brought together local bars and restaurants in a cocktail blind taste test contest; and the "Craft Brew Smack-Down" brought area beer makers to downtown to share local brews and interact with event goers.

The program recorded over 2,000 volunteer hours in 2012 and looks forward to even more community involvement in 2013.

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Baker City



2012 was a year full of redefining for Baker City. Historic Baker City, Inc. (HBC) energized their base with the filling of nearly all of the Main Street storefronts and assisting new businesses in their opening promotions. The success of the Hells Canyon Motorcycle Rally has spurred on a bigger and better rally and after great lessons learned, they are ready for this year's event. HBC has received several grants to help promote the historic district including \$3,500 in woodworking tools to assist in training craftspeople in historic preservation techniques and \$7,000 for new paint on the 1912 YMCA building currently housing the VFW. This year will mark their 100th anniversary and a new "dress" was in order.

New trees on First Street and undergrounding all utilities on Resort Street are underway and they are sponsoring a four foot bronze salt lick to be located prominently in the beautiful historic district. The Court Street Plaza project is also kicking off and HBC has been donated the 1887 Ison House from Bank of America. Currently, the restoration scope is being written for the building.

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Corvallis



The Downtown Corvallis Association (DCA) is dedicated to ongoing efforts to preserve, protect, and enhance Downtown Corvallis as the vibrant core of the community.

To attract visitors downtown, the DCA has various events throughout the year. These include Rhapsody in the Vineyard Wine Walks, Red White & Blue Riverfront Festival, Summer sidewalk sales, children's reading events, Downtown Gingerbear during the Holidays, Trick or Treat, Christmas Parade and more. The business community is closely linked through DCA's monthly Downtown After Hours networking social, monthly Membership Meetings, and weekly Downtown Updates e-newsletter. To strengthen downtown's business acumen, the DCA sponsors free Brown Bag Workshops open to all.

The DCA offers interest-free improvement loans to members to make improvements to building interiors, facades, or upper floors. The DCA honors owners for improvement projects each December at DCA's annual Membership Meeting/Holiday Party/"Downtown Design Awards" Ceremony.

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Performing continued ...

McMinnville



Downtown McMinnville continues to be the community's "living room," and the McMinnville Downtown Association (MDA) is proud to be one of its caretakers along with the City, property and business owners, and the general public. We would not be able to carry out our mission and vision without MDA volunteers.

During 2012, an anonymous donor purchased a sculpture of Abraham Lincoln that we placed in front of the Community Center. MDA also worked with two more artists to place their sculptures on loan and installed in early 2013.

While businesses still struggled in 2012, inquiries into downtown vacancies have increased dramatically. Also, a new boutique hotel, restaurant and tasting room complex breaks ground soon. MDA is also serving on the Urban Renewal District Advisory Committee and the city is considering an Urban Renewal District that will include projects downtown. MDA events and promotions brought people downtown to shop, dine and stroll through the district.

All in all, it's been a good year for downtown McMinnville!

Oregon City



Partnership was one of the key themes for Main Street Oregon City (MSOC) in 2013. Key infrastructure projects and physical improvements were made in downtown through partnerships with the City, METRO, Clackamas County, and the Oregon Department of Transportation. In addition, MSOC partnered with business owners, local arts organizations, and community groups to create programs and projects that activate the downtown streetscape.

This past year saw the completion of the 22-month restoration of the Oregon City Arch Bridge – restoring access for 14,000 vehicles a day into the downtown. More than \$2.5 million in funding for street and streetscape improvements were completed in the core. And, more than \$70,000 in grant funds were raised for public art to beautify downtown. Additionally, as a partner advocating for revitalization and adaptive reuse, MSOC helped attract more than \$500,000 in grants for building improvement to help improve the tenability of downtown property.

Roseburg



2012 saw the Downtown Roseburg Association (DRA) take some strides that made a huge difference in downtown. One project completed was the Umpqua Business Center, formerly the DC Farmers Coop. Now a thriving business center - the old saying "a picture is worth a thousand words" is in full effect here. Check out this huge success story at www.umpquabusiness.com.

Working with the bicycle coalition, the waterfront project, and the City, the DRA is helping move projects forward that align with the Oregon Main Street philosophy and accessibility for all to downtown. Additionally, DRA is gaining popularity through events like the Wine and Chocolate Walk, Bowling for Blooms, and the Graffiti Veterans Day Parade to name just a few that took place throughout the year. New businesses have come to downtown and created more traffic that naturally flows into other businesses. Also, a little refresh for the parking structure is on the immediate list of DRA's enhancement plan, as is signage changes to bring more people shopping in historic downtown Roseburg.

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Transforming Downtown Community Profiles

Astoria



The Astoria Downtown Historic District Association (ADHDA) had several accomplishments over the last year. These included raising funds for a RARE volunteer to provide full-time support to ADHDA; completing phast one of the Building Blocks for a Successful Downtown to engage citizens, property and business owners about downtown revitalization; and raising over \$25,000 through the Pacific Northwest Brew Cup that brough brewers and beer lovers to Astoria from all around the Northwest. All of the events put on by the ADHDA helped reaise money for the organization, built community involvement, or supported existing events.

ADHDA continued strengthening its relationship with the City, its volunteers, and the business community to promote the historic downtown as the center of community activity. This is evident through a successful membership campaign; the installation of a new streetscape improvment project; and a couple of facade renovations totaling nearly \$50,000 in improvements.

ADHDA looks forward to more success in 2013!

Bandon



Greater Bandon by the Sea Association's primary accomplishment in 2012 was the development of a facade improvement program for the City's Urban Renewal District. Presently, it assists the City Manager in the review and approval of applications for facade improvement assistance.

The Association continues to work with local businesses to help improve the appearance of our historic downtown. Workshops and consultations have been offered to property and business owners providing help on the elements of good design and applying them to their properties. The community has been engaged in cleanup/fix-up campaigns during the spring and fall.

Current plans include continuing to assist the City with the facade improvement loan program, cleanup/fix-up campaigns, and organizing a vacant window display program to cross promote businesses, non-profits, and school groups. Also, the Association will continue one-on-one technical assistance to property and business owners on elements of good design and how to apply them to their properties with an emphasis this year on energy efficiency.

Canby



In 2012, the City of Canby completed a \$3.2 million redevelopment of 1st Avenue. The project brought new streets, sidewalks, landscaping, utilities. Canby Main Street coordinated with businesses to ensure they had updated project information and served as the liaison between the construction team and business community.

Main Street held two Kick Off Meetings in September to reinvigorate committees that became stagnant during the transition of Main Street managers. Two committees emerged from this meeting with new and returning volunteers, and helped the program gain momentum.

Main Street held several successful events in 2012. The Light the Night event brought more people to downtown Canby than in previous years with a lighted parade and tree lighting. The 1st Ave Grand Reopening took place and was an intimate gathering with music, speakers, and children's activities. The promotion committee worked to streamline downtown Halloween activities, and added to the festivities with a costume parade.

Carlton



The Carlton Business Association (CBA) added a new event, "The Carlton Crush," in 2012. The all-day event was a very successful, well-attended harvest festival for the community. Proceeds from some event activities benefited the local food bank too. "Christmas in Carlton" has doubled in attendance and the traditional tree lighting ceremony expanded to include the entire Upper Park. Santa at the Depot during holiday festivities collected over 300lbs of food for the local food bank. In addition, CBA worked on a new business walking map and advertising ramped up during special events. CBA continues to work with Yamhill County tourism to expand promotional efforts. Dedicated volunteers help keep events active on business and social media calendars as well.

Several buildings saw fresh paint this past year. New awnings were installed while others underwent some badly needed cleaning. All these efforts help create a more cohesive and dynamic look to downtown. In addition, three new businesses have come to town as well as Valley Emporium moving to downtown.

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Transforming continued ...

Coos Bay

Cottage Grove

Dayton

Estacada



Last year was filled with quite a few great accomplishments for the Coos Bay Downtown Association (CBDA). They were able to hire a full-time Main Street Manager through the Resource Assistance for Rural Environments program at the University of Oregon. CBDA also revamped their membership drive and saw a 60% increase in membership over last year. A new logo for the Marshfield District was created to provide a much needed identity for downtown Coos Bay. The farmers market increased in size over last year and is now a medium-sized farmers market and the largest on Oregon's south coast. In addition, through volunteer effort they were able to turn an unused vacant lot into a temporary park, "4th Street Place," where a concert was held. CBDA, however, feels their biggest accomplishment was the relationships built with the City, Chamber, public, and many other community organizations. They will reap the benefits of these relationships for many years.

Last year, several promotional events positively impacted Cottage Grove Main Street (CGMS) including a successful Art Walk season, Downtown Trick or Treat, and Christmas in Cottage Grove. There was nearly 100% participation in the downtown Christmas decorating contest, a positive sign that businesses want to be involved. Downtown looked especially nice for the holiday season resulting in an enticement to community members to come downtown to view lovely displays and visit shops.

CGMS was successful with grant requests. They received \$1,520 from the Lane County Cultural Coalition for the Art Walk, and a Rural Business Enterprise Grant of \$15,000 for the beautiful Gateway Arch that stands at the entrance to the Cottage Grove Historic District. In addition, a new business opened in a building that was vacant for over three years. The other half of the building is currently vacant, but a new business will be opening very soon.

Dayton's downtown is looking better and better! The Dayton Community Development Association (DCDA), along with the City's Certified Local Government Program assisted downtown property owners with facade improvements. They also installed mural panels to bring art downtown. The panels represent all that they love about Dayton! And the facade work DCDA facilitated has inspired others to spruce up buildings with paint and repairs.

2012 was a year of "laying the groundwork." DCDA sponsored a consultant to come to town and facilitate "Dayton Forward." After 6 months of well-attended community meetings and workshops, a strategic plan was developed and recently adopted by City Council and DCDA. The plan includes steps the community wants to take to make Dayton a wine country destination.

Other activities this year included the "Dayton Means Business" meeting. DCDA invited area businesses, farmers, and winery owners to showcase all that DCDA and Oregon Main Street are about in Dayton.

According to a local artist, "Estacada is the Paris on the Clackamas. It's a great place to live." And in 2012 it got even better.

The Estacada Development Association's Main Street Program worked on the following projects in 2012:

- Estacada Downtown Clean Up Day in April: "Let's Spruce Up the Town."
- Downtown Facade Improvement Project: more than \$75,000 in improvements, by granting \$40,000.
- Working on the Park & Ride lot development to entice cyclists to town.
- Ca\$h Mob Project: Shopping LOCAL at its BEST.
- Estacada Winter Artisan Show and Sale: Brings shoppers to our downtown and gives local artisans a venue for selling their creations.
- Working on "We Speak Cycling" and the Estacada-Detroit Scenic Bikeway: Cycling is great for bringing in tourism dollars.

"Estacada is close to everything, but away from it all."

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Transforming continued ...

Hillsboro

Klamath Falls

La Grande

Medford



Downtown Hillsboro saw the start of a major construction project in 2012 on a parcel that housed an empty bank building for 14 years and was used for surface parking. The project entails 71 market rate apartments with an additional 3,800 square feet of retail. In addition, the developer will be rehabilitating the empty bank building (approx. 5,000 square feet) into either a natural food grocer or brewpub.

Other physical improvements included Gimre Shoes major storefront improvement. Gimre's took off their awning, painted the building, added exterior lighting, and new signage. It looks wonderful. The estimated value is \$20,000 partially funded by a \$10,000 grant from the City. In addition to these physical improvements, downtown also saw 10 new businesses opening, generating at least 16 new jobs.

One of the key successes for the Klamath Falls Downtown Association (KFDA) in 2012 was an increase in membership and awareness of the downtown organization. KFDA went from 49 members last year to 85 members. Also, one of their fundraising events really brought holiday cheer to the district. KFDA purchased holiday lights which they sold to businesses to decorate and light-up the district. The popular Scarecrow Row was also a rousing success and grew from the previous year.

KFDA was also successful in convincing City Council to purchase two derelict buildings downtown to help spur renovation. These building were purchased by the City, and then put back on the market. A local investor purchased the buildings subject to development conditions and schedule. The project is a win for downtown, a win for the developer, and a win for the City.

La Grande Main Street focused its efforts in 2012 on enhancing the city's "small town charm" through downtown revitalization. Many downtown owners took advantage of the Facade Grant Program that has made a significant impact to downtown buildings. The grant program gained momentum as La Grande Main Street worked with the Urban Renewal Agency on major streetscape revitalization. The project really enhanced a portion of downtown and plans to expand to the rest of downtown.

La Grande Main Street also further enhanced downtown through four anchor events focused on encouraging people to work, shop, play, and invest in downtown. Most events saw record attendance and growth in community participation and partnerships, including with the local media to help further promote downtown happenings.

La Grande Main Street is excited for a very busy and eventful 2013 as they continue to create an inviting and sustainable downtown, rooted in La Grande's history and culture, while providing a vital center for commercial and community activities.

In 2012, The Heart of Medford Association (HMA) improved collaboration with community partners and raised awareness about the organization. They launched a new brand for downtown, "Metro Medford," with a grant from the Medford Urban Renewal Agency. The former restaurant association loves the brand and will join with HMA. The Promotions Committee is creating new events to help the community to see Metro Medford in a new light, generating interest and providing activities with broad appeal and funds for HMA.

Other successes were an expanded Pear Blossom Street Fair and Third Fridays. HMA also focused on student engagement and published a Student Directory of downtown businesses with discounts. Through support of a Facade and Building Improvement Matching Grant Program, \$1.2 million in private sector improvements were completed. In addition, the first phase of the Commons project is nearly finished. The 3-story Lithia Headquarters building is now fully occupied and the Commons Park Block #1 is scheduled for dedication in early 2013.

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Transforming continued ...

Molalla



Molalla continues to expand its summertime 2nd Friday craft fair and farmers market. Each month has a theme with this year's September theme being Bigfoot Migration. After his appearance in Molalla, volunteers helped an 8' tall Bigfoot illustration "migrate" to Albany, Oregon City, Canby, and Estacada. To add to the fun, Bigfoot's "Little Sister" showed up in Molalla and to have fun with local residents.

Molalla is beginning to attract investment in downtown. Several property owners painted, repaired front sidewalks, or otherwise enhanced their properties. Although Molalla lost its downtown grocery, a new auto parts store will open soon and plans are in the works for bringing a discount grocer and brewpub to Main Street.

The Team for Economic Action in Molalla (TEAM) worked with local volunteers, businesses, service clubs, and property owners to purchase new flower baskets and holiday banners. In addition, volunteers developed a wonderful holiday event with a live nativity, 25' tree, entertainment, and festive crafts fair. This was a fitting end to a year filled with challenges and successes.

Oakridge



Storefront makeovers are becoming contagious in Oakridge! A company recently bought a building they were leasing and immediately started a facade improvement. All new paint, architectural details and signs now adorn their site. Plus, a long-standing vacant building was purchased by a local entrepreneur. She is moving her business "Uptown" and bringing two other businesses in with her. A building just outside of the district received a new bright coat of paint, and another vacant building was purchased by an out-of-area investor and given a quick facelift. The museum purchased a much larger building along 1st Street and is doing a wonderful job on their facade. Lastly, a very nice facelift is currently near completion on a building just off 1st Street.

In addition, the Uptown Business and Revitalization Association continued to have success with their signature Treelighting Festival and co-sponsored the annual Keg & Cask Festival. Because of their input, one of the Association's board members will be the chairman for next year's event. Oakridge's "Main Street" is now where many of the businesses in town want to be!

Philomath



The Philomath Downtown Association (PDA) had a wonderful year thanks to the support of their Board of Directors, volunteers, City of Philomath, and community members. This year volunteers displayed 91 flower baskets and installed vintage holiday lights. The PDA helped install a new mural "Taste of Philomath" on the side of the CD&J Cafe. This was a great start to the Public Art Program that will begin in 2013.

The Promotions Team began Ca\$h Mobs at several businesses and the Annual Street Party was a huge success that brought citizens to downtown to mingle, dance, and support local vendors. The Trunk or Treat was well-attended by the community with an amazing turn out! Our annual Holiday Display contest brought lights and holiday spirit to Main Street.

The Economic Restructuring Committee held a Social Media Seminar and invited local business and property owners. The seminar was an opportunity for participants to learn how online and social media sites can enhance their business. They are currently planning other seminars in 2013 to assist local businesses.

Port Orford



The mountains and forests meet the ocean in Port Orford on the southern coast, a draw for eco-tourism. The city's economic activity and social fabric features fishermen, artists, and retirees. Port Orford's goal is to revitalize downtown making it worthy of the natural beauty of the area.

Their association continued the annual Main Street clean-up with an appreciation barbecue, "Spiffy Awards" to businesses that improved their appearance, provided more artistic bike racks, assisted in facade design, and helped the soon-to-be local food co-op.

The lighting of their first annual crab-pot Christmas tree evolved into a town party with an art walk, carolers, music, goodies, and more. A designer wall and planters worked to make Triangle Square a gathering place. Quilt murals helped define the quilt shop.

Work-in-progress includes a highway survey to discern public opinion on reconfiguration of the coastal highway which is Main Street, plans to restore two murals, working with the local electric company to help businesses, and working more with other organizations.

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Transforming continued ...

Sandy



A steering committee is leading the organization, developing the work program, and providing necessary leadership to spur downtown revitalization efforts in Sandy. A number of projects were completed including development of FAQ, a new logo, and an advertising brochure. The organization also applied for nonprofit status. The steering committee spent considerable time developing it's internal operations and goal setting. A number of very successful events were held including First Fridays, the Trick or Treat Trail, and a Christmas event including tree lighting attended by at least 350 people. The committee also spearheaded creating new First Friday banners to advertise the event and the creation of postcards for sale.

Urban Renewal provided funding to remodel several more buildings this year. Seven facade enhancement projects were completed in the downtown representing a total project cost of approximately \$140,000. In addition, nine new businesses opened in 2012 creating 20 jobs.

Sherwood



One of the key successes in downtown Sherwood was the opening of the new Cannery Square Plaza which includes a water feature for kids to play in, space for community events, and their holiday tree. In addition, Sherwood Main Street (SMS) created and expanded promotional activities including establishing a First Friday event, partnering with the City to take over Pix on the Plaza, and almost doubling the attendance of their Trick-or-Treat Old Town. They also started a website, an active Facebook page, and developed an organizational brochure for SMS.

Forming partnerships with key stakeholders was also a focus for the year. SMS held meetings to bring together Old Town business and property owners with the City and designers working on street and alley improvements to discuss impacts of the project as well as working with the Sherwood Historical Society, the City of Sherwood, and Oregon Heritage on historic preservation projects. Other activities included coordinating exterior lighting improvements for Old Town businesses and assisting new business in finding space in Old Town.

Springfield



Everyone is excited about transforming downtown Springfield! Improvements include new seasonal banners and repainted storefronts. The expansion of Academy of Arts and Academics brought in student energy and creativity. Thirteen businesses also moved into downtown to create a diverse mix of offerings. The Design Team's Facade Improvement Program offers design assistance to owners and facilitates financial support made possible by the City.

The hugely successful farmers market moved indoors to become Marketplace@Sprout! Opening day saw 1,600 visitors and vendors brought in over \$5,000 in sales. In addition, the Sprout! facility opened rentable commercial kitchen space for entrepreneurs. The Second Friday Art Walk has infused Springfield with a cultural vibrancy.

The Economic Restructuring Team's survey of businesses identified merchant needs. With support from TEAM Springfield and the Business Assistance Program, the Main Street Program collaborates with NEDCO's Hatch Business Incubator to provide trainings and support to grow small businesses. Everyone wins!

The Dalles



Big things are happening in The Dalles! The City recently opened a marine terminal to bring in river cruise ships and a downtown public park to serve as the community event center. These projects are elements of a decade-long downtown revitalization effort that is coming to fruition. The Dalles Main Street Program has been just as busy. The Promotions Committee put on a successful Jammin' July street festival and is looking to take on additional events in 2013. The Design Committee assisted a number of businesses with signage and other beautification projects. The Business committee has been actively working with property owners to find viable tenants and the Steering Committee is putting in the groundwork for an EID.

2013 will see The Dalles Main Street Program continue to build its organizational capacity, recruit new volunteers, and complete projects that support downtown The Dalles and capitalize on its cultural and historic resources.

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Exploring Downtown Communities

Amity
Beaverton
Bonanza
Burns
Condon
Damascus
Enterprise
Eugene/Whitaker
Gresham
Independence
Jacksonville
John Day
Junction City
Lake Oswego
Lakeview
Lebanon
Milton-Freewater
Milwaukie

Mosier
Myrtle Creek
Newberg
North Bend
Nyssa
Pendleton
Reedsport
Riddle
Shady Cove
St. Helens
Stayton
Tillamook
West Linn/
Willamette
Weston
Woodburn
Vernonia
Yoncalla

Affiliate Communities

Aumsville
Canyonville
Creswell
Grass Valley
Irrigon
Jefferson
Lake Grove
Lowell
Madras
Mitchell
Monmouth
Pilot Rock
Silverton
Tigard
Turner



Excellence in Downtown Revitalization Awards

Outstanding Partnership

The Rotary Club of Oregon City

In November 2011, the Rotary Club of Oregon City approached Main Street Oregon City with an interest in contributing to the revitalization work happening in downtown. They decided to install the first public art piece in downtown Oregon City since the 1980's. The site selected was the base of Singer Falls, a 1930's era WPA public improvement project located in the heart of the district, an increasingly active place for social and cultural programming like the Farmers' Market, the First City Celebration, and the Downtown Car Show. Volunteers from the Rotary Club raised more than \$30,000 from donations and grants. They collaborated with Clackamas County Arts Alliance in selecting "moontrap," a stainless steel signature piece by resident and internationally recognized sculptor Lee Kelly. Beyond the addition of public art, this project laid the foundation for other projects, such as lighting Singer Falls, improving plantings at the Falls, installation of the Willamette Compass artwork, and, indirectly, a \$100,000 award from the National Endowment for the Arts as part of a \$250,000 placemaking and community building project at the Municipal Elevator.



Outstanding Design Program or Project

Facade Improvement Program, Dayton

Over the years, Dayton saw a decline in the number of downtown buildings and businesses, with many buildings suffering from inappropriate alterations and neglect. The DCDA worked in partnership with Oregon Main Street, the State Historic Preservation Office, the City of Dayton, and business owners to offer design assistance and matching grants to encourage private investment in historically appropriate facade improvements. Eight local business and property owners met with the design team to talk about the project and goals for the buildings and businesses. Design concepts were developed for each project, from simple, inexpensive suggestions, to all-out facade renovations. The design concepts were presented at a public meeting to help local business and property owners understand their buildings' uniqueness and possibilities for improvement. The Design Committee encouraged the City to become a Certified Local Government. The city used its first CLG grant to provide matching funds to downtown commercial property owners for facade improvements based on the design concepts provided by the SHPO design team.



Best Public Improvement Project

2-Way Main Street Project, Oregon City

Early in their downtown revitalization efforts, Oregon City was faced with the closure and restoration of the Oregon City Arch Bridge – a major entry point into downtown. Working with downtown stakeholders through Main Street Oregon City, they explored opportunities to serve the community and downtown throughout the 2-year project. They decided to use the closure and reduced traffic flow as a chance to make infrastructure improvements. The \$2.5 million project resulted in a conversion back to a two-way Main Street fully connecting businesses on the north and south ends of downtown. The project led to a second round of public funding for streetscape enhancements that are currently underway and will be the foundation for future public improvements in the Rail Road Avenue Corridor and North end of downtown. To date, they have noted increased visibility for retail storefronts and improved pedestrian walkability.



Awards continued . . .

Best Success Story

SuperGenius/Funnelbox Production Studios, Oregon City

At the end of 2011, entrepreneurs Robb Crocker and Paul Culp spun off the video game creation and animation division of Funnelbox as an independent company now called SuperGenius Studios. Originally created as a project division of Funnelbox in 2008 with one employee, last year SuperGenius transitioned into a separate entity employing more than 40 creative professionals contracting with video game developers worldwide including Activision, Foundation 9, Sony, and others. SuperGenius relocated to a new 5,000 square foot studio in downtown and is now one of the largest studios of its kind in the country. They expect to do more than \$1.3 million in business in 2012. SuperGenius has rapidly grown while most studios of its kind have closed down or moved overseas. Instead of following this trend, they have focused on hiring and doing business locally, which has gained them a loyal following of clients who share their ethical business sense. SuperGenius and Funnelbox Productions are part of a creative core helping revitalize Oregon City's historic downtown by helping to attract investment and to recruit new professionals and more creative firms.



Outstanding Special Event

"Roll Out the Barrels Street Party," Philomath

One of the goals of the Philomath Downtown Association is to promote downtown and enhance the sense of community. What better way to meet this goal than to close off a street in the heart of downtown and throw a party? Reconnecting people with downtown is especially important in Philomath due to the impact on the business corridor related to changes in circulation with a roadway couplet design. The Roll Out the Barrels Street Party also provided an opportunity to showcase local artists who used wine barrels as their medium and increase awareness of local winemakers. The decorated barrels were auctioned off and many were purchased by local businesses and are still on display continuing to add to the pedestrian feel of the district. The planning committee met several times to organize the event, including ideas for securing artists, obtaining wine barrels for painting, recruiting vendors, working through permitting, contacting businesses, and developing an advertising plan. This community-centered event brought people downtown from Philomath and the surrounding area, many of whom may have only driven through and never walked downtown.



Outstanding Retail Event

"Downtown Astoria Business Crawl"

The Downtown Astoria Business Crawl was organized by the Astoria Downtown Historic District Association's Promotion Committee in conjunction with the 10th Annual Pacific Northwest Brew Cup. The goal of the Business Crawl is to draw Brew Cup festival attendees into the downtown area and bring some additional traffic into downtown businesses over the course of the festival weekend. All festival attendees were issued a passport to the Business Crawl. The passport listed names and addresses of the 18 participating businesses. Festival attendees were encouraged to visit each business, have their passport stamped, and collect a raffle ticket. Passport holders were required to return to the festival by the end of the 3-day festival to enter various raffles for a chance to win one of the many fabulous prizes provided by the participating businesses. Participants that visited every venue and got all 18 stamps were eligible for the grand prize donated by Brew Cup sponsors. Locals were excited to explore what downtown had to offer and many mentioned they went into businesses for the first time.

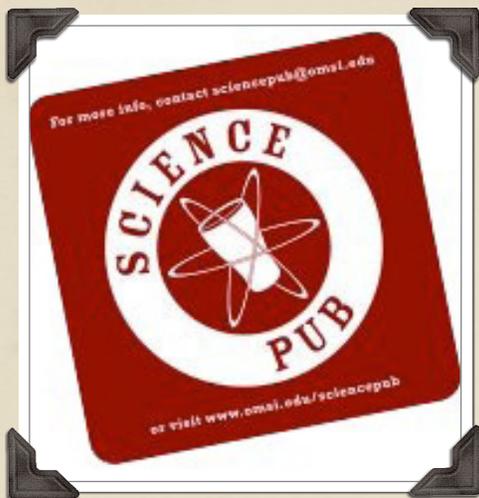


Awards continued . . .

Outstanding Image-Building

Science Pub, Corvallis

Science Pub is a collaboration between the Downtown Corvallis Association, Oregon State University, and the Oregon Museum of Science and Industry. Attendees learn about a plethora of topics in science and technology from leading experts in an interactive, informative atmosphere. They advertise that no scientific background is required – just bring your curiosity, sense of humor, and appetite for food, drinks, and knowledge! Every month DCA promotes this event at their monthly meeting, newsletters, website, and After Hours events. A DCA representative is always in attendance and brings and distributes trivia prizes at the start of the event. From its launch 5 years ago, every Science Pub Corvallis packs Old World Deli, the venue for the presentations. Every month they survey attendees. From this information, they learned a majority of their audience comes from outside the downtown and that, on average, 1/3 of the attendees have not been to the hosting business in the past year.



Special Project

Dayton Palmer Creek Lodge Community Center, Dayton

The Dayton City Council had a strategic plan to develop a community center in Dayton. Originally, conceptual design was to reuse the fire station. But, the \$2 million project didn't seem feasible in this small town of 2,000. As an alternative, the City acquired the Palmer Creek Lodge in 2009 for \$225,000. The Lodge was built in 1955 and originally named the Jacob Meyer Masonic Lodge #10 after Meyer who was the Grand Treasurer and Grand Master of the Masons in Oregon for several years. The facility was located in a blighted area adjacent to the City Hall complex. A conceptual drawing was prepared by an architect in spring of 2010. The City applied for and received an \$800,000 federal CDBG grant in the fall of 2010. This grant was matched with \$30,000 of City funding allowing the City to transform a previously vacant building into a thriving community center. The landscape design was donated by a local landscape architect and the landscaping was installed as part of a community project. The Palmer Creek Lodge is rapidly becoming a venue for local residents to celebrate important events and partake in local activities that enhance small town living.



Honorable Mention

Flower Basket Program, Philomath

Philomath is located along a major thoroughfare from Corvallis to Newport. The downtown area extends along a linear corridor for more than a mile. After the completion of the Hwy 20 couplet, there was a lot of asphalt and concrete, but scarce color in their downtown area. The Flower Basket program started in response to the need to beautify and to unify the downtown corridor and side streets. This program also was the first effort of the PDA to reach deep into the community and ask for volunteer's time and treasure. The response was amazingly positive. Headed by Jack Duren and Dale Collins and their team of volunteers, they start early to recruit basket sponsors by mailing out brochures each February, followed by in-person visits to businesses. Approximately \$5,000 is raised each year. The program has tripled since the first year in 2007, with 91 baskets going up in 2012. From the time the baskets go up in May, they are watered daily by volunteers.

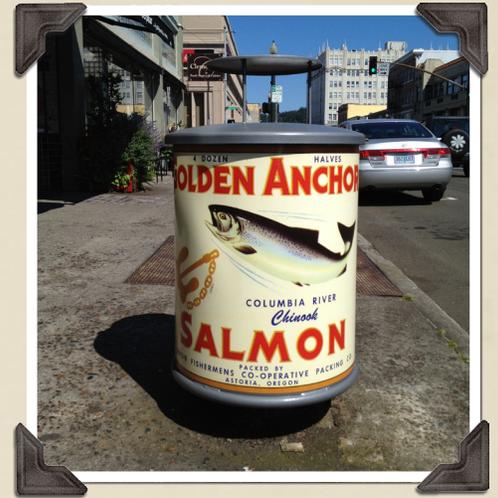


Awards continued . . .

Honorable Mention

Downtown Streetscape Improvement Project, Astoria

The Astoria Downtown Historic District Association highlighted streetscape improvements as a primary goal in 2012 after having dilapidated furniture removed in 2010. As the ADHDA was focusing efforts on downtown beautification, the City approached them and the Astoria Sunday Market to support their application for an ODOT grant that would include funding for street furniture. The ODOT grant was awarded and initial funds supported the purchase and installation of coordinated trash cans, benches, bike racks, bike lockers, bus shelters, and planters. Working collaboratively, the City, the Sunday Market, and ADHDA researched and chose the furniture for downtown. To add a bit of color and be reflective of Astoria's history, they also introduced historic images on a few round trash cans, now called the salmon cans. Realizing they would have extra money after the purchase of the street furniture, the City received approval from ODOT to use the excess funds to pay for rejuvenation of existing bump-outs at the request of ADHDA who agreed to coordinate long-term upkeep. The Job Corps people at Tongue Point installed all the furniture and did the plantings.



Honorable Mention

Les Caves Bier & Kitchen, Corvallis

The owners of Block 15, Nick and Kristen Arzner, were enamored and inspired by the pubs, great local food, and really good beer on a trip to Belgium. They found the atmosphere was classic, yet comfortable. They wanted to recreate the warm European feel as a complement to Block 15. To create "the Caves" as it is affectionately known, Nick & Kristen gutted and did a complete remodel of a vacant downtown space. A focal point of the new location is the bar created from old beer barrels. The Caves features a wide variety of well-crafted beer that can't be found in a 55-mile radius of Corvallis along with locally-sourced, seasonal food. The Arzner's beer curator helps educate customers about beers from around the world which ties in nicely with the fermentation science program at Oregon State University, one of only 2 in the nation. Nick & Kristen planned about 2 years for their restaurants prior to creating them and are very passionate about what they do. They are proud that their 2 restaurants have created 92 jobs combined in downtown, as well as supporting local farms and artisans.



Volunteer of the Year

Kendra Kurtz, Chair, Sherwood Main Street Promotion Committee

Kendra dived right in to develop and lead the newly formed Sherwood Main Street Promotion Committee. Kendra took the lead with volunteers to meet with Old Town business owners who were developing ideas for a First Friday event. The Promotion Committee offered to help the businesses carry out their ideas. They researched other First Fridays, contacted additional businesses, local artists, wineries, and performers to participate, organized a campaign to promote the event, and created flyers and posters – all with no budget to work with! Business owners said they had twice as many people in and more purchases made than they expected. Although First Fridays are a common in communities, Kendra dedicated hours upon hours pulling it in just 3 weeks. She has also created almost all of the brochures and flyers for all of Sherwood Main Street's projects and has been key in Sherwood Main Street move forward – they feel they could not have gotten as far without her.



Awards continued . . .

Volunteer Couple of the Year

John Collins and Anne Marie Anderson, Dayton Community Development Association

As new residents to Dayton, John and Ann Marie saw the benefit of having citizens and businesses work together to improve and revitalize downtown and were the catalyst for the formation of the Dayton Community Development Association (DCDA). John has been a true leader as president of the DCDA for 4 years. He taught the board about “following the rules” as a nonprofit and has been a champion to improve the community. The DCDA has asked and received funds from the County for the past 3 years, in part, because John helped them realize that investment in the DCDA is a good one. Ann Marie is active with both the Design Committee and the Organization Committee. She has worked tirelessly on the façade improvement program. During the last year, Ann Marie also created a beautiful website and Facebook page. With John’s help, Ann Marie is dedicated to photographing all of DCDA’s activities and projects and does a wonderful job in promoting the organization. John and Ann Marie have volunteered over 300 hours in the past year and are a valuable asset to DCDA.



Transforming Downtown Coordinator of the Year

Kelly Haverkate, Dayton Community Development Association

Kelly Haverkate approaches her role as the downtown coordinator with enthusiasm and inquiry. Kelly supports the development of new board and committee members, helping to orient them. She works with board members to create events to further the goals of the program, and helped coordinate branding workshops with an expert who offered his services for free. This was followed by workshops and community input on a logo for DCDA. Kelly serves as the go between for groups working on different projects and activities. She routinely meets with City staff and the City Council and invites them to DCDA activities. Because of the knowledge she has gained and the networking she pursues, Kelly is a valuable resource to downtown business owners. For example, she helped guide the business owners participating in the facade improvements, and advocated for simple processes with the city’s CLG program so business owners and contractors could get reimbursed quickly. Kelly volunteers her time and is dedicated to the DCDA while being a small business owner herself. DCDA credits Kelly’s daily efforts as a key factor in their success.



Main Street Manager of the Year

Lloyd Purdy, Main Street Oregon City

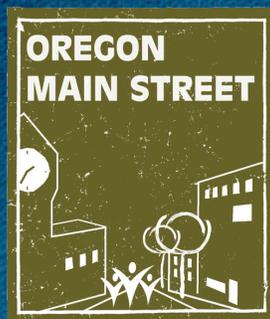
Three and a half years ago, 10 board members with an idea and a \$30,000 commitment from the City hired their founding executive director, Lloyd Purdy. Now, MSOC received designation as a Performing Main Street community, implemented a new EID, built partnerships to obtain grant funding for \$2.5 million in streetscape improvements, installed public art valued at more than \$70,000, established a \$60,000 matching sign grant program to help businesses, received a \$100,000 NEA grant and secured \$150,000 in matching funds, and implemented the \$90,000 blue collar creative business recruitment campaign. All of this even during the economic downturn and a 2-year closure of a primary traffic arterials into the district. MSOC credits much of the accomplishments to Lloyd’s efforts. Perhaps it is time for a rest? It seems unlikely, if anything Lloyd is just hitting his stride. With Lloyd’s continued involvement, MSOC is confident their future holds new infill development, the introduction of residential in downtown, the inclusion of a great natural resource, Willamette Falls, and a burgeoning creative business core and now thriving retail district.



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Nature
HISTORY
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