

Oregon Main Street



where Place and Time meet...

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Guest Panel

- Kelly Haverkate
 - Dayton
- Alana Garner
 - Astoria
- Saira Siddiqui
 - Hillsboro

What to Expect

- Quick History of the Main Street approach
- Discussion of the 4 points
- Information on joining the program
- Board, volunteer and staff roles
- Work planning
- After the break:
 - A panel discussion with our 3 Main Street Rock Stars
 - Q & A

Why Downtown is Important

- Employment Center
- Business Center
- Civic Center
- Tax base
- Historic area
- Shopping and service center
- Private and public investment
- Tourism draw
- Provides the city with a sense of community and place
- “Original Green”



Oregon Main Street

What Happened Downtown?



Eight Guiding Principles

- Incremental
- Comprehensive
- Community-driven
- Public-Private effort
- Builds on existing assets
- Quality
- Change
- Implementation-Oriented



Main Street Approach[®]

- Organization
- Design
- Economic Restructuring
- Promotion



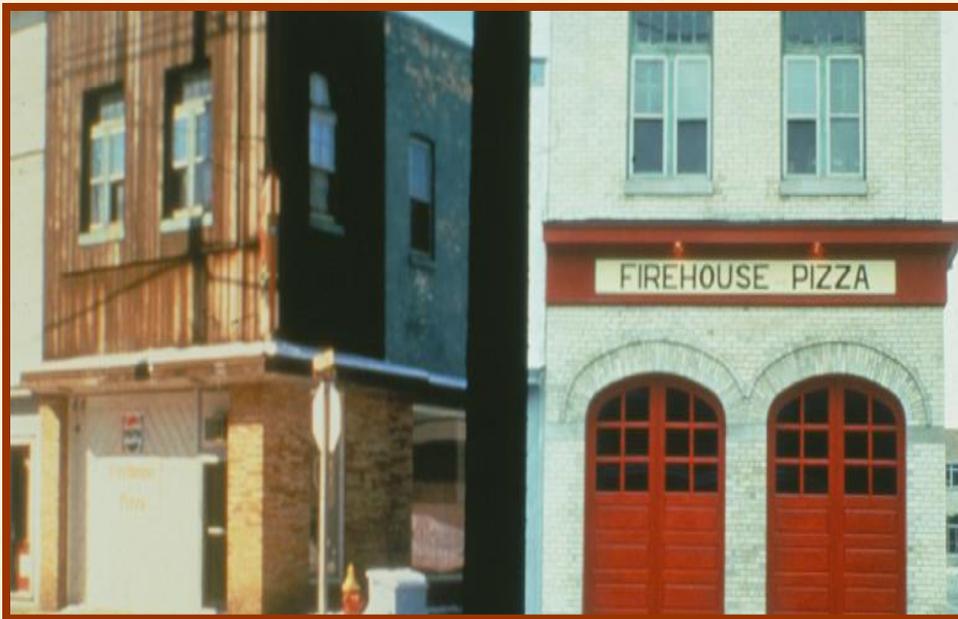
Organization

- Developing people and financial resources to sustain a long-term revitalization effort



Design

- Physical improvements to the district – both public and private sector





Sandy



Baker City





Dayton



Oregon City



Design Assistance

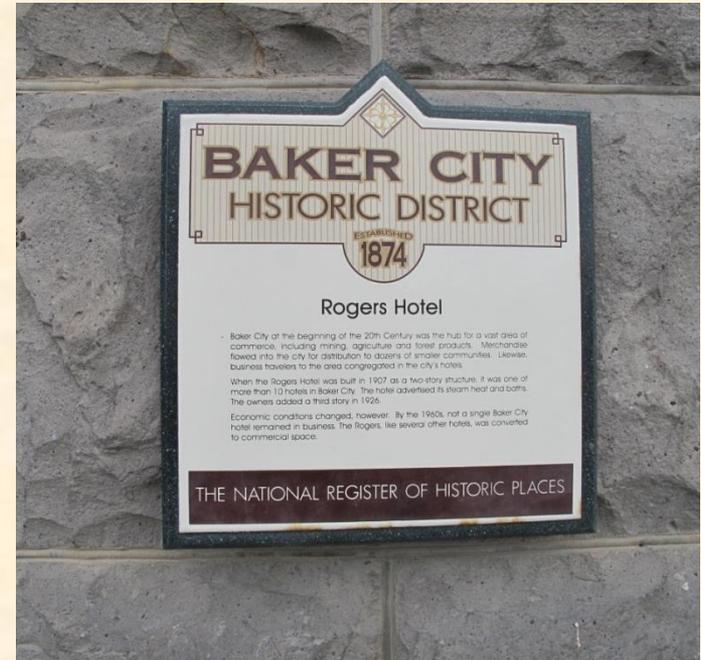
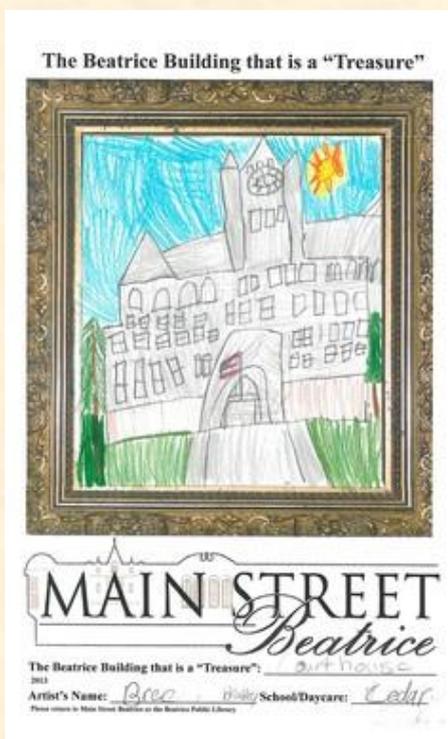


Visual Merchandising



Oregon Main Street

Design Education



Oregon Main Street



Streetscape Improvements



Canby's Beautification

- Partnerships keep cost of baskets to \$17.50
- 13 planters + 78 baskets
- Partners: Lunch bunch student volunteers, Livability Coalition members, Swan Island Dahlias, FFA, High School, Canby Main Street



Corvallis – Trash Can Mosaics



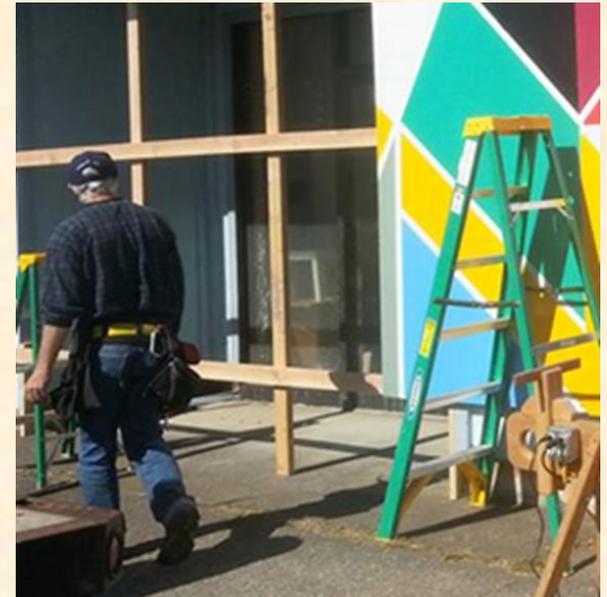
- 17 community events
- 1200 volunteers
- 18 trash cans
- \$430 seed money + donations + Cultural Coalition grant



Dayton's Moveable Murals



Port Orford – Temporary Murals



- Project funding came from the Oregon Arts Commission and Coquille Tribal Community Fund

Economic Restructuring

- Strengthening the district's economic base.



BUSINESS PLAN COMPETITION
To enhance economic development in the Main Street corridor of St. Helens, Oregon

You can qualify for a \$5,000 grant & a \$20,000 zero interest loan!
October 8, 2014 - March 31, 2015

Open to any U.S. resident 18 years and over interested in opening a new business or expanding their existing business in the beautiful downtown corridor of St. Helens (must be "for profit"). Special consideration given to veterans.

Coordinated by SHEDCO: St. Helens Economic Development Corporation
For more information and to learn about a "how to apply" workshop and/or business plan writing classes, visit www.shedco.org/business-plan-competition

Port of St. Helens Columbia River PUD, St. Helens Federal Credit Union, Fibre Federal, St. Helens Economic Development Corporation

March 12
6:00 - 8:00 pm

Main Street Enid
Food for Thought
\$15 Dinner & a Vote

Convention Hall
Junior Ballroom, 2nd Floor
301 S Independence • Enid, OK

5 project presentations
5 minutes each
\$15 = dinner and a vote

5 Projects YOU can vote on:

1. Oven for Loaf Style Bread at Deco Pizzeria
2. Voices of the Cherokee Strip by Tammy Wilson
3. Downtown Health Initiative by Jr Main Street
4. Upper Floor Tours by T & A Productions
5. Makerspace at Enid Public Library

Park Avenue Thrift and Enid Regional Development Alliance are each MATCHING the first 100 admission fees!
The first 100 \$15 gets turned into \$45 toward the winning project!

Matched by:

Sponsored by:

Dinner: Bread Bowls with Broccoli Cheese or Beef Potato Soup

Live Music by ELA's Obsession

Oregon Main Street



Identify New Uses



Bandon



CHALLENGES

Natural lighting

To provide natural lighting to the areas void of windows we decided to utilize sky lights.

Egress

The issue of Egress from the additional bedrooms was resolved by providing a second exit from the rooms through the adjoining bathroom.

False Ceiling

For the purpose of an apartment we decided to replace the existing drop down ceiling with a permanent ceiling (i.e. drywall, stucco, etc.).

Fire Escape

Provide escape to meet codes per industry standard.

THE CODES

Type of Construction:

Type 5-A

Occupancy Classification:

Residential, R-4

Max Occupancy Load:

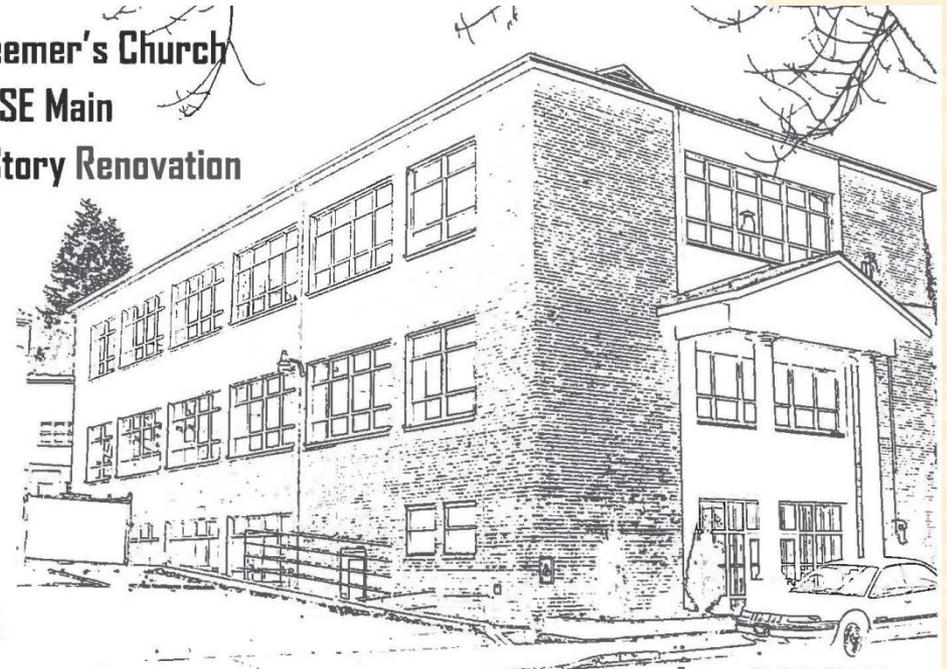
1,560 sq.ft. / 200 = 7

Roseburg

Redeemer's Church

753 SE Main

3rd Story Renovation



Roseburg Community Development

Downtown Revitalization

Springfield

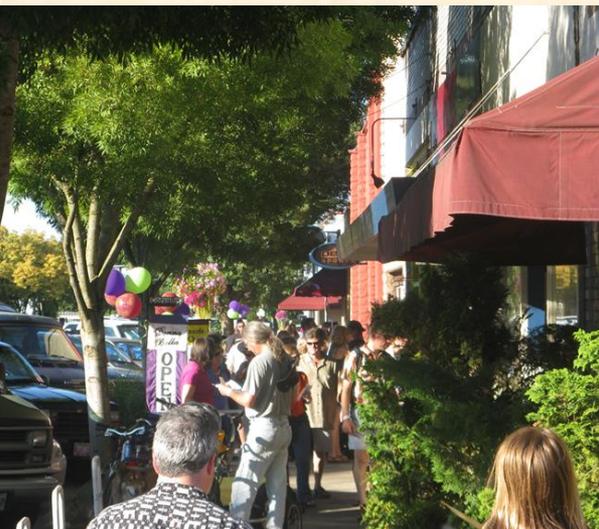


Promotion

- Promoting the district as the neighborhood's social, cultural, and economic center.



Business/Retail Events



MAINSTREET LIBERTYVILLE'S

Death by
Chocolate Walk
Weekend



Indulge Here



Libertyville, IL (c) National Trust for Historic Preservation

plan your wedding

Downtown Enid

<p>Beauty</p> <ul style="list-style-type: none"> • Affinity Fitness & Beauty Spa • BlueJay's Barber Shop & Beauty Bar • HairTiques Salon • Lash Out Loud • The Spa at Enid Live Wall • Studio 22 	<p>Dresses & Suits</p> <ul style="list-style-type: none"> • Bridal Shop 	<p>Invitations</p> <ul style="list-style-type: none"> • PDD Printing • Phillips Printing 	<p>Rings</p> <ul style="list-style-type: none"> • Bell Jewelers • Jackson Diamond Jewelers
<p>Cakes</p> <ul style="list-style-type: none"> • Angel Delight Bakery 	<p>Flowers</p> <ul style="list-style-type: none"> • Uptown Florist 	<p>Lodging</p> <ul style="list-style-type: none"> • Maple Place Bed & Breakfast • Southard House Bed & Breakfast 	<p>Venues</p> <ul style="list-style-type: none"> • Enid Event Center & Convention Hall • Enid Symphony Center • Five80 Coffeehouse • Hiland Tower • Leonardo's & Adventure Quest • Simpson's Old Time Museum
<p>Catering</p> <ul style="list-style-type: none"> • Angel Delight Catering • Cafe Garcia • Mandy's Catering 	<p>Gift Registries</p> <ul style="list-style-type: none"> • CM Miller Gallery of Gifts • Downtown Kitchen Store 	<p>Photography</p> <ul style="list-style-type: none"> • Holly Gannett Photography • Muncy Photography (Bridal) 	<p>Wedding Rentals</p> <ul style="list-style-type: none"> • Grand Avenue Lighting • Mandy's Catering & Wedding Rentals
<p>Honeymoons</p> <ul style="list-style-type: none"> • Enid Travel Consultants 			

It's all here: [Main Street Enid .org /weddings](http://MainStreetEnid.org/weddings)

Port Townsend Main Street

Girls' Night Out



MAIN STREET
 PORT TOWNSEND

Birds of a Feather . . . Shop Together

Thursday, October 2nd, 2008
11 am to 8 pm

Dayton Friday Nights

- Community building: Classic cars/cruise
 - Craft vendors
 - Kids activities
 - Music
 - Absorbed Harvest Festival



- Attracts weekly crowds (300 – 400) throughout summer
- Businesses invests in events





DOWNTOWN
DAYTON

oregon

rooted.

DAYTON COMMUNITY DEVELOPMENT ASSOCIATION

Oregon Main Street



Image/Branding



Developing Branding Strategies

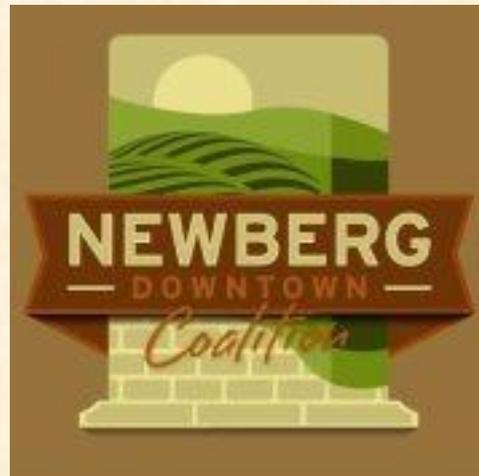
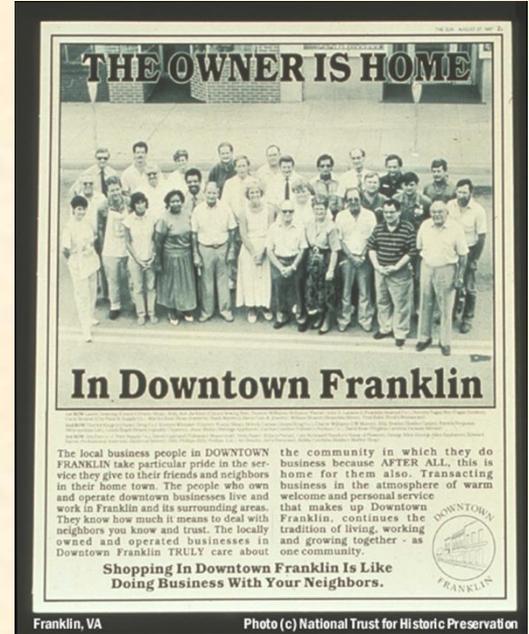
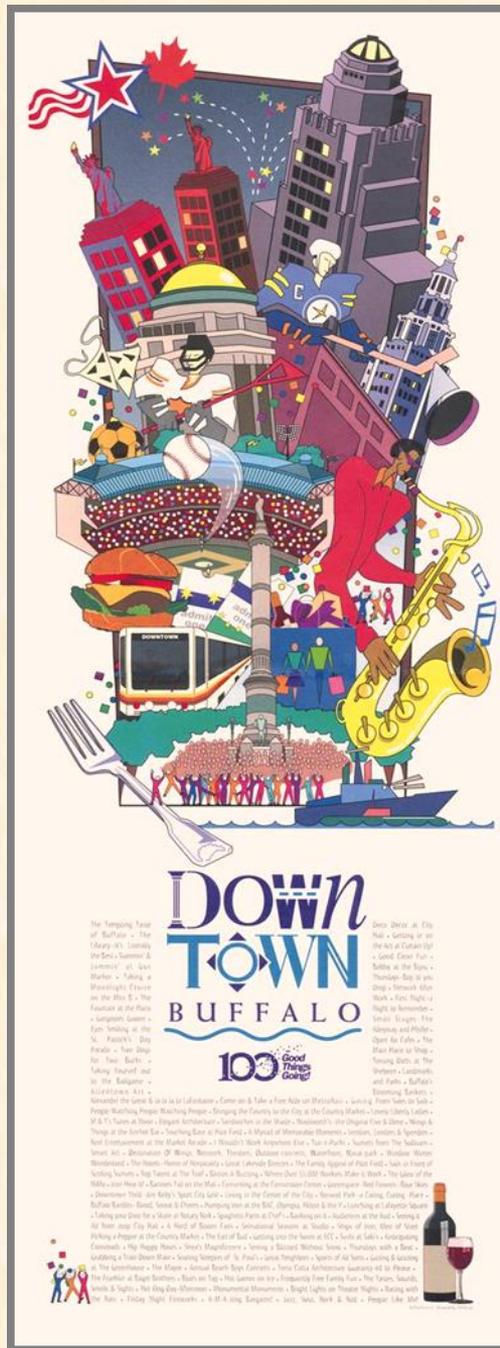


Image Building Activities



Dayton, Oregon



Portrait sponsored by
Dayton Community
Development Association

Special thanks to...
Images by Claudio Photography
Dayton Fire District
Dayton Together Coalition
Confederation of Oregon School Administrators
All of the community portrait volunteers!

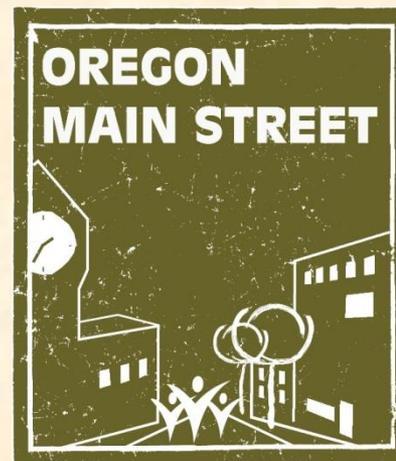
Eight Guiding Principles

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- Comprehensive
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Oregon Main Street

Main Street Organization



Oregon Main Street

- “Tier System”
- Downtown Revitalization Conference
- Workshops and Trainings
- Technical Assistance
- Historic Surveys
- Community Assessments
- Resource Center



Mission: “to assist Oregon communities in the revitalization of their unique downtown places using the Main Street Approach®.”

National Accreditation

- Broad-based community support
- Vision and mission statements
- Comprehensive work plans
- Historic preservation ethic
- Active board and committees
- Adequate operating budget
- Paid manager
- Program of on-going training for staff and volunteers
- Report key statistics
- Current NTMSC membership

Oregon Main Street Levels

REQUIREMENTS, SERVICES, & COMMITMENTS

**EXPLORING
DOWNTOWN**

Interested!

Open enrollment

**TRANSFORMING
DOWNTOWN**

On their way...

Annual Selection

**PERFORMING
MAIN STREET**

Annual Selection

**Designated
Main Streets** ★

+

**1-2 Year Main
Street Plans**



Main Street® “Brand”

- Registered Trademark
- Only “Performing Main Street” are eligible to say they are a “main street” community
- Non-performing Main Street level communities may state they are “using the Main Street Approach”

Revitalization Statistics

2010-2014 Stats*:

\$53.9 million in private sector improvements

\$54.5 million in public sector improvements

295 net new businesses

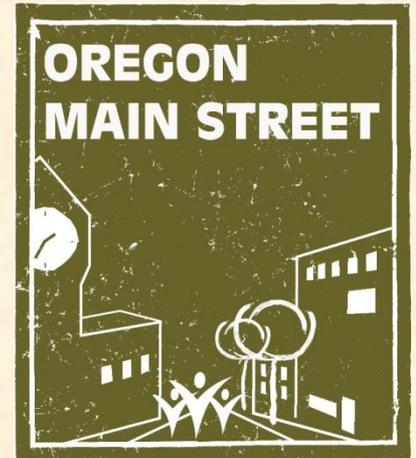
1,995 jobs net new jobs

719 building rehab projects

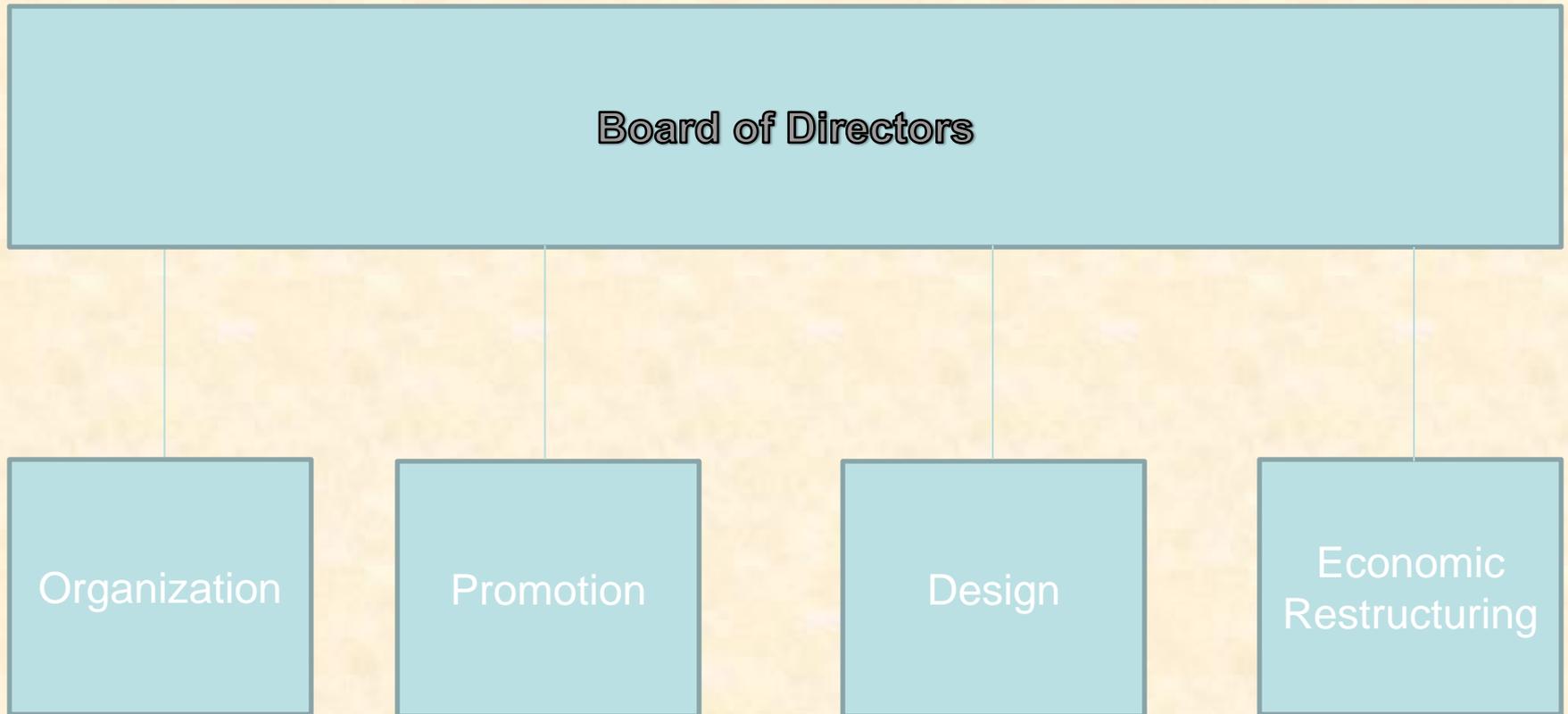


**2010-2014 Performing Main Street & 2011-2014 Transforming Downtown level statistics*

Board Roles & Responsibilities



Board and Committees



Board Structure

- Broad-based
- *A working board*
- Usually 9-13 members
- Individuals give 4-10 hrs./months

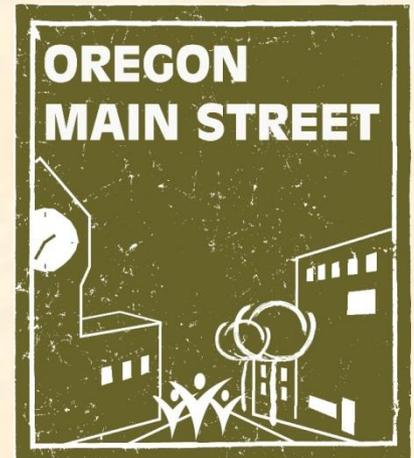


Board of Directors Role

- Policy
- Funding & Financial Management
- Public Relations & Advocacy
- Program Direction & Evaluation
- Personnel
- Committee Oversight

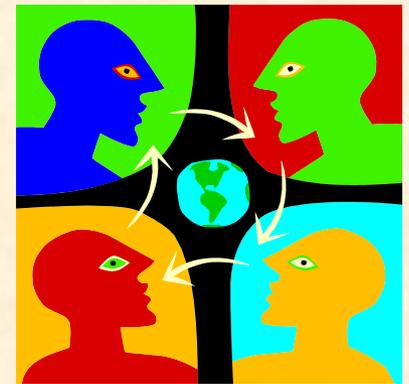


Committee Roles & Responsibilities



General Committee Roles

- Meet regularly
- Develop work plans
- Implement projects
- Report to the board
- Record keeping



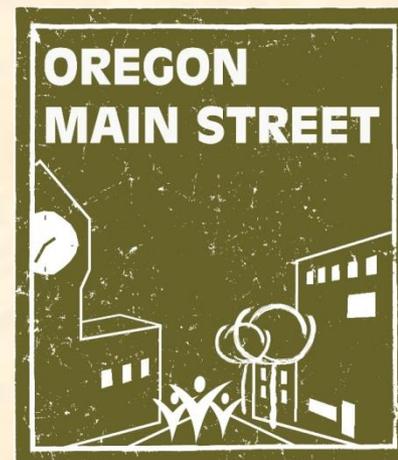
Managing Committees

- President appoints committee chairs
- Committee chairs make reports at board meetings
- Board approves work plan
- Changes to work plan must be approved by board of directors

Why Meetings Fail

- Unclear objectives – why are we here today?
- No clear accomplishments
- Lack of involvement
- No record of decisions or who needs to what by when

Staff Role & Responsibilities



Role of Staff

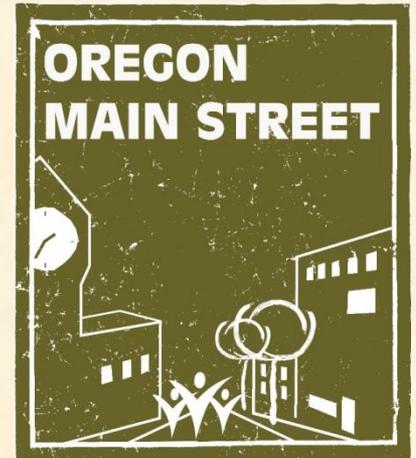
- Administrator
- Volunteer Manager
- Work plan coordination
- Communicator
 - Within Committees
 - To the Community
- Monitoring & evaluation
- Resource to board & committees



Staff Role with Committees

- Committee Role:
 - Write work plan
 - Establish budget
 - Organize tasks
 - Implement tasks
 - Write press releases
 - Run event or execute projects
 - Recruit volunteers
- Staff Role:
 - Send press releases
 - Arrange contracts
 - Provide administrative and meeting support
 - Provide day-of-the-event support
 - Provide Director's Report to the board
 - Facilitate cross-committee communications

Work Plan Development



Work Plan Components

- Goals
- Objectives
- Projects
- Tasks
- Timetable
- Responsibility
- Budget
- Measure of Success

Importance of Work Plans

- Manage the range of activities for a successful revitalization effort
- Explain the Organization's purpose to the public
- Help quantify the revitalization effort successes
- Attract the people & financial resources to implement the revitalization effort

Online Tools

- Basecamp (\$20/month) – basecamp.com
- activeCollab.com (paid-nonprofit discount)
- Wunderlist (free & \$9 option) – wunderlist.com
- SO Planning (free) – soplanning.org
- Wrike (free & paid options) - wrike.com
- Asana (free & paid options) – asana.com
- Zoho (free & paid options) - zoho.com
- Todoist (free and paid options) – todoist.com

Real Example

Alberta Main Street **WORK PLAN EXAMPLE**

Page ____ of ____

Design Business Development Organization Promotion Equity Board

Priority Goal & Objective:	Resources provided by AMS, for both capital projects and business programs, reach a diverse group of community members, businesses, and property owners.
Chair/Person Responsible:	Jonnie Ling
Project Team Members:	Jennifer, Megan and Ranjit [Primary staff support: Sarah Staben]

Project: Increase the number of priority populations (minority owned business/property owners and long time property owners) that receive AMS matching mini grants.					Anticipated Completion Date: 6/30/2015			
Tasks	Who	Potential Partners	Deadline	Est. Expense	Est. Revenue	Vol Hours	Staff Hours	Completed
Review definition of priority populations	Jonnie		10/16/2014			1	.5	
Review Design Committee mini grant work plan at October meeting	Team	Design	10/16/2014					
Identify and reduce barriers to participation in mini grant program.	Ranjit	OAME, MESO	11/20/2014			3	.5	
Evaluate barriers and need to provide child care during informational meetings	Jonnie		11/20/2014	\$50 (potential)		2	1	
Review/update program description & application to identify if/where there are opportunities to make more accessible.	Meagan	MESO	11/20/2014			3	2	
Review score sheet w/an equity lens. Provide feedback to design committee.	Ranjit	MESO	12/18/2014			1	1	
Attend Design committee meeting to review outreach plan.	Jonnie	Design	12/16/2014			.5		
Conduct targeted outreach to priority populations.	Team		1/15/2015			20	5	
Follow up with business/property owners prior to the application deadline to offer assistance and/or answer any questions.	Team		1/31/2015			10	5	
Total Anticipated Resources				\$50	\$0	40.5	6	
Comments & Notes								
Anticipated Result/Measure of Success	30% of mini grant awarded to priority populations							

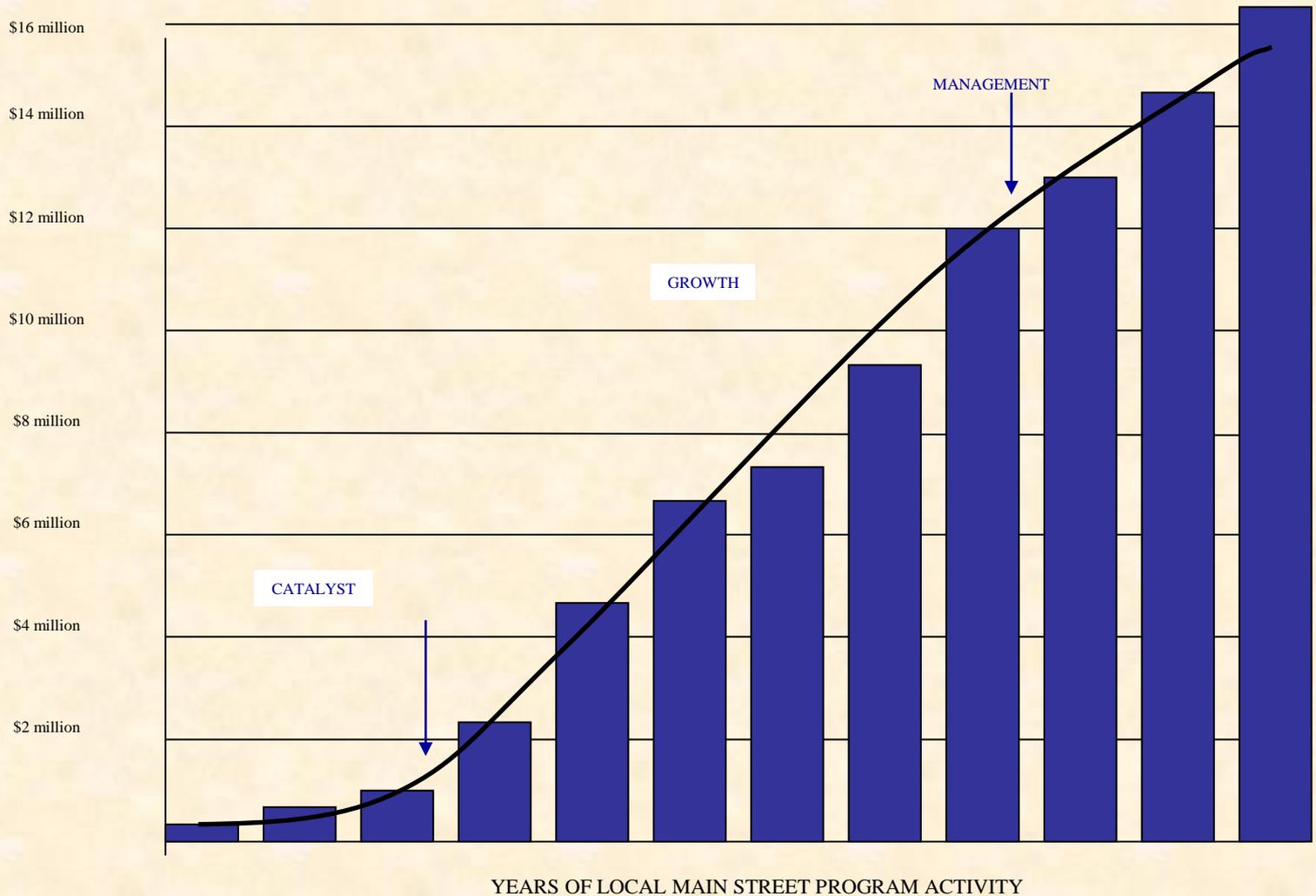
Board Approval

- Upon completion of work plans, each Committee needs to submit them to the board for review and approval.

Oregon Main Street

DOLLARS REINVESTED

Stages of Program Growth



Q & A

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