

BUILD AN AWESOME REVITALIZATION TEAM!

OREGON MAIN STREET CONFERENCE

Register online at: <http://omsconference.eventbrite.com>

OCTOBER 7-9, 2015 • THE DALLES, OREGON

About the Conference: Get ready to be inspired! Make new connections and get new tools to keep your downtown vibrant and competitive in today's market. The 2015 Oregon Main Street Annual Conference will offer proven ideas and strategies for preservation-based revitalization that is relevant to rural, mid-sized, and urban communities. This conference is a great way to look at the "big picture" of downtown revitalization by discovering fresh ideas and learning numerous ways to turn your historic downtown or neighborhood commercial district into a bustling center of activity. Sessions cover a variety of topics for both beginners and those with experience. The format includes bus and walking tours, lectures, and networking time. Join us for this very special, one-of-a-kind conference!

Who Should Attend: Staff and volunteers of organizations focusing on downtown historic preservation and economic development, downtown business associations, chamber of commerce, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from



Our Host Community: The Dalles is one of Oregon's most historic cities and was known earlier in its history as the town at the end of the Oregon Trail. Downtown is a designated National Historic District and features many fantastic architectural treasures. Now undergoing a revival, downtown The Dalles is home to many unique stores and dining experiences. The Dalles Main Street has lined-up historic venues for breakout sessions, cast a colorful bunch of local characters to lead walking/driving tours, inspired the business community to roll out the red carpet, and much, much more!

Opening Plenary: Old St. Peter's Landmark provides a perfect backdrop for the Opening Plenary of the 2015 Oregon Main Street Conference. Built in 1897, and saved from demolition in 1971 this Gothic brick Landmark is owned by a non-profit. The opening includes a warm welcome by the host community, presentation of the coveted Excellence in Downtown Revitalization Awards, and an inspiring and provocative keynote address by nationally known revitalization consultant Donovan Rypkema, principal of PlaceEconomics, a Washington D.C.- based real estate and economic development consulting firm. "Main Street Right from the Start" is the title of his remarks, and no one knows Main Street communities better than Don. He has worked with the National Main Street Center since it was first established in 1980. His presentation will focus on the immeasurable impact that Main Street has had on downtown revitalization approaches and the importance of historic preservation in economic development strategies.

Questions? Contact:

Sheri Stuart, Oregon Main Street Coordinator

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www.oregonheritage.org

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Oregon Main Street is a program of Heritage Programs, Oregon Parks and Recreation Department



OREGON MAIN STREET ANNUAL CONFERENCE

DRAFT SCHEDULE

WEDNESDAY, OCTOBER 7

- 9:00-noon Preconference Workshops
- Saving Historic Oregon Theaters
 - Introduction to Main Street Approach®
- 1:30 p.m. Registration Opens— The Dalles Civic Auditorium, 323 E. 4th
- 3-5:00 p.m. Welcome and Opening Remarks – Old St. Peters Landmark, 405 Lincoln St.
- Keynote Address, “Main Street Right from the Start” by Donovan Rypkema, PlaceEconomics
 - “Excellence in Downtown Revitalization Awards”
- 5:30-7 p.m. Opening Reception – The Dalles Art Center, 220 E. 4th

THURSDAY, OCTOBER 8

- 8:00 a.m. Registration—The Dalles Civic Auditorium
- 8:30-10 a.m. • Rethinking Retail
- Creating Your Downtown Marketing Strategy
 - Through the Eyes of an Entrepreneur: Attracting & Retaining the Creative Class
- 10:30-noon • How to Talk to Property Owners
- Words that Wow: Exciting & Engaging Ways to Talk About Your Work
 - Street Fairs for Community & Profit
 - Walking Tour: Downtown Revitalization Successes
- 1:30-3 p.m. • The Rest of the Story: You’ve Done Branding, Now What?
- Inspiring Action Through Stories
 - Building Talk With Mick & Nick
 - Walking Tour: Downtown The Dalles History
- 3:30-5 p.m. • Art Panel
- From Zero to Hero: A Main Street Manager’s Story
 - 3 Easy Steps to Better Meetings
 - Bus Tour: Tour The Dalles In Style
- 5:30-7 p.m. Social Mixer - Sunshine Mills, 901 E. 2nd

FRIDAY, OCTOBER 9

- 8:00 a.m. Registration—The Dalles Civic Auditorium
- 8:30-10 a.m. • Top 10 things You Can Do to Help Local Businesses
- Refresh & Repeat: 10 Secrets to Keep Your Store New & Exciting
 - Boost Program Impact with a Matrix Map – Part 1
- 10:30-noon • Creating Economic Vitality: Organizing for Success!
- Should We or Shouldn’t We: The Pros & Cons of EIDs & BIDs
 - Boost Program Impact with a Matrix Map – Part 2

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Excellence in Downtown Revitalization

Awards: The Excellence in Downtown Revitalization Awards showcases the people, projects, and activities that represent the great achievements in downtown revitalization efforts this year.

Opening Reception: Join your counterparts from around the state for an early evening social gathering sponsored by the The Dalles Main Street and The Dalles Art Center at the historic Carnegie Library.

Social Mixer: Enjoy checking in with old friends and meeting new ones at the fantastic Sunshine Mills hosted by The Dalles Main Street and sponsored by Mid-Columbia Medical Center, Sunshine Mills, & Copa di Vino.

Walking Tours: Explore The Dalles’ downtown business district for ideas to bring home and implement in your own community. Participants will have an opportunity to take various walking tours offered during the conference. On-site registration for tours available at check-in.

Sponsors:

Mid-Columbia Medical Center
The Dalles Main Street Program
The City of The Dalles

Attire: Please dress comfortably. Casual or casual business attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Sign language interpreters and materials in alternate format are available. Please call Oregon Main Street at 503.986.0679 at least two weeks in advance to request special accommodations.

Lodging: There are many lodging options in the area. Special arrangements have been made with the following hotels – let them know you are with the Oregon Main Street Conference:

The Dalles Inn – 1.888.935.2378
112 W 2nd St *\$85 qn/\$89 double qn “main street”

Cousins Country Inn – 541.298.5161
2114 W 6th St *\$89 plus tax

Fairfield Inn & Suites – 541.769.0753
2014 W 7th St *\$112 plus tax/king or double qn
To make a reservation online go to www.fairfieldthedalles.com, enter dates of 10/7 & 10/8, choose special rates drop down, and enter one of the following codes:
omsomsa= queen/queen or omsombs= king

EXTRACURRICULAR ACTIVITIES

FRIDAY, OCTOBER 9

Main Street Uncorked Tastes of Downtown: The Dalles Main Street is hosting their signature fundraiser as the culmination of the conference activities. Uncorked will have all kinds of "tastes" from food, wine, and chocolate to culture and history. The historic Elks Building, which is currently undergoing renovation to become the National Neon Sign Museum, is the setting for this year's event. More information will be available soon.

SATURDAY/SUNDAY, OCTOBER 10-11, 2015, 9 A.M. TO 4 P.M.

Historic Wood Window Restoration Workshop. *Receive hands-on training in the restoration of historic wood-framed windows:*

- Learn how to restore wood-framed windows to working condition.
- Training will be in the Historic 1915 Odd Fellows Hall, using original windows for practice and instruction.
- Participants will get one (1) college credit from Clatsop Community College (additional CCC fee will be required) and/or sixteen (16) elective Continuing Education credits towards a Construction Contracting license. (CCB)
- Get on the list of approved contractors maintained by the State Historic Preservation Office.

Fee: \$80 (includes supplies).

Instructors: Lucien Swerdloff and Chris Gustafson

For additional information and application, contact Dawn Marie Hert, Senior Planner – [541-296-5481 ext. 1129](tel:541-296-5481) or dhert@ci.the-dalles.or.us.

OTHER FUN ACTIVITIES



The Columbia Gorge Discovery Center and Museum opened in 1997 as the official interpretive center of the Columbia River Gorge National Scenic Area. Its mission is to inspire appreciation and stewardship of the region through collection, interpretation, and preservation of cultural and natural history resources. Collections include over 40,000 items, with significant photograph collections and a large Native American basket collection representing tribal groups from throughout the Pacific Northwest. Live raptors education programs are presented daily. Exhibit focal points include the Ice Age and the role the Missoula Floods played in forming the Columbia Gorge, first peoples, Lewis & Clark and Oregon Trails, as well as regional development of agriculture, commerce, and transportation.



The Dalles Art Center & Gallery, located in the Historic 1910 Carnegie Library building, is a nonprofit community center for teaching and showing art. Featuring local art including cards, sculpture, paintings, ceramics and glass, The Dalles Art Center is constantly changing and updating to encourage community involvement. Our mission is to promote a love and knowledge of the arts within our community.



Fort Dalles Museum is housed in the former Surgeon's Quarters, the only remaining officer's quarters of the 1856 Fort Dalles military complex. One of Oregon's oldest history museums, it first opened its doors in 1905. A group of civic-minded pioneer women were instrumental in saving the building at the turn of the century. Take a tour of their unique collection of pioneer and military artifacts and antique wagons at one of the old west's most pivotal places in history.

The Fire Museum, located in one of the original fire bays at The Dalles City Hall, commemorates those who risked their lives to protect The Dalles and its citizens from the ravages of fire. Follow the history from 1859 with the organization of the Hook and Ladder Company No. 1, through the development of new technology that increased the safety and effectiveness of this high-risk profession. On display are the 1862 Jackson Engine Company hand pumper and 1879 Amoskeag Steam Fire Engine. Learn about the devastation caused by fires, as well as the perseverance of the local citizens to rebuild.

The Original 1859 Wasco County Courthouse – Visit the court room, sheriff's office, and jail cells of the largest county ever formed in the United States. Free admission.

