

## Main Street Program - Implementation Plan

TRANSFORMATION STRATEGY	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC DEV
<p><b>Strategy:</b>  <b><u>Authentic Eclectic Experience</u></b>                      • “Authentic” relates to the history and heritage of Stayton as reflected in the people and downtown architecture.                      • “Eclectic” is represented in the unique businesses that can be found in downtown as well as the mix of old and new in the building stock.                      • “Experience” is the sense of discovery of finding something surprising and enticing when shopping, recreating, or relaxing downtown.</p> <p><b><u>Customers for this strategy:</u></b>                      • Existing and potential customers who reside in the immediate community or larger trade area.                      • Visitors as a secondary market.                      • Employees of local businesses who commute from out of town.</p> <p><b><u>Measurable Goals:</u></b>  <b>Organization:</b> Increase cooperation of partner organizations and enhance funding.  <b>Promotions:</b> Create opportunities to celebrate more (businesses, events, history).  <b>Design:</b> Create sense of discovery downtown by creating a family-friendly, clean, and inviting downtown.  <b>Economic Development:</b> Improve camaraderie between business owners and connect</p>	<p><b>Action:</b>  <b><u>Current Initiatives:</u></b>                      1. MS Refresh                      2. Membership Development</p> <p><b><u>Partnerships to enhance/develop:</u></b>                      1. Chamber of Commerce                      2. Brown House                      3. Pacific Power                      4. SCTC                      5. Kiwanis                      6. Schools (music/events, drama)                      7. Church Groups (New Hope New Life, Methodist)                      8. Hospital                      9. Industrial                      ➤ Why they would want to be involved: better communication between groups, community partner, community pride, growth, exposure, give back to the community</p> <p><b><u>New Initiatives:</u></b>                      1. Expand and enhance communications using a variety of tools: RDS Facebook, social media, radio, flyers, street banner, door to door, bulletin board (Covered Bridge Café, Parklet), Travel Salem, posters, Stayton Community Connections, Staytonevents.com, Email, Statesman Journal, Stayton Main, Santiam Shopper, Our Town, Canyon Weekly, Greeters, business features</p>	<p><b>Action:</b>  <b><u>Current Initiatives:</u></b>                      1. Ghost Tour &amp; Chocolate Walk                      2. Holiday Celebration                      3. Trick or Treat</p> <p><b><u>Partner Initiatives</u></b>                      1. Summerfest                      2. River Fusion 22</p> <p><b><u>New Initiatives:</u></b>                      1. Elf on the Shelf                      2. Movie tie-ins                      3. Market business clusters                      4. Our Town feature page                      5. Art Contest with Schools                      6. Stayton Under the Stars</p>	<p><b>Action:</b>  <b><u>Current Initiatives:</u></b>                      1. Parklet                      2. Park Plaza                      3. Wayfinding                      4. Garbage Cans                      5. Contact Property Owners with Grant Opportunities</p> <p><b><u>Partner Initiatives</u></b>                      1. Riverfront trails?</p> <p><b><u>New Initiatives:</u></b>                      1. Incorporate more art in the district. Types of art for the committee to consider are temporary projects like chalk art or rain art, medium term projects like floating fish and ducks anchored in the creek, bridge art/lights, mural contest, and longer term projects like bronze sculpture                      2. Interpreting history/heritage through historic plaques or storyboards, history app, or temporary displays in window                      3. Improve lighting. Activities for the committee to consider are tree lights, energy efficient window display lights so windows can “sell” after hours, recommending awning lights. Potential financial assistance through Energy Trust.</p> <p>Committee Members:</p>	<p><b>Action:</b>  <b><u>Current Initiatives:</u></b>                      1. Business After Hours</p> <p><b><u>Partners:</u></b>                      1. Tom Hogue, Economic Development, Marion County                      2. Erik Andersson, SEDCOR                      3. Alison McKenzie, Grow Santiam                      4. City Economic Development Director</p> <p><b><u>New Initiatives:</u></b>                      1. Business Assistance                      2. Promote Existing Businesses                      3. Business Start-up Package                      4. Incentives (low interest loan rates, SBA, Merit program, business plan competition like St Helens)                      5. Put Time Limits on Parking                      6. Building codes/change of use requirements – interpret so prospective tenants understand what are allowable uses; identify barriers that are driving businesses to locate elsewhere; have a conversation with the County</p>

<p>with resources.</p> <p><b><u>Why this strategy is a good fit:</u></b></p> <ul style="list-style-type: none"> <li>• Downtown already has a unique mix of eclectic cottage businesses such as the 9+ in The Grove and Not So Shabby as a key anchor.</li> <li>• Can easily accommodate and encourage participation of the many artists in the area who RDS expressed strong interest in connecting with downtown.</li> <li>• Sales gaps support expanded retail in multiple categories that enable downtown to fill niches in apparel, home goods, and gifts as it is already doing.</li> <li>• Would attract both local residents (in most the lifestyle groups) and visitors to the area.</li> <li>• Provides a nice umbrella statement for a variety of dining spots including food carts and daytime after 5 business hours.</li> <li>• Would be a strong marketing theme that reflects what downtown already is and the direction it is going.</li> <li>• Reflects the character of downtown's historic buildings and the stories of the eclectic characters who once lived and worked in Stayton.</li> </ul>	<ol style="list-style-type: none"> <li>2. Develop message(s) about why people should care about downtown: "heart of Stayton" –if the not healthy, the rest of the community is healthy, family friendly, awareness of improvements and new businesses so people will want to come downtown, historic- evolving history, community pride</li> <li>3. Develop Sustainable Funding. Ideas include farm to table, River Fusion 22, Picadilly Auction, Artist project w/auction, bingo, sponsors, grants, Brown House, individual/business supporters</li> <li>4. Volunteer Development. Ideas to consider: develop a list of needs and post on website and reach out to specific groups, have sign-up sheet at events like Summerfest and have specific tasks to sign up for like Chocolate Walk/Ghost Tour, Treelighting, Hearts work party, summer music</li> </ol> <p><b><u>Potential Committee Members:</u></b></p> <ol style="list-style-type: none"> <li>1. Farris</li> <li>2. Will Myers (building owner)</li> <li>3. Aaron Frichtl (building owner, Trish has #)</li> <li>4. Carmelle Bielenberg (Chamber)</li> <li>5. Greaves family</li> <li>6. Jerry Abud</li> <li>7. High Schools</li> </ol>		<ol style="list-style-type: none"> <li>1. Jeff Mexico, <a href="mailto:STARCINEMA@wvi.com">STARCINEMA@wvi.com</a></li> <li>2. Genny Abowd, <a href="mailto:genny@wvi.com">genny@wvi.com</a></li> </ol>	<p>Committee Members:</p> <ol style="list-style-type: none"> <li>1. Teri Mesa, <a href="mailto:terimesa@me.com">terimesa@me.com</a>, 503.507.7752</li> <li>2. Juli Bochsler, <a href="mailto:julibox@aol.com">julibox@aol.com</a>, 503.871.6764</li> <li>3. Douglas Richardson, <a href="mailto:northstarindustriesor@gmail.com">northstarindustriesor@gmail.com</a>, 503.339.6683, *seasonal</li> </ol>
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