



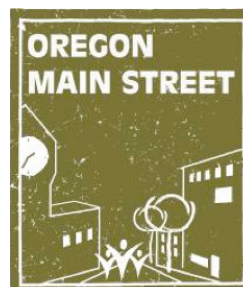
# SUTHERLIN, OREGON COMMUNITY ASSESSMENT REPORT

On-Site Visit: November 21, 2019



ADAPTIVE PRESERVATION, LLC

Submitted by:  
Rebecca Ziegler  
Adaptive Preservation, LLC



Report prepared for:  
Oregon Main Street Program

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## OVERVIEW OF SITE VISIT

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Consultant, Rebecca Ziegler of Adaptive Preservation, LLC, conducted the site visit for Sutherlin on November 21, 2019. The day began with meeting city staff to gain a better understanding of Sutherlin's challenges and opportunities. The remainder of the day included three focus group meetings and a driving tour of the town.

More than 17 people participated in the various focus groups throughout the day. Each of these meetings included the following:

- An overview of the Main Street Four-Point Approach™
- In-depth participant conversation facilitated by the consultant regarding any positive or negative perceptions of Sutherlin and the downtown core; and
- Organizing those perceptions around the four points of the Main Street Approach

Community members were excited to discuss what they wanted to see in their downtown and learn how they could get involved. This opportunity for public participation and discussion was invaluable for the consultant and those remarks have been integrated into recommendations for this report.

While the meetings on Thursday were well attended by the public, it should be noted that the participation level of city staff was exceptional. Their dedication, positive energy, and desire to make Sutherlin a great place to live and work was both evident and admirable.

## STRATEGIC PLAN GOALS

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The City of Sutherlin's Strategic Plan Goals for 2019/2020 can be found on the City's website and make reference to the downtown. The main goals of the strategic plan include:

- Plan, construct, and maintain a complete transportation system; including walking and biking opportunities
- Ensure public decision-making and problem-solving includes broad public input, especially with affected stakeholders and community partners
- Create a thriving and diverse local economy by retaining and expanding current businesses, attract new businesses, and rejuvenate a comprehensive tourism program
- Establish Sutherlin as a regionally recognized community for its attractive and positive image
- Continually plan and maintain fiscally sustainable public services and infrastructure
- Continue developing a visually appealing Central Avenue corridor, including a vibrant downtown
- Encourage and support successful community events that add to our quality of life
- Sustain a high level of public safety

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These next sections list the strengths and opportunities of downtown Sutherlin along with actionable items. They are organized by the Four-Point Approach™ committee structure.

## **ORGANIZATION COMMITTEE**

**Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.**

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### **FINDINGS DURING SITE VISIT**

- Strong community support and interest in improving the downtown.
- Would like to hire an executive director within the next five years.
- Currently do not have a membership model but it is referenced in the bylaws.
- Incredible community partnerships (e.g., holiday lights designed and manufactured by a local business owner/community member).
- Well organized board with strong participation of City staff.
- No current funding stream besides City contributions.
- Umpqua Community College is a great resource and possible partnership.
- Lack of communication amongst businesses.
- Community members are not aware of what is going on downtown.
- Great relationship with the local Chamber of Commerce.



### **QUICK WINS- SHORT TERM ACTION ITEMS (0-6 MONTHS)**

- If not already done, secure internet domain name for Sutherlin Downtown Development Inc., (SDDI). This could be a placeholder for future website.
- Current board consists of an executive team and three regular board members meeting every fourth Wednesday of the month at noon. Continue to keep this board actively engaged and begin work on establishing a committee for each of the four points.
- Establish an Organization Committee that reports to the board. Ideally this group would have at least four members with active ties to other civic organizations.
- Bylaws and Articles of Incorporation have already been created. Next step would be to hone in on the mission and vision statement of the organization.
- Begin working on annual meeting preparation for the 2nd Tuesday in April (as suggested in the bylaws). This will be a great opportunity to share your goals for the

next 18 months and hand out a promotional brochure on SDDI to raise awareness for the organization.

- Fiscal year has been established as beginning July 1st. If it has not been done already, select a bank, open a business account, and discuss financial housekeeping items.
- Develop a master contact list of all volunteers and partnership opportunities within the community.
- Create a master contact list for all property owners and downtown businesses. Do this in partnership with the Promotions Committee.
- Determine SDDI's boundaries/ area of focus. There was some confusion on where the downtown ended, clarification on this will be helpful for future projects. Have the board vote and approve this boundary area.

## **MEDIUM TERM ACTION ITEMS (7-12 MONTHS)**

- Bylaws reference a membership structure, but currently SDDI does not have any members. Develop a membership structure that works for Sutherlin. (*See Appendix E for Sample Membership Benefits and Rates.*)
- Hold a board goal setting session to create a 12-18 month work plan. Be sure to gather input frequently from your committees by having them brainstorm ideas and come up with a list of activities.
- Continue to develop a draft budget and strategize ways to fundraise and build monetary support.
- Research the process for hiring a Resource Assistance for Rural Environments (RARE) intern to help SDDI. Applications are currently open and close April 17, 2020.
- Create a seasonal flyer that lists all upcoming events. Utilizing the business and property owner master contact list, have a point person hand deliver and email the flyers. Encourage downtown businesses to display them in their front windows and/or their community bulletin boards. Do this in conjunction with the Promotions Committee.

## **LONG TERM AND ONGOING ACTION ITEMS (13-24 MONTHS)**

- Identify funding streams to sustain efforts (e.g., grants, a membership campaign, fundraising events, establishing an Economic Improvement District).



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## PROMOTIONS COMMITTEE

Positions the downtown as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

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### FINDINGS DURING SITE VISIT

- Small Business Saturday was popular in 2018, but business participation was very limited in 2019.
- Adequate amount of annual community events being held by other organizations (e.g., Timber Town Christmas, Music Off Central, Annual Blackberry Festival, Sutherlin Country Music Concert).
- Entertainment options are limited. Most people (if not everyone) drive to Roseburg for entertainment.
- Central Park is a great location for social and cultural activities. The new splash pad is widely popular.
- Inconsistent store hours is a regular complaint from residents and visitors making it difficult to shop or even host retail events.
- Halloween downtown event is very popular. In 2019, nearly 20 businesses participated with more than 500 attendees coming downtown.
- Community members state that Sutherlin needs to diversify and have more than just one thing to do in the downtown.
- The skate park is vacant the majority of the time. People would like to see more people users at the park or have it relocated.
- Community events are spread via the Chamber website which houses Visit Sutherlin. Idea of having a community bulletin board was brought up numerous times.
- Need to find ways to increase merchant participation in downtown events.
- Community members would like to see more social and cultural opportunities.
- Perceived lack of a marketing plan or strategy for downtown events.

### QUICK WINS- SHORT TERM ACTION ITEMS (0-6 MONTHS)

- Establish a Promotions Committee that reports to the board. Ideally this group would have at least four members and include at least one downtown business. Once the committee is established have a goal setting session to determine top priorities for the



- year and report this to the board for their strategic visioning session.
- Build upon events already happening. For example, Timber Town Christmas Bazaar happens annually and is hosted by the Rotary Club. Encourage the Promotions Committee to lead a downtown merchant event. This could be an 'Elf on the Shelf Scavenger Hunt' or a 'Cookie Walk' (*See Appendix D for Promotional Material Examples*). These types of events encourage people to step foot inside local businesses. Creating a unified business retail promotion that compliments an event like the Christmas Bazaar would be a great way to entice people coming downtown to stay and shop downtown. Encouraging all merchants to stay open later that day and offer discounts or special promotions would be a quick and easy way to participate in this event.
  - Alternatively, Salem Main Street Association has created a Go Nuts Retail Campaign that has been widely popular for community members and business owners alike. Something similar could be incorporated in the summertime in Sutherlin on days the Music Off Central events occur (*See Appendix D for Promotional Material Examples*).
  - Create seasonal event flyers to be hand delivered to downtown businesses and/or placed on community bulletin boards placed in popular locations (e.g., grocery store, library, banks). Do this in partnership with the Organization Committee.
  - Recruit at least four people to serve on the Promotions Committee.

## **MEDIUM TERM ACTION ITEMS (7-12 MONTHS)**

- Work in partnership with the Organization Committee to help organize the annual meeting. This could be a simple public meeting or a larger fundraising event that raises money for the organization.
- Get organized with approachable work plans based on the Main Street Four-Point Approach™.
- One issue that arose multiple times during the site visit was the lack of entertainment options for young community members. Encourage the board to create an event that interests the youth in town. Reach out to local schools and organizations with children and young adults to see what sort of events they would like to attend in Sutherlin.

## **LONG TERM AND ONGOING ACTION ITEMS (13-24 MONTHS)**

- Focus on livability of Sutherlin and incorporate special events to promote quality of life and small town charm.
- Establish a signature event for SDDI. This could be an annual fundraising dinner, creation of a Farmers Market, or establishing a retail event. Once the signature event has been identified, begin developing a work plan and funding strategy.

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## ECONOMIC VITALITY COMMITTEE

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

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### FINDINGS DURING SITE VISIT

- Vacancy rate in downtown is currently unknown.
- New housing development occurring throughout the town.
- There has been discussion on implementing an Economic Improvement District (EID).
- Lack of retail shops in downtown, most people leave town to shop.
- Multiple second hand stores.
- Property owners living in back of businesses with the storefront depicting vague businesses that are rarely, if ever, open.
- Permit process is very easy and System Development Charges (SDC) are low. This simple, streamlined process makes it easy to develop in Sutherlin.
- Would like to explore the idea of utilizing the Diamonds in the Rough grant for 122 West Central Ave.
- Businesses downtown are rarely open past 5 pm.
- Kids leave town to do fun things. There is not much to entertain them here.
- Too many second hand stores and stores that are rarely open.
- No upscale restaurant or brew pub located in the town.
- Would love to see a quality wine bar that features local wine of the region.
- Lots of training opportunities with North Star Fabrication & Machine, a local manufacturing company.
- Rents are not high in downtown.
- Cooper Creek is nearby and a great recreation attraction and potential tourism opportunity. Signage to Cooper Creek is limited and not well displayed.
- There are not many places for young adults to work.
- Sutherlin is a bedroom community.
- Community would like to see a nice restaurant downtown.
- No good grocery store. People typically do larger shopping in Roseburg.
- Community is excited to see a hardware store coming back to downtown.
- Downtown Streetscape improvements have been great and well received by the community.
- Lighting is ok downtown and overall people generally feel safe in Sutherlin.
- No draw from I-5 to come to downtown Sutherlin.
- Central Ave is always busy with traffic but most people do not stop to shop.



## **QUICK WINS- SHORT TERM ACTION ITEMS (0-6 MONTHS)**

- Establish an Economic Vitality Committee that reports to the board. Ideally this group would have at least four members.
- Conduct a vacancy rate analysis for ground floor and upper floor spaces inside the established SDDI boundary lines.
- Research the Diamonds in the Rough grant criteria to see if 122 West Central Ave would be an eligible candidate. Grant cycle opens in January 2020. Do this in partnership with the Design Committee.
- The historic Sutherlin Dental Building (pictured below) could be a great candidate for the Main Street Revitalization Grant in 2020. Establish a task force to focus solely on this grant. Work closely with staff at Oregon Heritage to ensure deadlines and criteria are met.

## **MEDIUM TERM ACTION ITEMS (7-12 MONTHS)**

- Urban Renewal funds are available and the City is working hard to attract and find financial incentives to attract a business and/or a use they would like to see downtown. Continue this great work and encourage the recruitment of a brew pub.
- Identify appropriate uses for vacant first floor spaces.
- Working closely with city staff, establish policy or ordinance that eliminates the ability to illegally reside in commercial properties downtown.

## **LONG TERM AND ONGOING ACTION ITEMS (13-24 MONTHS)**

- Develop a business recruitment packet for potential new businesses.
- Work to retain businesses in the downtown core. Complete a business assessment to see what their needs and pain points are.



## DESIGN COMMITTEE

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

### FINDINGS DURING SITE VISIT

- Signage for downtown businesses is inconsistent and do not depict what the businesses are selling.
- Downtown holiday lights are designed and built by a local community member/business owner. Capitalize on partnerships like this.
- Downtown core is small and easily walkable.
- New downtown hardware store was painted bright colors. Perceived as incompatible with the rest of downtown.
- Lack of business signage. No reason to park if you do not know what the businesses are selling.
- No entrance or designated downtown signage.
- Successful banner program.
- Lack of downtown trees, greenery.
- Deferred maintenance on several buildings creates a run down appearance.



### QUICK WINS- SHORT TERM ACTION ITEMS (0-6 MONTHS)

- Recruit at least four people to serve on the Design Committee, ideally one member would have historic preservation or architectural background. Once committee is established, have a goal setting session to determine top priorities for the year, report this to the board for their strategic visioning session.
- Banner program is widely successful. This could be a potential fundraiser idea for SDDI. For example, some communities create consistent branding and then have businesses pay to have their logo on banner via sponsorship. Alternatively, Downtown Independence, has created a unique way to use the lampposts during the month of February. Community members are able to purchase a custom heart sign to be displayed in honor of Valentines Day. Do this in partnership with the Promotions Committee. *(See Appendix D for Promotional Material Examples)*
- Engage a wide cross section of community volunteers for a Tidy-Up-Tuesday campaign. Every Tuesday or one Tuesday a month, volunteers would choose a block or perhaps one building to focus on making improvements. This could be with window displays, painting, replanting flowers in the flower pots, cleaning up trash, etc.

## MEDIUM TERM ACTION ITEMS (7-12 MONTHS)

- Explore sidewalk and pedestrian enhancements including additional benches, planters and repairs where needed; improve general cleanliness. Do this in conjunction with local partners like North Star Fabrication & Machine, Umpqua Community College, and the local Garden Club.
- Work with the City to establish some basic design guidelines for the downtown core (e.g., color palette, historic preservation design standards). Develop a list and find an architect to help design a palette of colors, awning choices, etc.

## LONG TERM AND ONGOING ACTION ITEMS (13-24 MONTHS)

- Develop design criteria and regulations for signage. If possible, ask the City of Sutherlin for seed funding to create a 50/50 matching grant program to help businesses install permanent signage that depicts what their business is sell. With heavy traffic on Central Ave, this could make a huge impact to passing travelers.
- Explore the idea of a mural program. A few downtown properties had beautiful murals on the side of their building and there could be the potential to create a program that partners with the local school and/or college to have students paint community art pieces.



## APPENDIX A: MAIN STREET BACKGROUND

The Oregon Main Street (OMS) program provides assistance to communities in Oregon whether they are just beginning to explore options for their downtown or seeking national recognition as a Certified Main Street Community. The services of the OMS Programs are tailored to meet both the specific and typical needs of communities at each particular stage of downtown revitalization. Currently, there are 78 communities participating in one of the levels of the Oregon Main Street network.



OMS is a Main Street America™ Coordinating Program that works with communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. Services are based on the successful Main Street Approach® developed by the National Trust for Historic Preservation Main Street Center and include training and technical assistance. The goal is to build high quality, livable, and sustainable communities that will grow Oregon's economy while maintaining a sense of place.



It is a proven comprehensive approach to downtown commercial district revitalization. By fully integrating the program's four points (organization, promotion, design, and economic vitality) into a downtown management strategy, a local program could produce fundamental changes in a communities economic base.

OMS helps to lead a powerful, grassroots network consisting of more than 40 Coordinating Programs and more than 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

To find out more about the OMS program, contact Sheri Stuart, Oregon Main Street Coordinator at [sheri.stuart@oregon.gov](mailto:sheri.stuart@oregon.gov) or 503-986-0679.

Information on this page is cited from the Oregon Main Street and the National Main Street website. For more information please visit, [www.oregon.gov/mainstreet](http://www.oregon.gov/mainstreet).

## APPENDIX B: MEETING PARTICIPANTS

RENEE LILLIE  
DEBBIE HAMILTON  
DEANNA SCEVERS  
KRISTI GILBERT  
BRIAN ELLIOT  
JAMIE CHARTIER  
NANCY RODRIQUEZ  
DON SHAW  
SCOTT CAMERON  
DUSTIN HUMBER

TRACY MARTZ  
GARY F.  
TERRY PRESTIANNI  
ADAM SARNOSKI  
TERRY L. BROCK  
DAN BARTRAN  
NICOLE BENNETT  
J. BROWN  
JERRY GILLHAM

*Please note this list is not exhaustive and only representative of who completed the sign in sheet. Please excuse any spelling errors or omissions.*



## APPENDIX C: GENERAL COMMENTS FROM PARTICIPANTS

- We are growing. We have lots of new housing developments happening right now.
- It's easy to develop here. The permit process is super easy.
- Nothing is open past 5 pm and that's when most people get off of work.
- Sporadic hours of operation. You can never tell when a business will be open.
- Chamber promotes events but if you don't like or follow the Chamber then you are out of the loop.
- Signage for downtown businesses is horrible. You can't tell what they are selling.
- There is no nice place to eat or grab a drink downtown.
- Would love to see a quality wine bar that features local wine of the region.
- There are not many places for kids to work.
- Would like to see more downtown food and beverage options. A brew pub would be great.
- Need to diversify and have more than just one thing to do in the downtown
- The skate park was a big flop. It should be moved to a different location.
- We used to have a theatre, nice restaurants, and a bowling alley back in the day.
- Sutherlin was known for it's lumber. We should capitalize on our history.
- There is not a ton of diversity in this town.
- Kids leave town to do fun things. There isn't much to entertain them here.
- Too many second hand stores.
- No good grocery store. I have to drive to Roseburg to do most of my shopping.
- Exciting to see a hardware store coming back to downtown.
- The streetscape improvements have been great, the new lights are nice.
- I love the small town feel.
- There are no homeless in downtown really.
- I never saw myself living in Sutherlin but I have lived here 10 plus years and love the small town feel.



APPENDIX D: WOODLAND ELF ON THE SHELF SCAVENGER HUNT



**VISIT WOODLAND PRESENTS**  
**ELF ON THE SHELF SCAVENGER HUNT**

**Friday December 6, 2019 3pm-8pm**

Every participating business will have an elf on the shelf located in their business. Pickup a map at participating businesses. Find the item and get your map (stickered) and proceed to the next participating business! When your card is full, drop it off at Blue Wing Gallery and get your ticket(s) to be entered for a chance to win prizes.

**\$500 GRAND PRIZE\***  
see [visitwoodland.com](http://visitwoodland.com) for details  
2nd prize \$100 in Downtown Dollars  
3rd prize \$50 in Downtown Dollars

\*GRAND PRIZE IS A GIFT BASKET with Participating Stores Merchandise and \$150 in Downtown Dollars

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Visitwoodland.com



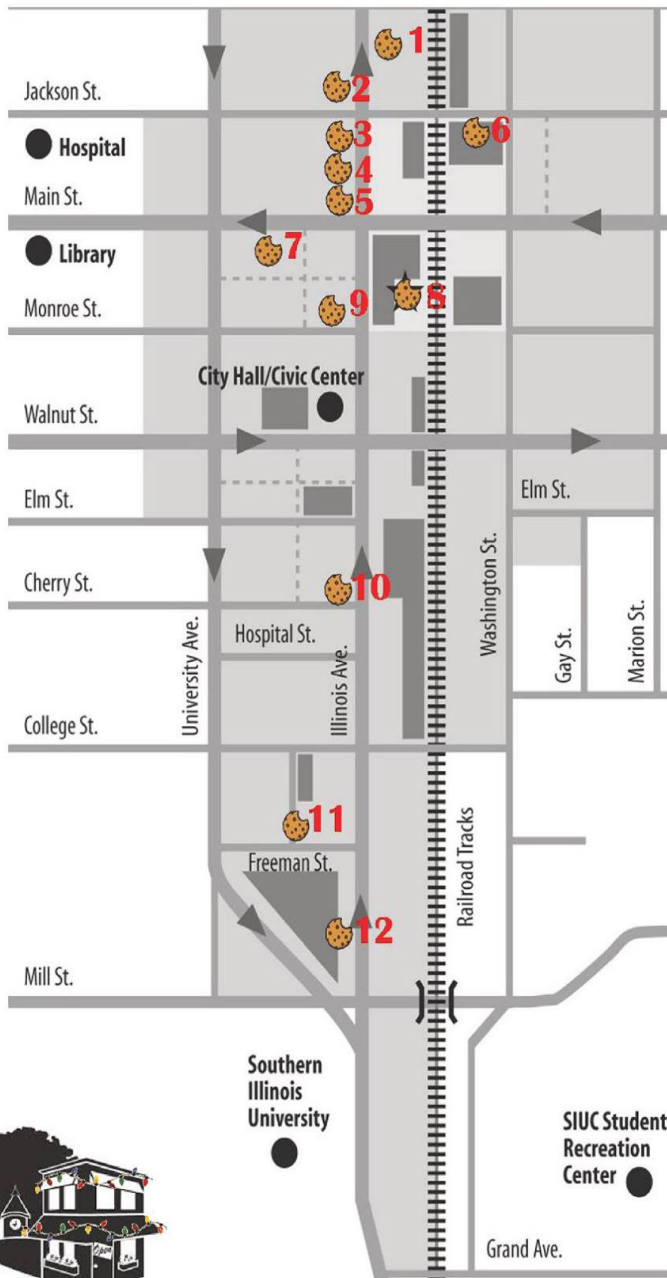
Downtownwoodland.org



Nytch  
Nytchapp.com

**APPENDIX D: CARBONDALE COOKIE WALK**

**COOKIE WALK**




**THE COOKIE WALK IS FROM 4 PM - 6 PM IN DOWNTOWN CARBONDALE**

- 1. THE THRIFT SHOP**
- 2. DONA CAMILA**
- 3. CARBONDALE TROPHY**
- 4. PRACTICE PAD**
- 5. FRINGE THE SALON**
- 6. HAIR BRAINS (OPENS AT 5PM)**
- 7. CASTLE PERLIIOUS (SERVING HOT CIDER)**
- 8. CARBONDALE MAIN STREET**
- 9. NEST ARTS**
- 10. THE VARSITY CENTER**
- 11. GAME TABLE**
- 12. EVOLVE**

**Carbondale Main Street thanks you for celebrating downtown!**





## WANT TO WIN A \$600 PRIZE PACKAGE?

**THREE EASY STEPS:**

- 1) Read rules and fill out your information on this page.
- 2) Visit all participating businesses and get this game card stamped.
- 3) Bring completed game cards to the Salem on Ice Snack Shack by 9PM, Friday, December 14th, 2018.

**TWO WINNERS** will be selected and notified by email or phone. **Go Nuts!**

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

I have read and agree to the terms and conditions of this promotion.

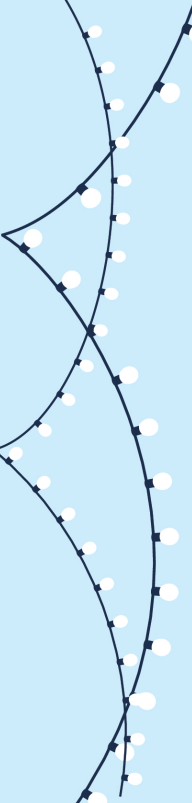
Signature \_\_\_\_\_

**THE RULES TO GO NUTS DOWNTOWN!**

- 1.) **HAVE FUN!** We encourage all participants to enjoy the game and enjoy each place you visit. Downtown Salem is a beautiful, welcoming place and we want you to have fun exploring with this game.
- 2.) **ALL AGES CAN PARTICIPATE.** There are no age restrictions to participate. From babies to centenarians, all are welcome to participate in the fun. (If it's not your baby or grandparent, please make sure you have permission with the appropriate parties.)
- 3.) **ONE GAME CARD PER PERSON.** Only one completed game card per person will be eligible for the prize drawings. Each person must be present at time of stamping. One person cannot receive stamps for multiple game cards at each participating business.
- 4.) **BE SAFE AND RESPONSIBLE.** By taking part in this game, you are assuming all responsibility for your actions and behavior. Salem Main Street Association, Salem on Ice and participating businesses are NOT responsible for any damage or injury to property and persons while participating in this game.
- 5.) **TURN IN GAME CARDS BY DECEMBER 14TH, 2018, 9PM.** All game cards eligible for the random prize drawing must be turned at the Snack Shack at the Salem on Ice Rink by 9PM on December 14th, 2018. The drawing will take place Saturday, December 15th.

Rules and prizes subject to change.

**NEED PARKING?** There is plenty of parking available in the parkades shown on the map. There is a parkade three blocks or less from every downtown business!



*Discover Retail, Restaurants & Recreation!*

Salem Main Street Association Proudly Presents


# GO NUTS DOWNTOWN

NOVEMBER 7 - DECEMBER 14, 2018



SALEM, OREGON

[www.GoSalem365.com](http://www.GoSalem365.com)



# APPENDIX D: SALEM GO NUTS CAMPAIGN

www.GoSalem365.com

# GO NUTS DOWNTOWN







**1 MA VALISE**  
379 STATE ST  
Mon-Sat: 10am-5:30pm

**2 THE ARBOR**  
367 STATE ST  
M-Sat: 11am-5:30pm

**3 RUNAWAY ART**  
311 COMMERCIAL ST NE  
W-Sat: 10am-6pm  
Sun: 11am-5pm

**4 WILLAMETTE VALLEY KITCHEN COMPANY**  
333 CHEMEKETA ST NE  
M-Sat: 10am-5:30pm  
Sun: 10am-5pm

**5 WILD PEAR**  
372 STATE ST  
M-Sat: 10:30am-6:30pm

**6 COOKE STATIONARY**  
370 STATE ST  
M-F: 8:30am-5:30pm

**7 A CREATIVE PARLOR**  
265 COURT ST NE  
W-F: 10am-7pm  
Sat: 10am-3pm

**8 RING-A-DING RETRO**  
230 LIBERTY ST NE  
Tues-Sat: 1:30pm-5:30pm  
Sun: 12pm-3pm  
Closed: Nov. 9, 13-15

**9 PENTACLE THEATER**  
145 LIBERTY ST. NE, SUITE 102  
M-F: 10am-4:30pm

**10 WHERE THE SIDEWALK BEGINS**  
223 COMMERCIAL ST NE  
M-F: 8:30am-5:30pm  
Sat: 10am-5:30pm

**11 COURT APPEARANCE STYLING STUDIO**  
251 COURT ST NE  
10am-6pm (most days)

**12 HATTAWEAR**  
189 LIBERTY ST AT THE REED OPERA HOUSE  
M-Sat: 11am-7pm  
Sun: 12pm-5pm

**13 WILLAMETTE VALLEY MUSIC CO.**  
484 STATE ST  
M-F: 10am-6pm  
Sat: 10am-5pm

**14 OLIVE BOUTIQUE**  
480 CENTER STREET NE, #1144  
M-Sat: 11am-8pm  
Sun: 11am-6pm

**15 OLIVIA'S**  
310 COURT ST NE  
M-F: 10am-5:30pm  
Sat: 10am-5pm

**16 PERLE HOLISTIC SKIN & BODY CARE**  
170 LIBERTY ST SE  
T-F: 11am-6pm  
Sat: 11am-5pm

**17 BENTLEY'S GRILL**  
291 LIBERTY ST SE  
M-F: 11:30am-10pm  
Sat: 3pm-10pm  
Sun: 5pm-9pm

**18 BASKIN ROBBINS**  
480 CENTER STREET NE, #1114  
M-Sat: 11am-8pm  
Sun: 11am-6pm

**19 WILD THINGS**  
241 COMMERCIAL ST NE  
M-Sat: 11am-9pm  
Sun: 11am-7pm

**20 LULLU'S TUTTO CUCINA**  
357 COURT ST NE  
M-F: 10am-5pm  
Sat: 11am-5pm

SUTHERLIN COMMUNITY ASSESSMENT

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APPENDIX D: INDEPENDENCE WALK OF HEARTS

Express your sentiment  
on a bright red heart  
hung on the lamp posts  
in Downtown  
Independence!



Independence Downtown Association Presents:  
**WALK OF HEARTS**

\$30 Per Side - Order Online @  
[indyhearts.eventbrite.com](http://indyhearts.eventbrite.com)  
Order Deadline: February 4th

FOR A PAPER FORM E-MAIL [PD1571@yahoo.com](mailto:PD1571@yahoo.com) OR CALL (503)838-2314

# APPENDIX E: SAMPLE MEMBERSHIP BENEFITS AND RATES

## 2019 MEMBERSHIP BENEFITS

### **DOWNTOWN BUSINESS MEMBER** (business located in downtown)

#### **MARKETING**

Stretch your marketing budget. Our goal is to increase awareness of downtown and member businesses to local residents.

**New Gift Cards** | Upgraded gift card system makes it easier for customers to use and cheaper for you to redeem (we've removed the 5% admin fee)

**New Maps** | Get listed on five (5) new wayfinding maps in Downtown, Granary District, Linfield

**New Welcome Kits** | Be included in vacation rental "welcome packets"

**Website** | Business listing on macdowntown.com (average 1,500 monthly visits)

**Newsletter** | List events or promotions in MDA e-newsletters (1,188 subscribers)

**Social Media** | Promotion of members via our public social media accounts (12,411 total followers)

#### **EVENTS**

Draw in new customers. Increase your business revenue. MDA events bring more than 86,500 people downtown annually.

**Discounts** | MDA members get first access, and discounts on major event vendor fees. Farmers Market - waived application fee; UFO Fest - waived application fee & \$50 off vendor fees; Concerts - exclusive access to serve food & beverage; Holiday Promotions - Free.

#### **EQUIPMENT**

**New Rentals** | Rent MDA supplies (sound, stage, tents, chairs) for free or greatly discounted (subject to availability)

#### **NETWORKING**

Connect with fellow business owners via round tables, educational seminars and our annual dinner.

### **AFFILIATE BUSINESS MEMBER** (business located outside downtown)

#### **MARKETING**

Stretch your marketing budget. Our goal is to increase awareness of downtown and member businesses to local residents.

**Website** | Business listing on macdowntown.com (average 1,500 monthly visits)

**Newsletter** | List events or promotions in MDA e-newsletters (1,188 subscribers)

**Social Media** | Promotion of members via our public social media accounts (12,411 total followers)

#### **EVENTS**

Draw in new customers. Increase your business revenue. MDA events bring more than 86,500 people downtown annually.

**Discounts** | MDA members get first access, and discounts on major event vendor fees. Farmers Market - waived application fee; UFO Fest - waived application fee & \$50 off vendor fees; Concerts - exclusive access to serve food & beverage; Holiday Promotions - Free.

#### **RESOURCES**

**New Equipment** | Rent MDA supplies (sound, stage, tents, chairs) for free or greatly discounted (subject to availability)

#### **NETWORKING**

Connect with fellow business owners via round tables, educational seminars and our annual dinner.

### **FRIEND OF DOWNTOWN** (supportive individuals or families)

#### **SWAG**

**New T-shirt** | Exclusive Downtown McMinnville t-shirt available only to Friends of Downtown

#### **ACKNOWLEDGMENT**

**Get in the Club** | Exclusive invitation to Friends of Downtown events & listed as a supporter on macdowntown.com

# APPENDIX E: SAMPLE MEMBERSHIP BENEFITS AND RATES



## 2019 MEMBER & SPONSOR FORM

### 2019 MEMBERSHIP DUES

- Downtown Benefactor (\$350+)**  
Downtown Benefactors have made an extra commitment to support the growth and progress of downtown by donating above their typical membership level. Benefactors receive all the benefits of either Downtown or Affiliate business membership and will be highlighted on our website and recognized as sponsors at all downtown events.
- Downtown Business (\$175)**  
Business located downtown (see map) invested in our collective success. See 2019 Member Benefits for details.
- Affiliate Business (\$150)**  
Business not located downtown (see map) but invested in downtown's success. See 2019 Member Benefits for details.
- Friends of Downtown - Individual or Family (\$60 or \$120)**  
Individual fans of downtown. See 2019 Member Benefits for details.

### 2019 SPONSORSHIP OPPORTUNITIES (visit [macdowntown.com/sponsors](http://macdowntown.com/sponsors) for more details)

- \_\_\_\_\_ **Team Volunteer**  
The only free sponsorship. Market yourself by bringing your group to handle our volunteer needs for a day. Corporate group, service organizations, etc. Wear your branded gear and help make downtown events happen
- \_\_\_\_\_ **Downtown Champion**  
\$10,000 - Presenting Sponsor for all MDA events; customize sponsor packages to meet your needs
- \_\_\_\_\_ **Farmers Market**  
\$3,000 Presenting Sponsor | \$2,000 Premium Sponsor | \$1,000 Harvest Sponsor | \$500 Blossom Sponsor
- \_\_\_\_\_ **UFO Festival**  
\$1,500 Flying Saucer Sponsor | \$1,000 Area 51 Sponsor | \$500 Mars Sponsor | \$250 Nano Sponsor
- \_\_\_\_\_ **Downtown Concerts**  
\$2,500 Presenting Sponsor | \$1,500 Grammy Sponsor
- \_\_\_\_\_ **Trick-or-Treat on Third Street**  
\$750 Presenting Sponsor | \$500 Goblin Sponsor | \$250 Haunted Sponsor
- \_\_\_\_\_ **Santa's Parade & Tree Lighting**  
\$1,000 Presenting Sponsor | \$500 Mistletoe Sponsor | \$250 Jingle Bell Sponsor

\_\_\_\_\_ **MEMBERSHIP PAYMENT TODAY**

\_\_\_\_\_ **PLEASE INVOICE THIS SPONSORSHIP AMOUNT**