

Oregon Main Street Annual Report 2019



Message from the State Coordinator

When I think back over 2019, the first word that comes to mind is **inspiring**. There has been so much forward movement in our Network communities from those that are just beginning your journey to those who have been with us from the start. Not all of this progress has been easy. There have been many challenges along the way. These challenges can come from many directions – whether turn-over of staff or founding board members, loss of funding, or just the need to refresh and reinvigorate the organization. What is inspiring is how you face these challenges, regroup as necessary, and continue your commitment to your organizations, your downtowns, and your communities. There are so many things that have been an inspiration to me over the past year that it is hard to name just a few, but here goes:

- McMinnville Downtown Association: long considered one of our most successful organizations, the board undertook the time to do some serious soul-searching over the past year when faced with yet one more staff turn-over. The board really stepped in to assess where they are as an organization and what they need to do to get to be where they want to be. All this in the midst of a (successful) EID renewal. It so important to always push forward and not be complacent to remain competitive.
- Port Orford Main Street Association: this small but mighty group epitomizes what a small group can accomplish. They identify a need in their community and they set about addressing it, whether dealing with derelict buildings, filling vacancies, or placemaking projects to activate the

street. In the past year, in the vacuum of no local marketing groups, POMSRA stepped in to become the destination marketing group for the City of Port Orford and recognized as such by Travel Oregon. No easy task for an all-volunteer organization.

- Downtown Warrenton Revitalization: this is one of our younger programs but oh what they have accomplished within their first year! Including clean-up of ten downtown properties and outreach to property owners which resulted in three new businesses. Through their efforts, their community image, spirit, and pride have been lifted.

I think the important thing is to celebrate your successes, big and small, along the way. Find those moments to thank a volunteer, set realistic milestones so you have many points to share your progress, and don't forget to show your staff how much they mean to your organization!

*Sheri Stuart
Oregon Main Street*



2019 Oregon Main Street Revitalization Grant Update

30 grant projects funded across the state in 2019:

- **Astoria** - Restore facade and provide ADA access at the J.C. Penney Building
- **Athena** - Interior clean-up, electrical, and HVAC upgrades in historic Stahl Building
- **Baker City** - Replace roof supports and install skylights in Haskell Building
- **Beaverton** - Exterior improvements to the Nak Won Building
- **Canby** - Facade improvements on former Canby Public Library
- **Carlton** - Construct new Carlton bakery building and second floor office space
- **Coos Bay** - Rehabilitate second floor of the Bugge Bank Building into apartments
- **Cottage Grove** - Rehabilitate 1903 Bank Building
- **Dallas** - Roof replacement, seismic improvements, and rehabilitation to downtown building
- **Estacada** - Restore and improve facades of Broadway Building
- **Oregon City** - Facade renovation of The Coin
- **Florence** - Install new roof, structural and flooring repairs, plumbing, and exterior work on the Kyle Building
- **Gold Beach** - Facade improvements and roof repairs to multiple property
- **Bandon** - Exterior work and repairs to fire escape on Masonic Building
- **Enterprise** - Structural, electrical, plumbing, windows, and facade of the Litch Building
- **John Day** - Improve and expand Len's Drug
- **Klamath Falls** - Redevelop upper floor on Lamb-Swansen Building
- **La Grande** - Facade restoration and fire suppression system for two buildings
- **Lakeview** - Acquisition of Alger Theater for restoration
- **Pendleton** - Upgrade Vert Theater and Elks Lodge
- **Port Orford** - New Facade on vacant bank building
- **Stayton** - Facade improvement on seven buildings
- **St. Helens** - Rehabilitation of Historic Columbia Theater
- **The Dalles** - Restore facade of three storefronts of The Recreation Building
- **Reedsport** - Renovate second floor of the Jones-Knudson Building to create apartments
- **Turner** - Interior and facade restoration on the Ball Brothers Station
- **Woodburn** - Renovation of the historic city hall to include apartments and retail space,

\$5 million allotment during the 2019 legislative session, to be awarded in 2021!

Oregon Main Street Revitalization Grant Highlight: Main Street Reedsport

Main Street Reedsport and the City of Reedsport received an Oregon Main Revitalization Street in 2017, the inaugural year of awarding these grants. Downtown housing has been identified and prioritized as a need for Reedsport and this grant funded the renovation of five apartments on the second floor of the historic Burdick Building.

Work was completed in June 2018 and Reedsport has since reported that four of the five apartments have been rented, primarily to employees of a new manufacturing company that recently came to Reedsport.

In 2019 Reedsport was awarded another Oregon Main Street Revitalization grant for roof and awning repair for five historic commercial buildings in downtown Reedsport. We look forward to seeing the completed project!





2019 Excellence in Downtown Revitalization Award Winners!

One to Watch
City of Warrenton, Warrenton

PROMOTION

Best Retail Event
Old Town Passport, Beaverton

Best Special Event
Taste of Baker, Baker City

Best Image Activity
#TuesdaysOnTheTown, Reedsport

DESIGN

Best Historic Preservation Project
M & N Building, Astoria

Best Façade Renovation
Corby's, Dallas

Best Interior Renovation
Ex Novo Brewing, Beaverton

Best Placemaking Project
The Klamath Piano Project, Klamath Falls

Design Education Activity
T.W.E.R.K., Lebanon

ECONOMIC VITALITY

Best New Business
Margin Coffee, Albany

Business of the Year
Conversion Brewing, Lebanon

Best Adaptive Reuse
Big's Chicken, Beaverton

Best Upper Floor Renovation
206 ½ Historic Hotel, Albany

Best Economic Vitality Activity
Temporium, Hillsboro

ORGANIZATION

Outstanding Partnership
City of Lebanon, Lebanon

Outstanding Fundraiser
Walk of Hearts, Independence

Volunteer of the Year
Michelle Barnett, Beaverton

Board Member of the Year
Dala Johnson, Lebanon

Main Street Manager of the Year
Sarah Lu Heath, Astoria



ALBERTA MAIN STREET | PORTLAND, OR

Congratulations to Great American Main Street Award winner Alberta Main Street! Second Oregon Main Street community to win this prestigious award. Alberta Main Street has flourished while remaining committed to inclusion and shared prosperity. Forty-four new businesses have started since 2010 and job opportunities have nearly doubled.

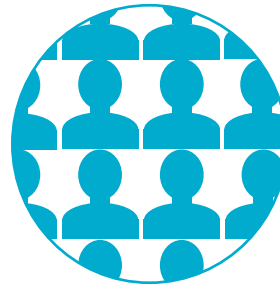


2019 Oregon Main Street: By the Numbers!



BUILDING REHAB PROJECTS

2019: **158**
Cumulative: **1,262**



NET NEW JOBS

2019: **640**
Cumulative: **3,885**

VOLUNTEER HOURS

2019: **4,436**
Cumulative: **241,761**

PRIVATE INVESTMENT

2019: **\$14,199,909**
Cumulative: **\$112,101,322**

PUBLIC INVESTMENT

2019: **\$5,654,044**
Cumulative: **\$109,876,019**



NET NEW BUSINESSES

2019: **116**
Cumulative: **644**

BUSINESS EXPANSIONS

2019: **27**
Cumulative: **151**



Additional 2019 Highlights

New towns

- Exploring Downtown Level – 6
- Associate Level– 6

Overall Oregon Main Street Network Participants

- 94 (record number!)

Oregon Main Street Technical Assistance

- Program/Community Assessments – 6
- Organizational Development/Goal Setting – 27
- Local Program Board, Committee, and Program Manager Training – 14
- Intro to Main Street – 8
- Advanced Tech Visits – 4
- Network Meetings & Workshops - 3

2019 Oregon Main Street Conference

- 150 attendees
- 68 Main Street Bootcamp
- 19 Excellence in Downtown Revitalization Awards recipients

Workshop/Conference Highlights

- Business Oregon presented on Oregon Prospector, a commercial real estate listing site, Brownfields program, and other resources.
- Travis Brown with Maestro discussed volunteer development and gave tips on branding and events.
- Melanie Warnick, author of *This Is Where You Belong: Finding Home Wherever You Are*, was the keynote at the 2019 Conference and discussed place attachment and how longtime residents and newcomers alike can commit to a more passionate relationship with their community.