

A photograph of a downtown street scene in Lebanon. The image shows several multi-story brick buildings. On the left, a brick building has several windows with white frames. Below it, a white building with black-framed windows is visible. To the right, a red brick building with arched windows stands out. A street lamp is positioned in the center. In the upper right corner, a banner hangs from a building, featuring the word 'Lebanon' in a stylized blue font and the word 'DOWNTOWN' in a smaller font. The sky is overcast and grey. The text '2023 ANNUAL REPORT' is overlaid in large white letters across the center of the image.

2023 ANNUAL REPORT

PRESENTATION BY : **LEBANON DOWNTOWN BOARD**

THE LDA

The Lebanon Downtown Association, a 501(C)(3) nonprofit organization works to create a vibrant, and welcoming downtown through marketing initiatives, business support & attraction efforts, beautification, placemaking, cultural events, and more. We are an accredited program of Oregon Main Street and the Main Street America, we work in partnership with the City of Lebanon to sustain and develop Downtown as a vital economic, cultural, recreational, residential, and historic center for our community.

2023 PRIORITIES

Create a thriving and diverse storefront economy that supports the Lebanon downtown business community, excites visitors, and meets the needs of residents. Cultivate a lively and engaging downtown atmosphere that identifies Downtown Lebanon as a destination for locals and tourists alike.

Create a truly welcoming environment that enhances the experience of Downtown Lebanon visitors and residents.



Mission Statement

“Serve the Community by promoting economic vitality, preservation of downtown businesses and our historic heritage.”

OUR VISION & MISSION STATEMENT



Vision

“To promote economic vitality, create social connections, bring art & culture and community pride to downtown Lebanon.”

INTERNAL GROWTH

BOARD OF DIRECTORS

President-Shellie Jackola
Vice President-Shannon Miller
Secretary-Dala Johnson
Treasurer-Cody Zuniga

MEMBERS AT LARGE

Bill Flesher
Christina Poteet
Chris Breshears
Nancy Randall

We elected a completely new board in 2023 and have been working hard to get the organization back in compliance. We filed all necessary taxes for federal and state, we are now in compliance with the DOJ, we got our nonprofit reinstated, and filed our quarterly reports with Oregon Main Street. We have all new chairs for committees and rebuilding our volunteer base.

STRATEGIC PLANNING

We developed the 2024-2025 Downtown Lebanon Strategic Plan. The plan will guide our organization's evolution over the next two years and beyond, and was created by input from the LDA Board of Directors, downtown merchants, the 2040 vision, along with broad community feedback, and current market trends.



OUR CORE VALUES

Striving for a beautiful, clean, safe, and walkable historic downtown.

Believing that supporting small and local businesses builds a strong community.

Knowing the importance & understanding the preservation of our historic buildings.

Building strong & long-lasting relationships with our property and business owners. Valuing our volunteers.

Committing to maintaining a high level of professionalism with our community.

LDA uses a variety of tools to market and promote the many businesses, attractions, amenities, and events in Downtown Lebanon. With an engaging webpage, exciting videos, and informative newsletters, we highlight a downtown experience that entices the community to come and support our local businesses. Thanks to our community that engages with our content, we are able to continue providing helpful information that highlights the downtown experience.

SOCIAL MEDIA ENGAGEMENT

We continue to utilize our social media presence as an essential way of getting information to the community. Throughout 2023, we continued to see a jump in followers, engagement, and video content views on our various platforms. With our social media following, website traffic, and newsletter engagement, there is an opportunity to quickly and effectively promote all things Downtown — including events, new businesses, public art installations, shopping promotions, restaurants, and more.

PROMOTION & MARKETING



BUSINESS OWNER SPOTLIGHTS

Throughout the year, LDA makes it a point to highlight downtown business owners on our social media. This gives us an opportunity to tell their stories and gives our audience a chance to connect with these entrepreneurs, who are ultimately their neighbors, friends, and loved ones. We do this year-round, specifically leading up to Small Business Saturday.

TASTE OF DOWNTOWN

If you're looking for a taste of downtown Lebanon there are many options to explore. In our monthly newsletter we created a section called taste of downtown to recognize our downtown business owners and chefs by highlighting a variety of restaurants monthly. We want to bring attention to our fantastic downtown restaurants, showcasing the places, the food, and the people behind them.

Another option is to visit downtown Lebanon and explore the local dining scene. Lebanon is home to a range of restaurants offering different cuisines, so you can try something new each month. From cozy cafes to family-owned eateries and fine dining establishments, there's something for every taste.

Remember to keep an eye on local event listings, social media pages, and our monthly newsletter for any upcoming food-related events or dining specials in downtown Lebanon.



DOWNTOWN HISTORIC WALK

In December 2023, the Lebanon Downtown Association actively participated in the Lebanon downtown historic walk. This event, which took place on December 2, was organized in collaboration with Build Lebanon Trails, the Lebanon Museum Foundation, and other local organizations. The goal of the walk was to provide a free and informative walking tour of our historic downtown area. The walking tour was led by our esteemed mayor, Ken Jackola, who provided valuable insights and anecdotes about the historical significance of each location. The tour covered a total of 12 different historical building locations, offering participants a fascinating glimpse into Lebanon's rich past.

Among the notable buildings visited during the tour were the Wells Fargo Building, The Masonic Lodge, The Former Feed and Seed Building, The Lebanon Express Building, the Old Billiards Parlor, The Train Station, The Courtney Building, and The Steam Train.

By participating in the Lebanon downtown historic walk, the Lebanon Downtown Association aimed to promote a deeper understanding and appreciation for our city's heritage. This event not only highlighted the historical significance of our downtown buildings but also showcased the collaborative efforts of local organizations in preserving and sharing our community's history.

Overall, the Lebanon downtown historic walk served as an engaging and educational experience for participants. By exploring these historical sites and hearing from a knowledgeable guide, attendees gained a greater appreciation for the rich history that shapes Lebanon's identity.

The LDA is proud to have played a role in organizing and participating in this event, as it aligns with our mission to create a vibrant and culturally rich downtown environment.





DOWNTOWN FIRST FRIDAYS

First Fridays in downtown Lebanon is a highly anticipated monthly event that brings the community together to celebrate the local businesses, art, and culture that make the area so vibrant. Taking place on the first Friday of each month, this event offers a plethora of activities and attractions for attendees to enjoy.

First Fridays is the opportunity to explore various local artist, live music performances with diverse range of genres, restaurants offering a wide array of delicious options for attendees to indulge in, and various activities. First Fridays feature special promotions from local shops and restaurants. This provides an excellent opportunity for attendees to support and explore the businesses in the downtown area. The promotions may include discounts, sales, or exclusive offers, incentivizing attendees to shop local and contribute to the economic growth of the community. To ensure that the community is well-informed about each specific First Fridays event, the LDA utilizes various communication channels. Information is consistently shared on their Facebook page, website, newsletter, the school district website, and the Lebanon Chamber of Commerce calendar. By utilizing these platforms, the LDA ensures that locals and visitors alike can stay up to date with the event details and make the most of their First Fridays experience.

First Fridays in downtown Lebanon has become a beloved tradition that locals and visitors look forward to each month. The vibrant atmosphere, combined with the diverse range of activities and attractions, creates an engaging and enjoyable experience for all who attend. It not only showcases the unique charm of the downtown area but also serves as a platform to support and promote local businesses, art, and culture.

This year's First Friday were the Chocolate Walk, Dr Seuss birthday, Shop Small, Cinco De Mayo, Everything Strawberry, Block Party, Classic Car Show, Wine and Art Walk, Harry Potter, Chili Cook Off, Rockin Around the Christmas Tree.





CONCERTS IN THE PARK

This year, the Lebanon Downtown Association made a significant change by moving their concerts in the park event to the picturesque Academy Square. The decision proved to be a resounding success, with each concert drawing larger crowds and attracting both residents and visitors to spend their evenings in Lebanon.

The concerts in the park event provided an opportunity for people to enjoy live performances by a variety of artists, creating a vibrant and lively atmosphere. Attendees were able to indulge in delicious food and drinks from local downtown restaurants, further supporting the local economy. Additionally, pop-up retail booths added to the overall experience, showcasing the talent and creativity of local artisans and businesses.

Families and friends were able to attend seven different concerts throughout the summer months, ensuring a diverse range of musical genres and performances for everyone to enjoy. This event became a highlight of the summer calendar, bringing people together and fostering a sense of community. The event's popularity was evident as hundreds of visitors flocked to Downtown Lebanon on Tuesday nights during July and August. We were thrilled with the success of the concerts in the park event at Academy Square. This event not only provided entertainment and enjoyment for residents and visitors but also showcased the vibrant and dynamic nature of Downtown Lebanon. By bringing together music, food, and local businesses, this event strengthened community bonds and created lasting memories for all who attended.

The concerts in the park event would not have been possible without the generous support of sponsors. Entek, Nancy's Floral, Barsidious Brewing, Michael Allen, Larry Jordan, Lebanon Chamber of Commerce, Duffy's Irish Pub, Healthy Home Pest, Pacific Sky Northwest, Michael Kosmicki, Sugar Vibes Doughnut Company, Cafe Rock, The Cellar, Ray Jackman, Buckmaster Plumbing, and JR Construction.



MOVIES IN THE PARK



In 2023, the Lebanon Downtown Association organized the much-loved summer tradition of Movies in the Park at Ralston Park. This event became a highlight for visitors and residents alike, drawing in hundreds of people to Downtown Lebanon for the summer movie series.

After careful consideration and deliberation, the Lebanon Downtown Association selected six outstanding movies to be featured during the series. These films included highly anticipated releases such as Top Gun: Maverick, Sing 2, Boss Baby: Family Business, Spider-Man: No Way Home, Minions: The Rise of Gru, and Ghostbusters: Afterlife. These movies provided a diverse range of options to cater to different audiences and ensure an enjoyable experience for all attendees.

One of the remarkable aspects of Movies in the Park was the involvement of the Lebanon High School cheer team. They took charge of running the concession stand during all six movies, raising funds for their upcoming national cheer competition. This collaboration not only provided the cheer team with an opportunity to showcase their skills but also allowed them to contribute to the community and achieve their fundraising goals.

Fortunately, the weather remained cooperative throughout the entire movie series, allowing all six movies to be shown without any interruptions or cancellations. Attendees could enjoy the films under the open sky, creating a unique and memorable cinematic experience.

Movies in the Park would not have been possible without the generous support of sponsors. The Gillott Home Team, Briesse Custom Concrete, Cafe Rock, and the Lebanon Chamber of Commerce



DOWNTOWN TRICK OR TREAT

Downtown trick or treat in Lebanon this year was spectacular! The streets were filled with over 1500 trick or treaters, turning it into an absolutely wonderful celebration. The downtown was transformed as merchants embraced the spirit of the season, dressing up in costumes and generously distributing candy that brought joy to young and old alike. Not only did the local businesses participate, but even those from outside the downtown area set up vibrant tables and captivating decorations, amplifying the festive atmosphere to new heights.

The Lebanon Police Department and Fire Department joined in the celebration, spreading happiness and ensuring the safety of everyone attending. The air was filled with the beats from KRKT radio station, filling the streets with lively music that kept everyone in the halloween spirit.

And as the grand finale, a costume contest unfolded, with ten fortunate winners proudly walking away with trophies. It was undeniably a day of pure joy for all fortunate enough to be a part of this extraordinary event.



STAY TUNED

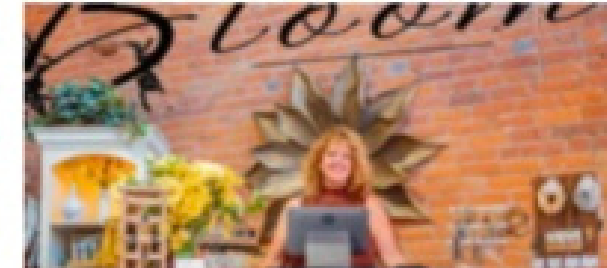


DECEMBER 2023

**DISCOVER
DOWNTOWN**

Mark your calendar for January's First Friday Event!
Fitness, Food and FUN!
Date: January 5, 2024
Location: Downtown Lebanon
Time: 5:30pm- 7:30pm

**EMBRACING
THE HOLIDAYS**



BUSINESS COMMUNICATION

LDA strives to always keep the lines of communication open between our organization and the downtown business owners – providing information that will help them to adapt and succeed in an ever-changing business climate. We do this through consistent email updates, newsletters, direct outreach via social media, and in-person visits throughout the year. This frequent communication allows us to keep a finger on the pulse of small business needs so that we can provide them with tools that will help them succeed.

SMALL BUSINESS MINDSET

Our First Fridays have proven to be an exciting way to drive foot traffic downtown while drawing exposure for our small businesses. Over 30 businesses participate in our monthly First Friday events. For Small Business Saturday (SBS) this year, LDA focused on a variety of different ways to highlight our small businesses and drive foot traffic into their stores during the holiday season. This work included co- op marketing opportunities, physical and digital marketing materials for the businesses, a SBS web page highlighting promotions and deals, and small business owner highlights.

WELCOMING NEW BUSINESSES

In our continuous efforts to enhance the appeal of Downtown Lebanon, we are thrilled to welcome several new businesses that have recently joined our vibrant community. These establishments not only contribute to the economic growth of our downtown but also add to the charm and diversity of our city.

Beauty Life Spa, with its serene ambiance and array of rejuvenating treatments, invites visitors to pamper themselves and escape the stresses of everyday life. Opa's Gallery and Workshop, on the other hand, showcases the talents of local artists, providing a platform for creativity and artistic expression.

Goldies, a trendy boutique, offers fashion-forward clothing and accessories to style-conscious individuals, while Mudpie and Roses brings a touch of rustic elegance with its unique home decor and gift items. The Hive, a buzzing hub of activity, houses a collective assortment of new and used goods, providing a one-stop-shop for treasures.

For those seeking the perfect fit, The Fitting Parlor offers personalized styling services and a curated selection of clothing, ensuring that customers leave feeling confident and fashionable.

These new businesses not only contribute to the economic vitality of our downtown but also create a welcoming environment for both locals and visitors. Their presence, along with the efforts of the Lebanon Downtown Association (LDA), signifies our commitment to creating a safe and inviting space for everyone.



WELCOMING ENVIRONMENT

Our desire to ensure that every visitor to Downtown Lebanon has a positive experience. We believe that creating a welcoming environment is crucial to achieving this goal. That is why we engage in various activities and initiatives that contribute to the overall appeal and atmosphere of our downtown area.

We enhanced the welcoming atmosphere is by placing benches throughout the downtown area, we provide spaces for visitors to rest and take in the surroundings. These benches not only serve a functional purpose but also add to the aesthetics and charm of our city.

The murals provide vibrant colors and captivating designs bring life and personality to Downtown Lebanon, creating a visually appealing environment that is sure to leave a positive impression on visitors. By decorating our downtown with seasonal decorations that reflect the changing seasons and upcoming holidays, we create a festive and inviting atmosphere.

We play a crucial role in bringing color and beauty to our downtown area. Through the coordination of volunteer cleanups, we ensure that our streets and public spaces are clean and well-maintained. This not only enhances the overall appearance of Downtown Lebanon but also creates a sense of pride and ownership among the community.

Ultimately, our commitment to creating a welcoming environment is rooted in our desire to provide a positive and memorable experience for each and every person who sets foot in Downtown Lebanon. Through our placemaking activities, benches, murals, seasonal decorations, and more, we strive to create a welcoming atmosphere that leaves a lasting impression and encourages people to explore and enjoy all that our downtown has to offer.



JOIN OUR CONTINUED COMMUNITY EFFORT TO CLEAN UP OUR LOCAL NEIGHBORHOODS, SCHOOLS, PARKS, ROADWAYS AND DOWNTOWN LEBANON

COMMUNITY CLEAN UP DAY



MURAL PROJECT

In the early months of 2023, our dedicated design committee embarked on a mission to enhance the allure of Downtown Lebanon through the power of public art, securing four ideal locations to breathe life into the facades of our buildings with vibrant murals. To ignite a wave of creativity, we launched a mural design contest that extended beyond our local borders, reaching out to over 50 colleges and high schools across the state of Oregon. The response was overwhelming, as we received an impressive array of approximately 60 submissions. After careful deliberation, we five extraordinary designs that truly captured the essence of our downtown.

In July, our ambitious mural project commenced, with the painting process unfolding on three different buildings: Hazella's, J&C Bigfoot Grille, and the Lebanon Liquor Store. Each stroke of the brush was a testament to the dedication and passion of our numerous volunteers, who selflessly dedicated hundreds of hours to bring these masterpieces to life.

Adding an interactive touch to our vibrant collection, the fourth mural will grace the corner building of Main St and Sherman, captivating passersby with an enchanting butterfly. This interactive artwork will invite viewers to engage and immerse themselves in its beauty, creating a truly memorable experience. None of this would have been possible without the generous support of our sponsors, Summit Ace Hardware and Benjamin Moore Paint. Their unwavering belief in our vision enabled us to secure the necessary resources and materials to make this grand endeavor a reality.



A close-up photograph of a mural painted on a wooden plank background. The mural depicts a lioness with a golden-brown coat, white whiskers, and bright green eyes. She is shown from the chest up, looking directly at the viewer with a slight smile. The background of the mural is a dark, textured green. The wooden planks are arranged in a diagonal pattern, and the overall scene is set against a dark, solid background.

ART IN THE DOWNTOWN

In the year 2023, the downtown association's design committee embarked on a mission to revive the art commission, aiming to breathe new life into the community. Tirelessly, they dedicated countless hours to bring forth numerous projects for the delight of all. Their efforts birthed the mesmerizing mural project, a labor of love that unfolded throughout the entire summer. Additionally, they orchestrated the whimsical and unforgettable great quirky turkey pageant, captivating the hearts of all who witnessed it.

Not stopping there, the committee also orchestrated the fall scarecrows on the light pole competition, infusing the streets with a vibrant and festive atmosphere. The creative spirit continued to flourish with the introduction of new art boards in strawberry plaza, becoming a hub of artistic expression and inspiration for all. Furthermore, the committee adorned the light poles along the main street with seasonal flags, casting a colorful and joyous ambiance for everyone to relish.

Understanding the importance of fostering a serene and enjoyable shopping experience, the committee appealed to the city to place additional benches throughout downtown. This thoughtful gesture aimed to provide a haven for relaxation, allowing people to immerse themselves in the bustling energy of the city while indulging in the simple pleasure of observing passersby.

In 2023, the downtown association's design committee proved to be true champions of art and community, igniting a renaissance that would forever be etched in the hearts and memories of all those who reveled in their creations.

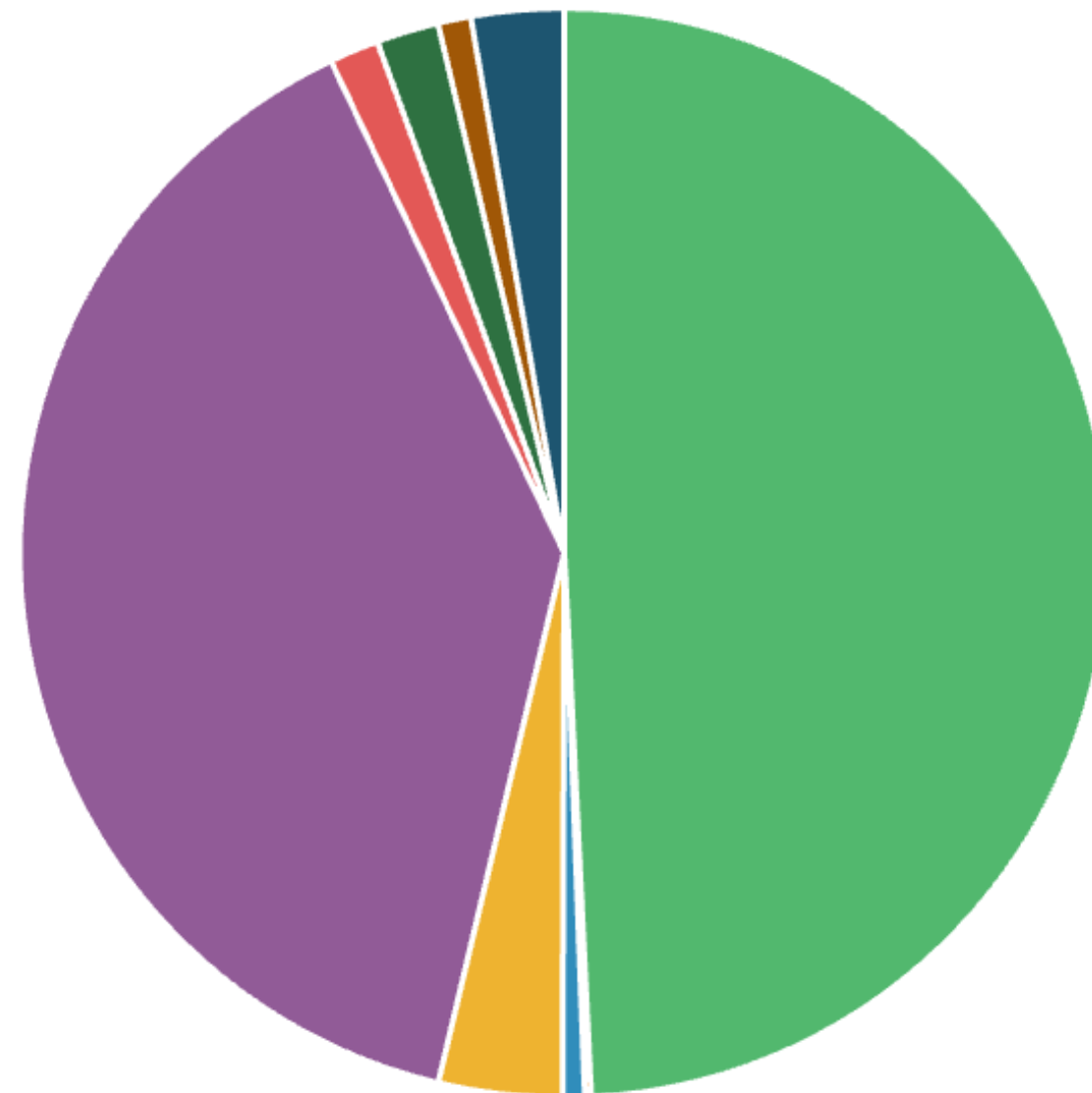
Expenses

1. Pay Roll -\$21,818.74
2. Bank Fees -\$82.00
3. Donation fees -\$290.41
4. Marketing -\$1,627.54
5. Events -\$17,392.96
6. Rent -\$650.00
7. Insurance-\$821.99
8. Licensing/Fee/Tax-434.70
9. Office -\$1,219.70

Revenue

Starting- \$7,134.07
Donations/interest-\$20,365.20
City-\$30,000.00
Grant RI- \$167,035.20

LDA 2022-2023 Budget



1 2 3 4 5 6 7 8 9

2023 DONORS



Entek

Barsidious Brewing

Larry Jordan

Duffys Irish Pub

Healthy Home Pest

Pacific Sky Northwest

Gregory Home Team

Michael Kosmicki

Sugar vibes Doughnut Company

The Cellar

Buckmaster Plumbing

JR Construction

Summit Ace Hardware

Nancy's Floral

Michael Allen

Lebanon Chamber of
Commerce

The Gillott Home Team

Briese Custom Concrete

Gateway Imprints

Grocery Outlet

Northwest Apparel

Cafe Rock

Ray Jackman

The Lebanon Liquor Store

Bloom Boutique and Tea
House