

City of The Dalles  
Testimony to Joint Ways and Means Committee



February 12, 2016



*Artist's rendering of proposed hotel conference center complex*

## Granada Block Downtown Revitalization – City of The Dalles

The City of The Dalles, through its Urban Renewal Agency, has invested hundreds of thousands of dollars and countless staff hours in the Granada Block downtown revitalization project.

We have completed all reviews and assembled a sterling development team.

***This essential core component of downtown revitalization will promote jobs, housing, Main Street retail, historic preservation and interpretation.***

The State of Oregon's investment of \$1 million will close the gap, leveraging \$25 million in private capital to create a destination complex and well over 100 permanent jobs -- several times that number by filling vacant retail spaces.

Centerpiece is the Granada, constructed in 1929 as the first theatre west of the

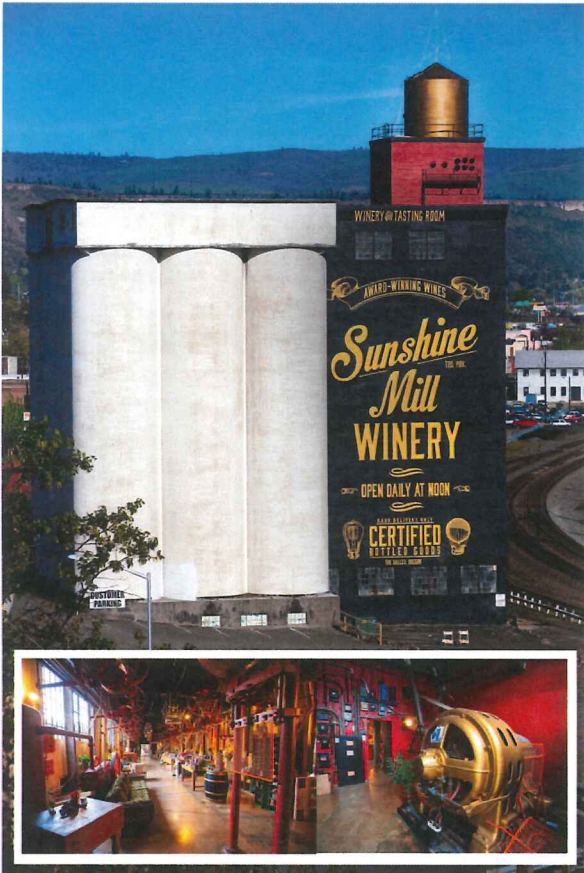
Mississippi to show a "talking" motion picture. Blighted adjacent structures will be replaced with a hotel, restaurant, cultural center and parking, all complementary to one of Oregon's oldest cities.

Bicyclists along the Historic Columbia River Highway, cruise ship passengers, business conference attendees, and scenic area visitors will grow our economy.

This rural partnership with one of the world's largest hoteliers will anchor downtown retail and leverage vertical housing by repurposing empty spaces as affordable dwellings.

We will create jobs. We will showcase our history. We will turn a blighted block into a \$26 million treasure.

**Thank you for your consideration.**

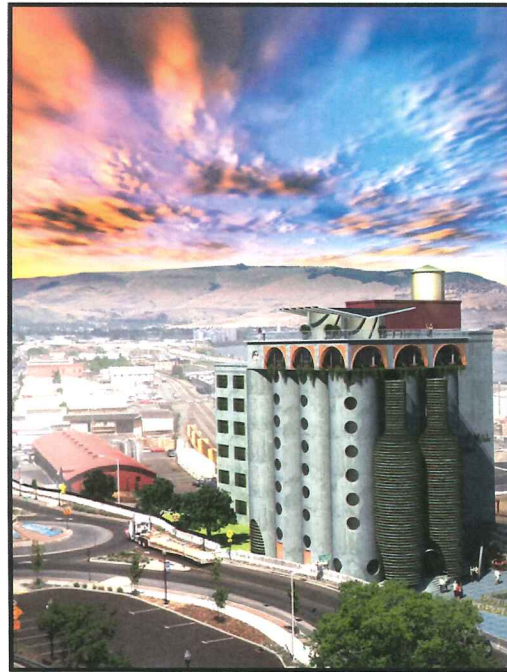


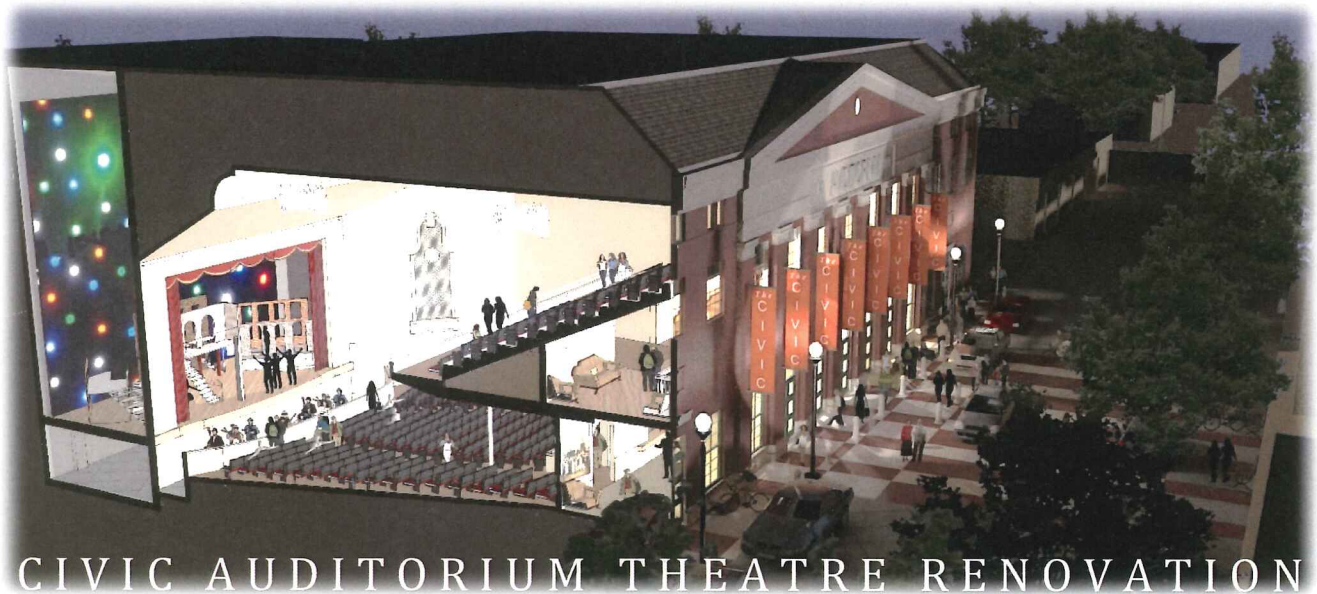
From a derelict building which sat vacant at the east end of The Dalles for nearly 30 years, owners James and Molli Martin have spent the last five years bringing the grand old mill back to life.

Once home to the Sunshine Biscuit Company, the mill was a bustling center of industry in The Dalles for nearly 100 years. After closing its doors the early 1970's, the building became an eye sore until the Martins worked with the city to secure an Urban Renewal Loan to bring it back to life as the Sunshine Mill Winery. In addition to the Sunshine Mill Winery, the property is also the production facility for Copa Di Vino wines. Beginning with five employees, the property now employs over 70 people.

In the first wave of renovations, the Grand Tasting Hall was rebuilt, keeping all of the historic touches from the past, while giving it a fresh polish to greet visitors. In the summer of 2014, the repainting project began and was finished three months later with new, hand-painted murals gracing the east and west facing walls.

Looking towards the future, the completion of The Silos boutique hotel would bring the vision full circle for the Martins, and entice more visitors to the unique location. Sunset magazine named the Sunshine Mill Winery the 'coolest place to taste wine' and the Mill was selected as a destination to visit in one of the Seven Wonders of Oregon campaign by Travel Oregon.





# CIVIC AUDITORIUM THEATRE RENOVATION

Downtown The Dalles, Oregon

We are:

**A LANDMARK ANCHOR TO A QUICKLY REVITALIZING HISTORIC DOWNTOWN:** The Civic Auditorium, including renovated 800 seat Theatre will continue to anchor our rapidly revitalizing historic downtown. New shops, restaurants, two new breweries/brewpubs, The Dalles Arts Center, the landmark Sunshine winery, new office space and two museums are all within easy walking distance of the Civic. Our new dock delivers “boatloads” of visitors right in our downtown from Columbia River cruises.

**A SOURCE OF COMMUNITY PRIDE WITH A LONG COLORFUL HISTORY:** Our national historic register Civic Auditorium including theatre and meeting wing was built originally in 1921 as a Veterans Memorial facility. Prior to falling into disrepair, our theatre hosted many notables including young trumpet prodigy Doc Severinsen of Tonight Show fame. We renovated our Civic meeting facilities in 2004 and continually host meetings, banquets, trade shows, dances and weddings. A renovated Civic Auditorium theatre will add much flexibility, amenity and first class performance, events and more meeting space.

**AN UNPARALLELED REGIONAL FACILITY... WHEN THEATRE RENOVATION IS COMPLETE:** With our combination of Ballroom, Fireside Room, Community Room and other meeting spaces along with our renovated theatre, there will be no comparable facilities between Portland and Boise. We will increasingly be a regional venue and attraction, adding much economy and culture.

**NOW TAKING THE RENOVATION STEPS:** Directed by our Board and our Civic Auditorium Historic Preservation Foundation, a 501(c)3 non-profit charity, we’ve already completed Master Plan and feasibility reports, design renderings, project cost estimates, Kickoff Gala and are now in active fundraising and capital campaign. We’re listed on the Agora Platform <http://agora-platform.com>. Your generous support will give us incredible additional fundraising and funding leverage, allowing us to move toward starting our Civic Theatre Renovation in 2017.

