

Retail and Restaurant Recruitment Guide

A vibrant & growing destination &
civic center at the heart of
Oregon's Hometown™



At the End of the Oregon Trail

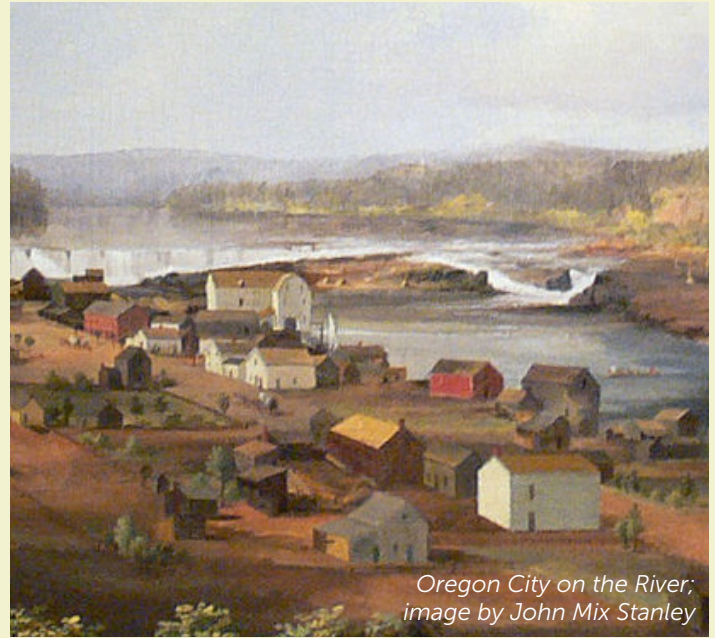
Downtown Oregon City is the civic and cultural heart of historic Oregon City. Opening a business in downtown Oregon City is not just joining a vibrant marketplace but a long-standing community. Just 13 miles south of Portland, it is a quaint small town with big city amenities. Established in 1829 by John McLoughlin and incorporated in 1844, Oregon City is the first incorporated city in the western United States and is the official end of the Oregon Trail. It has a proud industrial heritage and is home to generations of hardworking, independent Oregonians.

Carved out by the ice age and Missoula floods over 15,000 years ago, downtown Oregon City is nestled between a 100-foot bluff and the Willamette River and seated at the base of mighty Willamette Falls. It is the birthplace of industry in the American west and was once known for its lumber, paper, flour, and woolen mills. It is fast transforming into a vibrant business district on the cusp of something great. Now, as this special place reinvents itself, you have the opportunity to write the new chapter of Oregon's Hometown™.

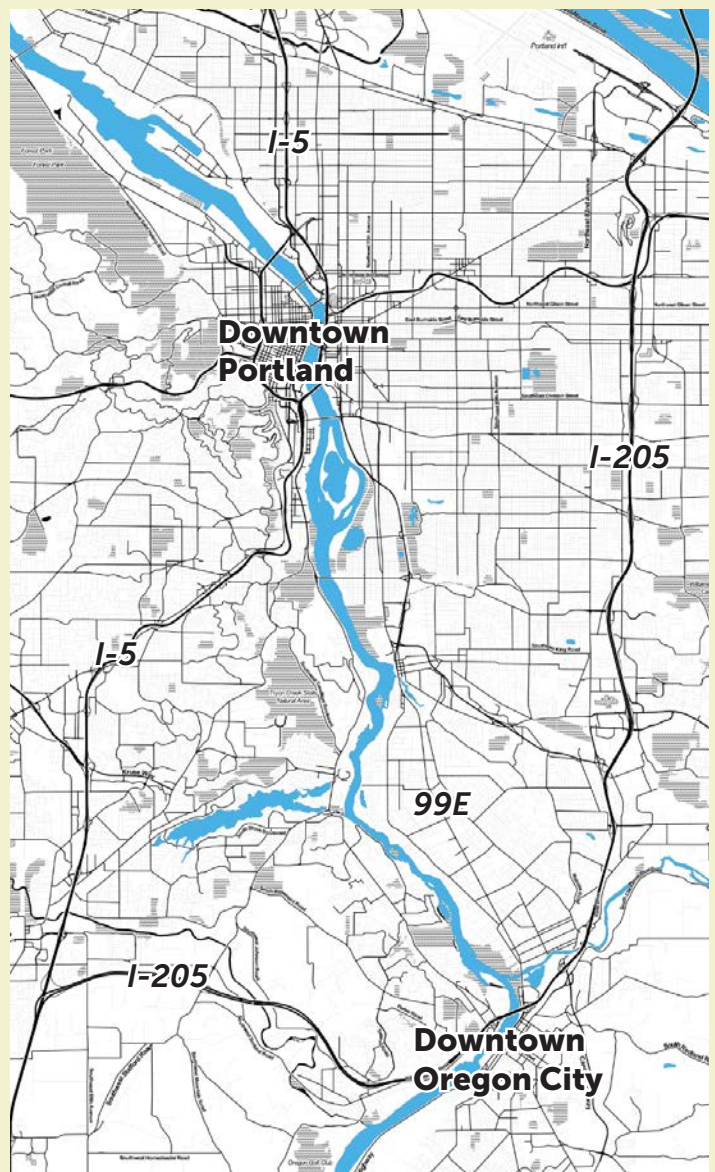
Cover photo credits:

Arch Bridge at Night - © Jason Faucera

First City Celebration - © Kelly Mooney Photography



*Oregon City on the River;
image by John Mix Stanley*



Downtown Fast Facts

- ✓ National historic sites and the official end of the Oregon Trail
- ✓ Over 25 restaurants and pubs
- ✓ Over 40 retailers
- ✓ First floor vacancy: 9%
- ✓ 13 miles to downtown Portland and 60 miles from Mt. Hood
- ✓ TriMet transportation center in downtown
- ✓ Access to major highways
- ✓ Home of the Willamette Falls Legacy Project
- ✓ Population within 20 minutes: 474,526

Top 5 Reasons to Do Business in Downtown Oregon City

Advantages of Portland Metro

- ✓ No Sales Tax
- ✓ Available Work Force
- ✓ International Tourism Destination

*Oregon City's Municipal Elevator built in 1955;
photo courtesy City of Oregon City*



Oregon City's Municipal Elevator located in the center of downtown is the #4 destination in Mt. Hood Territory according to Trip Advisor.



1. PORTLAND METRO'S SMALL TOWN EXPERIENCE & INVESTMENTS IN TOURISM

Residents and visitors cite Oregon City's small town charm as one of their favorite characteristics. Oregon City is investing heavily into enhancing its most favored attributes including quaint streetscape and civic events.

2. DOWNTOWN OREGON CITY ASSOCIATION

DOCA is an award-winning nationally accredited Main Street organization and is leading the revitalization of downtown Oregon City. It manages downtown's Economic Improvement District and is the force behind Oregon City's most notable events and the return of downtown to a family-friendly shopping and dining destination.

3. BUSINESS AND PROPERTY INCENTIVES

Businesses and properties in downtown Oregon City are eligible for multiple grant and financing programs. Up to \$320,000 per applicant is available from Oregon City's urban renewal district, the state, Metro, and other sources.

4. ACCESSIBILITY TO TRANSIT AND REGIONAL HIGHWAYS

Interstate 205 and highways 99E & 43 pass through or are immediately adjacent to downtown, providing regional vehicular connectivity. Both Amtrak and Tri-Met have stations within the district connecting downtown Oregon City to downtown Portland and outlying communities as well as southern Oregon and Seattle. Bicycle and walking trails connect Oregon City to surrounding towns.

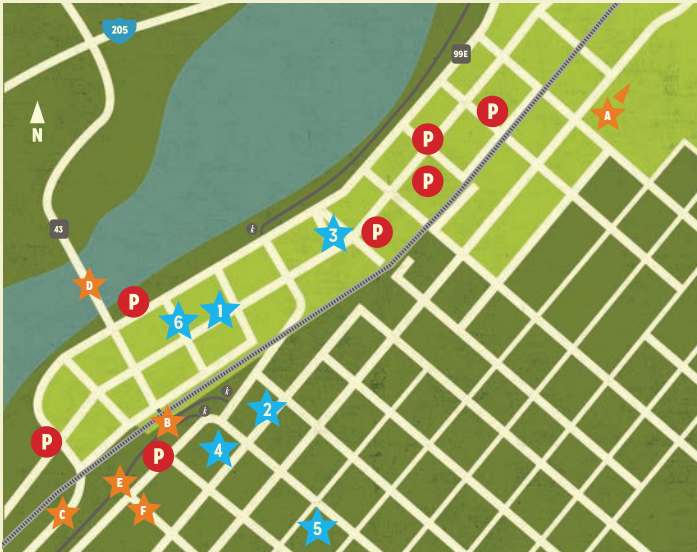
5. WILLAMETTE FALLS LEGACY PROJECT

A regional partnership is currently developing a \$60 million river walk to reconnect downtown Oregon City to the second largest water fall by volume in North America, Willamette Falls. Simultaneously, a private development is underway to redevelop the former Blue Heron mill site into a mixed-use district.

Restaurant & Retail Environment

Downtown Oregon City is Oregon City's traditional commercial district; a slice of Americana. Over the past 10 years new businesses have joined some of Oregon's oldest to create a vibrant pedestrian dining and shopping district. Relative newcomers such as **Oregon City Brewing Company**, **Arch Bridge Taphouse**, and **Denim Salvage** join 5th generation **Busch Furniture Company**, **Arch Bridge Taphouse**, and **Denim Salvage** join 5th generation **Busch Furniture** and over 50-year-old **Clackamas Auto Parts** and **Ruud's Jewelers**. Our restaurant community features some of the tastiest wood fired pizza in the state at **Mi Famiglia Pizzeria**, gastropub **Weinhard Grill**, fine dining and wine at **Nebbiolo**, live blues at **Trail's End**, Portland hits such as **Olympia Provision's Wurst** and an eclectic mix of international flavors including Korean, Peruvian, Mexican, Vietnamese, Scandinavian and more.

Downtown has more than 800 employees. Within a 5-minute drive there are more than 15,000 residents and within 20-minutes nearly a half-a-million.



Downtown Oregon City at Night; photo courtesy City of Oregon City

- DOWNTOWN DISTRICT
- P PARKING (OVER 2 HOURS)
- ⤴ WALKING PATH
- ★ 1 LIBERTY PLAZA
- ★ 2 MCLOUGHLIN HOUSE
- ★ 3 TRANSIT CENTER
- ★ 4 CITY HALL
- ★ 5 CARNEGIE LIBRARY PARK
- ★ 6 CLACKAMAS COUNTY COURTHOUSE



Concept Rendering for Willamette Falls Legacy Project; photo courtesy of Snøhetta

Development Projects

Downtown Oregon City is at the heart of **tens of millions of dollars in development**. Most notably is the Willamette Falls Legacy Project but major development projects are planned or underway near the interstate interchange and at key locations adjacent to downtown's historic core. Nearly 500 residential units are currently planned within walking distance of downtown's retailers and restaurants.

THE COVE PROJECT

Nestled around one of Oregon's most coveted swimming coves is the cove project. Breaking ground in summer 2016, once completed, the project will feature a mixture of nearly **450 rental and condominium residences**.

The development is located on Main Street and is within a 10 minute walk of downtown businesses.



The Cove Phase 1 on left, future condos on right; rendering courtesy Hill Architects

WILLAMETTE FALLS LEGACY PROJECT & BLUE HERON MILL

Part of a major public-private partnership, the Willamette Falls Legacy Project and accompanying redevelopment of the Blue Heron Paper Mill represent **22-acres of ready-to-be-tapped economic potential** in Oregon City. The public visioning process has created a master plan that allows mixed-use development and that has resulted in the formation of a statewide effort to create a world-class river walk experience that reconnects Oregonians and visitors to the natural wonder that defined the End of the Oregon Trail and a gathering place for millennia.

10TH AND MAIN

Downtown's first mixed-use development in decades occurs at its most prominent crossroads that connect downtown to the rest of Oregon City. It features nearly **4,000 s.f. of leasable retail space and 12 residential units**.

PARKING ENHANCEMENTS

Initial efforts are underway to improve parking capacity for nights and weekend customers in the short-term and long-term parking enhancements as development continues.

OTHER DEVELOPMENT SITES

Within downtown's Urban Renewal district there are several developable sites available that are optimal for mixed-use, retail, and hospitality development. The city welcomes **housing, hotels, pedestrian oriented retail, and light industrial**.

Award Winning Events & Promotions

Retailers and restaurants in Downtown Oregon City benefit from a suite of award winning events and promotions. Downtown hosts multiple summer events, has a year-round Fourth Friday program, and is part of a month-long holiday promotion called the Snowflake Raffle.



The 2016 Oregon Trail® Game 5k;
photo courtesy Kelly Mooney Photography



The 2016 Oregon Trail Brew Fest;
photo courtesy Kelly Mooney Photography

3rd Annual
**Oregon City
Snowflake Raffle**
BUY LOCAL AND WIN!

**Fourth
Fridays**

Shopping

Participating shops and businesses open late, many featuring specials, guest artists, refreshments, and more.

Dining

Experience downtown's growing list of unique dining options.

Entertainment

Live entertainment in Liberty Plaza and inside participating businesses.

Scavenger Hunt

Explore and learn about your Historic Oregon City for a chance to win prizes!

**Every 4th Friday 5pm to 8pm
in Downtown Oregon City.**

downtownoregoncity.org/fourthfridays

In 2017, downtown can expect the return of the 8th Annual Oregon's First City Celebration, the Oregon Trail Brew Fest, the 3rd Annual Oregon Trail® Game 5k, the 22nd Annual Antique Fair and Vintage Market, and the 8th Annual Cruise to Historic Downtown Oregon City. Last year, the First City Celebration and brew fest welcomed 5,000 attendees. The Oregon Trail® Game 5k had over 800 participants from ten states and Canada. The 5k has won statewide recognition for its creative support of downtown Oregon City branding and fundraising. 2016's car show is expected to be one of the largest in Oregon.

In its 3rd year, the Snowflake Raffle, recognized by the Oregon Main Street program in 2015 as its top retail promotion, brings together 50 retail and restaurant businesses across the city on a single collaborative cross-marketed effort that awards shopping local with thousands of dollars in cash prizes for participants.

A Community Approach

Many groups and individuals are committed to a successful retail environment in downtown Oregon City. A number of initiatives and strategies have been developed, with the goal of continually ensuring downtown Oregon City is safe and vibrant and downtown businesses can flourish. Below is a quick look into some of the different types of support from which downtown Oregon City businesses benefit.

OREGON CITY ECONOMIC DEVELOPMENT DEPARTMENT

Oregon City's Economic Development Department manages downtown's Urban Renewal District, led by a 7-member commission. It also works closely with regional economic development agencies to recruit major employers and tenants to Oregon City.

OREGON CITY CHAMBER OF COMMERCE

Oregon City's chamber is a very active community of business leaders. It counts many downtown businesses amongst its membership. The chamber works closely with several community organizations and is an important force in advocating for business friendly policies at the city, county, and state level.

WILLAMETTE FALLS HERITAGE AREA COALITION

Recently achieving status as the first ever state heritage area, the area including Downtown Oregon City is also included in the coalition's efforts to establish a National Heritage Area designated by Congress and the National Parks Service. The coalition is committed to promoting tourism and investment in the heritage areas historic buildings and places.

OREGON CITY TOURISM ADVISORY COUNCIL

Formed in 2016, the Oregon City Tourism Advisory Council is an appointed group of citizens and tourism professionals that works with the City Commission to advise on tourism policy, infrastructure development, and how to allocate the city's hotel tax collection. The council's first major project is to work with a marketing agency to create an experience-based tourism product that can be marketed to Portland-area tourists.

REDISCOVER THE FALLS / WILLAMETTE FALLS LEGACY PROJECT PARTNERS

Formed to fundraise and build engagement for the Willamette Falls Legacy Project, Rediscover the Falls (RTF) is comprised of local and regional leaders bringing a wealth of knowledge in community engagement and fundraising the millions of dollars needed to complete the riverwalk. RTF works closely with the Willamette Falls Legacy Project partners to ensure that the proposed project is supported by the community.

DOWNTOWN OREGON CITY ASSOCIATION

DOCA's five committees and board work closely with all of the partners above. Downtown property owners, business owners and leaders, residents and other community stakeholders all participate in DOCA's revitalization projects. Annually, more than 2000 volunteer hours support DOCA's four staff members.

In the Media

Downtown Oregon City businesses and attractions are often featured in the media. The Downtown Oregon City Association and partners work with destination marketing organizations, travel writers, and other media to help tell Oregon City's story. Here are some of Oregon City's most recent hits:

Oregon City: The New Portland? (Willamette Week, March 2015)

The up-and-coming southeasterly suburb of Oregon City will soon be home to two new breweries.

Oregon City Municipal Elevator (Oregonian, April 2016)

It lands on almost any list of interesting elevators for its resemblance to a UFO and its status as the only municipal elevator in the U.S.

The Oregon (Ale) Trail (June 2016, Portland Monthly)

In just three years, the hardy folk at the end of the historic Oregon Trail have gone from zero breweries to a quartet that hark back to the beaver state's early craft beer heyday. Oregon City: still pioneering!

Oregon City: 5 Things We Love (March 2015, Via Magazine)

Shop in the revitalized downtown at the Willamette River's edge, ride a historic elevator, and wander among beautifully restored houses on a plateau overlooking the water.

Boats, Trans, Trolleys - However you get there, Oregon City makes it a fun family outing. (June 2006, Sunset Magazine)

Oregon City: Revitalization of the last Oregon Trail stop (July 2016, 1859 Magazine)

Known for being the last stop on the Oregon Trail, Oregon City has outgrown its pioneer roots. While the history of Oregon runs deep in the town, a major revitalization project within the last decade has had Oregonians eyeing the town as a new place to stake ground. Oregon City is the new place to be if you're looking to escape the crowds (and traffic) of Portland.

Bike, Run, Stumble, and Jump: Our Guide to 30 Great Summer Races (May 2016, Portland Monthly)

Try not to die of dysentery at this nostalgic event based on the classic Oregon Trail computer game. Along the way, runners must choose whether to go hunting, ford a river, and other 19th-century quandaries.

Kate Brown announces Willamette Falls Riverwalk design team (Oregonian, June 2015)

We believe the site and the history it holds is a sublime, one-of-a-kind landscape that should not be upstaged by the hand of any designer.

Road Trip: Oregon City (travelportland.com, April 2016)

Oregon City just might be one of the prettiest little cities within a stone's throw of Portland.



Demographic Report and Household Profiles



*Oregon City Brewing Company;
photo courtesy Debbie Spradley, 1859 Magazine*



*Kayaking on the Willamette River;
photo courtesy Debbie Spradley, 1859 Magazine*

TRADE AREA RESIDENTS

474,526 individuals within 20 minutes
186,928 households within 20 minutes

HOUSEHOLD INCOME

\$60,256 Median HH Income Oregon City
\$71,515 Average HH Income Oregon City
\$59,849 Median HH Income 20 min
\$60,502 Average HH Disposable Income 20-
min drive radius

AREA HOUSEHOLDS BY AGE*

25 to 34 years - 14 percent
35 to 44 years - 18 percent
45 to 54 years - 20 percent
55 to 64 years - 20 percent

*Age of householder.

All data provided by ESRI

TOP HOUSEHOLD TYPES

Within a 20-minute drive of downtown Oregon City is a diverse cross section of rural, suburban, and urban communities. Nearby affluent West Linn and Happy Valley are joined by southeast Portland neighborhoods. Close in, Oregon City's middle ground demographic in its historic neighborhoods is quickly being joined by young families and professionals from the greater Portland area.

Within a 5-minute drive of downtown the following are the top household types.

SAVVY SUBURBANITES - 19%

The most affluent of our demographic types with a median household income of \$104,000.

OLD AND NEWCOMERS - 18%

Primarily single or couples without children, they are technology oriented and are just beginning their careers or are retiring.

FRONT PORCHES - 17%

Friends and family are important to this demographic group. Employment tends to be more blue-collar.

PARKS AND REC - 15%

Young families and homeowners in established neighborhoods.

SOCCER MOMS - 13%

More affluent and established families with a median household income of \$84,000.



*Coffee Rush staff pose with Santa in 2015;
photo courtesy Downtown Oregon City Association*

Available Incentives & Current Programs

COMMUNITY LENDING WORKS

Community Lending Works, an affiliate of Neighborhood Economic Development Corporation recently established an office in Oregon City and offers a range of lending products for artisans, micro-enterprise, and small business. Loans are considered holistically and may bridge the gap when traditional banks do not. Financing options range from **\$300 to \$50,000**.

ADAPTIVE REUSE GRANT PROGRAM

Up to **\$200,000 per year** is available from the City of Oregon City's Urban Renewal Commission for rehabilitation of existing buildings. Emphasis is placed on introduction of new uses into the district. Over \$660,000 has been invested through this program.

STOREFRONT GRANT PROGRAM

Since 2010, Oregon City's Urban Renewal Commission has invested nearly \$500,000 in 21 building facades. Up to **\$40,000** is available per grant application.

MAIN STREET REVITALIZATION GRANT PROGRAM

Authorized by the State of Oregon for 2017, up to **\$2.5 million** is available for grants up to \$100,000 for the acquisition, reuse, or construction of property. Only designated Main Street communities in Oregon are eligible for this grant program. Downtown Oregon City is one of 8 districts within Portland Metro's urban growth boundary eligible for this program. Grant applications are expected to open in Winter 2017. Grant funds will be available in Spring 2017.

DIAMONDS IN THE ROUGH GRANT PROGRAM

Administered by Oregon Heritage, up to **\$20,000 is available** to restore or reconstruct facades of buildings that have been heavily altered. Downtown Oregon City's historic Weinhard Building has benefited from this grant program.

VERTICAL HOUSING DEVELOPMENT ZONE

Mixed use infill projects that include housing are eligible for up to **80% property tax abatement** for ten years, 20% for each floor of housing created.

METRO'S ENTERPRISING PLACES PROGRAM

Downtown Oregon City is one of 22 districts in the Portland metro region eligible for the Enterprising Places program. Up to **\$50,000 per project is available**. Additionally, DOCA is able to apply for district transformation grants up to \$10,000 that could benefit a specific project. Downtown Oregon City was the pilot location for this program providing nearly \$120,000 in investment in the district.

METRO'S TRANSIT ORIENTED DEVELOPMENT PROGRAM

Much of the downtown district is within a short walk of Tri-Met's Oregon City transit station which is a major bus interchange. Developments within walking distance of the station may be eligible for **significant financial investment** to support mixed-use and residential development.

Learn How Your Business Can Become a Part of Our Community

Interested in learning more about how your business can become a part of our community? Please contact us to schedule a tour of our district. The Downtown Oregon City Association can help you evaluate whether your new, relocated, or expanded business concept is a good fit with our market research, keep you updated on available spaces, and help you navigate the myriad of available incentives and current programs.

Doing business in Downtown Oregon City is a partnership and we want you to succeed! We are happy to introduce you to downtown business owners, share our research, help you develop a strategy, make introductions with technical assistance providers, and more.



Sandra Gillman, proprietor of You Can Leave Your Hat On;
photo courtesy Kelly Mooney Photography

Downtown Oregon City Association

Give us a call, send us an email,
or stop by our office!

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Tara Vincente, proprietor of Denim Salvage;
photo courtesy Josh Chan

“Known for being the last stop on the Oregon Trail, Oregon City has outgrown its pioneer roots. While the history of Oregon runs deep in the town, a major revitalization project within the last decade has had Oregonians eyeing the town as a new place to stake ground. Oregon City is the new place to be if you’re looking to escape the crowds (and traffic) of Portland.”

Oregon City: Revitalization of the last Oregon Trail stop (July 2016, 1859 Magazine)



Oregon City Open Air Antique Fair;
photo courtesy Downtown Oregon City Association