



Apr. 14, 2015

Honorable Caddy McKeown, Chair
House Committee on Transportation and Economic Development
900 Court St. NE
Salem, Or 97301

RE: House Bill 3526 Establishes Oregon Main Street Revitalization Grant Program within Oregon Business Development Department to award grants

Dear Chair McKeown and Members of the Transportation and Economic Development Committee:

The City of Beaverton supports HB 3526, which would create a lottery-funded Oregon Main Street Revitalization Grant Program to award grants to participants in the Oregon Main Street Network and members of the National Main Street Center to preserve and revitalize communities and economic development. The financial assistance this grant program will provide will be impactful and meaningful.

Currently, the city is an Exploring Main Street under the State's Main Street program. The grants that would be provided on an annual basis will provide communities such as Beaverton with the means to rehabilitate designated downtown areas of Oregon.

The City of Beaverton works with businesses and property owners in the downtown area to ensure it is a viable place to do business. Efforts include overseeing the Beaverton Main Street Program, which aims to transform and revitalize our historic downtown area using the nationally recognized 4-Point approach which has an underlying historic preservation framework. Beaverton has developed other programs are aligned to help achieve this same goal:

- The sign and façade improvement program;
- First Fridays event to bring people downtown after 5 p.m.;
- A downtown walking map that accentuates the businesses, buildings, and people, and others.

Since the implementation of these programs, the downtown area has seen increased activity in tourism, but the funding has been a challenge to sustain. This grant program would help establish a meaningful source of funding that our downtown area could pursue for years to come. The funding also provides our local small businesses with an environment to grow and thrive in our community.

HB 3526 would be another valuable tool for Main Street property owners in Beaverton to support the restoration and revitalization efforts of our downtown. The city urges your support of HB 3526. Thank you for considering my comments.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alma Flores', with a large, sweeping flourish extending to the right.

Alma Flores

Economic Development Manager