

MAIN STREET AT WORK: BUILDING JOBS & PRESERVING DOWNTOWNS! OREGON MAIN STREET ANNUAL CONFERENCE

OCTOBER 5-7, 2011 • BAKER CITY, OREGON

About the Conference: Get ready to be inspired! Make new connections and get new tools to keep your downtown vibrant and competitive in today's market. The 2011 Oregon Main Street Annual Conference will offer proven ideas and strategies for preservation-based revitalization that is relevant to rural, mid-sized, and urban communities. This conference is a great way to look at the "big picture" of downtown revitalization by discovering fresh ideas and learning numerous ways to turn your historic downtown or neighborhood commercial district into a bustling center of activity. Sessions cover a variety of topics for both beginners and those with experience. The format includes walking tours, lectures, and networking time. Join us for this very special, one-of-a-kind conference!

Who Should Attend: Staff and volunteers of organizations focusing on downtown historic preservation and economic development, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from attending this conference.



Our Host Community: The setting for this year's conference is lovely downtown Baker City where the pioneering spirit and the sense of adventure still thrive along the Historic Oregon Trail. Known as the "Queen City of the Inland Empire" in the early twentieth century, profits from the gold mines financed many of the fine brick, masonry, and stone commercial buildings that grace the city. With its many registered historic buildings, Crossroads Carnegie Arts Center, terrific restaurants, national award winning brew pub, coffee houses, and one of a kind shopping, downtown Baker City is the perfect venue to showcase long-standing preservation-based revitalization efforts.

Keynote Address: You won't want to miss Roger Brooks' keynote address, "The 20 Ingredients of an Outstanding Destination." Have you ever wondered why some communities or downtowns are so successful while others struggle? To find out, the Destination Development International (DDI) team spent nearly 6 years studying more than 400 vibrant communities to uncover the most common elements that led to their success. In this lively keynote address, you'll hear stories from these great places and learn things you can do to enhance your community. Roger Brooks, CEO of DDI, has assisted nearly a thousand communities in their efforts to become better places to live, invest, establish a business, or visit. Funded in part by a grant from the Pacific Northwest Preservation Fund of the National Trust for Historic Preservation

Questions? Contact:

Sheri Stuart, Oregon Main Street Coordinator

Email: sheri.stuart@state.or.us

Phone: 503.986.0679

www.oregonheritage.org/OPRD/HCD/PROGRAMS/2011_Main_Street_Conference.shtml

Register online at:

<http://OMS2011.eventbrite.com>



OREGON MAIN STREET ANNUAL CONFERENCE

SCHEDULE

WEDNESDAY, OCTOBER 5

- 1:30 p.m. Registration Begins— Baker Tower Fireside Room
- 3-5:00 p.m. Welcome and Opening Remarks – Baker Tower Ballroom
Keynote Address featuring Roger Brooks, “The 20 Ingredients of an Outstanding Destination,” Funded in part by a grant from the Pacific Northwest Preservation Fund of the National Trust for Historic Preservation
- 5:30-7 p.m. Opening Reception: Sponsored by Historic Baker City, Inc., Baker Tower Ballroom

THURSDAY, OCTOBER 6

- 8:00 a.m. Registration—Baker Tower Fireside Room
- 8:30-10 a.m.
 - Things You Can Do Today to Make a Difference Tomorrow
 - Beyond Old is the New Green: Achieving Sustainability While Maintaining Historic Significance
- 10:30-noon
 - The Nuts and Bolts of Downtown Circulation
 - What Managers Need to Know About Retail & Retailers
 - Walking Tour: Upstairs/Downtown
- 1:30-3 p.m.
 - 7 Essentials of an Eye-catching & Appealing Storefront
 - Building a Successful Framework for Volunteer Recruitment, Retention, & Recognition
 - Walking Tour: Behind the Facades: Downtown’s Hidden Places
- 3:30-5 p.m.
 - From the Trenches: Main Street at Work in Oregon
 - Keep it Real: Preserving with Authenticity
 - Walking Tour: History of Downtown Baker City’s On-going Revitalization Efforts
- 5:30-7 p.m. Social Mixer/“Excellence in Downtown Revitalization Awards”
Queen City Room, Geiser Grand Hotel

FRIDAY, OCTOBER 7

- 8:00 a.m. Registration—Baker Tower Fireside Room
- 8:30-10 a.m.
 - Funding Tools for Main Street: Urban Renewal, EID, & BID
 - Fall Clean-up! Get Started on Business Retention and Assistance
- 10:30-noon
 - No Photoshop® Required: Capture Great Photos to Grow Your Main Street Program
 - Creating Successful Special Events

Opening Night Reception: Join your counterparts from around the state for an early evening social gathering sponsored by the Historic Baker City, Inc. in the Ballroom of the Baker Tower.

Excellence in Downtown Revitalization Awards: The Excellence in Downtown Revitalization Awards program celebrates and recognizes outstanding accomplishments in downtown revitalization throughout our state.

Walking Tours: Explore Baker City’s downtown business district for ideas to bring home and implement in your own community. Participants will have an opportunity to take various walking tours offered during the conference. On-site registration for tours available at check-in

Major Sponsors:
Oregon State Historic Preservation Office
Oregon Main Street
Historic Baker City, Inc.
Clackamas County Main Street
National Trust for Historic Preservation
Oregon Transportation & Growth Management Program

Attire: Please dress comfortably. Casual or business attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Sign language interpreters and materials in alternate format are available. Please call Oregon Main Street at 503.986.0679 at least two weeks in advance to request special accommodations.

Lodging: There are many lodging options in the area. Special arrangements have been made with the following hotels – let them know you are with the Oregon Main Street Conference:

Geiser Grand Hotel – 541.523.1889
1996 Main Street *10% off room rates

Best Western – 541.523.6444
One Sunridge Lane*\$64 single/\$74 double

Always Welcome Inn – 541.523.3431
175 Campbell Street*\$57 single/\$65 double

Oregon Trail – 541.523.5844
211 Bridge Street*\$42.12 single/\$63.72 double

EXTRACURRICULAR ACTIVITIES

WEDNESDAY, OCTOBER 5

- **"Adaptive Reuse of Historic Schools,"** 7-8:30 p.m., Geiser Grand Hotel
Join the Historic Preservation League of Oregon for a presentation and conversation about best practices in historic school adaptive reuse. The now-vacant Baker City Middle School was listed in May as one of Oregon's 2011 Most Endangered Places and the HPLO is excited to bring ideas, resources, and encouragement to the community in their efforts to bring the National Register of Historic Places eligible property back to life. The program will provide examples from Oregon and around the nation of schools that have been rehabilitated and repurposed as housing, community centers, offices, and other creative uses. Brief discussions of funding opportunities, rehabilitation issues, and community support will accompany each of the examples, and those in attendance will have a chance to discuss next steps in finding an appropriate new use for the Middle School. The program is free and open to the public, however, donations to the HPLO gladly accepted.

FRIDAY, OCTOBER 7

- **First Friday Art Walk:** First Friday is a downtown art walk featuring the Short Term Gallery, 1829 Main, with live music and artist opening reception. Also, live music at Earth & Vine Art & Wine, corner of First & Washington. And, Crossroads Carnegie Art Center welcomes Rich Bergeman as its Featured Artist for October with his series of photographs he took this spring and summer of Baker County. Mr. Bergeman has a deep love of history and our vanishing past. His unique lens has captured the remarkable sense of place that is the Baker County landscape. Hardbound books will be sold for \$40 each and if you attend First Friday will be signed by Rich. All proceeds from the book sale go to the Resident Artist Program at Crossroads.

SATURDAY, OCTOBER 8

- **Hells Canyon Adventures:** Special 2-hour jet boat tour through Hells Canyon. A 2 ½ scenic drive there and back makes this a full Saturday. Timothy Bishop, Baker County Tourism and Marketing Director, just did this trip last weekend and saw lots of eagles, deer, and a bear! The trip includes a short hike to see pictographs on the canyon walls. The cost is \$65 per person for the 2-hour tour. Departing at 10:00a.m. or 2:00 p.m. (a minimum of 8 people to run either time). See ww.hellscanyonadventures.com for info. Weather should still be in the upper 70's or higher in October.
- **Sumpter Valley Railroad:** History comes to life aboard the vintage trains as you travel through the heart of gold country in the scenic Sumpter Valley. Running between McEwen and the historic mining town of Sumpter, it's a guarantee that the whole family will enjoy this relaxing trip back in time without having to leave the comfort of the present. Round trips take just over two hours, including layover. The Railroad has agreed to provide service especially for conference goers on Saturday, October 8. Round trip tickets are \$15 adults and \$9 children. For schedule and ticket information, contact the depot staff at reservations@svry.com.
- **Bruno Dunes Trio:** Jazz and favorites will have you swooning with your partner. Is it Pink Martini? Can this be local talent? All ages welcome! No cover charge. In the 1889 Saloon at the Geiser Grand Hotel, 1996 Main Street, 7-10 p.m.

OTHER FUN ACTIVITIES

- Geiser Grand Hotel: Step Back in Time Tour : Saturday, October 8 3:30-4:30pm Join a costumed docent from the Baker Historic Society for the inside story on how this landmark was saved, and brought back to life, better than ever! A real Main Street/preservation success. \$2 donation, free for overnight guests of the Geiser Grand Hotel; advance reservation appreciated, 541 523 1889
 - Geiser Grand Hotel: Happy Hour Network! Reconnect with old buddies and make new friends over discounted cold beverages and cheap eats from \$1.99 Every day 4-6pm in the 1889 Geiser Café.
 - National Historic Oregon Trail Interpretive Center, 9 am to 6 pm daily
Special Exhibit "The Trail That Lay Before Them"
Oregon Trail Music Fest, Saturday, October 8
10:00am - Learn to Dance- traditional frontier and contra dances
11:00 and 2:00:- Historic and contemporary folk music by Hank Cramer
1:00pm - Lively foot stomping fiddle music from The Dead Fiddlers, Spokane
3:00pm - Classic western music (1940s & 50s cowboy singers style), the Hansen Family Singers from Eugene
Plus Musicians' Jam at 4:00pm
Native American Flutes and music activities for kids
*Will conclude downtown at the Geiser Grand Hotel with the Bruno Dunes Trio, 7 to 10 p.m. (no charge for the downtown session)
 - Baker Heritage Museum, 9:00-5 daily through October
 - Ron Colton Carriages (horse-drawn carriage rides through the historic downtown and residential district)
 - Fabulous hiking in the Elkhorn Mountains (35 miles from Baker City); Anthony Lakes (7,100 ft.ski area and beautiful all seasons) with numerous well-marked trails. William Sullivan rates the Elkhorn Crest as one of the most beautiful in Oregon.
 - Drive the Hells Canyon Scenic Byway, loop highway from Baker City, to Hells Canyon overlook, up to Joseph and Enterprise, looping back to I-84 back to Baker City or traveling west towards Pendleton/the Dalles.
 - Drive the Elkhorn Scenic Byway; explore mining towns and ghost towns, historic Sumpter, the Sumpter Mining Dredge (it dug up more than \$4 million worth of gold), the historic Fremont Powerhouse, and Oregon's only steam train, the Sumpter Valley Railroad. The Railroad was established in 1890; logging and gold mining fueled the railroad's construction.
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