

An aerial photograph of the city of Grants Pass, Oregon, showing a dense urban area with numerous buildings, roads, and green spaces. In the background, a range of mountains is visible under a clear sky.

MAIN STREET

*Grants Pass*

EST. 2024



# Our Journey to Main Street Grants Pass

This journey has truly been a collaborative community effort:



This collective effort laid a solid foundation for the successes and ongoing projects we're excited to share today.

# Background - Main Street America to Grants Pass



## Economic Vitality

Stimulate business growth through strategic investments. Create a self-sustaining downtown economy that attracts new ventures.



## Historic Preservation

Celebrate our unique architectural heritage. Transform historic buildings into modern community assets.



## Community Engagement

Foster vibrant public spaces that bring people together. Create a downtown where residents and visitors want to spend time.

# 220

## Current M SGP Boundary

Businesses within the Main Street Grants Pass program area

# 148

## CBD (Core Area)

Businesses in the central business district

# - The Main Street Effect -

## ***Economic Revitalization***

- Oregon Main Street initiatives generated over \$140.9 million in direct economic impact, supporting approximately 1,613 jobs across local downtowns between 2011-2021.

## ***Historic Preservation***

- The Main Street Revitalization Grant leveraged \$7.6 million for historic building restorations, enhancing downtown character while attracting new businesses.

## ***Tourism and Customer Attraction***

- Main Street marketing and events generated \$134.6 million in tourism spending, drawing visitors to local businesses and community events.

## ***Community Placemaking***

- Initiatives like facade improvements, public art, and streetscape enhancements contribute to a more inviting, walkable, and cohesive downtown atmosphere.

## ***Social and Cultural Connection***

- Programs like local festivals, museum exhibits, and family-oriented events foster community engagement and reinforce the cultural identity of downtown districts.

# Mission & Vision

## Mission

Main Street Grants Pass is dedicated to revitalizing our historic downtown by fostering economic growth, preserving its unique character, and creating a vibrant community space. Through collaboration with local businesses, residents, and stakeholders, we aim to strengthen the heart of our city and promote a thriving, inclusive downtown for all.

## Vision

Our vision is a downtown Grants Pass that is a dynamic and welcoming hub of activity, where historic charm meets modern vitality. A place where businesses flourish, the community gathers, and the rich heritage of our city is celebrated, creating a destination that reflects the spirit and pride of Grants Pass.

# The Main Street Approach

The Main Street Approach is a time- tested framework for community- driven, comprehensive revitalization. For over 40 years, this methodology has been successfully implemented in over 2,000 communities across the country.

## Key Benefits

Comprehensive, balanced strategy for downtown revitalization

Proven track record of success nationwide

Leverages local assets and volunteer support

Measurable outcomes and economic impact

## Four Core



### Economic Vitality

Strengthening downtown's existing economic assets while diversifying its economic base through business retention, expansion, and recruitment.



### Design

Enhancing the physical appearance of downtown through building rehabilitation, compatible new construction, public spaces, and street improvements.



### Promotion

Marketing downtown's unique characteristics to residents, visitors, investors, and entrepreneurs through events, retail promotions, and marketing campaigns.



### Organization

Building partnerships among stakeholders, creating a strong organizational foundation, and cultivating leadership and community involvement.

# Goals for Downtown Grants Pass

- 1 Strategic business attraction and retention
- 2 Enhanced tourism is driven by engaging events
- 3 Improved public spaces fostering community pride
- 4 Diverse and sustainable revenue streams ensuring financial independence





## Expected Economic & Community Benefits

Community support enables Main Street Grants Pass to achieve:



### Higher Property Values & Increased Tax Revenues

Revitalized buildings drive economic vibrancy.



### Job Creation

New and expanding businesses downtown create local employment opportunities.



### Tourism Growth

Elevated downtown events and targeted promotions attract more visitors.



### Enhanced Public Safety

Increased foot traffic and lower vacancies naturally foster safer downtown environments.

# Recent Main Street Successes

## \$400,000 Rehabilitation Grant

Secured this major grant to renovate and preserve the historic **King Jewelers Building**, boosting downtown revitalization.

## Expansion of First Friday Events

Successfully energized downtown by increasing merchant participation and community engagement, resulting in higher foot traffic and economic activity.

## Enhanced Merchant & Stakeholder Engagement

Active involvement in ongoing merchant meetings, highlighted by our recent "**Meet the Board**" event. This gathering brought together nearly 60 enthusiastic downtown stakeholders, demonstrating substantial support and positive momentum for Main Street Grants Pass, and underscoring excitement for future initiatives.





# Ongoing & Upcoming Downtown Projects



## Downtown Awning Revitalization

Recently applied for a **\$50,000 grant from T-Mobile**, aimed at cleaning, repairing, and replacing awnings throughout downtown, working in tandem with urban renewal grants.



# Questions?