

Main Street Oregon City 2008-09 Work Plan

Main Street Oregon City Mission Statement: To enhance our pioneering efforts by creating a strong diverse business district, through developing a positive downtown image, preserving historic and cultural landmarks, while stimulating economic vitality and investment in our Main Street district.

WORK PLAN

Organization: Involves building a Main Street framework that is well represented by business and property owners, citizens, public officials, the Chamber of Commerce, and local economic development organizations; with everyone working together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

- Board development and training
 - Ongoing training
- Committee development and training
 - Ongoing training and orientation
 - Develop a volunteer recognition program
- Hiring and training a Main Street Manager
 - Develop job description
 - Discuss position with City, collaborate on hiring
 - Advertise, interview, and hire Main Street Manager
 - Train Main Street Manager
 - Identify and establish a Main Street Oregon City office space in district
- Education and Outreach on Main Street Oregon City
 - Develop guidelines for producing marketing materials
 - Develop a business outreach strategy
 - Compile press release(s)
- Identify and secure funding resources
 - Raise funds to support program
 - Develop a fundraising campaign
- Develop and manage financial policies and procedures
 - Develop organizational budget
 - Manage finances
 - Develop guidelines for reporting finances to board, stakeholders, and public
 - Manage office and staff finances
- Build a volunteer base
 - Recruit volunteers for various committees, projects, and special events
 - Provide training and leadership to volunteers

- Foster and maintain relationship with partners
 - Engage involvement with local government
 - Provide informational presentations to local service, civic, and business meetings (i.e. Chamber, Kiwanas, Rotary, etc.)
 - Organize annual meeting of stakeholders
 - Reach out to representatives from adjacent development projects; inform and educate on Main Street program

Promotion: Creates excitement in downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

- Build strategic marketing plan/campaign
 - Develop printed material regarding Main Street Oregon City and its mission, goals, and objectives
 - Develop and promote website
 - Develop materials for distribution to prospective businesses (i.e. Resource guide, available property info, downtown profile, etc.)
 - Develop brand/logo for Main Street Oregon City
 - Produce and distribute window sign/sticker with Main Street Oregon City logo to businesses within district
- Support existing events and activities in downtown
 - Provide support as needed
- Plan for/create new opportunities/events in downtown
 - Identify opportunities for events and activities in downtown
 - Coordinate event/activity logistics, marketing, etc.
- Coordinate publishing of all informational/promotional materials
 - Work with Organization Committee to develop materials
 - Distribute materials
- Annual stakeholder event
 - Work with Organization Committee to develop event
 - Coordinate logistics and promotion of event

Design: Enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of public and private dollars to downtown.

- Participation in downtown parking study and resolution
 - Main Street Oregon City representation on parking task force
 - Work with City on outcome of study

- Consult with City on developing/reviewing/promoting design standards for Main Street district
- Promote aesthetic improvements and historic preservation
 - Inventory buildings and identify resource materials for technical assistance (design, historic preservation, grant sources, etc.)
 - Enhance aesthetic character of public spaces and infrastructure within Main Street district
 - Hold workshop with State Historic Preservation Office
- Support and expand upon existing physical imaging efforts
 - Make property owners aware of assistance and resources available
 - Hold workshops on façade improvements
- Identify and create gateways into the Main Street district
 - Coordinate with Willamette Rivers stakeholder group
 - Identify locations best suited for gateway(s)
 - Design gateway details
 - Identify funding for gateway project(s)
 - Installation of gateway
- Work with City on Urban Renewal goals and projects
- Improve Main Street Oregon City sense of place

Economic Restructuring: Involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street’s traditional merchants are examples of economic restructuring activities.

- Complete retail market analysis
 - Discuss whether analysis would cover Main Street district or entire commercial district in downtown Oregon City
 - Identify consultant to complete analysis
- Inventory vacant storefront and identify to business opportunities
 - Develop list of available properties listing property details (i.e. square footage, use, rent, etc.)
 - Develop simple, one-page brochure for distribution
 - Using info contained in market analysis identify businesses that fit the ‘mix’ in Main Street district
 - Prepare materials and send to target businesses