



Albany Downtown Association Bi-Annual Report:

January 1, 2019 – June 30, 2019

If it's happening in Downtown Albany, the Albany Downtown Association is likely a part of it! ADA was formed in 1982 and includes about 20 blocks of our historic downtown (Water to 4th and Calapooia to Baker). The goal of ADA is to help make Historic Downtown Albany a great place to eat, shop, play, live and visit!

ADA receives much of its funding through the City of Albany in two separate grants, an operational grant in the amount of \$48,700 (Fiscal year 2018-19) and a grant of \$50,900 (Fiscal year 2018-19) to run the city's Main Street Program. These funds come from City of Albany's Transient Lodging Tax (TLT). This report will focus on these two areas.

ADA also receives additional revenue through an ADA Membership program, a voluntary Economic Improvement District (EID) and administration of the ParkWise program.

- The ADA Membership program includes 121 area businesses and individuals called Friends of Downtown. Many members volunteer helping support our revitalization efforts. This is up 10% from last year (110 members).
- Through a strong effort by ADA and excellent administrative support from the City, the EID was renewed in June 2018 for another 5 years.
- The ParkWise program provides funding through management of leased parking spaces, parking permits and citations.

Our mission:

*“Promote the heart, vitality and uniqueness of Downtown Albany's
historic buildings and businesses”*

How does the Albany Downtown Association accomplish our mission?

Following the proven track record of the four point Main Street Approach, ADA staff and countless volunteers work together in the following areas:



ORGANIZATION:

The Organization Committee oversees the ADA budget and communications. This committee works to show property owners the value of ADA. This summer that resulted in the Economic Improvement District successfully renewing in June 2018 for another five years. They also prepared the 2019-20 ADA budget and work on fundraising events including Mixology Madness.

DESIGN:

The Design Committee works throughout the year to make Downtown Albany a favorite destination for locals and visitors. Some of the ways they accomplish this in winter and spring are: an annual Downtown Clean-up Day, the Downtown parklets, and our annual hanging basket program. It has been good to see visitors utilizing the pedestrian Wayfinding Signage. We look forward to the larger signs being installed later this year. Design also partners with the Landmarks Advisory Commission and Albany Visitors Association on activities for National Historic Preservation Month.

ECONOMIC VITALITY:

The Economic Vitality Committee champions our Revitalization Awards program, plans our business / building owner mixers, develops welcome packets for new Downtown businesses, and holds social media workshops and other workshops that we offer Downtown businesses. This spring, they sponsored low cost CPR training. This committee works with building owners to find tenants, help businesses with relocation and partner with City of Albany's Economic Development and Community Development departments on grant opportunities, location pre-planning and other business support.

PROMOTION:

The ADA spends a great deal of time planning and promoting events and activities that draw local residents and visitors from outside the area. The ultimate goal is to get people to come Downtown to spend time and money in our locally owned restaurants, retail shops and service businesses. Another important goal that the ADA works toward is to bring the Downtown together as a community to help cross promote and work together as a whole with the same common goal.



DOWNTOWN ALBANY

Operational Grant Expenditures

The majority of the ADA Operational Grant is devoted to maintaining the office and payroll expense.

The ADA is staffed by a full time Executive Director, Lise Grato (started April 2017), 34 hour per week Office Manager Debi Wahl (at the ADA over 20 years) and a 35 hour per week ParkWise officer, Robert Zuniga (8 years with ParkWise and nearly 10 years with ADA).



Payroll expenses for 100% of the ParkWise Officer, 50% of the Office Manager and 33.3% of the Executive Director come from the ParkWise

Program. After office expenses (rent, equipment, supplies), a portion of this grant is used for payroll expenses for the Executive Director and Office Manager.

Main Street Grant Expenditures

In 2019, The Albany Downtown Association was again certified as an Accredited Main Street Program. Albany is one of just nine Performing Main Street programs out of 77 Main Street communities / districts in Oregon. ADA is among 1,600 Main Street America



communities in 44 states across the country that follows the proven Main Street 4 Point Approach.

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization. Under the direction of Oregon Main Street, we have the guidance and support needed to keep improving our Downtown.

Local Main Street America programs are helping to improve local economies and enhance quality of life across the country.



What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and expertise provided by Coordinating Programs at the city, county, and state level, and leadership and direction from the National Main Street Center (NMSC).

Main Street America is also a special mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.

Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the non-profit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation.

Without the Main Street Grant, none of the following events, programs or activities could continue. Here is a snap shot of some of the great things we do with this funding for our Historic Downtown Albany.

TREE LIGHTING ON 1ST AVENUE: The Design Committee installs lighting on the trees along 1st Avenue in October each year. It continues to add a festive atmosphere throughout winter and spring months that is missed when they are removed in May. The lights bring a significant positive impact for drivers and pedestrians heading down 1st Avenue in the evening and makes a dark time of the year feel more alive.



The additional lights we purchased fall of 2017 were added this year to some little trees along the new Streetscape on 2nd Ave. The new lights made a nice impact during the 2018 Downtown Twice Around Christmas Parade.

ALBANY TAPS AND CAPS: In March, Albany Taps and Caps returned for a second year in Downtown. On March 2, over 200 beer enthusiasts visited our five breweries and tap houses - Growler Garage & Tap House, 3 Sheets Brewery & Tap Room, No Rails Ale House, Deluxe Brewing and Calapooia Brewery. The first 65 participants were given a commemorative growler. Adding the Trolley was a big hit making it easy to get to Calapooia & Deluxe. The event was hosted by ADA in partnership with **Furniture Share** as a fundraiser for their Beds for Kids program. This year we double in participants from the inaugural event and raise over \$4,300 and just in 5 hours. That is enough funds to provide 72 children with a bed. We plan to hold the event again next year.



MIXOLOGY MADNESS: On March 16th, ADA hosted Downtown's one of a kind cocktail party, Mixology Madness. It was a fantastic event. We had a sellout crowd to sample the creative drinks, tasty food and wonderful décor.

Attendees tasted a wonderful assortment of creative cocktails by our local mixologists from area restaurants. The "sparkle shot" was a big hit again this year as was the silent auction as well as continuing at 2018's beautiful venue, Sybaris Bistro.

The drink competition was tough with so many wonderful classics and innovative recipes. Judges were tasked with selecting winners from 9 submissions.

Organized by ADA's Organization Committee, Mixology Madness is ADA's major fundraiser for the year. The event was well attended and will be a "don't miss event" for years to come!



RESTAURANT WEEK: We held our 4rd Annual **Restaurant Week** during the week of April 22-28. Participation continues to grow with the success of this event. In 2019, there were 20 Downtown restaurants (with Novak's closed). That is up 40% from the 14 in 2018 and 12 in 2017). Each restaurant offered three \$10 specials, for breakfast, lunch and/or dinner. It was hugely popular and an even bigger success than in previous years.

We advertised this event via T, radio, Facebook and Instagram. Restaurants reported the event was highly successful and that they saw many new customers during this week.



FLOWER BASKET PROGRAM: With the Streetscape completed, the Design Committee continued our annual hanging basket program in 2019. This year we ordered 113 hanging baskets from Bauman's Farm & Garden, a 4th generation family farm in Gervais and a supplier to Tom's Garden Center. (Tom's Garden Center closed this spring).

Our baskets are even larger, fuller than last year. We have two watering attendants, Tawna Racine and Linda Forbes, who rotate duties to water daily and fertilize the baskets weekly along with watering the 25 baskets that the City purchased. They spend approximately 6 hours EVERYDAY watering the baskets from May to September (twice a day when temperatures exceed 88-degrees).

We purchased four EarthPlanter self-watering hanging planters for the 2019 season. They will allow us to water every 2-3 days. The test baskets are positioned in different types of locations in Downtown and are working out very well. They save time, water, fertilizer and avoid watering bikes in racks under planters. Also, they will allow us maintain our normal once a day watering cycle even in hot weather. *(See photos below*



Merchants were inspired by the beautiful baskets and again increased the number of potted plants and flowers by their doorways. Our watering team provides complementary daily watering service to members.

The small pickup truck we purchased last June with the help of Dick Mulligan and Brian Holmes at M&M Auto Sales continues to serve us well.

PARKLETS: In Fall 2018, the ADA's Design Committee made two attempts to take down the Parklets and were rained out both times. We noticed people were continuing to enjoy the parklets between the rainy days. The decision was made to keep the two Downtown Parklets out year-round. Throughout the winter and spring, the Parklets were enjoyed by many people who took time to play a game of checkers or chess. We see families and individuals enjoying their lunch, musicians and more using the space. The Design committee continues to explore options for another Parklet or other enticing street side amenities on the new Broadalbin Streetscape area.



The Broadalbin Parklet is located between 1st and 2nd Avenues. It features tables, additional seating, checker boards and plants. The First Avenue Parklet is located in front of the "Wells Fargo" parking lot.

DOWNTOWN CLEANUP:

In April, a group of ADA volunteers and board members joined forces for our Annual Downtown Spring Clean Up. We pulled weeds, cleaned signs and picked up trash. We brought back the sparkle of the Downtown area.



Highlights of other ADA Downtown Activities from January through June:

Family Tree Relief Nursery-Diaper Drive

April is Child Abuse Prevention Month and the ADA and Family Tree Relief Nursery partnered together for a Downtown Diaper Drive. In 2019, 18 Downtown locations (up from 15 in 2018) held the drive in their businesses, collecting diapers, wipes and money. Lots of diapers were collected and donated to the Family Tree Relief Nursery who then gave it to families in need of diapers. Statistically when a high risk family is low on diapers (maybe only having 1-2 diapers to use during the day) the child who soils their diaper is a recipient of abuse. The stress of not having the basic needs for the child, can result in abuse. We at the ADA felt strongly about supporting the drive. Family Tree Relief nursery was happy with the donations they received. We will continue this event in 2020.



PROCESSION OF THE SPECIES:

Every year we partner with Albany Parks and Recreation to celebrate Earth Day. This year the event was held on April 22nd. The participants dress up, play musical instruments and walk in a parade of species. After they return to 4th street, there were Earth Day information booths, activities, face painting, giveaways, and Claudia the giant Chinook salmon! They also shopped at the Albany Farmers Market, do crafts or sing and dance. It is a great way to celebrate Earth Day.



NATIONAL HISTORIC PRESERVATION MONTH: In May, ADA partners each year with The Natty Dresser to help residents and visitors celebrate by participating in a fun scavenger hunt! From May 1-31, participants stroll along the streets of Downtown Albany looking for historic architectural features pictured on an entry flyer then submit their entry for a chance to win a fun prize. We also partnered with other Downtown preservation events including the popular Tweed Ride on May 11th.



On May 3rd, we were hosts to the **Rotary's Wine Walk**. Hundreds of wine enthusiasts strolled on 1st Avenue enjoying samples of wine and shopping in Downtown businesses.



Some of our annual events such as, Crazy Daze, Movies at Monteith, Downtown Halloween, Shop Small Saturday, the Downtown Twice Around Parade and Community Tree Lighting, and the Free Holiday Movie, take all year long to plan. The Executive Director also spends time partnering with other non-profits on upcoming events that are not ADA events such as Antiques in the Streets & Classic Car Show, Greater Albany Rotary's Craft Brew Smackdown, and the Boys and Girls Club of Albany's Mid-Valley Brewfest.

SUPPORTING OUR NEIGHBORS

The Albany Downtown Association and Sybaris Restaurant took the lead in helping organize an Employee Relief Fundraiser for Novak's Restaurant. Funds were raised through a dinner, silent auction and donations dropped off at the ADA office. We also provided a temporary space for the Novak family to set up their payroll and credit card equipment.

The public support was amazing. It is wonderful to live and work in such a caring supportive community. The restaurant is set to reopen in later summer 2019.



ALBANY DOWNTOWN

The Albany Downtown Association takes great pride in the work that we do for the community, the businesses and the visitors that come to Downtown Albany. We care about the look and the vibrancy of the Downtown, and know that we couldn't do what we do without the support of the City Operational Grant and the Main Street Grant.



Any questions or comments are welcome and greatly appreciated. Lise Grato, Executive Director, can be reached at director@albanydowntown.com or 541-928-2469.