



Message from the State Coordinator

Sheri Stuart, Oregon Main Street Program Coordinator



It feels like 2024 was a turning point for communities participating in the Oregon Main Street Network. I had a chance to be on the road and met with the board, staff, and volunteers of local organizations. I am energized by the high level of enthusiasm and the broad range of activities that are bringing about substantial, positive changes in historic downtowns across the state.

Just a few of the things we heard from our Network or experienced while on the road:

- **Gold Beach Main Street** secured funding for a larger office space which they renovated into a beautiful and inviting space which is serving as a gathering spot and encouraging people to drop in and get involved. In addition, they have a diverse staffing team to support the work of the organization and work alongside their amazing board members.
- **The Wallowa County Chamber of Commerce** took over the Rural Regional hub role for their area after getting a solid start under the Northeast Oregon Economic Development District. With the placement of community coordinators in each of the three participating communities, energy is high, and momentum is building for community improvements.
- **Baker City Downtown** saw a huge increase in events and activities partly attributed to securing TLT funding from the County for marketing. In addition, BCD has done a fantastic job in securing grants for building improvement projects in downtown including Diamonds in the Rough, Preserving Oregon, and Oregon Main Street Revitalization Grant.
- **North Bend Main Street and the McMinnville Downtown Association** were both recipients of the T-Mobile Community Challenge grant, as well as a project in downtown Baker City.

Overall, we are seeing communities back to pre-pandemic levels of events and activities, deeper partnerships, stronger budgets, the impacts of the Oregon Main Street Revitalization grant in spurring investment, and improved business mix leading to the enhanced vibrancy and walkability of downtowns across the state.



Main Street Revitalization Grant Spotlight: Chiloquin's HIRVI Building



Restoration of the HIRVI Building has long been considered the key to inspiring much needed future investment and economic development in downtown Chiloquin. While the building is structurally sound with great bones, it was sitting as an empty shell ready to be completed and brought back to life. In her letter of support for this project, Kaili Pecnick, a longtime resident and downtown business manager, noted, "The restoration of the HIRVI Building will never be forgotten. The opening of an abandoned building will be life changing for this community." With the support of a \$200,000 Oregon Main Street Revitalization Grant in 2022, the HIRVI Restoration project addressed both exterior and interior needs. At the outset, Chiloquin Visions in Progress introduced the project to the community. Now nearing completion, the restoration of the HIRVI Building is a key component of Chiloquin's efforts to create a stable and thriving downtown. The community was invited back to see the progress on the building in November. The restoration will provide 8,000 square feet of commercial and office space, enabling up to 10 new businesses and generating an estimated 21 jobs, improving employment opportunities for residents once fully occupied.



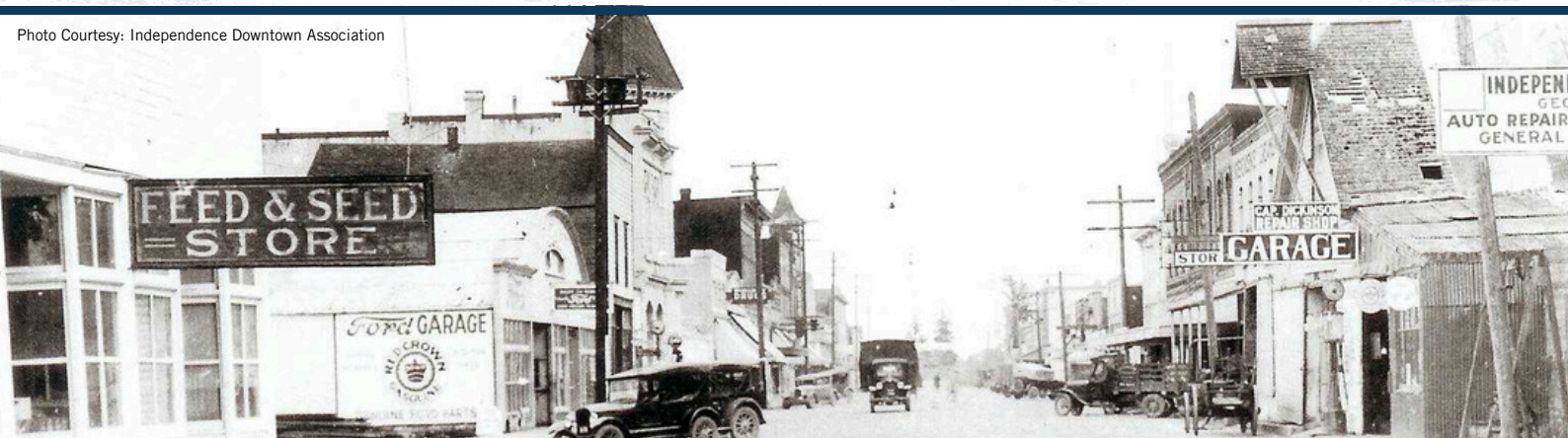
Revitalization Grants Impacts Summary

Ten years in, the OMSRG continues to make a huge impact in local communities.

- 59 communities improved
- 92 buildings improved
- 101 housing units added
- a minimum of 12 vacant buildings filled

- 5 intentional ADA improvements
- 7 structure re-enforcement projects
- 31 facade restoration projects

Photo Courtesy: Independence Downtown Association



Community Highlight | Albany Downtown Association's Volunteer Appreciation

The Albany Downtown Association (ADA) was the recipient of one of Oregon Main Street's Operation Grants offered to Accredited and Designated Main Street Communities intended to help strengthen operations and support organizations in achieving their goals.

ADA used some of their grant funds to enhance their volunteer recognition efforts during their 2024 Excellence in Downtown Albany Awards. 54% of attendees at the event were volunteers including board and committee members, hanging basket volunteers, flag volunteers, parade volunteers, and their WAHS intern. Recognition included overall volunteer acknowledgment and the annual Volunteer of the Year award. Additionally, volunteers were encouraged to bring a +1 to the event. When departing, all volunteers were encouraged to select a curated SugarHeroes Candy Bar candy jar from a table; the candy assortment in each was as unique as the volunteers. These appreciation gifts were a big hit, and it was fun watching the volunteers peek at various options until they found their favorite candy combination. 47% of the volunteers who attended did so for the first time. Beyond the event, volunteers were recognized in Downtown Albany Newsletter which is in both print and published on ADA's website Facebook page.



Oregon Main Street Goals/Services:

Here's what we are doing to meet our OMS goals!

Ensure organizational advancement of Main Street communities based on local priorities.

- Supported operational efforts in Main Street Track communities through mini grants.
- Facilitated strategic planning efforts in 4 communities and conducted board retreats as requested.
- Conducted 4 local program evaluations, 9 progress visits, one community assessment, and organizational visits upon request.

Increase awareness of Main Street impact

- Invited to present at the Oregon Mayor's Association Conference.
- Presented at City CLG Commission Meetings.
- OPB Think Out Loud segment.
- Incorporated Impact of Oregon Main Street study into City Council presentations.

Strengthen Historic Character Focus

- Joint CLG-Main Street Preservation Workshop.
- Promoted use of recorded webinars.
- Connected communities with grant opportunities.

Create structure that is healthy, impactful, and sustainable

- OPRD Rulesmaking Process for OMS.
- Hosted 47 check-in calls with Accredited, Designated, and Affiliated Main Street members.
- Provided 3 Board Institutes.
- Provided 3 new executive director orientations.
- Hosted 3 network meetings and trainings.

Engage Partners

- Invited partners to share at Mornings on Main and the OMS Conference.
- Supported Washington Main Street's PLACES conference.
- Continued economic vitality partnership with RDI.
- Received both virtual and in-person digital training for small businesses through support from Main Street America.
- Participated in Travel Oregon's Central Oregon Destination & Engagement Tours.

Our 2024 Communities

Total Communities: 110

Accredited: 8 | Designated: 7 | Affiliated: 27

Rural Regional: 12 (2 hubs)

Connected Communities: 56

New Towns by Tier in 2024

Affiliated: Forest Grove, Cascade Locks

Designated: Tigard

Connected: Drain, Grants Pass, Newport



Photo Courtesy: Astoria Downtown Historic District Association



ABOUT OREGON MAIN STREET

Oregon Main Street (OMS)

is part of Heritage Programs 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.

Main Street America™

Main Street America™ is a program of the National Main Street Center. What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level; integral support and expertise provided by Coordinating Programs at the city, county, and state level; and leadership and direction from the NMSC. Main Street America™ is also a special mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.

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.



Photo Courtesy: North Bend Main Street



Annual Statistical Highlights



Building Rehab Projects

2024: 293+
Cumulative: 2269+

Volunteer Hours

2024: 33,987+
Cumulative: 377,697+



Private Investment

2024: \$24,083,542+
Cumulative: \$284,213,828+

Net New Businesses

2024: 168+
Cumulative: 921+



Public Investment

2024: 89,278,929+
Cumulative: \$286,945,770+

Business Expansions

2024: 18+
Cumulative: 252+



Net New Jobs

2024: 1652+
Cumulative: 7436+

Business Acquisition

2024: 41+
Cumulative: 273+



All statistics include '+' to indicate additional data from communities who have not yet completed reporting.



Photo Courtesy: Albany Downtown Association (Top), Port Orford Main Street (Mid), Monmouth Business Association (Bottom)