



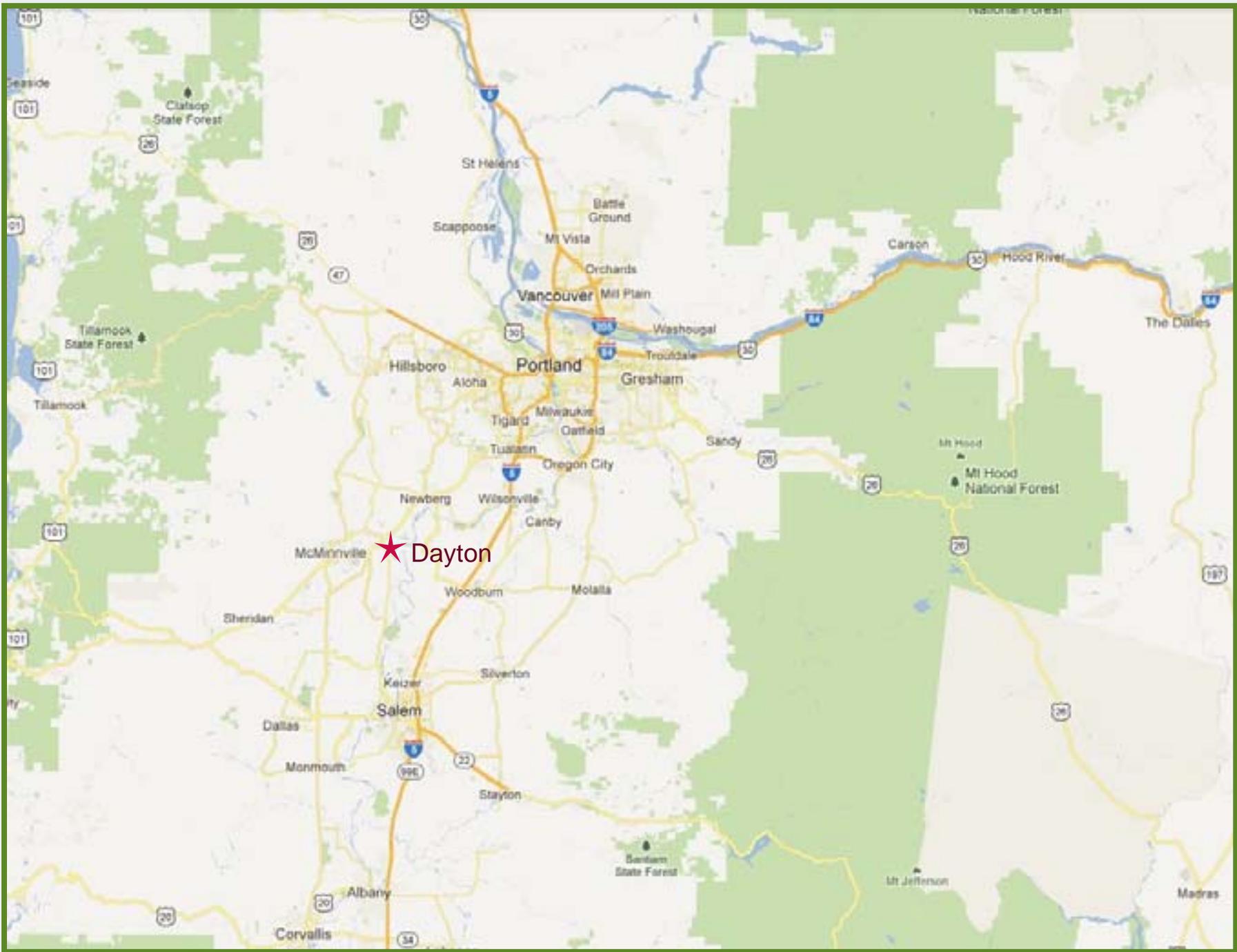
DOWNTOWN  
**DAYTON**  
oregon

rooted.

DAYTON COMMUNITY DEVELOPMENT ASSOCIATION

# Dayton is a small rural town of about 2500 people

- Bedroom community
- Few commercial businesses
- Very few job opportunities in town
- No Grocery or Gas
- Convenient location in the heart of Oregon wine country
- Great schools
- Wonderful volunteers
- Committed community leaders
- Aesthetically beautiful downtown
- Substantial recent downtown investment
- Unlimited potential for thoughtful development





# Dayton's History

- Settled in 1850
- Incorporated in 1885
- Served as prominent Yamhill River port
- “Main Street” moved away from the riverfront after 1890 flood
- Brick replaced wood structures after fire in 1906



# Why The Main Street™ Program?

- Recent investors in downtown property
- Conversations with downtown residents and business owners about a “chamber-like” organization
- Learning that the Oregon Main Street Program was being re-established
- A committed group of citizens
- Applied for and were accepted into the Transforming Downtown level of the Oregon Main Street Program in 2009
- The desire to make sure our downtown is developed “well”

# Dayton Community Development Association

- 501c3 Organization
- Bylaws allow for 9 Board Members – currently 9
- Organization Committee 3-4 members
- Economic Restructuring Committee 2-3 members
- Design Committee 4-5 members
- Promotion Committee 7-8 members
- All committees try to meet monthly
- Board meets monthly
  
- Visit City Council every few months to let them know what we're doing
- Have met with County Commissioners, State Representative, US Senator, US Representative.

# Laying a Good Foundation

- Initial meeting to gauge Community interest in downtown revitalization and the Main Street Program (30 people)
- Introduction and training with Sheri to learn about OMS and engage volunteers. Set up initial committees. (30 people)
- Set up Board and Committee monthly meetings.
- Held a Board retreat with Sheri to establish our goals
- Economic Restructuring Committee hosted 3 small group workshops (8-12 people) and worked through a SWOT Analysis
- Positioning Statement workshop (15 people)
- Branding workshops (about 3 with 10-12 people involved)
- “Dayton Means Business” meeting. Invited area farmers, business and winery owners to introduce the DCDA, share our vision & invite their participation (62 people)
- Creating a Strategic Plan. Contracted with Urban Planner/Architect to create a document to be used as a guide to move forward and as a marketing tool to potential new business. First meeting/presentation 60 people; 3 small group workshops 8-10 people and one final presentation Oct 2<sup>nd</sup>, before adoption by City Council, Planning Commission and DCDA

# Courthouse Square Park is our most prominent feature and downtown asset

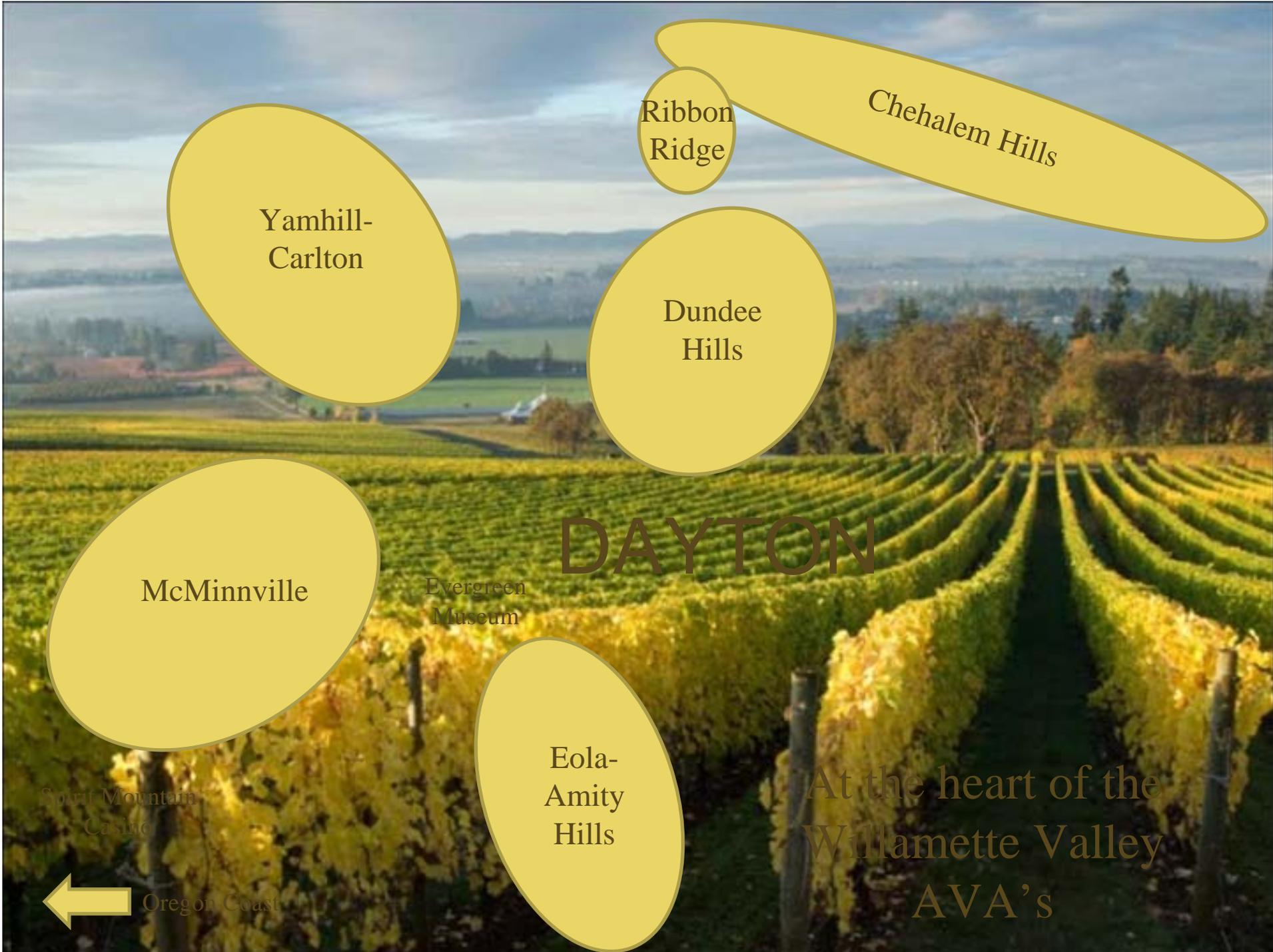


1906

City Hall was located in the park

Today  
It remains our community  
living room





Yamhill-Carlton

Ribbon Ridge

Dundee Hills

Chehalem Hills

DAYTON

McMinnville

Evergreen Museum

Eola-Amity Hills

At the heart of the Willamette Valley AVA's

Spirit Mountain Casino

← Oregon Coast



Dayton exists because of the surrounding fertile farmland and the ability to move crops and processed goods on the Yamhill River to Portland and beyond

Wagons of wheat waiting at the warehouse on the river



Cider Mill about 1890



Evaporating Plant about 1890

# Organization

- Volunteer program and training
- Website  
[www.daytonoregon.org](http://www.daytonoregon.org)
- Facebook Page
- Donation Request mailings
- Keep up membership and volunteer lists



# Economic Restructuring

- SWOT analysis workshops
- Positioning Statement workshops
- Branding Workshops
- Dayton Means Business Meeting
- Strategic Planning



# Promotion



*Dayton, Oregon*

Community Portrait



*A Small Town Christmas ...*



*Monday, November 29th at the Dayton  
Courthouse Square Park*

# Design

## Façade Improvement Project



Highway Cleanup

## Mural Project



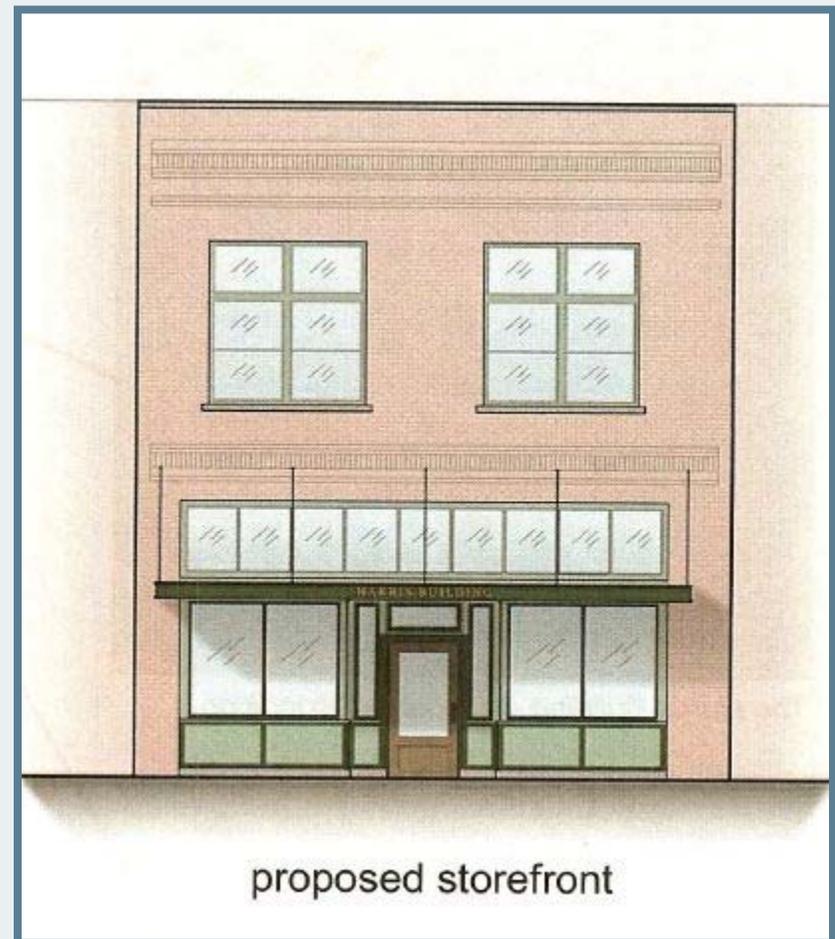


Before

The Historic Harris Building, 1912  
Owner received grants from the City's CLG funds and from the State Historic Preservation office "Diamonds in the Rough" program, to assist in restoration



Today

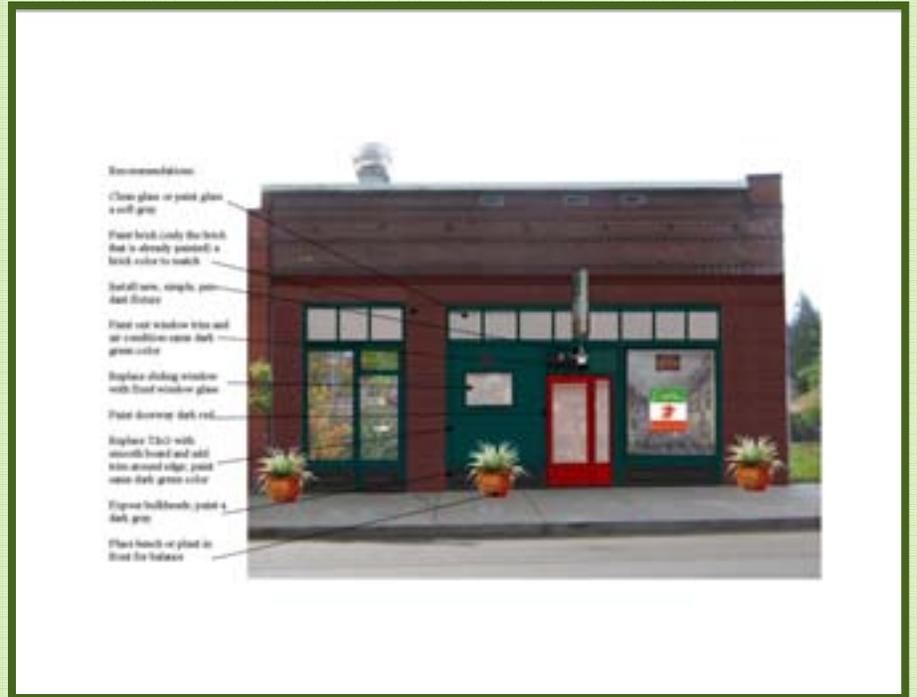


proposed storefront



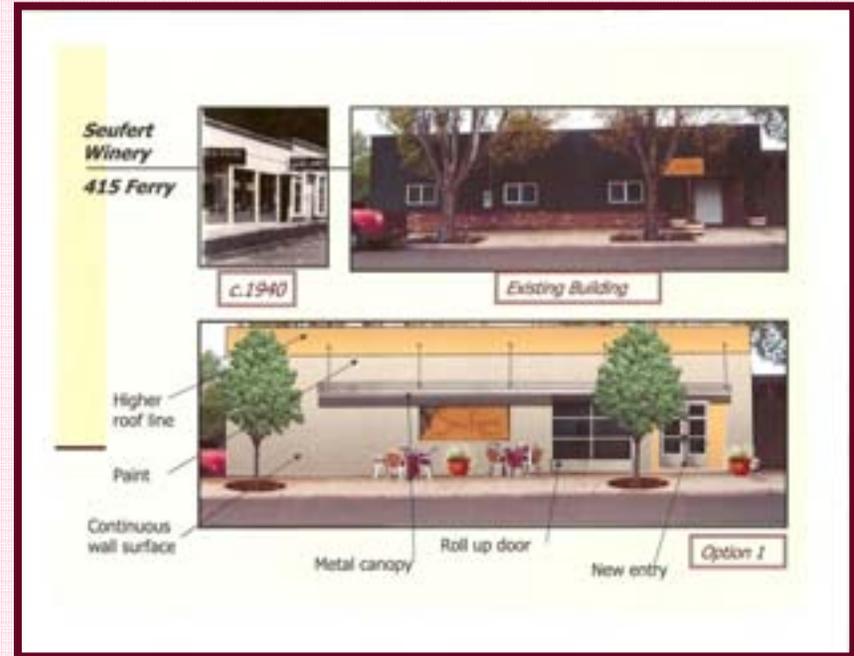
Built in 1910 as the Oregon Mutual Merchant Fire Insurance office. It was the Dayton Post office from about 1915-1985. The owner used a grant from the City's CLG funds to assist in restoration.





This historic “McNamar Building” was built in 1912.

The owners received funds from the City’s CLG money to assist in their renovation. Above is an example of the design ideas provided by the SHPO design team.



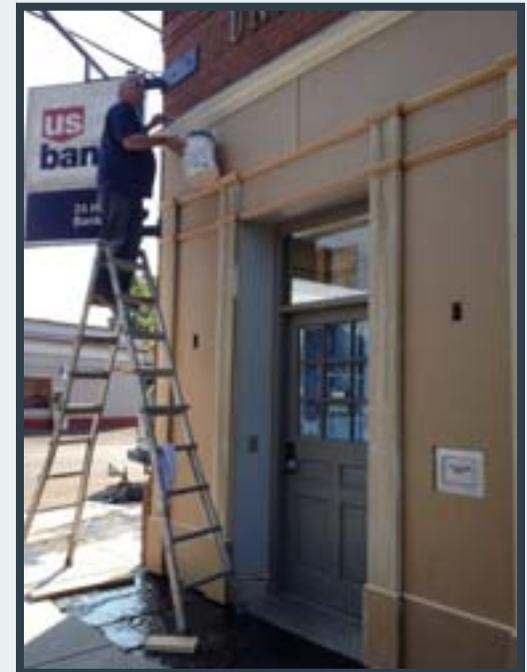
The Seufert Winery building built prior to 1940 and heavily remodeled over the years is not on the National register of Historic Places. The owner was able to use grant funds received from The Oregon Main Street Program to assist with his renovation.

Before



The IDEA is catching on!

US Bank got a face lift





The City has jumped in with new street trees , sidewalks and a new coat of paint on the City Hall Annex.

The local chapter of VFW built a Beautiful memorial





The Historic Dayton First Baptist Church  
1886  
Is receiving a complete restoration



This building at 4<sup>th</sup> and Ferry didn't just get a new coat of paint, it got 2 new businesses!



The side walls of this building across the street received some fresh paint and a new color scheme!





## Recent City Projects have included:

- Purchase and renovation of the Palmer Creek Lodge as a community center
- Many upgrades to our Courthouse Square Park
- Restoration of the Fort Yamhill Blockhouse in the park.





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