

# OREGON MAIN STREET

*Annual Report 2011*

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As 2012 begins, I would like to take this time to congratulate all of the leaders within the Oregon Main Street program on a great year in 2011.

The past year was a very successful one for Main Street in Oregon. Moving to the Oregon State Historic Preservation Office strengthened the program in many ways and helps illustrate the important role historic preservation plays in the Main Street Four-Point Approach®. As a community development tool, the Main Street Four-Point Approach® lays the foundation for local leaders to revitalize their historic commercial districts by leveraging local assets – from cultural and architectural heritage to locally owned businesses and community pride.

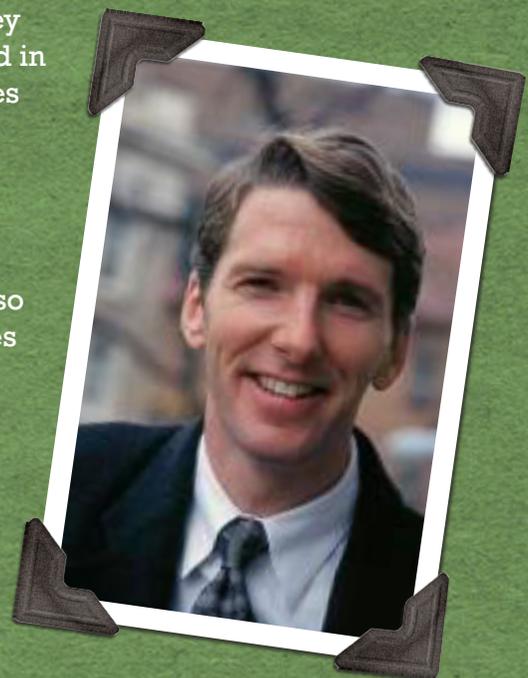
Main Street programs and communities have a vital role to play in ensuring that the historic preservation movement becomes more accessible, more visible, and more inclusive. In the areas of accessibility and visibility - which relate to making our work more broadly understood and more widely embraced - you are preservation's best ambassadors. Every day you show that historic preservation is as much about the future as the past. You invite people to step "behind the velvet ropes" and "don't touch" signs to enjoy the experience of shopping and dining in historic buildings. And by opening your historic buildings to the community, you invite community members from all racial, ethnic, and age groups to create their own memories and experiences.

The Secretary of the Interior's Standards for Rehabilitation are the most widely accepted performance standards for reuse of historic buildings. The first standard recommends that "a property will be used as it was historically." By ensuring that historic commercial districts in Oregon still have stores and restaurants, you are meeting the important preservation goal of retaining a historic use. Your work blends the best of the old and the new, creating authentic neighborhoods full of thriving small businesses. In the three decades since the Main Street movement began, we have transformed the way individuals, government, planners, and developers view historic preservation.

At the National Trust Main Street Center, we believe that a prosperous and sustainable community is only as healthy as its core. Sustainable communities are those that achieve economic, environmental, and social sustainability. The locational efficiencies - the design of communities to provide better access with less use of automobiles - inherent in a walkable historic commercial district mean that preserving your downtown districts is one of the greenest choices you can make. Vital Main Streets encourage people to walk from their homes to downtown shopping districts. They allow people to bicycle from one store to another. And in many communities, a dense commercial district makes mass transit effective. Preserving Oregon's historic downtown districts is an important tool in creating sustainable communities.

We want to congratulate all the Oregon Main Street directors and the many volunteers who have worked so hard over the past year to make Oregon's communities great places to live, work, and visit.

*Doug Loescher*  
Director  
National Trust Main Street Center



2011 was a very busy year on Main Street in Oregon! It's rewarding to see the high level of energy volunteers are committing to downtown revitalization efforts across the state. We expanded our network by adding an "Affiliate" level to meet the needs of communities in non-traditional settings or who just wish to be connected to Oregon Main Street. With this new level, we are now serving 77 communities.

While we continued to focus on organizational development and capacity-building at the local level, we also provided more targeted technical assistance to address priority issues for communities in the top three tiers of the network. For example, the City of Woodburn developed several financial programs to assist business and property owners with improvements to their historic buildings. Working with SHPO staff, we were able to provide façade drawings for nine properties to provide inspiration on façade improvements compatible with the historic architecture while still meeting the needs of the business owners. Other focused assistance ranged from visual merchandising to fundraising.

We partnered with Pacific Power and Energy Trust of Oregon on a new initiative to enhance "The Power of Main Street." Pacific Power provided on-site energy assessments, cash incentives, tax credits, and federal grants to help businesses save energy and improve their bottom line in eight communities.

Another highlight was the opportunity to showcase Oregon Main Street through presentations at conferences and workshops sponsored by many of our partners. We participated in the Heritage Conference, the League of Oregon Cities Conference, the Powered by Rural Conference sponsored by RDI., the National Main Streets Conference, and workshops coordinated by the Historic Preservation League of Oregon and OMEN. We also provided educational opportunities to 798 individuals through our own regional network meetings and workshops, board and committee trainings, as well as our very popular Oregon Main Street Conference in Baker City.



## *Sheri Stuart*

Coordinator  
Oregon Main Street

### Technical Assistance and Support Summary (# of Communities Assisted)

	Exploring Downtown	Transforming Downtown	Performing Main Street
Goal Setting	5	5	3
Committee Training	8	9	-
Technical Assistance	-	4	6
Program Evaluations	-	1	2
Resource Team	-	-	1
Visioning	1	2	-
Board Training	-	5	-
Design	1	1	1
Presentations	9	3	-
Totals	24	30	13

# The Main Street Four-Point Approach®

Oregon Main Street uses the successful Main Street® methodology developed by the National Trust for Historic Preservation 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:

- \* **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.

## 2011 Performing Main Street Reinvestment Statistics

Private Dollars Reinvested:	\$5,942,830
Public Dollars Reinvested:	\$17,609,200
Total Private Rehab Projects:	163
Net Business Gain:	78
Net Job Gain:	297
Total Volunteer Hours:	12,390
Monetary Value of Volunteer Hours:	\$219,235

## 2011 Transforming Downtown Reinvestment Statistics (estimated)

Private Dollars Reinvested:	\$2,240,363
Public Dollars Reinvested:	\$1,052,000
Total Private Rehab Projects:	53
Net Business Gain:	73
Net Job Gain:	138

## 2011 Total Reinvestment Statistics

Private Dollars Reinvested:	\$8,183,193
Public Dollars Reinvested:	\$18,661,200
Total Private Rehab Projects:	216
Net Business Gain:	151
Net Job Gain:	435

# Meeting the Needs of Oregon Communities

An important objective of the Oregon Main Street Program 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. The levels include:

- \* **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 and want to receive notification of workshops and conferences sponsored by Oregon Main Street. Interested communities may join at anytime by completing a brief application form.
- \* **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 anytime 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 take them to the next level. Participation at the Transforming Downtown level does not guarantee selection as a designated Main Street community, but it can help communities strengthen their revitalization efforts. Application rounds are held as resources permit
- \* **Performing Main Street** is for those communities with independent nonprofit organizations using the Main Street Approach® as the basis for their downtown revitalization efforts. Application rounds are held as resources permit.



# Performing Main Street Community Profiles

## Albany



There were many changes in downtown Albany last year. While Albany did experience some business closures, there were also 21 new and re-opened businesses due to the fact that downtown is a great and vibrant place to be. This netted an additional 53 employees for the district. New entrepreneurs are recognizing that downtown is the place to locate.

In addition, approximately \$537,194 was privately invested in downtown buildings, with the city investing an additional \$78,000. A Retail Refinement Plan was completed by the Central Albany Renewal Agency in cooperation with the Albany Downtown Association (ADA). This will help guide the community in retail recruitment efforts in 2012.

ADA also worked to recruit more people to plan and run events which translated into 1,930 volunteer hours in 2011. This is up from just over 1,000 hours in 2010 (and up from less than 500 in 2009).

Downtown events drew a conservatively estimated 16,431 people to shop, dine, and have fun with friends and family.

## Baker City



2011 was an exciting year for Historic Baker City, Inc., kicking off with an announcement they had received \$16,650 from the Leo Adler Community Fund for a continuation of the Destination Downtown facade improvement program. The facade program is a reimbursement grant program (up to 50% of total project costs) designed to assist property and business owners with renovation and preservation of Baker City's historic buildings in the downtown economic improvement district.

HBC also received a Resource Team visit provided by Oregon Main Street consisting of national and state experts that energized the community and gave guidance on continuing and enhancing local downtown revitalization efforts.

Lovely downtown Baker City was the host community for the 2011 Oregon Main Street Annual Conference. 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 was the perfect venue to showcase long-standing preservation-based revitalization efforts.

## Corvallis



The Downtown Corvallis Association (DCA) is dedicated to the continued preservation and enhancement of downtown as the heart of the greater Corvallis community. Recognizing that connecting people to each other and the district is essential to maintaining a healthy and vibrant downtown, DCA excels at hosting events and activities to bring people together.

The monthly Downtown After Hours business networking social is a great opportunity for businesses to get better acquainted with fellow members of the business community in a relaxed environment. The Monthly Membership Meetings feature business-to-business presentations by DCA members on issues affecting downtown, information about DCA-sponsored promotions and events, and social networking opportunities. They also regularly schedule Downtown Brown Bag workshops to focus on topics to strengthen downtown businesses.

In addition, DCA is known for their award-winning wine tasting event, "Rhapsody in the Vineyards," hosted each spring and fall, as well as many other activities to promote downtown as the heart of the community.

Albany Downtown Association  
Oscar Hult  
240 SW 2nd Avenue, Suite 120  
Albany, OR 97321  
541.928.2469  
oscar@albanydowntown.com  
albanydowntown.com

Historic Baker City  
Kate Dimon  
PO Box 1674  
Baker City, OR 97814  
541.523.5442  
dir@historicbakercity.com  
historicbakercity.com

Downtown Corvallis Association  
Joan Wessel  
PO Box 1536  
Corvallis, OR 97339  
541.754.6624  
joan@downtowncorvallis.org  
downtowncorvallis.org

# Performing continued ...

## McMinnville



The McMinnville Downtown Association (MDA) started 2011 with a re-vamped Annual Meeting, including a Piccadilly Auction fundraiser that was well received and helped the event make more profit than previous years. The MDA Committee for Public Art juried submittals and selected three new sculptures to be placed downtown as honorariums over the next two years, and publishing a new public art walking map.

The MDA also produces and promotes events that are designed to increase customer traffic and establish downtown as the place for the community and visitors to meet, shop, dine and enjoy the historic ambiance. Since membership dues are dedicated solely to promotions, a strong membership base produces improved promotional efforts that enhance the entire downtown.

MDA works with property and business owners on a range of development projects to improve the general economic climate. MDA provides a unified and influential voice on downtown policies, legislative decisions, parking, streetscape issues, safety and beautification.

## Oregon City



2011 was a great year in downtown Oregon City. Next fall, a visitor driving over the restored Oregon City Arch Bridge will see many changes in downtown.

Property owners continue investing in facade improvements, with about \$1 million per year in private investment. Historic buildings have been renovated for new uses. More than 38 new businesses and entrepreneurs have joined the downtown marketplace in the last two years. Property owners are exploring adaptive reuse with an eye toward reintroducing residential space.

A two-way "retail friendly" Main Street now welcomes visitors into downtown. In addition, more than \$50,000 in public art was added to downtown. In addition, downtown will see more than \$2.5 million in streetscape enhancements, including crosswalks, lighting, and street trees.

Interest in downtown has never been greater. Entrepreneurs are looking at downtown as a potential home for their business. Developers are thinking about downtown property. Downtown is transforming. Downtown looks better, feels better and is performing better.

## Roseburg



The Downtown Roseburg Association (DRA) has seen some strides this last year. They've created a logo and started submitting electronic newsletters with a mailing list of over 750 individuals. Even with a few businesses moving out of the area, the downtown district saw a net of 15 new businesses over the year. Two new fundraisers paid for flower baskets, banners and lights. A Facebook page has helped promote events including the recently reinstated Old Town Market. With the help of countless volunteers this market saw over 300 participants its first night. The City of Roseburg has been a strong partner and is working with the DRA to gather information on projects to implement in the coming year with Urban Renewal Funds.

McMinnville Downtown Association  
Kris Gullo  
PO Box 691  
McMinnville, OR 97126  
503.472.3605  
kris@downtownmcminnville.com  
downtownmcminnville.com

Main Street Oregon City  
Lloyd Purdy  
PO Box 3129  
Oregon City, OR 97045  
503.522.1564  
downtownpurdy@gmail.com  
downtownoregoncity.org

Downtown Roseburg Association  
Brian Davis  
PO Box 2032  
Roseburg, OR 97470  
541.492-6750  
info@downtownroseburg.org  
downtownroseburg.org

# Transforming Downtown Community Profiles

## Astoria



Last year, the Astoria Downtown Historic District Association (ADHDA) focused on organizational capacity building. They continued to build partnerships with various community entities and are seeing rejuvenated and increased energy and excitement. They've continued to strengthen their partnership with the City of Astoria, including monetary support. ADHDA ramped up its fundraising efforts and reinstated a paid dues membership program that together raised \$13,000.

ADHDA developed a new logo and organized several events including monthly downtown art walks. Another major accomplishment was the completion of a downtown inventory of downtown businesses and buildings. A project database and GIS component was created to graphically show all building and businesses as well as attributes such as square footage, usage, and zoning. This information is accessible on ADHDA's website.

## Bandon



A major focus in 2011 for the Greater Bandon by the Sea Association (GBA) was organizational development. GBA completed all steps to establish a 501c3 non-profit organization and opened an office in the historic Coast Guard building.

One of GBA's greatest accomplishments was recognition from the City of Bandon as a key partner in economic development of downtown. The city held a New Year's Eve party with GBA being the recipient of proceeds from the event. The City also provided a general revenue sharing grant of \$2,500 and called on GBA and the Economic Development Committee to provide primary testimony in support of the City's amendment to its Urban Renewal District.

GBA's second holiday spirit challenge, a Christmas Light Competition, among Bandon businesses, was well received and they hosted two workshops. One workshop focused on community entrepreneurship and the other on Storefront Improvement that included one-on-one consultations with the presenter.

## Canby



The Canby Main Street Program has grown in its second year. The community developed a Main Street Vision and continues to promote its facade improvement program. Seven businesses have or plan to take advantage of the program. The City enhanced the program by fully funding facade design work up to \$2,500 and matching facade improvement with 50% grants up to \$25,000.

The Main Street team and volunteers worked to coordinate events to support and revitalize downtown. They launched a First Friday program that grew from 5 to 16 participating businesses. The annual Light the Night festival was bigger than ever including First Friday activities, a window painting competition, and a parade. The annual community Halloween event was also a big hit. The city launched a new Shop Canby program to make finding local businesses easier and offered micro websites to all city businesses for free.

Upcoming activities are assisting businesses through a main street road project. Main Street is coordinating with local art leaders to launch a public sculpture program and fund a mural.

## Carlton



The Carlton Main Street Committee continued to grow and add new projects and activities in 2011. One of the highlights was a new event, The Carlton Quest, which featured a very successful scavenger hunt through downtown. They also expanded activities with Christmas in Carlton, including 300 children having their picture taken with Santa, a free community movie, hundreds of pounds of food donated to the local food bank, and over 100 people attending a Christmas tree lighting. In addition, they placed 27 little elves around town in shops and restaurants for kids to find and turn in for a prize.

Other activities for downtown included cleaning the historic Ladd Fountain and designing a new landscape for the park. A few key building renovation projects took place including remodeling the Mouvance Tasting Room, remodeling the old post office for space for two new businesses, as well as a new mural and updated building next to City Hall for a combined estimate of \$750,000 for these projects. They launched a new website as well as providing Facebook training for members.

Astoria Downtown Historic District Association  
Blaire Buerger, RARE  
PO Box 261  
Astoria, OR 97103  
503.791.7940  
office@astoriadowntown.com  
astoriadowntown.com

Greater Bandon by the Sea Association  
Harv Schubothe  
PO Box 161  
Bandon, OR 97411  
541.297.2342  
ninerharv2@msn.com

City of Canby  
Renate Mengelberg  
PO Box 930  
Canby, OR 97013  
503.266.7001  
mengelberg@ci.canby.or.us  
ci.canby.or.us

Carlton Main Street Committee  
Carrie Simonson  
PO Box 893  
Carlton, OR 97111  
503.852.7010  
carrie@tyrusevanwine.com

# Transforming continued ...

## Coos Bay



With designation as one of Oregon Main Street's newest Transforming Downtown communities, the Coos Bay Downtown Association (CBDA) is looking to Main Street to help develop and strengthen a sense of purpose and pride of ownership for downtown. The CBDA hosted community meetings and a board retreat with Oregon Main Street to generate interest in the Main Street Approach and there is much excitement in the community about moving forward. The City is already signed on as a major supporter of the effort.

Coos Bay has many assets that make it an ideal candidate for Main Street. It is home to an amazing collection of historic buildings and an eclectic mix of businesses. There is also an established calendar of events and activities that take place in the district, including hosting a vibrant farmers' market. The community has rallied around restoration efforts for the historic Egyptian Theatre recognizing the key place it has in the physical and social heart of the district. 2011 also saw the return of 2-way streets to a portion of the district. Things are certainly looking up in downtown Coos Bay!

## Cottage Grove



Cottage Grove's vibrant historic downtown Main Street area includes the newly restored Centennial Covered Bridge, a fitting icon that frames Cottage Grove as the "Covered Bridge Capital" of Oregon. Visitors to downtown can enjoy sumptuous pastries, find unique gifts, and enjoy breakfast, lunch and dinner at their fabulous downtown eateries. Downtown can easily host groups for events and bolsters a fabulous night life that competes with larger metropolitan areas.

Cottage Grove has made great strides in developing business assistance projects, placement of common thematic signage throughout downtown and improved wayfinding signage. Soon a new archway will welcome everyone to Historic Downtown Cottage Grove.

Resources to downtown businesses include workshops and continuing development of strategic plans to stabilize existing businesses and attract new business. Formation of the Cottage Grove Community Development Corporation will provide a financing mechanism to achieve and build a long-term economic development program that includes Main Street.

## Dayton



The Dayton Community Development Association (DCDA) is working with local citizens and business owners to create a destination in the heart of wine country for the enjoyment of both residents and visitors. DCDA worked hard in 2011 to identify Dayton's "brand" and create a new logo. Through community workshops, they successfully found a brand and logo that is authentic to the community.

Thanks to a very successful facade improvement design project sponsored by Oregon Main Street, four downtown businesses made improvements to their facades. DCDA assisted the City to become a Certified Local Government and received funds to pass through to these property owners. One of their owners received a matching grant from Oregon Main Street. These funds were instrumental in making the improvements happen. DCDA also is working on a mural project that will be completed in 2012 with help from a Yamhill County Cultural Coalition grant.

DCDA's next step is to begin marketing Dayton and working to recruit new business to downtown, as well as help strengthen existing businesses.

## Estacada



As one local artist once said, "Estacada is the Paris on the Clackamas. It's a great place to live." Estacada has a history in logging, but now it's a community of artists. This shows in the many art events offered throughout the year, and the one-of-a-kind murals sprinkled about town. Estacada also offers outdoor adventure. Whether you want to hike, cycle, camp, ride horses, kayak, canoe, whitewater, or fish, you can do it all right here in the Estacada neighborhood. They are the Christmas Tree Capital of the World, close to hot springs in the Mt Hood National Forest, which is in their backyard. They have a brew pub, many places for a good cup of joe and bites, and fun shopping in our art gallery and nature store plus much more.

Our Main Street program is sprucing up the downtown through a facade program and later this year we will be developing a new park and ride lot to entice cyclists to town. "Estacada is close to everything, but away from it all."

Coos Bay Downtown Association  
Brian Bowers  
100 Central Avenue, Suite A  
Coos Bay, OR 97420  
541.404.3343  
brian.bowers@usbank.com  
coosbaydowntown.org

Cottage Grove Community  
Development Corp.  
Kristin Sanger  
Faith Wellman  
541.767.9636  
kristin@cgcdc.org  
cgmainstreet@gmail.com

Dayton Community  
Development Association  
Kelly Haverkate  
PO Box 237  
Dayton, OR 97114  
kellyhaverkate@gmail.com  
daytonoregon.org

Gloria Feider Polzin  
Phil Lingelbach  
PO Box 1057  
Estacada, OR 97023  
gloria.mainstreet@gmail.com  
phillingelbach@aol.com  
estacadadevelopmentassociation.org

# Transforming continued ...

## Hillsboro

## Klamath Falls

## La Grande

## Medford



Hillsboro envisions their Main Street as a place where the community comes together to live, shop, work and play. Carefully planned activities are underway and rebranding the downtown organization has been a focus in 2011.

2012 will see them moving into larger office space to accommodate volunteers, working to grow as an organization, and cultivating a renewed interest in the revitalization and historic importance of downtown.

In 2012, the Economic Restructuring Committee is poised to form an Economic Improvement District. This will bolster the sustainability of projects and work in the historic downtown. The Promotions Committee has been busy planning a large dance party to raise awareness of downtown and the work going on, grow community among neighbors and create a sustainable funding stream. The Design Committee has completed a landscape clean up and will replant bulbs this spring to complement 120 hanging flower baskets. Also, three historic storefronts are now candidates for restored facades.

There was a lot of energy and activity in historic downtown Klamath Falls in 2011. Third Thursday, a monthly street fair, and Scarecrow Row, a costume parade for children, continued to grow. The number of vendors at the Farmer's Market increased from 28 to 35 and moved to a larger space.

After attending the 2010 Oregon Main Street Conference, Klamath Falls Downtown Association (KDA) decided to take Destination University webinar series which will continue in 2012. Businesses who participated loved them. KDA also implemented several new projects to strengthen and retain businesses. They sponsored commercials heralding the "Magic of Main Street" and aired them on YouTube and TV in a new effort to promote shopping in the heart of Klamath Falls.

In addition, KDA formed a focus group for the holiday season. Participants were asked to try to do all of their holiday shopping downtown and give feedback on downtown, including businesses needed and events they'd like to see. They hope to grow participation in future years.

La Grande has a vibrant downtown deep-rooted in history and culture. La Grande Main Street is passionate to be a part this great community. They have focused on enhancing the city's "small town charm" vibe by creating an inviting and sustainable downtown, as well as providing a vital center for commercial and community activities.

La Grande Main Street kicked 2011 off with an organization retreat that proved a great way for each committee to plan the year ahead. Many projects and events were put into motion in the early in the year, including the first-time "Discover Downtown 5K Stroll/10K Run." Strollers, walkers, and runners joined the fun. It was such a success it has now become an annual event.

With the assistance from the city's Urban Renewal Agency, La Grande Main Street has also been active in continuing the facade grant program. Many downtown businesses have participated in the program, with many projects lined up for 2012. In addition, several streetscape improvements will be happening downtown including new lighting, sidewalks, and trash receptacles.

The Heart of Medford Association (HMA) made significant progress in getting all their committees moving forward with new leadership and an expanded volunteer base. This is bringing new energy to the organization.

HMA took over "Third Fridays in Downtown" and introduced a new logo and fresh activities. Also, they continued their successful "Adopt-a-Block" program and completed two additional clean-up events.

The Medford Urban Renewal Agency Board of Directors voted to fund the HMA's Marketing Plan, which includes increasing the Downtown Public Relations Program, planning, website design, and an advertising program. HMA will oversee and manage the entire process.

2011 was a banner year for new business openings and expansions in downtown. Entrepreneurs are finding downtown Medford as an excellent place to do business. Additionally, new business openings are expected to continue downtown, especially as the Commons is developed over the next several years.

Hillsboro Downtown Association  
Lorraine Williams  
PO Box 611  
Hillsboro, OR 97124  
503.597.6090  
lorraine@hillsborodowntown.org  
hillsborodowntown.org

City of Klamath Falls  
Erik Nobel  
PO Box 237  
Klamath Falls, OR 97601  
541.883.5254  
nobel@ci.klamath-falls.or.us  
ci.klamath-falls.or.us

City of La Grande/  
La Grande Main Street  
Charlie Mitchell/Alana Garner  
PO Box 670  
La Grande, OR 97850  
541.962.1307  
mainstreet@cityoflagrande.org

Heart of Medford Association  
Richard Barney  
33 N Central, Suite 408  
Medford, OR 97501  
541.245.3673  
heartofmedford@gmail.com  
heartofmedford.com

# Transforming continued ...

## Molalla

## Oakridge

## Philomath

## Port Orford



Main Street Molalla implemented several key initiatives and expanded on-going activities in 2011. One major success was receiving the Oregon Main Street Excellence in Downtown Revitalization Award for Outstanding Retail Event for the Molalla 2nd Friday. In addition, they hosted the Holiday on Main Street event that brought downtown and organizations together to decorate for the holidays.

Main Street Molalla was successful in their first fundraising effort and established a biannual Crab Dinner. Their first Volunteer Recognition Dinner was a great hit and will be a good model for an annual event.

Several improvement projects were implemented by the Design Committee. They worked with an architect to develop a streetscape rendering to illustrate improvements for the main intersection in downtown, and installed gateway signage. They also received a grant for their Landscape Enhancement Project where they formed partnerships with 4 business and property owners to install perennial landscapes to beautify downtown year-round.

Oakridge's Uptown was busy in 2011. Oakridge rebranded itself as the "Mountain Bike Capital of the Northwest." Much study took place to identify the needs and desires of biking enthusiasts and how Oakridge can best help them. The Uptown Business and Revitalization Association (UBRA) is keenly focused on this mission. The highlight of 2011 was the installation of welcome banners along the entire length of the Main Street district. Designed by a local artist, the banners depict local landmarks and features. Efforts to make tourists, perspective new businesses, and residents feel welcome is key to the community's development.

The annual Tree Lighting Festival, hosted by UBRA, was another success. Carolers, a hay ride, businesses open and providing treats, a live nativity scene, and raffles, all along a festively lit Uptown made for a fun-filled evening for the several hundred in attendance. In the fall, UBRA sponsored the Northwest Fiddlers Association's visit to Oakridge for a week of classes and fiddling. UBRA kept over 300 fiddlers fed and extended them their best Oakridge hospitality.

Philomath significantly enhanced the vitality and beauty of its downtown in 2011. Through the efforts of the promotion committee, the second year of the "Roll out the Barrels" fundraiser was kicked off with a street fair for all residents of our community.

This enhancement continued with the design committee completing the largest "flower basket" program. This effort was continued through the Holiday season by refurbishing the holiday lights to brighten the holiday spirit in downtown Philomath.

Port Orford is a small, artistic fishing town on the southern coast where the mountains and forests meet the ocean. Their citizens work hard to protect the city's unique character. Port Orford's acceptance at the Transforming Downtown level will help solidify their vision for downtown revitalization. They want to reduce vacancy rates, improve business facades and create an inviting ambiance for visitors and residents.

At the Exploring level, They achieved non-profit status, started an artistic bike rack project, helped organize a local products co-op and clean-up, contributed efforts to the facade renovation and remodel of an art gallery, and gave "Spiffy Awards" to organizations and businesses who improved the looks of downtown. In addition, they helped sponsor the premier of the "Ocean Frontiers" documentary that features Port Orford. They also support city and other's efforts to help the economy and support sustainability. Our future goals include efforts for traffic calming, urban forestry, and involving other organizations and the local school to incorporate their ideas of revitalization.

TEAM/Main Street Molalla  
PO Box 1031  
Molalla, OR 97038  
503.829.5003  
temo@molalla.net  
teammolalla.org/about-main-  
street-molalla

Uptown Business and  
Revitalization  
George Custer  
48175 McFarland Road  
Oakridge, OR 97463  
541.225.8484  
georgecuster191@msn.com

Philomath Downtown Association  
David Zielinski  
PO Box 864  
Philomath, OR 97370  
davidzielinsk1948@gmail.com  
philomathda.com

Port Orford Revitalization  
Association  
Karen Auburn  
PO Box 1272  
Port Orford, OR 97465  
kauborn@aol.com  
mainstreetportorford.org

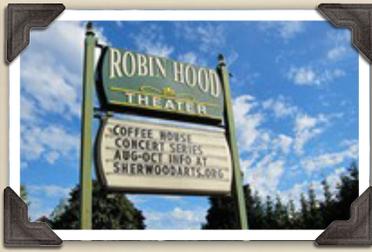
# Transforming continued ...

## Sandy

## Sherwood

## Springfield

## The Dalles



Downtown Sandy has seen widespread transformation of the district as a result the city's award winning facade grant program. Now in its third year, the Facade Grant Program built upon previous years' efforts with nine projects totaling about \$140,000 of public and private investment in 2011. The success of the program led to the City of Sandy being awarded the Oregon Main Street Excellence in Downtown Revitalization Award for Outstanding Design Improvements for 2011. They also worked to strengthen the organizational foundation of the downtown revitalization effort by hiring a part-time Main Street Manager and established a Steering Committee to guide the program through the transition of a city-run program to an independent organization.

Projects in the works for 2012 include beginning a marketing and branding campaign, focusing on business clusters, and continuation of First Friday, Trick-or-Treat Trail and Christmas on the Boulevards events. They will also continue to improve the aesthetics of downtown and market the district to strengthen the economic opportunities in downtown Sandy.

Old Town Sherwood is very pedestrian friendly and graced with wonderful historic buildings. In 2011, the Businesses of Old Town Sherwood Association focused on organizational development using the Main Street model and continued to improve the heart of the community. The year closed with the construction of a new plaza that will serve as the 'living room' of Old Town with a designated place for their holiday tree, a kid-friendly water feature, picnic area, benches, and place for public events.

Recently approved for the Transforming Downtown level, they will kick off 2012 with the redevelopment of an old concrete machine shop that will bring a beautiful new Sherwood Community Center with theater seating for almost 400 and banquet seating for nearly 300. We are looking forward to the grand opening this year and all the events this project will host in the future.

Springfield's Main Street program might be young, but has made real progress towards creating a more vibrant downtown. Their group of volunteers have put the Main Street model to work with great effect.

Among the many victories claimed in 2011 include conducting a facade and streetscape design charette and bringing in a consultant to provide visual merchandising advise for merchants and completing a downtown property and business inventory. Also, they partnered with the Eugene Storefront Art Project to conduct the 2nd Friday Art Walk which now draws more people than ever. To top it off, they saw the Farmers Market experience a 30% increase in attendance after moving to the Library Plaza.

Springfield saw a nice mix of businesses that chose to locate in downtown the past year, including several restaurants, a garden store, art gallery, and tattoo parlor.

The Springfield Main Street program is looking forward to another great year in 2012!

For years, residents, visitors, and downtown stakeholders have commented that downtown The Dalles had "great potential," but no organized effort to blossom this potential ... that is until last 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. Another key project underway 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.

City of Sandy/  
Sandy Main Street  
Tracy Brown/Jason McNeil  
39250 Pioneer Boulevard  
Sandy, OR 97055  
503.668.4886  
tbrown@cityofsandy.com  
sandy.mainstreet.com

Boosters of Old Town Sherwood  
Angi Ford  
22566 SW Washington St, Ste 101  
Sherwood, OR 97140  
503.625.7800  
angi@sherwoodoldtown.com  
sherwoodmainstreet.org

NEDCO  
Claire Seguin  
212 Main Street  
Springfield, OR 97477  
541.345.7106  
claire@nedcocdc.org  
nedcocdc.org

City of The Dalles  
Cooper Whitman  
313 Court Street  
The Dalles, OR 97058  
541.298.4148  
cwhitman@ci.the-dalles.or.us  
ci.the-dalles.or.us

## Exploring Downtown Communities

### Toledo



Toledo has been a member of the Main Street Program since 2008, and because of that some very exciting things are happening! A major pedestrian improvement project will begin construction in 2012 to help reconnect Main Street to the Yaquina River waterfront so that pedestrians will have safe access to the Port of Toledo's community boathouse and new riverfront park. Boaters can also take advantage of this improvement by docking at Toledo's new transient dock and walking to the Famous Pig Feathers BBQ, recently named the Northwest's Best BBQ by Frommer's Travel Guides, and the new Twisted Snout Brewery.

In addition, Toledo's art scene is really heating up. Anyone interested in learning about pottery will love the newly opened Firehall Clayworks. Visitors will also enjoy Toledo's monthly First Weekend Art Walks, Toledo Quilt Quest, and many other great events.

Toledo's Main Street Program continues to be successful, in spite of an increasingly difficult economic situation, through the continued support of our committed volunteers and community.

Amity  
Beaverton  
Bonanza  
Burns  
Condon  
Damascus  
Enterprise  
Eugene/Whitaker  
Gresham  
Independence  
Jacksonville  
John Day  
Junction City  
Lake Oswego  
Lakeview  
Lebanon  
Milton-Freewater  
Milwaukie  
Mosier  
Myrtle Creek  
Newberg  
North Bend  
Nyssa  
Pendleton  
Reedsport  
Riddle  
Shady Cove  
St. Helens  
Stayton  
Tillamook  
West Linn/Willamette  
Weston  
Woodburn  
Vernonia  
Yoncalla

## Affiliate Communities

Aumsville  
Canyonville  
Creswell  
Grass Valley  
Irrigon  
Jefferson  
Lake Grove  
Lowell  
Madras  
Mitchell  
Monmouth  
Pilot Rock  
Silverton  
Tigard  
Turner



City of Toledo  
Celeste Mathews  
Allen Stewart, RARE  
PO Box 220  
Toledo, OR 97391  
541.336.2247 x215  
mainstreet@cityoftoledo.org

# Excellence in Downtown Revitalization Awards

## Outstanding Achievement in Design



### **Facade Enhancement Program, Sandy**

Downtown Sandy has a mix of historic structures, old buildings with mid-century “improvements,” and newer buildings. To address this design challenge, the City of Sandy developed a Master Plan Facade Improvement Program, a comprehensive approach to enhancing the appearance of downtown while preserving its historic character. The program has two components: a master plan, including design schematics, and a matching grant funded through the Urban Renewal Agency. All program projects have applied the standards or developed a design solution appropriate for historic buildings. Since 2009, 26 buildings have benefited, representing about \$600,000 in project costs and the number of empty storefronts has decreased. City staff constantly receive comments from locals and visitors about how good the city looks.

## Outstanding Public Project



### **Broadalbin Promenade, Albany**

The Broadalbin Promenade was a first step in building a pedestrian friendly connection between the county courthouse and Willamette River in Albany. Working with the City, Urban Renewal Agency, and Landmarks Commission, the project widened the sidewalk on one block of Broadalbin and added amenities like benches and lamp posts. Work started in April 2010 and was completed under budget by June. Total project cost was \$517,000. The Vault 244 restaurant, excited about the project, received an easement to put out tables and chairs in the summer, expanding seating by about 30 seats. Other businesses on the Promenade saw increased foot traffic. Built during the height of the recession, the project shows a great deal of faith in downtown Albany by City Council. The Promenade is a testament that historic downtown is the center of the community.

## Best Economic Restructuring Story



### **Springfield Armory Remodel/Wasburne Cafe and MotherShip Salon**

In an effort to change the perception that downtown Springfield has little to offer, the owner of the Springfield Armory helped bring the Washburne Cafe and MotherShip Salon downtown and along with the City of Springfield worked through an extensive remodel to accommodate each business’s needs and visions. Both businesses have been a catalyst for change in downtown. The café is a hub of activity from Saturday morning brunch to weekly business meetings. The salon brings a unique “trendy” feel to the block. Its modern, chic salon services and atmosphere has broad appeal, bringing new customers to downtown. Surrounding businesses have also benefited with increased profits and generating interest for potential new businesses to locate downtown.

## Business Success Story



### **Laughing Planet Restaurant, Corvallis**

Local real estate investor, Jeff Megy, spotted an opportunity when he saw a former photography studio for sale. Jeff thought it would be a perfect location for a restaurant to help attract OSU students to downtown Corvallis. Jeff arranged a meeting with the founder of Laughing Planet and the owner/manager of a local Mexican restaurant. After the three reached agreement, Jeff began the laborious task of gutting the building to create a new home for Laughing Planet, including outdoor and upstairs seating. As Jeff wished, the restaurant is a genuine “student magnet” and local favorite that has added new vibrancy to 2nd Street. While the previous business attracted little foot traffic, the location now attracts a steady stream of customers, greatly benefiting neighboring businesses and downtown.

# Awards Continued ...

## Outstanding Special Event

### **Discover Downtown 5K Stroll & 10K Run, La Grande**

In early 2011, the Grande Ronde Roadrunners introduced the idea of a 5K Stroll and 10K Run to the Main Street Promotion Committee to help reengage the community with downtown and draw attention to great improvements being made to businesses. The event aimed to highlight friendly store owners and historic buildings in downtown. Both walking and running routes were created to include the entire downtown. All 5K walkers were given a map with information about historically significant buildings and improvements made in the district. The budget for the inaugural event was \$280 which was more than covered by the \$1300 collected in registration fees. This has been one of the most successful events held by La Grande Main Street. It not only marketed downtown, but also marketed La Grande Main Street and acted as a fundraiser.



## Outstanding Retail Event

### **Molalla 2nd Friday, Molalla**

Molalla 2nd Friday started with an idea from the Promotion Committee to encourage businesses to stay open late. Most residents reported the best time to shop was on weekdays after 5pm. Realizing business owners already work long hours, the Promotion Committee decided that one night per month from May to October would be a good way to test extending shopping hours without significant demand on the business community's resources. The event grew to more than 40 businesses by the end of its first year. Businesses offered food, music, demonstrations, shopping discounts, and more. Actual event expenses were kept to \$500 due to creative partnerships. This year, a farmers' market was introduced and a number of home-based businesses participated. One home-based business even opened a new storefront on Main Street.



## Outstanding Organizational Project

### **Astoria Bicentennial Revue/Jane Barnes Cat Dance Fundraiser, Astoria**

Astoria Downtown Historic District Association (ADHDA) board members brought back the idea for a unique fundraiser from the 2010 Oregon Main Street Conference. Tying into Astoria's Bicentennial activities, the program featured a topsy turvy fashion show and dance, and was an evening of frivolity at the expense of generous male volunteers who dressed as Jane Barnes, the first white woman in Astoria, through the ages. Local businesses donated clothing, jewelry, and accessories, and the venue was donated by a local theater. Volunteers adopted a "Jane" and helped them prepare. A dance featuring a local band followed the fashion show. Nearly 50 volunteers donated over 300 hours to the event. The event sold out and netted over \$4,000 for ADHDA. The goodwill and camaraderie generated by the event within the community was phenomenal.



## Outstanding Partnership

### **Albany Visitor's Association and Albany Downtown Association, Albany**

The partnership between the Albany Visitor's Association (AVA) and the Albany Downtown Association (ADA) is a true success story. The goal of the ADA is to make downtown the "heart of the community," while the AVA's goal is to get visitors to stay overnight in Albany and Linn County. A creative brainstorming effort led to a cooperative approach between both organizations to cross promote each other and actively work together. One of the earliest cooperative practices was to include ADA's promotions material in AVA's welcome packs. Now all ADA events are listed in AVA's event guide and on their website. AVA has been a strong supporter of ADA's Upstairs Downtown Loft tour and Rotary Wine Walk. ADA in turn has supported AVA's Interior Historic Homes Tour. Over the years they have learned to let go of what doesn't work and build on what does through creativity, mutual respect and hard work.



# Awards Continued ...



## Special Project

### **Independence Civic Center Project, Independence**

In considering a new Civic Center, city staff determined the new site must be downtown. After reviewing several options, the group settled on an abandoned city-owned water facility close to the downtown historic district. The new building was designed to reflect the historic styles of neighboring buildings. The project took 4 years to complete with a total project budget of \$12 million. Since construction was completed under budget, a portion of the building which had been set aside as future expansion space was built. The new civic center now anchors the southern end of downtown and will encourage new development in the area. The restoration of an old mechanic's shop for a brew pub is already underway and the new conference center is already being reserved and has resulted in 4 catering jobs for local restaurants.



## Volunteer of the Year

### **Steve Hutchison, President, Downtown Corvallis Association**

Steve's "real" job is manager of the Downtown Corvallis US Bank. His volunteer job is president of the Downtown Corvallis Association's (DCA) board of directors. In this capacity he chairs all board and membership meetings, but he does much more on behalf of DCA and downtown. He emcees the Downtown After Hours, serves on the EID task force, volunteers at the Red, White, and Blue Riverfront festival, represents the DCA on the downtown Commission, and meets monthly for lunch with DCA's executive director, as well as much, much more – always with a smile on his face. According to Joan Wessell, executive director of the Downtown Corvallis Association, "Every downtown association needs a great volunteer like Steve!"



## Certificate of Appreciation

### **Landon Hoyt, Downtown Springfield Main Street Program**

Landon served as an Americorp/VISTA volunteer in a one-year position to assist in designing and launching a Main Street program in Springfield. On a limited budget, he helped take the program from an idea to reality and made progress in a very short period of time. After submitting a successful application for the Transforming Downtown level of Oregon Main Street, Landon helped identify and execute small victories which made a huge impact on downtown. Landon's contributions in engaging participants from all sectors of the community, coordinating store assessments for downtown business owners, scheduling training sessions, and putting on community events has laid a foundation for the future success of the Main Street program while creating a buzz among Springfield and Eugene residents about the transformation taking place.



## Certificate of Appreciation

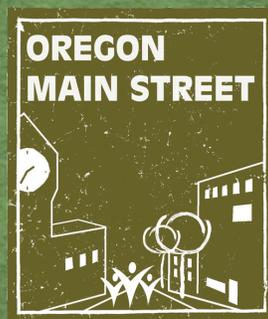
### **Joan Wessell, Executive Director, Downtown Corvallis Association**

Joan became involved in downtown revitalization in 1984 serving as Coos Bay Downtown Association Executive Director until 1987. In 1992, Joan applied for the Downtown Corvallis Association (DCA) leadership role and was hired on the spot. On August 1, Joan celebrated her 19th anniversary as Executive Director of the DCA. Joan has implemented several valuable programs in downtown, including three categories of successful building improvement programs that have been responsible for more than \$500,000 in building improvements, a twice-yearly downtown wine walk drawing upwards of 2,000 attendees, and many OSU-downtown programs to strengthen that relationship. Joan is a 20007 graduate of the National Main Street Center's Institute for Professional Downtown Management. Corvallis recently dedicated a day as "Joan Wessell Day" in recognition of her many accomplishments to make Corvallis a more livable community.

# OREGON MAIN STREET

*Sheri Stuart*  
Coordinator

State Historic Preservation Office  
725 Summer Street NE, Suite C  
Salem, Oregon 97301  
503.986.0679  
[sheri.stuart@state.or.us](mailto:sheri.stuart@state.or.us)



*Nature*  
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