

# 2015 Oregon Main Street Annual Report



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McMinnville: KAOS building – new infill project

## Message from State Coordinator

We continued to see significant progress in our Oregon Main Street Network communities in 2015. Our statistics from our Performing and Transforming Downtown level communities affirm this progress (see box at right). It's inspiring to see all the amazing projects and activities being undertaken by volunteers and with the able guidance of dedicated main street executive directors. Many of these activities you can read about in the Community Profiles of our Performing Main Street and our Transforming Downtown level communities, as well as the snapshots of the Excellence in Downtown Revitalization Awards in this report.

We are excited about the new \$2.5 million Oregon Main Street Revitalization Grant program passed by the legislature in 2015. As many of you testified, there is a strong need for additional funding to rehab and put back into productive use the wonderful historic buildings in your communities. You shared info on the opportunities to create upper floor housing in vacant or underutilized spaces, the need for adaptive re-use of larger buildings, as well as the need to address seismic upgrades, fire safety, and elevators for access to upper floors. We will be working hard throughout 2016 to go through the Rules Making process and to develop the guidelines for the program so we are ready for applications in early 2017.

We were also one of five states selected to host the "Cultivating Place on Main Street" workshop presented by the National Main Street Center and Project for Public Spaces. These intensive trainings are designed to strengthen and expand Main Street's capacity for implementing Placemaking strategies and public space improvements. This workshop will take place in early 2016.

I thank everyone for all the astonishing work you are doing to help preserve and revitalize your historic downtowns.....Sheri Stuart

### National Main Street Accreditation

Each year Oregon Main Street evaluates the Performing Main Street level communities based on ten performance standards established by the National Main Street Center and recommends for National Accreditation those who meet the standards. The **Albany Downtown Association**, **Astoria Downtown Historic District Association**, **Downtown Corvallis Association**, **McMinnville Downtown Association**, and the **Downtown Oregon City Association** achieved 2015 National Main Street Program Accreditation. Evaluation criteria determines the programs and communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings and places.

### 2015 Reinvestment Stats

#### Performing Main Street

Private reinvestment: \$ 7,923,286  
Public reinvestment: \$3,067,700  
Total private rehab projects: 87  
Net business gain: 35  
Net job gain: 154  
Total volunteer hours: 9,534  
Value of volunteer hours: \$209,664

#### Transforming Downtown

Private reinvestment: \$2,888,049  
Public reinvestment: \$3,225,831  
Total private rehab projects: 72  
Net business gain: 46  
Net job gain: 189

#### 2015 Total Reinvestment Stats

Private reinvestment: \$10,811,335  
Public reinvestment: \$6,293,531  
Total private rehab projects: 159  
Net business gain: 81  
Net job gain: 343  
Total volunteer hours: 23,152  
Value of volunteer hours: \$509,112

#### 2010-15 Cumulative Performing Main Street and Transforming Downtown

Private reinvestment: \$62,943,871  
Public reinvestment: \$75,088,333  
Total private rehab projects: 863  
Net business gain: 468  
Net job gain: 2,244

*\* Transforming Downtown data from 2011-14*



The Dalles Parklet Project

## Meeting the Needs of Oregon Communities



Oregon Main Street is a Main Street America™ Coordinating Program. Main Street America™ is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Oregon Main Street works with communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. Services are based on the successful Main Street Approach

developed by the National Main Street Center and include training and technical assistance. The goal is to build high quality, livable, and sustainable communities that will grow Oregon's economy while maintaining a sense of place.

An important objective of Oregon Main Street 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.

### Main Street Track

The "Main Street Track" is for communities who are committed to downtown revitalization and are either using the Main Street Approach® or are working towards its implementation. Participation requirements and services depend on the level a community is accepted at in the Oregon Main Street Network. Communities participating in the Main Street Track must have:

- A cohesive core of historic or older commercial and mixed-use buildings that represent the community's architectural heritage and may include compatible in-fill.
- A sufficient mass of businesses, buildings, and density to be effective.
- A compact and pedestrian-oriented district.



The Main Street Track levels include:

**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 any time 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 help them develop the organizational structure. Application rounds are held as resources permit.

**Performing Main Street** is for those communities with independent nonprofit organizations who are fully committed to using the Main Street Approach® as the basis for their downtown revitalization efforts. Application rounds are held as resources permit.

### Affiliate

**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. Communities participating at this level receive notification of workshops and conferences sponsored by Oregon Main Street but do not receive technical assistance. Interested communities may join at any time by completing a brief application form.

## Technical Assistance Services Provided By Oregon Main Street

Oregon Main Street provides technical assistance to communities based on the level of participation in the Oregon Main Street Network. Services are intended to help communities develop or strengthen their organizational capacity to implement a comprehensive, preservation-based, downtown revitalization strategy.

The types of assistance communities can be eligible for include:

- Reconnaissance Visits
- Developing Mission/Vision Statements
- Goal Setting/Strategic Planning
- Board Roles and Responsibilities Training
- Committee Training
- Development of Work Plans
- Quarterly Executive Director/Program Manager Meetings
- Quarterly Workshops
- Annual Conference
- Local Program Evaluation
- Resource Team Visits
- Assistance in Hiring an Executive Director/Program Manager
- New Executive Director/Program Manager Orientation
- Introduction to Main Street Presentation
- Specialized Technical Assistance
- Design Assistance
- Reconnaissance Level Historic Surveys
- Scholarship to the National Main Street Conference
- Steering
- Committee Development

<b>2015 Services</b>	
<b>Main Street Overview</b>	<b>9</b>
<b>Organization Meeting</b>	<b>13</b>
<b>Board/Committee Training</b>	<b>5</b>
<b>New Manager Orientation/Search</b>	<b>4</b>
<b>Goal Setting/Visioning</b>	<b>4</b>
<b>Program Eval./Resource Team</b>	<b>3</b>
<b>Design/Technical Assistance</b>	<b>4</b>
<b>RLS/National Register</b>	<b>1</b>
<b>Network Meetings</b>	<b>2</b>
<b>Regional Meetings</b>	<b>4</b>
<b>Conference</b>	<b>250 attendees</b>
<b>Awards</b>	<b>18 recipients</b>
<b>NMSC Conference Scholarships</b>	<b>9</b>
<b>Network Communities</b>	<b>94</b>



Klamath Falls: Utility Box Bird Art Project

## The Main Street Approach®

Oregon Main Street uses the successful Main Street® methodology developed by the National Main Street Center 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 Vitality** 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.

## Eight Guiding Principles

The National Main Street Center's experience in helping communities bring their downtowns back to life has shown time and time again that the Main Street Four Point Approach succeeds only when combined with the following eight principles:

- ❖ **Comprehensive:** A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
- ❖ **Incremental:** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.
- ❖ **Self-Help:** Although the National Main Street Center can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- ❖ **Public/private partnership:** Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
- ❖ **Identifying and capitalizing on existing assets:** One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.
- ❖ **Quality:** From storefront design to promotional campaigns to special events, quality must be the main goal.
- ❖ **Change:** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- ❖ **Action-oriented:** Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

## Why Downtown Is Important

Main Street advocates are commonly asked by city governments and businesses, “Why should we invest in downtown?” In response, here are a few reasons why your downtown or neighborhood commercial district is an important and worthwhile investment in the economic health and quality of life in your community:

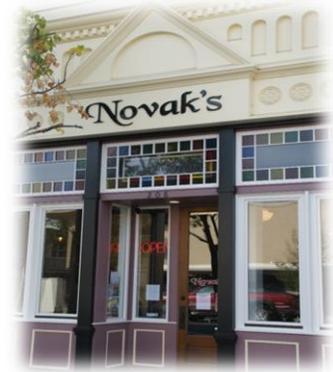
- ❖ Downtown is a symbol of community economic health, local quality of life, pride, and community history. These are all factors in industrial, commercial, and professional recruitment.
- ❖ A vital downtown retains and creates jobs, which also means a stronger tax base. Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community.
- ❖ Downtown is a good incubator for new small businesses—the building blocks of a healthy economy.
- ❖ A vital downtown area reduces sprawl by concentrating retail in one area, using community resources—such as infrastructure, land, and tax dollars—wisely.
- ❖ A healthy downtown core protects property values in surrounding residential neighborhoods.
- ❖ The traditional commercial district is an ideal location for independent businesses, which in turn:
  - Keep profits in town. When a dollar is spent with a local merchant, 60 cents stays in the community as opposed to six cents with big box retailers and 20 cents with chain stores.
  - Support local families with family-owned businesses.
  - Support local community projects.
- ❖ A revitalized downtown increases the community’s options for goods and services, whether for basic staples like clothing, food, and professional services, or less traditional functions such as housing and entertainment.
- ❖ Downtown provides an important civic forum where members of the community can congregate. Special events and celebrations held downtown reinforce a sense of community.
- ❖ Many downtown districts become tourist destinations by virtue of the character of the buildings, location, selection of unique businesses, and events held there.

"Never has there been such enthusiasm around the Revitalization of our Downtown as there is right now. I credit our involvement in the Oregon Main Street program for facilitating this--- Kendall Bell, President, Klamath Falls Downtown Assn.



## Performing Main Street Community Profiles

**Albany Downtown Association (ADA):** There is a new found energy in downtown Albany with several new businesses opening including 3 restaurants such as Novak's Hungarian Family restaurant – the only one of its kind in the Northwest. Other new businesses include a wedding store, a children's clothing store that repurposes concert t-shirts into children's clothes, and Troutman's Photography. One of the historic buildings sold and the new owner has started renovating the space for office and restaurant use. Movies at Monteith, the free outdoor movie series, had over 3900 people. And, the year finished strong with the highest attendance ever at the Downtown Twice around Christmas Parade and tree lighting with the streets filled with smiling faces awaiting Santa's arrival.



**Astoria Downtown Historic District Association (ADHDA):** ADHDA kicked off

2015 with their annual Volunteer Appreciation Night and Awards Ceremony to celebrate the accomplishments and successes of the organization, and to honor the volunteer spirit of the community. With over 2,700 volunteer hours given throughout the year, the work and success of ADHDA is a community effort. Last year was full of energy, activity, and excitement for downtown Astoria. They welcomed fifteen innovative businesses, nine businesses relocated within downtown, and two businesses relocated into Astoria's downtown core! A key focus was outreach and local engagement including partnering with the local media, enhancing the organization's online presence, and implementing a downtown banner program to promote upcoming events. New seasonal promotional events were introduced, encouraging shoppers to "Start the Conversation" with their larger economic projects also began to take shape, with the completion of Phase 1 of the Cluster Analysis, which involved analyzing a decade's worth of reports, with an emphasis on business recruitment.



**Downtown Corvallis Association (DCA):** The Downtown Corvallis Association (DCA) had a successful 2015 including two "Rhapsody in the Vineyard" wine walks featuring Oregon and local wineries hosted by Downtown Corvallis retailers. Retailers provide appetizers and munchies for customers and winery representatives pour samples of their vintages for customers to savor. The DCA has been presenting the wine walk since September 2003. A typical draw is approximately 3,000 attendees. The event is great for Downtown's economy, drawing folks into retail stores, then to Downtown restaurants afterwards. The 23<sup>rd</sup> annual Red White & Blue Riverfront Festival 2015 was a genuine hit, drawing upwards of 4,000 attendees for live music, food, crafts, and children's activities. Downtown Corvallis will soon welcome a luxurious Marriott Hotel when construction begins in spring of 2016. Downtown Corvallis continues to grow, prosper, and attract quality retailers!



**McMinnville Downtown Association (MDA):** It was impossible not to feel the excitement in the air for McMinnville in 2015! Third Street was awarded one of America's Five Great Main Streets by the American



Planning Association, which was a culmination of continual hard work and energy from volunteers, community members, and public partnerships. Anticipation surrounded the launch of Historic Mac, a grant funded project that resulted in a new website and 40 page walking brochure dedicated solely to the downtown's Historic District. An \$80,000 wine and culinary grant from room tax monies supported creating the highly successfully Taste Mac campaign which features 34 unique restaurants, 17 wines and tasting rooms along with seven tap rooms and breweries all within 14 blocks downtown. The UFO festival

continues to grow and 2015 was no exception. More than 18,000 people attended this uniquely wacky event. Farmers Market, Turkey Rama, and Brown Bag Summer Concerts are signature events that continue to thrive each year. The excitement and energy in downtown is contagious and we are eager to see what this positive momentum has in store for 2016.

**Downtown Oregon City Association (DOCA):** 2015 was a period of growth and renewal DOCA. The Association negotiated a renewal plan that had near unanimous support. To gain support, DOCA agreed to reduce the EID rate and to fundraise \$60,000 through other means. New events and a Friends of Downtown program helped DOCA more than achieve its goal. A strong volunteer recruitment effort brought out over 100 volunteers for the new Oregon Trail® Game 5k and First City Celebration. The 5k ended up being the largest fundraising event in the organization's history with registrants from 16 states. By the end of 2015, DOCA's committees were running strong and were working on important projects such as a Retail Broker Open House that toured industry professionals through vacant spaces, a working group to recruit a black box theater, and a concerted effort to revamp the city's tourism promotion strategy. Other notable projects in 2015 include the creation of a "clean team" which includes a new half time employee focused on downtown cleanliness and quarterly volunteer cleanups, and the creation of a micro-grant program.



**Downtown Roseburg Association (DRA):** The Roseburg Main Street Program had a wonderful 2015. The City used Urban Renewal funds to improve 4 intersections making them ADA compliant, adding way finding kiosks, and, in 2016, making the intersection actual public art. Two new businesses opened including a new restaurant and a clothing store. Businesses have expanded and events are growing in popularity. DRA is looking forward to a busy and prosperous 2016 with the Hwy 138 corridor improvements, and with the Downtown focusing on being Bike Friendly and with pedestrian friendly areas. There are plans to start the waterfront development in 2017, so keep tabs on us as we grow and improve our beautiful City of Roseburg.



## Transforming Downtown Community Profiles

**Greater Bandon Association (GBA):** Bandon continued its economic rebound in 2015 as unusual, spring-like weather throughout the winter months made the retail year the strongest since before the 2008 recession. GBA's primary accomplishments included solidifying two relatively new community events; aiding efforts to place a Bandon landmark, the First National Bank Building or Masonic Building, on the National Register of Historic Places, and partnering with the City and the Port to introduce a "Cycle Rest and Repair Stop" for touring cyclists. The "Alive After Five" monthly event grew significantly with its organized wine walk. Proceeds were sufficient to purchase lights for the community Christmas tree, complete with a public lighting to kick off the holiday shopping season. In 2016, the organization will be working hard to develop a major new community-wide festival for 2017 for the shoulder season. GBA will explore establishing Old Town Bandon as a Historic District, establishing the City as a Certified Local Government and leading the development of a local Economic Development Plan. Through these efforts GBA will continue to champion and be an active partner in Bandon's economic revitalization.



**Canby Main Street:** Canby is nestled among three rivers and proudly bears the moniker "The Garden Spot". As the town continues to grow, so do the events and promotions, cultural offerings, and unique business mix. The newly established Big Night Out Street Dance provided family-friendly entertainment for those young and old. Local and regional bands, food and beverage vendors, and children's activities made the Big Night Out a tremendous success that organizers, vendors, and attendees look forward to in future years. Three sculptures were unveiled on NW 1st Avenue. The sculptures were installed and a gathering connected artists with local community members. The groundbreaking for the new library and civic center took place which excited citizens who look forward to using the new facility. Canby continues to grow and evolve, providing endless opportunities for citizens and visitors alike.



**Carlton Business Association (CBA):** 2015 has been another successful year for Carlton's "Great Little Town". With water mains being replaced, street enhancement projects underway, new businesses and events, and the demolition of the Carlton Pool House. The Carlton Pool House was built in 1935 and served the community and surrounding area well for over 80 years. As the only outdoor community pool in Yamhill County, the facility is a valuable resource and center piece in the heart of historic downtown Carlton. It has become dilapidated and in need of replacement. In May 2015 a bond measure was passed for construction of a new pool house, along with monies from grants and private donations. The new Carlton Pool House is scheduled to open in 2016.



**Coos Bay Downtown Association (CBDA):** The CBDA worked hard to strengthen the organizational base throughout 2015, including having "Thirsty Thursday" meetings to delve deeply into topics in addition to regularly scheduled board meetings. Several highlights include conducting a membership drive to increase support, having over 130 businesses participate in Trick or Treat activities which introduced Trunk or Treat to include additional businesses, and expanding the signature Blackberry Arts Festival. The Farmers' Market continues to be a successful event attracting community members and others to downtown. Other successes are the new wayfinding signs and helping to bring additional businesses downtown. The year ended with a high note when the organization was in the position to hire a full-time executive director.

**Cottage Grove Main Street (CGMS):** Cottage Grove was voted one of the 10 most beautiful, charming small towns in Oregon and the Row River Trail in Cottage Grove was listed as one of Oregon's 10 best bike rides in 2015. It was a very active year for downtown – all while transitioning to new staff. A complete street scape renovation plan was adopted by the City Council, the Main Street Cottage Grove website was finished, and the Hanging Basket program was expanded. The Art Walk on Main Street was evening entertainment for the 100 Mayors and spouses from all over Oregon who attended the 2015 Oregon Mayors' Convention. A program inviting local artists to fill empty store fronts was started. The artists are changed out monthly so there is constant interest. One property owner is now renting window space to online businesses to promote their goods. Trick or Treat on Main Street brought an estimated 2500 people downtown and included a Window Decoration Contest with about 95% business participation. The Small Business Saturday was FUN with a raffle drawing with items donated by business. Christmas in Cottage Grove is huge with a tree-lighting, music, parade, pictures with Santa, 100 decorated Christmas tree giveaway, and caroling hay rides. 19 Christmas trees donated from a local tree farm were decorated by businesses and placed in every planter on Main Street.



**Dayton Community Development Association (DCDA):** Downtown Dayton has experienced some exciting new construction and business growth in 2015. A new restaurant, a business expansion, and 2 new retail businesses opened. DCDA's work is paying dividends with more interest in Dayton as a wine-country destination, and business owners willing to take a chance on locating their business in the community. One of the downtown historic properties was renovated and repurposed as the home for a local cafe. This project received 2 state-wide preservation awards. The popular downtown event, "Dayton Friday Nights," continued into its second season drawing an abundance of happy area residents, visitors, and business owners. This event takes place every Friday Night during June, July, and August in the central town square. A successful grass-roots fundraiser for Friday Nights, called "Hearts of Dayton," supported the series. DCDA committees have begun planning some new projects for 2016, including a 97114 Tourism Map, a Valentine's Day weekend "Chocolate Crawl" and "Artscape" which will bring the work of local artists downtown. More on this NEXT year!



**Estacada Development Association (EDA):** One of the highlights for the year was the completion of a beautiful new streetscape project and the dedication of the Estacada Cycling Plaza in conjunction with the Streetscape Extravaganza – a well-attended street fair celebrating the changes in downtown. Membership growth is a high priority for the Estacada Main Street board of directors. In May, EDA invited eight potential board and committee members to a meet-and-greet called "The Cupcake Initiative." Committee chairs explained their programs, helped set the vision, and answered questions. At the conclusion, three of the guests joined the EDA with additional prospects identified. EDA and the City of Estacada partnered to evaluate the local business climate through an initiative called Jumpstart. The program, which recently completed its information gathering stage, was designed to provide a snapshot of current business prosperity and perception, share the information with the community, and use it to inform upcoming business assistance efforts. Closing out the year, the 5<sup>th</sup> Annual Winter Artisans' Show was a huge success combined with a new promotion - Lights on Broadway and Community Treelighting.

**Historic Hillsboro Downtown Partnership (HHDP):** HDP made great strides with establishing a Main Street program in 2015 including receiving their 501c3 nonprofit status, forming a Board of Directors that worked to

pass an EID for the downtown district, and hiring their first Executive Director who started work in September. In the last few months of the year, HDP began marketing current projects such as the First Tuesday Art Walk, Hillsboro Holly Days, and the Safe N Sane Downtown Trick or Treating event. HDP also began to create partnerships for existing projects such as the Golden Ticket Promotion, which has been led solely by the City in previous years. Additionally, HDP worked on creating a logo, social media, and a downtown column in the local newspaper

and is working on website development. HDP is kicking off 2016 with a visioning and strategic planning session held during the first week of January, followed by committee formation and the development of projects & programs.

**Klamath Falls Downtown Association (KFDA):** KFDA had a booming 2015! During the summer, KFDA hosted three successful community events (Third Thursday) each drawing thousands of locals and guests to downtown. The summer also found downtown very colorful; KFDA successfully fundraised over \$11,000 to implement a summer hanging flower basket program and the fundraising season for the 2016 program is already underway with hopes of securing enough funding to expand the program. In the fall, KFDA hosted the 7<sup>th</sup> annual Scarecrow Row



event. It brought over 1,500 people downtown to trick-or-treat and participate in fun games and activities at Saturday Farmers Market. Another community favorite, Winter Warm-Up, came alive in December. In addition to our hot chocolate competition and lots of shopping, Winter Warm-Up also had a new Elf on the Shelf component that went over well with both children and adults. Lastly, KFDA reached their 2015 goal and welcomed a RARE member to Klamath Falls in September; she has already spearheaded various downtown revitalization efforts and economic development projects. Our main focus for 2016 will be to educate the community on the benefits of pursuing a historical district designation and to advocate for our downtown pocket park.

**La Grande Main Street Downtown (LGMSD):** Throughout 2015, LGMSD has continually gained momentum with increased community participation in events, new downtown businesses and expansions, as well as increased business membership and volunteer participation. Events such as the Eastern Oregon Beer Festival, New Year's Eve Ball Drop, and Small Businesses Saturday, have seen generous growth that we expect to continue into the future. LGMSD has hosted business development classes and re-tooled the program to be more effective than ever before. With many community assets such a new downtown grocery store and an underground marketplace being developed in 2015, LGMSD looks optimistically at the future and we can't wait to see what 2016 will hold. We are rapidly working to become a Performing Main Street community in 2016



**Milton-Freewater Downtown Alliance (MFDA):** 2015 was a packed year for the MFDA. One of the key activities was Project Discovery, a community visioning process that will provide a framework for long term planning. Cinco de Mayo is growing to be a signature event. 700 participants enjoyed the multiple activities coordinated by the 16 dedicated committee members. The Arts Portal, developed by the Design Committee, kept a



weekend gallery open and staffed on a shoe string budget. Both these projects will benefit from grant support from the Oregon Community Foundation in 2016. One of the key successes was the construction of the Gathering Place. 261 volunteers and approximately 3700 volunteer hours completed the project in 3 days from start to finish. Now there is a beautiful space for families to enjoy. MFDA received a grant from Eurus for \$10,000 to help gain more community involvement in supporting the police effort particularly to reduce property crime. And, Walk Off the Weekend night was active under the leadership of the

Promotions Committee and support from the Valley Herald. On Make a Difference Day, 700 volunteers shared their time and talents to spruce up the community. And, with a Halloween event for shoppers and candy for the kids on Main Street, these multiple events and activities are bringing new life and fresh energy to Milton-Freewater.

**Newberg Downtown Coalition (NDC):** Downtown Newberg continues to see low vacancy rates in the historic downtown and an improved business mix, including a new market and antique store. Multiple events annually engage over 40,000 participants and enrich the lives of locals and visitors. The Newberg Cultural District, with the Chehalem Cultural Center as its featured attraction, has become one of Yamhill County's most popular venues for gatherings and events. The holidays are becoming a larger event each season as the NDC sponsored Holiday Market continues to expand and the Christmas tree lighting ceremony, sponsored by the Newberg Library, features a parade, carolers and Santa Claus. The Newberg/Dundee bypass is under construction and its 2017 opening will provide dramatic relief to the downtown congestion problem that plagues downtown. To prepare for the reduction in congestion and



truck traffic, NDC and the City of Newberg, are working with the State of Oregon to implement a \$260,000 Transportation Growth Management grant. The process will allow the community to prepare detailed plans to transform Historic Downtown and will address parking management, streetscapes, and a ‘complete streets’ program.

**Oakridge Uptown Business Revitalization Association (UBRA):** The new billboard on the highway is generating traffic for the Uptown district. The success of this project increased the visibility of UBRA leading to other groups seeking UBRA’s input. A new project to build log bicycle racks is underway. While progress is slow it looks promising to help improve the look and function of the district. Looking toward the future, the City has acquired land for an Uptown park in the center of the district. UBRA and the City will be jointly working on design and improvement ideas while searching for funding sources. In addition, UBRA is working with the City in researching the possible acquisition of gas lamp style lighting for Uptown. A recent fire will result in the rebuilding and expansion of Lion Mountain Bakery, one of the Uptown’s most popular eateries.

**Port Orford Main Street Revitalization Association (POMSRA):** POMSRA works to restore the history and vitality of a downtown seated by the sea. Together with a large art community and help of grants, they continue to enliven the downtown corridor with art. They added more murals and artistic signage and became an art district. A sidewalk was restored with a retaining wall making a stretch of downtown pedestrian friendly. Downtown vitality was increased with the popular Crab Pot Holiday tree and regular Art Walks. The annual “Spiffy” awards and a yearly cleanup help support the revitalization effort. The restaurant and gallery guides promote downtown to visitors. Plans are in place for funding scholarships for façade grants for businesses.



**Sherwood Main Street (SMS):** Old Town Sherwood continues to have a high level of activity. Sherwood Main Street (SMS) partners with the new Sherwood Arts Center, which brings the arts, music, and a variety of events. Business growth, encouragement, and opportunity are central to the Sherwood Main Street mission. SMS is presently an all-volunteer organization. A favorite activity is sponsoring the Annual Halloween Event. Dozens of businesses and organizations participate and some 400 kids of all ages come, even in the heavy rain. It is a heartwarming time that all can appreciate. SMS continues to partner with all the businesses, organizations and events that are involved in Old Town, including the Art Walks, Robin Hood Festival, Crusin’ Sherwood,



Alternative Arts Festival, Library & City activities, Saturday Market, Tree Lighting Festival, St. Patrick’s Day, and many more.

**The Dalles Main Street Organization (TDMS):** The Dalles Main Street is becoming more robust each year. This year's highlights include several façade projects, a Human Foosball Table, Summerfest street event, Downtown Spring Clean Up, “Before I Die” wall, hosting the Oregon Main Street State Conference where our “Why Shop Downtown The Dalles” videos won the, “Best Marketing Project” award, an incredible turnout to our annual fundraiser “Main Street Uncorked, Taste of Downtown”, the opening of our first independent office space in the downtown, and more. Main Street has also been involved in the development of several new businesses downtown including the first brewery in The Dalles in over 100 years, the new National Neon Sign Museum in the historic Elks building, and a mixed use/vertical housing project, as well as new tap houses, Asian market, music store, and others. Looking forward, Main Street and other partners are



developing a Business Retention and Expansion (BR&E) program, additional bike racks in partnership with the High School welding class, downtown wayfinding, a new parklet, a historic facade restoration project, and new events and promotional efforts. 2016 is going to be great!

**Tillamook Main Street (TMS):**

2015 was a year of change for Tillamook Main Street. Three energetic new members replaced three of the incredibly dedicated founding members who “retired” from the Planning Committee, new chairs started with the Economic Vitality and Design Committees, and a new main street coordinator was hired. New aggressive Goals and Objectives were developed as a result of 3 hands-on workshops attended by several Tillamook business persons. In addition, there was a lot of movement within the downtown core including the re-opening of the Tillamook Coliseum Theater, the re-location of 4 restaurants/coffee shops, three new salons, the relocation of 2 existing retail establishments and the opening of 4 new retail shops

resulting in 9 new businesses in Tillamook’s downtown core and 18 new jobs. And, a new quarter-time staff person was hired tasked with the role of Hwy 101/6 liaison in preparation for major construction projects that will directly impact Tillamook’s Main Street.



The Dalles: Oregon Main Street Conference Recognizes RARE/AmeriCorps program

### Exploring Downtown Level

Amity  
Aurora  
Athena  
Beaverton  
Burns  
Dallas  
Enterprise  
Independence  
Jacksonville  
La Pine  
Mosier  
Myrtle Creek  
Myrtle Point  
Nyssa  
Ontario  
Reedsport  
St. Helens  
Sutherlin  
Tigard  
West Linn/Historic Willamette  
Woodburn

### Affiliate Level

Aloha-Reedville  
Aumsville  
Banks  
Bend  
Bonanza  
Coburg  
Condon  
Creswell  
Damascus  
Detroit  
Donald  
Grass Valley  
Happy Valley  
Irrigon  
Jefferson  
John Day  
Junction City  
Lake Oswego  
Lakeview  
Lebanon  
Madras  
Milwaukie  
Mitchell  
Molalla  
Monmouth  
Mosier  
North Bend  
North Plains  
Oak Grove  
Pendleton  
Pilot Rock  
Redmond  
Riddle  
Shady Cove  
Sherman County  
Stayton  
Toledo  
Turner  
Vernonia  
Weston  
Wilsonville  
Yoncalla



## 2015 Excellence in Downtown Revitalization Awards

### Best Adaptive Reuse: Block House Cafe (Dayton)

This \$1.5 million project transformed a former church into the new home for the Block House Cafe. Every effort was made to retain or re-use original material and to ensure the new addition for the kitchen was compatible with the historic character. The Block House Cafe more than doubled their business, adding four new employees. One of the most important impacts of the project is the boost in morale it has given this tiny community.

### Best New Building Project: KAOS Building (McMinnville)

The owners worked closely with the McMinnville Planning Department and the Historical Landmarks Committee on the design of a new building that would be compatible with the historic character of downtown. The \$3.6 million privately financed project is now home to two restaurants and a property development firm. Bob Emrick, one of the partners in KAOS, stated, "This town has always been good to me. I wanted to give something back to the community with a level of importance in caliber with what the area has become."

### Best Interior Renovation: The Natty Dresser (Albany)

The storefront that now houses The Natty Dresser was vacant for over five years and was in need of extensive renovation. Earlier attempts at rehabbing the space had left large holes in the plaster work, 4 layers of flooring over the original floors, a ceiling that was no longer properly supported, and the original 1890s cast iron columns buried in drywall. The business owners, Oscar and Tamalynne Hult, served as the project designers, financiers and promoters, and also did the lion share of the renovation work. When you step into the shop, you get the feeling that the Natty Dresser has been in business for generations.

### Best Downtown Beautification Project: Utility Box Bird Art (Klamath Falls)

The control boxes in downtown Klamath Falls were constant targets of tagging. When the tagging was repainted, sometimes the paint color matched and sometimes it didn't. The Downtown Association decided to beautify the boxes by celebrating the fact that Klamath Falls is in the middle of the Pacific bird flyway. After getting permission for the project and securing funding from the Audubon Society and the Klamath Community Foundation, the Downtown Association conducted research on the variety of birds found in the Klamath Basin and on what type of primer, paint, and varnish would be the best products for this application. The bird boxes have decreased tagging and have helped educate both locals and visitors about the birds in the area.

### Outstanding Partnership: Cycle Stop (Bandon)

The Greater Bandon Association, Port of Bandon, City of Bandon, and a local bicycle shop collaborated in the creation of a cycle stop in Old Town Bandon as part of a joint campaign to make Bandon more bicycle friendly. Each of the partners played major roles in this project. The Port of Bandon donated the land and helped secure grant funding, as well as providing an inmate work crew from the Oregon Department of Corrections. The Greater Bandon Association provided the design work and also assisted in securing grant funding. The City of Bandon provided site preparation and added the finishing touches with a street light for security and benches. South Coast Bicycles then got the word out to the cycling community in Oregon. In short, four local partners were assisted by two state agencies and one other funder to make this important addition to Bandon.

### Outstanding Fundraising: La Grande Main Street Downtown's Comprehensive Funding Campaign

Since its inception in 2008, La Grande Main Street Downtown has been supported by a \$25,000 grant from the URA. A new MOU challenged the organization to match this amount by 2016 to retain funding. To meet this challenge, the program re-tooled their membership program, increasing funding from \$7,000 to \$16,000. Business buy in through membership dues was just one piece of the puzzle. LGMSD realized they needed a major fundraiser for the organization. In 2014, LGMSD organized the Inaugural Eastern Oregon Beer Festival. Net profit for year one was just under \$5,000, while net profit for this year was over \$13,700. Through

creatively piecing together business driven membership, community driven fundraising events, and continued support from the City of La Grande, LGMSD is now able to meet their budget goals.

#### **Best Business Development Award: Astoria Downtown Historic District Association's NEDTalks**

NEDTalks – Novel Efforts Downtown - are the ADHDDA's spin on the popular TedTalk series. The Business Development Committee works with all the Committee Chairs and downtown businesses to identify current issues or trends and then provides a forum for open dialogue and discussion. To increase the awareness and enhance the discussion, NEDTalks are free and open to the public and are available on their website.

#### **Best Business Recruitment Project: St. Helen's Business Plan Competition**

The Business Plan Competition grew from an idea heard about at a Main Street Conference as a way to fill vacancies in the district. SHEDCO secured financial support from three local financial institutions to provide \$20,000 in no interest loans and a \$5,000 grant to a local entrepreneur with the best business plan. Contestants submitted their business plan and then gave a presentation before the funders in a shark tank like setting. The funders selected the top entry leading to a business expanding into a former department store that was vacant for many years. The process was so well received that one of the other applicants ended up following through with plans to open their business as well.

#### **Best New Business: The Natty Dresser (Albany)**

When owners Oscar and Tamalynne Hult were looking to open a business, they knew a men's clothing shop was needed and would be a great addition to the Downtown business mix. The last menswear shop to operate in Albany closed in 1989. The Natty Dresser is a full service menswear shop, a haberdashery in the true sense of the word. With the addition of a new Bridal shop next-door (and another opening just down the street), there is now once again a Wedding cluster forming in Downtown. Brides can now get their dresses, tuxes, flowers, jewelry, spa services, and wedding venue details all within a few blocks in Downtown.

#### **Business of the Year: Red Cross Drug Store (La Grande)**

Red Cross Drug Store, currently owned by Bob & Sue Colter, has been in La Grande since 1895. While other independent pharmacies around the country have been going out of business, Red Cross has been growing and becoming increasingly successful year after year. This is a business that seems to do everything right. They attend national trainings to keep current on best practices, empower their employees to think outside the box, keep their visual merchandising creative and fresh, sweep and clean the public areas in front of their building, excel at customer service, and are active in civic affairs, including allowing their staff time to volunteer with local organizations.

#### **Best Special Event: Downtown Tigard SubUrban Art.**

The Tigard Downtown Alliance created the interactive SubUrban Art project to expand their Art Walk and to show the possibility of enhancing downtown through the arts. The event included commissioning five graffiti artists to participate in a day-long exhibition and adding a pop-up Art Gallery in a vacant storefront. The five artists each created two 8 X 8' foot panels where people could watch the creative process. The resulting urban art panels were placed around downtown and will be auctioned off to raise funds for another round of public art. Adding these components to the Art Walk increased the number of businesses hosting local artists and doubled the number of professional artists participating in the 2-week event.

#### **Best Marketing Project: The Dalles Main Street for their "Why Shop DT The Dalles" Video Series**

The "Why Shop Downtown The Dalles" video series was designed to showcase downtown businesses in short 2-3 minute video segments. The videos were filmed by volunteers using only a cellphone. Their current "editor in chief", Hanna Oliver, became involved as a student at the Columbia Gorge Community College where she was taking a Marketing class. Videos are reviewed and approved by the Marketing Committee before posting on YouTube, the Main Street website, and Facebook. The videos allow downtown businesses to show what

they have for sale as well as give a behind the scenes look at other work they may do in their backrooms or basements.

#### **Best Image Event: St Helens' Elf on the Shelf.**

Wanting to engage local residents in downtown, SHEDCO decided the best way to get people in the door was to get their kids in the door. They used the widely recognized Elf on the Shelf character in a treasure hunt activity through 20 local businesses. Score cards were distributed to local Elementary Schools and the hunt began. Families traveled from store to store – enjoying local shopping and time together. During the event, SHEDCO board members and volunteers mingled with the shoppers to help raise awareness about their mission and the benefit of shopping in your own back yard. 158 kids fully completed their scorecard. Some businesses reported they had over 250 new faces through their doors.

#### **Best Retail Event: Downtown Oregon City Association's Snowflake Raffle**

The Snowflake Raffle is a buy-local holiday seasonal campaign that fosters cross promotion among businesses, encourages larger purchase amounts, and allows businesses to advertise a promotion that doesn't impact their margin per sale. In addition to the direct promotional benefits, DOCA was able to glean valuable insights from raffle entries. Customers provided contact information and zip codes. By serializing entries, DOCA was able to determine crossover with other businesses and overall loyalty. After a month, nearly 11,000 entries were collected representing over \$275,000 in spending. Additionally, approximately 3,000 new leads were generated for downtown's marketing email list. If DOCA is able to encourage an average of \$25 more of spending per year for each email address, the total value of the email list is \$75,000 per year.

#### **Transforming Downtown Volunteer of the Year: Kendall Bell, Klamath Falls Downtown Association**

Over the past year Kendall served as the president of the Klamath Falls Downtown Association, and because the downtown Association doesn't have a manager, Kendall performs those functions as well. Kendall was able to secure funding support from the City, facilitated hosting two upper floor workshops which has led to the first new upper floor housing projects in years, assisted in downtown beautification projects and the monthly Third Thursdays events, as well as helping neighboring communities get started with their downtown revitalization efforts. Kendall has done all of this while managing her own downtown business "M'Bellish". Kendall's determination to make Klamath Falls a better place is inspirational and contagious. Because of her leadership, the Downtown Association has grown, and reinvigorated the whole community.

#### **Performing Main Street Volunteer of the Year: Dulcye Taylor, Astoria Downtown Historic District Association**

Dulcye Taylor has been involved in the Astoria Downtown Historic District Association as a board member since the fall of 2009 and president for the past few years. Dulcye was a critical player in rebuilding the organization to a point that it could once again support a full-time paid staff person. Dulcye's fingerprints can be found on countless programs, events, and efforts of ADHDA, including restoration of the organization's Performing Main Street status after a hiatus of more than 20 years; receiving accreditation as a National Main Street Program; and increasing the level of City funding. In less than six years, she has evolved from being a downtown business owner and periphery ADHDA participant to a true consensus builder and community leader. While Dulcye is a willing and able volunteer—the first to roll up her sleeves—her greatest strength lies in her ability to move significant changes forward.

#### **Main Street Manager of the Year: Jamie Stickel with Canby Main Street.**

Jamie Stickel has had a tremendous impact on the downtown program and the community at large in the past year. Between balancing committee agendas, event coordination, business development assistance, day-to-day challenges, and long-term planning she has steered the organization toward success. One of the most crucial, and sometimes one of the most challenging, tasks as a Main Street Manager is guiding committee direction and activity. Diverse personalities and motivations come together to form these committees. At times individual best intentions can be tugging in separate directions, and it takes a strong leader to pull

everyone together in a coordinated effort to make real progress. Jamie’s insightful leadership, inclusive engagement, and boundless positive energy helped take Canby Main Street to the next level.

**Leadership Award: RARE AmeriCorps program, Community Services Center, University of Oregon**

The RARE/AmeriCorps program received the coveted Leadership Award for their outstanding efforts in recruiting and training future leaders...and for the outstanding impact their RARE participants have on the communities they serve. Saira Siddiqui, Alana Garner, and Matthew Klebes shared a poem about their experience as a RARE participant:

“This will be a journey,” I said again  
As I left New York for Oregon

No idea of what was in store  
I just knew I was looking for more

The RARE program gave me an opportunity  
To grow and thrive in this new community

The people of La Grande took me in  
They trained and taught me – I grew thicker skin

Facilitating, leading, learning new skills,  
Constantly growing, every day – a thrill

Learning about budgets, event planning too  
Oh RARE AmeriCorps where would I be without  
you?

Now here we are the three of us stand  
Main Street Directors with “real” jobs in hand

Our careers move forward and I can say happily  
I am proud to be a part of this RARE family

Upon returning stateside  
Full of Peace Corps pride  
I soon found my next steps

From the wicked New Hampshire winter  
Oregon's famous gorge came hither  
My family established a home

The people of The Dalles took me in  
And yes indeed I grew thicker skin  
And together we found success

With my 30’s in sight,  
We mitigate blight,

And I now run a nonprofit

Our main street has grown  
And has now shown  
It's benefit and ability for change

From events, parklets and facades  
Success was achieved by our task squads  
Made of volunteers who love this community

Now we host the state conference  
As I stand here amongst us  
Proud of us, proud of our main street

I remember what brought me here  
and I say with a cheer  
Strong thanks to the RARE program

From the east coast to the west coast,  
I could not help but boast

With an exciting new journey ahead,  
Not complete, without first losing my bed

I arrived in La Grande in the fall of ‘11  
Full of enthusiasm and anticipation – as if I were 7!

RARE opened the door  
For many adventures to explore

From NE Oregon to Astoria I went  
RARE, you were some of the best 2 years spent

We would be remiss to say.....  
RARE AmeriCorps,

you gave us our starts  
You will forever remain in our hearts

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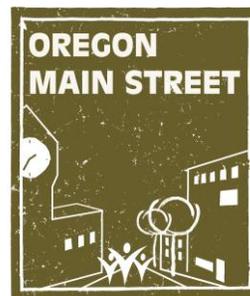
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*Discovery*



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