

ST. HELENS CITY COUNCIL

PARTNERSHIP REPORT

MARCH 1, 2023



NATIONAL

The Main Street Approach™ is a common-sense, strategy-driven framework that guides downtown revitalization efforts. Building off four decades of success, this model harnesses the social, economic, physical, and cultural assets that set a place apart.

STATEWIDE

Oregon Main Street (OMS) works with communities to develop local comprehensive downtown revitalization strategies based on the methodology developed by Main Street America™.



Mission

The goal of St. Helens Main Street Alliance is to build high quality, livable and sustainable community that will grow St Helens' economy while maintaining a sense of place.



HOW MAIN STREET WORKS

- **COMPREHENSIVE APPROACH**
- **GRASSROOTS & COMMUNITY DRIVEN**
- **ASSEST-BASED**
- **TIME-TESTED AND ADAPTED METHODOLOGY**





RECENT SUCCESSES

AN EVALUATION OF THE PROGRAM IN 2020 BY THE OREGON MAIN STREET COORDINATOR PROVIDED RECOMMENDATIONS AND A PATH FORWARD.

Recommendations related to Governance from the OMS 2020 program assessment:

- Restructure the Board – complete ✓
- Forge an Agreement with the City - complete ✓
- Hire an Executive Director - complete ✓
- Community-based goal and workplan development (in progress in Committees)

Recommendation were also provided to guide the work in each of the 4 points.



CURRENT ACTIVITIES

A RECENT EVALUATION OF THE PROGRAM WAS HELD IN FEBRUARY 2023 BY THE OREGON MAIN STREET COORDINATOR, SHERI STUART, WHO PROVIDED GREAT FEED BACK, AND A PATH FORWARD.

- Designated Main Street Tier application opens in November 2023
- A community assessment suggested for 2024

First ever annual board retreat in hosted in January 2023, where new members and new officers recieved board orientation.

Where We Are

The Accredited Main Street level recognizes exemplary achievement by a local main street organization and the impact they are having through collaborative partnerships on preserving and enhancing their historic downtown or traditional commercial neighborhood.

National Designation: Accredited Main Street designated communities are required to maintain their Main Street America™ Community level membership with the National Main Street Center. This membership offers national recognition, tools for commercial district revitalization, and special opportunities. Communities at this level that meet rigorous performance standards and achieve meaningful revitalization in their downtowns or commercial districts are also eligible to receive Main Street America Accredited™ designation.

→ Where We Want

The Designated Main Street level is a mark of distinction that reflects a commitment and dedicated efforts to building, growing, and sustaining successful historic downtown or traditional commercial neighborhood improvement efforts by leveraging partnerships and engaging community.

National Designation: Designated Main Street communities that maintain their Main Street America™ Community level membership with the National Main Street Center and meet other benchmarks shall receive the Main Street America Affiliate™ designation. This membership offers national recognition, tools for commercial district revitalization, and special opportunities.



Main Street SWOT

Analysis



Strengths

- Engaged Board
- Healthy City Partnership
- Teamwork
- Paid Staff
- Program Template/Network
- Green Space/WaterFront
- Local Network
- Enthusiasm
- Great town

Weaknesses

- In-Active Storefronts
- Business Buy-in/ Absence of partnership
- Long term Goals
- Cash Flow
- Need to be guarded
- Need for policy
- Silos/ Perceived competition
- Geography - Uptown vs. Downtown
- Getting people off of hwy 30
- Walkability
- Lack of volunteers

Opportunities

- Beautiful Green Space & River Space
- City policy advocacy
- Changing demographics
- Annual Planning
- Building partnership
- More activity uptown
- Business growth
- Proximity to PDX
- New Development
- Geograhpy
- Ferry
- Connecting midtown
- Build volunteer base
- Remote work
- Investment opportunity
- Low cost of entry
- Historic buildings
- GRO

Threats

- Not being at the table
- Internal & external growth not managed
- Resistance to change
- Naysayers
- Lack of business resources
- Losing city partnership
- Work Force
- Social Media
- Natural Disasters
- Growth impacts
- Traffic
- Turn over





Committee work (4 Active Committees!)

Organization Committee

Develop a communications strategy

-Up to date website and organizational documents

-Active Facebook page

-Face time with business and property owners

-Building email list of owners, businesses, supporters and other key organizations

Develop Volunteer Strategy:

-Recruit, train, and retain – board and committee job descriptions in place. Board training by OMS and local retreat (Jan 2023)

Develop funding streams:

-Local government, private donors, fundraising events/opportunities, project specific donations, sponsorships and grants.

Promotion Committee

-Capitalize on small town charm through storytelling – ongoing “What’s Growing on the Main” series

-Create a series of events and activities

Dia de los muertos

Possible Street Market

Scarecrow Project

Design Committee

Improving look of vacant spaces

Clean up and maintenance, education for building owners and volunteer opportunities – for workplan inclusion

Placemaking project opportunities – for evaluation and workplan inclusion

Communications deliverables Mail chimp, website, social media

Scarecrow project successes * Partnership with Parks & Recreation* 46 team participants picked up kits, on the street placement, business relationship building, community connection

Awarded a grant from the Columbia County Cultural Coalition for 2023 Scarecrow project

Economic Vitality Committee

The Economic Vitality Committee works to develop a market strategy for the district that will result in an improved retail mix; a stronger tax base; increased investor confidence; and a strong, stable role for the district as a major component of the district's economic health.

OMS Revitalization Grant

Updating Maestro

LOOKING FOR THE FUTURE

- ORGANIZATION: COMMUNICATIONS AND FUNDRAISING PLANS
WELL SUPPORTED VOLUNTEERS AND BOARD
QUARTERLY REPORTING TO OMS
ADDRESS COMMERCIAL VACANCIES
- PROMOTION: DIA DE LOS MUERTOS & POTENTIAL STREET
MARKET
- DESIGN/ECONOMIC VITALITY: OREGON MAIN STREET
REVITALIZATION GRANT 2023, GATEWAY FEATURE EXPLORATION
- PROMOTION/ECONOMIC VITALITY: UPTOWN ACTIVITIES 2023

**CULTIVATE AND MAINTAIN STRONG PARTNERSHIPS IN
SERVICE TO A THRIVING ST HELENS.**

"Individually we are one drop, but together we are an ocean."

-Ryunosuke Satoro

Partner with City Communications Team on 1st and Strand Streets construction project open house invites, newsletter promotion, business listing on City website.

Partner with Keep it Local CC and SBDC to make high-quality referrals to businesses seeking assistance.

Small Business Saturday social media shoutout campaign.

OMS Revitalization Grant- successful close out of Columbia Theatre upgrades 2021.

OMS Revitalization Grant – successful application in 2022 for Klondike Tavern upgrades.

OMS Revitalizaion Grant - 2023 applicants



THANK YOU!

THIS CAN ONLY BE DONE
THROUGH SHARED:

- GOALS
- VALUES
- LOVE FOR OUR BEAUTIFUL
MAIN STREET, CITY, AND
LOCAL BUSINESSES