

Main Street™ Overview

Main Street =
Place-based
Economic
Development



Oregon Main Street Helps Make Downtowns Great By...



Downtown Oregon City Association

Photos: Downtown Oregon City Association



Historic Preservation

Preserving the charm, beauty, and character of Oregon's historic downtowns.



Astoria Downtown Historic District Association

Photos: Astoria Downtown Historic District Association; Danny Miller, Lydia Ely, Hailey Hoffman, *The Daily Astorian*.



Placemaking and Public Realm

Creating quality places that are inviting and attractive to all people.



Klamath Falls Downtown Association

Photos: Klamath Falls Downtown Association



Tourism and Customer Attraction

Celebrating community culture and bringing more people to experience Oregon's downtowns.



Downtown Estacada Commission

Photos: Downtown Estacada Commission



Economic Development and Resiliency

Supporting small and local businesses in Oregon's downtowns while creating pathways for new businesses.



Baker City Downtown
Photos: Baker City Downtown



Partnerships and Program Operations

**Strengthening networks and partnerships
towards the collective visions for the future.**



Beaverton Downtown Association

Photos: Beaverton Downtown Association



National - State - Local



LOCAL
PROGRAMS

You are part of
something bigger!

How Main Street Works

- Comprehensive Approach
- Grassroots & Community Driven
- Asset Based
- Time Tested
- Adaptable Methodology



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Committees Match the 4 Pt Approach™

**Economic
Vitality**

**Organization
(Outreach)**

Design

Promotion

Design

addresses the **physical** value

Improving the appearance of the commercial district through historic preservation based sustainable strategies.

- ❑ Building Improvements
- ❑ Public Improvements
- ❑ Design Education
- ❑ Protection and Management

DESIGN

ORGANIZATION

PROMOTION

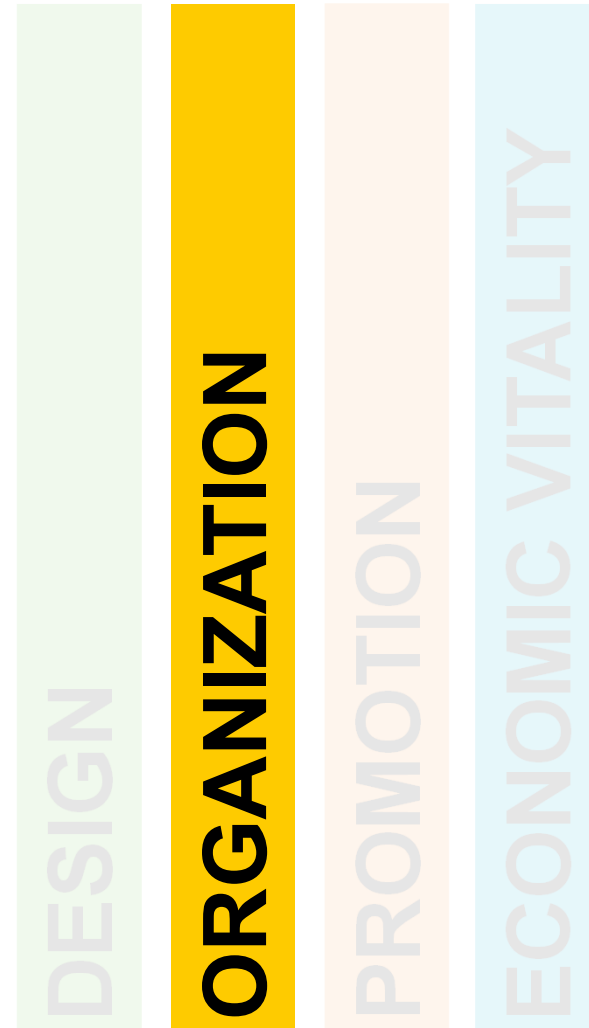
ECONOMIC VITALITY

Organization*

addresses the **civic** value

Building strong, broad-based public and private support for the commercial district and revitalization initiative.

- Volunteer/Leadership Development
- Investor Development/Strategy
- Programmatic Communication



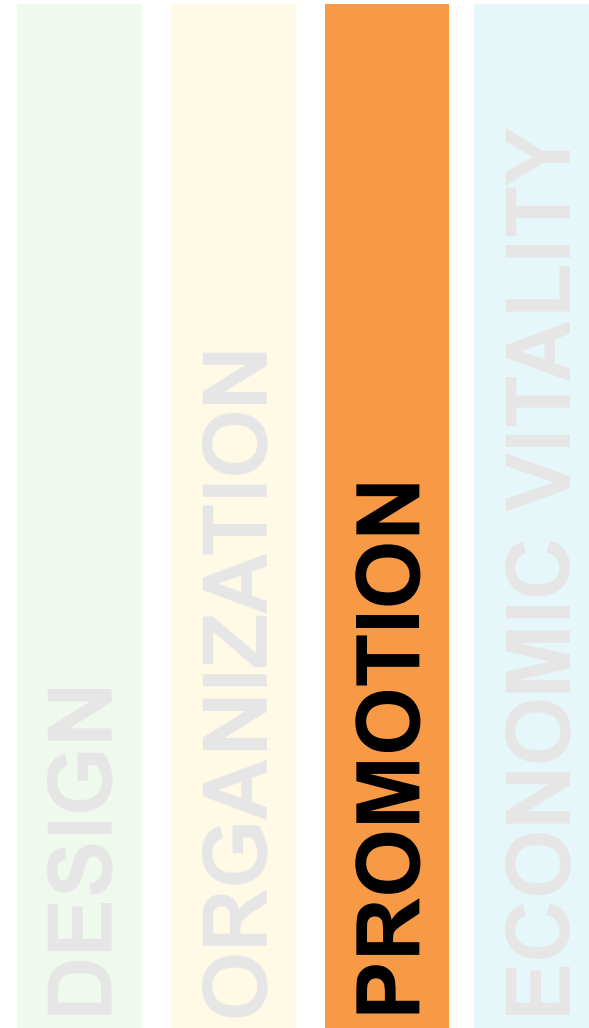
We use the term “**Outreach**” in Oregon & Washington

Promotion

addresses the **social** value

Attracting people to the district by marketing its unique assets and improving its image.

- Image Campaigns
- Retail Selling Activities
- Special Events & Festivals
- Marketing Strategy for District

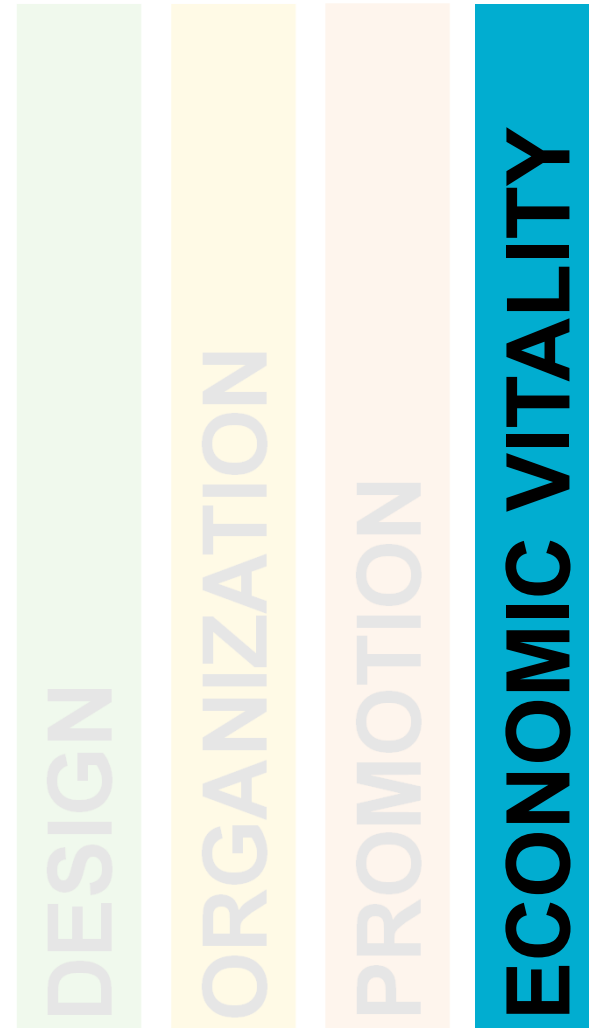


Economic Vitality

addresses the **economic** value

Repositioning the district's economy through market-driven retention and development strategies.

- Understanding the Marketplace
- Business Retention/Expansion
- Business Recruitment
- Property Development



Final Thoughts & Resources



Albany

Photos: Albany Downtown Association



The most important and lasting characteristic of Oregon's Main Streets may be **the impact you have on your community.**

You're
part of
something
bigger!



• OREGON MAIN STREET NETWORK •

Resources

- Oregon Main Street – www.oregonmainstreet.org
 - Impact of Oregon's Main Streets report
 - Webinars
 - Sample Documents
- National Main Street Center – www.mainstreet.org
 - Publications
 - Webinars
 - Grants
- Nonprofit Accounting Basics – www.nonprofitaccountingbasics.org

Any Questions?