



**MAIN
STREET**

St. Helens Main Street Alliance

St. Helens City Council Partnership Report March 6, 2024





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 Saint Helens Economic Development Corporation (SHEDCO) and joined the Oregon network at the Exploring Downtown level.



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MAIN STREET PROGRAM AREA

-  Main Street Boundary
-  City Park
-  Buildings

SOURCE: City of St. Helens and Columbia County. Building data and property line accuracy not guaranteed; public rights-of-way shown may not be physically improved as a street; these elements for illustration purposes only. Main Street Boundary generally encompasses all Houlton Business District and Olde Towne St. Helens zoning districts; some Mixed Use, General Commercial zoning districts; and minimally, the General Residential zoning district. April 1, 2011



How Main Street Works



The “4 Point Approach”

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

Locally: We use Committees to execute on the 4 point approach

Organization & Outreach Committee

Promotions Committee

Art & Design Committee

Economic Vitality Committee



Oregon Main Street Revitalization Grants

Applications selected by local Main Street org, forwarded to Oregon Main Street where statewide awards are decided
Reimbursement grant of up to \$200,000

Grant Goals:

- Acquire, rehabilitate, and construct buildings on properties in designated downtown areas statewide; and
- Facilitate community revitalization that will lead to private investment, job creation or retention, establishing or expanding viable businesses, or creating a stronger tax base.





Project Eligibility and Requirements

- Rehabilitation or restoration of properties
- Compatible new construction
- Acquisition of properties – planned use must meet the grant requirements

Our success with OMS Revitalization Grants

2022: Processed final work and admin of \$140,000 on Columbia Theatre

2022: Awarded \$200,000 grant for Klondike Tavern and Hotel

2023: Awarded \$200,000 grant for Crooked Creek, building restoration

2023: Awarded \$200,000 grant for Houlton Hollow, new construction





St. Helens Main Street Alliance

Statement of Activity
January - December 2023

	TOTAL
▼ Revenue	
▼ 4000 Direct Public Support	
4010 Individ, Business Contributions	238.86
▼ 4020 Corporate Contributions	
4025 Amazon Smile Donation	15.62
Total 4020 Corporate Contributions	15.62
Total 4000 Direct Public Support	254.48
4090 City of St Helens Support	65,025.33
▼ 4600 Grant Income	
4602 OMS Grant 2022 Klondike	51,610.15
4603 OMS 2023 Crooked Creek	48,654.79
4604 OMS 2023 Houlton Hollow	107,066.08
4605 OMS Strategic Plan grant 2023	3,000.00
4606 Día de Muertos funding 2023	4,250.00
4607 Schwab Grant Klondike 2023	50,000.00
Total 4600 Grant Income	264,581.02
4700 Service & Fee Income	750.00
4750 Grant Administrative fees retained	2,500.00
▼ 4800 Investments	
4810 Interest-Savings, Short-term CD	42.71
Total 4800 Investments	42.71
Total Revenue	\$333,153.54
GROSS PROFIT	\$333,153.54

▼ Expenditures	
▼ 5100 Organization Comm Expense	51.26
5110 Cultivating Connections	200.00
Total 5100 Organization Comm Expense	251.26
5200 Promotion Expense	75.00
▼ 5600 Grant Expense	
5602 OMS Grant 2022 Klondike	51,610.15
5603 OMS 2023 Crooked Creek	48,654.79
5604 OMS 2023 Houlton Hollow	107,066.08
5605 OMS Strategic Plan grant 2023	3,000.00
5606 Día de Muertos funding 2023	4,250.00
5607 Schwab Grant Klondike 2023	50,000.00
Total 5600 Grant Expense	264,581.02
▼ 6000 Business Expenses	
6020 Business Registration Fees	50.00
Total 6000 Business Expenses	50.00
▼ 6100 Payroll Expenses	
6110 Salary	22,500.00
6120 Payroll Taxes	2,244.00
Total 6100 Payroll Expenses	24,744.00
▼ 6200 Professional Services	
6210 Accounting Fees	1,851.25
6230 Outside Contract Services	16,200.00
6240 Payroll Processing Fee	525.00
Total 6200 Professional Services	18,576.25
▼ 6400 Operations	
6410 Books, Subscriptions, Reference	539.93
6415 Software as Service	482.90
6418 Website, domain, email	311.98
6420 Postage, Mailing Service	176.00
6430 Printing and Copying	546.84
6440 Supplies	276.20
6450 Telephone, Telecommunications	69.69
Total 6400 Operations	2,403.54
6405 Board Meeting Expenses & food	118.31
▼ 6500 Other Types of Expenses	
6510 Insurance - Liability, D and O	3,253.35
Total 6500 Other Types of Expenses	3,253.35

▼ 6800 Travel and Meetings	
6810 Conference, Convention, Meeting	3,011.28
Total 6800 Travel and Meetings	3,011.28
Bank Charges	3.00
Total Expenditures	\$317,067.01
NET OPERATING REVENUE	\$16,086.53
▼ Other Expenditures	
8000 Ask My Accountant	0.00
Total Other Expenditures	\$0.00
NET OTHER REVENUE	\$0.00
NET REVENUE	\$16,086.53

2023 Financials

- \$264,581.02 of Grant \$\$ into community
- Net revenue of \$16,000 over year
- Closed 2023 with assets of \$30K for operations

History of Partnership with city

- Community Assessment of local Main Street program Aug 2020
- SHEDCO Reorganization in 2021
- MOU with city in 2021
- Annual Financial support from city:
for staffing, insurance, space lease, conference attendance

Project Alignment: Local Goals



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

City Goals:

- ***Riverfront Connector Plan 2019 Goal:*** Improve the aesthetics and function of the corridors to attract business and investment, provide better access, direction and signage to the Riverfront District, ensure multi-modal access, and improve desirability of the study area.
- ***Strategic Workplan Goal Area 4*** Economic Development
- ***Urban Renewal Agency Goal 5:*** Invest in the revitalization of Houlton and Riverfront Business Districts

Thank you to local Board members and key Committee volunteers since 2022!

923 Volunteer Hours Logged in 2023!

Rachel Armitage
Marie Baldrige
Rachael Barry
Chin Chin
Suzie Dahl
Carmin Dunn
Mary Hubbard
Christian Iverson-Todd
Errin Jolley
Lety Juarez Sisson

Jesse Lagers
Amara Sena Liebelt
Jason Morris
Heidi Ralls
Christina Rice
Diana Wiener Rosengard
Erin Salisbury
Marci Sanders
Cindy Stockton
Judy Thompson



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Main Street America: www.MainStreet.org

Oregon Main Street: www.oregon.gov/oprd/OH/pages/oms.aspx

www.StHelensMainStreet.org

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