



State of the Street

December 2012 Downtown Update

MSOC Inc. 2013 Board of Directors

President
Paul Culp

Vice President
Tim Tofte

Treasurer
Mike Gavaza

Secretary
Barbara Orton

**Board
Members**
Sue Stein
Carol Pauli
Jared Justice

Director
Lloyd Purdy

**Outreach &
Promotions**
Ethan Erickson

The nonprofit
MSOC
builds partnership
focused on
downtown
Oregon City
to help guide
revitalization
efforts focused on
our 166 year-old
downtown.

Friends of Downtown Oregon City,

As the 2013 President of the Board for Main Street Oregon City Inc. I have the honor of closing out the year with a year-end wrap-up letter. Incidentally, I was not responsible for any of the great things that happened this year in downtown Oregon City, but as the 2013 President of the Board I'd like to take this opportunity to share those successes with you.

First off, I speak for the MSOC Inc. Board when I say it is an honor to be partnering with so many organizations and individuals who contributed their time and resources toward our mission to revitalize our historic downtown. For instance, the State of Oregon, and ODOT were instrumental in funding the recent physical improvements to downtown which we are all enjoying. The City of Oregon City, along with the help of METRO, and Clackamas County made significant improvements to our infrastructure which deserves a big round of applause.



*Celebrating downtown at the
corner of 7th and Main.*

MSOC Inc. partners with more than just big organizations with fancy acronyms. We rely on volunteers from the private sector, as well. We've partnered with business owners, local arts organizations, and community groups to create programs and projects that activate the downtown streetscape and welcome visitors back into downtown Oregon City. Taking care of our downtown takes a village, so to speak, so a very special thanks goes out to the hardworking, dedicated volunteers who convert their passion into action and make a difference for us all. The effectiveness of these partnerships is clearly illustrated in the very real and very visible changes we have experienced in 2012. The following would not be possible without the hard work and dedication of our partners.

This year, the 22 month restoration of the Oregon City Arch Bridge was completed - restoring access for **14,000 vehicles a day** into downtown.

More than **\$2.5 million** in funding for street and streetscape improvements were completed in the core; funded by the State and FHWA, through competitive grants written in part by MSOC Inc. We are working with the City to find funding for continued improvements from 10th to 15th Streets.

This year we saw our **46th new businesses open** downtown and this year at least five entrepreneurs expanded the size of their business or employment base. Downtown Oregon City has seen two new businesses open for every closure – even during a recession and bridge closure.

More than **\$70,000 in funding** from grants has been raised for public art to beautify downtown Oregon City. MSOC Inc. is also beginning work on a **\$250,000 federally funded** project to enhance the Municipal Elevator through an art initiative using projected light as the creative medium.

As a partner advocating for revitalization and adaptive reuse, MSOC has helped attract more than **\$500,000 in grants** for building improvement to help improve the tenability of downtown property.

Every individual and organization who dedicated their time, resources, and energy toward enacting these changes has written themselves into the 166 year long history of Oregon City. You are literally writing history with your actions. What an amazing concept! On behalf of myself and the MSOC Board of Directors we look forward to making history with you in 2013.

Sincerely,
Paul Culp
2013 MSOC Inc. President of the Board

Welcome Downtown: What's Working, What's Next

In 2012, MSOC Inc. set ambitious goals for the year (listed below). We are beginning another round of goal setting with a longer-term horizon. Building upon four years of success and the changes we've seen culminate in 2012 we expect downtown Oregon City will continue to evolve into a modern marketplace that supports residential, retail, restaurants, entrepreneurs and creative professionals.

2012 Goals and Progress toward success:

- ✓ Two new restaurants. (Achieved.)
- ✓ Two new retail businesses. (Surpassed with 3 in 2012.)
- ✓ Two new office/professional tenants. (Surpassed with 5 in 2012.)
- ✓ Elevator external improvements. (In progress completion in 2013.)
- ✓ An activated streetscape (Always in progress.)
- ✓ Introduction of residential capacity. (Concepts in development.)
- ✗ A new build project initiated downtown. (Longer-term goal.)
- ✓ One building restoration/rehab. (Surpassed goal with 2 projects in 2012.)



Downtown view from McLoughlin Promenade.

So what's next for downtown Oregon City in 2013 and beyond? More new businesses, residential development downtown, a rail road quiet zone, streetscape improvements in the north end of downtown, more building renovation and adaptive reuse?

If you have an idea about how to improve downtown Oregon City and who we should partner with to achieve success downtown please share it with us. You can contact Lloyd Purdy, Director of MSOC Inc. at downtownpurdy@gmail.com or via phone at 503.522.1564.



Before and after photos of the Weinhard/Busch Building across from the County Courthouse in Downtown Oregon City underwent internal and external changes begun in fall of 2012 and scheduled for completion in early 2013.

Something's Different Downtown

Over the last four years, property owners have invested more than \$1 million per year on average in downtown property.

The photos to the left showcase the recent transformation of the Weinhard/Busch Building. Construction was done by F&F Structures of Oregon City.

Other buildings where property owners have made major investments to transform their buildings - inside and out - over the last four years include: the Caulfield Building at 723 Main, 818 Main, 820 Main, 814 Main, The Harding Building at 509 Main, and the Territorial Building at 524 Main.

2013 MSOC Inc.

Board of Directors

*Nonprofit Downtown Revitalization
Program Welcomes the 2013
Volunteer Board of Directors.*

MSOC is a volunteer led non-profit focused on revitalizing historic downtown Oregon City. Over the last four years, this public-private partnership has helped our 167 year-old downtown begin to evolve into a modern marketplace.

Main Street Oregon City is led by a volunteer board of directors that represent a range of downtown stakeholders. Downtown property owners, business owners, community members and representatives from key stakeholder groups like the City of Oregon City, the Chamber of Commerce and downtown's largest employment base – the legal community – are all represented by a volunteer board member.

The 2013 Executive Board for MSOC Inc. includes President of the Board Paul Culp, owner of *SuperGenius Animation Studios* at 818 Main Street; Vice President of the Board, Tim Tofte property owner at 514 Main Street; Secretary of the Board Barbara Orton, a property owner and co-owner of *Commstructure Consulting* at 811 Rail Road Avenue; and Treasurer of the Board Mike Gavaza, owner of *MJ Gavaza CPA* at 216 7th Street.

The 2013 Board of Directors for MSOC is further rounded out by: Sue Stein a liaison to the *Oregon City Chamber of Commerce*, Carol Pauli a liaison to the *City of Oregon City* and Jarred Justice a liaison to a large employment base downtown – the legal community that uses the County Courthouse.

Over the last four years, the non-profit MSOC has built partnerships in the public and private sectors to attract more than **\$2.9 million** in funding for downtown revitalization into Oregon City. MSOC has also partnered with the City of Oregon City to pursue funding for continued streetscape improvements in the north end of downtown Oregon

“The board of directors for MSOC are a true leadership group,” said Lloyd Purdy, Director of MSOC Inc. “These volunteers have taken on the burden of leadership and are willing to serve as champions for downtown revitalization.”

City. The result of this partnership building and revitalization focused work includes the addition of more than **46 new businesses and entrepreneurs**

in downtown Oregon City, and on average over **\$1 million** a year in investment in downtown buildings and property.

The MSOC Inc. Board meets on the second Tuesday of the month at Noon typically in a conference room at 900 Main Street.

New Employee Prepares for New Year in Downtown Oregon City.

The non-profit MSOC hires Ethan Erickson to fill new community coordinator position downtown.

Using funds generated from fundraising and contributions from stakeholders, the nonprofit Main Street Oregon City hired Ethan Erickson to fill a new staff position with MSOC Inc. - the nonprofit tasked with revitalizing historic downtown Oregon City.

As MSOC's Community Coordinator, Ethan will work with downtown business owners and other area partners to develop programs and projects that showcase the unique assets and character of downtown Oregon

City. According to Director, Lloyd Purdy, Ethan rose to the top of the candidate search as one of 40 applicants from around the country who applied for this position.

“I’m looking forward to the opportunities in downtown Oregon City,” said Ethan Erickson, Community Coordinator for MSOC Inc. “This downtown has a great story to tell and I’m ready to help share that story with residents and visitors.”

Ethan grew up in Portland as a fourth generation Oregonian. He studied Human Communications at Southern Oregon University, and focused his graduate work on Nonprofit Management and Community Planning at the University of Oregon. Ethan has six years of professional experience working around the State.

Communication, collaboration, creativity,

and place making are all areas of expertise Ethan looks forward to working on with downtown stakeholders and partners in the community.

“Ethan adds a very helpful skill set to our operation,” said Lloyd Purdy, Director of the nonprofit Main Street Oregon City. “He has experience gathering the right people to the table in order to make good projects happen.”

Mr. Erickson will use his expertise to build partnerships between downtown stakeholders and with other organizations around Oregon City.

His work will focus on promoting this 166 year old downtown as a modern marketplace - which it has become over the last four years with more than 46 new businesses and millions of dollars in infrastructure and property improvement.

Ethan Erickson can be reached via email at ethan.downtownoc@gmail.com or via phone at 971-202-1606.



About the non-profit Main Street Oregon City Inc.

Main Street Oregon City Inc. (MSOC) is a Nationally and State accredited downtown revitalization program working to make the 167 year-old downtown marketplace in Oregon City a better place to live work and visit.

MSOC MISSION

Main Street Oregon City is a locally funded 501c3 nonprofit volunteer-led public benefit corporation. As the stakeholder-stewards of Downtown Oregon City, we work together as facilitators, coordinators, and together with partners as a catalyst to generate a positive downtown image, preserve historic and cultural landmarks, and stimulate economic vitality and investment in our downtown and in Oregon City.

MSOC VISION

We see Downtown Oregon City is a **thriving and vibrant mix** of economically viable and unique businesses, activities, restaurants and housing that attracts local residents and visitors and that entices future residents and businesses to relocate into the area. As the heart and soul of our historic community, downtown connects us with each other, to our rich heritage as the first city of the Oregon Territory and to the larger metropolitan area.

Main Street Oregon City Inc. follows a 4-point approach to downtown revitalization:

Economic Development - Support programs that use the unique characteristics of the downtown marketplace to attract entrepreneurs, small business owners, investors, and developers while sustaining and growing our existing mix of business. This includes working to add *residential components* to the downtown marketplace, assisting property owners in the improvement of their property and attracting an appropriate mix of commerce.

Promotion - Support programs that use the unique and authentic identity, heritage, culture and sense of place to brand and promote Downtown Oregon City to consumers and investors. This includes special events, publicity, advertising and communication activities that speak to downtown stakeholders.

Design and Beautify - Support programs that preserve and enhance the buildings, landmarks, and public space in Downtown Oregon City. This includes developing partnerships and plans that improve buildings, public space, access, parking, aesthetics, and an appropriate business/housing mix in Downtown Oregon City.

Organization and Capacity Building - Build partnerships to increase the participation of volunteers, stakeholders, and the public in working to create a balanced economic, physical and social infrastructure in Downtown Oregon City.

Here's a short list of Downtown Successes over the last four years in which MSOC Inc. has played a leadership role:

- Established a \$24,000 downtown sign fund to help promote downtown businesses.
- Helped author grants to fund more than \$2.5 million in streetscape improvement.
- Created three new events to draw visitors downtown (First Friday Art Walks, First City Celebration, Downtown Car Show).
- Welcomed 46 new businesses downtown since 2009.
- Advocated for the restoration of retail friendly 2-way traffic to Main Street Oregon City.
- Established a \$10,000 light up downtown program for facade/storefront lighting.
- Installed over \$70,000 in public art projects downtown. (Example to right.)
- Survived a two year closure of the Arch Bridge.
- Supported More than \$1.2 million in building improvement each year for the last three years.
- Developed a \$50,000 business recruitment campaign using the award winning Blue Collar Creative initiative.
- Authored and leading a \$100,000 National Endowment for the Arts grant funded project to celebrate a local icon – the Municipal Elevator in downtown Oregon City.



In 2012, grant funding through the efforts of MSOC helped add public art to the downtown streetscape - like the *Willamette Compass* at the County Courthouse. This artwork serves as a bench for commuters as well as art.