Downtown Oregon City has a story to tell...

DOWNTOWN

2019 Annual Report

Community Commerce

Downtown Oregon City Association

Great American Main Street Award 2018

Main Street America®
More than just a collection of buildings, downtown Oregon City is made up of a group of people who radically stay. The average American moves 12 times in their life, often citing employment or lower cost of living as the driving factors for their moves. Most of us instinctively understand that cost of living, employment prospects, and income potential are only part of the story. The fact is, to most of us, place matters more than a paycheck.

Making downtown Oregon City a place people want to be is the focus of our organization. The group of dedicated volunteers, business owners, board members, and financial supporters who champion our historic downtown district recognize that this place matters. Not only because of the incredible stories and lives that have taken place in these buildings, but because this traditional gathering place can be where community is built.

The work of creating a city where people want to live, work, shop, eat, and play can only happen when people choose to radically stay and engage. When the decision is made to stay and continue to make things better by pitching in and putting in the time, we all win.

In 2019, a year of massive transition, this work looked like 20 big events, maintaining street tree lights, hundreds of hours of picking up trash, keeping the streets clean, making improvements to the Oregon City Municipal Elevator and lots more. It took time, energy, and money to do all of these things and we’re proud of the work that we have accomplished and how it contributes to the economic development and stability of our town. But there is always more to be done. It’s placemaking, not placemade. We are never finished. We have a list of projects for 2020 that seems daunting when looked at in its entirety, but through our collaborative community of business owners, property owners, volunteers, government officials, preservation experts, and visionaries, we will continue to make this a place that people want to stay.

We invite you to join us as we continue the hard work of staying and engaging.

With Gratitude,
Liz Hannum
Executive Director
Our Mission
DOCA cultivates community and commerce in Oregon City's historic downtown.

2019 Board of Directors
CHAIR - Zach Stokes, ZCS Engineering
VICE CHAIR - Mike Mitchell, Community Member
TREASURER - Craig Morrow, Oregon City Brewing Co.
SECRETARY - Brian Slack, Community Member

Gene Gligorea, Arch Bridge Taphouse
Andy Spicer, Community Member
Kelli Upkes, Harcourts Real Estate

Non-voting
Denyse McGriff, City of Oregon City
Victoria Meinig, Chamber of Commerce

Liz Hannum, Executive Director
Carrie Crook, Visitor Services & Operations Manager

A Great American Main Street
The Downtown Oregon City Association is nationally accredited by Main Street America™ and was awarded the prestigious Great American Main Street Award in 2018.

Main Street provides a vehicle for downtown businesses to connect, cooperate, and prosper.
### Social Media

- **Facebook**
  - Followers: 7,987
  - 84,000 post engagements
- **Instagram**
  - Followers: 2,342
  - 8,700 post likes
- **Web Traffic**
  - 52,800 unique visitors

### 2019 Financials

#### Income

- Government: $60,000 (15%)
- Grants: $65,203 (16%)
- Events: $97,382 (24%)
- Sponsorship: $32,000 (8%)
- Friendship: $3,273 (0.25%)
- Merchandise: $10,389 (2.5%)
- Elevator: $132,000 (>1%)

**Total Income:** $400,247

#### Expenses

- Administration: $118,561 (29.5%)
- Advertising: $28,901 (7%)
- Events: $100,597 (25%)
- Clean Team: $35,558 (9%)
- Elevator: $117,403 (29.5%)

**Total Expenses:** $401,247
WHAT WE DO

✓ **ADVOCACY** - Ensuring downtown is a priority
✓ **MARKETING** - Putting downtown on the map
✓ **REAL ESTATE** - Building places & redeveloping spaces
✓ **BUSINESS** - Empowering small businesses & entrepreneurs
✓ **COMMUNICATIONS** - Delivering news & updates
✓ **PLACEMAKING** - Creating a sensory experience of downtown
✓ **PARTNERSHIPS** - Establishing critical stakeholder relationships
✓ **EVENTS** - Hosting signature events & collaborations

MAIN STREET’S 4-POINT APPROACH
2019 ACCOMPLISHMENTS

**Economic Vitality**
- 175th Anniversary Commemorative Art Print Seek & Find
- Holiday Bingo Unwrapped
- Pedestrian Counter Data
- Bulk Discount days - Fire extinguishers/paper shredding

**Promotion**

**Events:**
- First City Celebration
- Oregon Trail Game 5k
- Summer Daze
- Trick or Treat on Main Street
- Tree Lighting Ceremony

**Retail/Business Generation Focus:**
- Spirits Walk (Spring)
- Wine Walk (Spring)
- Wine & Cider Walk (Fall)
- Spirits Walk (Winter)
- Halloween Pub Crawl and Flash Mob
- Welcome to Downtown Packets for Grand Cove Residents

**Design**

- Street Tree Light Maintenance
- Clean Team Associate
- Found and advocated for restoration of the original Elevator Sign
- Park(ing) Day
- Pedestrian Safety Project at 10th and 99E & Main
- Historic Tours of the Elevator and Promenade
- Dog Poop Bag Dispenser Pilot
- Secured funding for facade renovation of Coin Corner

Continuing into 2020
- Courthouse Redevelopment Task Force
- Public Restroom Development
- Hometown Heroes Plaques
- Elevator Interpretive Signage
- Shared Parking After Hours

**Organization**

- Oregon City Pride Merchandise
- Coffee Connections
- Monthly Newsletter
- Sponsorship Sales
- Partnership with the City of Oregon City through an Memorandum of Understanding
27,000 attended events

$540,000 spent in downtown Oregon City during DOCA events in 2019

average spend per person $20
Oregon City Tree Lighting

Street Tree Light Maintenance

Pedestrian Safety 10th & Main and 99E & Main

175th Anniversary Art Print Seek and Find

Our Impact in 2019
Contact Us

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