



## NOTICE OF PUBLIC MEETING

TLT AD HOC ADVISORY COMMITTEE  
City Hall, Santiam Room  
Wednesday, May 11, 2016  
3:00-5:00 p.m.

### AGENDA

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
  - April 13, 2016. [Pages 2-4]
  - Action: \_\_\_\_\_
4. SCHEDULED BUSINESS
  - a. Business from the Public
  - b. Presentation – TLT Recipient: Albany Downtown Association. [Pages 5-52] (Peggy Burris)  
Action: \_\_\_\_\_
  - c. Presentation – TLT Recipient: Albany Parks & Recreation Department (NWAAF, Trolley). [Pages 53-60] (Ed Hodney)  
Action: \_\_\_\_\_
  - d. Presentation – TLT Recipient: Monteith House and Museum. [Pages 61-66] (Chet Houser)  
Action: \_\_\_\_\_
  - e. Staff updates and issues. [Verbal] (Porsche)  
Action: \_\_\_\_\_
5. BUSINESS FROM THE COMMITTEE
6. NEXT MEETING DATE: *May 25, 2016; 5:00-7:00 p.m., City Hall Municipal Room*
7. ADJOURNMENT

City of Albany Web site: [www.cityofalbany.net](http://www.cityofalbany.net)

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*The location of the meeting/hearing is accessible to the disabled. If you have a disability that requires accommodation, advance notice is requested by notifying the City Manager's Office at 541-917-7508, 541-704-2307, or 541-917-7519.*

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CITY OF ALBANY  
TLT AD HOC ADVISORY COMMITTEE  
City Hall, Santiam Room  
Wednesday, April 13, 2016  
3:00 p.m.

MINUTES

CALL TO ORDER

Chair Scott Pierson called the meeting to order at 3:15 p.m.

ROLL CALL

Committee Members present: Scott Pierson, Julie Jackson, Mitch Langjahr (arrived 3:25 pm), Mike Martin

Committee Members absent: Chuck Leland (excused), Betsy Penson (unexcused)

APPROVAL OF MINUTES

March 9, 2016

MOTION: Mike Martin moved to approve the minutes as submitted. Julie Jackson seconded the motion, and it passed 3-0. Mitch Langjahr arrived after the vote.

SCHEDULED BUSINESS

Business from the Public

None.

Presentations – TLT Collectors

Pierson explained that the role of this committee is to gather information, including input from the TLT collectors and recipients, and provide analysis and recommendations to the City Council regarding the use of Transient Lodging Tax (TLT) funds. Introductions followed.

Leigha Thomas, Director of Sales at Comfort Suites - Holiday Inn Express, distributed and reviewed a packet of information from The Albany Lodging Group, dated March 23, 2016 (See Agenda File). She said the hoteliers are concerned because it is increasingly difficult to be competitive with many new hotels being built in the surrounding areas. While TLT revenue has been going up, most of that is driven by rate increases, as opposed to a large increase in occupancy. Guests have indicated that the rates are now at the limit of what they will pay. Sources of overnight guests include traffic along I-5, overflow from other cities, university-related activities, and general economic activity in town. Two areas that can be influenced are sporting teams and groups at the Expo Center. While the hoteliers feel that the TLT partnerships are good, they don't feel things are being maximized to fill hotels and help the local economy. About 30 to 40 percent of the hotels' business is generated by the Linn County Expo Center (Expo), and the hoteliers feel that help is needed there with maintenance, as well as with marketing for multiday events that generate overnight stays.

Thomas said the local hoteliers rely heavily on overflow from other communities and they are concerned that new planned hotels will reduce that compression. New hotels are being built in Lebanon, Corvallis, Salem, and Eugene; and over 2,000 new guest rooms will open in the Portland market over the next two years, all without any guarantee of demand. Currently, about 54 percent of the hoteliers' business is leisure and about 46

percent is business and group. Group business has been on a decline since 2010, and the hoteliers believe this is because of fewer multiday events at the Expo, as well as heavy solicitation by group sales managers at other venues. She reviewed supporting statistics and analysis contained within the submitted materials.

Thomas said the hoteliers agreed that between 18 and 30 percent of their business comes from Expo events, which equates to about \$300,000 a year in TLT revenue. It can be misleading when the Expo shows no availability because it is heavily booked with day use and turnaround time between groups. She referred to a graph showing occupancy by month and year and discussed how group events affected occupancy in each period. The data suggests a decline in occupancy when groups are not in Albany. With a new supply of rooms in the market within the next few years, the hoteliers can expect slow or no growth. The time for action is now because it takes time for marketing, and groups often book several years in advance.

Thomas referred to additional background materials provided, including articles about the economy and what it means for the lodging industry, information on hotels coming into the market, information about groups that have come to Albany, and some of those groups' estimated economic impact to the hoteliers and the greater community. Brief discussion followed regarding the process by which these economic impact estimations are made. It was noted that local restaurants and retailers have their own metrics, but they are not always openly discussed and considered together.

Pierson said he heard from the presentation that groups are beneficial to the hoteliers and to the City and that an increase in hotel rooms in other communities could result in a decrease in group events locally and a reversal of the TLT revenue, which is important information for the City and for the groups receiving that revenue who are budgeting for the future.

Thomas added that the City-funded contract marketing position at the Expo is currently vacant and that the hoteliers feel the position is important in focusing on events that generate overnight stays.

Economic Development and Urban Renewal Director Kate Porsche added that the pass-through of funds from the City to Linn County for the Expo contract marketing position was approved by the City Council based on a recommendation that came out of the previous TLT review committee. The intent was that the position would focus on events with multi-night stays that would result in customers also coming to our local restaurants and retail shops. The position was funded for one year, and a decision on whether to renew will be made by City Council.

City Manager Hare noted that TLT revenue has increased in recent years and that the hoteliers are likely happy with that growth; the problem is that the growth is vulnerable to changes in the economy and increased competition.

Jackson said that the new hotels coming in must have done an analysis to support that investment. Hoteliers in the audience responded that the hotel business is cyclical and that, while new hotels in Lebanon and Corvallis are good for those communities, they create concern for Albany hoteliers due to reduced compression.

Thomas commented that the hoteliers have invested a lot into their properties and that they are concerned about unmet maintenance needs at the Expo.

In response to questions from the committee, Expo Center Manager Randy Porter said the facility is 19 years old and systems are starting to fail. Linn County has budgeted \$100,000 for the next five years for maintenance, which will help. Projects that might assist in bringing people in would include renovating a portion of the space for larger sit-down dinners or wedding parties and new horse stalls. There are available dates that could be filled with multiday events, but the challenge is that Linn County is not a destination market. In discussion and in response to further questions, Porter said that the Expo is as busy or more so than the Lane County facility, that the Expo rarely loses an event to another County, and that their biggest competitor is the Oregon Horse Center in Eugene. Porsche noted that Porter would be asked to present information about the Expo at a future meeting.

City Manager Wes Hare commented that most event centers are subsidized. Porter agreed, noting that no similar facilities in the state stay in the black unless they receive TLT funds.

In response to questions, Hare said most people would probably agree that Albany is not a tourist destination in the way of Ashland, Bend, and the coastal towns. Committee members noted that Albany has the Carousel and historic districts that are attractive to visitors, and that the town has the benefit of being centrally located in the region.

In an open discussion period, some hoteliers put forward ideas of how TLT recipients could better coordinate and partner in ways that are beneficial to the entire system. Ideas included greater use of the trolley, discount certificates, marketing of the Expo, and other marketing that would bring in local multi-night stays. The hoteliers encouraged that consideration be given to allocating the funds so there is a return on investment to the community in the way of economic impact and increased TLT dollars.

Thomas commented that the Collaborative Tourism Promotion budget wasn't well understood or marketed, and she expressed support for using these group funds in another way.

Jackson said she would like to see information on how other communities are marketing their event centers, both in-house and on a contract basis. Thomas agreed to provide information on models that are working in other communities.

Pierson expressed appreciation to those present for their time and for the information provided. He said two action items from this meeting are to investigate marketing models being used by other event centers and to consider the relationship hoteliers have with those organizations in other cities.

Porsche said the committee will hear a presentation on the Expo at a future meeting. A presentation from the Albany Downtown Association is scheduled for May 11, and a presentation from the Albany Visitors' Association is scheduled for May 25. Thomas advised that the Oregon Lodging Association would also like to make a presentation.

Pierson encouraged committee members to send any questions to staff ahead of the presentations.

#### Staff updates and issues

Porsche distributed the most recent Transient Lodging Tax report.

#### BUSINESS FROM THE COMMITTEE

There was no additional business.

#### NEXT MEETING DATE

Wednesday, May 11, 2016, 3:00 p.m.

#### ADJOURNMENT

Hearing no further business, Chair Pierson adjourned the meeting at 5:05 p.m.

Submitted by,

Reviewed by,

Teresa Nix  
Recorder

Kate Porsche  
Economic Development & Urban Renewal Director



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# Albany Downtown Association

## MAIN STREET PROGRAM

DESIGN

PROMOTIONS

ECONOMIC  
VITALITY

ORGANIZATION

# ALBANY DOWNTOWN ASSOCIATION

2

*Purpose of this Association:*

- ▶ Economic well-being of Downtown Albany
- ▶ To strengthen the ability of public and private leaders to work together
- ▶ To enhance the unique physical characteristics of Downtown by encouraging the historically sensitive redevelopment of Downtown
- ▶ To promote, sponsor and facilitate cultural, employment and commercial revitalization of Downtown Albany

## *In other words.....*

The Albany Downtown Association strives to be the trusted organization to unite people and their passion for improving the Downtown community. Working together, we help make Downtown Albany a great place to:

EAT

SHOP

PLAY

3

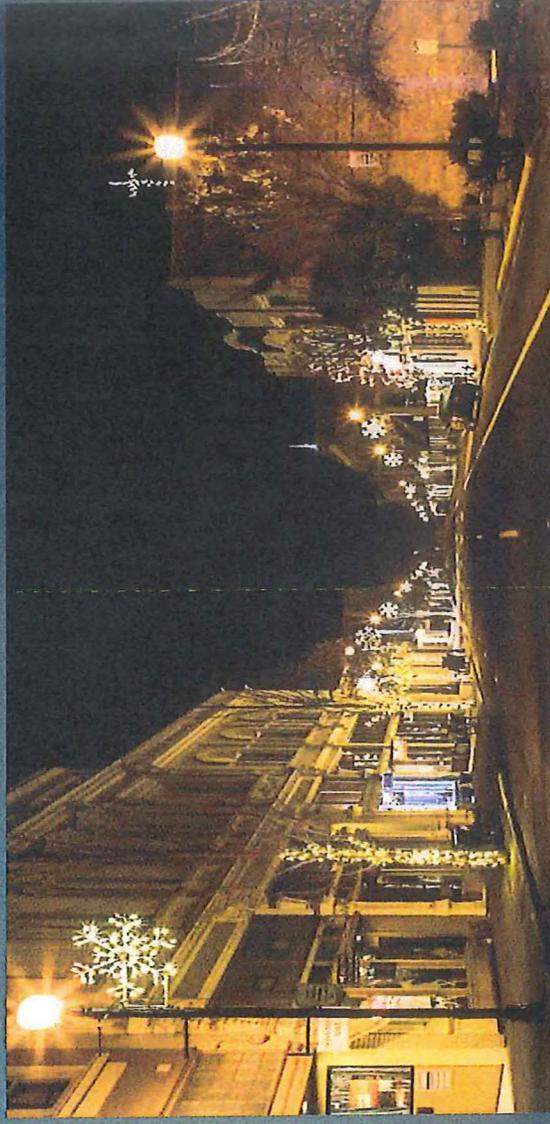


# NATIONAL MAIN STREET PROGRAM

## OVERVIEW

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- ▶ Since 1980, over 2,000 communities have been a part of the National Main Street program.
- ▶ *Main Street Approach* and *Main Street* programs on the local level has earned Main Street the reputation as one of the most powerful economic revitalization tools in the nation



# Albany Downtown Association and Main Street

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- ▶ Albany is one of only six Performing members of the Oregon Main Street Program

Albany has been at the Performing level since 1980

We achieved national accreditation again in 2015

Albany follows the Four-Point Main Street approach:

1. Organization-helps everyone work towards the same goals and maximizes involvement of the public and private leaders within the community
2. Promotion-brings people back downtown by helping attract visitors, shoppers, and investors
3. Design-enhances a district's appearance and pedestrian amenities while preserving its historic features
4. Economic Vitality-stimulates business development and helps strengthen the district's economic base



# ORGANIZATION

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- ▶ The Albany Downtown Association (ADA) is a non profit 501(c) 6
  - ▶ We currently have 13 members on our Albany Downtown Association Board
  - ▶ We have 9 community volunteers that serve on our 4 committees with our Board of Directors
  - ▶ Any business, organization, or individual interested in supporting the purposes of the Association may become a member of the ADA.
    - ▶ We currently have 105 ADA members

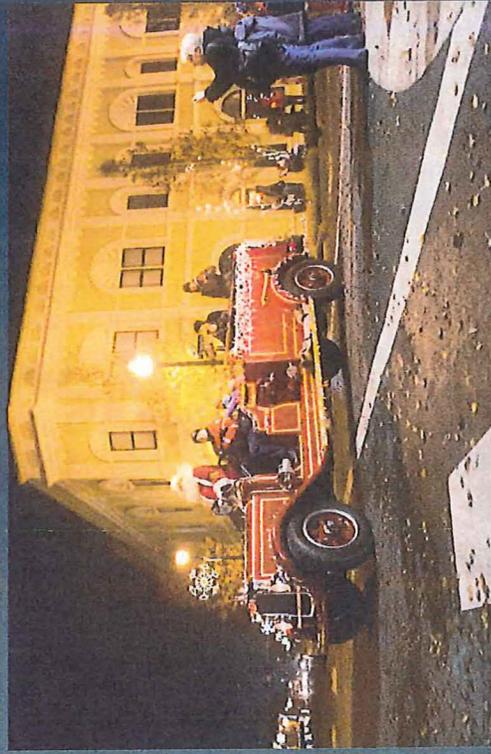
**The Organization Committee** is responsible for our yearly budget, by-laws, policy and procedures and the recruitment of volunteers

# PROMOTIONS

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These ADA sponsored events bring thousands into Downtown Albany:

- ▶ Restaurant Week-New for 2016
- ▶ Jazz and Art Festival-New for 2016
- ▶ Chili Cook-off -New for 2016
- ▶ Crazy Daze
- ▶ Movies at Monteith
- ▶ Halloween-Trick or Treating and the Halloween Costume Contest
- ▶ Veteran's Day Uniforms on Display
- ▶ Holiday Open Houses
- ▶ Shop Small Saturday
- ▶ Downtown Twice Around Parade and Tree Lighting
- ▶ Breakfast with Santa
- ▶ Free Holiday movie and food drive at the Pix Theatre

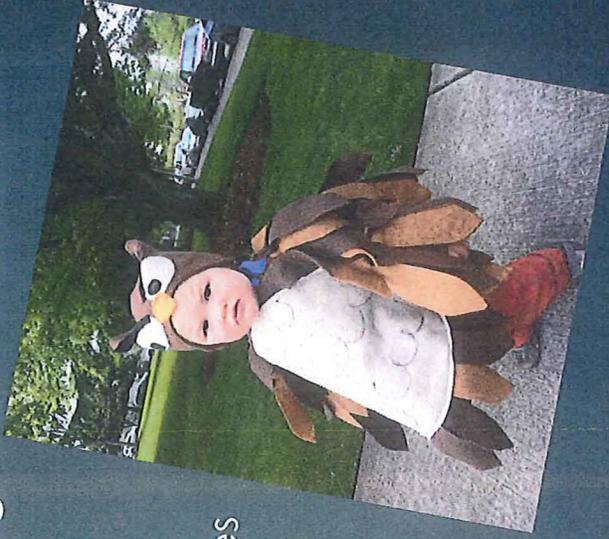


# PROMOTIONS

8

The ADA also partners with other organizations to bring visitors to Downtown Albany:

- ▶ Albany Parks and Recreation Easter Egg Event
- ▶ Albany Parks and Recreation Procession of the Species
- ▶ Family Tree Relief Nursery Diaper Drive
- ▶ Rotary Wine Walk
- ▶ Rotary Craft Brew Smackdown
- ▶ Boys and Girls Club Brewfest
- ▶ Veteran's Day Parade



# DESIGN

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## The ADA provides the following Design elements to Downtown:

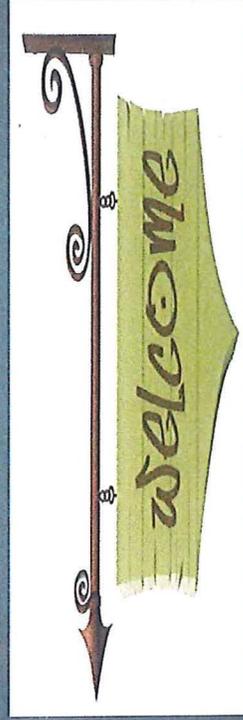
- ▶ Flower Baskets—100 beautiful baskets are purchased, hung and maintained from May-September
- ▶ Downtown Clean-up—Volunteers clean sidewalks and parking lots by pulling weeds, picking up trash and laying bark dust
- ▶ Holiday lights on First Avenue—Coming in 2017 trees on 2<sup>nd</sup>, 3<sup>rd</sup>, Lyon and Ellsworth will be added after streetscape is completed
- ▶ LED Lights—Purchased for the ADA snowflakes that are hung on city light poles by city staff
- ▶ Partnership with CARA for Wayfinding signage in Downtown Albany
- ▶ EAT-SHOP-PLAY banners hung in Downtown Albany
- ▶ Window makeovers for business owners
- ▶ Parklets—New for 2016



# ECONOMIC VITALITY

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- ▶ Quarterly merchant meetings-to keep the Downtown merchants involved and informed
- ▶ Building Owners Meeting-partnered with Scott Lepman-building owner/appraiser
- ▶ Workshops-Social Media, Customer Service, Business Plan-offered to business owners/employees
- ▶ Marketing materials for vacant spaces- Working with building owners to help fill spaces
- ▶ Welcome packets-for new business owners moving into the Downtown area



# PARKWISE

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The Albany Downtown Association has a contract with the City of Albany to manage the downtown parking program

- ▶ Employee parking permits
- ▶ Leased spaces
- ▶ City Parking lots
- ▶ Citations

Customer parking maps are also available, courtesy of our office, at businesses, at the ADA and online

(We DO NOT receive funding from the City to run Park Wise)

# ECONOMIC GROWTH IN DOWNTOWN ALBANY

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▶ In 2015 Downtown Albany had a net gain of 13 new businesses open or move into the Downtown Main Street District

▶ Over 48 new jobs were filled

▶ First Quarter of 2016 4 new businesses have opened with 10 new jobs filled



# TOURISM IN DOWNTOWN ALBANY

13

▶ In 2015 we held 12 events in Downtown Albany that drew in an estimated 21,800 visitors



▶ In April 2016 we held our 1<sup>st</sup> Annual Restaurant Week- Restaurants reported excellent results of more customers



# RESTAURANT WEEK FEEDBACK

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- ▶ “ We were insanely busy for the entire week. It was a great idea and was promoted well “~Janel Bennett, owner of Sybaris
- ▶ “I had a great turn out for this event, from Wed thru Sat I was very busy” ~Lesa Milldrum, owner of Ivy Garden Tea Room
- ▶ “Sweet Red was incredibly busy all week long. Many customers came from out of town to experience restaurant week. It was a great opportunity not only to improve business, but to showcase our restaurant to new customers in hopes that they might return in the future” ~Mitchell Westberg, server and Restaurant Week coordinator for Sweet Red Coffee & Wine Bistro



# ALBANY DOWNTOWN ASSOCIATION FUNDING

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We receive funding for our

Operating Budget from the following:

- ▶ Grant Income (4% TLT Funds ) \$44,600—43% of O. Budget
- ▶ EID-Economic Improvement District –This is an assessment that building owners may choose to pay. Estimated income: \$40,000. 2016 YTD: \$29,823 ----39% of O. Budget
- ▶ ADA Memberships: \$10,250. YTD: \$7634.-----10% of O. Budget
- ▶ Donations: \$1,650. ---1% of O. Budget
- ▶ Other income (baskets, concessions): \$7,000. YTD: \$6553.—7% of O. Budget

**TOTAL ADA OPERATING BUDGET FUNDING: \$103,500**

\*FIGURES ARE BASED ON 2015/2016 BUDGET\*

# MAIN STREET FUNDING

16

- ▶ We currently receive TLT Funds=\$49,400
- ▶ These funds can ONLY be used for our Main Street programs as per our agreement with the City of Albany. This is a reimbursement, not a Grant.

## MAIN STREET PROGRAMS BUDGET

- ▶ Design \$29,500
- ▶ Promotions \$15,400
- ▶ Economic Vitality \$2500
- ▶ Organization \$2000

# HOW DO WE DO ALL THAT WE DO AT THE ADA?

17

- ▶ We pull resources from our downtown community and family members to help put on events, downtown cleanup days, hanging up the flower baskets, lights on the trees during the holidays, and much much MORE!
- ▶ Volunteer hours in 2015: 3,251 hours
- ▶ Staff works many late hours/weekends without compensation. If these jobs were sourced out to city or county employees, there would be higher labor cost along with the cost of benefits, retirement, and overtime pay

## WISH LIST

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### Albany Downtown Association and Main Street Program

- ▶ **An increase in funding in our Main Street Program would be used for:**
  - ▶ **Promotions**
    - ▶ Advertising-To reach more people outside of our area in different media markets-advertise events in Eugene, Salem, Portland
      - ▶ Billboard advertising on I-5 "Visit Historic Downtown"
    - ▶ Marketing materials-To attract more people to our Historic Downtown for shopping and dining. High quality dining out guides and Visit Downtown Albany guides.

# WISH LIST

## Albany Downtown Association and Main Street Program

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### Design

- ▶ To cover future increases in garbage service (we currently pay \$7500 yearly. This increases each year, but our 3% stays the same)
- ▶ To cover future increase in flower basket program-Streetscape 2017 will increase the amount of baskets that we hang
- ▶ With more flower baskets in 2017 means an increase in payroll hours for watering
- ▶ To fund more Parklets in the Downtown area-To attract more visitors

### Economic Vitality

- ▶ Increase in funding would be used for marketing Downtown vacant building space.
- ▶ Work with building owners to attract new businesses

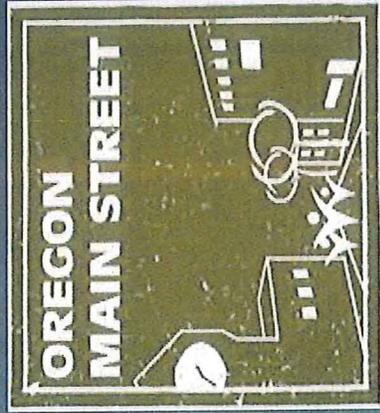
# INCREASE IN MAIN STREET FUNDING

## TOTAL REQUEST AMOUNT

20

- ▶ Increase advertising budget-to include advertising out of our area and I-5 billboards
- ▶ Garbage (due to yearly cost increase)
- ▶ Garbage - increase for more garbage service one streetscape is complete in 2017
- ▶ Additional Flower baskets after streetscape is complete in 2017
- ▶ Additional design elements to Downtown (Parklets, flowers, landscaping)
- ▶ **TOTAL REQUESTED: \$35,000.**

One last request:  
We request that our  
Main Street Funding be  
changed from a  
reimbursement to a pass  
through grant. This would  
allow us to save for large  
purchases, such as a new  
watering tractor or additional  
Parklets.



# WISH LIST FOR THE ALBANY DOWNTOWN ASSOCIATION OPERATING BUDGET

An increase in our operating budget would be used to increase payroll

- ▶ Current staff has not had a raise in 7 years
- ▶ Current Executive Director pay is lower than the national average

## *Current wages:*

- ▶ Office Manager \$32,000 \$200. mth for medical stipend
- ▶ Watering Attendant \$9.25 No benefits-July 2016 min. wage increases to \$9.75
- ▶ Executive Director \$40,000 \$300. mth for medical stipend/\$35. cell phone

# ADDITIONAL OPERATING BUDGET INCREASES:

23

- ▶ Garbage (due to yearly cost increase)
- ▶ Garbage - increase for more garbage service one streetscape is complete in 2017
- ▶ **TOTAL: \$15,500**

# PROPOSED OPERATING BUDGET INCREASES

24

Executive Director wage increases to \$42,800 an increase of 7%  
Executive Director medical stipend increases to \$400.

Office Manager wage increases to \$35,240 an increase of 7%  
Office Manager medical stipend increases to \$300.

**Total cost of this increase would be \$7440.**

**TOTAL INCREASE TO OUR GRANT INCOME:**

**\$22,440.**

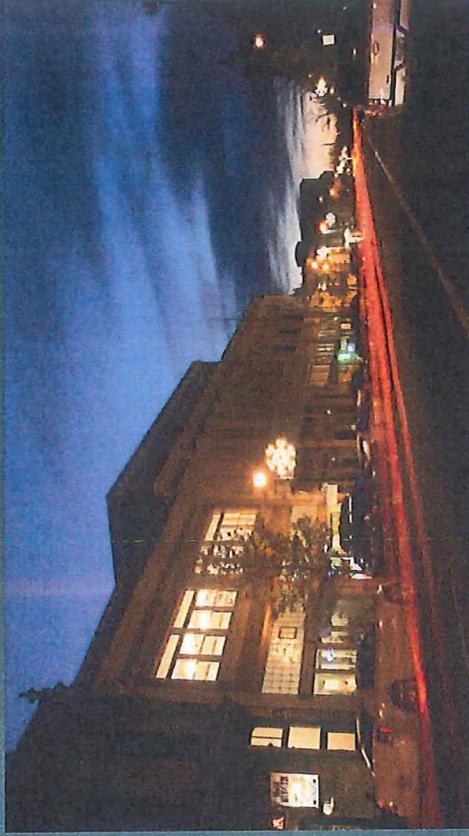
**This would cover both payroll and garbage**

## WHY SHOULD YOU INVEST IN HISTORIC ALBANY DOWNTOWN?

25

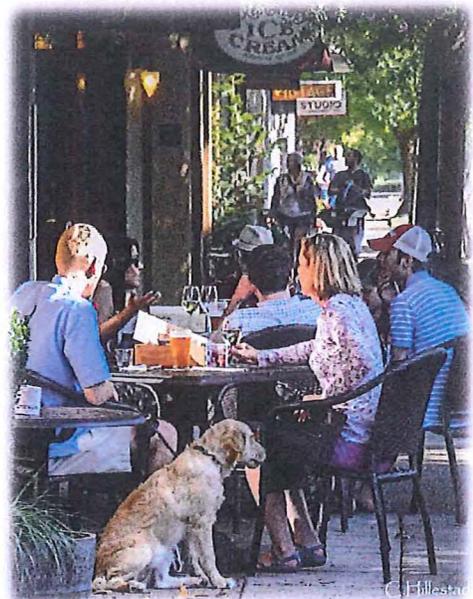
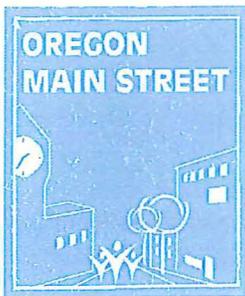
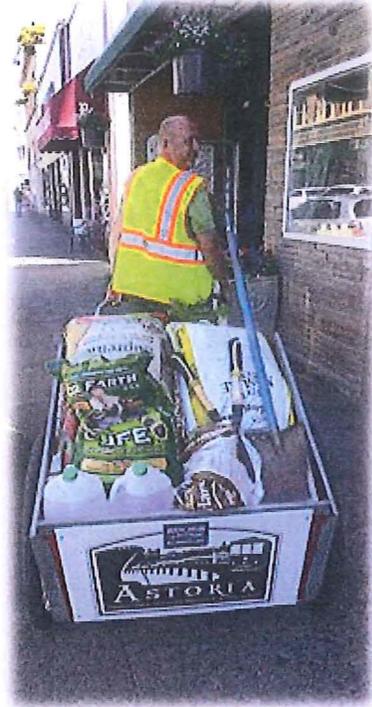
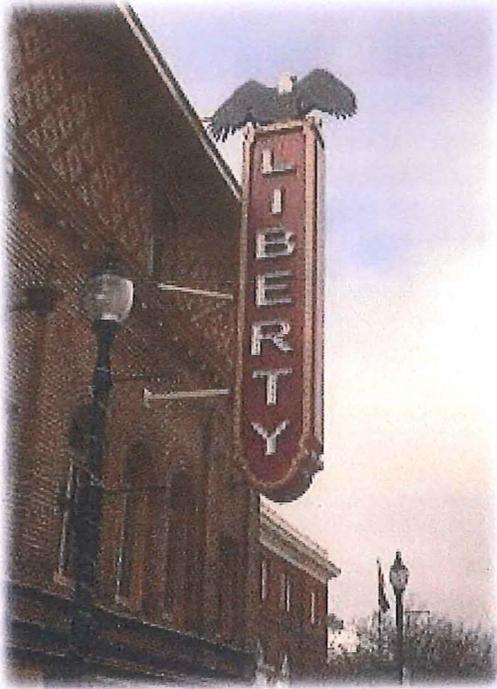
- ▶ Downtown districts have become a tourist destination by the virtue of the character of the buildings, the selection of unique businesses and events held here.
- ▶ A revitalized downtown increases the community's options for goods and services, or whether for basic staples like clothing, food and professional services.
- ▶ When a dollar is spent with a local merchant, 60 cents stays in the community as opposed to six cents with big box retailers and 20 cents with chain stores: Keeps profits in town.
- ▶ Downtown provides an important civic forum where members of the community can congregate. Special events and celebrations held downtown reinforce a sense of community.

▶ 2015 Oregon Main Street Annual Report



# QUESTIONS

# 2015 Oregon Main Street Annual Report



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McMinnville: KAOS building – new infill project

## Message from State Coordinator

We continued to see significant progress in our Oregon Main Street Network communities in 2015. Our statistics from our Performing and Transforming Downtown level communities affirm this progress (see box at right). It's inspiring to see all the amazing projects and activities being undertaken by volunteers and with the able guidance of dedicated main street executive directors. Many of these activities you can read about in the Community Profiles of our Performing Main Street and our Transforming Downtown level communities, as well as the snapshots of the Excellence in Downtown Revitalization Awards in this report.

We are excited about the new \$2.5 million Oregon Main Street Revitalization Grant program passed by the legislature in 2015. As many of you testified, there is a strong need for additional funding to rehab and put back into productive use the wonderful historic buildings in your communities. You shared info on the opportunities to create upper floor housing in vacant or underutilized spaces, the need for adaptive re-use of larger buildings, as well as the need to address seismic upgrades, fire safety, and elevators for access to upper floors. We will be working hard throughout 2016 to go through the Rules Making process and to develop the guidelines for the program so we are ready for applications in early 2017.

We were also one of five states selected to host the "Cultivating Place on Main Street" workshop presented by the National Main Street Center and Project for Public Spaces. These intensive trainings are designed to strengthen and expand Main Street's capacity for implementing Placemaking strategies and public space improvements. This workshop will take place in early 2016.

I thank everyone for all the astonishing work you are doing to help preserve and revitalize your historic downtowns.....Sheri Stuart

### National Main Street Accreditation

Each year Oregon Main Street evaluates the Performing Main Street level communities based on ten performance standards established by the National Main Street Center and recommends for National Accreditation those who meet the standards. The Albany Downtown Association, Astoria Downtown Historic District Association, Downtown Corvallis Association, McMinnville Downtown Association, and the Downtown Oregon City Association achieved 2015 National Main Street Program Accreditation. Evaluation criteria determines the programs and communities that are building comprehensive and sustainable revitalization efforts and include standards such as developing a mission, fostering strong public-private partnerships, securing an operating budget, tracking economic progress, and preserving historic buildings and places.

### 2015 Reinvestment Stats

#### Performing Main Street

Private reinvestment: \$ 7,923,286  
Public reinvestment: \$3,067,700  
Total private rehab projects: 87  
Net business gain: 35  
Net job gain: 154  
Total volunteer hours: 9,534  
Value of volunteer hours: \$209,664

#### Transforming Downtown

Private reinvestment: \$2,888,049  
Public reinvestment: \$3,225,831  
Total private rehab projects: 72  
Net business gain: 46  
Net job gain: 189  
Total volunteer hours: 13,618  
Value of volunteer hours: \$299,448

#### 2015 Total Reinvestment Stats

Private reinvestment: \$10,811,335  
Public reinvestment: \$6,293,531  
Total private rehab projects: 159  
Net business gain: 81  
Net job gain: 343  
Total volunteer hours: 23,152  
Value of volunteer hours: \$509,112

#### 2010-15 Cumulative Performing Main Street and Transforming Downtown

Private reinvestment: \$62,943,871  
Public reinvestment: \$75,088,333  
Total private rehab projects: 863  
Net business gain: 468  
Net job gain: 2,244

\* Transforming Downtown data from 2011-14



The Dalles Parklet Project

## Meeting the Needs of Oregon Communities



2016 Coordinating Program

Oregon Main Street is a Main Street America™ Coordinating Program. Main Street America™ is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Oregon Main Street works with communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. Services are based on the successful Main Street Approach

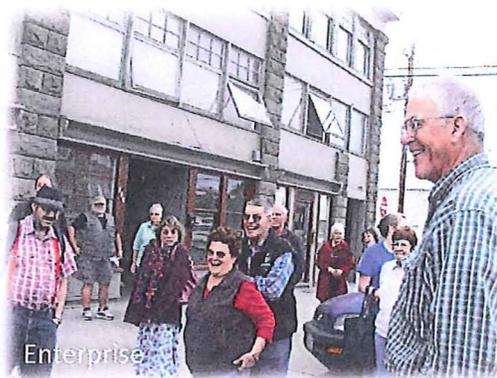
developed by the National Main Street Center and include training and technical assistance. The goal is to build high quality, livable, and sustainable communities that will grow Oregon's economy while maintaining a sense of place.

An important objective of Oregon Main Street is to provide assistance to all communities in Oregon whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street® town. To accomplish this, services are offered through a tiered system.

### Main Street Track

The "Main Street Track" is for communities who are committed to downtown revitalization and are either using the Main Street Approach® or are working towards its implementation. Participation requirements and services depend on the level a community is accepted at in the Oregon Main Street Network. Communities participating in the Main Street Track must have:

- A cohesive core of historic or older commercial and mixed-use buildings that represent the community's architectural heritage and may include compatible in-fill.
- A sufficient mass of businesses, buildings, and density to be effective.
- A compact and pedestrian-oriented district.



The Main Street Track levels include:

**Exploring Downtown** is for communities just starting a downtown revitalization effort and wish to learn more about using the Main Street Approach®. Interested communities may join at any time by completing a brief application form.

**Transforming Downtown** is for communities who are committed to downtown revitalization using the Main Street Approach® but need technical assistance to help them develop the organizational structure. Application rounds are held as resources permit.

**Performing Main Street** is for those communities with independent nonprofit organizations who are fully committed to using the Main Street Approach® as the basis for their downtown revitalization efforts. Application rounds are held as resources permit.

### Affiliate

**Affiliate** is for communities that do not wish to become a designated Main Street community or wish to apply the Main Street Approach® in a non-traditional commercial setting. Communities participating at this level receive notification of workshops and conferences sponsored by Oregon Main Street but do not receive technical assistance. Interested communities may join at any time by completing a brief application form.

## Technical Assistance Services Provided By Oregon Main Street

Oregon Main Street provides technical assistance to communities based on the level of participation in the Oregon Main Street Network. Services are intended to help communities develop or strengthen their organizational capacity to implement a comprehensive, preservation-based, downtown revitalization strategy.

The types of assistance communities can be eligible for include:

- Reconnaissance Visits
- Developing Mission/Vision Statements
- Goal Setting/Strategic Planning
- Board Roles and Responsibilities Training
- Committee Training
- Development of Work Plans
- Quarterly Executive Director/Program Manager Meetings
- Quarterly Workshops
- Annual Conference
- Local Program Evaluation
- Resource Team Visits
- Assistance in Hiring an Executive Director/Program Manager
- New Executive Director/Program Manager Orientation
- Introduction to Main Street Presentation
- Specialized Technical Assistance
- Design Assistance
- Reconnaissance Level Historic Surveys
- Scholarship to the National Main Street Conference
- Steering
- Committee Development

<b>2015 Services</b>	
Main Street Overview	9
Organization Meeting	13
Board/Committee Training	5
New Manager Orientation/Search	4
Goal Setting/Visioning	4
Program Eval./Resource Team	3
Design/Technical Assistance	4
RLS/National Register	1
Network Meetings	2
Regional Meetings	4
Conference	250 attendees
Awards	18 recipients
NMSC Conference Scholarships	9
Network Communities	94



Klamath Falls: Utility Box Bird Art Project

## The Main Street Approach®



Oregon Main Street uses the successful Main Street® methodology developed by the National Main Street Center as its foundation for assistance. This methodology is a proven approach to historic commercial district revitalization. The success of the Main Street Approach® is based on its comprehensive nature and emphasizes four critical areas of revitalization:

- ❖ **Organization** helps everyone work towards the same goals and maximizes involvement of public and private leaders within the community.
- ❖ **Promotion** brings people back downtown by helping to attract visitors, shoppers, and investors.
- ❖ **Design** enhances a district's appearance and pedestrian amenities while preserving its historic features.
- ❖ **Economic Vitality** stimulates business development and helps strengthen the district's economic base.

By fully integrating the four points into a practical downtown revitalization effort, a local program will produce fundamental changes in a community's economy based on preservation strategies.

### Eight Guiding Principles

The National Main Street Center's experience in helping communities bring their downtowns back to life has shown time and time again that the Main Street Four Point Approach succeeds only when combined with the following eight principles:

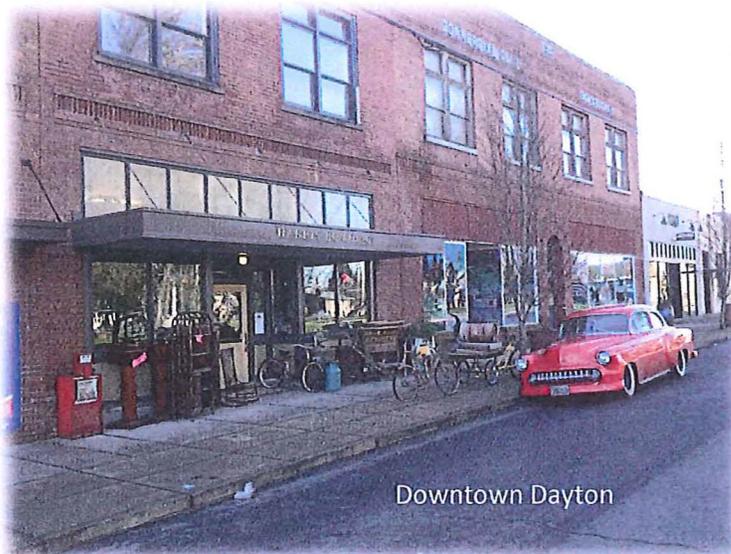
- ❖ **Comprehensive:** A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
- ❖ **Incremental:** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.
- ❖ **Self-Help:** Although the National Main Street Center can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- ❖ **Public/private partnership:** Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
- ❖ **Identifying and capitalizing on existing assets:** One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.
- ❖ **Quality:** From storefront design to promotional campaigns to special events, quality must be the main goal.
- ❖ **Change:** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- ❖ **Action-oriented:** Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization effort is under way.

## Why Downtown Is Important

Main Street advocates are commonly asked by city governments and businesses, “Why should we invest in downtown?” In response, here are a few reasons why your downtown or neighborhood commercial district is an important and worthwhile investment in the economic health and quality of life in your community:

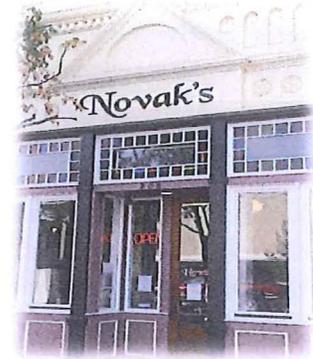
- ❖ Downtown is a symbol of community economic health, local quality of life, pride, and community history. These are all factors in industrial, commercial, and professional recruitment.
- ❖ A vital downtown retains and creates jobs, which also means a stronger tax base. Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community.
- ❖ Downtown is a good incubator for new small businesses—the building blocks of a healthy economy.
- ❖ A vital downtown area reduces sprawl by concentrating retail in one area, using community resources—such as infrastructure, land, and tax dollars—wisely.
- ❖ A healthy downtown core protects property values in surrounding residential neighborhoods.
- ❖ The traditional commercial district is an ideal location for independent businesses, which in turn:
  - Keep profits in town. When a dollar is spent with a local merchant, 60 cents stays in the community as opposed to six cents with big box retailers and 20 cents with chain stores.
  - Support local families with family-owned businesses.
  - Support local community projects.
- ❖ A revitalized downtown increases the community’s options for goods and services, whether for basic staples like clothing, food, and professional services, or less traditional functions such as housing and entertainment.
- ❖ Downtown provides an important civic forum where members of the community can congregate. Special events and celebrations held downtown reinforce a sense of community.
- ❖ Many downtown districts become tourist destinations by virtue of the character of the buildings, location, selection of unique businesses, and events held there.

“Never has there been such enthusiasm around the Revitalization of our Downtown as there is right now. I credit our involvement in the Oregon Main Street program for facilitating this--- Kendall Bell, President, Klamath Falls Downtown Assn.



## Performing Main Street Community Profiles

**Albany Downtown Association (ADA):** There is a new found energy in downtown Albany with several new businesses opening including 3 restaurants such as Novak's Hungarian Family restaurant – the only one of its kind in the Northwest. Other new businesses include a wedding store, a children's clothing store that repurposes concert t-shirts into children's clothes, and Troutman's Photography. One of the historic buildings sold and the new owner has started renovating the space for office and restaurant use. Movies at Monteith, the free outdoor movie series, had over 3900 people. And, the year finished strong with the highest attendance ever at the Downtown Twice around Christmas Parade and tree lighting with the streets filled with smiling faces awaiting Santa's arrival.



**Astoria Downtown Historic District Association (ADHDA):** ADHDA kicked off

2015 with their annual Volunteer Appreciation Night and Awards Ceremony to celebrate the accomplishments and successes of the organization, and to honor the volunteer spirit of the community. With over 2,700 volunteer hours given throughout the year, the work and success of ADHDA is a community effort. Last year was full of energy, activity, and excitement for downtown Astoria. They welcomed fifteen innovative businesses, nine businesses relocated within downtown, and two businesses relocated into Astoria's downtown core! A key focus was outreach and local engagement including partnering with the local media, enhancing the organization's online presence, and implementing a downtown banner program to promote upcoming events. New seasonal promotional events were introduced, encouraging shoppers to "Start the Conversation" with their Larger economic projects also began to take shape, with the completion of Phase 1 of the Cluster Analysis, which involved analyzing a decade's worth of reports, with an emphasis on business recruitment.



**Downtown Corvallis Association (DCA):** The Downtown Corvallis Association (DCA) had a successful 2015 including two "Rhapsody in the Vineyard" wine walks featuring Oregon and local wineries hosted by Downtown Corvallis retailers. Retailers provide appetizers and munchies for customers and winery representatives pour samples of their vintages for customers to savor. The DCA has been presenting the wine walk since September 2003. A typical draw is approximately 3,000 attendees. The event is great for Downtown's economy, drawing folks into retail stores, then to Downtown restaurants afterwards. The 23<sup>rd</sup> annual Red White & Blue Riverfront Festival 2015 was a genuine hit, drawing upwards of 4,000 attendees for live music, food, crafts, and children's activities. Downtown Corvallis will soon welcome a luxurious Marriott Hotel when construction begins in spring of 2016. Downtown Corvallis continues to grow, prosper, and attract quality retailers!



**McMinnville Downtown Association (MDA):** It was impossible not to feel the excitement in the air for McMinnville in 2015! Third Street was awarded one of America's Five Great Main Streets by the American



Planning Association, which was a culmination of continual hard work and energy from volunteers, community members, and public partnerships. Anticipation surrounded the launch of Historic Mac, a grant funded project that resulted in a new website and 40 page walking brochure dedicated solely to the downtown's Historic District. An \$80,000 wine and culinary grant from room tax monies supported creating the highly successfully Taste Mac campaign which features 34 unique restaurants, 17 wines and tasting rooms along with seven tap rooms and breweries all within 14 blocks downtown. The UFO festival

continues to grow and 2015 was no exception. More than 18,000 people attended this uniquely wacky event. Farmers Market, Turkey Rama, and Brown Bag Summer Concerts are signature events that continue to thrive each year. The excitement and energy in downtown is contagious and we are eager to see what this positive momentum has in store for 2016.

**Downtown Oregon City Association (DOCA):** 2015 was a period of growth and renewal DOCA. The Association negotiated a renewal plan that had near unanimous support. To gain support, DOCA agreed to reduce the EID rate and to fundraise \$60,000 through other means. New events and a Friends of Downtown program helped DOCA more than achieve its goal. A strong volunteer recruitment effort brought out over 100 volunteers for the new Oregon Trail® Game 5k and First City Celebration. The 5k ended up being the largest fundraising event in the organization's history with registrants from 16 states. By the end of 2015, DOCA's committees were running strong and were working on important projects such as a Retail Broker Open House that toured industry professionals through vacant spaces, a working group to recruit a black box theater, and a concerted effort to revamp the city's tourism promotion strategy. Other notable projects in 2015 include the creation of a "clean team" which includes a new half time employee focused on downtown cleanliness and quarterly volunteer cleanups, and the creation of a micro-grant program.



**Downtown Roseburg Association (DRA):** The Roseburg Main Street Program had a wonderful 2015. The City used Urban Renewal funds to improve 4 intersections making them ADA compliant, adding way finding kiosks, and, in 2016, making the intersection actual public art. Two new businesses opened including a new restaurant and a clothing store. Businesses have expanded and events are growing in popularity. DRA is looking forward to a busy and prosperous 2016 with the Hwy 138 corridor improvements, and with the Downtown focusing on being Bike Friendly and with pedestrian friendly areas. There are plans to start the waterfront development in 2017, so keep tabs on us as we grow and improve our beautiful City of Roseburg.



## Transforming Downtown Community Profiles

**Greater Bandon Association (GBA):** Bandon continued its economic rebound in 2015 as unusual, spring-like weather throughout the winter months made the retail year the strongest since before the 2008 recession. GBA's primary accomplishments included solidifying two relatively new community events; aiding efforts to place a Bandon landmark, the First National Bank Building or Masonic Building, on the National Register of Historic Places, and partnering with the City and the Port to introduce a "Cycle Rest and Repair Stop" for touring cyclists. The "Alive After Five" monthly event grew significantly with its organized wine walk. Proceeds were sufficient to purchase lights for the community Christmas tree, complete with a public lighting to kick off the holiday shopping season. In 2016, the organization will be working hard to develop a major new community-wide festival for 2017 for the shoulder season. GBA will explore establishing Old Town Bandon as a Historic District, establishing the City as a Certified Local Government and leading the development of a local Economic Development Plan. Through these efforts GBA will continue to champion and be an active partner in Bandon's economic revitalization.



**Canby Main Street:** Canby is nestled among three rivers and proudly bears the moniker "The Garden Spot". As



the town continues to grow, so do the events and promotions, cultural offerings, and unique business mix. The newly established Big Night Out Street Dance provided family-friendly entertainment for those young and old. Local and regional bands, food and beverage vendors, and children's activities made the Big Night Out a tremendous success that organizers, vendors, and attendees look forward to in future years. Three sculptures were unveiled on NW 1st Avenue. The sculptures were installed and a gathering connected artists with local community members. The groundbreaking for the new library and civic center took place which excited citizens who look forward to using the new facility. Canby

continues to grow and evolve, providing endless opportunities for citizens and visitors alike.

**Carlton Business Association (CBA):** 2015 has been another successful year for Carlton's "Great Little Town".

With water mains being replaced, street enhancement projects underway, new businesses and events, and the demolition of the Carlton Pool House. The Carlton Pool House was built in 1935 and served the community and surrounding area well for over 80 years. As the only outdoor community pool in Yamhill County, the facility is a valuable resource and center piece in the heart of historic downtown Carlton. It has become dilapidated and in need of replacement. In May 2015 a bond measure was passed for construction of a new pool house, along with monies from grants and private donations. The new Carlton Pool House is scheduled to open in 2016.



**Coos Bay Downtown Association (CBDA):** The CBDA worked hard to strengthen the organizational base throughout 2015, including having "Thirsty Thursday" meetings to delve deeply into topics in addition to regularly scheduled board meetings. Several highlights include conducting a membership drive to increase support, having over 130 businesses participate in Trick or Treat activities which introduced Trunk or Treat to include additional businesses, and expanding the signature Blackberry Arts Festival. The Farmers' Market continues to be a successful event attracting community members and others to downtown. Other successes are the new wayfinding signs and helping to bring additional businesses downtown. The year ended with a high note when the organization was in the position to hire a full-time executive director.

**Cottage Grove Main Street (CGMS):** Cottage Grove was voted one of the 10 most beautiful, charming small towns in Oregon and the Row River Trail in Cottage Grove was listed as one of Oregon's 10 best bike rides in 2015. It was a very active year for downtown – all while transitioning to new staff. A complete street scape renovation plan was adopted by the City Council, the Main Street Cottage Grove website was finished, and the Hanging Basket program was expanded. The Art Walk on Main Street was evening entertainment for the 100 Mayors and spouses from all over Oregon who attended the 2015 Oregon Mayors' Convention. A program inviting local artists to fill empty store fronts was started. The artists are changed out monthly so there is constant interest. One property owner is now renting window space to online businesses to promote their goods. Trick or Treat on Main Street brought an estimated 2500 people downtown and included a Window Decoration Contest with about 95% business participation. The Small Business Saturday was FUN with a raffle drawing with items donated by



business. Christmas in Cottage Grove is huge with a tree-lighting, music, parade, pictures with Santa, 100 decorated Christmas tree giveaway, and caroling hay rides. 19 Christmas trees donated from a local tree farm were decorated by businesses and placed in every planter on Main Street.

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**Dayton Community Development Association (DCDA):** Downtown Dayton has experienced some exciting new construction and business growth in 2015. A new restaurant, a business expansion, and 2 new retail businesses opened. DCDA's work is paying dividends with more interest in Dayton as a wine-country destination, and business owners willing to take a chance on locating their business in the community. One of the downtown historic properties was renovated and repurposed as the home for a local cafe. This project received 2 state-wide preservation awards. The popular downtown event, "Dayton Friday Nights," continued into its second season drawing an abundance of happy area residents, visitors, and business owners. This event takes place every Friday Night during June, July, and August in the central town square. A successful grass-roots fundraiser for Friday Nights, called "Hearts of Dayton," supported the series. DCDA committees have begun planning some new projects for 2016, including a 97114 Tourism Map, a Valentine's Day weekend "Chocolate Crawl" and "Artscape" which will bring the work of local artists downtown. More on this NEXT year!



**Estacada Development Association (EDA):** One of the highlights for the year was the completion of a beautiful new streetscape project and the dedication of the Estacada Cycling Plaza in conjunction with the Streetscape Extravaganza – a well-attended street fair celebrating the changes in downtown. Membership growth is a high priority for the Estacada Main Street board of directors. In May, EDA invited eight potential board and committee members to a meet-and-greet called "The Cupcake Initiative." Committee chairs explained their programs, helped set the vision, and answered questions. At the conclusion, three of the guests joined the EDA with additional prospects identified. EDA and the City of Estacada partnered to evaluate the local business climate through an initiative called Jumpstart. The program, which recently completed its information gathering stage, was designed to provide a snapshot of current business prosperity and perception, share the information with the community, and use it to inform upcoming business assistance efforts. Closing out the year, the 5<sup>th</sup> Annual Winter Artisans' Show was a huge success combined with a new promotion - Lights on Broadway and Community Treelighting.

**Historic Hillsboro Downtown Partnership (HHDP):** HDP made great strides with establishing a Main Street program in 2015 including receiving their 501c3 nonprofit status, forming a Board of Directors that worked to pass an EID for the downtown district, and hiring their first Executive Director who started work in September. In the last few months of the year, HDP began marketing current projects such as the First Tuesday Art Walk, Hillsboro Holly Days, and the Safe N Sane Downtown Trick or Treating event. HDP also began to create partnerships for existing projects such as the Golden Ticket Promotion, which has been led solely by the City in previous years. Additionally, HDP worked on creating a logo, social media, and a downtown column in the local newspaper



and is working on website development. HDP is kicking off 2016 with a visioning and strategic planning session held during the first week of January, followed by committee formation and the development of projects & programs.

**Klamath Falls Downtown Association (KFDA):** KFDA had a booming 2015! During the summer, KFDA hosted three successful community events (Third Thursday) each drawing thousands of locals and guests to downtown. The summer also found downtown very colorful; KFDA successfully fundraised over \$11,000 to implement a summer hanging flower basket program and the fundraising season for the 2016 program is already underway with hopes of securing enough funding to expand the program. In the fall, KFDA hosted the 7<sup>th</sup> annual Scarecrow Row



event. It brought over 1,500 people downtown to trick-or-treat and participate in fun games and activities at Saturday Farmers Market. Another community favorite, Winter Warm-Up, came alive in December. In addition to our hot chocolate competition and lots of shopping, Winter Warm-Up also had a new Elf on the Shelf component that went over well with both children and adults. Lastly, KFDA reached their 2015 goal and welcomed a RARE member to Klamath Falls in September; she has already spearheaded various downtown revitalization efforts and economic development projects. Our main focus for 2016 will be to educate the community on the benefits of pursuing a historical district designation and to advocate for our downtown pocket park.

**La Grande Main Street Downtown (LGMSD):** Throughout 2015, LGMSD has continually gained momentum with increased community participation in events, new downtown businesses and expansions, as well as increased business membership and volunteer participation. Events such as the Eastern Oregon Beer Festival, New Year's Eve Ball Drop, and Small Businesses Saturday, have seen generous growth that we expect to continue into the future. LGMSD has hosted business development classes and re-tooled the program to be more effective than ever before. With many community assets such a new downtown grocery store and an underground marketplace being developed in 2015, LGMSD looks optimistically at the future and we can't wait to see what 2016 will hold. We are rapidly working to become a Performing Main Street community in 2016



**Milton-Freewater Downtown Alliance MFDA):** 2015 was a packed year for the MFDA. One of the key activities was Project Discovery, a community visioning process that will provide a framework for long term planning. Cinco de Mayo is growing to be a signature event. 700 participants enjoyed the multiple activities coordinated by the 16 dedicated committee members. The Arts Portal, developed by the Design Committee, kept a

weekend gallery open and staffed on a shoe string budget. Both these projects will benefit from grant support from the Oregon Community Foundation in 2016. One of the key successes was the construction of the Gathering Place. 261 volunteers and approximately 3700 volunteer hours completed the project in 3 days from start to finish. Now there is a beautiful space for families to enjoy. MFDA received a grant from Euris for \$10,000 to help gain more community involvement in supporting the police effort particularly to reduce property crime. And, Walk Off the Weekend night was active under the leadership of the



Promotions Committee and support from the Valley Herald. On Make a Difference Day, 700 volunteers shared their time and talents to spruce up the community. And, with a Halloween event for shoppers and candy for the kids on Main Street, these multiple events and activities are bringing new life and fresh energy to Milton-Freewater.

**Newberg Downtown Coalition (NDC):** Downtown Newberg continues to see low vacancy rates in the historic downtown and an improved business mix, including a new market and antique store. Multiple events annually engage over 40,000 participants and enrich the lives of locals and visitors. The Newberg Cultural District, with the Chehalem Cultural Center as its featured attraction, has become one of Yamhill County's most popular venues for gatherings and events. The holidays are becoming a larger event each season as the NDC sponsored Holiday Market continues to expand and the Christmas tree lighting ceremony, sponsored by the Newberg Library, features a parade, carolers and Santa Claus. The Newberg/Dundee bypass is under construction and its 2017 opening will provide dramatic relief to the downtown congestion problem that plagues downtown. To prepare for the reduction in congestion and



truck traffic, NDC and the City of Newberg, are working with the State of Oregon to implement a \$260,000 Transportation Growth Management grant. The process will allow the community to prepare detailed plans to transform Historic Downtown and will address parking management, streetscapes, and a 'complete streets' program.

**Oakridge Uptown Business Revitalization Association (UBRA):** The new billboard on the highway is generating traffic for the Uptown district. The success of this project increased the visibility of UBRA leading to other groups seeking UBRA's input. A new project to build log bicycle racks is underway. While progress is slow it looks promising to help improve the look and function of the district. Looking toward the future, the City has acquired land for an Uptown park in the center of the district. UBRA and the City will be jointly working on design and improvement ideas while searching for funding sources. In addition, UBRA is working with the City in researching the possible acquisition of gas lamp style lighting for Uptown. A recent fire will result in the rebuilding and expansion of Lion Mountain Bakery, one of the Uptown's most popular eateries.

**Port Orford Main Street Revitalization Association (POMSRA):**

POMSRA works to restore the history and vitality of a downtown seated by the sea. Together with a large art community and help of grants, they continue to enliven the downtown corridor with art. They added more murals and artistic signage and became an art district. A sidewalk was restored with a retaining wall making a stretch of downtown pedestrian friendly. Downtown vitality was increased with the popular Crab Pot Holiday tree and regular Art Walks. The annual "Spiffy" awards and a yearly cleanup help support the revitalization effort. The restaurant and gallery guides promote downtown to visitors. Plans are in place for funding scholarships for façade grants for businesses.



**Sherwood Main Street (SMS):**

Old Town Sherwood continues to have a high level of activity. Sherwood Main Street (SMS) partners with the new Sherwood Arts Center, which brings the arts, music, and a variety of events. Business growth, encouragement, and opportunity are central to the Sherwood Main Street mission. SMS is presently an all-volunteer organization. A favorite activity is sponsoring the Annual Halloween Event. Dozens of businesses and organizations participate and some 400 kids of all ages come, even in the heavy rain. It is a heartwarming time that all can appreciate. SMS continues to partner with all the businesses, organizations and events that are involved in Old Town, including the Art Walks, Robin Hood Festival, Crusin' Sherwood,



Alternative Arts Festival, Library & City activities, Saturday Market, Tree Lighting Festival, St. Patrick's Day, and many more.

**The Dalles Main Street Organization (TDMS):**

The Dalles Main Street is becoming more robust each year. This year's highlights include several façade projects, a Human Foosball Table, Summerfest street event, Downtown Spring Clean Up, "Before I Die" wall, hosting the Oregon Main Street State Conference where our "Why Shop Downtown The Dalles" videos won the, "Best Marketing Project" award, an incredible turnout to our annual fundraiser "Main Street Uncorked, Taste of Downtown", the opening of our first independent office space in the downtown, and more. Main Street has also been involved in the development of several new businesses downtown including the first brewery in The Dalles in over 100 years, the new National Neon Sign Museum in the historic Elks building, and a mixed use/vertical housing project, as well as new tap houses, Asian market, music store, and others. Looking forward, Main Street and other partners are



developing a Business Retention and Expansion (BR&E) program, additional bike racks in partnership with the High School welding class, downtown wayfinding, a new parklet, a historic facade restoration project, and new events and promotional efforts. 2016 is going to be great!

**Tillamook Main Street (TMS):** 2015 was a year of change for Tillamook Main Street. Three energetic new members replaced three of the incredibly dedicated founding members who “retired” from the Planning Committee, new chairs started with the Economic Vitality and Design Committees, and a new main street coordinator was hired. New aggressive Goals and Objectives were developed as a result of 3 hands-on workshops attended by several Tillamook business persons. In addition, there was a lot of movement within the downtown core including the re-opening of the Tillamook Coliseum Theater, the re-location of 4 restaurants/coffee shops, three new salons, the relocation of 2 existing retail establishments and the opening of 4 new retail shops resulting in 9 new businesses in Tillamook’s downtown core and 18 new jobs. And, a new quarter-time staff person was hired tasked with the role of Hwy 101/6 liaison in preparation for major construction projects that will directly impact Tillamook’s Main Street.



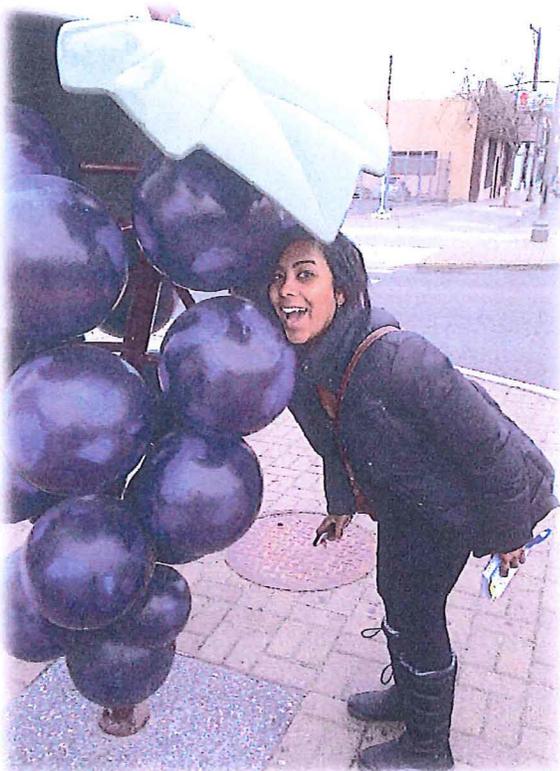
The Dalles: Oregon Main Street Conference Recognizes RARE/AmeriCorps program

### Exploring Downtown Level

Amity  
Aurora  
Athena  
Beaverton  
Burns  
Dallas  
Enterprise  
Independence  
Jacksonville  
La Pine  
Mosier  
Myrtle Creek  
Myrtle Point  
Nyssa  
Ontario  
Reedsport  
St. Helens  
Sutherlin  
Tigard  
West Linn/Historic Willamette  
Woodburn

### Affiliate Level

Aloha-Reedville  
Aumsville  
Banks  
Bend  
Bonanza  
Coburg  
Condon  
Creswell  
Damascus  
Detroit  
Donald  
Grass Valley  
Happy Valley  
Irrigon  
Jefferson  
John Day  
Junction City  
Lake Oswego  
Lakeview  
Lebanon  
Madras  
Milwaukie  
Mitchell  
Molalla  
Monmouth  
Mosier  
North Bend  
North Plains  
Oak Grove  
Pendleton  
Pilot Rock  
Redmond  
Riddle  
Shady Cove  
Sherman County  
Stayton  
Toledo  
Turner  
Vernonia  
Weston  
Wilsonville  
Yoncalla



## 2015 Excellence in Downtown Revitalization Awards

### Best Adaptive Reuse: Block House Cafe (Dayton)

This \$1.5 million project transformed a former church into the new home for the Block House Cafe. Every effort was made to retain or re-use original material and to ensure the new addition for the kitchen was compatible with the historic character. The Block House Cafe more than doubled their business, adding four new employees. One of the most important impacts of the project is the boost in morale it has given this tiny community.

### Best New Building Project: KAOS Building (McMinnville)

The owners worked closely with the McMinnville Planning Department and the Historical Landmarks Committee on the design of a new building that would be compatible with the historic character of downtown. The \$3.6 million privately financed project is now home to two restaurants and a property development firm. Bob Emrick, one of the partners in KAOS, stated, "This town has always been good to me. I wanted to give something back to the community with a level of importance in caliber with what the area has become."

### Best Interior Renovation: The Natty Dresser (Albany)

The storefront that now houses The Natty Dresser was vacant for over five years and was in need of extensive renovation. Earlier attempts at rehabbing the space had left large holes in the plaster work, 4 layers of flooring over the original floors, a ceiling that was no longer properly supported, and the original 1890s cast iron columns buried in drywall. The business owners, Oscar and Tamalynne Hult, served as the project designers, financiers and promoters, and also did the lion share of the renovation work. When you step into the shop, you get the feeling that the Natty Dresser has been in business for generations.

### Best Downtown Beautification Project: Utility Box Bird Art (Klamath Falls)

The control boxes in downtown Klamath Falls were constant targets of tagging. When the tagging was repainted, sometimes the paint color matched and sometimes it didn't. The Downtown Association decided to beautify the boxes by celebrating the fact that Klamath Falls is in the middle of the Pacific bird flyway. After getting permission for the project and securing funding from the Audubon Society and the Klamath Community Foundation, the Downtown Association conducted research on the variety of birds found in the Klamath Basin and on what type of primer, paint, and varnish would be the best products for this application. The bird boxes have decreased tagging and have helped educate both locals and visitors about the birds in the area.

### Outstanding Partnership: Cycle Stop (Bandon)

The Greater Bandon Association, Port of Bandon, City of Bandon, and a local bicycle shop collaborated in the creation of a cycle stop in Old Town Bandon as part of a joint campaign to make Bandon more bicycle friendly. Each of the partners played major roles in this project. The Port of Bandon donated the land and helped secure grant funding, as well as providing an inmate work crew from the Oregon Department of Corrections. The Greater Bandon Association provided the design work and also assisted in securing grant funding. The City of Bandon provided site preparation and added the finishing touches with a street light for security and benches. South Coast Bicycles then got the word out to the cycling community in Oregon. In short, four local partners were assisted by two state agencies and one other funder to make this important addition to Bandon.

### Outstanding Fundraising: La Grande Main Street Downtown's Comprehensive Funding Campaign

Since its inception in 2008, La Grande Main Street Downtown has been supported by a \$25,000 grant from the URA. A new MOU challenged the organization to match this amount by 2016 to retain funding. To meet this challenge, the program re-tooled their membership program, increasing funding from \$7,000 to \$16,000. Business buy in through membership dues was just one piece of the puzzle. LGMSD realized they needed a major fundraiser for the organization. In 2014, LGMSD organized the Inaugural Eastern Oregon Beer Festival. Net profit for year one was just under \$5,000, while net profit for this year was over \$13,700. Through

creatively piecing together business driven membership, community driven fundraising events, and continued support from the City of La Grande, LGMSD is now able to meet their budget goals.

#### **Best Business Development Award: Astoria Downtown Historic District Association's NEDTalks**

NEDTalks – Novel Efforts Downtown - are the ADHDA's spin on the popular TedTalk series. The Business Development Committee works with all the Committee Chairs and downtown businesses to identify current issues or trends and then provides a forum for open dialogue and discussion. To increase the awareness and enhance the discussion, NEDTalks are free and open to the public and are available on their website.

#### **Best Business Recruitment Project: St. Helen's Business Plan Competition**

The Business Plan Competition grew from an idea heard about at a Main Street Conference as a way to fill vacancies in the district. SHEDCO secured financial support from three local financial institutions to provide \$20,000 in no interest loans and a \$5,000 grant to a local entrepreneur with the best business plan. Contestants submitted their business plan and then gave a presentation before the funders in a shark tank like setting. The funders selected the top entry leading to a business expanding into a former department store that was vacant for many years. The process was so well received that one of the other applicants ended up following through with plans to open their business as well.

#### **Best New Business: The Natty Dresser (Albany)**

When owners Oscar and Tamalynne Hult were looking to open a business, they knew a men's clothing shop was needed and would be a great addition to the Downtown business mix. The last menswear shop to operate in Albany closed in 1989. The Natty Dresser is a full service menswear shop, a haberdashery in the true sense of the word. With the addition of a new Bridal shop next-door (and another opening just down the street), there is now once again a Wedding cluster forming in Downtown. Brides can now get their dresses, tuxes, flowers, jewelry, spa services, and wedding venue details all within a few blocks in Downtown.

#### **Business of the Year: Red Cross Drug Store (La Grande)**

Red Cross Drug Store, currently owned by Bob & Sue Colter, has been in La Grande since 1895. While other independent pharmacies around the country have been going out of business, Red Cross has been growing and becoming increasingly successful year after year. This is a business that seems to do everything right. They attend national trainings to keep current on best practices, empower their employees to think outside the box, keep their visual merchandising creative and fresh, sweep and clean the public areas in front of their building, excel at customer service, and are active in civic affairs, including allowing their staff time to volunteer with local organizations.

#### **Best Special Event: Downtown Tigard SubUrban Art.**

The Tigard Downtown Alliance created the interactive SubUrban Art project to expand their Art Walk and to show the possibility of enhancing downtown through the arts. The event included commissioning five graffiti artists to participate in a day-long exhibition and adding a pop-up Art Gallery in a vacant storefront. The five artists each created two 8 X 8' foot panels where people could watch the creative process. The resulting urban art panels were placed around downtown and will be auctioned off to raise funds for another round of public art. Adding these components to the Art Walk increased the number of businesses hosting local artists and doubled the number of professional artists participating in the 2-week event.

#### **Best Marketing Project: The Dalles Main Street for their "Why Shop DT The Dalles" Video Series**

The "Why Shop Downtown The Dalles" video series was designed to showcase downtown businesses in short 2-3 minute video segments. The videos were filmed by volunteers using only a cellphone. Their current "editor in chief", Hanna Oliver, became involved as a student at the Columbia Gorge Community College where she was taking a Marketing class. Videos are reviewed and approved by the Marketing Committee before posting on YouTube, the Main Street website, and Facebook. The videos allow downtown businesses to show what

they have for sale as well as give a behind the scenes look at other work they may do in their backrooms or basements.

#### **Best Image Event: St Helens' Elf on the Shelf.**

Wanting to engage local residents in downtown, SHEDCO decided the best way to get people in the door was to get their kids in the door. They used the widely recognized Elf on the Shelf character in a treasure hunt activity through 20 local businesses. Score cards were distributed to local Elementary Schools and the hunt began. Families traveled from store to store – enjoying local shopping and time together. During the event, SHEDCO board members and volunteers mingled with the shoppers to help raise awareness about their mission and the benefit of shopping in your own back yard. 158 kids fully completed their scorecard. Some businesses reported they had over 250 new faces through their doors.

#### **Best Retail Event: Downtown Oregon City Association's Snowflake Raffle**

The Snowflake Raffle is a buy-local holiday seasonal campaign that fosters cross promotion among businesses, encourages larger purchase amounts, and allows businesses to advertise a promotion that doesn't impact their margin per sale. In addition to the direct promotional benefits, DOCA was able to glean valuable insights from raffle entries. Customers provided contact information and zip codes. By serializing entries, DOCA was able to determine crossover with other businesses and overall loyalty. After a month, nearly 11,000 entries were collected representing over \$275,000 in spending. Additionally, approximately 3,000 new leads were generated for downtown's marketing email list. If DOCA is able to encourage an average of \$25 more of spending per year for each email address, the total value of the email list is \$75,000 per year.

#### **Transforming Downtown Volunteer of the Year: Kendall Bell, Klamath Falls Downtown Association**

Over the past year Kendall served as the president of the Klamath Falls Downtown Association, and because the downtown Association doesn't have a manager, Kendall performs those functions as well. Kendall was able to secure funding support from the City, facilitated hosting two upper floor workshops which has led to the first new upper floor housing projects in years, assisted in downtown beautification projects and the monthly Third Thursdays events, as well as helping neighboring communities get started with their downtown revitalization efforts. Kendall has done all of this while managing her own downtown business "M'Bellish". Kendall's determination to make Klamath Falls a better place is inspirational and contagious. Because of her leadership, the Downtown Association has grown, and reinvigorated the whole community.

#### **Performing Main Street Volunteer of the Year: Dulcye Taylor, Astoria Downtown Historic District Association**

Dulcye Taylor has been involved in the Astoria Downtown Historic District Association as a board member since the fall of 2009 and president for the past few years. Dulcye was a critical player in rebuilding the organization to a point that it could once again support a full-time paid staff person. Dulcye's fingerprints can be found on countless programs, events, and efforts of ADHDA, including restoration of the organization's Performing Main Street status after a hiatus of more than 20 years; receiving accreditation as a National Main Street Program; and increasing the level of City funding. In less than six years, she has evolved from being a downtown business owner and periphery ADHDA participant to a true consensus builder and community leader. While Dulcye is a willing and able volunteer—the first to roll up her sleeves—her greatest strength lies in her ability to move significant changes forward.

#### **Main Street Manager of the Year: Jamie Stickel with Canby Main Street.**

Jamie Stickel has had a tremendous impact on the downtown program and the community at large in the past year. Between balancing committee agendas, event coordination, business development assistance, day-to-day challenges, and long-term planning she has steered the organization toward success. One of the most crucial, and sometimes one of the most challenging, tasks as a Main Street Manager is guiding committee direction and activity. Diverse personalities and motivations come together to form these committees. At times individual best intentions can be tugging in separate directions, and it takes a strong leader to pull

everyone together in a coordinated effort to make real progress. Jamie's insightful leadership, inclusive engagement, and boundless positive energy helped take Canby Main Street to the next level.

**Leadership Award: RARE AmeriCorps program, Community Services Center, University of Oregon**

The RARE/AmeriCorps program received the coveted Leadership Award for their outstanding efforts in recruiting and training future leaders...and for the outstanding impact their RARE participants have on the communities they serve. Saira Siddiqui, Alana Garner, and Matthew Klebes shared a poem about their experience as a RARE participant:

"This will be a journey," I said again  
As I left New York for Oregon

No idea of what was in store  
I just knew I was looking for more

The RARE program gave me an opportunity  
To grow and thrive in this new community

The people of La Grande took me in  
They trained and taught me – I grew thicker skin

Facilitating, leading, learning new skills,  
Constantly growing, every day – a thrill

Learning about budgets, event planning too  
Oh RARE AmeriCorps where would I be without  
you?

Now here we are the three of us stand  
Main Street Directors with "real" jobs in hand

Our careers move forward and I can say happily  
I am proud to be a part of this RARE family

Upon returning stateside  
Full of Peace Corps pride  
I soon found my next steps

From the wicked New Hampshire winter  
Oregon's famous gorge came hither  
My family established a home

The people of The Dalles took me in  
And yes indeed I grew thicker skin  
And together we found success

With my 30's in sight,  
We mitigate blight,

And I now run a nonprofit

Our main street has grown  
And has now shown  
It's benefit and ability for change

From events, parklets and facades  
Success was achieved by our task squads  
Made of volunteers who love this community

Now we host the state conference  
As I stand here amongst us  
Proud of us, proud of our main street

I remember what brought me here  
and I say with a cheer  
Strong thanks to the RARE program

From the east coast to the west coast,  
I could not help but boast

With an exciting new journey ahead,  
Not complete, without first losing my bed

I arrived in La Grande in the fall of '11  
Full of enthusiasm and anticipation – as if I were 7!

RARE opened the door  
For many adventures to explore

From NE Oregon to Astoria I went  
RARE, you were some of the best 2 years spent

We would be remiss to say.....  
RARE AmeriCorps,

you gave us our starts  
You will forever remain in our hearts

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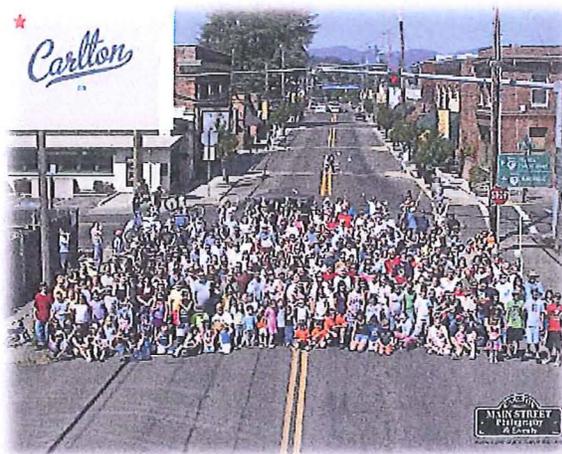
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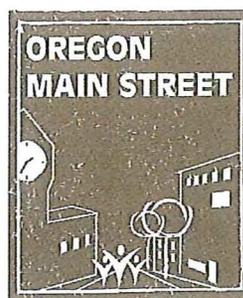


# OREGON MAIN STREET

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*Nature*  
HISTORY  
*Discovery*



[www.oregonheritage.org](http://www.oregonheritage.org)

## Northwest Art & Air Festival—Albany Parks & Recreation



### Program Description

NWAAF is free annual public event organized and delivered by the Albany Parks & Recreation Department. The Event is held at the end of August in Timber Linn Park over the weekend (Friday evening –Sunday afternoon). The event features arts and crafts sales, food and drink vendors, several musical performances, a car show, Young Eagles airplane flights at the Albany Airport, many family activities, a Nite Glow with hot air balloons, and of course hot air balloon flights each morning.

In addition to offering high-value entertainment to our own community, NWAAF draws about 35% of its attendance from outside Albany. Visitors leave with a favorable impression of Albany and a more complete knowledge of what city has to offer its guests.

### Expenditures/Revenues

- Proposed TLT funding is \$152,100
- Total expenditures are \$350,000. This doesn't include the cost of year-round staff to plan, organize, resource and deliver the event. Those costs are included in other programs.
- Total revenues through sponsorships, donations, sales etc. \$143,000
- In-kind services donated by local businesses amount to another \$120,000

### Metrics/ Intended Outcomes

- The event draws estimated 50,000-60,000 visitors each year. Visitor counts are produced by volunteer monitors placed at each entrance to the venue.
- In 2011 a visitor survey was conducted to gather expenditure/economic impact data related to the event. 50,000 attended that year: 98% reported they were satisfied or very satisfied with their experience; 38% of those surveyed were non-Albany residents; an estimated 3% of the total attendees stayed in local lodging; average daily expenditure by out-of-town visitors was \$146; total estimated economic impact exceeded \$3.5 million for 2011 festival
- Facebook outreach 22,500 touches per year
- \$11,000 advertising budget for NWAAF creates several hundred thousand impressions. Screen ads in movie theaters alone generate more than 180,000 impressions. (SEE ATTACHMENT 1)

Needs/Other Information

- Need to conduct a fresh exit survey/economic impact assessment about every 3 years. Has not been done due to cost: \$10,000.
- The amphitheater, pathways, electrical system and other facilities are more than 30 years old and in need of renovation. Cost estimate: TBD
- The parking lots are unpaved and not ADA compliant. Costs: \$1,000,000



## ATTACHMENT 1

### NWAAF Media Inclusions:

- Albany Democrat Herald {daily distribution of 17,199 in Linn County},
- Corvallis Gazette Times {daily distribution of 10,767 in Benton County},
- Eugene Weekly {37,435 circulation as of 6/2015},
- MOM Magazine – Willamette Valley {bi-monthly distribution of 10,000, viewership of 20,000-30,000},
- Salem Art Fair Program {33,000 direct mailed to local households and additional available at entrances},
- River Rhythms Program {4,500 pieces};

#### Radio ads

KRKT/KLOO Stations approx. 500 ads will feature entertainment content;

KGAL/KSHO Radio Stations approx. 500 ads will feature entertainment content

- Television ads (1574 ads were run in 2015).
- Comcast
  - Area covered Salem to Eugene
  - 1077 television commercials
  - TV impressions: 109,000; Online impressions: 68,750
  - TV Campaign reached 85.1% of cable households with a frequency of 3.6 times
  - Combined TV Online Campaign reached 91.5% of cable/Xfinity households with a frequency of 5.4 times (*This is awesome!! We look for 3.0+ frequency over the life of a campaign or multiple campaigns with a frequent advertiser*)
- KEZI 9
  - a. Over the air the signal reaches Medford to Portland
  - b. On satellite and cable, residents in Lane, Benton, Douglas, Coos, and Linn Counties
  - c. Approximately 350 ads reaching more than 1 million household

#### Included in all movie screen ads with logo

- (Albany, Corvallis, Bridgeport 18 (PDX), Clackamas, and Valley River Center (Eugene) Theaters {179,347 average monthly attendance at these 5 theaters/182,679 projected impressions for the NWAAF campaign/7,936 ad plays in these 5 theaters})

# Concerts help businesses strike gold

## Albany invests thousands in big-name shows

**KVLE ODEGARD**  
Mid-valley InBusiness

When Lynne Smith started working for the city of Albany 14 years ago, she never imagined that her job would occasionally require her to rub shoulders with rock stars.

But Albany has organized massive concerts in recent years, partly as a way to boost tourism, and Smith is one of the city's event program coordinators.

"It's very much all business," she said.

The musicians are too focused on putting on a great performance to schmooze very much, Smith added.

The rock stars are there for the job.

And they might not realize it, but that includes bringing in millions of dollars in economic impact and creating a sense of pride in the community, Albany officials said.

The city has \$665,000 budgeted this fiscal year for its performing arts series, which includes the Northwest Art & Air Festival, River Rhythms, Summer Sounds and the Children's Performing Arts Series.

That includes fees for all of the performers, which add up to roughly \$235,000 for 2015-16.

The Art & Air Festival, which has free admission, has become Alba-

ny's premier event in large part thanks to its Saturday concert, which regularly draws crowds of more than 20,000 people.

Overall, the three-day Art & Air Festival now attracts about 60,000 attendees a year, and that's up 50 percent from a decade ago. And according to a 2011 survey, the event had an economic impact of \$4 million.

Major artists can draw people to Albany not just from throughout the Willamette Valley, but from elsewhere in Oregon and neighboring states, said Katie Nooshazar, the city's recreation manager.

"People see Albany. They stay at the hotels. ... They see that Albany is a great town to visit and a great town to live in," Nooshazar said.

"People plan their summers around this," she added.

Leigha Thomas, director of sales for Holiday Inn & Comfort Suites in Albany, one of the Art & Air Festival sponsors, said that the event brings an increase in business, but it doesn't have as much impact as the Oregon Jamboree, the Bi-Mart Willamette Country Music Festival or Oregon State University football games, which can result in multiple night stays for visitors.

"The biggest boost for our busi-



Bret Michaels is the Saturday night performer at the Northwest Art & Air Festival this year, and city officials think he will draw a huge crowd.

ness is when things are happening at the Linn County Fair & Expo Center," such as horse and dog shows, Thomas added.

The Art & Air Festival results in a lot of day trips to Albany, said Dave Pappas, general manager for the Phoenix Inn in Albany, one of the event's sponsors.

"At times, depending on the artist, they can bring visitors in. Styx, a few years back, I think we had a good number of people that traveled from out of the area," Pappas added.

The economic impact of the Art & Air Festival goes far beyond the hotels, however, Pappas noted. "Even if they are coming for the day,

they are still eating in our restaurants, shopping here and getting gas," he said.

### A turning point

A turning point for the Art & Air Festival was 2011, when the city signed Joan Jett and the Blackhearts to perform. She drew about 24,000 fans. Officials expected 15,000 attendees, according to interviews that year.

"We had people standing in water to watch her," Nooshazar said. The stage at Timber-Linn Memorial Park, the site of the Art & Air Festival concert, stands in a lake.

The previous record for an Albany concert was more than 17,000

people for River Rhythms shows featuring the Dixie Chicks in 1998 and Sugarland in 2005.

Both groups were signed just before they broke big nationally, and the big attendance at those shows was something of an anomaly, not the norm, for the concert series.

Before 2011, the headlining acts at the Art & Air Festival were similar to the biggest acts at River Rhythms, with the Little River Band playing before 15,000 people in 2008, Creedence Clearwater Revisited performing before 17,000 in 2009, and America playing to a crowd of 10,000 in 2010. (The Little River Band is playing River Rhythms this summer.)

After 2011, however, the city has thought big with Art & Air Festival shows, and attracted higher-caliber artists such as Foreigner, Styx and more. And the crowds have consistently gone well over 20,000 attendees.

"Joan Jett made people realize there was a huge economic impact," Nooshazar said. "We knew that we were making a difference in how people thought about the community and whether people wanted to visit the community. We started getting calls throughout the Northwest."

Please see **CONCERT**, Page A6

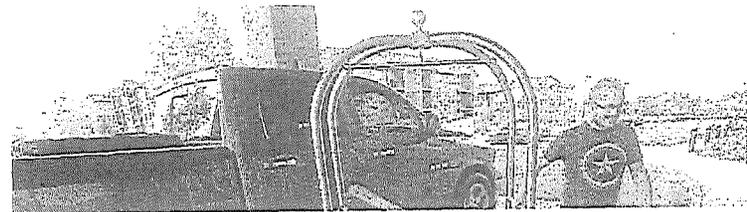
# Travel, tourism drive economic growth

**REBECCA BARRETT**  
for Mid-valley InBusiness

It's happy hour on a sunny spring afternoon in Lebanon, and people

travel scene, but overnight spending by out-of-state visitors is on the rise, and the mid-valley's hospitality industry is growing along with

"Oregonians are still a big part of the equation, and they are staying and vacationing here," said Linea Gasliano, director of global com-



Concert

From A5

Last year was a down year for the Saturday concert, with only 19,000 people there to see rock band Daughtry. But Smith said the lower-than-usual attendance wasn't due to the performer, but due to thick smoke in the air due to forest fires throughout the state.

Nooshazar said there were hundreds of positive calls about Daughtry before the concert, but then she heard from numerous people with asthma or other respiratory problems who were forced to cancel plans to attend.

The festival also took a hit when free Young Eagles plane flights from the Albany Municipal Airport were canceled that same day due to the lack of visibility. Pilots couldn't see through the smoke.

This year, Bret Michaels, the singer for glam rock band Poison and a rock and country-influenced solo artist, is

the Saturday performer at the Art & Air Festival.

"We always take a look at who's available, who is coming this direction, and the kind of things that will draw people to this area," Smith said.

People who attended Michaels' shows gave him outstanding reviews and he has a large following, she added.

"We've had really positive responses so far, not only from sponsors, but from the public," Smith said.

River Rhythms doesn't have an individual show as big as the Art & Air Festival, but the city still expects to draw 60,000 people this year between its five free shows at Monteith Riverpark, Nooshazar said.

And that concert series has grown substantially, as well.

"We used to think that 3,000 to 5,000 was a decent-sized crowd. ... Now, 5,000 is, 'What an easy night,'" Nooshazar said.

While the budget for the performing arts series this fiscal year is \$665,000, that

is partially offset by \$427,000 in expected revenue from vendor fees, event donations and more.

About \$240,000 in additional costs are avoided through in-kind donations and sponsorships, according to city figures.

Sponsors for the events have asked that the concerts remain free to the public as a way to give back to the community that has supported their businesses, Nooshazar said. And, of course, that helps draw the larger crowds.

After all, as a certain Oregon salesman used to say, free is a very good price.

"Artists get that this is something bigger than just a profit-making business," Nooshazar said. "What we're doing is building a community."

Kyle Odegard covers business for the Albany Democrat-Herald and the Corvallis Gazette-Times. He can be reached at kyle.odegard@lee.net, 541-812-6077 or via Twitter @KyleOdegard.

Mid-valley summer music

Here are some of the music festivals and series scheduled for this summer in Linn and Benton counties.

River Rhythms

This series runs on Thursdays starting on July 7 at Monteith Riverpark in downtown Albany. Concerts start at 7 p.m., with blanket seating in front of the

funk and R & B.

Linn County Fair

The fair runs from July 13-16 at the Linn County Fair & Expo Center, and all of the concerts start at 8:30 p.m. Cost: Free with fair admission, which is \$7 for adults. VIP seating is available for \$22. Info: www.linncountyfair.com.

July 13 - Cloverdayle, country;  
July 14 - Kellie Pickler, country;  
July 15 - Parmalee, country

to Aug. 6 at the Benton County Fairgrounds, and the concerts start at 7 p.m. each day. Cost: Free with fair admission, which is \$8 per day for adults or \$20 for a fair pass. Info: www.bentoncountyfair.net.

Aug. 3 - Carrie Cunningham and the Six Shooters open for Kurt Van Meter, country; Aug. 4 - The Olson Bros Band opens up for Confederate Railroad, country; Aug. 5 - The Randy Linder Band - Country



DAVID PATTON, MID-VALLEY INBUSINESS

Falls Inn in Lebanon is the mid-valley's newest hotel. Another hotel is under construction in downtown Lebanon.

List

Can you name the official Seven Wonders of Oregon? Designated by Travel Oregon, the state's tourism agency. Here they are:

- 1. Mount Hood
- 2. Oregon coast
- 3. Columbia River Gorge
- 4. Painted Hills, part of the John Day Fossil Beds
- 5. Mt. St. Helens
- 6. Astoria-Megler
- 7. The Rock
- 8. Wallowas, in Eastern Oregon
- 9. Crater Lake

On the cake

Hotel and recreation can generate some of the mid-valley's best draw to the area through conferences and events at State University. McDonald, partner in River Run, is a developer behind the courtyard by Marriott, a business travelers are a big audience for the hotel. Corvallis, with OSU, is a mini-regional convention center," McDonald

a time.

"We're hoping that we can help the community be more than a one-trick pony," McDonald said.

Nationally, revenue per available room, a calculation used by the hotel industry to measure performance, has increased for 71 months straight, a trend that's expected to continue. That's one factor River Run developers look at to determine when to build new properties. They opened Holiday Inn Express in Corvallis in 2001

## Trolley—Albany Parks & Recreation



### Program Description

The trolley is a replica early 20<sup>th</sup> century street car mounted on a 1981 motor home chassis. It started its service in Lincoln City as “Dolly the Trolley”, moving tourists around Lincoln City. Tom Peterson (yes that Tom Peterson) bought it and moved people around between his stores out “82<sup>nd</sup> way” in Portland. The AVA purchased it, brought it to Albany and operated it for a time. In 2008, the AVA asked the Parks and Recreation Department to assume responsibility for operations and scheduling of the trolley. Albany has a well-documented history of street cars.

TLT funds support the operation and maintenance of the trolley, including drivers for eligible events/tours, major repairs, fuel and other routine expenses.

### Expenditures/Revenues

Proposed TLT funding is \$19,100:

- Temp. Employees (drivers) \$7,800
- Contractual Services Drivers \$7,400
- Maintenance \$3,400
- Fuel \$1,000

### Metrics/ Intended Outcomes

While the trolley is occasionally rented out for private events and uses, TLT funds are used to provide drivers and cover operating costs for City-, AVA-, ADA-, and Expo Center-organized events.

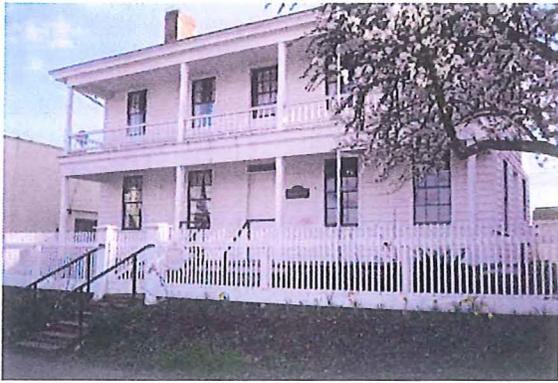
Last year, 16 AVA and ADA requested trips were provided. The trolley was also used in the Veterans Day Parade and similar events. There is capacity to provide more trips, if requested.

### Needs/Other Information

The trolley is expensive to operate and maintain. We would be better served by a new vehicle. Estimated price for a new trolley: \$110,000

Other Parks & Recreation Needs

- 1. Capital funding for park/facility renovation
  - a. Replace ball field lights at Timber Linn and Bryant parks \$ 750,000  
Reason: 35-year old lights are difficult to repair and maintain in safe condition. Fields host high number of multi-day tournaments each year, generating room nights and TLT revenue.
  - b. Pave Timber Linn parking lots, approx. 500 spaces \$1,000,000  
Reason: Improve tournament and festival visitor experience, ADA compliance. Would increase the capacity to host larger and more important tournaments
- 2. Replace trolley \$ 110,000



3-5 p.m. May 11 Presentation by Chet Houser, President of the Monteith Historical Society

**Business plan:**

The Monteith Historical Society, MHS, was established in the 1970's to restore and manage Albany's oldest house, which is owned by the city of Albany. The city received a small Federal grant and the MHS held numerous fundraisers and received donations to restore the house to its present condition. The grant required the house museum to be open to the public, which we do through a grant from the Albany Visitors Association, by hiring a summer docent who works four hours per day, Wed-Sat.

The Monteith Historical Society's mission is to provide a house museum of early Albany history, maintain the house and restore it to its original condition; to collect and display artifacts relevant to the pioneer period of Albany's development, and give the community and school children insight into pioneer life.

We could not do any of this without city funds we receive through the Parks and Recreation Dept., and the help AVA staff provides for various needs, such as scheduling and contracting with various tour groups and events, and coordination with other groups in the community. The AVA also funds our summer docent.

The MHS pays for all utilities except the fire alarm/ security system through fund raisers and donations. We recently purchased a new computer and software program to catalog our artifacts. We have a volunteer inputting that information, but it is a slow process and we would like to pay her to get the project done sooner as it is long overdue.

We presently use the Transient Room Tax for maintaining the House, but would like to be able to use monies for insurance, additional docent's time and to recover our recently acquired original Monteith furniture.

**Current programs - metrics and measurement, intended focus or outcome**

- 2015 docent contacts for the season (13 weeks, Wed-Sat): 639 visitors and 95 passports stamped.
- 2016 scheduled school visits:  
Oak Grove (90), Clover Ridge (100), Liberty (72): Total 262, which is typical for each school year. They are studying the Oregon Trail, what makes a "community" and government and our presentations support those objectives.

- Events:
  - 700 participants on the Christmas Parlour Tour,
  - 300 people for the Trolley of Terror and VIP experience,
  - 50 pioneer Christmas party and free rides (provided by AVA) after the Parade
  - 150 for Horse drawn Christmas caroling rides (First year. We will double dates in 2016),
  - 50 for the Oregon Birthday celebration.
  - Total: 1,250 for the various events.
- We also provide special tours by request – such as the Fellows in the Planning Dept., International Rotarians, the Oregon Tourism Commission, Boy Scout troops and Home schooled children. These tours provide year around opportunities to discuss our city’s history to visitors outside of the regular docent hours of operation. (Est. 75-100)

**Wish list – unfunded opportunities and benefits**

**Docent Requirements:**

- Extra Docent at Saturday Market exhibiting pioneer skills. Can’t staff it and the House at same time. (1/ month x 4 months x 5 Hrs/month x min. wage).
- Pay docent to record artifacts in new software. Need to document, photograph and record in Past Perfect Software data base. The AVA pays for the docent, so AVA funding support is needed so we can properly preserve the Monteith family story and what pioneer life was like in early Albany. (Est. 60 Hrs).
- Pay docent to staff house 2 days per week, year around. Fri/ Sat. (80 days x 4 Hrs/day).

Recover old furniture. Recently replaced 1870 era furniture from Monteith’s, Burkhardt’s and other pioneer families with Monteith furniture from 1854. -- Use **Tripp Foundation Grant**.

**In addition to these metrics, I’m certain they would welcome your thoughts and feedback as to the current policy, what’s working and, areas for improvement, or suggested changes.**

- Very happy with Parks and Recreation Dept. support. Expertize, oversight on contractors, minor repairs.
- Cannot do Home Tours and other major events like Christmas caroling, and city provided trolley and horse carriage rides without AVA help. Event Support: Contracting with vendors, Developing brochures, Advertising, Selling tickets, Use of AVA Conference Room, Coordinating Home Tours and Paying for Docent. Costs for the last three years is \$5601.84 year (not including fica, ss & taxes etc.)
- Major Concern: Volunteers. Having difficulty finding them to staff Monteith House events, coordinate the Home Tours, and home owners who will allow us to use their homes for the Home Tours.

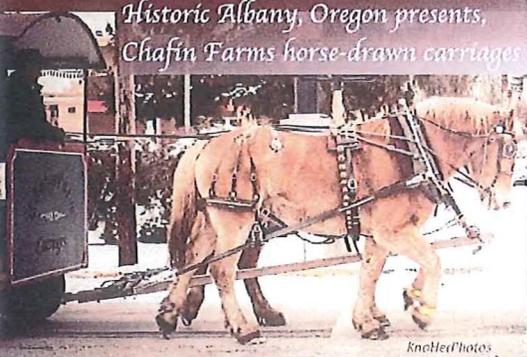
**Major Capital Expenditures. Funds Received from TLT and other accounts in last 3 years:**

2014	Installed new security/ fire alarm system	\$1,670
2014	Installed new roof and fixed front, hidden gutter	\$15,485
2014	Installed Heat Pump. Replaced dangerous Cadet Heaters.	\$13,144
2014	Repaired window, painted fence, installed Plexiglas	\$4,267
2015	Repaired chimney and re-pointed fireplaces	\$4,800
2016	Repaired front porch decking and repainted it	\$681
2016	Painted exterior of house. Repaired gutter system	\$9,200 +

+ Don’t have contractor cost to repair back gutter. Parks contracted to have it done for us.

*Remember in December, we'll see you on Sundays*

*Historic Albany, Oregon presents,  
Chafin Farms horse-drawn carriages*



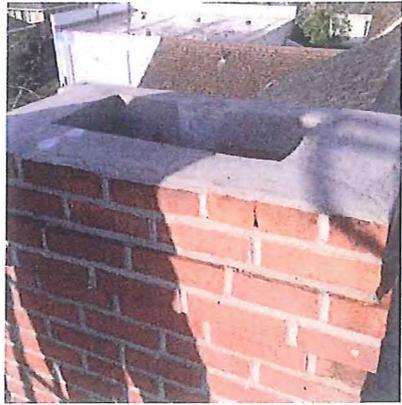
*Sunday, December 6, 3pm  
Children's Pioneer Christmas Party  
Downtown Tree Around Holiday Parade  
Community Tree Lighting (5pm)*

*Sunday, December 13, 2-7pm  
The 36th Annual  
Christmas Parlour Tour  
of historic homes, churches, museums,  
school & library. Entertainment, light  
refreshments, vintage trolley &  
horse-drawn wagon rides*

*December 20, by reservation  
Christmas Caroling  
by horse drawn wagon*

*Ring: (541) 928-0911  
Write: info@albanyvisitors.com  
Look: albanyvisitors.com  
Find: on Facebook at Albany  
Historic Interior Home Tour*

*All Proceeds are dedicated to the Monteth House Museum.*



From: Taylor, Stewart  
 Sent: Thursday, March 26, 2015 1:11 PM  
 To: Hodney, Ed  
 Subject: FW: Monteith House

- Fiscal year ends in June.
- Ask city if planned projects would fit in proposed budget.

From: Yeager, Jeanna  
 Sent: Friday, February 13, 2015 9:07 AM  
 To: Taylor, Stewart  
 Subject: RE: Monteith House

Hi, Stewart,

Here's the data. I have 5 full years, plus FY 2015 YTD. I added 217-10-2002-65113 Monteith House-Tripp, since it was related to Monteith. Please let me know if you want/need additional information.

	2010	2011	2012	2013	2014	2015
217-10-2002-42820 Oregon Community Foundation <i>Rev.</i>	-	1,351.00	2,330.00	2,466.00	-	2,496.76
217-10-2002-49072 Transfer In: Transient Room Tax	-	-	7,800.00	10,600.00	10,400.00	7,000.00
217-10-2002-65112 Monteith House	-	-	-	6,268.50	3,735.00	21,832.75
217-10-2002-65113 Monteith House-Tripp <i>SUP</i>	-	-	5,082.00	-	-	-
217-10-2002-90020 Reserve: Monteith House	-	-	-	2,081.08	-	-

Jeanna

From: Taylor, Stewart  
 Sent: Thursday, February 12, 2015 4:28 PM  
 To: Yeager, Jeanna  
 Subject: Monteith House

Jeanna,

Expenditure Status Report

City of Albany  
 07/01/2015 through 6/30/2016

217 Capital Replacement  
 10 Finance  
 2002 GF Facilities Maintenance Projects

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prc't Used</u>
65107 Fire: Solar Thermal Installation	0.00	0.00	0.00	0.00	0.00	0.00
65109 Fire Stn 12 Lighting Upgrade	0.00	0.00	0.00	0.00	0.00	0.00
65110 IT Server Room Sprinkler Modifications	0.00	0.00	0.00	0.00	0.00	0.00
65111 Main Library HVAC Retrofit	0.00	0.00	0.00	0.00	0.00	0.00
65112 Monteith House	30,000.00	5,836.80	5,836.80	39.00	24,124.20	19.59
65113 Montieth House - Tripp	0.00	0.00	0.00	0.00	0.00	0.00
65114 Fire Water Reclamation	0.00	0.00	0.00	0.00	0.00	0.00
65115 Library Elevator Renovation	0.00	0.00	0.00	0.00	0.00	0.00
65117 Station 11 Heat Pump	0.00	0.00	0.00	0.00	0.00	0.00
65120 Facilities Assessment	0.00	0.00	0.00	0.00	0.00	0.00
65123 Property Management	10,000.00	10,717.85	10,717.85	0.00	-717.85	107.18
65124 City Hall Security	0.00	2,856.00	2,856.00	0.00	-2,856.00	0.00
65125 Server Room HVAC	0.00	26,824.00	26,824.00	0.00	-26,824.00	0.00
65515 Maint: City Hall	0.00	0.00	0.00	0.00	0.00	0.00
70009 Police Building Remodel Project	0.00	0.00	0.00	0.00	0.00	0.00
70015 Carnegie Library Rehabilitation	0.00	0.00	0.00	0.00	0.00	0.00
70018 City Hall Fire/Smoke Alarm System	0.00	0.00	0.00	0.00	0.00	0.00
70035 Library Elevator Renovation	0.00	0.00	0.00	0.00	0.00	0.00
70036 Police Counter Remodel	0.00	0.00	0.00	0.00	0.00	0.00
74000 City Hall-M.Court Renovation	0.00	0.00	0.00	0.00	0.00	0.00
74002 Fire Station #11 Roof	0.00	0.00	0.00	0.00	0.00	0.00
74003 Fire Station #12 Roof	0.00	0.00	0.00	0.00	0.00	0.00
74004 Fire Station #14 Roof	0.00	0.00	0.00	0.00	0.00	0.00
74006 Station 13 Paint & Waterproofing	0.00	0.00	0.00	0.00	0.00	0.00
90008 Reserve: Building Replacement	0.00	0.00	0.00	0.00	0.00	0.00
90010 Reserve: Building Maintenance	68,200.00	0.00	0.00	0.00	68,200.00	0.00
90020 Reserve: Monteith House	28,300.00	0.00	0.00	0.00	28,300.00	0.00
90036 Reserve: Property Mgmt	21,700.00	0.00	0.00	0.00	21,700.00	0.00
Total Capital Replacement	158,200.00	53,199.89	53,199.89	39.00	104,961.11	33.65
<b>Grand Total</b>	<b>158,200.00</b>	<b>53,199.89</b>	<b>53,199.89</b>	<b>39.00</b>	<b>104,961.11</b>	<b>33.65</b>



The donor's intended use of the grant funds is described in the distribution letter you received. The Oregon Community Foundation requires an annual report on the use of designated grants to verify that funds were used as specified. This is a requirement of the IRS. The report is due March 1 for designated grants received in the previous calendar year.

If you receive more than one designated grant in a year, please complete a separate report for each. The information in your report is shared with OCF's board of directors, which must determine whether funds were used appropriately before it can authorize the next year's distribution. As we move gradually toward a more electronic system, we also hope to be able to share your accomplishments with our program staff and advised funds staff.

<b>You may download this form from <a href="http://www.oregoncf.org">www.oregoncf.org</a></b>			<b>Date:</b> 3-26-15
<b>Fund Name:</b>	Rodney W. and Martha G. Tripp Memorial Fund		
<b>Organization Name:</b>	City of Albany EIN 93-6002114		
<b>Contact Person / Title:</b>	Ed Hodney, Director of Parks and Recreation		
<b>Address:</b>	P.O. Box 490 Albany, OR 97321-0144		
<b>Phone:</b>	541-917-7769	<b>E-Mail:</b>	ed.hodney@cityofalbany.net
<b>Amount Received:</b>	\$2,496.76	<b>Date Received:</b>	July 2014
<b>Amount Used:</b>	\$2,496.76	<b>Grant # (see award letter)</b>	212657

<b>How were funds used this past year? (please check the one that best fits)</b>	
<input type="checkbox"/>	General operations
<input type="checkbox"/>	Special projects or research
<input type="checkbox"/>	Scholarships
<input checked="" type="checkbox"/>	Other (please describe): Repair and replacement projects

If completing this form electronically, please delete extra space in the boxes after entering your information.

<b>This is an annual distribution. If you have an accumulated balance or any carryover from this fund, what was that amount as of the end of December?</b>	None
<b>If you had an accumulated balance, please describe your plans for use of this balance.</b>	