

From the Trenches:

Main Street at Work in Oregon

Main Street Four Points

- Organization
- Economic Improvement District
- Design and Beautification
- Promotion

Downtown Kiosks



Bike Racks



Stastny Pots



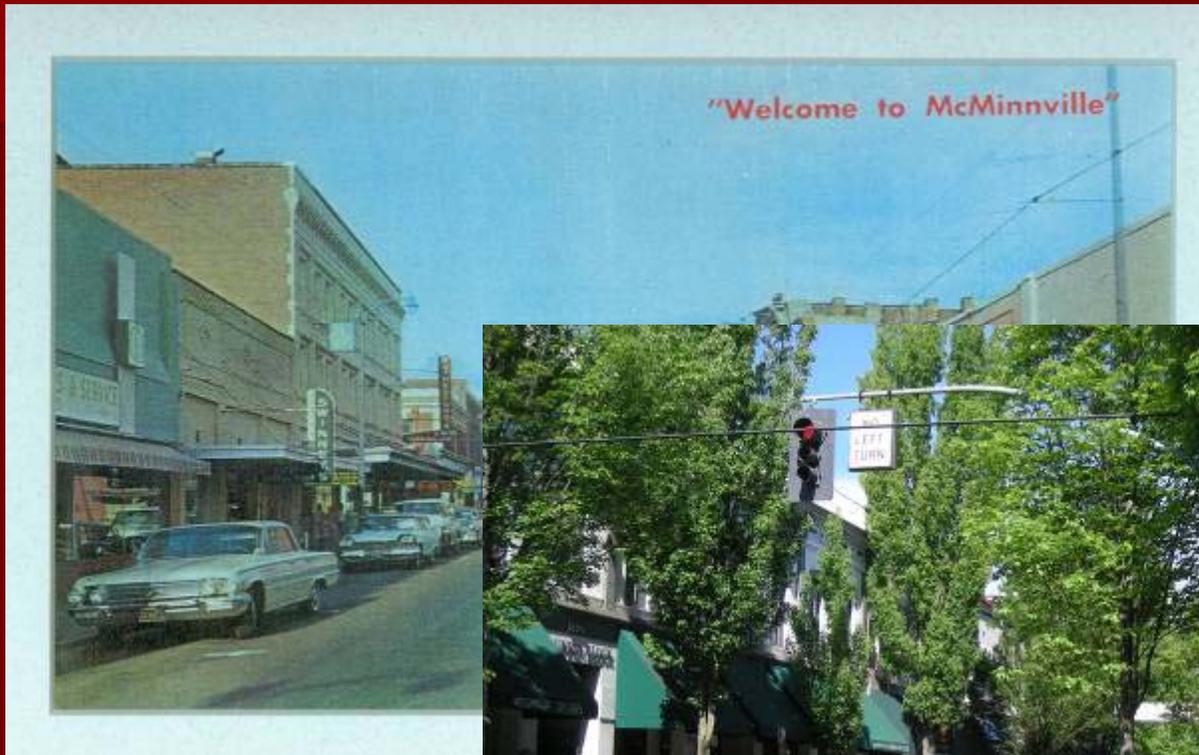
Public Art



Promotions

- Historic Tour
- UFO Festival
- Farmers' Market
- TurkeyRama
- Who's on Third
- Art & Wine Walk
- Halloween
- Holidays

Historic Tour



UFO Festival



Farmers' Market



Turkey Rama



Who's on Third



Halloween

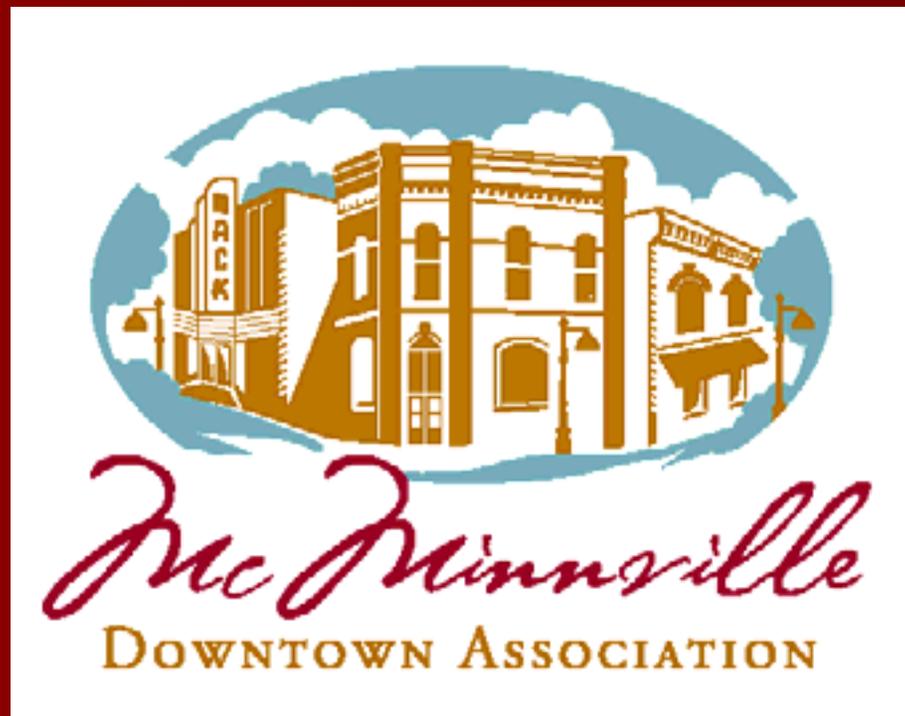


Holidays



Summary

- Sponsors are key
- Think about maintenance
- Think about potential for ongoing revenue
- Keep fine-tuning
- Connect to the community



www.downtownmcminnville.com