

2014 Oregon Main Street Annual Report



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Message from State Coordinator

It is rewarding to see the amazing accomplishments of our Oregon Main Street Network communities over the past few years. We now have 50 communities participating in the Main Street Track, including Tillamook – our newest Transforming Downtown community, and an additional 41 Affiliates. When I first started with the program in 2009, a good deal of my time was spent in selling the vision of what a comprehensive downtown revitalization effort using the nationally recognized Main Street Approach® could accomplish. Now, I can share stories of what our communities have achieved. Our statistics from our Performing and Transforming Downtown level communities speak for themselves (see box at right).

But, the statistics only tell a part of the story. When I visit our Network communities, I am continually inspired by the energy and commitment of the volunteers and staff who give generously of your time and creativity. It is through your consistent efforts over the years, transformation is happening. At the outset of their revitalization efforts, one of the key strategies of the Port Orford Main Street Revitalization Association was to build on “the arts.” They now have 10 art galleries, a mural program, public art projects, and activities to celebrate the arts. And, in Roseburg, the downtown is really coming alive through major building renovations, new restaurant and retail clusters, and a major streetscape project on the way. “Out of the box” ideas are being implemented with great success such as the parklet project in The Dalles, to the NEDTalks (Novel Efforts Downtown) in Astoria, to PROJECT DISCOVERY, a grassroots, urban planning effort in Milton-Freewater.

I thank everyone for all the astonishing work you are doing to help preserve and revitalize your historic downtowns – and, for continually inspiring me to do my best...Sheri Stuart

National Main Street Accreditation

Each year Oregon Main Street evaluates the Performing Main Street level communities based on ten performance standards established by the National Main Street Center and recommends for National Accreditation those who meet the standards. The **McMinnville Downtown Association** and the **Downtown Oregon City Association** achieved 2014 National Main Street Program Accreditation. Evaluation criteria determines the programs and communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings and places.

2014 Reinvestment Stats

Performing Main Street

Private reinvestment: \$8,025,282
Public reinvestment: \$3,047,500
Total private rehab projects: 110
Net business gain: 25
Net job gain: 343
Total volunteer hours: 13,495
Value of volunteer hours: \$288,118

Transforming Downtown

Private reinvestment: \$6,962,656
Public reinvestment: \$7,501,686
Total private rehab projects: 96
Net business gain: 58
Net job gain: 523

2014 Total Reinvestment Stats

Private reinvestment: \$14,987,938
Public reinvestment: \$10,549,186
Total private rehab projects: 206
Net business gain: 83
Net job gain: 866

2010-14 Cumulative Performing Main Street and Transforming Downtown

Private reinvestment: \$53,932,204
Public reinvestment: \$54,535,801
Total private rehab projects: 719
Net business gain: 295
Net job gain: 1,995

** Transforming Downtown data from 2011-14*



Downtown Astoria

Meeting the Needs of Oregon Communities

An important objective of Oregon Main Street 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.

Main Street Track

The “Main Street Track” is for communities who are committed to downtown revitalization and are either using the Main Street Approach® or are working towards its implementation. Participation requirements and services depend on the level a community is participating in the Oregon Main Street Network. The levels include:

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 any time 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 help them develop the organizational structure. Application rounds are held as resources permit.

Performing Main Street is for those communities with independent nonprofit organizations who are fully committed to using the Main Street Approach® as the basis for their downtown revitalization efforts. Application rounds are held as resources permit.

Main Street is turning La Grande's downtown around! Our historic buildings are being restored, empty storefronts are few, and business support for the organization is at its highest since we began our program. These positive changes will continue to shape our downtown for decades...Katie Boul, La Grande Main Street Downtown

Affiliate

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. Communities participating at this level receive notification of workshops and conferences sponsored by Oregon Main Street but do not receive technical assistance. Interested communities may join at any time by completing a brief application form.



Halloween Parade, La Grande

Technical Assistance Services Provided By Oregon Main Street

Oregon Main Street provides technical assistance to communities based on the level of participation in the Oregon Main Street Network. Services are intended to help communities develop or strengthen their organizational capacity to implement a comprehensive, preservation-based, downtown revitalization strategy. The types of assistance communities can be eligible for include:

- Reconnaissance Visits
- Developing Mission/Vision Statements
- Goal Setting/Strategic Planning
- Board Roles and Responsibilities Training
- Committee Training
- Development of Work Plans
- Quarterly Executive Director/Program Manager Meetings
- Quarterly Workshops
- Annual Conference
- Local Program Evaluation
- Resource Team Visits
- Assistance in Hiring an Executive Director/Program Manager
- New Executive Director/Program Manager Orientation
- Introduction to Main Street Presentation
- Specialized Technical Assistance
- Design Assistance
- Reconnaissance Level Historic Surveys
- Scholarship to the National Main Street Conference
- Steering Committee Development

Main Street matters to the City of Hillsboro because our downtown is the heart of our community. All the resources that Oregon Main Street offers is essential to the work we are doing to revitalize our downtown by making it an active, vibrant core of the community....Karla Antonini, City of Hillsboro



Service*	Performing Main Street	Transforming Downtown	Exploring Downtown
Intro to Main Street	-	1	4
Organization Meeting	1	8	6
Board/Committee Training	2	10	3
Goal Setting/Visioning	4	9	2
Program Eval./Resource Team	1	3	-
Design/Technical Assistance	1	4	3
RLS/National Register	-	1	2
Totals	9	26	20

**# services provided to "Main Street" track communities*

The Main Street Four-Point Approach®

Oregon Main Street uses the successful Main Street® methodology developed by the National Main Street Center 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:



National Main Street Center
a subsidiary of the
National Trust for Historic Preservation

- ❖ **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.

Eight Guiding Principles

The National Main Street Center's experience in helping communities bring their downtowns back to life has shown time and time again that the Main Street Four Point Approach succeeds only when combined with the following eight principles:

- ❖ **Comprehensive:** A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
- ❖ **Incremental:** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.
- ❖ **Self-Help:** Although the National Main Street Center can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- ❖ **Public/private partnership:** Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
- ❖ **Identifying and capitalizing on existing assets:** One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.
- ❖ **Quality:** From storefront design to promotional campaigns to special events, quality must be the main goal.
- ❖ **Change:** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- ❖ **Action-oriented:** Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

Why Downtown Is Important

Main Street advocates are commonly asked by city governments and businesses, “Why should we invest in downtown?” In response, here are a few reasons why your downtown or neighborhood commercial district is an important and worthwhile investment in the economic health and quality of life in your community:

- ❖ Downtown is a symbol of community economic health, local quality of life, pride, and community history. These are all factors in industrial, commercial, and professional recruitment.
- ❖ A vital downtown retains and creates jobs, which also means a stronger tax base. Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community.
- ❖ Downtown is a good incubator for new small businesses—the building blocks of a healthy economy.
- ❖ A vital downtown area reduces sprawl by concentrating retail in one area, using community resources—such as infrastructure, land, and tax dollars—wisely.
- ❖ A healthy downtown core protects property values in surrounding residential neighborhoods.
- ❖ The traditional commercial district is an ideal location for independent businesses, which in turn:
 - Keep profits in town. When a dollar is spent with a local merchant, 60 cents stays in the community as opposed to six cents with big box retailers and 20 cents with chain stores.
 - Support local families with family-owned businesses.
 - Support local community projects.
- ❖ A revitalized downtown increases the community’s options for goods and services, whether for basic staples like clothing, food, and professional services, or less traditional functions such as housing and entertainment.
- ❖ Downtown provides an important civic forum where members of the community can congregate. Special events and celebrations held downtown reinforce a sense of community.
- ❖ Many downtown districts become tourist destinations by virtue of the character of the buildings, location, selection of unique businesses, and events held there.

"Never has there been such enthusiasm around the Revitalization of our Downtown as there is right now. I credit our involvement in the Oregon Main Street program for facilitating this--- Kendall Bell, President, Klamath Falls Downtown Assn.



Performing Main Street Community Profiles

Albany Downtown Association (ADA): There's a new energy in Historic Downtown Albany that can be felt when you walk the streets. Flinn Steakhouse, Growler Garage and Taphouse, The Natty Dresser, and G2 Fun Zone are some of the 10+ businesses to open in historic downtown Albany in 2014. Each made significant improvements to both the interior and exterior of their historic buildings – many of which had been vacant for some time. Long known for its remarkable collection of over 700 historic homes and buildings within easy walking distance to downtown, Albany is quickly establishing a reputation throughout the region as a place to visit for great food, music, and movies. Sybaris Restaurant has been named best restaurant in the Willamette Valley by Travel Oregon and others. New for 2014 was Movies at Monteith – ADA's signature summer movie series. Movies at Monteith, along with ADA's new Shop Small Saturday Passport event, required more volunteers to make these events a reality. Over 100 total volunteers worked over 2,000 hours to help make Downtown Albany a great place to live, work, shop and visit!



Astoria Downtown Historic District Association (ADHDA): With 11 new businesses opening, seven businesses relocating within downtown, and two businesses relocating into the downtown core, downtown boomed with excitement and activity. Two fundraising events, the Jane Barnes Revue and the Pacific Northwest Brew Cup, brought in more than \$76,000 for the organization. For the annual 4th of July Walking Parade, ADHDA partnered with Buoy Beer Co. and the Astoria Trolley to bring a 6-person brass band by Trolley to join the 100+ community member Kazoo Marching Band along Astoria's Riverwalk. The holiday season got off to an early start with the introduction of "Plaid Friday," a colorful response to Black Friday. Many merchants donned their finest plaid and offered discounts to customers who did the same. Walking tours highlighted downtown businesses, the history of their buildings, and revitalization efforts. A merchant-focused series of short NEDTalks (Novel Efforts Downtown) –ADHDA's spin on the popular TedTalks – were hosted. A comprehensive Wayfinding Concept Plan, which will be implemented over the next few years, and new historic signage will be going up to better identify the historic district in partnership with the City of Astoria, Astoria Parks and Recreation Department, and the Oregon Department of Transportation.



Downtown Corvallis Association (DCA): Downtown Corvallis enjoyed the arrival of a number of new restaurants and businesses in 2014. Downtown Corvallis now boasts 4 breweries. Since 2003, DCA has been offering the twice-yearly, "Rhapsody in the Vineyard" downtown wine walk which attracts over 2,000 attendees. The Wine Walk offers retailers the opportunity to welcome large crowds to their stores on a Saturday afternoon. The event retains attendees who head out for dinner after the last pour – restaurants love that! DCA also offers DCA members non-interest bearing loans for façade, interior and upper floor improvements. Since 1993, the program has supported over \$2 million in downtown improvements. DCA hosts the annual Independence Day Red White & Blue Riverfront Festival which attracts 4-5,000 people to 2 fun-filled days of food, music, dancing, kid's activities, craft vendors, and Oregon wines and microbrews. In spring, DCA looks forward to the groundbreaking for a new 7-story Courtyard by Marriott hotel. Shortly after the hotel is completed, downtown Corvallis will welcome the new home for Benton County Historical Society.

McMinnville Downtown Association (MDA): Downtown McMinnville was runner-up in Parade magazine's America's Best Main Street contest last summer, emerging from a field of more than 2,000 nominations. MDA hosted the Oregon Main Street conference in October and spent the summer preparing for company! Awnings were cleaned, sidewalks were scrubbed, and trashcans were painted. Store owners spruced up their storefronts and luckily the weather was gorgeous so our guests could spend quality time walking through our historic downtown. During the summer, the MDA partnered with the McMinnville Police Department and Parks & Rec to expand the park ranger patrol to help



keep order downtown as well as serve as goodwill ambassadors able to field questions from tourists and locals alike. Festival season brought in lots of folks to enjoy downtown: Brown Bag Summer Concerts, Turkey Rama, and the zany UFO Festival packed them in. More than 10,000 people lined the streets for the Alien Daze parade! MDA's Farmers Market ran from mid-May to mid-October and averaged 2,300 visitors a week. In addition, the first of the urban renewal funding is coming in. By the end of the 25-year term, the façade grant and loan fund will top \$1,000,000, and more than \$12,000,000 in downtown streetscape improvements.

Downtown Oregon City Association (DOCA): 2014 was the year of building downtown Oregon City's marketing engine. Several new tools and programs were introduced and downtown took a deep dive to



understand its "brand." Its competitive position is better understood and the way DOCA communicates with the community is stronger. The result? Rapidly improving social media engagement with more than 5x the number of followers from the previous year, a new mobile friendly web site that serves more than twice the number of visitors monthly, and several new promotions. The new Snowflake Raffle had over 50 participating businesses and 11,000 raffle entries representing nearly \$300,000 in local spending. The investment in marketing tools was well worth it because downtown welcomed 18 new businesses and is quickly becoming known as a

place to shop and dine. Several major façade renovations and the lit street trees visually transformed much of the district. 2015 is looking up for downtown. Committees plan to tackle 40 priorities over the next 1 to 2 years. With the recent hire of a marketing coordinator, DOCA's productivity will be higher than ever!

Downtown Roseburg Association (DRA): 2014 was the precursor to change for the Downtown Roseburg

Association. During this year, DRA saw new businesses, including wineries, art galleries, clothing stores, yarn shops, furniture stores, second hand stores, and hair salons, come into the beautiful downtown – there is a definite trend toward retail! One of the greatest transitions was the opening of the Paul O'Brien Winery in a historic building formerly home to a car dealership. This key building, restored to house an urban winery, is a welcome entrance to downtown. New restaurants, such as Salud, are strengthening the restaurant cluster. Even the old firehouse has a new



purpose – it houses a microbrewery and business offices. There are wonderful changes and a huge facelift for HISTORICAL Downtown Roseburg on the horizon, including new businesses, ADA street improvements and new streetscapes, and new and expanded events to invite residents and visitors to see all of the changes.

Transforming Downtown Community Profiles

Historic Baker City (HBC): HBC underwent several organizational changes in 2014 including hiring a new program manager, relocating the HBC office, launching a new membership drive, enhanced communications, and working on recruiting and expanding the board and committees. In addition, HBC worked on enhancing existing events and adding new ones to promote and highlight all that downtown has to offer. Some of the highlights were the HBC Holiday Parlor Tour, the Taste of Baker City, and Halloween activities. Physical improvements continue with new banners and façade

improvements.



Greater Bandon Association (GBA): Bandon continued its economic revitalization in 2014. Four businesses displaced when a small strip mall was redeveloped – almost all locally owned and operated – found new homes in the downtown business district. GBA's primary accomplishments included solidifying two relatively new community events; expanding the façade improvement program; and aiding efforts to nominate a Bandon landmark, the First National Bank Building or Masonic Building, to the National Register of Historic Places. The "Alive After Five" monthly



event grew significantly with the addition of an organized wine walk. Proceeds were sufficient to purchase lights for the community Christmas tree, complete with a public lighting to kick off the holiday season. In 2015, the organization will be working hard to develop a major new community-wide festival for 2016 for the shoulder season. GBA will continue its cleanup/fix-up campaigns, and will continue to provide one-on-one technical assistance to property and business owners on elements of good design and how to apply them to their properties. Through these efforts GBA will continue to champion and be an active partner in the economic revitalization of the downtown business district.

Canby Main Street: Art. History. Entertainment. In 2014, Canby Main Street exploded with opportunities for citizens, visitors, and volunteers alike. A newly formed Arts and Culture Advisory Council created a call to artists and chose two sculptures that were installed on NW 1st Avenue. Through the Certified Local Government Grant, intensive surveys were done on five properties and historic facade renderings were completed on five more. Events such as the Kiss Summer Goodbye party, Halloween Spooktacular Village, and the 13th annual Light Up the Night brought fun for children of all ages. Several new retail businesses opened in Canby, adding unique opportunities to the diverse business community. Thousands of dahlias and tulips were donated and planted downtown to ensure that "Canby, the Garden Spot," lives up to its name. As Canby continues to grow, the opportunities to live, work, and play are endless.



Carlton Business Association (CBA): In 2014, CBA continued to grow their events, including the 3rd Annual Carlton Crush Harvest Festival which received a Downtown Revitalization Award for "Best Special Event." The Carlton Crush Harvest Festival celebrates the unique culture of Carlton and Yamhill County and was created to emphasize the agricultural bounty of the area, bringing together residents, businesses, and visitors. Carlton Fun Days added a Beer Garden with the proceeds going to the Fun Days Foundation. With the efforts of the Ford Leadership Program, 7 locally made bike racks have been installed around Carlton. Carlton had the first Halloween "Little Spooks Parade" to keep local children in town. In addition, the "2nd Annual Haunted Granary," brought well over 1000 people into downtown.



Christmas in Carlton has grown into a two weekend event. With the addition of 3 new restaurants in Carlton, more visitors are coming to the area, eating, shopping, and spending money.

Coos Bay Downtown Association (CBDA): 2014 was a year of transition for the CBDA including a redesign of program's logo! The year kicked off with the Annual Meeting which included an update on CBDA's activities as well as showcasing new, local businesses. They worked on growing and strengthening partnerships with community organizations, the city, and other non-profits. The Blackberry Arts Festival returned to its roots as a premier juried art event and the Farmers' Market grew both in vendors and shoppers. Santa arrived on a tugboat to kick off the holiday season, and local Teen Idol contests led the crowd in caroling. After the treelighting, participants went to the newly restored Egyptian Theater to watch Elf! During the snowball scene, people tossed new pairs of socks which were collected by the Soroptimists and donated to charity. New events, like the first O SHIP! Pub Crawl! were created. Participants picked up a pub crawl hat and collected a sticker at every pub, returned it to the CBDA to be eligible to win a gift certificate to the pub of their choice. New wayfinding signs were installed as well as new banners.



Cottage Grove Main Street (CGMS): Cottage Grove Main Street worked intensively to form committees and conduct committee training. With this solid foundation, the organization soared. Some of the key successes included creating a Main Street website and supporting the Bridges and Beyond Ad Campaign. The total package was \$20,000. Main Street businesses contributed \$2,500 to the campaign, and were featured on the

video and in the tabloid & brochure. A major goal for CGMS has been to market to the traffic coming off I-5. The covered bridge kiosk on Gateway Blvd was painted eye-popping white and a hand-painted map was updated by a local artist. The “Visitor Information” sign was replaced with something more visible. A new sign was created to entice travelers to visit Main Street shops, view murals, and see the covered bridge in historic downtown. Over the holidays, CGMS coordinated a downtown Scavenger Hunt. An intern hired by the City assisted the Main Street Program in conducting a market analysis. He surveyed 43 Main Street businesses to gather data, such as square footage, lease rates, underutilized space, and other data, compiled the data, and made a recommendation to CGMS.



Dayton Community Development Association (DCDA): Dayton Downtown had a very successful 2014. DCDA worked with businesses to create a new event, “Dayton Friday Nights.” This was a series of events every Friday from Memorial Day through Labor Day. Local non-storefront artisans and entrepreneurs were invited to bring their wares into the town square, local musicians were hired to entertain, kids’ activities were offered, and weekly “cruise ins” were hosted. The series gave community members and visitors an exciting place to socialize every Friday Night. The result was a tremendous increase of traffic to downtown businesses and the creation of a wonderful sense of community. DCDA’s Design Committee recruited 12 local artists to paint wine barrels to create beautiful planters that were planted by local nurseries. Downtown businesses committed to maintaining the plantings. DCDA continued the newsletter program in partnership with the City of Dayton. This includes a semi-annual mailing of the newsletter to share Dayton Downtown news with the entire zip code. DCDA is looking forward to continuing momentum in 2015!



Estacada Development Association (EDA): Cycle tourism is one of the highlights of Estacada Development Association’s progress during 2014. An inaugural ride along the newly designated Cascading Rivers Scenic Bikeway between Estacada and Detroit is in the planning stages. EDA planned, funded through grants, and constructed the Estacada Station Cycling Plaza to serve cycling enthusiasts. It includes a rest stop, bicycle repair station, information kiosk with maps to ride routes, guides to local businesses, water fountain, and sculptural bicycle racks. The cycling plaza is at the gateway to Downtown Estacada which is undergoing a major streetscape renovation beginning in January 2015. Other activities EDA accomplished included an enhanced 4th annual Winter Artisan Show, training for Main Street board and committee members, a Business Climate Survey, and identified businesses for Business Retention and Expansion interviews. EDA will capitalize on the sponsorship work done previously to assure success for several fundraising strategies. A Social Media plan was created to serve EDA aims.



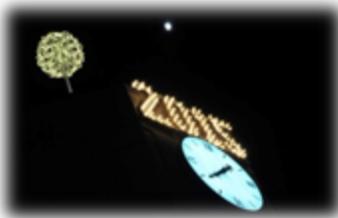
Historic Hillsboro Downtown Partnership (HHDP): The City of Hillsboro is continuing to work with 8 downtown property owners to form a 501©3 Downtown organization with the ultimate goal of hiring a full time Executive Director. In December, the City Council held a public hearing to establish an EID in Downtown Hillsboro. The City Council voted unanimously to form an EID. The EID public hearing is set for Feb. 17th and, if successful, the EID will go forward. Other downtown activities included completion of the Hill Florist façade improvement, and the first mixed-use project in Downtown Hillsboro is fully leased (71 market rate apartments) exceeding the developers expectations. Work has started to change the one-way downtown street grid to a two way system, with implementation expected June 2016.



Klamath Falls Downtown Association (KFDA): The Klamath Falls Downtown Association had a very exciting year. A \$15,000 grant was secured to conduct a Market Analysis. Additional grants were received for upper story workshops – the addition of living spaces is a key component to downtown revitalization efforts. A successful event season included over 13,000 people at the Third Thursday events throughout the summer season, 1500 children participated in the Scarecrow Row Children's parade, and a new event, "Winter Warm Up," gave businesses a boost in early December. 13 street light power boxes were painted with Audubon-style bird paintings and included bird facts to make this both a beautiful and educational walking tour. KFDA also put Christmas lights on 36 downtown trees, coordinated a downtown clean-up day with 500 high school students, and advocated for two downtown pocket parks. KFDA also advocated for extra walking police patrols to help deter loitering and other behaviors that detracted from revitalization efforts. The largest goal for 2015 is to secure funding for a RARE staff person to help KFDA become a Performing Main Street community!



La Grande Main Street Downtown (LGMSD): Throughout 2014, LGMSD gained momentum with increased events, started to fill up empty storefronts, increased business membership and volunteer participation. New events included the Eastern Oregon Beer Festival, and a new downtown tradition – the New Year's Eve ball drop with the 40 foot orb made by a local artist! These events have the potential to grow into regional attractions, along with current events like Crazy Days, Halloween Safe Trick or Treating, and the annual Christmas Parade & Tree Lighting. Additionally, there was a great turn out for Small Business Saturday retail promotions. Business development workshops were such a huge success in 2014, that LGMSD increased the frequency of them in 2015. Workshops are scheduled every other month for local business owners and are taught by local business owners and professionals. LGMSD is making strides to become a Performing Main Street community.



Metro Medford Downtown Association: Visitors to Medford can feel a new energy and see the historic downtown come alive. Iconic events like the 2014 Pear Blossom Festival brought 30,000 people to downtown Medford. And, the new "Downtown ART + SOUND" helped put Medford on the map as a cultural destination. Downtown Medford is well on its way to being the progressively inspired district the Metro Medford brand proclaims. The organization has worked tirelessly to establish an Economic Improvement District that will fund over \$316,000 in downtown projects such as seasonal hanging flower baskets, holiday lights, benches and bike racks, maintenance, and a marketing campaign to make downtown "top of mind." Downtown Medford has a thriving night life with trendy new establishments such as Jefferson Spirits (voted one of the 10 best bars outside Portland) and the newly opened Bohemian Club. Downtown boasts over 30 dining establishment and promotes the local wine and beer. Visitors won't be disappointed – it's a new day for downtown Medford.



Milton-Freewater Downtown Alliance: Nestled in the beautiful Walla Walla Valley, Milton-Freewater has long been known as an agricultural leader with hundreds of acres fruit orchards, vegetable farms, and rolling wheat fields. It is now gaining recognition as the supplier of over 70% of the grapes used in making the famous Walla Walla red wines. Work is underway for a 2015 announcement of the creation of a separate AVA designation "the Rocks District of Milton Freewater" which will impact future community activity. For the past three years, MFDA has focused on organization, planning, obtaining monies to fund a full-time Director, creating and manufacturing bicycle racks and colorful banners to be installed in the historic Old Town area, and working with local business owners to renovate their store fronts. The MFDA has initiated an annual Cinco de Mayo festival to celebrate the diversity of the local population, expanded the role of the annual Christmas Lights Parade, and are working on additional promotion and growth of the popular annual Muddy Frogwater Festival.

In October of 2014, the MFDA started assembling PROJECT DISCOVERY, a grassroots effort to create urban planning to develop a visionary look at recreating our beloved town to show off its best features and carve out its unique place on the southern edge of the valley.

Newberg Downtown Coalition (NDC): Downtown Newberg continued to see low vacancy rates. A new market, classic car showroom and restaurants were added to the continually upgrading mix of businesses. The Painted Lady Restaurant was recently recognized as Oregon's sole restaurant recipient of AAA's Four Diamond designation. The downtown wine barrel planter program, which places camellias in full size wine barrels painted in the NDC color palette, continues to expand. The annual Camellia Festival drew over 1,800 visitors to downtown and the weekly Farmers' Market runs for 20 weeks during the summer months. NDC also co-sponsored a successful "Tour of Historic Homes," which drew hundreds of visitors to view homes and antique cars. Tunes on Tuesday, a free community music festival, routinely draws 900 people to the rebuilt Newberg



Cultural District every Tuesday. The holidays are becoming a larger event each season as the NDC sponsored Holiday Market continues to expand. The Newberg/Dundee bypass is under construction and its 2017 opening will provide dramatic relief to the downtown congestion problem. To prepare for the changes, the NDC and the City of Newberg is working with the State of Oregon to implement a \$200,000 Transportation Growth Management grant to prepare detailed plans addressing parking management, streetscapes, and a complete streets program to transform downtown.

Oakridge Uptown Business Revitalization Association (UBRA): The Uptown District of Oakridge had a tumultuous 2014. There was a lot of "movement" with many properties changing hands, allowing for new opportunities with several new businesses on the cusp of opening. UBRA had a change of president late in the year due to the former president's election to City Council. In the planning stages for years, UBRA was able to construct a large, professionally built, and attractive billboard with the help and consent of ODOT. Located on Highway 58 near the center of town, it directs motorists to "Visit Historic Uptown Loop" of Oakridge. The forest and Diamond Peak are integrated into the design of the sign. Many suppliers gave large discounts on the materials necessary for the project. They are already witnessing the fruits of their labor as individuals have ventured off the highway and have said that they had "no idea" that there was more to Oakridge than just the highway. People throughout Oakridge feel that their town is on the verge of some major, positive change. UBRA will be ready with a Main Street that is pleasant, clean, and inviting.



Philomath Downtown Association: Philomath is really starting to roll! The Philomath Downtown Association has been hard at work in 2014. PDA's committees have continued with annual events such as the Promotion Committee's Trunk or Treat in which over 700 children participated. The Holiday Display Contest had some stiff competition this year and prizes were awarded to businesses that were participating for the first time this year. The Design Committee once again beautified our downtown all summer with gorgeous hanging flower baskets, and during the holidays with restored vintage decorations. The group also had many community clean-up days in the medians and parks throughout town. The Public Art Advisory Council installed the



first set of street banners and work is underway on the first art bike rack. Both the banners and bike rack were designed by local artists. The Economic Development Committee has targeted a couple of buildings and is actively seeking businesses for these spaces. A couple of downtown buildings have changed hands this year and it's been fun watching the change!

Port Orford Main Street Revitalization Association (POMSRA): The Port Orford Main Street Revitalization Association works to make our "Main Street" compliment the natural beauty of the Southern Oregon Coast. A



major effort of 2014 was a temporary mural project along Highway 101 especially aimed at "buildings undergoing hard times." Spiffy Awards to businesses and a yearly summer cleanup helped the revitalization effort. Downtown vitality was increased through the Crab Pot Holiday tree, art walks with the 10 galleries, and a Shop Small campaign. New brochures (restaurant and gallery guides) and participation with Travel Oregon in a Rural Tourism Studio program promoted the area to visitors. A Resource Assistant for Rural Environments participant assigned helped organize the Port Orford Water Festival. POMSRA's relatively new all-volunteer program is now well established and an important organization in Port Orford.

Sandy Main Street (SMS): 2014 was a big year for Sandy Main Street. SMS focused on partnerships and events to help create a sense of place within the downtown core. For First Friday events, SMS reached out to home businesses, nonprofits, and businesses outside the downtown to increase participation. Themes for the months of April- October were developed to help business owners focus on promotions and activities for participants. SMS's annual Trick-or-Treat Trail doubled in business participation with 64 businesses participating and attracting more than 600 kids. The focus for the Christmas Tree Lighting this year was on giving back. SMS reached out to the



Sandy High School Leadership Class and the Sandy Kiwanis Club to host a local food drive for the Kiwanis Community Christmas Baskets which were distributed to families in need. This event assisted in creating lasting relationships with the participating organizations and helped to support the local community. SMS continued to provide community members with a monthly newsletter (Downtown Scoop) and Social media platforms (Facebook and Instagram) and the Sandy Main Street website to keep locals up to date on downtown activities. For the New Year, SMS will be focusing on bicycle tourism. The Sandy Ridge Trail System provides multiple mountain biking trails for cyclists and attracts over 160,000 tourists to the area. SMS is working with Travel Oregon to get local businesses to go "bike friendly."

Sherwood Main Street (SMS): Old Town Sherwood continues to have a high level of activity. The new City Cultural Arts Center is nearing completion. This will bring arts, music, and a variety of events to and for the community. The City hired a Center Manager who is connected with Sherwood Main Street as we all work to ensure and celebrate its success. Business growth, encouragement, and opportunity are central to the SMS mission. We are presently an all-volunteer organization. One of the program's favorite activities is growing the Annual Halloween Event. Dozens of businesses and organizations participate and host some 400 kids of all ages. SMS continues to partner with all the businesses, organizations and events involved in Old Town, including the Chamber, Robin Hood Festival, Crusin' Sherwood, Alternative Arts Festival, City, Saturday Market, Tree Lighting Festival, and many more. The SMS President continues to serve on the Sherwood Historical Society Board and with the Robin Hood Festival Association.



Discover Downtown Springfield (DDS): 2014 was an exciting year of growth and development along Main Street. The year began with the hiring of a full-time Program Manager through the partnership with the City of Springfield and NEDCO. Key accomplishments included the establishment of the monthly Business-2-Business Roundtable to strengthen the communication and planning for downtown businesses. The Roundtable



increased participation in the 2nd Friday Art Walks, cross-marketed key community events like the MarketPlace@ Sprout!, Springfield Chalk Fest, Nick Symmonds 800 Meter Race, Duck Downtown Fridays, and the Super Saturday Summer Sidewalk Sale. The highlight of the year was the creation, installation, and dedication of the Official Simpson Mural dedicated by Yeardeley Smith, the voice of Lisa Simpson. A variety of new retail/restaurants have made downtown their home from fabrics to

pizza, tap rooms, to art studio. New antique-style street lamps are being installed by the City of Springfield to energize a new marketing campaign "What A Bright Idea!," featuring new print, web and social media materials and special events. 2015 promises to be a great year for Discover Downtown Springfield!



The Dalles Main Street Organization (TDMS): The Dalles Main Street Organization had a truly amazing 2014. The organization fundraised over \$50,000, an organization high, and hired its first full time director. Main Street committees really stepped it up and put on a Downtown Spring Clean Up, Jammin July Festival, Main Street Uncorked Whiskey, Wine and Chocolate fundraiser, Santa in the Downtown, decorated the downtown in white Christmas lights, and more! A, “Why Shop Downtown The Dalles” short video campaign was started highlighting downtown businesses, the organizations very first historic façade improvement project was begun and completed on the Independent Order of Odd Fellows building, and the downtown’s first Parklet was installed. A

strategic planning session was held to help identify overarching goals for 2015 and the committees have been using these goals to select the most effective projects and activities for next year. The organization is also working on bike racks, additional façade projects, business recruitment, as well as improving downtown involvement. The Downtown truly is poised for change!

Tillamook Main Street (TMS): After being accepted at the Transforming Downtown level, an Advisory Committee was established, the City provided funding for a RARE Participant as manager, an office was set up, and, on September 8, Tillamook Main Street was open for business. During the final four months of the year, exciting happenings kept downtown hopping, including a Halloween Trick-or-Treat enjoyed by over 1500 revelers, re-opening of the Coliseum Theater with new local owners, first time participation in Small Business Saturday through a partnership with the Small Business Center – pop-up shops expanded retail offerings, five new businesses with a net gain of approximately 6.5 FTE jobs, and near completion of a baseline survey of total square footage/vacancy square footage. One of the most important accomplishments is the acceptance by business owners and City officials of Tillamook Main Street as a legitimate entity dedicated to the revitalization of the downtown.

Exploring Downtown Level

- Amity
- Aurora
- Athena
- Beaverton
- Burns
- Dallas
- Enterprise
- Independence
- Jacksonville
- La Pine
- Mosier
- Myrtle Creek
- Myrtle Point
- Nyssa
- Ontario
- Reedsport
- St. Helens
- Sutherlin
- Tigard
- West Linn/Historic Willamette
- Woodburn

Affiliate Level

- Aloha-Reedville
- Aumsville
- Banks
- Bend
- Bonanza
- Coburg
- Condon
- Creswell
- Damascus
- Detroit
- Donald
- Grass Valley
- Happy Valley
- Irrigon
- Jefferson
- John Day
- Junction City
- Lake Oswego
- Lakeview
- Lebanon
- Madras
- Milwaukie
- Mitchell
- Molalla
- Monmouth
- Mosier
- North Bend
- North Plains
- Oak Grove
- Pendleton
- Pilot Rock
- Redmond
- Riddle
- Shady Cove
- Sherman County
- Stayton
- Toledo
- Turner
- Vernonia
- Weston
- Wilsonville
- Yoncalla

2014 Excellence in Downtown Revitalization Awards

◆ Outstanding Partnership: MC Chuck Wagon & Western Heritage Exhibit (Lakeview)



Like many formerly prosperous lumber and agricultural towns, Lakeview has had its share of economic struggles. Out of dedication to this small community, and the preservation of its ranching history, D.L. 'Jack' Nicol developed the MC Chuck Wagon & Western Heritage Exhibit on a blighted property. Though other locations and other parcels would have been a far easier and much less expensive fit for the project, Jack and the Town of Lakeview worked together to tackle this parcel to have the most impact on the community. Upon completion, the land and building were gifted to the

Town of Lakeview, along with a fund to maintain the project into the future. Now standing on the once contaminated and troubled site is a handsome structure, beautiful green-space, valuable historic record, and source of regional pride-- a true landmark, to learn about the ranching heritage of Lake County.

◆ Best Adaptive Reuse: Buoy Beer Company (Astoria)

This amazing project had an equally amazing beginning. Owner Luke Colvin had been sampling the home brew of a friend for many years. Wanting to have an impact in the community, Luke began tossing around the idea of opening a brewery. One of his friends suggested his family's vacant 90+ year old cannery building as a potential location. The building was in such a state of disrepair that Luke doubted it would be feasible. But the uniqueness, history, and views couldn't be beat. Luke and the founders of Buoy Beer Co. raised funds through local investors to help turn the idea into reality. In less than a year, Buoy Beer Co. was transformed from an old, vacant fish cannery to a stylish brewery.



◆ Best Historic Restoration Project: Samuel Robert Winery (Amity)



This 1913 building had been used for many different businesses and had received several historically inappropriate updates over the past century. Using as an inspiration design concepts provided by Oregon Main Street, the project involved bringing back the historic character and design, and reusing existing materials wherever possible. The total project cost was \$150,000. The building now is used as a wine tasting room for two wineries and an exhibition hall featuring local artists' work on a rotating basis. The tasting room is open daily, and monthly musical events entice people to the area for entertainment and dining.

This new business has provided tremendous vitality, activity, and new customers to the area thereby improving the local economy and Amity's visibility.

◆ Best Facade Renovation: The Barlow Room (Dayton)

The owners of the renowned Joel Palmer House fine-dining restaurant decided to make another investment in Dayton by renovating a building to house the new Barlow Room right in the heart of downtown. Originally constructed in the 1920's, this structure had seen a fire and major renovations over its life. The recent renovation of the building included the entire structure at a cost of \$250,000 financed with private funds. This beautiful renovation has made a big improvement in the look and feel of downtown.



◆ Best Upper-Floor Rehab Project: Third Street Flats (McMinnville)



The owners of Third Street Flats at the Historic McMinnville Bank Building were looking to expand their European-style vacation rentals in downtown McMinnville to meet a need for additional boutique lodging. They and another partner purchased the Odd Fellows Building and formed an LLC. TSF leased the top two floors from the new LLC and created seven luxury

vacation rental units. The owners were true to their core beliefs by reusing materials when possible, replacing with green materials when something couldn't be saved, and always sourcing materials locally. The project was funded entirely by 3rd Street Flats through a mixture of bank financing and private capital. The McMinnville Downtown Association supported the project with marketing efforts.

◆ Outstanding Downtown Beautification Project: Temporary Mural Project (Port Orford)



In many of our communities we have watched buildings that have suffered from years of neglect for a variety of reasons. The Port Orford Main Street Association wanted to mitigate this issue on their “main street” until funds are available to make necessary repairs on a few prominent buildings. The Port Orford Main Street decided to create temporary murals to change the appearance of the buildings until resolution occurs – creating bright spots of

color where formerly there was blight. Project funding came from the Oregon Arts Commission and Coquille Tribal Community Fund. Project supporters included the Port Orford Arts Council, the City of Port Orford, the Chamber of Commerce, and the Curry County Commissioners.

◆ Best Downtown Public Improvement Project: Garden of Surging Waves (Astoria)

The Garden of Surging Waves is a stunning 5,000 sq. ft. interpretive park that pays homage to the pioneering Chinese who immigrated to the United States and worked in Astoria’s local canneries and on major infrastructure projects. Since first conceiving the idea for the park, plans evolved through a collaborative design process, and included moving the park from the originally conceived location in the heart of Chinatown to a more visible location and expanding it to create a Heritage Square. Completion of The Garden of Surging Waves was the first phase in creating the Square which will pay respect to the many immigrant communities that shaped Astoria.



◆ Best Creative Fund Raising Effort: Fireworks Parade Fundraising (St. Helens)



For as long as the residents of St Helens can remember there has been a 4th of July celebration complete with fantastic fireworks. Faced with the need to raise \$10,000 in less than 4 months due to the loss of corporate donors, the St Helens Economic Development Corporation decided to quickly put together an effort to collect money while marching in a local parade. On the day of the parade, 16 volunteers gathered together to put on costumes and prepare the donation barrel – a 5 foot tall firework strapped into a wheelchair. In addition to raising funds for the fireworks, they were able to give out 125 fliers requesting long term support through their Fred Meyer rewards program. More importantly, they raised awareness that the Fireworks are a community effort.

◆ Outstanding Business (tie): Archie’s Ice Cream & Eatery (Dayton)

Scott, Michelle, Ashley & Lindsey Archibald are a shining example of an extremely creative home-grown business success story. In 2011, they launched “Locally Picked” and “Brown Bag Deli” run by Ashley & Lindsey, then college and high school students, in a long-vacant building right on the downtown square. By 2013, the family was contemplating changes to the businesses. After attending a workshop sponsored by the downtown association and then spending some one on one time with the consultant, the family decided to revamp the businesses and the building, coming back as “Archie’s Ice Cream & Eatery.” They now have a charming ice cream shop and deli, decorated with their antiques. As a result of their remodel and their innovative marketing ideas, Archie’s has seen an increase in business of at least 150% and they’ve been able to employ another full time employee and 3 more part time employees.



◆ **Outstanding Business: Street 14 Coffee (Astoria)**

Under new ownership, Street 14 Coffee has transformed, inside and out, into the popular coffee spot. Street 14 is inviting from its brick exterior to the neon sign glowing from the inside. The owners are always dreaming up new, cooperative business ideas such as partnering to do coffee tutorials and other training sessions. Their enthusiasm for the community, and generosity and support for downtown is contagious. They have supported community events like the Pacific Northwest Brew Cup, the downtown cleanup, and the Business Development Committee's Downtown Walking Tour. With a staff of five, and continually growing, the next year for Street 14 Coffee, will only get better.



◆ **Best New Building Project: 4th Main (Hillsboro)**



4th Main is a new mixed-use, transit-supportive project in the heart of downtown Hillsboro's historic Main Street and was the result of City of Hillsboro and Metro initiating an RFQ process in 2010 after the site languished for years. The 1.1 acre project entails several components – 71 market rate apartment units (including 8 loft units) and approximately 3,860 square feet of ground floor retail. With unanimous support from a community-based Selection Advisory Committee, Tokola Properties was selected to develop the project. It is the first mixed use development in Downtown Hillsboro, and the first residential project of comparable size in decades. The project will bring residents and customers to downtown and will contribute to a stronger downtown economy and increased community pride.

◆ **Best Special Event: Carlton Crush.**

The Carlton Business Association created the Carlton Crush to celebrate the agricultural heritage of Carlton, with a focus on the growing wine industry. The event includes grape harvest appropriate competitions such as a Grape Stomp, Barrel Rolling, and Wine Thief races – all designed to highlight the extraordinarily hard work that goes into making a bottle of wine. The myriad of other activities are designed to highlight the retail and restaurant businesses of Carlton. Carnival games are provided to entertain the kids, while live music & a wine/beer garden provide additional entertainment for the adults. Attracting over 1,200 attendees, this event is helping to highlight the best of what Carlton has to offer from their charming retail district filled with historic brick buildings to their thriving agriculturally based community!



◆ **Best Special Event Series: Dayton "Friday Nights"**

Dayton's "Friday Nights" is a series of events, every Friday night from Memorial Day to Labor Day – one part economic development, one part downtown promotion, and a huge part community building! Each Friday night, businesses stay open late and the downtown is alive with a cruise-in, children's activities, live music, and 10-30 vendors. Attendance has averaged 300-400 people in this tiny town with a population of 2500. As the planning developed, the City Council came on board and decided to use their budget for a waning Harvest Festival event to support this all-summer series of events. Businesses also supported the event by funding bands. Community members and DCDA Board members play "host" each Friday night. The Dayton Community Development Association has spent less than \$5000 on this event – half of the costs were covered by donations and sponsorships.



◆ **Volunteer of the Year: Tiffany Estes with the Astoria Downtown Historic District Association**



Instrumental, profound, insightful, thoughtful, inclusive are just a few words the ADHDA uses to describe the impact Tiffany Estes has had on downtown Astoria. Tiffany moved to Astoria in the late 2000s. Upon her arrival, the downtown association was experiencing volunteer burnout. The Board of 9 had dwindled down to 3, and the monthly meetings were attracting a handful of people. Tiffany helped breathe new life back into the organization. Her community involvement spirit was contagious, and helped bridge gaps with organizations. Tiffany continues to serve on the ADHDA Board of Directors as Secretary. She is a true asset to ADHDA and the community.

◆ **Main Street Manager of the Year: Cassie Sollars with the McMinnville Downtown Association.**

In nominating Cassie, the McMinnville Board of Directors noted McMinnville's downtown has flourished under her leadership as Manager. The nomination included statements from several current board members and former board members who supported the nomination of Cassie as the Main Street Manager of the Year. According to Kyle Faulk, MDA president, "If someone was forced to pick just three words to summarize Cassie Sollars, they would be integrity, commitment, and excellence. Her dedication to the community as a whole, and more specifically Downtown McMinnville, is phenomenal.



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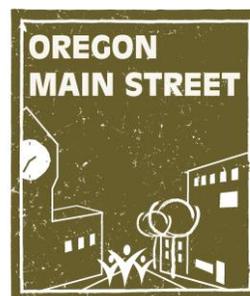
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