



## Message from the State Coordinator

Reflecting back over 2021, one of the key things that comes to mind is the value of our Network and the built-in support team we have between fellow executive directors, board members, city staff, and partners across the state. I hear quite frequently how important our weekly check-in calls are to share information and to solicit advice. These connections have forged stronger relationships among some of our communities who are also reaching out on a regional basis to have their own smaller meetings like the executive directors in the metro region from Oregon City, Beaverton, Tigard, West Linn, and Hillsboro. It warms my heart to see our communities lifting up and supporting each other!

This isn't limited to just our main street programs. I see a greater willingness to collaborate from local government down to business to business and business to community support systems developing. Check out the Business Heroes' stories on page 3. You will hear how Homegrown Oregon Foods in Albany and Lionheart Coffee in Beaverton stepped up during the pandemic to support community members and fellow businesses. And, this past year, the bonds between local government and our main street districts have strengthened across the state. Our Excellence on Main Public-Private Partnership award winners exemplify these collaborative efforts in Beaverton and Independence and demonstrate the positive changes that can happen when folks come together with a shared vision and willingness to work together for the good of the community. We are hearing more and more about positive examples from communities that are re-energizing or just starting their main street journey such as Mayor Meadow Martell in Cave Junction, David Milliron in North Bend, Suzanne Dufner in Monmouth, Tracey Pugh in Coburg, and Charlie Mitchell in Dallas to name a few.

Downtowns are important to the health and well-being of our communities. No one organization can independently sustain and enhance the heart and soul of our communities. But, our Main Street programs do shed a light on why these districts are important to our communities, establish local priorities, and forge partnerships to make a difference.

*Sheri Stuart, Oregon Main Street Program Coordinator*

### Project Spotlight: Placemaking in a Pandemic

Downtown McMinnville Association's Dine Out(side) project demonstrated how powerful a tool placemaking could be to save McMinnville's thriving food and beverage industry. The cooperative effort spearheaded by the McMinnville Downtown Association allowed restaurants to "spill out" onto 3<sup>rd</sup> street to create an outdoor living room for dining. Four contiguous blocks were closed Friday-Sunday allowing 22 establishments to serve customers during the critical months of the pandemic shutdown. Working in conjunction with the OLCC, City of McMinnville and Yamhill County Public Health, this cooperative effort illustrated what could be accomplished when entities work together to react to an adverse situation. McMinnville saw over 600 people dining out on weekend nights, all 22 restaurants and tasting rooms remained in business, and a survey of participants found that sales equaled or exceeded business from previous summer seasons. Travel Oregon granted the community \$49,000 to assist in promotion and lighting upgrades, and in the second summer over 30 businesses joined! Where most cities and towns lost significant food and beverage establishments, McMinnville was able to create a menu for survival and continued growth.



# Oregon Main Street

## OREGON MAIN STREET



Oregon Main Street (OMS) is part of Oregon Heritage in Oregon Parks and Recreation Department. OMS is designed to assist with the revitalization of traditional downtowns and historic commercial districts, promote economic development, and encourage

historic preservation. The program uses an approach that advocates a return to community self-reliance, local empowerment, and the rebuilding of central business districts based on their assets, unique architecture, personal service, local ownership and entrepreneurship, and sense of community.

OMS coordinates resources and provides technical assistance based on the Main Street Approach™ to communities that are working in historically relevant business district settings and that meet certain threshold criteria. Oregon Main Street provides assistance to all communities whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street™ town.

At the end of 2021, the Oregon Heritage Outreach Team met to undertake a strategic planning process for the Oregon Main Network. Since its inception in 2007, OMS has undergone assessments and tweaked the tiers but this was the first full look at how we provide services moving forward. Some of the factors driving the timing are:

- need to support a broad range of programs from those that have participated since the outset to communities just beginning their journey,
- desire to deepen relationships across the Network,
- prioritize community engagement to increase feeling of belonging,
- establish strategic direction at the local level,
- promote the value of heritage, and
- communicate the importance of downtown to overall health of community.

The new strategic plan and tier structure will debut in 2022 with an opportunity for Network input before being finalized.



*We're open. Hope to see you soon.*

## Main Street America™

Main Street America™ is a program of the National Main Street Center. What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level; integral support and expertise provided by Coordinating Programs at the city, county, and state level; and leadership and direction from the NMSC. Main Street America™ is also a special mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.

### The Main Street Approach™

The Main Street Approach™ is an asset-based economic development strategy. It is a comprehensive, incremental approach to sustain and enhance historic downtowns and traditional commercial neighborhoods based on the district's unique heritage and attributes. Main Street organizations are locally driven, funded, organized, and run.





## *Congratulations to the 2021 Excellence on Main Award winners!*

### **Outstanding New Building**

First Federal Headquarters, McMinnville

### **Creative Placemaking**

Dine Out(Side), McMinnville

### **Outstanding Civic Project**

Corvallis Museum

### **Outstanding Adaptive Reuse**

999 N. Front, Coos Bay

### **Outstanding Downtown Housing Project**

Merwyn Apartments, Astoria

### **Outstanding Mixed-Use Project**

Gray-Belle Building, Salem

### **Business Heroes**

Lionheart Coffee, Beaverton

Homegrown Oregon Foods, Albany

### **Executive Director of the Year**

Darin Rutledge, Klamath Falls  
**Downtown Association**

### **Outstanding Public-Private Partnership**

City of Beaverton & Beaverton Downtown  
Association

City of Independence & Independence  
Downtown Association

### **Outstanding Partnership**

Small Town Christmas, Gold Beach

### **Outstanding Promotion**

Gingerbread House Tour, Baker City

### **Outstanding Special Project**

Building Our New Landscape Mural,  
Tigard

Literary Pollinator Garden, Hillsboro

### **Standout Volunteers**

Tim O'Dwyer, Gold Beach

Patsy Oser, Astoria

Tom Novak, Baker City

Kipperlyn Sinclair, Hillsboro

Kate Schwarzler, Independence

## **Business Heroes Spotlight**

Our businesses on Main are the heartbeat of downtown, providing much needed goods and services while contributing to the overall economic health and vitality of communities. When the pandemic hit, we saw two businesses not only display resiliency in their operations, but go above and beyond to support people and build up their communities in inspiring ways.

**Homegrown Oregon Foods** in Albany, owned by Shawna Turkins-Dugger and husband Chris Dugger, pivoted quickly by offering curbside and outside dining and home delivered meals. They also looked for ways to help their neighbors.

They offered a space in their parking lot to another food vendor, formed a non-profit organization called It's On Us Albany to support locally owned restaurants, and promoted BIPOC food-based businesses during national celebrations. Rather than fearing competition, they encouraged new businesses and brought others along to succeed in difficult times.



**Lion Heart Coffee** in Beaverton, owned by Lauren and Ben Reese, exhibited an entrepreneurial spirit and began operating as a food resource center, distributing over 12,000 free meals to students and families in need. They also partnered with the City and Beaverton Downtown Association to close streets and add outdoor public seating called the Dining Commons, which allowed restaurant patrons a safe place space to eat and drink and kept thriving business downtown. Additionally, Lionheart joined forces with an organization to hand out mental wellness kits for children, distribute meal boxes to out-of-work baristas and coffee professionals, and collaborated on several one-off fundraisers for organizations throughout the year. These collaborations led to clean streets, happy children, and thriving businesses, retail and dining opportunities.



# 2021 Oregon Main Street: By the Numbers!



## NET NEW JOBS

2021: **509**  
Cumulative: **4,662**

## VOLUNTEER HOURS

2021: **18,530**  
Cumulative: **272,086**



## BUILDING REHAB PROJECTS

2021: **142**  
Cumulative: **1,511**

## PRIVATE INVESTMENT

2021: **\$11,114,394**  
Cumulative: **\$139,432,605**



## PUBLIC INVESTMENT

2021: **\$10,359,800**  
Cumulative: **\$142,299,622**

## NET NEW BUSINESSES

2021: **78**  
Cumulative: **908**



## BUSINESS EXPANSIONS

2021: **9**  
Cumulative: **187**

## Additional 2021 Highlights

**2021 Total Communities:** 98

### New Towns/Tier Promotions:

- Exploring Downtown: Bend Central District, Glide, Maupin, Toledo
- Associate: North Bend, Talent
- Rural Regional Main Street Pilot: Oregon Frontier Chamber of Commerce

### Oregon Main Street Technical Assistance:

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- Assessments, goal setting, trainings, workshops, intro to main street, advanced training

### New Services & Tools

- Continued Mornings on Main weekly check-in calls
- Webinars: Virtual OMS Conference, Board President, Main Street Overview
- Guides: New Donor Guide
- Executive Director Mentor Health Coaching

### New Collaborations

- Rural Development Initiatives Economic Vitality Hubs in Ontario, La Grande, Milton-Freewater and Main Street focused Ready, Set, Grant workshop series
- Washington Main Street Coffee's On-line monthly discussions
- Colorado Main Street, Wyoming Main Street, and Washington Main Street Elevating Your Executive Team Webinar Series

### Main Street Revitalization Grant Spotlight: The Impact of a Block Refresh in Stayton, Oregon

Revitalize Downtown Stayton (RDS) decided to write their 2019 OMSRG to complete façade improvements on an entire block. The group focused on seven buildings, with five owners and more than 20 tenants all in the 300 block of N 3rd Ave in Stayton. More than double the amount of the grant budget (\$283,000) was invested in the seven buildings, and it caused a ripple effect. The 300 block's visible improvements encouraged seven other buildings within two blocks to make significant improvements. Since then, the downtown vacancy rate has dropped, ten new businesses opened or expanded their presence in Historic Downtown Stayton, and there are now 10 eating establishments in the district.

