



MAIN STREET

St. Helens Main Street Alliance

From our uptown train station to our downtown historic riverfront the St. Helens Main Street Alliance follows the Main Street Approach™ to revitalize St. Helens' historic business districts. The St. Helens Main Street Alliance is working to enhance the vibrancy of St. Helens and help property and business owners in partnership with other nonprofits, service clubs, community volunteers and local governments.

The Main Street Approach® is a proven comprehensive approach to historic commercial district revitalization. This approach has been implemented in over 2,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs. By fully integrating four points into a practical downtown management strategy, a local program will produce fundamental changes in a community's economic base:

Organization involves building a Main Street® framework to support successful revitalization efforts by ensuring adequate people and financial resources are available to implement projects and activities.

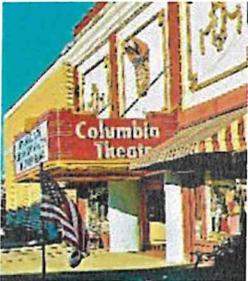
Promotion creates excitement with street festivals, parades, retail events, and image campaigns are to encourage customer traffic.

Design enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live.

Economic Vitality involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of merchants are examples of economic restructuring activities.

Oregon Main Street provides assistance to all communities. **The St. Helens Main Street Alliance is a member at the Exploring Downtown level.**

St. Helens Main Street Alliance past projects:



-Oregon Main Street Revitalization Grant 2019 – Grant funding of \$200,000 secured for renovations of the historic Columbia Theater. Renovations include the new marquee, theater seating, restroom upgrades for ADA compliance and other vital projects.

-Small Business programs - Shop Small Saturday and Passport Program in partnership with local merchants and community volunteers to encourage local spending at our small businesses. Business Plan Competition with grants up to \$20,000 available.

-Community building projects including "Before I Die" art project, Art in Storefronts, St. Helens Dog Walk, and local semi-annual clean up events.

Get involved today! We are rebuilding the St. Helens Main Street Alliance (formerly SHEDCO) in partnership with local government and community partners.

We are currently recruiting Board Members & volunteers who love St. Helens!



WHY UPTOWN & DOWNTOWN ST. HELENS MATTER

1. Historic core of community.
2. Includes unique shopping and service activities.
3. Represents vast amount of public and private investment.
4. Provides a sense of community and place.
5. Reflection of how the community views itself and a critical factor in business retention and recruitment efforts.
6. Most of the Main Street businesses are locally owned.
7. Represents a significant portion of the community's tax base.
8. Serves as an incubator for new businesses.
9. Typically a government center.
10. Employment center.

For information contact:

503.366.8232

Sthelensmainstreet@gmail.com



MAIN STREET

St. Helens Main Street Alliance

Board roster
October 2021

The St. Helens Main Street Alliance is working to enhance the vibrancy of St. Helens and help property and business owners in partnership with other nonprofits, service clubs, community volunteers and local governments.

Goal of the program: To build high quality, livable and sustainable community that will grow St Helens' economy while maintaining a sense of place.

	Point Interest	Interim Office
Directors		
Erin Salisbury	Org & econ vitality	President
Errin Jolley	All	Vice President
Jesse Lagers	Promo, Design, Econ Vitality	Treasurer
Judy Thompson	All	Secretary
Cindy Stockton	Org & promo	
Marci Sanders	Org, Econ Vit	
Christina Rice	all	
Diana Wiener		
Jason Morris		
Rick Scholl		Non-voting city council liaison

City staff contacts:

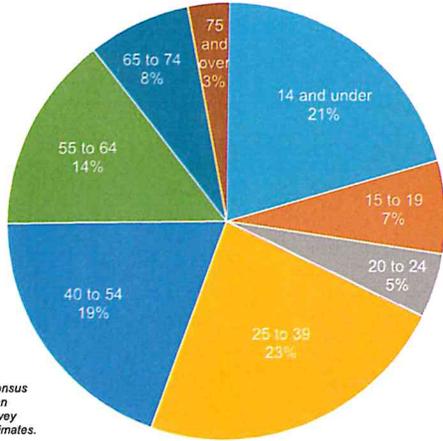
John Walsh, City Administrator
Rachael Barry, Government Affairs

jwalsh@sthelensoregon.gov
rbarry@sthelensoregon.gov

503.366.8211
503.351.3311

Revenue	FY 2020 Actual	FY 2021 Actual through 9/28/21	FY 2021 projected year end	FY 2022 proposed	Notes
Local Government			\$ 1,075.00	\$ 30,000.00	21YE assumes insurance reimbursement
Amazon Smile	\$ 20.00	\$ 14.97	\$ 20.00	\$ 20.00	
Individuals				\$ 2,500.00	22 starting point
Business partners/ Corp/ Board	\$ 50.00				
Miscellaneous		\$ 412.72	\$ 412.72	\$ 2,500.00	22 Board giving
Main Street grant	\$ 51,842.67	\$ 6,898.77	\$ 6,898.77	\$ 50,000.00	22 revitalization application
Fee for service					
Grants/Contracts				\$ 7,500.00	22 CRPUD application
In kind contributions					
Fundraisers & events	\$ 51,912.67	\$ 7,326.46	\$ 250.00	\$ 2,500.00	
			\$ 8,656.49	\$ 95,020.00	
Expenses					
Personnel					
office expense	\$ 250.00	\$ 36.00	\$ -	\$ 27,081.60	January 22 Staff on board
Conference			\$ 36.00	\$ 1,000.00	systems - data, financial, relationship mgr
memberships	\$ 300.00		\$ 300.00	\$ 500.00	
Insurance	\$ 1,265.00	\$ 1,075.00	\$ 1,075.00	\$ 300.00	
Legal/Compliance	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,250.00	Inc here for D&O
Advertising and website	\$ 303.90		\$ 600.00	\$ 100.00	SOS registration +
				\$ 1,000.00	
Program/event					
expense: Hometown heroes	\$ 285.12				
July 4th	\$ 230.00				
Storefront decoration	\$ 425.00		\$ 250.00	\$ 500.00	
Misc	\$ 180.37	\$ 743.00	\$ 743.00	\$ 5,000.00	Program activity placeholder - uptown clean up, love local something
Main Street Grant	\$ 51,842.67	\$ 6,898.77	\$ 6,898.77	\$ 50,000.00	22 preservation app
	\$ 55,182.06	\$ 8,752.77	\$ 10,002.77	\$ 86,731.60	
balance	\$ (3,269.39)	\$ (1,426.31)	\$ (1,346.28)	\$ 8,288.40	

City of St. Helens Population by Age Group



Source: U.S. Census Bureau American Community Survey 2019 5-year estimates.

St. Helens Economic Data

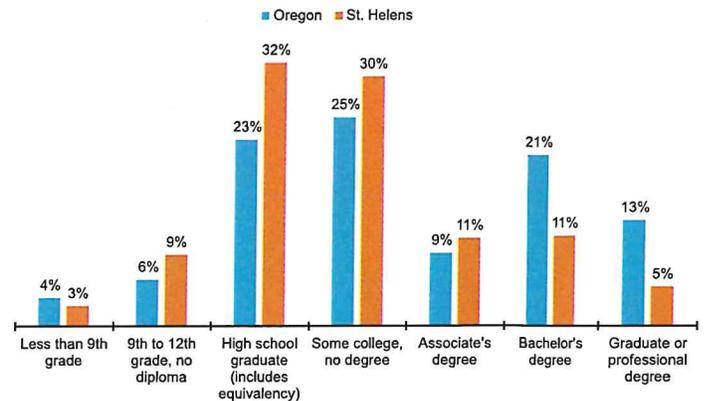
Population: 13,915
 Civilian Labor Force: 6,376
 Number of Employed: 5,836
 Number of Unemployed: 540
 Unemployment Rate: 8.5%

Source: Portland State University Population Research Center, July 1, 2020 certified estimates and Oregon Employment Department 2020 unofficial estimates.

Education Levels of St. Helens Residents

St. Helens has a greater portion of residents aged 25 and over whose highest educational attainment is high school graduation (32%) while Oregon has 23 percent. The percentage of St. Helens residents who have completed a Bachelor's degree or higher education (16%) is less than half of the state's (34%) and less than Columbia County (20%).

St. Helens Has a Smaller Portion of Residents with a College Degree Than Oregon Statewide

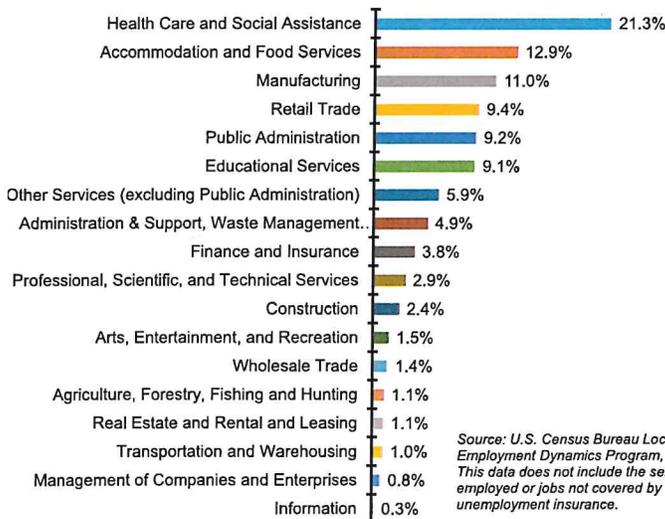


Source: U.S. Census Bureau American Community Survey 2019 5-year estimates.

Jobs in the City of St. Helens

According to 2018 Local Employment Dynamics Data from the U.S. Census Bureau, there were 3,942 jobs in the City of St. Helens.

St. Helens Jobs by Industry



Source: U.S. Census Bureau Local Employment Dynamics Program, 2018. This data does not include the self employed or jobs not covered by unemployment insurance.

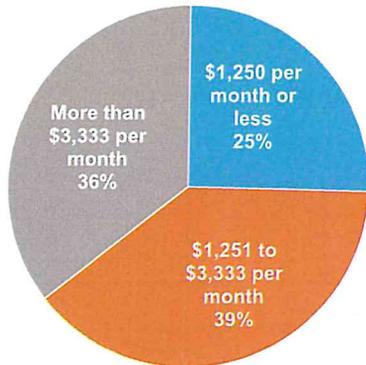
Health Care, Accommodation & Food Services, Manufacturing Have Largest Job Counts

The industries with the largest number of jobs within the City of St. Helens were health care and social assistance with 21 percent of employment, accommodation and food services (12.9%), manufacturing (11%) retail trade (9.4%), and public administration (9.2%) according to 2018 U.S. Census estimates.

The largest share of the St. Helens workforce live in Columbia County (64%). Multnomah County residents made up about seven percent of the city's workforce while some workers came from Washington County (7%), Cowlitz County, WA (3.1%), Clackamas County (3.1%), and other areas.

The most common cities of residence for St. Helens workers were St. Helens, Portland, Scappoose, Warren, Columbia City, Longview, WA, Hillsboro, Beaverton, Rainier, and Salem.

St. Helens Jobs by Earnings



Source: U.S. Census Bureau Local Employment Dynamics Program, 2018. This data does not include the self employed or jobs not covered by unemployment insurance.

Earnings of St. Helens Jobs

The City of St. Helens had a slightly higher percentage (39%) of middle income jobs paying from \$1,251 to \$3,333 per month than any other earnings category. One quarter of jobs paid \$1,250 per month or less, and more than one-third paid more than \$3,333 monthly in 2018.

Most residents commute out of St. Helens for work

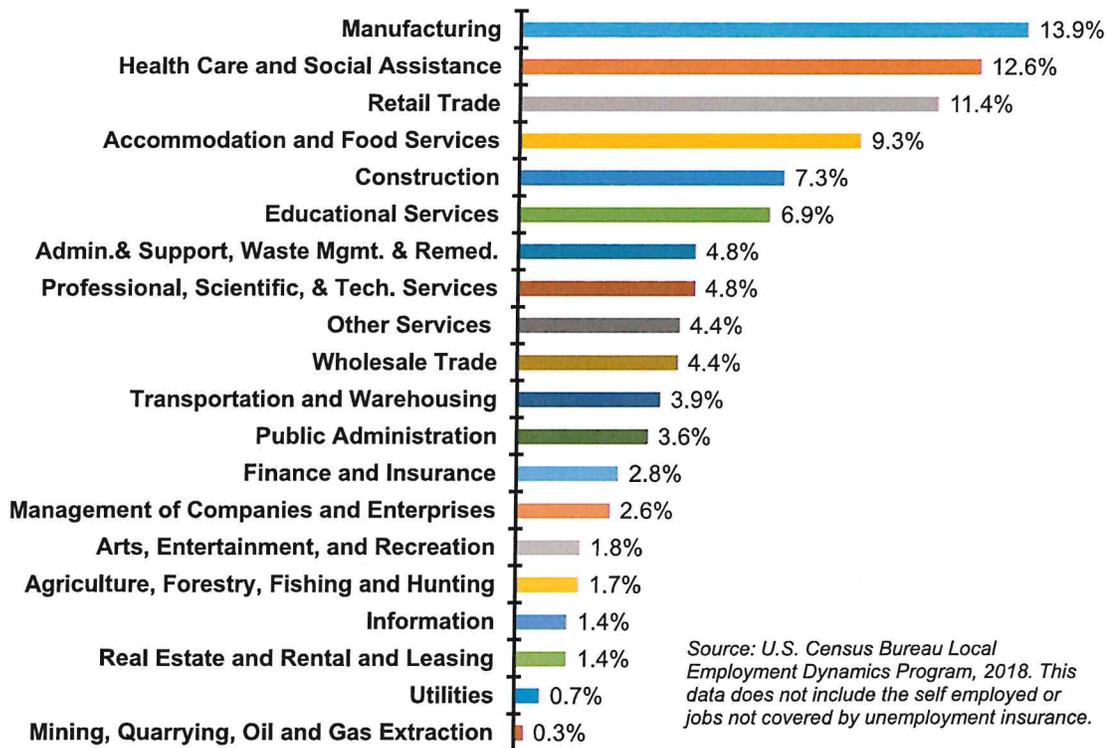
St. Helens residents were employed at 6,919 jobs in 2018, most (83%) of which were located outside the city, but some within Columbia County (30%). Other city residents commuted to Multnomah (31%), Washington (17%), Clackamas (5%), Marion (4%), Clark County, WA (2%), Cowlitz County, WA (1.5%), Yamhill (1.2%), Lane (1.2%), Linn (.9%), and other areas (7%).

The most common cities of employment for St. Helens residents in 2018 were Portland, St. Helens, Hillsboro, Beaverton, Scappoose, Tigard, Salem, Gresham, Vancouver, WA, and Tualatin.

Earnings of Residents

About 44 percent of St. Helens residents earned more than \$3,333 per month in 2018. Another 36 percent earned between \$1,251 and \$3,333 per month while about 20 percent earned \$1,250 per month or less.

Which Industries do St. Helens Residents Work In?



Source: U.S. Census Bureau Local Employment Dynamics Program, 2018. This data does not include the self employed or jobs not covered by unemployment insurance.

Manufacturing was the most common industry of employment for residents employing 13.9 percent of the workforce. Health care and social assistance was second highest with 12.6 percent of employment and retail trade employed 11.6 percent of St. Helens residents. Accommodation and food services (9.3%) and construction (7.3%) round out the top five industries of employment for St. Helens residents.

Poverty and Household Income

St. Helens' poverty rate (16.8%) is higher than Columbia County's (11.7%) and the state's (13.2) according to American Community Survey estimates.

The median household income of St. Helens residents was \$51,199, much lower than Columbia County's (\$62,257) and Oregon's (\$62,818) in 2019 inflation-adjusted dollars.