

# Oregon Main Street



**where Place and Time meet...**

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# Why Downtowns Are Important

- Employment 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”



# Main Street Approach<sup>®</sup>

- Organization
- Design
- Economic Restructuring
- Promotion



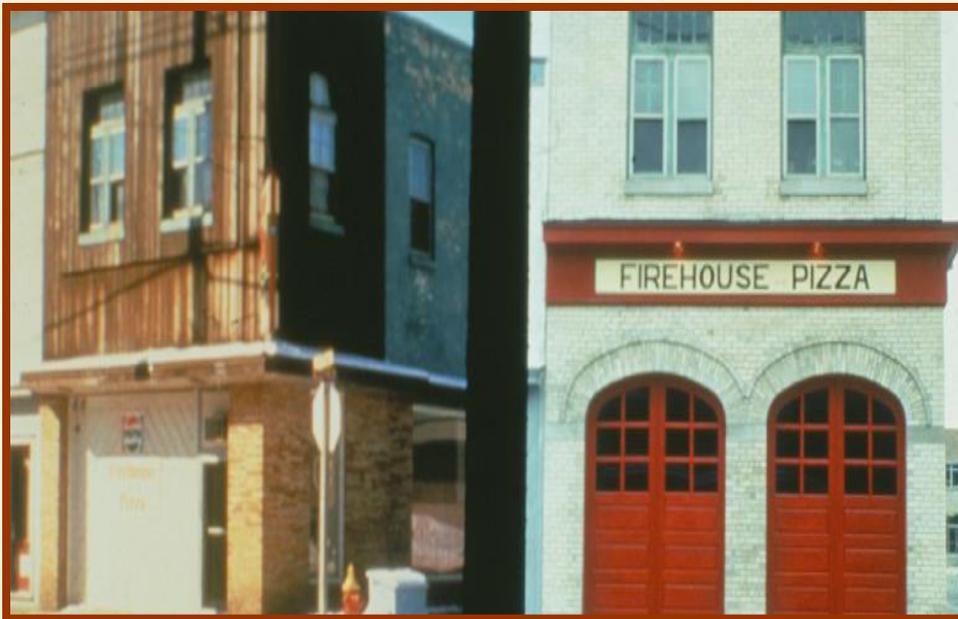
# Organization

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



# Design

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



# Encourage Signage Improvements



...or this?

This...



# Visual Merchandising



# Oregon Main Street



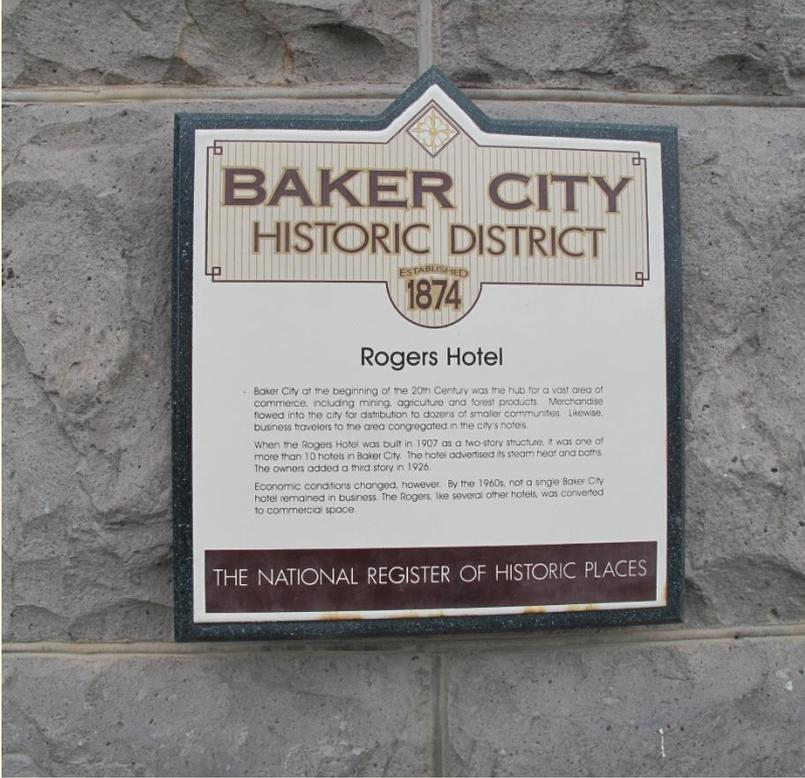
**NEWKIRK**

Compliments of  
The Newkirk  
Main Street Authority  
104 West Seventh,  
P.O. Box 235  
Newkirk, OK 74647  
1 (405) 362-2377

**WALKING  
TOUR**

*Take a stroll  
back in time  
along the  
streets of  
Newkirk.*

# Design Education



**BAKER CITY  
HISTORIC DISTRICT**  
ESTABLISHED  
**1874**

**Rogers Hotel**

Baker City at the beginning of the 20th Century was the hub for a vast area of commerce, including mining, agriculture and forest products. Merchandise flowed into the city for distribution to dozens of smaller communities. Likewise, business travelers to the area congregated in the city's hotels.

When the Rogers Hotel was built in 1907 as a two-story structure, it was one of more than 10 hotels in Baker City. The hotel advertised its steam heat and baths. The owners added a third story in 1926.

Economic conditions changed, however. By the 1960s, not a single Baker City hotel remained in business. The Rogers, like several other hotels, was converted to commercial space.

THE NATIONAL REGISTER OF HISTORIC PLACES

# Oregon Main Street



# Streetscape Improvements



# Economic Restructuring

- Strengthening the district's economic base.



# Identify New Uses



# Supporting Entrepreneur Development Springfield



# Promotion

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



# Special Events

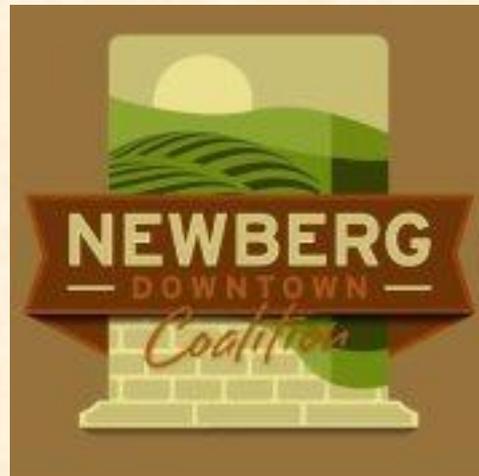


# Business/Retail Events





# Developing Branding Strategies





DOWNTOWN  
**DAYTON**

oregon

rooted.

DAYTON COMMUNITY DEVELOPMENT ASSOCIATION

## Oregon Main Street

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



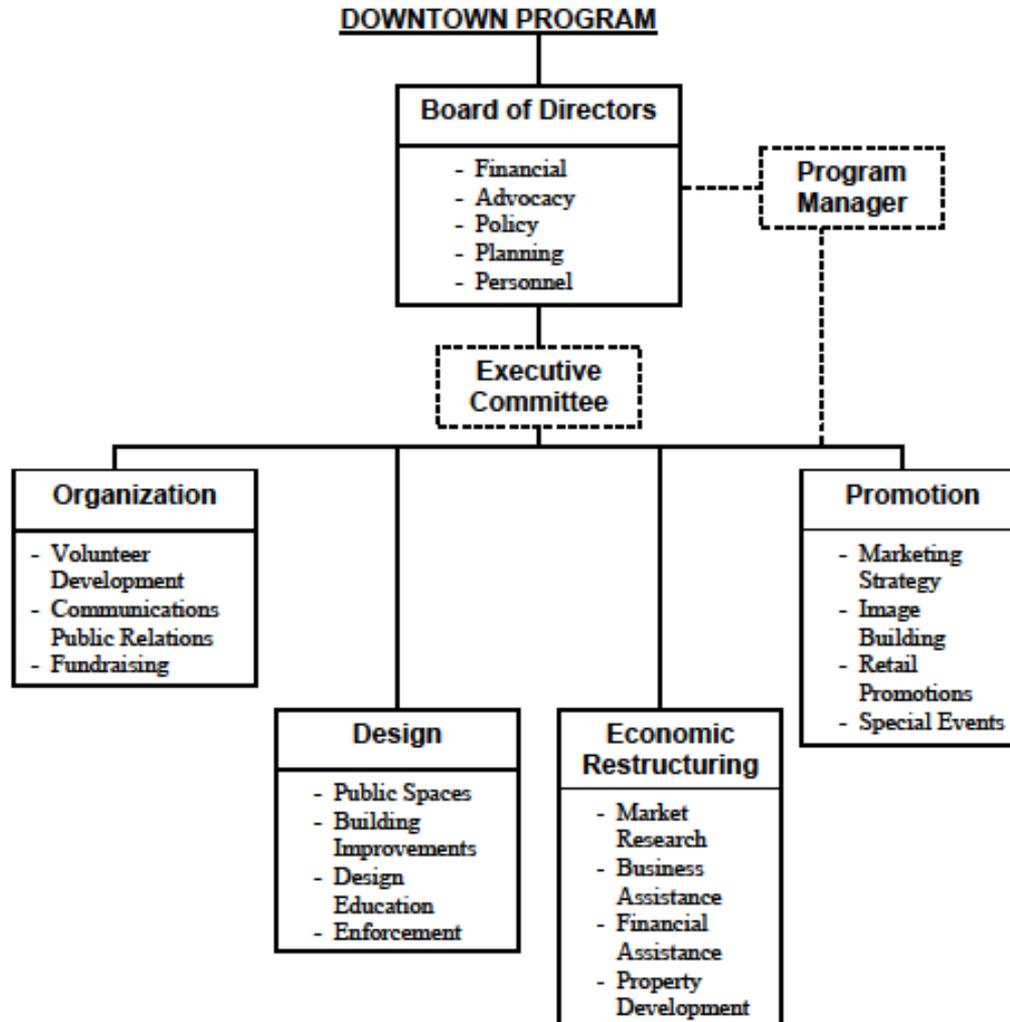
*Mission: “to assist Oregon communities in the revitalization of their unique downtown places using the Main Street Approach®.”*

# Choosing an Organizational Structure

- Independent Non-profit
  - e.g.: Dayton, Oregon City, Milton-Freewater, Corvallis, Astoria
- City-based
  - e.g.: La Grande; Canby
- Transformed from Existing Non-profit
  - e.g.: Independence, Carlton
- Part of Existing Non-profit
  - e.g.: Springfield, Burns



## Organizational Chart



# Revitalization Statistics

**2010-2013 Stats\*:**

**\$38.94 million in private sector improvements**

**\$43.96 million in public sector improvements**

**212 net new businesses**

**1,129 jobs net new jobs**

**513 building rehab projects**



*\*2010-2013 Performing Main Street & 2011-2013 Transforming Downtown level statistics*

# Thank You!



*"Smart cities are those that value their local culture, that preserve their historic buildings, that revitalize their districts..."*

---John Eger, CEO, World Foundation for Smart Cities