Oregon Main Street
Downtown is a symbol of...

Economic health of the community
Partnership between private and public sector
Local quality of life
Local pride
Community history

*Key element in industrial, commercial and professional recruitment*
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®.”
MAIN STREET AMERICA™
Nationally recognized.
Locally powered.™
Comprehensive DT Revitalization

Four Point Framework

Organization

Design

Economic Vitality

Promotion
Main Street Approach

Transformation Strategies

COMMUNITY VISION
MARKET UNDERSTANDING

DESIGN
ORGANIZATION
PROMOTION
ECONOMIC VITALITY

QUANTITATIVE OUTCOMES
QUALITATIVE OUTCOMES
Revitalization Stats

2010-2016 Stats*:

$75.7 million in private sector improvements
$91.2 million in public sector improvements
561 net new businesses
121 business expansions
2,699 net new jobs
1,082 building rehab projects
175,965 volunteer hours

*2010-2015 Performing Main Street & 2011-2015 Transforming Downtown level statistics