

Albany Downtown Association Bi-Annual Report:

July 1 – December 31, 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 \$46,300 (Fiscal year 2019-20) and a grant of \$48,400 (Fiscal year 2019-20) to run the Downtown's Main Street Program. These funds come from the 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 130 area businesses and individuals called Friends of Downtown. Many members volunteer helping support our revitalization efforts.
- 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 the 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 hard 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 and positions us for successfully Economic Improvement District (EID) renewals every five years. They also prepared the 2019-20 ADA budget and plan our annual fundraising cocktail event, 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 summer and fall are the Downtown parklets, our annual hanging basket program, downtown Snowflakes and holiday decor. Design also partners with Weyerhaeuser, Ram Trucking, Pacific Power and the City of Albany on the annual Downtown Christmas Tree.

ECONOMIC VITALITY:

The Economic Vitality Committee champions our Downtown Revitalization Awards, plans our business and building owner mixers, develops welcome packets for new Downtown businesses, and holds social media workshops and other workshops that we offer Downtown businesses. This committee works with building owners to find tenants, helps businesses with relocation and partners with the 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 encourage folks 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 a common goal of revitalization.



DOWNTOWN **ALBANY**

Operational Grant Expenditures

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

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 21 years) and a 35 hour per week ParkWise officer, Robert Zuniga (9 years with ParkWise and nearly 11 years with ADA).



The ParkWise Program funds payroll expenses for 100% of the ParkWise Officer, 50% of the Office Manager and 33.3% of the Executive Director.

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

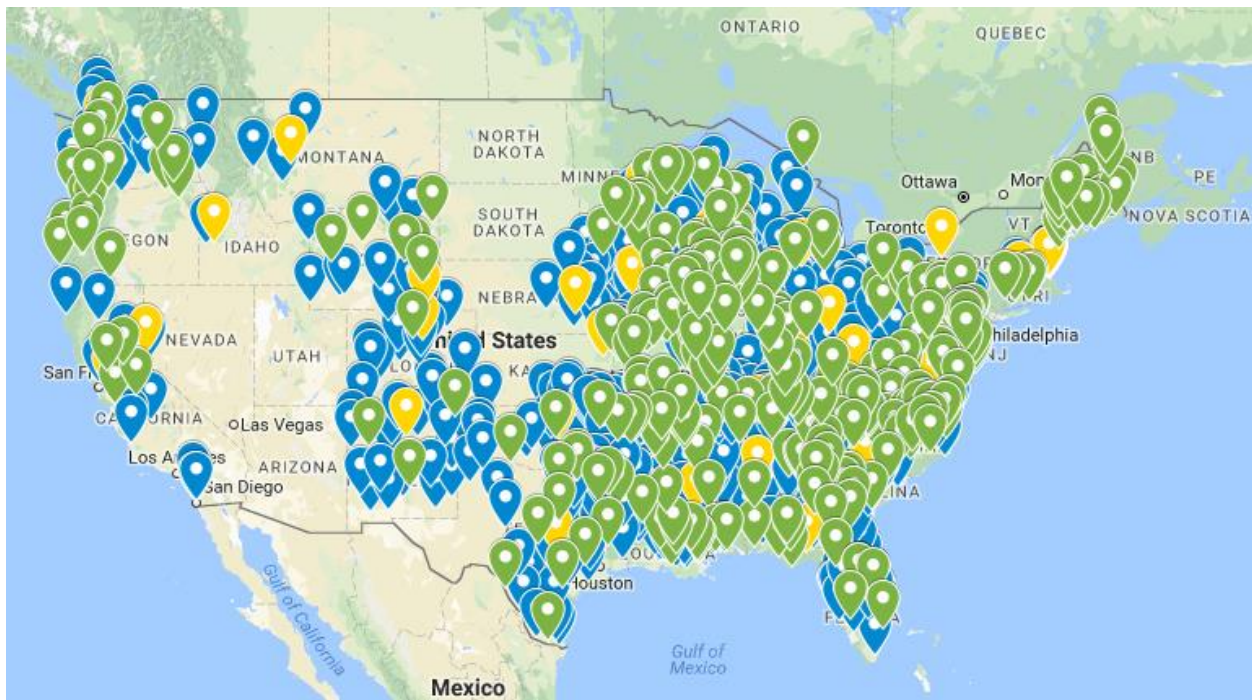
Main Street Grant Expenditures

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 revitalize downtowns, improve local economies and enhance the quality of life across the country.



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 snapshot of some of the great things we do with this funding for our Historic Downtown Albany.

From July to December we planned, executed and partnered on a lot of activities:



DOWNTOWN STREETS TREES LIGHT: To highlight the charm of Downtown, for years the Design Committee has added Downtown Street Tree Lights on First Avenue. In 2019, we expanded the program to include 2nd Avenue and sections of Lyon and Ellsworth Streets. We were able to do this through the implementation of a new Adopt a Block program. Downtown businesses “adopted” a block or two and installed the lights. The tree lights were illuminated the first week of November and stay lit through early spring.

DOWNTOWN AMERICAN FLAG PROGRAM: Again in 2019, we partnered with the local Scout troops to have nearly 100 American flags displayed along our Downtown streets on ten holidays. With the new display opportunity the Streetscape provides, our coverage reached corners along the length of Lyon and Ellsworth as well and as on First, Second and Third Avenues in the heart of Downtown. With the Scout expansion to girl's troops, a new Troop joined the rotation to commemorate national holidays in 2019.



DOWNTOWN PARKLETS: Our Parklets continue to bring enjoyment as locals and visitors throughout the four seasons. One parklet is placed on First Avenue by the Old Wells Fargo parking lot and the other is on Broadalbin. They are very popular with people of all ages who take time to relax and play a game of checkers. We see families and individuals enjoying their lunch, musicians striking a cord and others using the space to catch up on a favorite book. In 2018, we found that the parklets were continuing to bring enjoyment into the fall and decided to test leaving them out over the winter. That change to provide a year-round space was evaluated by the Design Committee and determined to be successful and will continue. Refinishing is planned for summer 2020.

SUMMER FLOWER BASKET PROGRAM: In 2019, the Summer Flower Basket Program continued past Labor Day so visitors attending Antiques in the Street and Classic Car Show could enjoy them. Our Design Committee was very pleased with the quality and look of the hanging baskets from Bauman's Farm & Garden, a 4th generation family farm in Gervais and a supplier to Tom's Garden Center. (Tom's closed in spring 2019).

Our baskets were even larger, fuller than last year. Our two watering attendants, Tawna Racine and Linda Forbes, rotated duties to water daily and fertilize the baskets weekly

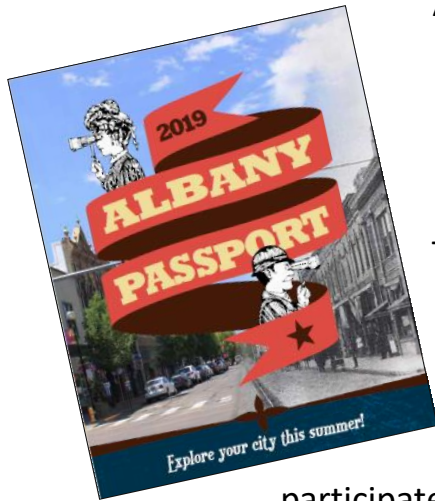
along with watering the 25 baskets that the City purchased for City Hall. Downtown businesses were inspired by the beautiful baskets increasing the number of potted plants and flowers by their doorways. Our watering team provided complimentary daily watering service to members. With an abundance of plants and flowers Downtown, watering shifts increased to about 6 hours EVERYDAY (twice a day when temperatures exceed 88-degrees). Wanting to encourage even more Downtown beautification while managing costs, we worked on a way to streamline the process for 2020.

The four self-watering hanging planters we purchased from EarthPlanter tested successfully. They allow our team to water those planters every 2-3 days. The test baskets were positioned in different types of locations in Downtown (windy, heavy traffic, sunny, partial shade). Bauman farms also tested this brand in Summer 2019.

For Summer 2020, we plan to move exclusively to the self-watering units. We proved they saved time, water, fertilizer and helped avoid watering bicycles in bikes racks under the hanging planters. Using a split route, the planters will allow us to reduce daily hours to approximately 4 hours a day and to maintain our normal once-a-day watering cycle even in hot weather. *(See photos below)*



ALBANY SUMMER PASSPORT After a break, the Albany Summer Passport returned in 2019. The program is a partnership between the City of Albany, Albany Visitors Association, Monteith Historical Society, Albany Regional Museum and Albany Downtown Association. In 2019, the project was supported in part by a grant from the Oregon Heritage Commission, Oregon Parks and Recreation department and the Oregon Cultural Trust.



This ever-popular program brought families to locations all over Albany as they gathered stamps in their passport. The kick-off at Fire Station 11 as well as 16 other participates were located in Downtown.

The Summer Passport program is free to participants and ran through the summer ending with a wrap-up party at Albany's Historic Airport in mid-August.



CRAZY DAZE: Crazy Daze is Downtown Albany's oldest event. Originally called Bargain Days in 1898, the name was changed to Crazy Daze after WWII. This year the popular annual event was held July 11th-13th on our Downtown sidewalks. This event draws thousands of shoppers to our local merchants. In 2019, we added Friday night music by Rebel Radio Mobile DJ and a Saturday kid's area with magic and games to the fun. Happy shoppers filled the sidewalks and rang registers.



SUMMER CLEANUP DAY: Our Design Committee spent a morning taking on mid-Summer weeds and cleaning up along 1st and 2nd Avenues. The team also picked up garbage from parking lots and 1st Avenue.

MOVIES AT MONTEITH: Movies at Monteith kicked off our four Friday season on Friday, July 19. Movies at Monteith stayed “local” in 2019 with food options from First Burger, Casetta di Pasta, Little Wuesten Café, The Pix Theater, and the Scouts. Both attendees and restaurateurs continue to be happy with this change that was made in 2017.

For an added tie-in to Downtown merchants, attendees were invited to bring receipts from Downtown businesses or restaurants to enter a drawing for \$40 in gift cards to local businesses.



Our 2019 movies were all anniversary movies: Up - 10th Anniversary; Ghost Busters - 35th Anniversary; Mary Poppins - 55th Anniversary and Wizard of Oz - 80th Anniversary. The popular hula-hoop and new “flossing” contests were held each night.

Without the partnership of the City of Albany Parks and Recreation, this event couldn’t happen. This event continues to offer a free, fun evening for local families and visitors in Downtown Albany. Our attendance was estimated at over 3500. Another great year!



FIRST FRIDAY: In September 2018, Downtown businesses participated in a special First Friday as part of Gallery Calapooia's 5th anniversary celebration. That partnership has continued monthly ever since with businesses staying open until 8 pm. A group called "1st Friday in Historic Downtown Albany" now champions the event with a different theme and marketing sponsor each month. In December, ADA sponsored 1st Friday and there was a fun "ugly or not" Christmas sweater selfie contest to draw attendance. For more holiday fun, we invited folks to step aboard the Albany Trolley and join the WAHS Rythmics for caroling as they rode around Downtown. Guests also enjoyed outdoor holiday music by Rebel Radio Mobile DJ as they strolled the sidewalks. Stores invited visitors to enjoy live music, sample beverages and nibble on snacks as they shopped.

2019 participating businesses typically included: Albany Regional Museum, The Natty Dresser, Bridget's Place, Urban Ag Supply, Cronies Antiques, Eclectic Zebra, Sniffany's Pet Boutique and The Country Roost. Many Downtown restaurants offer First Friday food and drink specials. Sweet Red Bistro has a monthly, late-night "Sweet-easy" event.

ANTIQUES IN THE STREETS AND CLASSIC CAR SHOW: On September 7th, we partnered with the Albany Antique Mall to help promote and support their Antiques in the Streets and Classic Car Show. This event brings many people to the downtown to shop for antiques and gaze at the array of cars. Attendees spend their dollars at local eateries.



Also, that day was the first-ever **Albany Downtown Dapper**. Attendees dressed in style from whatever era they liked.

There was lots of activity Downtown that day to keep visitors busy with food, shopping, opportunities for photos and fun plus historic trolley tours and an ice cream social!

ALBANY DOWNTOWN REVITALIZATION AWARDS: In 2017, we started the Albany Downtown Business Awards honoring three businesses: The Albany Pix Theatre, Business of the Year; Eclectic Zebra, New Business of the Year; and The Historic Carousel & Museum, Best Special Project.

In 2018, we expanded our recognition to eight awards. Those winners were The Natty Dresser, Business of the Year; Downtown Waffle, New Business of the Year; 3 Sheets Brewery & Taproom, Best Interior Renovation; AK Carpets, Best Facade over \$7500; Christina Knowles, Board Member of the Year; Downtown Welcome Brochure, Best Economic Vitality Project; Fortmiller Building, Best Historic Preservation Project; and Albany Fire Station #11, Best New Building.

This year, we continued the tradition. On September 16, sixty Albany Downtown Association members and local dignitaries gathered at St. John's Lodge in the Masonic Building to learn the winners of the 2019 ADA Excellence in Downtown Revitalization Awards.

The 2019 winners were:

- Business of the Year - Albany Civic Theater
- New Business of the Year - Margin Coffee
- Best Upstairs Renovation - 206 1/2 Historic Hotel
- Best Historic Preservation Project - Century Building
- Best Downtown Event - Downtown Trick-or-Treat Facebook Costume Contest

All five Albany Downtown Association awards winners were submitted to Oregon Main Street for consideration for the OMS 2019 Excellence in Downtown Revitalization Awards. We are extremely proud of all the award nominees and winners.



Xtreme Graphix was presented with a special award, Member Partner of the Year. Xtreme Graphix was in the top three nominated for Business of the Year but was ineligible as their business location is outside of the official Oregon Main Street District.

OMS EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS: Downtown Albany was well represented at the Oregon Main Street Excellence in Downtown Revitalization Awards in 2019.

The statewide awards were presented at the Coliseum Theater on October 2 during Oregon Main Street's annual conference in Tillamook.

And our 2019 statewide winners were...

- New Business of the Year - Margin Coffee
- Best Upstairs Renovation - 206 1/2 Historic Hotel
- Special Non-Profit Recognition - Albany Civic Theater



CRAFT BREW SMACKDOWN: On September 20th, we partnered with Greater Albany Rotary on the Craft Brew Smackdown. Albany Downtown Association worked with 16 Downtown businesses to be locations for the event as well as ADA participating as a host location. Visitors enjoyed sampling regional craft brews, ciders, wines and spirits plus tasty appetizers while visiting downtown businesses on a nice fall evening. It was a very successful event for bringing people to the downtown area in 2019.

MID-VALLEY BREWFEST: Albany Downtown Association partnered with the Boys and Girls Club of Albany at the 11th Annual Mid-Valley Brewfest held Friday and Saturday, October 25-26 in Downtown Albany. There were 30 brews and ciders available for tasting this year. The location at Two River Market worked well in 2018 and was used again in 2019. Attendees enjoyed that the tent was right in the middle of Downtown.

Back this year was local food from Downtown restaurants with and expanded selection including First Burger, Toki Teriyaki, N'Reener's, Little Wuesten Café and Honeybrine Market Store (formerly The Warehouse) plus Krakelen Wood Fired Pizza.

HALLOWEEN TRICK OR TREATING AND COSTUME CONTEST: Hundreds of families came downtown on a beautiful fall Saturday to wander the sidewalks for ADA's annual Downtown Trick-or-Treating on October 26. Some 50 Downtown merchants handed out goodies to over 2000 Albany kids in fun, scary, cute and creative costumes. Soroptimists gave away hundreds of books.

In 2019, ADA again partnered with Xtreme Graphix to hold an online costume contest. We set up two photo stations and voting was held on the ADA's Facebook page. This year we added a "13+" and a "group" category for families, friends, teams, co-workers, etc. It was very popular. There were 325 entries in this year's contest

We awarded 1st place and runner up prizes again this year. The winners were announced on the ADA's Facebook page and website on Halloween.



DOWNTOWN UNWRAPPED AND HOLIDAY OPEN HOUSE: November 7th- 10th, Downtown Unwrapped and Holiday Open House kicked off the holiday season. Participating businesses wrapped their windows earlier that week to be “unwrapped” at a 5 pm unveiling their holiday window displays. The public voted at the participating businesses to determine who had the best window.

Hundreds of shoppers strolled the sidewalks during Downtown Unwrapped. This year’s windows were amazing and the competition was very tight



Shoppers cast a total of 661 votes for 16 decorated windows (up from 330 votes and 13 entries in 2018). This year’s top spot went to The Natty Dresser, owned by Oscar and Tamalynne Hult, with 129 votes. In second place was Tin Roof Boutique, last year’s winner, with 125 votes. Throughout the evening, Christmas Storybook Land’s Mrs. Claus and elves handed out candy canes.

VETERANS UNIFORM DISPLAYS: November 5th-12th, Downtown Albany continued our wonderful annual tradition of sharing our history by displaying Veteran’s Uniforms.

Eighteen business hosted Veterans Uniform Displays during Veterans Day parade week in 2019. This event is very popular with our merchants, locals and visitors. The uniforms are sponsored by individual members. A VFW group from Salem delivers the uniforms, sets them up and picks up.

Each uniform comes with information on the serviceman or servicewomen who wore it. This snapshot of history gives us all an opportunity to pay respect not only to the uniform but to the person who wore it.



SMALL BUSINESS SATURDAY: On November 30th, the ADA once again participated in the American Express Small Business Saturday. Participating merchants each had a special



or discount in their business. In 2019, we continued to include restaurants with a Dine Small message. Participating businesses were provided with decorations, signs and Shop Small canvas shopping bags and other giveaways provided by American Express as well as participant flyers from ADA. Many stores reported good sales contributing to a strong holiday season.

DOWNTOWN TWICE AROUND PARADE AND COMMUNITY TREE LIGHTING CEREMONY:

On December 1st, the 20th Annual Downtown Twice Around Christmas Parade and Community Tree Lighting was bigger and better than ever.

The night was crisp and cool and the smidge of mist held off until the very end. Attendance was the largest ever. The entries were top-notch with vehicles, animals, and lots of costumed participants young and old.

Live and fanciful animals highlighted the parade. The OSU Equestrian Team made their first parade appearance while Caesar, The No Drama Llama, was back for his second year. Faith, Albany Carousel's 12-foot plush giraffe, and Albany Farmers Market's chicken mascot brought smiles to parade-goers. Charming, historically costumed characters, vintage cars, firetrucks and horse-drawn wagons set a reminiscent tone of early days in Historic Albany. With 35 entries, there was something for everyone.

The new star shone brightly atop the 50-foot community tree as thousands gathered to celebrate the season. There were carols by the South Albany High School choir and free horse-drawn wagon rides. This is what makes our community the great place that it is. Small town events that bring us together for a safe, free, family-friendly evening.



BUSINESS SUPPORT:

- **Downtown Newsletter** has evolved to highlight more downtown events and includes business education and Main Street best practices articles. We have a monthly “Meet the Neighbors” feature that introduces readers to a different Downtown business each month. The article is also featured on the ADA website news blog and Facebook. The newsletter hardcopy circulation has increased and is now available for visitors at the carousel, City Hall and Albany Visitors Association as well as at ADA. Electronic subscriptions also continue to grow.
- We continue our partnership with the City of Albany Police Department and helping keep our downtown safe. We continue to utilize a private Facebook page, **Albany Downtown Business Watch**, to help businesses discuss issues or incidents that might have occurred in their business. This is a great asset to the Downtown. We also help promote events like Coffee with a Cop.

VOLUNTEERS: We are very fortunate to have such amazing volunteers. Our many activities and events couldn't be possible without our volunteers putting in countless hours volunteering in the sun, heat, rain and cold.

Here are some of the great friends, family and community volunteers who help make things happen at the ADA:

- More than a dozen dedicated volunteers helped take down the hanging baskets at the end of the season.
- Setting up the movie screen takes about a dozen people to set up. Usually in very hot weather on a Friday afternoon.
- Our volunteer Santa brings smiles during his visits downtown for the Downtown Twice Around Christmas Parade and Community Tree Lighting.



COMMUNITY PARTNERS: We are very thankful for our partnerships with so many local businesses, other non-profits and the City of Albany.

We appreciate the City's help in hanging the Albany Downtown Association's ever-popular snowflakes throughout the downtown each year.



To get the Community Christmas Tree delivered and set up it takes a lot of partners and coordination. Weyerhaeuser donates the tree, Ram Trucking deliveries it for free and Pacific Power sets it up and tethers the tree to make it secure. Then, Albany Public Works adds our lights and decorations so that on a crisp Sunday night in December, we can light it for all of Albany to come Downtown and enjoy!



DOWNTOWN ALBANY

In 2018, the completion of the Streetscape was a major accomplishment and key in the revitalization of the downtown. Visitors passing through Albany heading to Corvallis or back from the Coast now see how the trees have grown and the great improvements along Lyon and Ellsworth. The Albany Downtown Association works very hard to make sure the on-going transformation of the Downtown Albany stays on track so that the new businesses that are opening have the opportunity to succeed.

So that the beautification of Downtown stays a priority, all of this is done with very little staff and a lot of volunteers. We at the ADA are passionate about the historic beauty and economic development of our unique downtown and will continue to strive to make Downtown Albany a favorite destination in the Willamette Valley.

The Albany Downtown Association takes great pride in the work that we do for the community, the businesses, the residents 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 Operations Grant and 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.