2020 Oregon Main Street: By the Numbers!

**Building Rehab Projects**
2020: 129
Cumulative: 1,347

**Net New Jobs**
2020: 280
Cumulative: 3,961

**Volunteer Hours**
2020: 13,390
Cumulative: 250,348

**Private Investment**
2020: $15,446,880
Cumulative: $125,089,702

**Public Investment**
2020: $23,072,803
Cumulative: $124,616,454

**Net New Businesses**
2020: 23
Cumulative: 639

**Business Expansions**
2020: 18
Cumulative: 163

Additional 2020 Highlights

2020 Total Communities: 94

New towns/Tier promotions:
• Performing Main Street – Klamath Falls
• Exploring Downtown Level – Cave Junction, Coburg, Forest Grove, Redmond
• Associate Level – Cornelius, Monmouth

**Oregon Main Street Technical Assistance:** 29
• Assessments, goal setting, trainings, workshops, intro to main street, advanced training

**New Services & Tools**
• Mornings on Main weekly check-in calls
• Webinars: Social Media, On-line Retail, Messaging Strategies, Funding Mini-Series
• Recovery Action Plan Template
• Main Street 101 Recorded Webinars and new Guides

**New Collaborations**
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• Washington Main Street Coffee’s On-line, Webinars, Publications
• Washington Main Street and Main Street Iowa – RAP template
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Message from the State Coordinator

2020. What comes to mind when you reflect back over the year? I think of how the year was off to a positive start. New communities were being onboarded and there was a lot of energy and excitement in the Network as long laid plans were moving forward. Then, things came to a screaming halt. We had no idea at that point what was coming but we knew we needed to jump in and be responsive. And respond you did. Almost immediately, the City of Albany and the Albany Downtown Association created curbside parking zones and a Drive Up Downtown promotional campaign to support local restaurants and retail businesses. This type of creativity and thinking outside the box became a recurring theme as our main streets navigated through the year.

Our main street programs became an important conduit of information to connect businesses with critical resources including setting up communication groups online or virtual. The Klamath Falls Downtown Association board members hit the street to share information and remind business owners they were there, they cared, and they supported them. And, our main street programs provided much needed support in navigating new financial assistance programs and ensuring equal opportunity in applying. Historic Willamette quickly helped a local business connect with an interpreter for assistance in completing an application.

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As the pandemic stretched on, reality set in that all programming would need to be switched up, especially funding as events and other traditional activities dried up. The Lebanon Downtown Association created multiple new revenue streams such as a Give $5/month to aid downtown, Dine Downtown Collaboration Box which sold 60 boxes in 24 hours, a guided, socially-distanced Taste of Downtown, and Lebanon Strong apparel to show pride and support for downtown.

While we mourn the loss of favorite businesses, we know that our main streets will not only survive but thrive in the coming years. In the words of Mary Means, founder of the Main Street movement, “A lot has changed, but what hasn’t is the important role our Main Streets play in community building. In isolation, we humans long to be with others, to celebrate, to mark holidays – or just in community building. In isolation, we humans long to be with others, to celebrate, to mark holidays – or just hang out. Forty years ago, a group of preservationists took steps to save downtown’s historic buildings. In the process we learned that Main Street lives in America’s heart and is vital to our collective sense of well-being.”

APA, Planning Winter, 2021

Sheri Stuart
Oregon Main Street

2020 Annual Report
Oregon Main Street

Oregon Main Street (OMS) is part of Oregon Heritage in Oregon Parks and Recreation Department. OMS is designed to assist with the revitalization of traditional downtowns and historic commercial districts, promote economic development, and encourage historic preservation. The program uses an approach that advocates a return to community self-reliance, local empowerment, and the rebuilding of central business districts based on their assets, unique architecture, personal service, local ownership and entrepreneurship, and sense of community.

OMS coordinates resources and provides technical assistance based on the Main Street Approach™ to communities that are working in historically relevant business district settings and that meet certain threshold criteria. Oregon Main Street provides assistance to all communities whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street™ town. Currently, there are 94 communities participating in one of the four levels of Oregon Main Street:

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The Main Street Approach™

The Main Street Approach™ is an asset-based economic development strategy. It is a comprehensive, incremental approach to sustain and enhance historic downtowns and traditional commercial neighborhoods based on the district’s unique heritage and attributes. Main Street organizations are locally driven, funded, organized, and run.

Main Street Volunteer Spotlight

Oscar Hult has been involved with the Albany Downtown Association for over 31 years, serving as executive director, on multiple committees and the board, and as board president. He also volunteered during events such as serving as emcee at Mixology Madness. And, he played a big role in the successful EID renewal in 2018. Oscar recently acquired a historic building in downtown and is bringing the building back to its former glory, creating a new space for his flourishing business, The Natty Dresser, and developing new uses for the multi-story iconic structure. As a business owner and community partner, Oscar created events to bring people to downtown Albany to appreciate its unique architecture and retail and dining opportunities. He lives ADA’s goal of historic preservation through economic development.
2020 Oregon Main Street: By the Numbers!

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Main Street: Exploring Downtown

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