

# ENHANCING MAIN STREET: OWNERS, PROPRIETORS, & YOU

## 2014 OREGON MAIN STREET CONFERENCE

Register online at: <http://2014omsconference.eventbrite.com>

OCTOBER 1-3, 2014 • McMinnville, Oregon

**About the Conference:** Get ready to be inspired! Make new connections and get new tools to keep your downtown vibrant and competitive in today's market. The 2014 Oregon Main Street Conference will offer proven ideas and strategies for preservation-based revitalization that is relevant to rural, mid-sized, and urban communities. This conference is a great way to look at the "big picture" of downtown revitalization by discovering fresh ideas and learning numerous ways to turn your historic downtown or neighborhood commercial district into a bustling center of activity. Sessions cover a variety of topics for both beginners and those with experience. The format includes walking tours, lectures, and networking time. Join us for this very special, one-of-a-kind conference!

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



**Our Host Community:** Steeped in small town charm, historic architecture and tree-lined streets, downtown McMinnville is home to galleries, movie and live theater, boutique shops, book stores, coffee shops, spas, wineries, craft breweries and nationally renowned restaurants. The library, City Park and aquatic center are all within walking distance. Public art dots the landscape, and most of the collection of more than 22 installations is within walking distance of downtown.

**Questions?** Contact: Sheri Stuart, Oregon Main Street  
503-986-0679 \* [sheri.stuart@oregon.gov](mailto:sheri.stuart@oregon.gov)

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**Keynote Address: Preservation Doesn't Cost, It Pays:**

You will be entertained and empowered by this fun and dynamic talk by Bob Yapp who will cover the economic benefits of historic preservation, including how to counteract property rights concerns. Bob Yapp has been involved in the restoration or rehabilitation of over 160 historic properties. In 1996, Bob produced and hosted the national, PBS series, "About Your House with Bob Yapp." Bob is president of Preservation Resources Inc. based in Hannibal, Missouri, where he founded a school for teaching hands-on preservation skills, the Belvedere School for Hands-on Preservation.

**Fun activities while you are in town:**

- McMinnville Farmers Market, located at Third and Cows, will be in full glory on Thursday, Oct. 2.
- Art Harvest Studio Tours begin Friday, Oct. 3 & go throughout the weekend. Free admission is included in conference attendees' goody bags.
- Music venues abound at numerous locations around the community.
- Wine tasting tours may be booked or you can just wander at your leisure.
- Evergreen Aviation and Space Museum, home of the Spruce Goose and Evergreen Wings and Waves Water Park, is a great place for fun and exploration.

# PRELIMINARY PROGRAM

## WEDNESDAY, OCTOBER 1

- 9:00 a.m. Discover Downtown Dayton Tour – Meet at the City Hall Annex in Dayton (pre-registration required)
- 9:00 a.m. Certified Local Government Meeting & Workshops (See Conference registration page for details)
- 1:30 p.m. Registration Begins– McMenamin’s
- 3:30-5:30 p.m. Welcome and Opening Remarks
- Keynote: “Preservation Doesn’t Cost, It Pays”
  - Excellence in Downtown Revitalization Awards
- 5:30-6:30 p.m. Opening Reception: Sponsored by McMinnville Downtown Association

## THURSDAY, OCTOBER 2

- 7:30 a.m. Registration—McMenamin’s
- 8:00-9:30 a.m.
- The Great Unveiling
  - Growing Your Downtown Business District
  - Master Sponsorship
- 10:00-11:30 a.m.
- Preservation 101
  - Nuts and Bolts of Retail
  - Bad Boards: How to Kick 10 Terrible Habits
  - Walking Tour:
- 11:30-1:30 p.m. Lunch on Your Own
- 1:30-3 p.m.
- Vacancy? Operation Increase Occupancy
  - PR & Marketing Strategies for Greater Impact
  - Creating & Using Action-Oriented Work Plans
  - Walking Tour:
- 3:30-5 p.m.
- Making Streets Complete Streets
  - Are You Ready for Business?
  - Downtown 2.0: Social Media Marketing Strategies
  - Walking Tour:
- 5:30-6:30 p.m. Social Mixer: Hosted by MDA

## FRIDAY, OCTOBER 3

- 7:30 a.m. Registration—McMenamin’s
- 8:00-9:30 a.m.
- Engage Your Arts & Culture Community to Grow & Sustain Economic Development
  - Adventures in Culinary Tourism
  - Perspectives & Psychographics of a Manager’s Life
- 10:00-11:30 a.m.
- Main Street at Work in Oregon
  - Creating a Successful Downtown Brand
  - The Art of Engagement: Effective Marketing Strategies for Your Downtown

**Opening Night Reception:** Join your counterparts from around the state for an early evening social gathering sponsored by the McMinnville Downtown Association before venturing out for dinner.

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

**Tours:** Explore McMinnville’s downtown business district for ideas to bring home and implement in your own community. Sign-up for tours at the on-site registration desk.

**Conference Partners:**  
McMinnville Downtown Association  
Restore Oregon  
City of McMinnville

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

**Special Needs:** Conference sites are fully accessible. Please call Oregon Main Street at 503.986.0679 at least two weeks in advance to request special accommodations.

**Lodging:** MDA identified a wide range of lodging options to suit your needs/budget:  
**Downtown or close-in lodging options:**  
**3<sup>rd</sup> Street Flats:** 219 N.E. Cows and 555 N.E. Third Street [www.thirdstreetflats.com](http://www.thirdstreetflats.com), 503-857-6248, \$205 to \$265/night  
**McMenamins Hotel Oregon:** 310 N.E. Evans St. <http://www.mcmenamins.com/HotelOregon> 503-472-8427, \$90 - \$145/night  
**A Tuscan Estate B&B:** 809 N.E. Evans <http://a-tuscanestate.com> 503-434-9016, \$150-\$250/night  
**Twisted Willow Inn B&B:** 509 N.E. 9<sup>th</sup> St. [www.twistedwillowinn.com](http://www.twistedwillowinn.com) 503-472-5787, \$135/night.  
**Steiger Haus B&B:** 360 S.E. Wilson [www.steigerhaus.com](http://www.steigerhaus.com) 503-472-0821, \$95 - \$150/night.  
**Martha’s Vineyard West:** 835 S.E. Villard <http://www.marthasvineyardwest.com> 503-472-1483, \$125/night.

**Motel options farther out:**  
**Red Lion Inn:** 2535 N.E. Cumulus Ave. [www.redlion.com](http://www.redlion.com), 503-472-1500, \$96 - \$115/night.  
**Guesthouse Vineyard Inn:** 2035 S. Highway 99W 866-460-7456, \$96-\$110/night.  
**Comfort Inn & Suites:** 2520 S.E. Stratus Ave. [www.comfortinn.com](http://www.comfortinn.com) 503-472-1700, Starts at \$89/night.  
**McMinnville Inn:** 381 N.E. Highway 99W <http://www.hotelmcminnville.com>, 503-472-5187.