

*Downtown Oregon City
has a story to tell....*

DOWNTOWN

2019 Annual Report





More than just a collection of buildings, downtown Oregon City is made up of a group of people who radically stay. The average American moves 12 times in their life, often citing employment or lower cost of living as the driving factors for their moves. Most of us instinctively understand that cost of living, employment prospects, and income potential are only part of the story. The fact is, to most of us, place matters more than a paycheck.

Making downtown Oregon City a place people want to be is the focus of our organization. The group of dedicated volunteers, business owners, board members, and financial supporters who champion our historic downtown district recognize that this place matters. Not only because of the incredible stories and lives that have taken place in these buildings, but because this traditional gathering place can be where community is built. The work of creating a city where people want to live, work, shop, eat, and play can only happen when people choose to radically stay and engage. When the decision is made to stay and continue to make things better by pitching in and putting in the time, we all win.

In 2019, a year of massive transition, this work looked like 20 big events, maintaining street tree lights, hundreds of hours of picking up trash, keeping the streets clean, making improvements to the Oregon City Municipal Elevator and lots more. It took time, energy, and money to do all of these things and we're proud of the work that we have accomplished and how it contributes to the economic development and stability of our town. But there is always more to be done. It's placemaking, not placemade. We are never finished. We have a list of projects for 2020 that seems daunting when looked at in its entirety, but through our collaborative community of business owners, property owners, volunteers, government officials, preservation experts, and visionaries, we will continue to make this a place that people want to stay.

We invite you to join us as we continue the hard work of staying and engaging.

With Gratitude,
Liz Hannum
Executive Director

Our Mission

DOCA cultivates community and commerce in Oregon City's historic downtown.

2019 Board of Directors

CHAIR - Zach Stokes, ZCS Engineering

VICE CHAIR - Mike Mitchell, Community Member

TREASURER - Craig Morrow, Oregon City Brewing Co.

SECRETARY - Brian Slack, Community Member

Gene Gligorea, Arch Bridge Taphouse

Andy Spicer, Community Member

Kelli Upkes, Harcourts Real Estate

Liz Hannum, Executive Director

Carrie Crook, Visitor Services & Operations Manager

Non-voting

Denyse McGriff, City of Oregon City

Victoria Meinig, Chamber of Commerce

Who we are

A Great American Main Street

The Downtown Oregon City Association is nationally accredited by Main Street America™ and was awarded the prestigious Great American Main Street Award in 2018.



Main Street provides a vehicle for downtown businesses to connect, cooperate, and prosper.

Social Media

7,987

followers

Facebook

84,000 post
engagements

2,342

followers

Instagram

8,700 post likes

52,800

Web Traffic

30,500
unique visitors

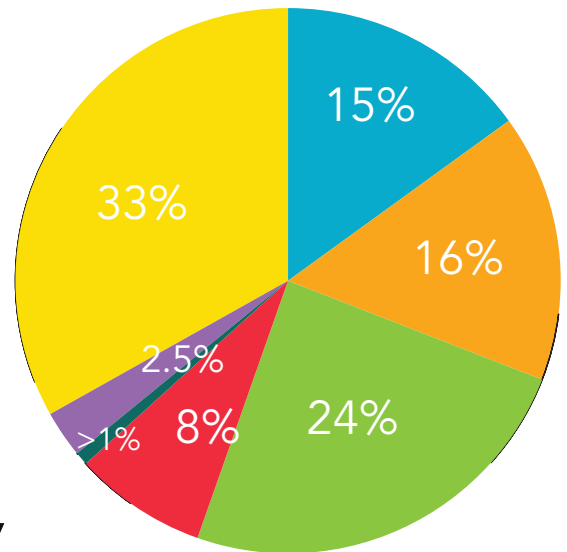
2019 Financials

Income

Government	\$60,000
Grants	\$65,203
Events	\$97,382
Sponsorship	\$32,000
Friendship	\$3,273
Merchandise	\$10,389
Elevator	\$132,000

Total

\$400,247

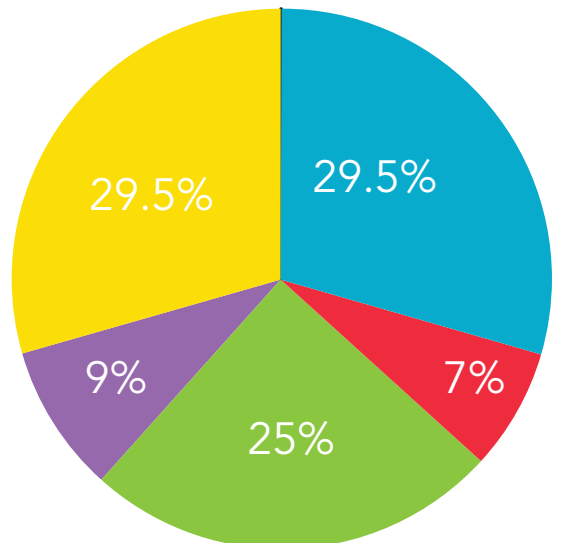


Expenses

Administration	\$118,561
Advertising	\$28,901
Events	\$100,597
Clean Team	\$35,558
Elevator	\$117,403

Total

\$401,247



WHAT WE DO

- ✓ **ADVOCACY** - Ensuring downtown is a priority
- ✓ **MARKETING** - Putting downtown on the map
- ✓ **REAL ESTATE** - Building places & redeveloping spaces
- ✓ **BUSINESS** - Empowering small businesses & entrepreneurs
- ✓ **COMMUNICATIONS** - Delivering news & updates
- ✓ **PLACEMAKING** - Creating a sensory experience of downtown
- ✓ **PARTNERSHIPS** - Establishing critical stakeholder relationships
- ✓ **EVENTS** - Hosting signature events & collaborations

MAIN STREET'S 4-POINT APPROACH 2019 ACCOMPLISHMENTS

Economic Vitality

- 175th Anniversary Commemorative Art Print Seek & Find
- Holiday Bingo Unwrapped
- Pedestrian Counter Data
- Bulk Discount days - Fire extinguishers/paper shredding

Promotion

Events:

- First City Celebration
- Oregon Trail Game 5k
- Summer Daze
- Trick or Treat on Main Street
- Tree Lighting Ceremony

Retail/Business Generation Focus:

- Spirits Walk (Spring)
- Wine Walk (Spring)
- Wine & Cider Walk (Fall)
- Spirits Walk (Winter)
- Halloween Pub Crawl and Flash Mob
- Welcome to Downtown Packets for Grand Cove Residents

Brand/Image Building for the District:

- Women's History Month Highlight of Women-Owned Businesses
- Hosted Travel Oregon Road Rally
- Elevator Operations and Contract Renewal
- Social Media Highlights of downtown businesses

Design

- Street Tree Light Maintenance
- Clean Team Associate
- Found and advocated for restoration of the original Elevator Sign
- Park(ing) Day
- Pedestrian Safety Project at 10th and 99E & Main
- Historic Tours of the Elevator and Promenade
- Dog Poop Bag Dispenser Pilot
- Secured funding for facade renovation of Coin Corner

Continuing into 2020

- Courthouse Redevelopment Task Force
- Public Restroom Development
- Hometown Heroes Plaques
- Elevator Interpretive Signage
- Shared Parking After Hours

Organization

- Oregon City Pride Merchandise
- Coffee Connections
- Monthly Newsletter
- Sponsorship Sales
- Partnership with the City of Oregon City through an Memorandum of Understanding



Fall Wine & Cider Walk



Oregon Trail Game 5k



First City Celebration

average spend
per person

\$20

27,000 attended events

\$540,000

spent in downtown Oregon City
during DOCA events in 2019



Street Tree Light Maintenance



Oregon City Tree Lighting

Our Impact in 2019



Pedestrian Safety 10th & Main and 99E & Main



175th Anniversary Art Print Seek and Find



Contact Us



Downtown Oregon City Association
Main Street Oregon City, inc.
814 Main Street, Oregon City, OR 97045
(503) 802-1640

info@downtownoregoncity.org
facebook: @downtownoregoncity
instagram: @downtownoregoncity