



Clackamas County Main Street

Coming soon to a community near you!



Why is Downtown Important?

- Supports local independent businesses that create jobs and keep dollars in the local community
- Incubators for entrepreneurs
- Revitalization stimulates local economy
- Symbol of economic health and community pride
- Serves as the historic center
- Tourist destination



What Happened to Downtown Commercial Districts?

Post War

- Urban sprawl
- Suburbia
- Auto oriented
- Zoning
- Shopping centers & malls



The Main Street Approach™

The Main Street Approach™ is a proven comprehensive approach to downtown revitalization and has been implemented in over 1,800 cities and towns in 45 states across the nation.

Main Street Four Point Approach^T

- **Organization**
- **Promotion**
- **Design**
- **Economic Restructuring**

→ Revitalization is a PROCESS!

**The decline of downtown happened over decades....
the need for downtown management does not go away**



Main Street as an Economic Development Tool

- Supports innovation and creative business development
- Monitors downtown business so that community can be proactive rather than reactive
- Builds organizational capacity to manages downtown
- Encourages partnerships and collaboration



National Main Street 2006 Reinvestment Statistics

- \$31.5 billion reinvestment in physical improvements
- 72,000 net new businesses created
- 331,000 net new jobs created
- 178,000 buildings rehabilitated
- **\$28.31 dollars invested in physical improvements for every dollar invested in program administration**



The Developer's Perspective

“they aren't coming for bricks, they are coming for goods and services”

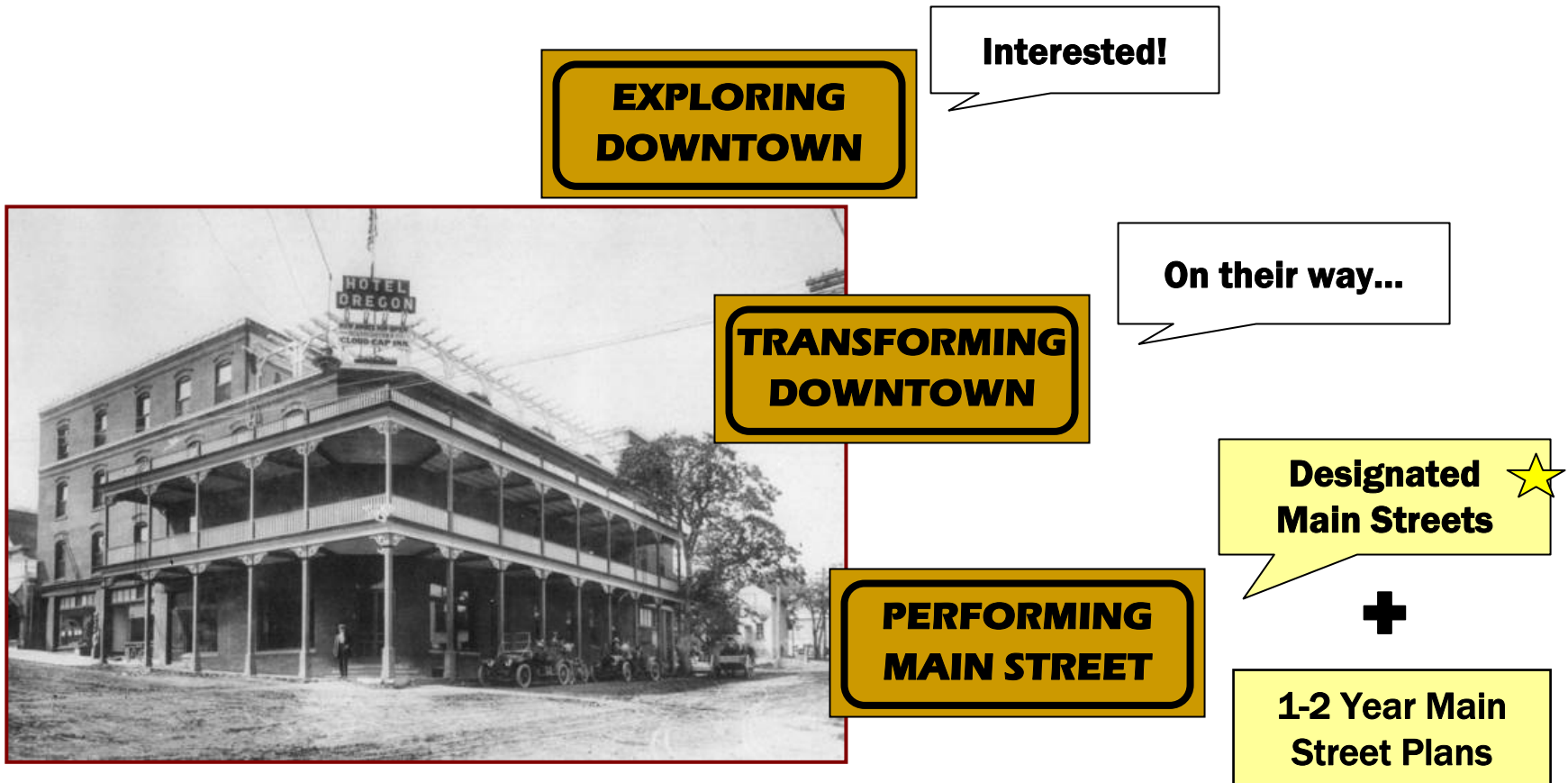
- Storefronts
- Signage
- Interiors
- Energy Efficiency
- Responsive government



“Image is everything where money is being invested”



Oregon Main Street Program Levels



- Increased assistance with increasing commitment
- **"SELF HELP"** Program
- Community defines area and "image" they want for their downtown



Welcome



**Performing Main Street
Oregon City**



Oregon Main Street Announcement

Sept. 26, 2008



**Performing Main Street
Transforming Downtown**



**Transforming Downtown
Sandy**





2008–2009 Exploring Downtown

Enrollment

Clackamas County Communities

- ★ Damascus
- ★ Estacada
- ★ Happy Valley
- ★ Lake Grove
- ★ Lake Oswego
- ★ Milwaukie
- ★ Molalla
- ★ Villages of Mt. Hood
- ★ West Linn

Other Oregon Communities

- | | |
|---------------|--------------|
| Aumsville | Lakeview |
| Bandon | Lebanon |
| Bonanza | Lowell |
| Brookings | Madras |
| Canyonville | Mitchell |
| Condon | Monmouth |
| Coos Bay | Mosier |
| Cottage Grove | Myrtle Creek |
| Echo | North Bend |
| Enterprise | Sherwood |
| Grass Valley | Silverton |
| Independence | Turner |
| Irrigon | Yoncalla |

Clackamas County Main Street Program

- Operates in conjunction with the Oregon Main Street Program
- Provides hands on technical assistance, resources and training to Clackamas County communities
- Overall goal - to build high quality, livable and sustainable communities that will grow Clackamas County's economy.



Services Provided to Participating Clackamas Communities

- Targeted technical assistance
- Education and training workshops
- Community assessment
- Historical inventory
- Design/Architectural assistance
- Response team evaluation
- Network...list serve
- Promotion material development



Main Street Call to Action

- Serve on a local Main Street board or committee
- Donate to a Main Street program
- Call your legislator to encourage support of the Oregon Main Street Program
- Get involved



Thank you for your interest in the Main Street Program

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