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Press Release

City Takes Steps to Bring Customers Back to Downtown Oregon City

At the September 11, 2012 work session, the City Commission agreed there is a need to encourage retail activity in downtown Oregon City following a series of recent construction projects. A consensus was reached to do the following:

- Offer \$5,000 to Main Street Oregon City to develop and deploy a holiday marketing campaign to announce a new look downtown and attract shoppers upon the opening of the Arch Bridge in October.
- Offer free Friday and weekend parking downtown for the Willamette Falls Festival – Arch Bridge re-opening celebration, October 12th – 14th.
- Remind citizens there is free parking along much of the bluff area, Hwy 99E, and downtown after 5:00PM Monday – Friday, all day on weekends.

“The City should proactively invite the greater Metro area to come back to downtown Oregon City,” said Linda Bell, co-owner of Wynona Studios, during the September 11th work session. “This particular set of accomplishments that will come together in mid-October will not come along again for many years, if ever. We have a unique opportunity to put the spotlight on Oregon City.”

In addition to these efforts, the City’s Parking Division created two new programs this summer to support downtown businesses and parking customers. The first program is a *Parking Customer Coupon* program, which gives business owners control of their customer’s downtown experience. This program includes a coupon attached to the bottom of parking permits issued at mid-block parking kiosks. These coupons can be used at participating businesses.

A second program for business owners and downtown employees, offers half price parking permits, for up to three months, for new permit holders in the Red and Purple Parking Zones. This program will help encourage day-long parking customers (often business owners and employees) to park off the street in designated lots. Downtown parking employees should contact the Parking Division at 503.496.1559 to purchase these discounted parking permits.

“With the downtown construction of the two-way Main Street conversion, the side-walk improvements, and the restoration of the Oregon City Arch Bridge coming to an end, now is the time to come and enjoy the beauty of downtown Oregon City,” said Oregon City’s City Manager, David Frasher.

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