



St. Helens
City Council

December 2020

Partnership
Report

**MAIN
STREET**
St. Helens Main Street Alliance

1



**MAIN STREET
AMERICA**

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.

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

In St. Helens, a volunteer group organized in 2009 as the St. Helens Economic Development Corporation (SHEDCO) and joined the Oregon network at the Exploring Downtown level.



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2

How Main Street Works



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Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

- Comprehensive Approach
- Grassroots & Community Driven
- Asset-Based
- Time-tested and Adaptable Methodology

3



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.



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4

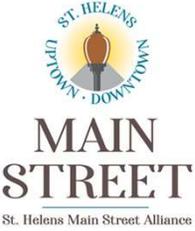
Recent History

An evaluation of the program in 2020 by the Oregon Main Street Coordinator provided recommendations and a path forward.

Recommendations:

1. Restructure the Board
2. Forge an Agreement with the City
3. Hire an Executive Director
4. Community-based goal and workplan development

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



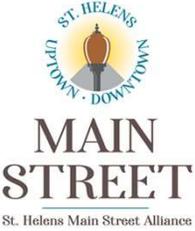
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Recent History

2. Forge an Agreement with the City

Memorandum of Understanding (MOU) outlining relationship Feb. 2021. Strong partnership is the foundation.

Main Street shall	City shall
Maintain registration and program level status with Oregon Main Street	Provide funding for staff, insurance and programs
Serve as nonprofit agent focusing on district revitalization and a thriving St. Helens business district economy, while maintaining our unique sense of place	Provide office space (outside city hall), equipment, supplies, conference attendance, and technical support
Report annually (Here we are!)	Provide Council liaison



6

1. Restructure the Board (easier said...)

- Required a Rebrand!!
- Intensive, multi-channel recruitment of talented volunteers
- Open House July 13, 2021 (rescheduled from June 29). Close to 30 interested attendees
- Ask and formation of Nominating Committee of 7 community partners to evaluate applications of 11 Board candidates
- 9 invited to serve July 2021. Interim officers appointed
- New Bylaws drafted, approved August 2021
- Budget drafted, approved October 2021
- Visit to Independence, OR November 2021
- Welcome additional members, draw terms, select 2022 officers December 2021 (join us 12/28 at Big River Taproom)



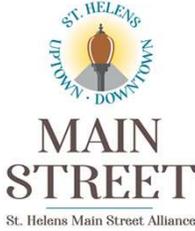
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Near term goals

- Organization: Hire an Executive Director (Rec. #3)
- Economic Vitality: Inventory buildings and businesses
- Promotion: Holiday Window Contest (on now)

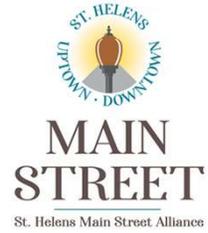
January Awards Ceremony Fundraiser
Jan 9, 12:30- 1:30 pm Columbia Theater

- Design/Economic Vitality: OMS Revitalization Grant 2022
- Promotion/Economic Vitality: Spring Uptown Cleanup 2022



8

Looking to the future 2022-23



- Organization: Communications and fundraising plans
Well supported volunteers and board
Clearly articulated, community-driven workplan (Rec. #4)
- Economic Vitality: Address commercial vacancies
- Promotion: Passport shopping campaign
- Design/Economic Vitality: Oregon Main Street Revitalization Grant 2022
- Promotion/Economic Vitality: Uptown Activities 2022
Business Plan Competition

Cultivate and maintain strong partnerships in service to a thriving St. Helens.

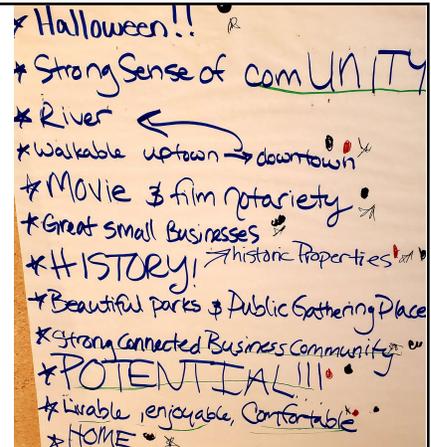
9

Thank you

This is only possible through shared:

- Values
- Goals
- Love for our beautiful city!

Questions?



10