



# Oregon Main Street Annual Report 2018



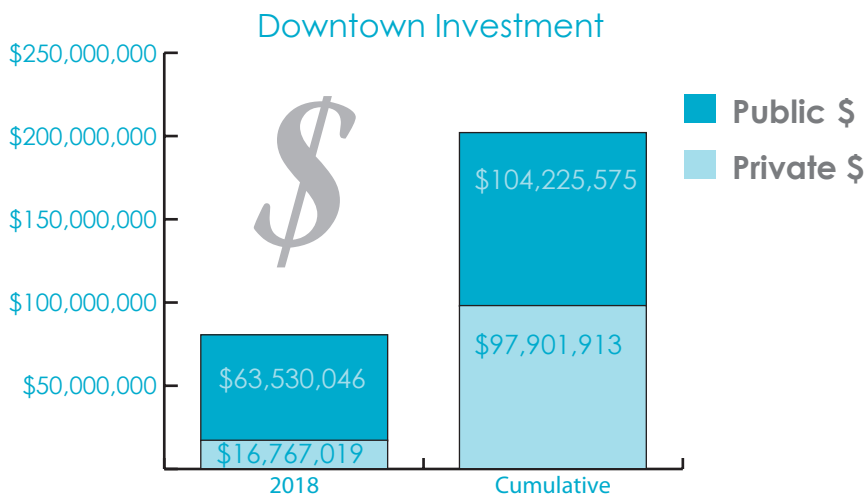
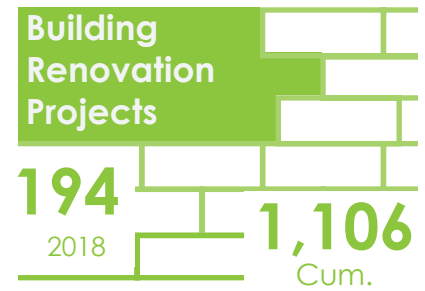
Photo courtesy of John S. Schulte

## 2018 Oregon Main Street - By the Numbers

We've all seen headlines like "The Hard Truths of Trying to 'Save' the Rural Economy," or "Retail is Dying." The work of sustaining and enhancing Main Street has always been an uphill battle. But, here at Oregon Main Street, we've experienced the optimism and forward momentum that happens when community members come together to identify a vision for downtown, motivate a broad range of community members to roll up their sleeves to work together, leverage community partners, and work on comprehensive efforts. These communities seem to move forward the quickest. They don't focus on what they don't have – they focus on their assets and where they want to go. And, they build on their successes to create a positive, can-do attitude which makes all the difference in whether a community is successful or not.

Main Streets across Oregon are literally transforming their downtowns using the main street methodology developed by Main Street America™. This structure is infinitely flexible depending on local goals and objectives. We began collecting data from our top tier communities in 2010 to quantitatively track what was occurring in our network. The stats reflected on this page demonstrate the positive changes that are happening across the state.

We can't wait to see where Oregon communities go in 2019!



# First Round of Projects from Oregon Main Street Revitalization Grant Starting to Wrap Up!

Final products started to trickle into the office this past year from the first round of the Oregon Main Street Revitalization Grant projects awarded in 2017.

This grant program was established during the 2015 legislative session with an initial infusion of \$2.5 million to be used to acquire, rehabilitate and construct buildings on properties in designated downtown areas statewide; and to facilitate community revitalization that will lead to private investment, job creation or retention, establishing or expanding viable business or creating a stronger tax base.

In 2017, another \$5 million was included in a bill ensuring that we will have at least have another year of grants for Oregon Main Street in 2019.



Some of the completed projects include:

- Rehabilitated Carlton building that became the Carlton Coast Tavern
- Installed a heating system in a building in downtown Stayton to increase use all year long
- Rehabilitated Central Hotel in Burns for lodging and retail
- Rehabilitated Chapters Bookstore in Newberg
- Purchase and repair of building in Port Orford
- Renovation of upper floor apartments in a downtown Reed-



**CENTRAL HOTEL**  
BURNS



**CHAPTERS BOOKSTORE**  
NEWBERG



**AU FRANC PROPERTY**  
PORT ORFORD



## Two Oregon Main Street Participants Receive National Recognition

Each year the National Main Street Center honors three communities with the Great American Main Street Award (GAMSA). This award recognizes "Main Street communities whose successes serve as a model for comprehensive, preservation-based commercial district revitalization." No Oregon communities have made it to the semi-finals let alone received one of these awards until last year.

At the 2018 Main Street Now Conference in Kansas City, Downtown Oregon City became the first Oregon community to receive a GAMSA. 2018 also saw Alberta Main Street become a semi-finalist for the 2019 GAMSA. They will find out at the 2019 Main Street Now Conference in Seattle this March if they are one of the three winners. Stay tuned!



Downtown Oregon City Association staff and board members and Oregon Main Street Coordinator Sheri Stuart accept the award for a 2018 GAMSA.



Portland's Alberta Main Street is one of ten semi-finalists for a 2019 GAMSA. Winner will be announced at the 2019 Main Street Now Conference in March.

### 2018 Excellence in Downtown Revitalization Awards

Best Building Restoration  
Metropolis Building, Woodburn

Best Façade Over \$7500  
Haskell Building, Baker City

Outstanding Interior Renovation  
Black Ink Coffee & White Rabbit Gifts, Oregon City

Best Placemaking Project  
AuFranc Property Revitalization, Port Orford

Best Image Campaign  
Taste of Woodburn Campaign

Best Marketing Piece  
Bandon By the Sea 4th of July

Best Retail Event  
Baker City Little Big Show

Outstanding Adaptive Reuse  
Mo's Chowder, Astoria

Best Economic Vitality Activity  
Downtown Welcome Brochure, Albany

Best New Business  
Good to Go, Astoria

Retailer of the Year  
Gimre's Shoes, Astoria

Business of the Year  
Barley Brown's, Baker City

Board Member of the Year  
Christian Knowles, Albany

Volunteer of the Year  
Mary Ann Miesner, La Grande

Leadership Award  
Carol Pauli, Oregon City

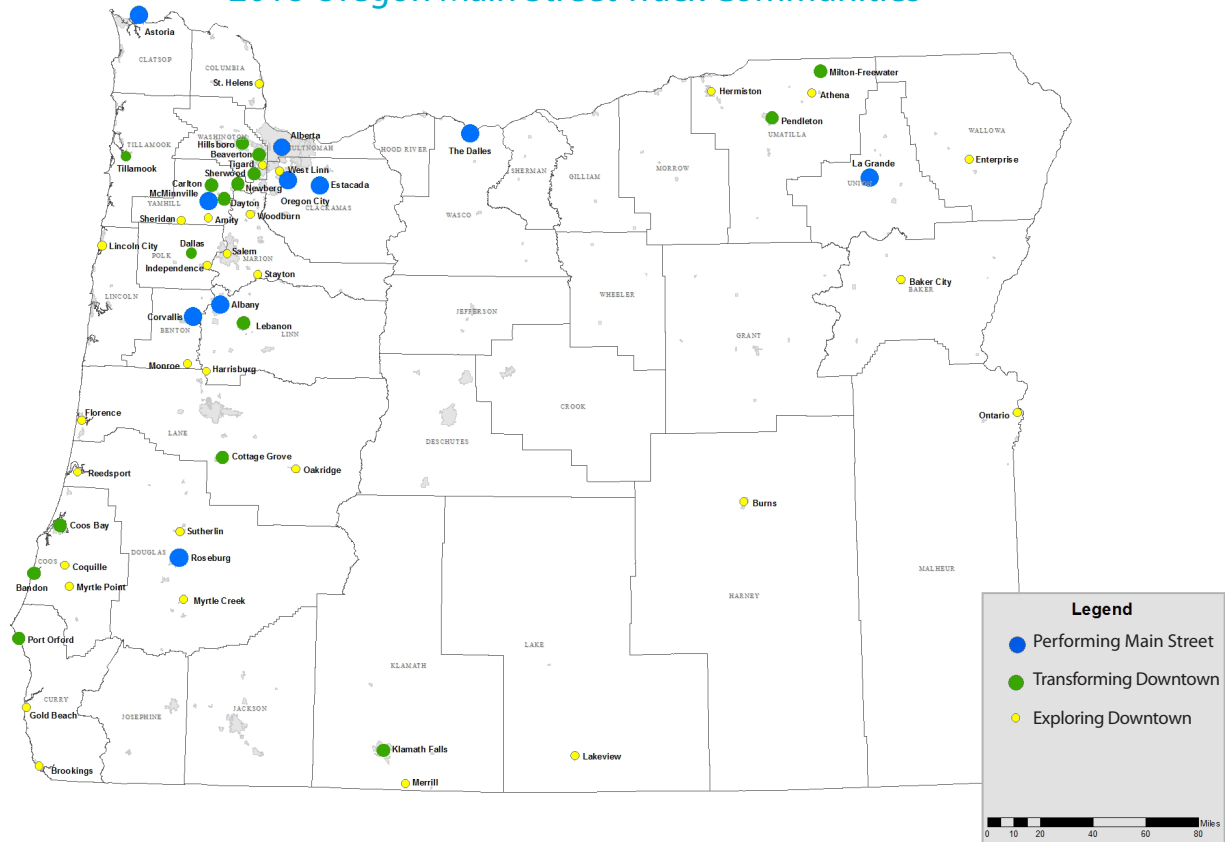
Best Community Event  
SHEDCO Steps Out, St. Helens

Outstanding Partnership  
Republic Services, Woodburn



Gimre's Shoes, Astoria

## 2018 Oregon Main Street Track Communities



### Main Street Spotlight: Estacada

This year Estacada advanced to the Performing Main Street level of the Oregon Main Street tiered system. It has the distinction of holding the title of our smallest Performing Main Street Community with a population of 3,398.

The Estacada Development Association (EDA) joined the Oregon Main Street Network in 2014 at the Transforming Downtown level.

EDA credits a 2014 street revitalization project with sparking growth in the city. It was an Urban Renewal investment of \$1.8 million and included moving utilities underground, widening sidewalks, parking upgrades, street lights, planters, bike racks, and other amenities.

Other projects include a cycling station due to the bicycle tourism asset of the region and the successful fundraiser Estacada Uncorked.

In 2018, the city moved the Main Street Program under the City's umbrella and established the Estacada Downtown Commission and created a Main Street Manager position. This investment ensures that there is a dedicated paid position to carry out Main Street projects and city support behind the efforts.

Congratulations to Estacada for their accomplishments and on joining the ranks of the Performing Main Street communities!



*"The whole tone and tenor of the community got a terrific boost. The residents loved it and it has sparked additional investment by the business community."*

Nancy Hoffman, Estacada's Main Street Manager, on the 2014 street project.