

Canby Main Street Report 2014-2015



Jamie Stickel

Main Street Manager

Canby Main Street Mission

- To carry out the Canby Urban Renewal Plan to ensure economic vitality of the downtown commercial district, revitalize buildings and street environments, and enhance Canby's identity through promotion of downtown.



National Main Street 4-Point Approach©

- Promotion
- Economic Restructuring
- Organization
- Design



Promotion



Promotion creates a positive image that will rekindle community pride and improve consumer and investor confidence in our commercial district.

Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region.

Downtown Canby First Friday

- Kick Off Meeting – February 24th
- May – December
- Year round laminated signage
- Monthly Themes



"Ask Me!" First Friday Signage



Downtown Draw

- Cutsforth's Marketplace
- Canby Herald
- Canby Public Library
- Thelma's Place
- Big White Goose



Kiss Summer Goodbye Party

- 2nd Year
- 28 Vendors
- Wait Park
- Dance Teams
- Bubbles & Chalk
- Live Music –
Ninth Street Cover Up



Downtown Spooktacular Village



Light Up The Night

- December 5th – First Friday
- Fire Department, Chamber, CTV5, Police Department, Public Works
- Lights on NW 1st Ave
- Increased budget to purchase lights



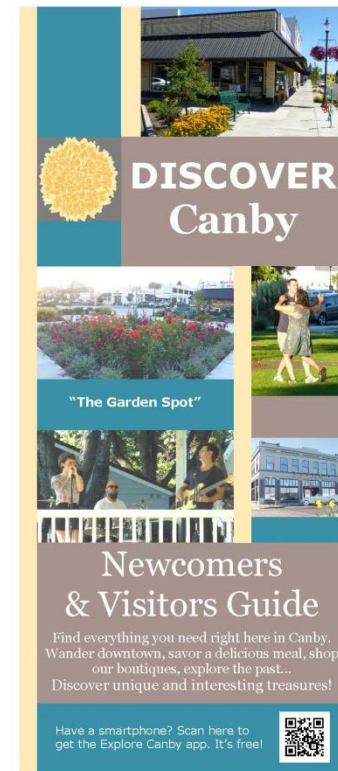
Chalk Blitz!

- June 15th
- After hours event
- Volunteers of all ages



Marketing Materials

- Entertainment Brochure
- Event Center signage
- Website updates
- Social Media Updates
- Weekly e-newsletter



Economic Restructuring



Economic Restructuring strengthens our community's existing economic assets while diversifying its economic base. This is accomplished by recruiting and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. The goal is to build a commercial district that responds to the needs of today's consumers.

Business Outreach

- Targeted Outreach
- Face-to-face Business Contact
- Topic Related Outreach
- New Business Outreach



Marketing Available Space

- ◉ Downtown Canby has very few openings
- ◉ Available Space Inventory, updated quarterly
- ◉ Business Recruitment to fill niches from market study
- ◉ Connection with property owners
- ◉ Broker Sheet



Organization



Organization establishes consensus and cooperation by building partnerships among the various downtown stakeholders. By working toward the same goal, the Main Street program can provide effective, ongoing, management and advocacy for our downtown. Through volunteer recruitment and collaboration with partners, the program can incorporate a wide range of perspectives into its efforts.

Community Partnerships

- ◉ Downtown Merchants
- ◉ Chamber of Commerce
- ◉ Canby Public Library
- ◉ Main Street Programs
- ◉ Flower Basket/Banner Program
- ◉ Historic Review Board
- ◉ Arts & Culture Advisory Council



Oregon Main Street Network

- Quarterly Meetings
- Networking and idea sharing opportunities
- Oregon Main Street Listserve



National Main Street Conference

- Atlanta, GA
- March 30 – April 2



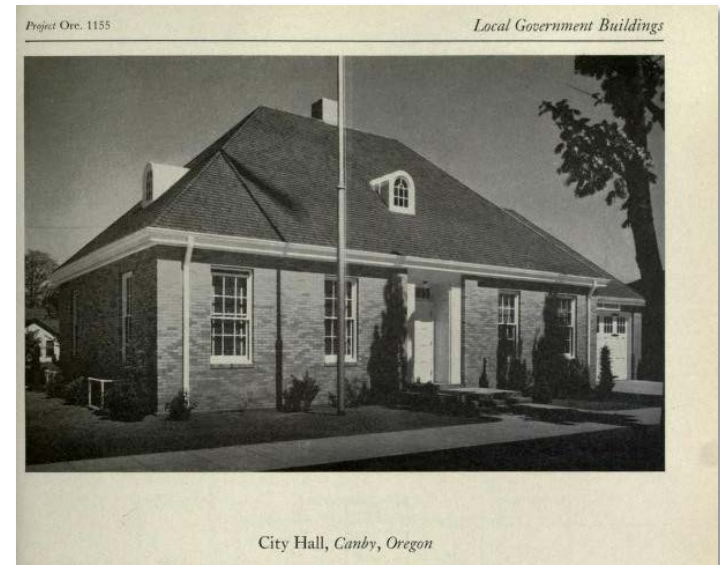
Historic Review Board

- ◉ Certified Local Government Grant
- ◉ Philander Lee Tree
- ◉ Working with community groups
- ◉ National Register Nomination



Certified Local Government Grant

- Completed in August 2014
 - Intensive Level Survey
 - Façade Renderings
 - Training
- 2015-2016
 - Intensive Level Survey
 - Public Outreach
 - Brochure
 - Training
 - National Register Nomination



Design



Design means getting Main Street into top physical shape and creating a safe, inviting environment. An appealing atmosphere, created through attention to all of the visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include, enhancing the district's physical appearance, education about design quality, and long-term planning.

Downtown Flower Program

- ◉ Flower Baskets - S&K Nursery, Hubbard
- ◉ Ken Daniels, devoted to downtown
- ◉ Garden Showcase on NW 1st Avenue
 - ◉ Swan Island Dahlias
 - ◉ Wooden Shoe Tulips



Design Toolbox

- Façade Improvement Program
- Blade Sign Program
- Business List



Arts & Culture Advisory Council

- September 2014
 - Two sculptures
 - Jesse Swickard
 - Susan Schimelfining
- June 2015
 - Three sculptures
 - Ben Dye
 - Kate Simmons
 - Jim Johnson



**LOOKING
FORWARD**



Looking
Forward

Key Initiatives for Next Year

- ◉ Artistic Signage & Wayfinding for New Library/Civic Center
- ◉ Art for Library – Interior & Exterior
- ◉ Canby's Big Night Out Street Dance
- ◉ Begin Transition to Non-Profit
- ◉ CLG Grant



For More Information

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