

• THE VALUE GENERATED BY OMS •

THE IMPACT OF OREGON'S MAIN STREETS

ECONOMIC, FISCAL, AND COMMUNITY IMPACTS
OF THE OREGON MAIN STREET NETWORK

• BETWEEN 2011 AND 2021 •



Today's Conversation

- About JS&A
- How to Think About Measuring Impacts of Main Streets
- Key Takeaways from the OMS Impact Report
- Talking Action: How to Leverage the Report



We are **Economic Development Consultants** helping create
and support great places and communities where
customers want to shop, businesses want to locate,
and residents want to live.

We work with Main Street programs across the country, including Main Street America...



- Launched a new way to measure economic and fiscal impact for Main Street programs across the country with Main Street America
- Co-Authored “Measuring Impact: A Guidebook for Main Street Programs” with Main Street America
- Reinvestment Statistic Refresh with Main Street America
- Supported Main Street America with trainings, program webinars, and leadership training



Washington State
MAIN STREET
PROGRAM



...and many Main Street Coordinating Programs like Oregon Main Street!

- Measured economic and fiscal impacts
- Communicate the social and community value of Main Streets
- Assess feasibility of new Main Street programs
- Provide the tools to help Main Streets increase budgets
- Help Main Streets understand their markets and customers
- Measure COVID's impact on Main Streets

...Help Main Streets tell their stories!

Measuring Impacts for Main Streets

Why talk about impact?

The private sector constantly evaluates their effectiveness. Business owners, developers, banks, and investors all calculate their impacts, i.e. return on investment.

Why don't public and nonprofit programs have the same level of scrutiny?

- It's difficult.
- Many goals and outcomes aren't quantitative.
- Too many variables to isolate (political, social, physical, economic).
- Limited resources (cost).
- Lack of understanding.
- Lack of political, organizational, or personal will.
- Concern that findings may be negative or encourage change.

Types of Main Street Impacts

Main Street programs and initiatives create Economic, Fiscal, and Community Impacts.

These impacts are a result of business support services, community development, placemaking and physical environment improvements, and development and business activity, and events.





Economic Impact

Businesses

Sales Revenue

Jobs

Salaries + Wages



Fiscal Impact

Property Tax

Sales Tax

Personal Income Tax

Corporate Income Tax

Licenses + Fees

Community Impact

Vibrancy + Aesthetics

Historic Preservation

Retail Amenities

Safety

Entertainment

Arts + Culture



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By Jon Stover & Associates
July 2022



KEY TAKEAWAYS

Oregon Main Street strengthens community connection and culture.

The network recognizes each community's history, works to preserve local character, and creates inviting gathering places for social interaction.



KEY TAKEAWAYS

Oregon Main Street bolsters the economy

Between 2011 and 2021, the Oregon Main Street network helped generate **\$266 million in additional sales revenue** throughout the state.

As a result of this increased spending, **2,400 jobs** were supported in or by Main Street businesses.



KEY TAKEAWAYS

Oregon Main Street helps generate tax revenue.

Between 2011 and 2021, the State of Oregon invested \$1.8 million in Oregon Main Street administration and **generated \$3.5 million in additional state tax revenues** as a result of the on-the-ground work of Oregon's Main Streets.



KEY TAKEAWAYS

Oregon Main Street generates impact by...



Historic Preservation

Preserving the charm, beauty, and character of Oregon's historic downtowns.



Economic Development and Resiliency

Supporting small and local businesses in Oregon's downtowns while creating pathways for new businesses.



Placemaking and Public Realm

Creating quality places that are inviting and attractive to all people.



Partnerships and Program Operations

Strengthening networks and partnerships towards the collective visions for the future.



Tourism and Customer Attraction

Celebrating community culture and bringing more people to experience Oregon's downtowns.



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**LET'S TALK
ACTION**



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How can you as a Main Street use this report?

A few tips and tricks...

- Read the big font! Focus on and understand the big picture
- Steal the language to support your local efforts (think your board, city, partners, and business owners)
- Link to the report on your website and social media
- Pull out information that rings true to you and your program (and put it into your Main Street channels – social media, newsletters, blogs, etc.)
- Leverage this to advocate for yourselves
- Use as a tool for fundraising
- Share with elected officials (local, state, and federal)

From our perspective, what's the ideal solution for what this report can do for the Oregon Main Street Network?



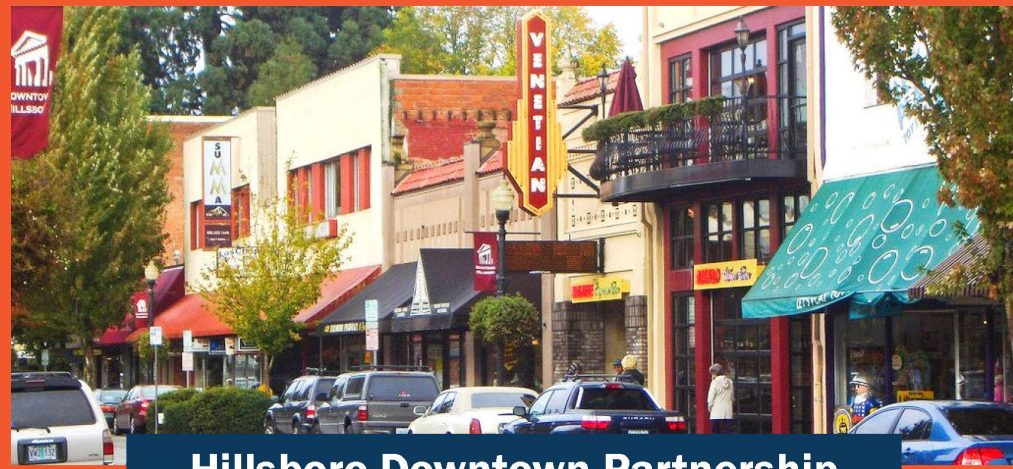
Help BOTH the coordinating program and local programs increase budgets!

Pair quantitative data and insights to the hard work of the Main Streets!

Educate and bring awareness to the value Main Streets bring their downtowns and community.

COMING SOON!

OMS will provide
editable PowerPoint
templates to make your
own pager of impact!



Hillsboro Downtown Partnership

OUR MAIN STREET IMPACT

Neighborhoodly folks, building this place together.



3,985 Hours
Contributed to Placemaking

*Insert a brief description of a sentence
or two about how this is creating great
impacts in your community.*



38 Ideas
Shared and Implemented

*Insert a brief description of a sentence
or two about how this is creating great
impacts in your community.*



100+ Ways
To Meet Your Neighbors

*Insert a brief description of a sentence
or two about how this is creating great
impacts in your community.*

ABOUT OUR MAIN STREET

Our mission is to cultivate and amplify a vibrant Downtown Hillsboro community. We envision a thriving district of collaborative partners who embody community as an essential component of a vibrant and resilient Downtown Hillsboro, with HDP serving as the conduit for connections, engagement, and idea realization.



GET IN TOUCH!

www.downtownhillsboro.org
(503) 640-6145 | email@emailaddress.com
233 SE Washington Street | Hillsboro, Oregon 97123

WE'RE PART OF SOMETHING BIGGER

THE OREGON MAIN STREET NETWORK

Oregon Main Street helps communities across the state preserve, sustain, and enhance their downtowns through strategic changes rooted in community vision and time-tested approaches for bringing people, businesses, and resources to the downtowns.

Learn more about Oregon Main Street by visiting www.oregonmainstreet.org.



MAIN STREET MEANS IMPACT!

Between 2011 and 2021, the Oregon Main Street network helped generate \$266 million in sales revenue across the state, supporting over 2,400 jobs in our Main Streets communities. As a result, \$3.5 million of additional state tax revenues were generated because of Oregon's Main Streets.

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