



OREGON MAIN STREET

Annual Report 2010

A NOTE FROM SHERI STUART, OREGON MAIN STREET COORDINATOR:

We are very pleased to present our first Annual Report for Oregon Main Street. The Main Street Approach® is a good match for our communities. Even in challenging economic times, the Main Street program created new jobs and generated excellent reinvestment in communities across the state. This is the result of a combination of three things: an interest in implementing downtown revitalization strategies, an increased awareness of the importance of culture and history in creating a sense of place, and an increased focus on sustainability. Perhaps most important to the success of Oregon Main Street is the growing network of communities that share knowledge and experiences. There are now 72 communities participating in the Oregon Main Street Network. We hope you find their stories and statistics both inspirational and educational.

In 2010 we focused a good deal of our services on building local organizational capacity to enable our communities to build a strong foundation to sustain long-term historic district revitalization strategies. We delivered services such as visioning, goal-setting, work plan development, committee training, as well as topical trainings including everything from a general overview of the Main Street Approach® to incentive programs to encourage building and business improvements. In addition, we implemented quarterly Oregon Main Street Network meetings and trainings to provide enhanced educational and networking opportunities. And, we moved our Oregon Main Street Conference from a traditional conference setting to showcasing downtown as a classroom in lovely Albany. A key feature of the expanded and enhanced conference was the addition of our new “Excellence in Downtown Revitalization” awards.

I am optimistic about the future. Successful communities have made downtown revitalization a priority, and understand that during tough economic times they must be even more aggressive with their revitalization efforts. When considering all of the volunteer hours contributed, reinvestment projects completed, new jobs created, and positive energy generated, it becomes clear that the financial contributions to the Main Street Program made by local government, building and business owners, and the public are excellent investments. Main Street is truly a grassroots, self-help program.

In the next year and beyond, more emphasis will be placed on assisting with local funding issues and finding creative ways to finance local development projects. Resources will continue to be directed toward training that will help communities strengthen their existing businesses and add to their downtown business mix, as well as assisting with building improvements and historic preservation efforts.

I hope you enjoy our report. We look forward to another great year on Main Street!



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THE MAIN STREET FOUR-POINT APPROACH®

The Main Street Approach® is a proven comprehensive approach to historic commercial district revitalization. This approach has been implemented in over 2,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs. The success of the Main Street Approach® is based on its comprehensive nature. By fully integrating the four points into a practical downtown management strategy, a local program will produce fundamental changes in a community's economic base.

Organization involves building a Main Street® framework that is well represented by business and property owners, bankers, citizens, public officials, chambers of commerce, and other local economic development organizations. Everyone must work together to renew downtown. A strong organization provides the stability to build and sustain a long-term effort.

Promotion creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street® encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

Design enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of public and private dollars to downtown.

Economic Restructuring involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

2010 National Main Street Reinvestment Statistics

Dollars Reinvested*:	\$48.9 Billion
Net Gain in Businesses:	94,176
Net Gain in Jobs:	417,919
Buildings Rehabbed:	214,263
Reinvestment Ratio**:	\$27 to \$1

*Total amount of reinvestment in physical improvements from public and private sources.

**The average number of dollars generated in each community for every dollar used to operate the local Main Street program.



OREGON MAIN STREET

The Oregon Main Street program provides assistance, training, and technical services to communities who want to preserve, revitalize, and establish their downtown commercial districts. The program is a locally driven process with the goal to build high quality, livable, and sustainable communities that will grow Oregon's economy.

Oregon Main Street provides assistance to all communities whether they are just beginning to explore options for their downtown or seeking recognition as an accredited Main Street® town. To accommodate programs at varying stages of revitalization, Oregon Main Street offers three levels of participation:

Exploring Downtown is for those communities that demonstrate an interest in revitalizing their downtowns and want to learn more about the Main Street Approach®. Interested communities may join at anytime by submitting a letter of intent and completing a brief community assessment survey.

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.

Performing Main Street is for those communities with advanced downtown programs following the Main Street Approach®.

2010 Oregon Main Street Reinvestment Statistics

Private Dollars Reinvested:	\$9.78 Million
Public Dollars Reinvested:	\$5.43 Million
Total Projects on Main Street:	100
Net Gain in Businesses:	65
Net Gain in Jobs:	218
Total Volunteer Hours:	12,110
Monetary Value of Volunteer Hours:	\$222,458



ECONOMIC RETURNS FROM MAIN STREET INVESTMENT

Reinvestment statistics only tell part of the story.

Reinvesting serves as a catalyst for economic return on investment (ROI).

Property Taxes

Successful revitalization efforts often lead to an increase in downtown property values, which in turn lead to an increase in the property taxes generated by the district. Property values increase through restoration, rehabilitation, and renovation of historic properties; infill construction (new buildings); and the increased income potential of the property based on increased profitability of downtown businesses. Property taxes help fund public services such as city and county government, local K-12 school districts, and community colleges. For many communities just stopping a history of decreasing property values is an important return.

Increased Sales

Successful revitalization efforts often lead to an increase in the number of businesses downtown and an increase in the volume of sales made by downtown businesses. Real estate professionals who understand the relationship between sales and real estate value know that the highest sales-generating areas command the highest rents and report the highest valued real estate. For many communities just stopping a history of decreasing sales is an important return.

State Employment/Income Tax

Successful revitalization efforts often lead to an increase in the number of employees working downtown which in turn leads to an increase in the state income taxes generated by the Main Street district. State income taxes help fund public services such as education, public safety and human services.

Increased Occupancy/Decreased Vacancy

Successful revitalization efforts often lead to an increase in occupancy rate. Filling vacant storefronts results in an increased economic return equal to the rent received by those downtown property owners whose space was filled. Occupancy rates are also very important to real estate professionals. They signify the ability of the market to absorb more space and command increased rents. For many communities just stopping a history of increasing vacancy is an important return.

Increased Rent per Square Foot

Successful revitalization efforts often lead to an increase in the amount of rent downtown property owners are able to receive for their space. As profitability of downtown businesses increases, demand for downtown space will also increase. This demand translates into increased rents per square foot which in turn drive the value of commercial real estate. For many communities just stopping a history of decreasing rents per square foot is an important return.

The Multiplier Effect of Money

Successful revitalization efforts in the Main Street district often lead to economic returns outside the district. The multiplier effect is a basic economic concept that describes how changes in the level of one activity bring further changes in the level of other activities throughout the economy. The multiplier effect is the rationale behind targeted economic development. For example, when a new or expanding business adds an employee to the downtown workforce, that employee spends their paycheck in the community on such items as rent/mortgage, food, etc. which in turn results in economic return by other businesses in and outside of the Main Street district.

Increased Traffic

Well-planned investments in image campaigns, special events, retail promotions and tourism result in increased traffic in the Main Street district by both residents and visitors. Savvy businesses can translate this increased traffic into sales. Furthermore, businesses outside the Main Street district can also benefit from increased visitor traffic, particularly lodging establishments, restaurants, and entertainment businesses.

PERFORMING MAIN STREET COMMUNITY PROFILES

ALBANY



As this year's host community for the Oregon Main Street annual conference, Albany wowed us all with their beautifully restored 19th-century building stock. The downtown Albany commercial area is a National Register Historic District and the community prides itself on historic preservation and responsible development. Throughout the three day conference, Albany was transformed into a living classroom where conference goers could learn about the city's commitment to downtown through Urban Renewal, become familiar with the history behind Albany's historic facades, and get a taste for living downtown in some of Albany's second-story housing options. The Albany Downtown Association hosted a lovely opening reception at the Dentzel American Carousel Museum and Carving Studio. Conference goers were able to watch the artists at work and see carousel pieces at varying stages of completion. This was a feast for the eyes, and certainly something unique and dear to Albany.

BAKER CITY



Stroll through Baker City's historic downtown for a glimpse through history. Over 100 buildings on the National Register reflect the opulence of the gold rush days and the rich heritage of the cattle and timber industries of the American West. Known as the "Queen City of the Inland Empire" at the turn of the century, Baker City became a cultural oasis, boasting a population larger than Boise or Spokane. With over 80 buildings and facades now restored through their Destination Downtown 50/50 matching grant program, Baker City is a strong example of downtown revitalization through historic preservation. Visitors and residents alike enjoy Baker City's rich and authentic past while exploring the twenty-first century downtown, replete with galleries, bistros, boutiques, a brew pub, bookstore, and co-operative grocery store.

CORVALLIS



Business owners first planted the seeds of downtown revitalization efforts in Corvallis back in the early 1980s. Officially incorporated in 1985, the Downtown Corvallis Association (DCA) has had plenty of time to master the art of effective fundraising.

Every March and September the DCA holds their Rhapsody in the Vineyard wine walk. DCA schedules OLCC trainings for participating businesses, coordinates with the police department, puts ads in the paper, and contracts with a local pedi-cab to stand in as the "designated pedaler" if needed (although lots of attendees bring their own "DDs"). Participating businesses host musicians and artists, in addition to offering great wine and food. Not only does the event raise money for the DCA (upwards of \$3,000!), but restaurants find themselves brimming with business afterwards.

The adults can't have all of the fun in downtown Corvallis. This past August DCA sponsored Dinosaur Days of Summer, an event based around the story "When Dinosaurs Came with Everything." The promotion seamlessly incorporated a story time, a passport to downtown (for the children to collect stamps from local businesses), dinosaur themed treats (pencils, stickers, etc.) for the kiddos which they received from businesses as they collected their stamps, final prizes, and a Dinosaur Days of Summer Sidewalk Sale!

MCMINNVILLE



Extraterrestrials of all ages flood downtown McMinnville every third weekend in May. With festivities highlighting the famous Trent UFO sighting of 1950, McMinnville draws a national crowd of 5-6,000 people for this one weekend event. This past summer marked the 11th annual UFO Festival in downtown McMinnville. Many of the events, especially those for the more serious UFO fan, are put on by McMenamin's Hotel Oregon. The McMinnville Downtown Association (MDA) adds some more lighthearted entertainment by organizing the annual UFO Alien Costume Parade, which this year included 39 floats.

A notable UFO sighting isn't McMinnville's only claim to fame. McMinnville has become nationally known for their enviable restaurants, even garnering attention from Bon Appetit as one of America's six foodiest cities.

MDA also tackled enhancements to the streetscape including installing new bike racks and hanging flower baskets, putting together a maintenance plan for 2011, as well as coordinating the installation of three new art pieces.

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PERFORMING CONTINUED...

OREGON CITY



Situated next to scenic Willamette Falls, Oregon City has a rich history as Oregon's first city. In fact, they are a city of many firsts, including the first book of fiction written in Oregon (1842) and the location from which the first telegraph message in Oregon originated (1855). This year Main Street Oregon City (MSOC) held their inaugural First City Celebration, paying homage to the many local accomplishments. But when looking at the accomplishments of Oregon City's past, one must also look to the past two years and the efforts of MSOC. It is common occurrence to hear city residents express their delight (and perhaps surprise) at the positive changes that have taken place downtown in such a short time. Popular new restaurants and unique businesses have reinvigorated the area, and encouraged a much sought after night life. Among some of the businesses who call downtown Oregon City home are a member-based sewing and craft studio, an award winning video production company (also touted as Oregon's 8th fastest growing company), and a 124-year old furniture store still owned and operated by its namesake family.

ROSEBURG



One evening in August, 1959 a building fire triggered an explosion in downtown Roseburg. "The Blast" as it has since been dubbed, leveled 8 city blocks, and caused additional damage to hundreds of businesses within a 30-block radius. With 8 blocks ruined and many other buildings significantly damaged and scarred, it is only natural that downtown Roseburg would want to work to restore what is left of their historic building stock. In working towards this goal, Roseburg initiated a façade improvement grant program this past year. Upon announcing the grant program, Roseburg gave business and property owners a tight timeline to work within, but ambitious property owners quickly came to the surface. The city has funded nine projects, and is already seeing a pleasant side effect; neighboring businesses are feeling the pressure and have been out doing easy clean-up projects.

SALEM



Downtown Salem's 26-block Main Street area includes a zoned Historic District rich in beautifully restored buildings and a newer commercial area home to four major department stores and a regional mall. Salem is designated as a Preserve America Community and partners closely with the City of Salem and the Urban Renewal District. Downtown Salem has seen over 30 new businesses, expansions, remodels, or relocations in the last two years. In addition, the 2010 parking survey indicated an increase in overall street occupancies and growing on-street parking in the late afternoon and evenings.

The addition of the Experience Downtown section of the Statesman Journal will result in over \$128,000 in free publicity for downtown. Go Downtown! Salem's director and board president worked closely with the Journal's editor and staff to see this four page section of the paper come to fruition (it was expanded to eight pages for the holiday season). The Experience Downtown section provides stable advertising opportunities for area businesses. Articles discuss trends, niche businesses, and arts and cultural happenings.



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TRANSFORMING DOWNTOWN COMMUNITY PROFILES

ASTORIA



In recent history, Astoria has been hailed a popular tourist spot for those seeking a picturesque town by water, or those on a pilgrimage to the filming location of the cult classic, "The Goonies." Now, visitors and residents alike have more to look forward to with Astoria's recent acceptance at the Transforming Downtown program level. The community has many assets to speak of, but the Astoria Downtown Historic District Association (ADHDA) wants to make sure they do not take these assets for granted, and will solidify a sustainable vision for downtown. Goals for the near future include reducing the downtown vacancy rate, exploring the potential for upper floor residential development, and assembling and maintaining an online inventory of downtown properties.

As the year came to a close, downtown Astoria experienced a shock: two downtown buildings were destroyed by fire. ADHDA immediately sprang to action and is helping to find new homes for the displaced businesses.

BANDON



Situated at the mouth of the Coquille River along a picturesque portion of the Southern Oregon Coast, Bandon has a 102-year history as a tourist town. Founded upon the logging, fishing and shipping industry in the mid-19th century, Bandon has now become a focal point for golfers from around the world, due to the development of the Bandon Dunes Golf Resort.

The town was nearly leveled twice by fire in its early twentieth-century history, first in 1914 and again in 1936. This has resulted in a unique archaeological history, which the Greater Bandon by the Sea Association works to bring to light. In October, the Greater Bandon Association co-sponsored a public reception with the Port of Bandon and Sage Gallery to inform the public about recent archaeological finds at the location of the Historic Coast Guard Building and down First Street. Discoveries point to over 4,000 years of continuous occupation beginning with the Nah-so-mah, Siletz, and Coquille Tribes; to the European settlers and the US Military.

CANBY



The city of Canby has earned its nickname as the "Garden Spot" because of its prosperous surrounding farmland and nurseries. The Canby Main Street program, in partnership with the city, has brought this commodity and branding from the outer agricultural reaches of Canby to downtown. The fun and appealing branding has been applied all throughout Canby and downtown, from the gateway signage to the "What's Blooming?" Main Street newsletter. A Main Street manager was newly hired this year through city Urban Renewal funds, and this past June Canby Main Street chose to hold an official Main Street kick-off meeting. Attendance was impressive! At this meeting businesses learned of an opportunity to receive free sandwich board signs through the Main Street program (the businesses only had to pay for the cost of graphics). Of course, sandwich boards come uniformly adorned with what else, but the "Garden Spot" logo.

CARLTON



The Carlton Business Association (CBA) has been busy this past year. In addition to sponsoring numerous business marketing campaigns in area publications, a long-awaited information kiosk has been put in place.

In May the CBA partnered with the City of Carlton to sponsor a Cleanup Carlton Day, resulting in six dumpsters of trash, yard and electronic waste. The Cleanup Day improved both streets and landscaping throughout town. To further the beautification of downtown, the CBA Main Street committee procured grant funds to restore the Ladd Fountain in Upper City Park, located in the heart of downtown.

The CBA is also working on design alternatives to replace the outdated poolhouse—a central feature of the beloved and well-used downtown park.

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TRANSFORMING CONTINUED...

COTTAGE GROVE



Cottage Grove has become known as the covered bridge capital of Oregon, and downtown is able to contribute to this designation with Centennial Bridge, a downtown pedestrian crossing over the Coast Fork Willamette River, adjacent to City Hall. In addition to Cottage Grove's unique built wonders, downtown has four community parks and is the starting point for the 16-mile Row River Rail Trail.

As a newly designated Transforming Downtown community, Cottage Grove has their sights set on business assistance projects and common thematic signage throughout the downtown historic district.

DAYTON



Dayton sits surrounded by premium wineries in the heart of Yamhill Valley wine country. The centerpiece of downtown is Courthouse Square Park, an undeveloped block of land donated by one of Dayton's original founders, Joel Palmer. Residents feel fortunate that it has been retained as a park. The park is one of many downtown properties listed on the National Register of Historic Places.

The Dayton Main Street effort is working to create a unique destination centered on their local agriculture and wine industries. In August, the Dayton Community Development Association (DCDA) successfully gathered 250 people downtown for their first ever community portrait. In addition, they are assisting with physical improvements. Selected by OMS as a "pilot project" for design services, DCDA coordinated visits with 8 business and property owners and SHPO staff to discuss potential improvements culminating in recommendations for 10 properties in the district.

ESTACADA



Situated at the base of the Mount Hood National Forest, and bordering the Clackamas River, many know Estacada as an ideal jumping off spot for outdoor activities, but more and more people are coming to appreciate the wonderful community located within downtown Estacada. The downtown area is home to a thriving arts community with 17 murals sprinkled around town and a cooperative artists gallery. And those emerging from a long day's hike can stop off and have a beer at Estacada's popular brew pub, or have a sweet treat at a local bakery. Capturing the business of both locals and those passing through was the goal in mind when the Estacada Development Association kicked-off their creative shop local campaign this past year. "Power the Best DAM City, Shop Estacada" cleverly references Estacada's history and connection to the nearby dams.

HILLSBORO



With Oregon's largest private employer in their neck of the woods, downtown Hillsboro has been working diligently to promote downtown to Intel employees. In November, when Intel closed down an employee cafeteria for renovations, Hillsboro was able to offer employees a coupon for 20% off their lunch order at participating downtown restaurants. By making the coupon available for download online, Hillsboro was able to track traffic to the site. In the first month alone, the website received upwards of 1100 hits, and area restaurants saw an influx in business.

Hillsboro has a handful of large projects on the horizon as they look to hire a downtown manager, convert their one-way street system to two-way, and plan for the creative redevelopment of two key downtown properties.

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TRANSFORMING CONTINUED...

KLAMATH FALLS



Klamath Falls is home to the Oregon Institute of Technology, and the Klamath Falls Downtown Association (KFDA) works hard to bring students and families to downtown. OIT has an annual Family Weekend, where parents and students are encouraged to get a taste for the local flavor. One official activity offered is an OIT Night on the Downtown and the KFDA encourages businesses to show what all downtown has to offer. Also important in trying to connect with the college-aged crowd is social media. KFDA successfully maintains a Facebook page with regular posts with photos, events, and general information.

LA GRANDE



Downtown La Grande boasts many fine examples of turn of the century buildings, a good mix of retail opportunities and restaurants, and exudes small town charm and warmth.

The La Grande Main Street program, with assistance from the city's Urban Renewal Agency, kicked off a building façade renovation grant program in mid-2009. To date they have completed 10 projects, and expect to complete close to 30 façade projects and provide over \$150,000 in matching grant awards within two years.

In addition, several streetscape improvements have been implemented to create a more pedestrian-friendly and inviting downtown. These include new "Welcome to Historic Downtown La Grande" pole banners and historic district street signs, bike racks, and the installation of 37 hanging flower baskets planted by the La Grande Middle School students.

Another key project is creating a resource center for historic preservation to assist property owners and businesses who wish to rehabilitate their historic downtown buildings. This information will be available both at City Hall and on-line to make it easily accessible.

MEDFORD



The Heart of Medford's (HMA) Value Card has enticed shoppers to head downtown. The \$20 card offers savings at participating businesses year-round. Some businesses also offer awards such as free gifts with purchases. HMA has also helped out downtown businesses by collaborating with the Rogue Valley Transportation District and business owners to provide bus passes free of charge to downtown workers. The program works twofold to encourage mass transit while cutting down on parking issues.

MOLALLA



In 2010, Main Street Molalla held their first series of 2nd Friday events from May through October. For the June event, 35 businesses participated and a couple hundred people came downtown for the festivities which included art displays, live music, dance performances, wine tastings, plus a free, outdoor showing of "Planet 51" at dusk. The October 2nd Friday got everyone in the Fall mood with scarecrow building and a pumpkin decorating contest.

An additional success for Molalla was their acceptance into the Ford Institute Leadership Program for 2011. Thanks to the hard work of the Organization Committee, and the support of 30 other local organizations, Molalla will benefit from this invaluable experience.

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TRANSFORMING CONTINUED...

OAKRIDGE



Oakridge's Main Street program is wrapping up an enormously successful year marked by the opening of a new bakery, a florist/gift shop, a European-style guest hostel, a massage therapy and dental hygiene studio and a new indoor retail mini-mall which occupies a beautifully restored historic building. A half-dozen businesses on the street repainted their storefronts in fresh, handsome colors, and several businesses put up attractive new signs that fit the low-key, frontier-style design of the streetscape.

The rebirth of Oakridge's Main Street is picking up steam through the energies of the Uptown Business Revitalization Association. "Uptown" is the unique moniker that residents of the community have always used to differentiate the town's historic Main Street commercial district from the string of businesses that line the state highway through town on a lower plateau in Oakridge.

PHILOMATH



Local high school students have been avid volunteers in downtown Philomath. This winter Philomath High School art students broke out their paint supplies and adorned vacant downtown windows with holiday cheer. And for the less developed artists, students in kindergarten through 5th grade, Philomath Downtown Association held a coloring contest. Entries were on display in the window of a downtown business. The PDA does not take the extra help for granted, and is now encouraging local business owners or residents to connect with the high school if they have ideas for student senior projects.

RIDDLE



Riddle, Oregon is the smallest of cities participating at the Transforming Downtown level with just over 1,200 residents. With the population size in mind, it would surprise some to read about their Sawdust Jubilee event held each 4th of July. They weren't lying when they came up with the theme "Small Town, Big Blast." Activities last two days and include food booths, a beer garden, talent show, teen dance, community breakfast, parade, musical entertainment, a 5-kilometer run, car show, art show, karaoke, a swap meet, softball tournament, barbeque, dessert auction, cribbage tournament, watermelon eating contest, and (deep breath!) of course a fireworks show!

SANDY



"Need Space? We Got It!" This is the message displayed in vacant property windows throughout downtown Sandy. In an effort to spruce up some of their empty spaces, Sandy Main Street initiated a vacant property display program. Willing and forward-thinking property owners have allowed artists and local businesses to display their wares for the betterment of the streetscape experience. In return, Sandy Main Street assists these property owners by guiding onlookers (via tactful signage) to the Sandy Main Street website where they will find an inventory of vacant properties. Art and economic restructuring meet in downtown Sandy, the gateway to Mount Hood!

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TRANSFORMING CONTINUED...

EXPLORING DOWNTOWN COMMUNITIES

SPRINGFIELD



Prior to being accepted into the Transforming Downtown program this past Fall, Springfield had many assets in place that Main Street programs strive for. These assets include a weekly farmer's market, a smattering of private investments, a downtown Academy of Arts and Academics, a renovated community theater, an arts center and museum, and the early workings of a NEDCO (Neighborhood Economic Development Corporation) operated business incubator. Springfield had strong buy-in from the business community, who are eager to see revitalization progress. On their own accord, a group of business owners got together and decided to make downtown more inviting by having extended business hours; this is normally a change that comes with time and lots of persuasion, but it seems the Springfield business community is more than ready for the tasks ahead.

THE DALLES



For years, residents, visitors, and downtown stakeholders have commented that downtown The Dalles has "great potential," but no organized effort to blossom this potential took place until this year, when The Dalles applied for Transforming Downtown status. While there may not have been a concerted effort to revitalize downtown before, many public and private projects have already been putting the puzzle pieces together and setting the stage nicely for Main Street. Significant road improvements are already in place and planned for the near future. One key project will reconnect downtown to the riverfront and add essential pedestrian assets and public space. As is always important with a Main Street program, the newly built or improved environment is important to The Dalles, but does not trump their historic preservation ethic. The Dalles' historic building stock is at the top of their list of assets, and at least three restoration projects are planned for the near future.

TOLEDO



Toledo is a small, rural community on the Yaquina River, nestled among forested hills just a few miles from the Oregon Coast. Toledo takes pride in its past and present history as a working community. Many products are created locally, from paper to commercial fishing fleet equipment, art and more. In 2008 a grassroots economic development group created the Made in Toledo branding campaign in support of the local economy. The artist community was very involved in the initiative, asserting the need for the arts as an economic driver. While Made in Toledo encompasses an array of locally made products, the arts are certainly a large component, right down to the beautiful campaign logo which was created by a local artist. The Toledo Main Street committees have adopted the brand for their promotional materials and will be the method by which the brand is implemented.

- Amity
- Aumsville
- Beaverton
- Bonanza
- Canyonville
- Condon
- Coos Bay
- Creswell
- Damascus
- Enterprise
- Grass Valley
- Gresham
- Happy Valley
- Independence
- Irrigon
- Junction City
- Lake Grove
- Lake Oswego
- Lakeview
- Lebanon
- Lowell
- Milwaukie
- Mitchell
- Monmouth
- Mosier
- Myrtle Creek
- Newberg
- North Bend
- Nyssa
- Pendleton
- Pilot Rock
- Port Orford
- Reedsport
- Sherwood
- Silverton
- St. Helens
- Stayton
- Tillamook
- Turner
- West Linn-Willamette
- Whiteaker (Eugene)
- Woodburn
- Vernonia
- Villages at Mt. Hood
- Yoncalla

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EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS

Outstanding Achievement in Design

Venetian Theater and Bistro Project, Hillsboro **Awarded to Denzil Scheller**

Purchased in 1996 by the City of Hillsboro, the former Town Theater and adjoining two-story building had sat vacant for many years. The city envisioned the renovation of the theater into an entertainment venue as a showpiece for downtown revitalization efforts. In 2006, a proposal from developer Denzil Scheller gave tangible shape to this dream. Scheller transformed the building into a beautiful venue for second-run films, live theater and music performances, simulcast of live sporting events, and other entertainment offerings. The project included seismic upgrades, asbestos abatement, ADA improvements and was topped off with the addition of a bistro, coffee and wine bar. The project was funded with \$750,000 from the city and a land write-down contributing to a total project cost of \$3 million.



Pythian Castle, Baker City **Awarded to Rosemary and Larry Abell**

The Pythian Castle had long stood as a “has been” building; regal in bones but derelict in appearance and in need of much help. When Rosemary and Larry Abell first bought the Castle in 2002, they weren’t sure what they would use it for except to have a livable space for themselves. Much work was needed to get this old beauty in shape, but with abundant vision, skill and the help of a young entrepreneur, the Abells created a modern, upscale space for a wine bar and art gallery, while faithfully restoring the storefront to its original glass front façade and corner profile.



Best Economic Restructuring Story

Downtown Dental, Corvallis **Awarded to Dr. Chris Martel**

With the long-time dream to live and work downtown because of its vibrancy, vitality, and charm, Dr. Chris Martel contacted the Downtown Corvallis Association to look for assistance on finding a location to establish his first dental practice. The DCA was ecstatic about the project and was quickly able to determine a perfect location for Dr. Martel. Dr. Martel contributed a significant amount of personal savings and personally secured debt for the project, and his hard work has certainly paid off. He now has a beautifully renovated space downtown, complete with the highest tech dental equipment. It would be a shame to not mention Dr. Martel’s heartfelt thank you to Joan Wessell, DCA executive director, upon receiving the award. Everyone in attendance was deeply moved by his kind words, and were witness to a personal testament of the power of a downtown program.



Outstanding Organizational Project

“Appetizers for Improvement,” Amity **Awarded to the Amity Downtown Improvement Group**

In August of 2009 Amity’s Downtown Improvement Group held their second annual fundraiser, “Appetizers for Improvement.” The event featured an open air party with live music, appetizers, fine wines, and a silent auction. Amity residents came out hungry, and attendance for the event quadrupled from the year before! DIG successfully made the funds raised stretch to cover the costs of the first annual downtown holiday tree lighting, a winter Business Goal Setting presentation, a movie in the park, filing for non-profit status, and funding for the third annual “Appetizers for Improvement.”



EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS CONTINUED...

Outstanding Achievement in Promotion

“Rhapsody in the Vineyard,” Corvallis

Awarded to the Corvallis Downtown Association

What began in 2003 with an idea of three Downtown Corvallis Association members has turned into one of DCA’s most successful events. “Rhapsody in the Vineyard” is a bi-annual wine walk, drawing a crowd of over 2,500 and participation from 34 to 40 businesses and wineries. DCA takes it as a great compliment that at least six other Oregon communities have patterned similar wine events after the “Rhapsody in the Vineyard” model.

“Unwrapping Downtown,” Albany

Awarded to the Albany Downtown Association

In an attempt to garner early holiday shopping (and spirit!), the Albany Downtown Association’s Promotion Committee decided to get the season off to an early start by initiating a window decorating contest for area businesses the weekend after Halloween. While there was some hesitation to kick-off the season so early, 43 businesses participated in the first year. Windows were unveiled all at once to an audience of early holiday shoppers milling about. Merchants stayed open late for a Holiday Open House and successfully brought in early holiday sales. The ADA already considers this a tradition to carry forward for future years!

Outstanding Public Partner

Upper Floor Redesign Project, Roseburg

Awarded to the City of Roseburg

Historic downtown Roseburg has several vacancies, particularly in the second stories of downtown buildings. Upper floor housing was the perfect, creative solution; but property owners and developers were reluctant due to the uncertainty with zoning, allowed uses, the application of building codes to historic structures, and of course, financing. The city’s RARE volunteer, Virginia Elandt, spearheaded a project to bring all the key partners together to look into this issue. The project became a successful collaboration between the city, property owners, and engineering students at Umpqua Community College. Students were able to gain access to the second floor properties and in doing so took inventory of the existing conditions and drew up plans for potential dwelling units. Property owners received the service free of charge, and students filled graduation requirements in the process. The city paid the mere \$125 for each student’s course tuition through its economic development fund.

Innovation Award

“Blue Collar Creative” Business Recruitment Campaign, Oregon City

Awarded to Main Street Oregon City

Three of downtown Oregon City’s creative entrepreneurs, led by Main Street Oregon City and working in collaboration with the Clackamas Arts Alliance, recognized downtown’s history and character as assets to attracting creative professionals. They were able to turn a stigma- downtown’s old reputation as “blue collar”- into a business recruitment campaign that targets a new generation of entrepreneurs, creative professionals, artists and business owners. The campaign is comprised of a video and website, both of which were created pro bono by two downtown businesses. The result is an impressive and professional marketing piece. The effort has proven successful as downtown Oregon City has seen 13 new businesses locate this year, many of which fall into the targeted creative sector.



EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS CONTINUED...

Volunteer of the Year

Volunteer of the year went to **Laura Rambo** for her strong dedication to the arts in downtown Oregon City. Projects that Laura has seen to fruition include Art in Windows, First Friday Art Walk, Meet the Artist Series, and the Art Installation program. The programs have all been instant successes and are wildly popular among Oregon City residents. By donating 15-20 hours of time each week, Laura has been critical to the enormous success of Main Street Oregon City.

All nominees in this category were spectacular, dedicated individuals contributing significantly to their local revitalization efforts. For this reason, the judges chose to award the other nominees as well. Certificates of appreciation were awarded to **Connie Lanham**, a member of the Albany Downtown Association, and **John Coleman** with the Downtown Corvallis Association.



Main Street Manager of the Year

The Main Street Manager of the Year title went to **Ann Mehaffy** with **Historic Baker City** for her continued dedication to making a difference and carrying out HBC's mission. While Ann has a resume which well-qualifies her for the job, it is said that her greatest asset is her ability to work with others. She is a team player and diplomat, and encourages enthusiasm and

involvement from all while pitching in to get things done. Under Ann's leadership of the past five years, HBC has managed and secured grant funds for a façade improvement program; implemented free wireless internet service downtown; created a downtown resource center for businesses, property owners and visitors; organized several special events; and the list goes on. Ann had the perfect, succinct comment upon receiving her award, "Several years ago I saw the film 'Ten Questions for the Dalai Lama.' One of the last questions posed to him was, 'How do we solve world peace?' His holiness said: 'More picnics and festivals!'"



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