



MAIN STREET

St. Helens Main Street Alliance

CITY COUNCIL PARTNER REPORT 2025

WHO WE ARE

- Main Street is in alignment with the City's mission; our efforts benefit the City directly.
 - We're making a difference for the City's historic downtown & uptown commercial corridors.
 - We're doing it because we believe in the City, we believe in the revitalization project, & we love this community.
 - We're on-mission, & we're doing it with all volunteers, on a limited budget.





MAIN STREET

St. Helens Main Street Alliance

PROGRAM AREA BOUNDARY





**The Main Street Approach™
is a strategy-driven framework
that guides downtown revitalization using
social, physical, cultural, & economic assets
that set a place apart.**

**Oregon Main Street
works with communities to develop
localized & comprehensive revitalization strategies
based on the Main Street America™ methodology.**

OREGON MAIN STREET



2025

OREGON MAIN STREET NETWORK

Participating Communities

Accredited Main Street

Albany Astoria
Bandon
Klamath Falls
La Grande
McMinnville
Oregon City
West Linn

Designated Main Street

Baker City
Beaverton
Coos Bay
Estacada
Hillsboro
Pendleton
The Dalles
Tigard

Affiliated Main Street

Bend
Canyonville
Cascade Locks
Coburg
Corvallis
Cottage Grove
Dallas Dayton
Forest Grove
Gold Beach
Gresham
Independence
Lebanon
Medford

Milton-Freewater Monmouth

Mosier
North Bend
Port Orford
Reedsport
Riddle
Sherwood

St. Helens

Stayton
Union
Yamhill

Rural Regional Hub

OFCC: Antelope, Arlington,
Condon, Fossil, Grass Valley,
Mitchell, Moro, Rufus, Spray,
Wasco

WCCC:
Enterprise, Joseph,
Wallowa



WHY MAIN STREET

- Oregon Main Street (OMS) holds St. Helens Main Street Alliance accountable:
 - to OMS & Main Street America standards
 - with project & quarterly reporting
 - through required attendance at:
 - regional OMS networking meetings
 - Astoria, May 2025
 - Pendleton, July 2025
 - statewide OMS meetings
 - Albany, October 2025
 - regular virtual OMS meetings & trainings

ECONOMIC VITALITY IMPACT



- Our work supports private development
 - Completion of 4 successful Oregon Revitalization Grants:
 - Crooked Creek project **COMPLETE**
 - Houlton Hollow project **COMPLETE**
 - Klondike project **COMPLETE**
 - Columbia Theatre project **COMPLETE**

CROOKED CREEK





HOULTON HOLLOW



KLONDIKE

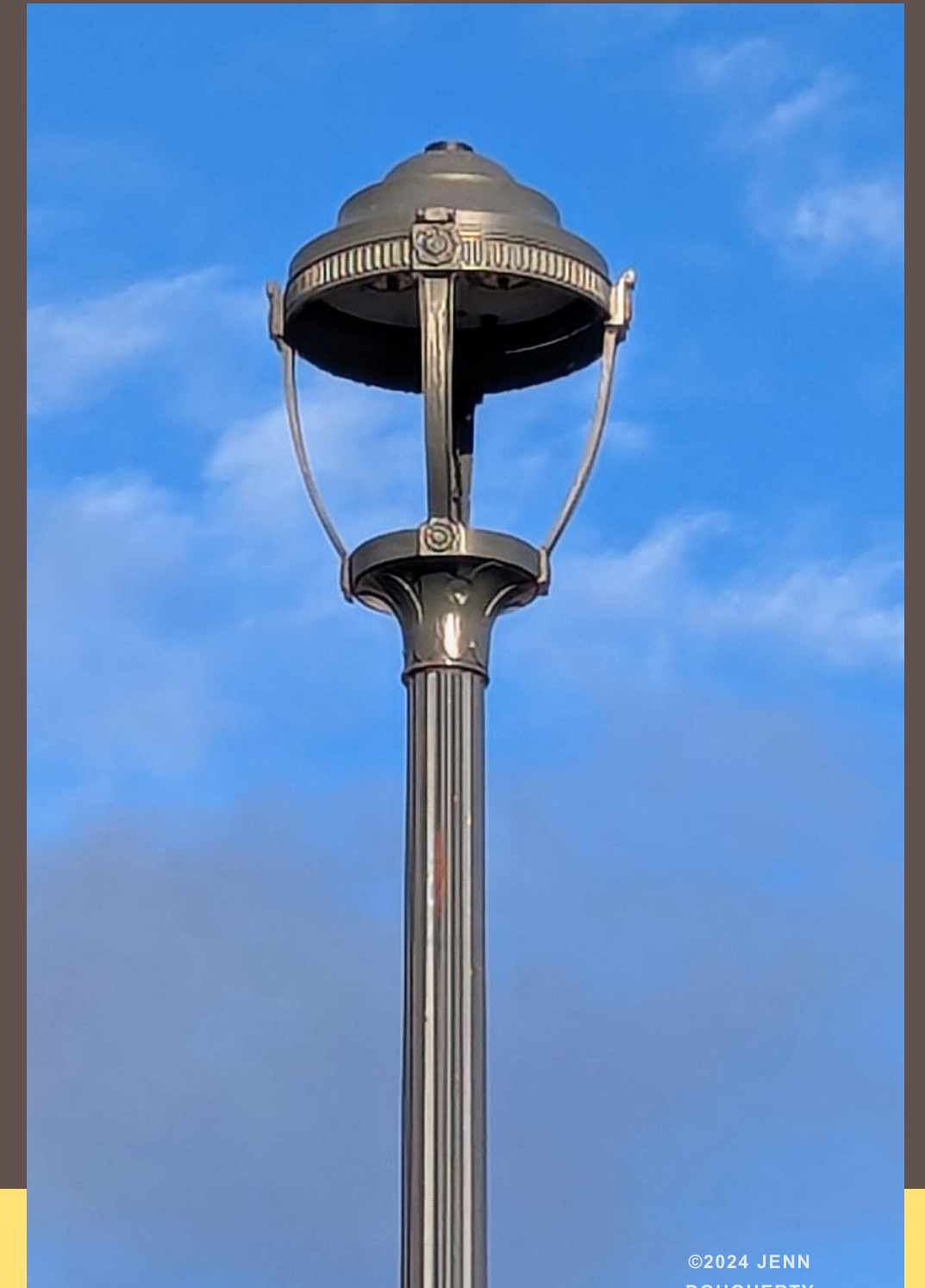


2025 OREGON MAIN STREET REVITALIZATION GRANT

- We submitted a new project for this grant cycle, results will arrive in June
 - The parameters of the grant application this year:
 - \$400,000 + matching funds by owner
 - Main Street admin fee can be counted as match funds
 - Heavy competition this year
- We continue to bring a variety of grant money into the community

ACCESS & AGILITY of a NON-GOVERNMENTAL ORGANIZATION

- We're able to do things as a nonprofit –specifically as a Main Street organization– that city government by itself cannot do
- Access programs that the City can not
- Collect data & document changes
- We can be another voice at the table
 - Economic Opportunity Assessment
 - CET Business Owners Survey
 - Volunteering to solve problems for businesses and residents





FLYING EAGLE

DONATION OF CITY PROPERTY



The City of St. Helens, Oregon, hereby donates to the St. Helens Main Street Alliance, a non-profit organization (Tax ID 46-1845537), the following described City-owned surplus property:

Flying Eagle Canoe and accompanying trailer



The undersigned affirms that they have the authority to make this donation on behalf of the City of St. Helens. This donation is made AS-IS, without warranties of any kind.

Dated this 18th day of April 2024.

CITY OF ST. HELENS

Signed [Signature]
Print Name John Walsh
Title City Administrator

Acceptance of City Property

The St. Helens Main Street Alliance hereby accepts the donation from the City of St. Helens described above. St. Helens Main Street Alliance agrees to indemnify, defend, and hold the City of St. Helens harmless from any liability, damages, and/or claims of damage and/or liability, in connection with said property to the extent such liability, damages, and/or claims stem from occurrences on or after the date of this acceptance. This agreement is subject to the limits and provisions of ORS 30.260 to 30.300, the Oregon Tort Claims Act, and Article XI, Section 10 of the Oregon Constitution.

Dated this 18th day of April 2024

ST. HELENS MAIN STREET ALLIANCE

Signed [Signature]
Print Name Erin Salisbury
Title President

VOLUNTEER

- Main Street's dedicated group of grassroots volunteers is consistently providing outsized results in economic development for the City of St Helens.
 - We're all doing this work on our own time, as volunteers
 - Main Street provides a place for volunteer connection
 - We're a plug-&-play volunteer base for the City
 - Halloweentown
 - Citizen's Day in the Park

COLLABORATIVE ENERGY

- City of St Helens
- Travel Oregon
- Treadway
- CET / Keep it Local



MARKETING | BRANDING | PROJECTS

- I Dig St. Helens
 - Main Street concept, design, & project launched fall 2024
 - Revived & adapted to support current City needs during ongoing waterfront construction
- North of West Music Fest
 - Project launched September 2024
 - Collaboration with downtown businesses
 - All music venues on private commercial properties
 - 2025 date set for September 20, expanding into uptown
- St. Helens Waterfront Highway 30 sign
 - collaboration with Travel Oregon in progress

I DIG ST. HELENS



MY PERFECT FRIDAY IN DOWNTOWN ST HELENS



A LATTE FROM **BEYOND THE FOREST** WHILE I BROWSE THE WARES AT **2C'S VENDORS MALL**. AND **JILLY'S**. GRAB A HOT DOG LUNCH FROM **BIG RIVER TAPROOM**. BEFORE ENJOYING A LITTLE CULTURE AT **SPILT INK GALLERY** AND **ENDLESS SOUND RECORDS**. HAPPY HOUR DRINK AND FOOD SPECIALS AT **PLYMOUTH PUB** REALLY HIT THE SPOT. NOW DON'T FORGET TO GRAB A TREAT FROM **LIGHTNING CUPCAKES** BEFORE HEADING TO **CROOKED CREEK** FOR DINNER AND MUSIC! A NIGHT CAP AT **THE KLONDIKE** ROUNDS OUT MY PERFECT ST HELENS FRIDAY.

THERE'S REALLY SO MUCH TO DO DOWNTOWN!
COME SEE AND DON'T FORGET YOUR
I DIG ST HELENS CARDS!



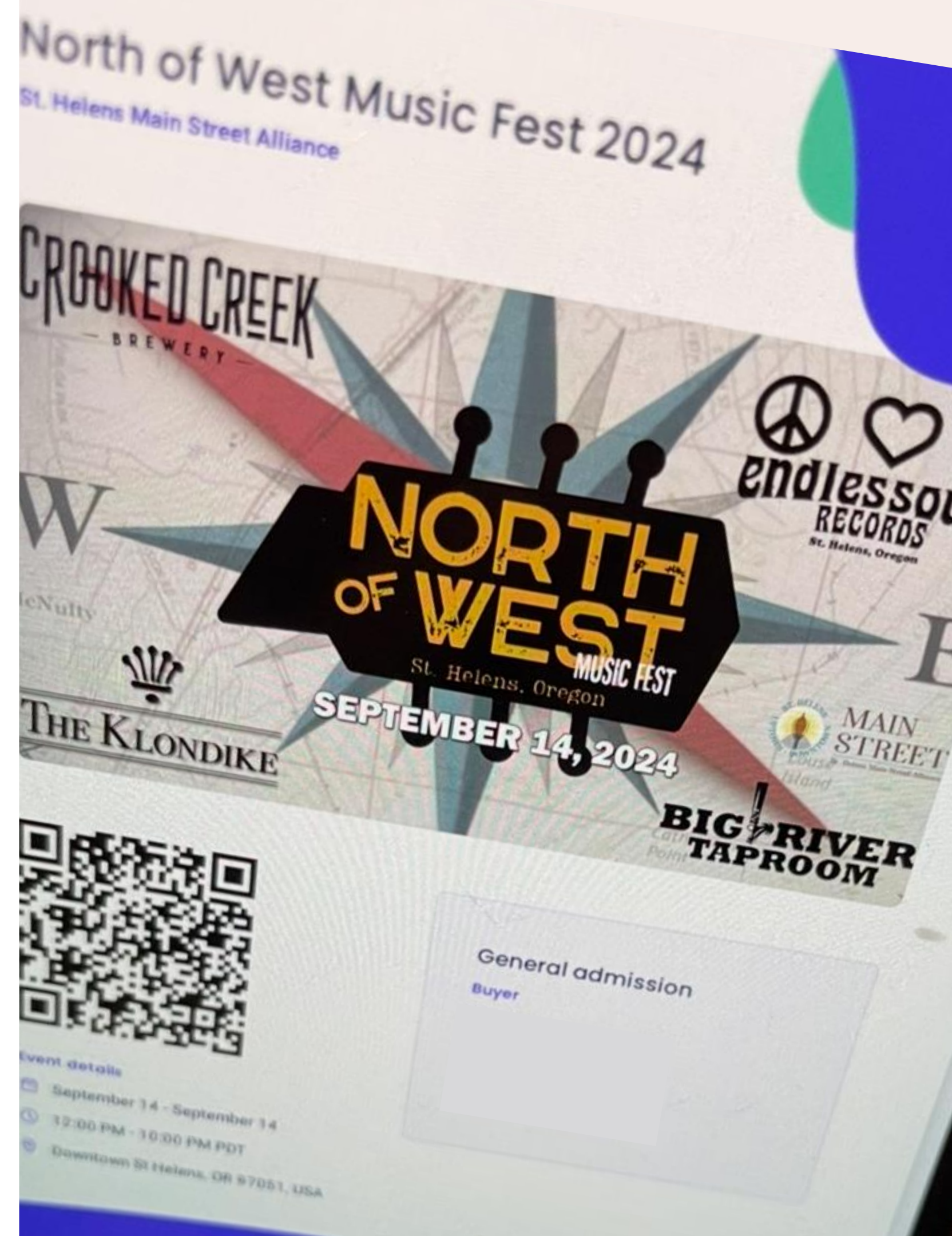
NORTH OF WEST MUSIC FEST

- The North of West Music Fest is a one-day music festival held within a variety of businesses in the St. Helens Main Street Corridor.
- The original goal for this project was to build community and boost economic vitality, specifically in the Riverfront District.
- The event was created in 2024 by local Riverfront business owners and St. Helens Main Street Alliance, in response to construction for The City's Waterfront Redevelopment Project.
- Months of construction significantly reduced foot traffic and forced the relocation of the popular summer music series, *13 Nights on the River*, away from the Riverfront that year.
- Main Street Alliance coordinated and convened the festival, in collaboration with four participating businesses who organized their own bands and managed their own social media promotions.



NORTH OF WEST 2024

- 8 bands
- 4 venues
- 216 tickets sold
- It was a highly successful proof-of-concept event, despite ongoing construction, and without organized advertising efforts.
- We received overwhelmingly positive feedback from the community about the event.
- Businesses in the Riverfront District reported a significant boost in sales that day.
- Locations that weren't officially participating in the festival also benefited financially from the event.





WE'VE GOT PLANS | GOALS IN THE NEXT YEAR

- Main Street America
 - Attending the Main Street America event, spring of 2026
- North of West Music Fest
 - Growing the venues, musicians, & attendance
- Administrative systems
 - Streamlining workflows
 - Membership structure
 - Online revamp & relaunch





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CONTACT

WEBSITE

StHelensMainStreet.org

EMAIL

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THANK YOU

