

2021 American Rescue Plan: City of Stevenson

Stevenson Downtown Association



A MAIN STREET ORGANIZATION

Our Mission

To promote and revitalize Downtown Stevenson and enrich our local heritage.

Our Vision

By embracing the Main Street Approach, we envision a historically preserved, economically vibrant downtown where locals and visitors alike come together for community, culture and connection to the Columbia River.



Washington State
MAIN STREET
PROGRAM

A Washington Main Street Community

Stevenson is **one of 37 communities** in the Washington State Main Street Program, which has been helping towns and cities revitalize the economy, appearance, and image of their downtown commercial districts throughout the state since 1984.

Under the WA Department of Archaeology & Historic Preservation, the program is managed by the Washington Trust for Historic Preservation.



A National Main Street Affiliate

As a Main Street America Affiliate™, the Stevenson Downtown Association is part of a national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.



A MAIN STREET ORGANIZATION

Downtown Programs

Our Pandemic Response

In the wake of COVID-19, the Stevenson Downtown Association jumped into action to support our community by redirecting existing and new resources to provide grants and promotions directly to downtown businesses, as well as marketing Downtown Stevenson to visitors in order to [#supportlocalsafely](#).

Bricks & Clicks Grant Program

- \$1,000 grant for exterior improvements (bricks) or e-commerce upgrades (clicks)
- **21 grants awarded** to date
- **\$20,315 directly invested** in downtown businesses & properties since Oct 2020
- An additional 7 approved grant projects in the queue






240



2020
Pay to the order of
240 1st STREET, LLC, \$1,000.00
One thousand and 00/100
BROOKS & GUNDS, SEWANT
KDJM





 STEVENSON
DOWNTOWN
ASSOCIATION

— 2020 — 004487
Date

Pay to the Order of LA CASA DE SABOR \$ 1,000.00

One thousand and no/100 Dollars

For BRICKS & CLICKS GRANT KOM



STEVENSON DOWNTOWN ASSOCIATION
Date: 2020 004487
Pay to the Order of: BIG RIVER GRILL
\$ 1,000 —
One thousand and no/100 Dollars
For: BRICKS & CLICKS GRANT
KOM

MARYHILL MARKET
CLOSED TO TRAFFIC
DEC 9 TO DEC 12

7

SOFT GOODS

We
Big
Ka
S







ROCK CREEK TAVERN
EST. 2021

ROCK CREEK TAVERN, \$10,000
Payable to: The Thousand Oaks Area
BOYS & GIRLS CLUB

COMMISSION
Rock Creek Tavern

340



#StevensonStrong Promotion

- 13 initial participating merchants
- Takeout boxes and bags provided at no cost to businesses
- Reimbursements to businesses for customer discounts
- **\$28,329** directly benefited businesses

#StevensonStrong

Support local!

Use promo code #stevensonstrong for
\$5 off \$25+ / \$10 off \$50+

Valid on purchases of \$25+ at participating retailers and restaurants.
Valid only on takeout orders at restaurants. Max discount per visit is \$10.



PARTICIPATING RESTAURANTS & RETAILERS



The #stevensonstrong program is administered by the Stevenson Downtown Association, a local non-profit Main Street organization, with financial support from the Skamania EDC (via WA State Dept of Commerce), City of Stevenson, Stevenson Business Association, Skamania County Chamber of Commerce, and Main Street Tax Incentive Program (locally-allocated state B&O taxes).





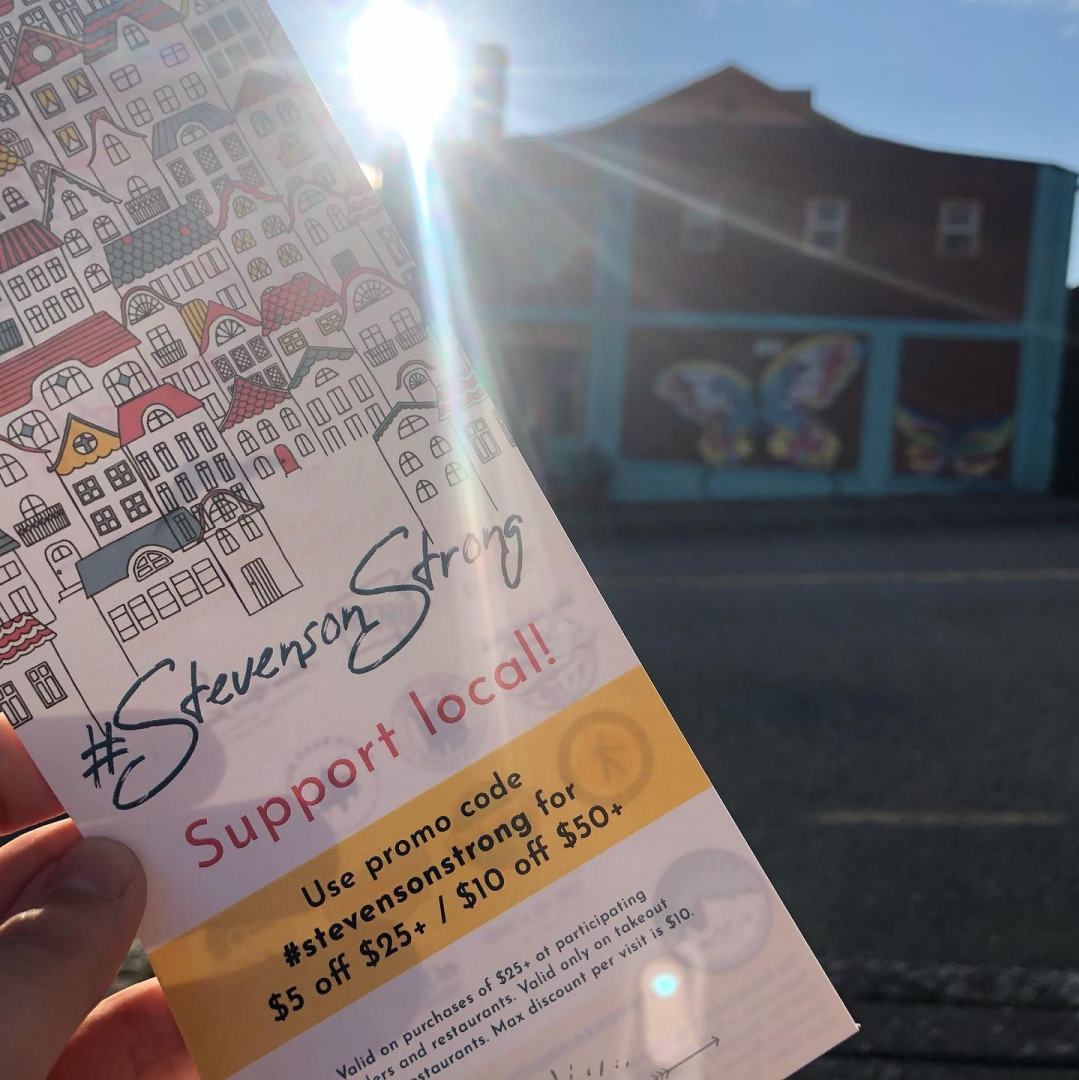
MUSIC
MAKES ME WANT
PARTY ALL NIGHT
I CAN'T
O SAY
A
E
INSPIRES ME
ES
MY HEA



#stevensonstrong

THANK YOU
FOR SHOPPING LOCAL

Special



Stevenson Streatery

- Public space activation to support restaurants with outdoor seating
- True community effort:
 - Lumber donated by WKO
 - Picnic tables built by Ruffcutts
 - Local artists painted tables
 - A&J donated, prepped & built pallet wall
 - LDB donated barrels for weight
 - EDC cash contribution







WELCOME
Stevenson
County
Shred Day
PUBLIC WORKS SPACE

WELCOME
Stevenson
County
Shred Day
PUBLIC WORKS SPACE

STEVENSSEN COUNTY COURT HOUSE



WELCOME TO THE
BEST OF STEVENSON
**Stevenson
Streatery**

**Stevenson
Streatery**
PLEASE WIPE DOWN &
RINSE YOUR OWN TABLE

#STEVENSONSTREATER
WELCOME
*Stevenson
Stretery*
A PUBLIC DINING SPACE


*Stevenson
Stretery*
CLOSED
SATURDAY
9AM - NOON
FOR PRIVATE FUNDRAISER
Reservations Required

STEVENSON STRETERY
1000 STEVENSON STREET
STEVENSON, CO 80567

WELCOME
*Stevenson
Stretery*



Why Invest ARP Funds in Downtown?

“Downtown is important because it’s the heart and soul of any community. If you don’t have a healthy downtown, you simply don’t have a healthy town.”

-Ed McMahon

Chair, Board of Directors

National Main Street Center

Why Invest ARP Funds in Downtown?

1) Stevenson Downtown Association is a key player with turnkey programs

Our role in economic recovery and revitalizing Downtown Stevenson businesses is crucial.

As shared, we have programs in place to move recovery funds quickly to support downtown.

As we/they say across Washington: local Main Street orgs were built for this!



Why Invest ARP Funds in Downtown?

2) Main Street Affiliation & Impact

Cities & counties throughout Washington direct funds to their local Main Street organizations, like the Stevenson Downtown Association.

Main Street Communities helped generate **\$550.3 million in sales for businesses** in Washington Main Street districts (2011-2019).



Why Invest ARP Funds in Downtown?

3) Our Four Point Approach: Economic Vitality

The Main Street Approach™ is a time-tested comprehensive revitalization strategy built around four points: Economic Vitality, Design, Promotion & Outreach.

Our Economic Vitality committee focuses on economic and financial tools to assist new and existing businesses and creates a supportive environment for entrepreneurs and innovators.

This committee is primed to support recovery efforts. As we said, Main Street is built for this!



ARP Interim Final Rule

From Main Street America, with Downtown lens

ARP – INTERIM FINAL RULE

SPECIFIED ELIGIBLE USES FOR ECONOMIC RECOVERY:

- Expenses to improve efficiency of economic relief programs – including consumer outreach
- Direct assistance to small business and non-profits
 - Loans/grants to mitigate financial hardship
 - Loans/grants for COVID-19 mitigation/prevention
- Technical assistance, counseling or other services to assist businesses.
- Rehiring of government staff.
- Aid to impacted industries: travel, tourism and hospitality specifically called out in legislation; Interim Final Rule also specifies **business districts** as an eligible use.

ARP – INTERIM FINAL RULE

FRAMEWORK FOR ELIGIBILITY

(IF NOT SPECIFIED USE):

- What is the harmful impact you're seeking to address?
- What's the causal connection, that is, how did COVID create the issue you are addressing?
- What was the disproportionate impact? Why is this needed?
- How will your use of funds solve this issue?

“States, local, and Tribal governments have broad latitude to choose whether and how to use the Fiscal Recovery Funds to respond to and address the negative economic impact.”

ARP – INTERIM FINAL RULE

OTHER TAKEAWAYS FOR MAIN STREET:

- Funds can be used to offer hiring incentives for frontline and essential workers.
- While funds are broadly very flexible, infrastructure uses are more narrowly specified: water, sewer, broadband. General infrastructure, like roads, is not included.
- These funds cannot be used as a match to federal grant funds.
- Funds must be obligated by 12.31.24; used by 12.31.26

ARP Proposed Ideas

Stevenson Downtown Association

Business-Focused Assistance



STEVENSON
DOWNTOWN
ASSOCIATION

— 2020 — 004487
Date

Pay to the
Order of

LA CASA DE SABOR \$ 1,000.00

One thousand and ^{no}/₁₀₀ Dollars

For BRICKS & CLICKS GRANT KOM

Bricks & Clicks Grant Program

\$20,000

Provides more grants to businesses!

- Directly funds \$1,000 grants
 - Available to any downtown business or building owner
 - Bricks = facade / outdoor improvements
 - Clicks = online/ POS upgrades
 - Demand for this program continues as businesses open up
 - Previously funded by:
 - WA State Main Street Tax Credit Incentive Program contributions
 - CARES Act thru EDC / DOC
 - Redirecting SDA budget due to COVID
-

Main Street Tourism & Hospitality Grants

\$30,000

Direct aid to provide relief to tourism sector!

- New program idea
- Directly funds \$1,000 to all 30 downtown tourism and hospitality businesses
- Provides \$1,000 one-time relief grant

○ ***Relevant ARP Ruling:***

“Aid to impacted industries: travel, tourism and hospitality”

Hiring Incentive Grants for Food Industry

\$21,000

Help with staffing shortage!

- New program idea
- Directly funds \$1,000 to all 21 downtown food service businesses
- Provides \$1,000 for business to use as hiring incentives

Relevant ARP Ruling:

“Aid to impacted industries: travel, tourism and hospitality”

Blade Sign Micro Grants

\$10,000

Help increase sales!

- New program idea
- Directly funds \$500 micro grants for outdoor blade signage
 - 20 microgrants
 - Available to any downtown business owner
 - Blade signs help increase sales and beautify business and town

Relevant ARP Ruling:

“Business districts as eligible use”

Facade Grant Program

\$50,000

Beautifies existing buildings!

- New program idea
- Directly funds 1-3 large-scale facade grants for property owners
 - Available to any downtown property owner
 - Provides support for businesses wanting to make large-scale facade improvements, remodel or build

Relevant ARP Ruling:

“Business districts as eligible use”

Preservation Grant Program

\$50,000

Revitalize historic buildings!

- New program idea
- Directly funds 1-3 preservation grants for property owners
 - Available to any building owner
 - For buildings over 50 years old
 - Promotes preservation of historic downtown infrastructure

Relevant ARP Ruling:

“Business districts as eligible use”

Entrepreneur Hub or Coworking Center

\$10,000-\$50,00

Foster an entrepreneurial ecosystem downtown!

- New idea in collaboration with Chamber of Commerce
- Provides start-up costs or major investment, depending on level
 - Idea in infancy
 - Three workstations
 - Promotes entrepreneurship, provides assistance, fosters collaboration

Relevant ARP Ruling:

“Technical assistance, counseling or other services to assist businesses.”

ARP Proposed Idea

Non-SDA Program

Broadband Infrastructure

\$??

Broadband infrastructure for all!

- Lack of quality or inconsistent broadband/wifi is one of the top complaints from businesses and their customers
- This public utility is necessary infrastructure for economic growth and vitality

*Relevant ARP Ruling: Infrastructure
“Business districts as eligible use”*

THANK YOU

for your leadership
and consideration!

Together, we are...

#StevensonStrong

CONTACT:

Kelly O'Malley-McKee

EXECUTIVE DIRECTOR
STEVENSON DOWNTOWN ASSOCIATION

director@stevensonmainstreet.org

509-427-8911

stevensonmainstreet.org

