

## Message from the State Coordinator

*Sheri Stuart, Oregon Main Street Program Coordinator*

Since the re-introduction of Oregon Main Street in 2007, tremendous strides have been made in improving the overall health and vitality of communities participating in the Network. We see this in our visits to communities where historic buildings are being brought back to life and when we talk to entrepreneurs investing in their future. And, we hear about all the amazing projects and activities happening in our downtowns during the weekly Mornings on Main check-in calls. There has been so much forward momentum that it has inspired other communities to join, growing our Network to 100 participants.

We are proud of what our communities have achieved and the support we have been able to offer. However, we want to make sure we continue to meet the needs of the Network, use our resources wisely, and provide meaningful assistance. So, we spent time to update our mission, adopt a new strategic plan, and tweak the tier structure.

Our mission is to “support local efforts to build vibrant, inclusive, and welcoming downtowns respectful of community heritage.” And our strategic goals and some of the things we have done to meet those goals include:

- **Ensure organizational advancement of Main Street communities based on local priorities:** Developed new workbook to help communities with strategic planning.
- **Strengthen Historic Character Focus:** Provided a Historic Preservation workshop series and continue to share preservation funding sources.
- **Increase awareness of Main Street impact:** Conducted a social, economic, and fiscal impact study of the Oregon Main Street Network that gives us meaningful data.
- **Create structure that is healthy, impactful, and sustainable:** Developed the Board Institute to assist with onboarding and refreshing new board members. Updated the tier structure to better serve communities that want to use the Main Street Approach™.
- **Engage Partners:** We continue to support our partners and represent our communities across agencies, including the Oregon Arts Commission’s Creative Districts Steering Group, Transportation Growth Management’s Vibrant Main Streets Advisory Group, and the Oregon Department of Transportation’s OTP Economy and Livability Work Group.

### Program Spotlight

OMS worked with consulting group Jon Stover and Associates to conduct a fiscal, economic, and social impact study which culminated in the [Impact of Oregon’s Main Streets Report](#).

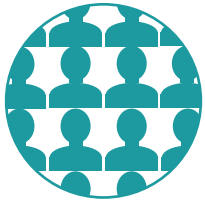
Funding for this study was provided by Oregon Cultural Trust; Business Oregon; and Oregon Heritage, Oregon Parks & Recreation. Some of the key findings in the report include:



- Oregon Main Street strengthens community connection and culture. The network recognizes each community’s history, works to preserve local character, and creates inviting gathering places for social interaction.

- Oregon Main Street bolsters the economy. Between 2011 and 2021, the Oregon Main Street network helped generate \$266 million in additional sales revenue throughout the state. As a result of this increased spending, 2,400 jobs were supported in or by Main Street businesses.
- Oregon Main Street helps generate tax revenue. Between 2011 and 2021, the State of Oregon invested \$1.8 million in Oregon Main Street administration and generated \$3.5 million in additional state tax revenues as a result of the on-the-ground work of Oregon’s Main Streets.
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# 2022 Oregon Main Street Stats & Highlights



## NET NEW JOBS

2022: **521.5**

Cumulative: **5,481.5**

## VOLUNTEER HOURS

2022: **25,450.25**

Cumulative: **297,536.25**



## PRIVATE INVESTMENT

2022: **\$34,064,038+**

Cumulative: **\$174,469,643+**

## PUBLIC INVESTMENT

2022: **\$32,514,507+**

Cumulative: **\$174,814,129+**



## BUILDING REHAB PROJECTS

2022: **152**

Cumulative: **1,663**

## NET NEW BUSINESSES

2022: **92**

Cumulative: **1094**



## BUSINESS EXPANSIONS

2022: **18**

Cumulative: **205**

**2022 Total Communities:** 100

## New Towns/Tier Promotions:

- Connected Communities: Canyonville, Corvallis, Garibaldi, Gates, Halsey, Malin, Myrtle Creek, Sweet Home
- Rural Regional Main Street Pilot: Arlington, Condon, Fossil, Mitchell, Moro, Rufus, Spray, and Wasco

## Services

- Hosted first in-person Oregon Main Street conference since 2019
- Organizational Assistance: Retreats (7), Program Evaluations (12), Check-in Calls (27), Strategic Planning (1), Organizational Visits (4), Board and Committee Trainings (7)

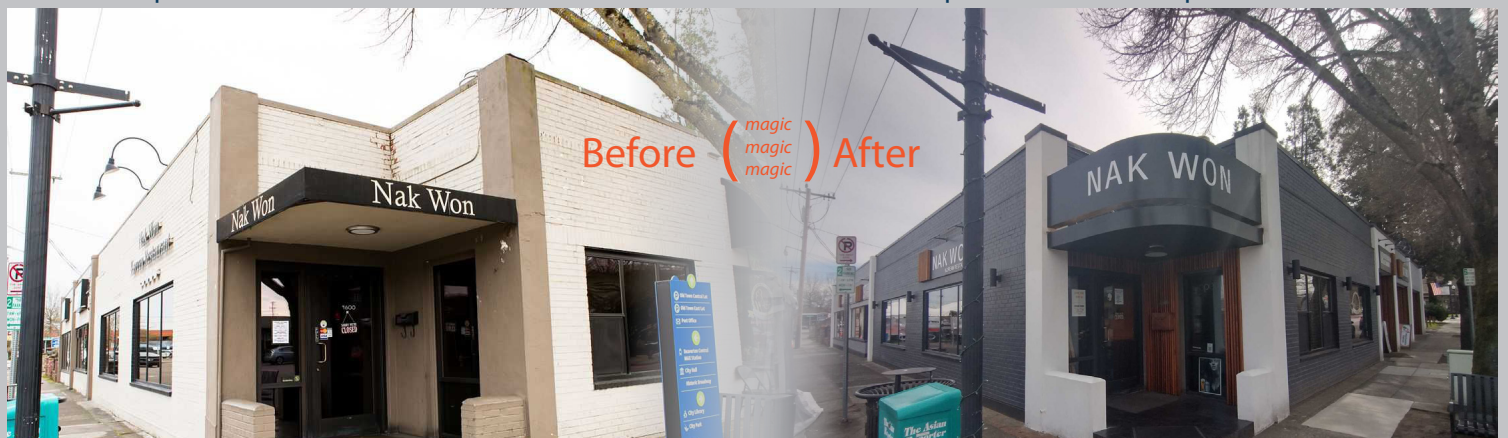
## New Tools

- Guides: New [Strategic Planning Workbook](#) & Updated Board Member Handbook
- Continued Mornings on Main weekly check-in calls
- [Impact of Oregon Main Street Study](#)
- [What's Up Downtown? A Playbook for Activating Oregon's Upper Stories report and tools](#)

## Main Street Revitalization Grant Spotlight: Nak Won Building, Beaverton

When the Nak Won Building was built in 1940, Beaverton had only 1,052 residents. It experienced tremendous growth over the next few decades as high-tech businesses starting moving to and expanding in Beaverton. This growth brought people of diverse backgrounds, and there are now over 100 different languages spoken within the Beaverton School District. The Nak Won building is at one of the most important intersections in downtown Beaverton.

It has six minority-owned small businesses, ranging in age from 4 to 26 years, that really make downtown special. The property owner had tried to restore the building which was in serious decline. However, the costs were far outside of their budget. This grant gave them the ability to update the building to support these diverse businesses so they were retained in downtown and for the building improvements to occur to help them remain competitive in the district.





# Congratulations 2022 Excellence on Main Award Winners!

**Bricks and Mortar Award**

The Natty Dresser, Albany

**Leadership on Main Award**

Mary Ann Miesner, La Grande

**Business of the Year**

LiveEdge Eco Salon, Oregon City

**Best Mixed-Use Building**

Heritage Properties, Estacada

**Best Adaptive Reuse**

The Local, La Grande

**Volunteer of the Year**

Hannah Darling, Albany

**Board Member of the Year**

Heather Miller, McMinnville

**Creative Placemaking Project**

AntFarm and Harmony Gardens, Estacada

**Open Door Award**

Family Pride Day, Lebanon

**Outstanding Promotion**

Virtual Oregon Trail Game Run, Oregon City

**Outstanding Special Project**

Brickyard Lanes, La Grande

**Main Street Executive Director of the Year**

Rebecca Hollenbeck, West Linn

**Standout Volunteers:**

Connie Redmond, Estacada

Peggy Udolf, Albany

View videos of the award winners by visiting [www.oregonheritage.org](http://www.oregonheritage.org) and find a link to the [Excellence on Main Awards](#) under "Celebrate"

## Open Door Award Spotlight

The Open Door Award goes to a Main Street that has demonstrated a commitment to creating an environment that is welcoming and inviting to all through programs, outreach, or other efforts. The inaugural 2022 Open Door award winner was Lebanon's Family Pride Day.

A Family Pride Day committee was formed and worked tirelessly to develop a vision for the event and culminated in a celebration of the diversity of family. Held at a downtown park, the event created belonging for individuals & families of the LGBTQ+ community and allies, grew youth leadership and involvement, and featured local speakers who shared personal stories about what Pride means to them. The event continued with a 1-mile celebration walk and the day ended with the feature documentary WHO'S ON TOP LGBTQs SUMMIT MT. HOOD narrated by George Takei that highlights the emotional stories of LGBTQs overcoming physical and figurative mountains.

Living in a rural area, many are disconnected from services and resources, Family Pride Day brought LGBTQ+ resources & education in one area and grew LGBTQ+ visibility and awareness showing acceptance to the next generation coming out to their families.



# Oregon Main Street

Oregon Main Street (OMS) is part of Oregon Heritage in Oregon Parks and Recreation Department. OMS is designed to assist with the revitalization of traditional downtowns and historic commercial districts, promote economic development, and encourage historic preservation. The program uses an approach that advocates a return to community self-reliance, local empowerment, and the rebuilding of central business districts based on their assets, unique architecture, personal service, local ownership and entrepreneurship, and sense of community.

OMS coordinates resources and provides technical assistance based on the Main Street Approach™ to communities that are working in historically relevant business district settings and that meet certain threshold criteria. Oregon Main Street provides assistance to all communities whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street™ town.

## 2022 Oregon Main Street Highlight:

Over the years, OMS has assisted very small communities with their efforts to enhance historic downtowns or traditional commercial cores. While these efforts have led to enhancements in some communities, they haven't consistently led to sustainable main street efforts. We have seen a variety of factors for why this has been challenging in small communities, including lack of local staff to support volunteers and develop leadership capacity. Small communities often lack the capital to fund this type of crucial support leading to volunteer burn-out, a cycle of start and stop efforts, and missed opportunities.

Despite these challenges, there is a strong desire in small communities to strengthen local economies and to put back in to productive use vacant or underutilized historic buildings in their downtown cores. To assist communities in these efforts, OMS is developing a rural regional approach to implementing comprehensive main street efforts.

OMS found a willing partner in the Oregon Frontier Chamber of Commerce (OFCC) to pilot the idea in their rural tri-county area that has a total population of 5,100. Eight communities are now joined to the Network under OFCC's umbrella, opening access for the first time for some communities to the networking and funding opportunities through OMS.



## Main Street America™

Main Street America™ is a program of the National Main Street Center. What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level; integral support and expertise provided by Coordinating Programs at the city, county, and state level; and leadership and direction from the NMSC. Main Street America™ is also a special mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.

### The Main Street Approach™

The Main Street Approach™ is an asset-based economic development strategy. It is a comprehensive, incremental approach to sustain and enhance historic downtowns and traditional commercial neighborhoods based on the district's unique heritage and attributes. Main Street organizations are locally driven, funded, organized, and run.

