



# Strategic Plan Update

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OREGON MAIN STREET 2022

# Background



- OMS started in 2007
- Programs in the Network now range from communities that have participated since the outset to communities just beginning their journey
- Opportunity to step back and see where we started and where we want to go
- Lenses:
  - Build relationships across the Network
  - Prioritize community engagement to increase feeling of belonging
  - Establish strategic direction at the local level
  - Promote value of heritage
  - Communicate the importance of downtown to overall health of community

**Mission: Support communities in their efforts to create welcoming, sustainable, and livable communities respectful of community heritage.**

# OMS Goals & Objectives



## 1. Ensure Organizational Advancement of Main Street Communities Based on Local Priorities

### Objectives:

- Increase board member commitment, engagement, and participation
- Encourage and support development of strategic plans & implementation
- Assist local communities in sustainable fund planning
- Elevate local collaborative efforts and partnership development
- Support volunteer and staff development with a focus on being inclusive and welcoming to all

## 2. Increase Awareness of Main Street Impact

### Objectives:

- Encourage local efforts
- Promote key projects/activities
- Encourage and support development of strategic plans & implementation
- Assist

## 3. Create Structure That Is Healthy, Impactful, And Sustainable

### Objectives:

- Combine service delivery across multiple communities to increase peer to peer contact and increase networking
- Support executive directors so they have the confidence and tools they need to engage volunteers and partners in main street efforts
- Celebrate accomplishments
- Continuously seek to improve the Network and wisely manage resources
- Balance workload

# OMS Goals & Objectives, Continued

## 4. Strengthen Historic Character Focus

### Objectives:

- Connect to resources (other agencies, webinars, preservation standards)
- Promote value of historic character/local assets
- Reinvigorate/develop key partners
- Support other Oregon Heritage & OPRD efforts)

## 5. Engage Partners

### Objectives:

- Strategic partner development



# New Tier Structure

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- Challenge communities to move forward
- Provide an entry point for communities that want to improve downtown
- Focus on developing sustainable organizations/community efforts
- Get communities at the level they have the capacity to meet
- Provide a pathway forward for communities that are exhibiting exemplary comprehensive main street efforts

# New OMS Tiered Approach

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**ACCREDITED MAIN STREET** The Accredited Main Street level recognizes exemplary achievement by a local main street organization and the impact they are having through collaborative partnerships on preserving and enhancing their historic downtown or traditional commercial neighborhood.

**AFFILIATE MAIN STREET** The Affiliate Main Street level is for communities who are just starting to form their Main Street structure and are learning how to use the powerful main street methodology to create lasting impact in enhancing their historic downtown or traditional commercial neighborhood.

**DESIGNATED MAIN STREET** The Designated Main Street level is a mark of distinction that reflects a commitment and dedicated efforts to building, growing, and sustaining successful historic downtown or traditional commercial neighborhood improvement efforts by leveraging partnerships and engaging community.

**CONNECTED COMMUNITIES** The Connected Communities level is for communities who care about their historic downtown or traditional commercial neighborhood and want to access to information to help them make a difference. Communities at this level may be organized around a specific project or activity to enhance their community.



# Who Qualifies?

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	Accredited Main Street	Designated Main Street	Affiliate Main Street	Connected Communities
<b>Who Qualifies?</b> All Network members must have an identifiable Main Street district	<ul style="list-style-type: none"><li>• Independent Nonprofit*</li><li>• FT staff (PT under 3,500)</li><li>• At least two years at the Designated Main Street level</li><li>• Meet NMSC Accreditation criteria</li></ul>	<ul style="list-style-type: none"><li>• Independent Nonprofit*</li><li>• FT staff (PT under 3,500)</li><li>• Activity in each of Main Street Four Points™</li></ul>	<ul style="list-style-type: none"><li>• Either have an Independent Nonprofit or are committed to forming one* by year 2</li><li>• Build a sustainable organizational structure based on the Main Street Approach™</li></ul>	<ul style="list-style-type: none"><li>• Cities and downtown organizations or other similar organizations are eligible to apply for the Connected Communities level</li></ul>



# Technical Assistance

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	Accredited Main Street	Designated Main Street	Affiliate Main Street	Connected Communities
<b>Technical Assistance</b>	<ul style="list-style-type: none"><li>• Targeted TA</li><li>• Quarterly check-in conversations</li><li>• Progress Visit every 3 yrs.</li><li>• Other Services as requested (e.g., Strategic Planning Update)</li></ul>	<p>First Year:</p> <ul style="list-style-type: none"><li>• Vision Development</li><li>• Strategic Planning</li><li>• Quarterly check-in conversations</li></ul> <p>Second Year:</p> <ul style="list-style-type: none"><li>• Progress Visit and then every 3 yrs.</li></ul> <p>Third Year:</p> <ul style="list-style-type: none"><li>• Targeted TA</li></ul>	<p>First Year:</p> <ul style="list-style-type: none"><li>• Main Street Overview</li><li>• Vision/Goal Development</li><li>• Biannual check-in conversations</li></ul> <p>Second Year:</p> <ul style="list-style-type: none"><li>• Community Assessment</li><li>• On-line trainings</li></ul>	<ul style="list-style-type: none"><li>• Virtual Main Street Overview</li><li>• Virtual Organizational Development Consultation</li></ul>

# Benefits

	Accredited Main Street	Designated Main Street	Affiliate Main Street	Connected Communities
<b>Benefits</b> All communities have access to: <ul style="list-style-type: none"> <li>• Statewide &amp; regional workshops</li> <li>• Networking</li> <li>• OMS Revit. grant</li> <li>• OMS listserv</li> <li>• On-line webinars &amp; resources</li> <li>• telephone consultation</li> </ul>	<ul style="list-style-type: none"> <li>• TA grant/biennium</li> <li>• Extra pts on OMSRG</li> <li>• National recognition as an “Accredited Main Street” community plus use of Accredited logo that can be used to promote your organization and build trust with your businesses and partners that you have undergone a rigorous process to attain this level of recognition</li> <li>• Access to trainings and technical assistance</li> <li>• Eligible for Excellence on Main awards</li> <li>• Main Street Now Scholarship</li> </ul>	<ul style="list-style-type: none"> <li>• TA grant available after strategic planning</li> <li>• National recognition as an “Affiliate Main Street” community plus use of Affiliate logo</li> <li>• Ability to apply for National Accreditation recognition</li> <li>• Access to trainings and technical assistance</li> <li>• Eligible for Excellence on Main awards</li> <li>• Main Street Now Scholarship</li> </ul>	<ul style="list-style-type: none"> <li>• National recognition as an “Affiliate Main Street” community plus use of MSA™ Affiliate logo</li> <li>• Access to trainings and technical assistance</li> <li>• Eligible for Excellence on Main awards</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to learn more about ways communities are improving and enhancing their historic downtowns and traditional commercial neighborhoods</li> <li>• Limited access to technical assistance when resources permit</li> </ul>

# Participant List



2022

## OREGON MAIN STREET NETWORK PARTICIPANTS

March 2022

Accredited Main Street	Designated Main Street	Affiliate Main Street	Connected Communities
<p><i>Pending Annual Reporting to Main Street America™</i></p>	<p>Albany Astoria Bandon Beaverton Coos Bay Estacada Hillsboro Klamath Falls La Grande McMinnville Oregon City</p>	<p>Baker City Carlton Cave Junction Chiloquin Coburg Cottage Grove Dallas Dayton Forest Grove Gold Beach Independence Lakeview Lebanon Medford Milton-Freewater Monmouth Newberg Pendleton Port Orford The Dalles Reedsport Salem St. Helens Stayton Tigard Tillamook Union Warrenton West Linn  Urban: Alberta District</p>	<p>Amity Athena Astoria Bend DT &amp; Central Burns Canby Coquille Cornelius Donald Elkton Florence Garibaldi Glide Harrisburg Hermiston Irrigon John Day Lincoln City Maupin Merrill Monroe Mosier Moro Myrtle Creek Myrtle Point North Bend North Plains Oak Grove Ontario Redmond Sandy Scappoose Sheridan Sherwood Silverton Sisters Stanfield Sutherlin Toledo Turner Weston Willamina Woodburn  <u>Rural Regional Hub:</u> Condon Chamber for Gilliam, Sherman, and Wheeler Counties</p>

# More Information



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[www.oregonmainstreet.org](http://www.oregonmainstreet.org)



**National Main Street Center**

[www.mainstreet.org](http://www.mainstreet.org)