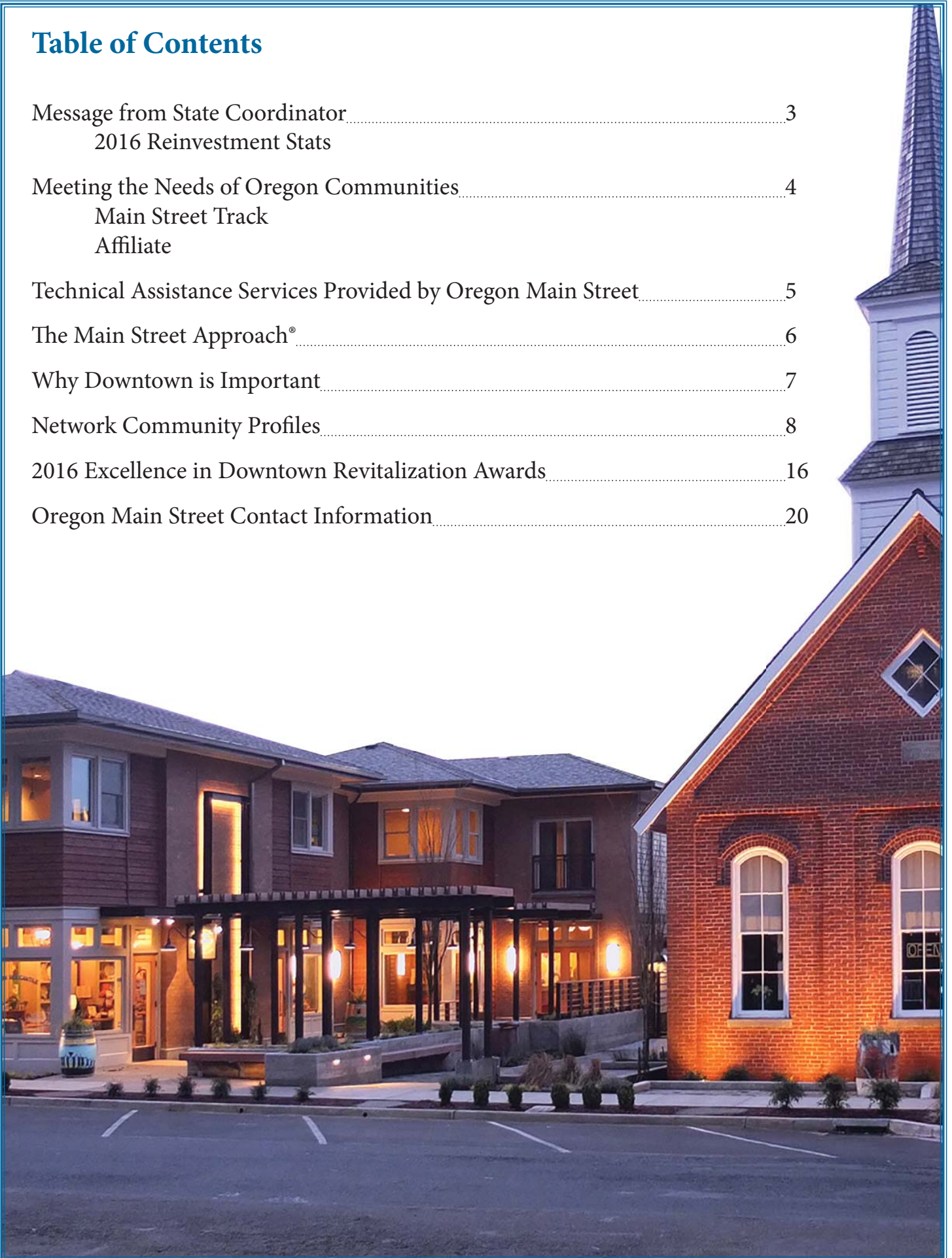


# Oregon Main Street 2016 Annual Report



## Table of Contents

Message from State Coordinator.....	3
2016 Reinvestment Stats	
Meeting the Needs of Oregon Communities.....	4
Main Street Track	
Affiliate	
Technical Assistance Services Provided by Oregon Main Street.....	5
The Main Street Approach®.....	6
Why Downtown is Important.....	7
Network Community Profiles.....	8
2016 Excellence in Downtown Revitalization Awards.....	16
Oregon Main Street Contact Information.....	20



## Message from State Coordinator

We kicked off 2016 with a big start. We were one of five states selected, and the first to host, the “Cultivating Place on Main Street” workshop as a joint endeavor with the National Main Street Center and Project for Public Spaces. Participants from around the state received a scholarship to attend the two-day intensive training in Placemaking in Hillsboro. This spurred many of our communities to tackle their own “Lighter, Quicker, Cheaper” projects to enhance downtown vitality such as the parklet projects in The Dalles, Stayton, and Albany; the Rain Art project in Hillsboro; ArtScape! banner project in Dayton; and mural projects in Port Orford.

A significant portion of 2016 was spent on preparing for the new Oregon Main Street Revitalization Grant program including:

- Successfully completing the rulemaking process with the guidance of a steering committee composed of state agency partners, business and property owners, main street representatives, economic development professionals, nonprofit partners, and the League of Oregon Cities.
- Hosting training sessions to prepare communities for applying for the grant including topics such as strategic planning, collecting and tracking data, the building development process, and grant writing (60 communities participated in the grant workshop in January).
- Providing design assistance for façade and adaptive building re-use projects.

We are hearing about a wide variety of projects communities are working on lining up as a result of the new grant program from a boutique downtown hotel and restaurant project to upper floor housing to a whole block of façade improvements.

We are seeing continued revitalization progress in our Network communities. 80 communities or neighborhood districts are currently participating in the Network. And, we were pleased to move The Dalles Main Street and La Grande Main Street Downtown to our Performing Main Street level. This is a significant achievement for these programs and an acknowledgement of their revitalization success. It is so inspiring to work with the volunteers and staff of the programs participating in the Network. You all are making a difference in your towns and in our state.

We also worked with Michael Wagler, state director of Iowa Main Street, to conduct a program evaluation of our state program including surveys of our participating programs, a workshop with top tier communities, and a meeting with partner organizations and agencies. This provided a great deal of useful feedback on what constituents value in our services as well as opportunities to strengthen our program to meet the needs of our Network communities.

*Sheri Stuart  
Oregon Main Street*

# 2016 Reinvestment Stats\*

Investment  

**\$12,797,123** Private  
**\$16,134,267** Public

Grand Opening  
  
**59**  
 Net New  
 businesses

**219**  
 Building  
 Renovations

**455**  
 Net new jobs

**50,683** Volunteer  
 Hours  
 Value of  
 volunteer time **\$1,153,055**

### 2010-2016 Cumulative Stats\*

Private reinvestment	\$75,740,994
Public reinvestment	\$91,222,600
Total building rehabs	1,082
Net business gain	385
Net job gain	2,699
Volunteer hours	175,965
Value of volunteer time	\$3,748,527

\*Combined data from Performing Main Street and Transforming Downtown tiers.

# Meeting the Needs of Oregon Communities

Oregon Main Street is a Main Street America™ Coordinating Program. Main Street America™ is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Oregon Main Street works with



communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. Services are based on the successful Main Street Approach developed by the National Main Street Center and include training and technical assistance. The goal is to build high quality, livable, and sustainable communities that will grow Oregon's economy while maintaining a sense of place.

An important objective of Oregon Main Street is to provide assistance to all communities in Oregon whether they are just beginning to

explore options for their downtown or seeking national recognition as an accredited Main Street® town. To accomplish this, services are offered through a tiered system.

## Main Street Track

The "Main Street Track" is for communities who are committed to downtown revitalization and are either using the Main Street Approach® or are working towards its implementation. Participation requirements and services depend on the level a community is accepted at in the Oregon Main Street Network. Communities participating in the Main Street Track must have:

- A cohesive core of historic or older commercial and mixed-use buildings that represent the community's architectural heritage and may include compatible in-fill.
- A sufficient mass of businesses, buildings, and density to be effective.
- A compact and pedestrian-oriented district.

The Main Street Track levels include:

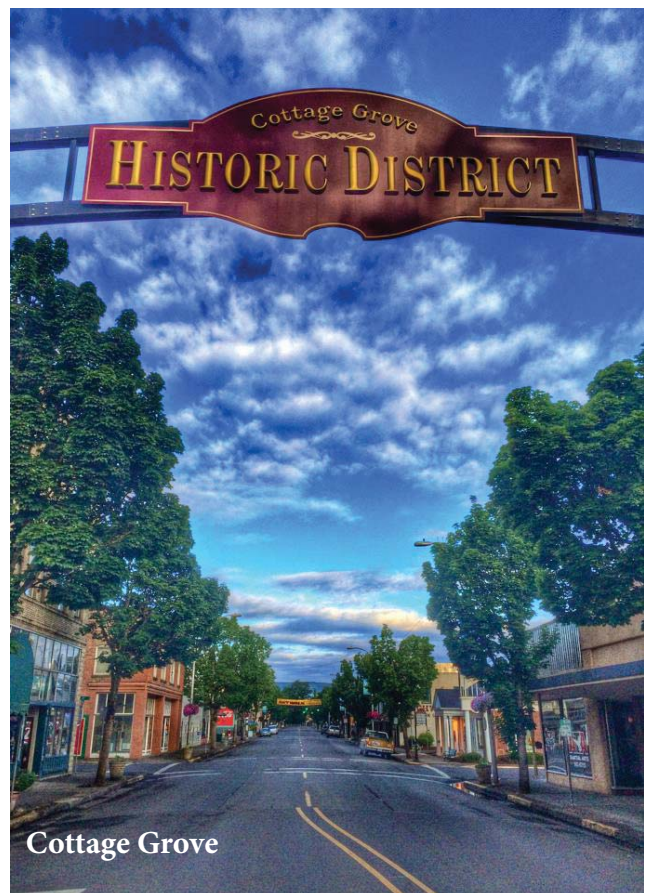
**Exploring Downtown** is for communities just starting a downtown revitalization effort and wish to learn more about using the Main Street Approach®. Interested communities may join at any time by completing a brief application form.

**Transforming Downtown** is for communities who are committed to downtown revitalization using the Main Street Approach® but need technical assistance to help them develop the organizational structure. Application rounds are held as resources permit.

**Performing Main Street** is for those communities with independent nonprofit organizations who are fully committed to using the Main Street Approach® as the basis for their downtown revitalization efforts. Application rounds are held as resources permit.

## Affiliate

**Affiliate** is for communities that do not wish to become a designated Main Street community or wish to apply the Main Street Approach® in a non-traditional commercial setting. Communities participating at this level receive notification of workshops and conferences sponsored by Oregon Main Street but do not receive technical assistance. Interested communities may join at any time by completing a brief application form.



# Technical Assistance Services Provided By Oregon Main Street

Oregon Main Street provides technical assistance to communities based on the level of participation in the Oregon Main Street Network. Services are intended to help communities develop or strengthen their organizational capacity to implement a comprehensive, preservation-based, downtown revitalization strategy.

The types of assistance communities can be eligible for include:

- Reconnaissance Visits
- Developing Mission/Vision Statements
- Goal Setting/Strategic Planning
- Board Roles and Responsibilities Training
- Committee Training
- Development of Work Plans
- Quarterly Executive Director/Program Manager Meetings
- Quarterly Workshops
- Annual Conference
- Local Program Evaluation
- Resource Team Visits
- Assistance in Hiring an Executive Director/Program Manager
- New Executive Director/Program Manager Orientation
- Introduction to Main Street Presentation
- Specialized Technical Assistance
- Design Assistance
- Reconnaissance Level Historic Surveys
- Scholarship to the National Main Street Conference
- Steering Committee Development

## 2016 OMS Services Provided

Main Street Overview	8
Organization Meeting	13
Board/Committee Training	3
Board Retreat/Goal Setting	10
New Manager Orientation/Search	4
Design/Technical Assistance	8
RLS/National Register	2
Network Meetings/Trainings/Webinars	9
Awards	19
NMSC Conference Scholarships	9
Network Communities	80*

*\*As of March of 2017*



Design Assistance for Estacada provided by Summit Solutions Group for Main Street Communities in 2016.

# The Main Street Approach®

Oregon Main Street uses the successful Main Street® methodology developed by the National Main Street Center as its foundation for assistance. This methodology is a proven approach to historic commercial district revitalization. The success of the Main Street Approach® is based on its comprehensive nature and emphasizes four critical areas of revitalization:

- \* **Organization** helps everyone work towards the same goals and maximizes involvement of public and private leaders within the community.
- \* **Promotion** brings people back downtown by helping to attract visitors, shoppers, and investors.
- \* **Design** enhances a district's appearance and pedestrian amenities while preserving its historic features.
- \* **Economic Vitality** stimulates business development and helps strengthen the district's economic base.



By fully integrating the four points into a practical downtown revitalization effort, a local program will produce fundamental changes in a community's economy based on preservation strategies.

## Eight Guiding Principles

The National Main Street Center's experience in helping communities bring their downtowns back to life has shown time and time again that the Main Street Four Point Approach succeeds only when combined with the following eight principles:

- \* **Comprehensive:** A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
- \* **Incremental:** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.
- \* **Self-Help:** Although the National Main Street Center can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- \* **Public/private partnership:** Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
- \* **Identifying and capitalizing on existing assets:** One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.
- \* **Quality:** From storefront design to promotional campaigns to special events, quality must be the main goal.
- \* **Change:** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- \* **Action-oriented:** Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

## Why Downtown Is Important

Main Street advocates are commonly asked by city governments and businesses, “Why should we invest in downtown?” In response, here are a few reasons why your downtown or neighborhood commercial district is an important and worthwhile investment in the economic health and quality of life in your community:

- \* Downtown is a symbol of community economic health, local quality of life, pride, and community history. These are all factors in industrial, commercial, and professional recruitment.
- \* A vital downtown retains and creates jobs, which also means a stronger tax base. Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community.
- \* Downtown is a good incubator for new small businesses—the building blocks of a healthy economy.
- \* A vital downtown area reduces sprawl by concentrating retail in one area, using community resources—such as infrastructure, land, and tax dollars—wisely.
- \* A healthy downtown core protects property values in surrounding residential neighborhoods.
- \* The traditional commercial district is an ideal location for independent businesses, which in turn:
  - Keep profits in town. When a dollar is spent with a local merchant, 60 cents stays in the community as opposed to six cents with big box retailers and 20 cents with chain stores.
  - Support local families with family-owned businesses.
  - Support local community projects.
- \* A revitalized downtown increases the community’s options for goods and services, whether for basic staples like clothing, food, and professional services, or less traditional functions such as housing and entertainment.
- \* Downtown provides an important civic forum where members of the community can congregate. Special events and celebrations held downtown reinforce a sense of community.
- \* Many downtown districts become tourist destinations by virtue of the character of the buildings, location, selection of unique businesses, and events held there.

*“Legislators heard stories from main street supporters from across the state, from Port Orford to Klamath Falls and Newberg to The Dalles. By sharing your experience with Main Street you helped legislators understand and appreciate the value of supporting downtown revitalization in Oregon.”*

From the office of State Representative Tina Kotek who introduced the bill that would result in the establishment of the Main Street Revitalization Grant.



# Network Community Profiles

## Performing Main Street

**Albany Downtown Association (ADA):** 2016 finished on a high note in Historic Downtown Albany. This year we had over 10 new businesses open. These included Tin Roof Boutique, an upscale but reasonably priced women's boutique, a new lingerie shop called CJ's lingerie and Violet's Sweet Treats that serves up both ice cream and yogurt, plus yummy baked goods to name a few. In early 2017 we expect two new Ale Houses to open and our new Historic Carousel in June. We had a new building restored, where one of the Ale houses will open. We successfully held 3 brand new events in Downtown Albany, all drawing large crowds. They were Restaurant Week, held in April. Art and Jazz Festival held in May and two Poke Crawls, held in both August and September. In May we installed two very popular Parklets used by all ages. In August we finished up our Movies at Monteith six week movie series. Total attendance at our movies this year was near 3000. As we finished up 2016, we held our Downtown Twice around parade and Community Tree lighting. 2017 in Downtown Albany will be a turning point for us as we welcome the carousel more Parklets and businesses.



**Alberta Main Street (AMS):** 2016 was a stellar year for Alberta Main Street! The 19th Annual Alberta Street Fair drew over 20,000 people to the district and at the 6th annual Earth Day Clean Up, over 100 people volunteered to clean up the district. AMS awarded over \$9,000 in matching mini-grants (leveraging over \$12,000 in private investment) to support physical improvements to businesses and/or buildings. They hosted 6 small business seminars to help owners run their business effectively and 6 mixers to foster relationship building among stakeholders. AMS doubled down on their equity and engagement efforts both internally and externally and launched an equitable placemaking project that will transform community stories into permanent cultural markers. The year came to a close with Lit Up and Local, a series of holiday events including a living tree lighting and everyone's favorite Gnome for the Holidays.



**Astoria Downtown Historic District Association (ADHDA):** Astoria's renaissance continues. 2016 saw the creation of a new special event, the Shore Style Wedding Faire, highlighting the myriad small business partners available to make Astoria the perfect destination wedding locale. Small businesses were also the highlight of our Valentine's Day Passport Program and Shop Plaid Holiday Campaign, both local favorites. We are now wrapping up our Cluster Analysis to empower our merchants to better serve existing clients and recruit new business into downtown. Visitors from as far as Bavaria joined over 3,000 fellow beer lovers at the Pacific Northwest Brew Cup, known for outstanding live music along with beers from the greater region. We wrapped up the year with a newly expanded holiday program that included a downtown lighting, shop local campaign, and Santa Claus at The Liberty Theater.

**Downtown Corvallis Association (DCA):** The Downtown Corvallis Association is working to establish a new 5-year Economic Improvement District. The organization held 2 successful Rhapsody in the Vineyard Wine Walks in March & September 2016. Each event attracted well over 2,000 attendees. The Red White & Blue Riverfront Festival raised over \$30,000 for the Downtown Corvallis Association. Downtown Corvallis Association's Executive Director was honored to be invited to serve as Grand Marshal of Corvallis Lions Club's Community Christmas Parade. She rode in a red vintage 1940 Ford convertible, owned by Al Hutchinson, owner of Al Hutchinson car dealership. DCA's Downtown Design Awards Ceremony honored building owners who made improvements to their building during the year: Nicole Nystrom, owner of The Clothes Tree received the Grand Prize for interior and exterior improvements to her building. Ted Cox was recognized for adding historic murals to the back of his Old World Deli building and Jennifer Moreland for having an artist paint "wings on the back of Hugh White's building, which is a real traffic stopper as people pose in front of the wings





to have their picture taken. A novel business “Goat Yoga” has attracted visitors from Germany and Norway and is now being considered for franchising!

**La Grande Main Street Downtown (LGMSD):** La Grande has had a very exciting 2016. This year saw some fantastic events including our New Year’s Eve Ball Drop, Christmas Tree Lighting and Parade, and the Eastern Oregon Beer Festival. Our Crazy Days event in July had a record number of entries in the classic car show and our Eastern Oregon Beer Festival is rapidly expanding into a signature event for our community. Our community also saw the completion of the Adams Ave Streetscape Project with the final installations of streetscape furniture into downtown. We are delighted with our success in 2016 and hopeful that 2017 will bring even more change and positivity into our downtown.

**McMinnville Downtown Association (MDA):** MDA’s Biggest Successes included a re-tooled sponsorship opportunities packet and a successful partnership with Linfield College. Four very successful part-time interns help out at the office this past year with no cost to our organization. Farmers Market is by far our most profitable event and is one of the best for our image and mission. We sold more than \$32,000 in Gift Certificates last year which helps keep sales local. We helped property owners with tax credits and grant applications for historic properties. One of the biggest strengths the MDA has right now is our committees expertise in recruiting businesses, retaining businesses and being a great resource to help them find funding for many of their projects. Holiday Twinkle Lights. Historic Facade Design Guideline Brochure.



**Downtown Oregon City Association (DOCA):** DOCA continued to expand its downtown activities and improvements in 2016. This year’s events had continued success including our highly successful and award winning Oregon Trail® 5k. We introduced the first annual Oregon Trail Brewfest and it exceeded its goals in attendance and funds raised. Doca’s Executive Director, Jonathan Stone, was recognized as Downtown Manager of the Year at the 2016 Main Street Revitalization awards for his success in identifying the identity of the downtown in a branding process and enhancing and promoting its identity through programming and marketing.

**Downtown Roseburg Association (DRA):** DRA has had a very busy year in the public improvement aspect. Several wayfinding kiosks have been installed at new intersections and they are used by visitors and community members in the Main Street district. The city also completed a \$3 million streetscape improvement project in downtown increasing accessibility and functionality of certain locations while incorporating public art in the project emphasizing the culture and history of the area.



**The Dalles Main Street (TDMS):** is in constant motion to revitalize the historic downtown of The Dalles,. The Dalles Main Street is able to celebrate another successful season of placemaking with three parklets located on the downtown’s main thoroughfare to increase the morale among residents and visitors alike. The Dalles Main Street was awarded the “Outstanding Partnership” award for working so closely with the City of The Dalles and an award for “Best Community Education” for our downtown promotional booklet that captures all there is to love about the community. The Dalles Main Street is happy to report the inclusion of Jeremiah Paulsen as the Resource Assistance for Rural Environments Americorps volunteer. Along with being

a wonderful asset to Main Street and Downtown The Dalles, Jeremiah is seeing his professional development grow stronger everyday. A productive Strategic Planning session saw the Dalles Main Street and central community members reshape The Dalles Main Street’s mission and vision statement to accurately reflect the accomplishments The Dalles Main Street aims to achieve as they enter a new year.

## **Transforming Downtown**

**Greater Bandon Association (GBA):** GBA found success this year in continuing to perfect and expand programs from year’s past. Alive After Five, a monthly wine walk, brought in glass sales that exceeded our expectations, the Volunteer of the Month program continues to be a favorite in our community, and the Night of 10,000 Lights and Lighted Street Parade brought in visitors from around the area for festive, seasonal fun. Other accomplishments included the Fourth of July celebration, Music in the

Park, and a regional community and economic resilience project. With the help of the State Department of Land Conservation and Development, a retail analysis for the area was conducted and presented at a workshop. We were also able to establish additional funding for phase two of the Cycle Stop Rest and Repair. Although begun in 2016, we expect GBA will continue to explore establishing Old Town Bandon as a Historic District, establishing the City as a Certified Local Government and leading the development of a local Economic Development Plan in 2017. We also will strive to move from a Transforming to Performing Main Street Town. Through these efforts GBA will continue to champion and be an active partner in Bandon's community and economic revitalization.

**The Beaverton Downtown Association (BDA):** In 2016 the BDA organized two downtown promotions and participated in two broader community events. In June, the BDA hosted the Wine & Chocolate Walk. This fun event was intended to draw pedestrian traffic to old town, with stops for delicious sip and sweet tastings through the historic district. This first W&C event was a big success with over 650 happy participants. In September, the BDA organized the Broadway Street Festival in partnership with the City of Beaverton. Cold, rainy and windy weather ensured that only the "unstoppable" Beavertonians attended, but the few hundred people who came had a great time. The Festival has been planned again for 2017 with the hopes of better weather and a lot more people. We also joined in Beaverton's Summer parade and staffed a BDA market booth to friend-raise and fundraise through the sale of holiday ornaments at the community's first-ever German Holiday Market. Several businesses on Broadway had major storefront improvements, celebrated by ribbon cutting ceremonies, and attractive blade signs installed. Our design committee was also instrumental in getting two pieces of public art installed on Broadway. In August, the BDA hired our first Executive Director, Ann Sigler, through the Intel/SVP Encore Fellowship Program.



**Canby Main Street:** Art. History. Entertainment. Downtown Canby has exploded with opportunities for citizens, visitors, and volunteers alike. In the past few years, five sculptures have been installed on NW 1st Avenue. The City's Historic Review Board has invested grant dollars in creating a walking tour with plaques on historic buildings. Events such as the Big Night Out Street Dance, Halloween Spooktacular Village, Canby Independence Day Celebration and the annual Light Up the Night brings fun for children of all ages. Several new retail businesses opened in Canby, adding unique opportunities to the diverse business community. Thousands of dahlias and tulips have been donated and planted downtown to ensure that "Canby, the Garden Spot," lives up to its name. As Canby continues to grow, the opportunities to live, work, and play are endless.

**Carlton Business Association (CBA):** One of the biggest highlights of the year, is the completion of the Carlton Pool House Project in the heart of downtown. This project received an award for "Outstanding Special Project" in the Downtown Revitalization Awards. The continued success of our Annual Grape Stomping Festival, "Carlton Crush", a grass-roots fundraiser had gained momentum with increased community participation. The CBA committees are busy planning new projects for 2017, a couple starting soon are "Carlton Spotlight" and "St. Patrick's Day Pub Crawl". Here's to another successful year in our "Great Little Town"!



**Coos Bay Downtown Association (CBDA):** 2016 was a year of re-energizing and excitement. The CBDA kicked off 2016 by hiring their new Main Street Manager/Executive Director and worked hard to strengthen partnerships with our local businesses, expand downtown events, improve downtown promotions, implement training, and gain more community support. The CBDA worked to grow and improve their largest fundraiser, the Downtown Coos Bay Farmers Market. They hired a new Farmers Market Assistant Manager and partnered with the local coffeehouse to bring music and entertainment to the downtown streets. The CBDA partnered with the Farmers Market Fund to offer Double Up Food Bucks, which is a SNAP matching program. The Blackberry Arts Festival was another success in 2016 and this year the Festival added new vendors. The CBDA helped promote the Coos Bay Boat Building Center's Festival of Sail and added a downtown scavenger hunt and the O'Ship 5K to bring people to the downtown corridor. CBDA promoted Downtown Trick or Treating and partnered with CBDA members to promote their Holiday Open Houses, Black Friday event, and Shop Small Saturday's Nog/Cider Walk. The CBDA also brought Santa to Downtown to light the Downtown Christmas Tree .

**Cottage Grove Main Street (CGMS):** 2016 was another wonderful year for Downtown Cottage Grove with a large focus on collaboration. We had a total of 6 new businesses and 2 expansions and welcomed 30 new employees to downtown. Funding



through the City of Cottage Grove's Historic Renovation Grant Program led to a total investment of approximately \$15,000 in downtown building stock. The City of Cottage Grove invested in Downtown by supporting the Main Street Program and offered funding to assist the small business owners. The Cottage Grove Economic Business and Improvement District (EBID) was voted in for another 5 years. EBID sponsored several projects including the Main Street Program staffing and events, sidewalk improvements, and the expansion of the Hanging Flower Baskets. Summer brought the Main Street Chili Cook Off/Car Show, Bohemia Mining Days, The Gran Fondo and our first Half Marathon. Main Street and the Cottage Grove Community Development Corporation (CDC) partnered with Fertilab to start a Thursday morning coffee clutch downtown.

Local entrepreneurs were able to chat with peers /mentors and several of our entrepreneurs gave their business/expansion pitches to receive contacts, education and assistance to move forward. We are well on our way in our fundraising efforts for the full renovation of the Cottage Grove Armory. Halloween's 'Trick or Treat on Main Street' Festivities expanded to include more experience based activities and 3000 people attended. For Shop Small Saturday we organized 'The Inaugural "Turkey Drop"'. The Main Street Program took the lead of 'Christmas in Cottage Grove' with assistance from the Chamber of Commerce. Thanks to the universal love for our beautiful historical downtown we are able to do great things. It's a group effort. Volunteers are the key.

**Dayton Community Development Association (DCDA):** Downtown Dayton has shown some true growth as a result of our Main Street revitalization efforts. 2016 brought the completion of the first new building in downtown in close to 5 decades. The beautiful structure, named Francis Court, is a mixed used-two story building with 2 upstairs apartments and 2 downstairs retail spaces. All spaces are occupied with the retail spaces housing a wine tasting room and a locally owned boutique gift shop. Both businesses have done extraordinarily well in their first year. Francis Court was the recipient of an Oregon Main Street award for "best new building" and a Restore Oregon award for the thought and effort that went in to making this building compatible with its neighboring historic buildings. This year the DCDA created a 97114 Tourism Map, showing the location of all of the tourism related businesses in our zip code. We had 2 new events this year. "Artscape" created an outdoor art gallery for the summer and was a fundraiser with the Downtown benefiting from the sale of donated local paintings. Downtown Dayton Chocolate Crawl was a Valentine's Day Weekend treat. Businesses offered chocolate "small bites" to all who purchased a "passport". A fun way to celebrate that we plan to continue in 2017.



**Estacada Development Association (EDA):** The city of Estacada adopted a branding catch phrase to describe it: unexpected, untamed, unforgettable. The phrase captures the area, the town and the people who work and play here. People are often surprised at what they find here, one of the gems of Clackamas County, for the Clackamas River that is at the heart of its recreation and tourism. The arts thrive here. Estacada has become known for its quality murals now numbering 23. Estacada enjoyed two new EDA-sponsored events in 2016. In June with perfect weather, Estacada Uncorked a wine, beer and food tasting event drew record numbers onto Broadway Street – and later received the Oregon Main Street Excellence in Downtown Revitalization for the best new special event. In October, in spite of the weather, the Harvest Festival brought out the playful side of young and old with a pie eating contest, a pet costume contest and pumpkin painting. Both are now

on the permanent list of events that draw visitors and residents into downtown Estacada where the tree-lined streets and lush landscaping encourage everyone to linger longer. Economic development is at the heart of the EDA's role in the community. Store fronts are filling up and a new Dollar General store scheduled to open this year will help fill in the retail landscape.

**Hillsboro Downtown Partnership (HDP):** 2016 was a prosperous year for Downtown Hillsboro. The Hillsboro Downtown Partnership (HDP) established four Downtown focused committees working on exciting and innovative revitalization projects in the various focal areas of the 4 point approach: Promotions, Design, Business Development, and Organization. HDP hosted our first community fundraiser, the Inaugural Farm to Table Dinner, serving 250 people in the middle of Main Street, featuring 5 Downtown restaurants and chefs, local farms, vineyards, cideries and breweries. The Safe N Sane Trick or Treat event was retooled into a street festival titled Harvest on Main, and we have seen an increase in business and community participation in Hillsboro's First Tuesday Art Walk. The district had a total of 14 new businesses, 8 expansions, and 49 new employees in

Downtown Hillsboro in 2016. Not only were people investing in businesses, but there has been a slew of storefront and building improvements in the district as well. Completed improvements add up to a total investment of approximately \$298,000 in Downtown building stock. And we have much more to look forward to in 2017, starting with three new businesses opening early in the year. Many Downtown beautification projects are also kicking off in 2017. Colorful Downtown banners, pedestrian directional signs and parking signs will be installed in the first quarter. Also coming to the district is Main Street's first piece of public art, titled the *Walking Warrior* by Sharon Agnor. In Spring, the City is implementing Hillsboro's first intersection painting at the entry way of Downtown, in the intersection of 5th and Main, welcoming people as they arrive.



**Klamath Falls Downtown Association (KFDA):** The Klamath Falls Downtown Association had a very interesting year, starting with revamping our Event Season. Instead of our regular “Third Thursday” street festival concept, we collaborated with two other entities to co-chair two new events: The Lake Jam and Art’s on the Flyway. Both were successful and provided two, new, family friendly events in our downtown. Other successful events were our signature Scarecrow Row with over 1500 children and their families enjoying a downtown fall festival with safe trick or treating and “Give Back Day” where 500 high school students came and helped with downtown clean-up. We hosted a “Building Code” seminar to help our local officials get on the same page regarding adaptive re-use development within our downtown core. Upstairs residential development remains a priority for our organization. Another design project included arranging evergreens in

our lower, street level flower pots for the holiday season. We have developed a package of cash and services worth over \$10,000 to go to the winner of our Business Plan Competition to help fill one of our chronically empty store fronts. We have been working with our city to develop a source for permanent, sustainable funding to hire a full time coordinator and received a one time, one year grant from Cascade Health Alliance for this position. Our favorite quote : “There is no greater power than a community discovering what it cares for”-Margaret Wheatley.

**Lebanon Downtown Association (LDA):** Shop local became more prominent this year in Downtown Lebanon. Our local volunteers donated their time while giving much needed elbow grease to help clean the Downtown area on Community Pride Day. Concerts in the Park was extended an extra 3 weeks in 2016 that brought more tourism to downtown Lebanon. The Pokémon Passport Event brought the young and the young at heart gamers out to explore Downtown Lebanon, with an estimated 500 plus exploring our Main Street. They discovered new businesses and rediscovered old ones. LDA started our first Saturday Market in the Park that lasted 7 weeks in July and August bringing in new ideas and helped accomplish part of the 2014 vision. In October, the business owners took to the sidewalks to hand out their Halloween Treats to the ghost and goblins with over 3000 in attendance. New Holiday passport event was successful as well as a holiday window decorating contest for downtown businesses. The revamped Holiday Twilight Parade and Holidays in the Park completed 2016 with our parks and streets overflowing with over 3500 in attendance.



**Milton Freewater Downtown Alliance (MFDA):** MFDA puts on a quarterly event to keep pushing forward the energy started in 2012 when we formed. This year started off with all city groups coordinating effort to pass a school bond to build the first new school in the town in 100 years , bond passed by 80%! The second quarter event was building the Cinco de Mayo celebration recognizing the leadership and expansion of our Latino population. The third quarter we initiated a summer time Thursdays Rock main street fair with music, vendors, and food drawing business to main. Also that quarter we had a beautify main street effort with 200 volunteers that changed 13 store front facades all in 1 day along north and south main street. The last quarter we held 2 volunteer recognition events for community volunteers and committee volunteers,

something we felt was long overdue. Also this past year we hosted monthly Roger Brooks webinars and discussions afterwards for merchants and city leaders, constantly educating and challenging our efforts to seek ways to improve.

**Newberg Downtown Coalition (NDC):** This year we saw eleven new businesses move into our Main Street district. The city has embarked on a Downtown Improvement Plan and an Economic Development plan and we are very encouraged by the community engagement in the public process portion of these planning efforts. One of our dedicated volunteers, Doug Hood, has been instrumental in helping the organization with administrative tasks and was recognized as the Main Street Volunteer of the Year at the 2016 Oregon Main Street Revitalization Awards. We are planning on continuing to expand our successful barrel planter program in addition to organizational planning, continued success with events and the farmers market, and working with the city on their economic development process.



**Pendleton Downtown Association (PDA):** This year has been a big year for the Pendleton Downtown Association. They hired their first full-time staff, acquired their first office space in mid-September, and have hit the ground running. This organization publicized a downtown trick-or-treating event and created the first annual Holiday Stroll, an event that brought a thousand people flocking to Main Street for holiday shopping. In addition, the P.D.A. is working with various entities around the community to create a parking plan, create a food hub/festival area, and fundraise for flower baskets.

**Port Orford Main Street Revitalization Association (POMSRA):** POMSRA continues to enliven the vitality of the downtown in the quirkily little city of Port Orford. Art continues to be a focal point to promote the downtown because of the many artists, ten galleries, and being an Art District. A highlight was creating whimsical, artistic fire hydrants - a face lift for the rusty hydrants along the business corridor - complete with a contest, map, and a celebration with the fire department. POMSRA continues the annual spiffy awards to reward businesses that improve their appearance, provide gallery and restaurant guides, do a yearly cleanup, and celebrate with our Crab Pot Christmas tree.



**Sherwood Main Street (SMS):** Sherwood Main Street is very active in its Old Town district. We have multiple festivals and events that draw neighbors and visitors from the surrounding areas. Our Robin Hood Festival and Crusin' Car Show are held during the summer months and SMS volunteers spend many hours working hard to make these events successful. SMS partnered with the Sherwood Center for the Arts to put on quarterly Art Walks drawing hundreds of visitors into our local shops while highlighting local artists. We expanded our Halloween Treat or Treating event to include vendors, themed music, and carnival games like Bowling with Pumpkins and Trebuchet Target Thumping bringing two thousand visitors to downtown. SMS also sponsored an Old Engine Show at our Center for the Arts during Saturday Market for an exciting and educational experience. Our downtown maps are provided free to local business to hand out, and the maps are printable from our website. We held informative monthly General Meetings where city officials, local partners, business leaders, and citizens get together to discuss current changes, opportunities and upcoming events. This meeting has proven to build relationships among the downtown partners while providing valuable information to local businesses.

**Tillamook Main Street (TMS):** 2016 has been a pivotal year for Tillamook. Organizationally, a TMS volunteer mapped the district and collected contact information to populate a complete database improving communication dramatically. In addition to emails direct to that list, a monthly column about Mainstreet District happenings runs in the local paper. A new coordinator came on board in October, and together with the Board and committee members, the strategic plan was reviewed and refreshed. TMS has focused on improving the communication and marketing of existing events, and partnering with event hosts to coordinate times and dates so that there is a consolidated series of activities that are well organized and promoted through a centralized online calendar. In August, a printed Downtown Walking Map was released, highlighting businesses in the district. The June Dairy Parade, which has been happening for 59 years, expanded to include a festival that brought much additional traffic to the district and kept families engaged in activities for most of the day. Other highlights for the year include a review of the Town Center Overlay District and Sign Ordinance codes, a revision to the application process for urban renewal funding, a downtown clean-up day, support for the downtown community while a massive highway project rolls out, printing and distribution of parking maps, a commercial property tour, and a "Cork & Brew" wine and beer tour.

## Exploring Downtown Level\*

Amity  
Athena  
Baker City  
Brookings  
Burns  
Dallas  
Enterprise  
Florence  
Gold Beach  
Hermiston  
Independence  
Lakeview  
Merrill  
Monroe  
Myrtle Creek  
Myrtle Point  
Oakridge  
Ontario  
Reedsport  
St. Helens  
Salem  
Sheridan  
Stayton  
Sutherlin  
Tigard  
West Linn  
Weston  
Woodburn

## Affiliate Level\*

Aurora  
Banks  
Bend  
Bonanza  
Coburg  
Donald  
Dunes City  
Eugene  
Irrigon  
Jefferson  
John Day  
Malin  
McKenzie River  
Milwaukie  
Mosier  
North Plains  
Redmond  
Sandy  
Sherman County  
Silverton  
St. Johns  
Stanfield  
Turner  
Umatilla County  
Veneta  
Wallowa

*\*This list was last updated in March of 2017.*



The new Salem Main Street group networked with the McMinnville Downtown Association, an established Performing Main Street.

## 2016 Excellence in Downtown Revitalization Awards

### Outstanding Historic Renovation Project: JS Cooper Block, Independence

The JS Cooper Block is the key architectural feature in Independence's well-preserved historic downtown. For many years the Cooper Block languished. In 2014, a local developer purchased the building who understood the value that revitalized historic buildings can have in a community. The project included repointing all the brick, cleaning and repairing all the original windows upstairs (and restoring all three original storefronts on the building). The City provided assistance with a \$50,000 façade restoration grant, and also secured a \$12,000 Diamonds in the Rough grant through Heritage Programs, to supplement the owner's funds.

### Best Façade Improvement: The Clothes Tree, Corvallis

The Clothes Tree building in downtown Corvallis was originally built in 1880 and subsequently underwent major renovations in the 1920s and 1960s. The thoughtful design process included deciding which of the former renovation elements to keep and which elements of the original architecture to bring back. The project called for the removal of many of the 1960's elements, however some remain. Today, the building is a reflection of the previous renovations and the original architecture brought together in a cohesive manner. And, significantly, The Clothes Tree is growing their customer base and attracting a younger demographic.



### Outstanding New Building: Francis Court, Dayton

"Francis Court" is the first new building constructed in downtown Dayton in five decades. The project includes two residential apartments and two new commercial retail spaces, including space for a new business the Dayton Mercantile and a tasting room for Seufert Winery. Architect Paul Falsetto worked directly with the two business owners to custom design their spaces. He also met with the bordering residential neighbor early in the process to share the design



concept and incorporate her feedback. The building includes a courtyard space that connects with The Block House Café next door. This corner in downtown is now one of Dayton's liveliest spots.

### Best Streetscape Project: Oak/Kane/Washington Streetscape, Roseburg

This \$3 million project included streetscape improvements in the heart of downtown Roseburg. The design improved accessibility and function of the district, but took it a step farther than most projects of this scope. The intersection designs were public art in themselves representing the culture, history, and assets that are personal to Roseburg. It is one of the most interesting and unique streetscape projects I have ever seen – well worth a trip to check it out!

### Best Downtown Beautification: Let It Glow, St. Helens

Let It Glow was designed to increase holiday spirit in St. Helens. It included a holiday lights competition for main street businesses and residents and the creation of 30 oversized Christmas ornaments to hang in Courthouse Plaza. The ornaments were created by SHEDCO volunteers – some of them first time volunteers with the organization. At the same time, the City of St. Helens invested in decorations for the Plaza. The combined efforts of SHEDCO and the City brought many residents to the historic downtown to see the results.

### Outstanding Special Project: Carlton Pool House project

The Carlton Pool House, in the heart of downtown, was on the verge of collapse after 80+ years of heavy use. It was not possible to restore the building due to the sub-standard materials used in its original construction and its poor condition. As the Pool House declined, the building became a very visible eyesore. And, without a functioning Pool House, the public pool could not be used according to state law. After a failed bond effort, the City put together an advisory

### Estacada Uncorked, Estacada



committee to refine the design scope and implement a multi-faceted community outreach strategy, including hosting several fundraisers. Through their efforts, the community came together to support investment in the new pool house.

### Best Special Event: Estacada Uncorked

Estacada Uncorked was created to engage people who live in or around Estacada with a social event – part-street fair, part-wine or microbrew tasting. It is a family friendly event with a strong emphasis on children’s activities and art. In fact, one local business owner took advantage of the children’s events and brought in a children’s librarian to do story hour activities in her place of business. She enjoyed the best revenue of any single day since opening her doors. EDA was hoping for 250 people for the first year. Instead, the actual turnout was closer to 600.

### Best Placemaking Project: Rain Art, Hillsboro

The City of Hillsboro commissioned Portland artist, Corey Lunn, to create several stenciled drawings on Main Street sidewalks using a special waterproof spray paint. The paint is clear and invisible when dry, but comes alive and is highly visible when it gets wet. During the Oregon rainy season,

the hidden artwork magically appears on the streets of Downtown Hillsboro turning Main Street into an unexpected Art Walk. Community members loved the surprise and left comments on the Hillsboro Downtown Partnership’s social media encouraging others to go out on rainy days to view it.

### Best Image Event: Dayton Artscape!

Dayton Artscape! was an opportunity to showcase local artists while adding to downtown’s visual appeal and improving its image. Local artists contributed works of art featuring local cultural, agricultural, and historic images. The original artwork was replicated in light pole banners for the downtown. Both the artwork and the banners were auctioned to raise funds to support the DCDA in future Artscape events and other downtown initiatives. About 100 residents attended the event which netted \$5,400. This type of event shows the Dayton community is continuing to come together in new and exciting ways.

### Best Economic Vitality Activity: ShoreStyle Wedding Faire, Astoria

ShoreStyle Wedding Faire was created to showcase the region as a premier wedding destination to couples and event planners throughout the Pacific Northwest. It attracted people from Portland, Salem, and Bend as well as people from Washington, Idaho, and California. The Faire also embraced other event-related gatherings such as graduations, milestone anniversaries and birthdays, and retirement parties. This is a great example of identifying a business cluster and then creating a strategy to support the businesses within the cluster. Not only was the event successful at promoting the region it also exceeded fundraising goals for ADHDA by 70%.

### Best New Business: The Running Princess, Corvallis

Running Princess Apparel is a new athleisure wear store in downtown Corvallis that grew from a small, online company.



Dayton Artscape!, Dayton



Waiting six months for the perfect spot to open up, the new owner was able to expand product lines and now employs two full-time and four part-time employees. But the impact on downtown goes beyond the storefront. They started three walking groups that all begin and end at the store and wind through downtown giving people ample time to window shop. They also offer package pick-up for races they sponsor which can bring anywhere from 100-500 people into the downtown core. And, they are in the process of partnering with others to provide health and fitness workshops and classes.



Sweet Wife Baking, Baker City

#### **Business of the Year: Sweet Wife Baking, Baker City**

Sweet Wife Baking got its start when work-from-home mom Jenny Mowe began baking desserts for local Main Street restaurants. Over the years, she and her husband grew the wholesale business. After heavy lobbying from the community, Sweet Wife Baking opened a retail outlet in a downtown historic building they renovated for their purposes. They added five additional employees. On days they are open, they have long lines of excited patrons. In addition to the economic impact they have, they are great community partners. They participate in First Friday Art Walks, Third Thursday Ladies' Night, and the Taste of Baker. They have proven that even in a small, rural town where money is tight, people recognize and will pay for quality.

#### **Business of the Year: Fort George Brewery + Public House, Astoria**

Fort George Brewery got its start when owners Jack Harris and Chris Nemowill transformed a vacant and sadly neglected former automotive service station. Now spanning an entire city block, featuring three separate eateries and a staff of over 100, Fort George Brewery + Public House is a cornerstone of downtown Astoria. They also support the community in multiple ways. They host a free weekly public lecture series, as well providing space for a new monthly

Benefit Night to support local fundraising needs. Fort George Brewery + Public House's owners have been critical partners in the revitalization efforts. Harris, a former ADHDA board member, is instrumental in planning and organizing ADHDA's largest fundraiser, the Pacific Northwest Brew Cup. He and other key staff also participate in ADHDA's second largest fundraiser, the Jane Barnes Revue, as well as serving on committees and the board.

#### **Outstanding Partnership: The Dalles Main Street and The City of The Dalles**

One of the guiding principles of Main Street® is forging a true public-private partnership focused on downtown revitalization. That is exactly what they achieved in The Dalles. From the start, The City of The Dalles has provided financial support to launch the effort and provided staffing support through the RARE program. As The Dalles Main Street developed a stronger organizational foundation, The City of the Dalles provided additional funding support so the program could hire their first full time executive director. This partnership has continued to develop with additional funding for projects such as the Business Retention and Expansion program. The results of this partnership can be seen throughout the downtown. Visitors and community members can now find parklets, wayfinding kiosks, bike racks, holiday lights, and other improvements. Several new businesses have opened, others have moved and expanded. Several facade projects have been recently completed and interiors are being renovated. Many cities help launch local main street efforts, but in The Dalles, the City and local program continue to strengthen this relationship and work together to support on-going downtown revitalization.

#### **Outstanding Fundraiser: The Oregon Trail® 5 K, Oregon City**

The Oregon Trail Game 5k is a signature event designed to introduce a key demographic (young families) to downtown Oregon City. It is one of Downtown Oregon City Association's most important fundraisers. Based on the classic 1980's computer game, The Oregon Trail® Game 5K takes runners on a cross-country adventure from Missouri to Oregon, over mountains and across rivers, and to their final destination – Oregon City! Runners make decisions along the course such as whether to ford a river, go hunting, and more. Each decision along the trail affects their ultimate fate. Runners receive a timed score as well as a game score. The Committee set initial goals of 200 registrants and net income of \$10,000 for the first year. Instead, the event was a runaway success with over 630 registrants last year from 15 states and over \$20,000 net income.

#### **Best Volunteer Development: Volunteer Appreciation Night, Astoria**

Volunteers are the backbone of our main street programs.

Since 2010, our top two tier level communities have had over 126,000 hours of volunteer time dedicated to downtown revitalization efforts. An often overlooked task, but essential to maintaining volunteer support is to remember to recognize those who give their time and energy – this is something Astoria does so well. ADHDA's Organization Committee hosts an annual Volunteer Appreciation Night and Awards Ceremony to recognize key individuals who were integral in the program's accomplishments and successes of the previous year. The award names and descriptions are tailored to each volunteer and their particular contribution. More than 100 volunteers attended the event in 2016.

### **Best Community Education: The Dalles Main Street Promotional Booklet**

One of the questions main street organizations are always asked is, "What is Main Street?" The Dalles Main Street Promotional Booklet was created to answer that question. The Dalles Main Street began to gather photos and design their booklet after being inspired by a similar project from a community in Washington. The booklet provides an overview of the Main Street Approach, committee accomplishments, project highlights, funding sources and spending breakdown, volunteer opportunities, and how to support The Dalles Main Street. They provided copies to each City Councilor and the City Manager, gave copies to Board members and several downtown businesses to share, and they distribute the booklets during events and festivals.

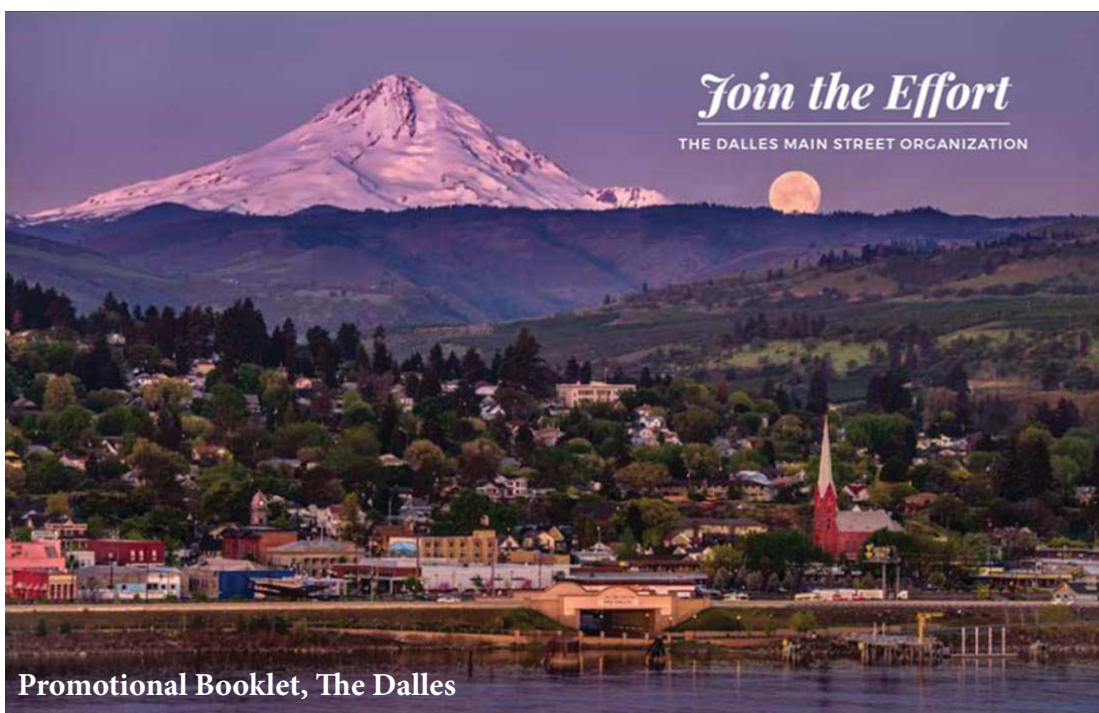
### **Main Street Volunteer of the Year: Doug Hood, Newberg Downtown Coalition**

From the first organizational meeting in 2009, Doug Hood

has been a quiet force behind the creation of the Newberg Downtown Coalition and its day to day operation. He volunteers a minimum of two half days a week doing whatever is needed. He set up and posts weekly to the NDC Facebook page, developed and maintains the website, and helps organize the downtown cleanup days twice per year. In the nomination, NDC board member Maureen Rogers said they fondly refer to Doug as their Newberg Downtown Coalition 'geek. As a demonstration of how deep his volunteer commitment to the Main Street program is, he recently turned down the offer of a stipend for his work. Instead, Doug saw the need for an assistant to perform front office duties and suggested the NDC use the funds instead to fill this role.

### **Main Street Manager of the Year: Jonathan Stone, Downtown Oregon City Association**

Jonathan started at a transition point with the Downtown Oregon City Association. The program had a good track record of jump starting building improvements which helped create awareness, but to grow and thrive, the organization needed to re-engage with business owners and the community as a whole. One of the first things they did was a community-centered branding process that helped articulate who downtown Oregon City is – a resilient, entrepreneurial historic community that manages to retain its small town, family-friendly charm within the Portland metro. Knowing this has allowed DOCA to pivot the organization toward a more successful model and focus, with programing and marketing designed to enhance and promote that identity.



## Oregon Main Street Contact Information

### Performing Main Street

Vacant, 541.928.2469  
Albany DT Assn; pop 51,270  
126 Ferry Street SW, Albany, OR 97321  
albanydowntown.com

Sarah Heath, 503.791.7940  
Astoria DT Hist Dist Assn; pop 9,590  
No.1-12th Street, Ste. 114, Astoria, OR 97103  
Email: sarah@astoriadowntown.com  
astoriadowntown.com

Joan Wessell, 541.754.6624  
DT Corvallis Assn; pop 56,535  
PO Box 1536, Corvallis, OR 97339  
Email: joan@downtowncorvallis.org  
downtowncorvallis.org

Thomas Taylor, 541-963-1223  
La Grande MS DT; pop 13,510  
118 Depot St, PO Box 3321, La Grande, OR 97850  
Email: director@lagrandemainstreet.org  
lagrandemainstreet.org

Rebecca Quandt, 503.472.3605  
McMinnville DT Assn; pop 32,705  
105 N.E. Third St., McMinnville, OR 97128  
Email: rebecca@downtownmcminnville.com  
downtownmcminnville.com

Jonathan Stone, 503-802-1639  
DT Oregon City Assn; pop 33,760  
814 Main Street, Oregon City, 97045  
Email: jon@downtownoregoncity.org  
downtownoregoncity.org

Alyssa McConnel, 541.673.3352  
DT Roseburg Assn; pop 22,510  
912 SE Wash Ave/PO 2032, Roseburg, OR 97470  
Email: downtownroseburg@gmail.com  
downtownroseburg.org

Jeremiah Paulsen, 541.370.2966  
The Dalles Main Street; pop 14,480  
710 E 2nd Street/PO Box 544  
The Dalles, OR 97058  
Email: staff.dallesmainstreet@gmail.com

### Transforming Downtown

Harv Schubothe, 541.297.2342  
Greater Bandon Assn; 3,105  
PO Box 161, Bandon, OR 97411  
Email: harv@greaterbandon.org

Ann Sigler, 503-307-9489  
Beaverton Downtown Assn.; pop. 94,000  
PO Box 311, Beaverton, OR 97075  
Email: ann.sigler@downtownbeaverton.org;  
downtownbeaverton.org

Jamie Stickel, 266.0772  
Canby Main Street; pop 16,010  
PO Box 930, Canby, OR 97013  
Email: Stickelj@canbyoregon.gov  
www.canbymainstreet.com

Carrie Simonson, 503-852-7010  
Carlton Main Street; pop 2,070  
PO Box 190, Carlton, OR 97111  
Email: carrie@kenwrightcellars.com

Elizabeth-Claire Knox; 541.266.9706  
Coos Bay DT Assn; pop 16,315  
320 Central Ave, Suite 410, Coos Bay, OR 97420  
Email: ecknox@coosbaydowntown.org  
coosbaydowntown.org

Shauna Neigh, c440-787-6093; 541.767.4119  
Cottage Grove MS; pop 9,840  
400 East Main Street, Cottage Grove, OR 97424  
Email: cgmainstreet@gmail.com

Kelly Haverkate, c 971-241-2076  
Dayton Comm Devel. Assn; pop 2,570  
PO Box 237, Dayton, OR 97114  
Email: kellyjhaverkate@gmail.com  
daytonoregon.org

Nancy Hoffman, 503.303.8920  
Estacada Development Assn; pop 2,935  
PO Box 1057, Estacada, OR 97023  
Email: mainstreetmanager@eda1.org.  
estacadadevelopmentassociation.org

Saira Siddiqui, c716.200.6432/ w503.640.6145  
Hillsboro DT Partnership; pop 95,310  
238 SE 2nd Avenue  
Hillsboro, OR 97123  
Email: [historichillsboro@gmail.com](mailto:historichillsboro@gmail.com)

Kendall Bell, Pres., 541.591.0024  
Klamath Falls DT Assn; pop 21,500  
PO Box 372, Klamath Falls, OR 97601  
Email: [kendallbell945@gmail.com](mailto:kendallbell945@gmail.com);  
[downtownklamathfalls.org](http://downtownklamathfalls.org)

Monica Pepin, c541.990.9885  
Dala Johnson, Pres., 541-258-4339  
Lebanon Downtown Association  
PO Box 2612, Lebanon, OR 97355  
Email: [LDAMainStreetManager@Gmail.com](mailto:LDAMainStreetManager@Gmail.com),  
[djohnson@ci.lebanon.or.us](mailto:djohnson@ci.lebanon.or.us)

Randy Grant, 541.969.4485  
Milton-Freewater DT Alliance; pop 7,060  
PO Box 21, Milton-Freewater, OR 97862  
Email: [mfa.director@gmail.com](mailto:mfa.director@gmail.com)  
[mfdowntown.org](http://mfdowntown.org)

Mike Ragsdale, 503.537.1010  
Newberg DT Coalition; pop 22,765  
502 E 2nd Street, Newberg, Oregon 97132  
Email: [mike@newbergdowntown.org](mailto:mike@newbergdowntown.org)  
[newbergdowntown.org](http://newbergdowntown.org)

Molly Turner, 541.304.3912  
Pendleton DT Assn; pop 16,6112  
PO Box 1271, Pendleton, OR 97801  
Email: [downtown.pendleton@yahoo.com](mailto:downtown.pendleton@yahoo.com)

Karen Auburn, 541.332.1307  
Port Orford Revit Assn; pop 1,135  
PO Box 1272, Port Orford, OR 97465  
Email: [kauborn@aol.com](mailto:kauborn@aol.com)  
[mainstreetportorford.org](http://mainstreetportorford.org)

Gregg Jacot, Pres, 503.502.6419C  
Sherwood Main Street; pop 18,955  
PO Box 262, Sherwood, OR 97140  
Email: [jacot20@yahoo.com](mailto:jacot20@yahoo.com)  
[sherwoodmainstreet.org](http://sherwoodmainstreet.org)

Sierra Lauder, MS Coord, 503.801.5116  
Tillamook Main Street; pop 4,880  
3705 US 101  
Tillamook, OR 97141  
Email: [sierra@tillamookchamber.org](mailto:sierra@tillamookchamber.org)



Farm to Table Dinner, Hillsboro

# OREGON MAIN STREET

Sheri Stuart Coordinator  
Heritage Programs,  
Oregon Parks and Recreation Dept.  
725 Summer Street NE, Suite C  
Salem, Oregon 97301  
Sheri.Stuart@oregon.gov



[WWW.OREGONHERITAGE.ORG](http://WWW.OREGONHERITAGE.ORG)