



# PORT ORFORD

## MAIN STREET REVITALIZATION ASSOCIATION

In 2009, we formed and joined Oregon Main Street.

### OUR MISSION

OUR MISSION IS TO ADVANCE AND STIMULATE THE DOWNTOWN PORT ORFORD BUSINESS CORRIDOR WHILE NOURISHING THE SERENITY AND NATURAL BEAUTY THAT SURROUNDS US.

### OUR GOALS

1. Reverse the decline of our 101 corridor.
2. Business retention. Increase the economic value of our business district.
3. Maintain and increase property values.
4. Create a fun, attractive, and safe pedestrian experience.

## OUR AMAZING ACCOMPLISHMENTS

Over 50 local volunteers worked together to build pride and success in the Port Orford community contributing many thousands of hours over the last 12 years. Successful public and private grant writing of over \$270,000, many donations, and volunteer work resulted in the following:

#### BEAUTIFICATION OF OUR BUSINESS CORRIDOR

- City Cleanups
- Repainting of Ocean View Sign
- Brick Benches
- Many Murals and other artwork
- Brick planters
- Stairs to Wetland Interpretive and Bronze sign
- Brick retaining walls
- Restoration of Historic Entrance Signs
- Brick sitting walls
- Pathway and Bronze sign at Old Jail
- Rehab of derelict property
- Façade at Auburn Wellness Center
- Spiffy Awards
- Artistically painted Fire Hydrants

#### ECONOMIC VITALITY

- Fiscal Agent for Port Orford Food Co-op before they incorporated
- Conducted Business Listening Sessions
- Hosted yearly events for business owners

#### PROMOTION

- Dining Guides each of 4 years
- Art Walks for each of 8 years
- Membership and workshops with South Coast Travel Oregon
- Destination Marketing for City of Port Orford last two years

#### ORGANIZATION

- Become a 501(c)(3) nonprofit (2010)
- Advanced from exploring to transforming level with Oregon Main Street (2011)
- Funded a RARE staff position (2014)
- Fundraising and grant writing
- Regular quarterly reporting of statistics to Oregon Main Street
- Affiliate Member of National Main Street
- Attended workshops, conferences of Oregon Main Street

continued on reverse



# OUR AMAZING ACCOMPLISHMENTS

(continued)

## PUBLIC SERVICE

- Basketball court project at Buffington Park
- Fort Point Trail above Battle Rock Wayside
- Fiscal agent for the Ford Family Leadership class resulting in basketball court.
- Helped Rotary with community dinners

## AWARDS

- Port Orford received awards at Oregon Main Street Conferences held every year.
- Excellence in Downtown awards:
  - Best Image for our Crab Pot Christmas Tree
  - Outstanding beautification project for Temporary Murals
  - Best Placemaking project for AuFranc Project
- Karen Auburn received the Manager of the Year (2018)
- Invited speakers at two of conferences highlighting our mural projects
- Featured in AARP publication for benches for walkability

# OUR NEXT STEPS

from 2020-2025 Strategic Plan

1. Develop a business incubator facility
2. Continue work with the City and Travel Oregon as to establish a Destination Management Organization on behalf of the City.
3. Develop public art throughout the business district
4. Improve 5 properties in the business corridor
5. Draft language for discussion purposes with the City to potentially adopt regulations limiting storage and "for sale" advertisement of vehicles and boats on Hwy 101.
6. Dialogue with Pacific High school for potential student community service for beautification of the business corridor.

