



The Main Street Approach to Downtown and Community Revitalization

Kathy La Plante

National Main Street Center

Senior Program Officer

Director of Coordinating Program Services

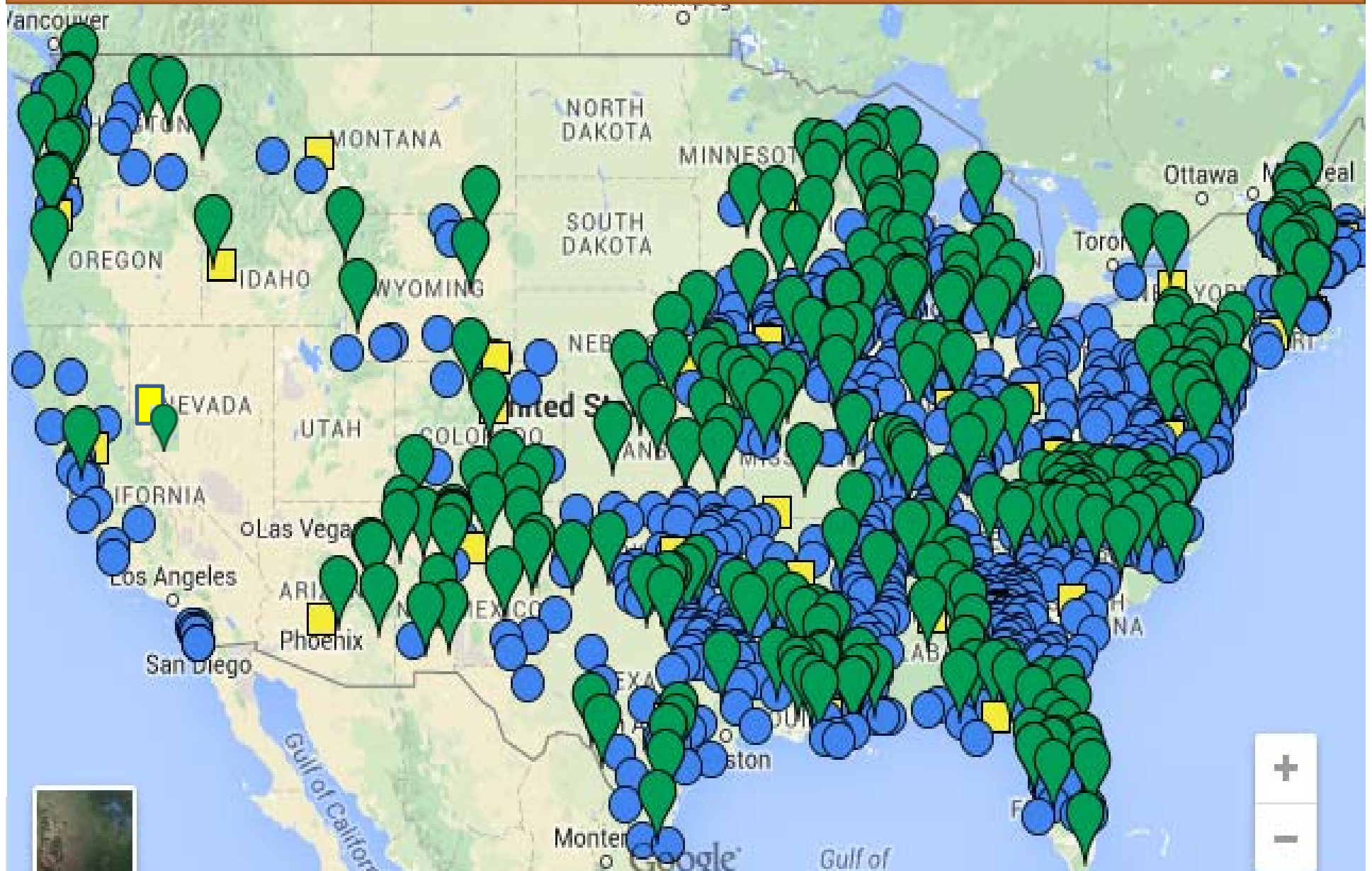
History of Main Street America

*Main Street was founded in 1980 as a program of the **National Trust for Historic Preservation**, when communities dealt vacant and neglected historic buildings, after businesses moved to strip centers and malls.*

Everyone deserves access to a vibrant downtown or neighborhood commercial districts – a place that provides for broad economic opportunity, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. Our collective mission as Main Street America is to make that happen.



➤ *A **national movement** bringing the public and private sector together in communities of all sizes to revitalize their historic downtowns and commercial districts.*



Why Are Downtowns and Important?

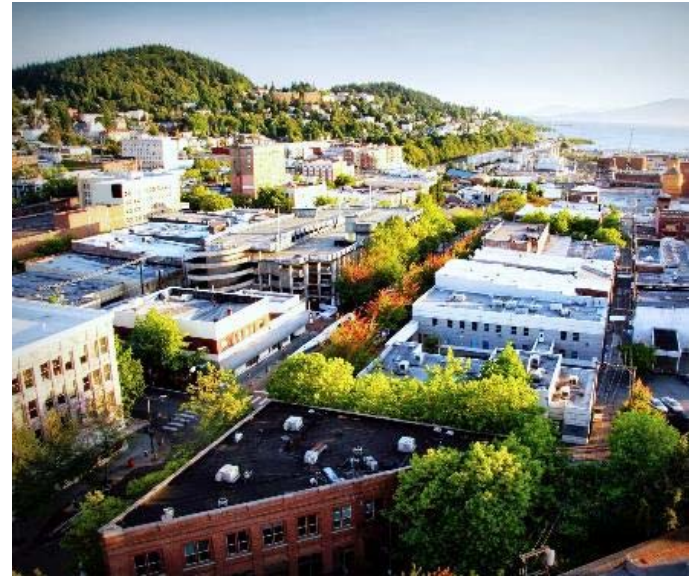


They are symbols of:

- Community economic health
 - Community pride & history
 - The heart of the community - provides people with social gathering spaces
 - Affordable homes for independent businesses
 - Increasing residential demand
- Downtowns*** support local independent businesses that in turn support: local families, community projects and keep more profits in the community

Ground Rules for Main Street Revitalization Efforts

- Main Street is historic preservation. Saving the places that make the community unique.
- Main Street is economic development and doing work on behalf of the municipality.
- Main Street drives overall community improvement and is not just for the benefit of downtown businesses and property owners. **Main Street is NOT a merchant's association**
- Main Street is community-driven, and will only be successful if local resources (funding and volunteers) are secured
- **Main Street is not a Project**, rather a long-term program that is needed to bring about lasting revitalization to downtown and neighborhood districts.



Main Street[®]



“There is simply no more cost effective economic development program of any type, on any scale, anywhere in the country than Main Street...”

*-Donovan Rypkema
Author of “The Economics of Historic Preservation”*

Cumulative Reinvestment Statistics

Dollars Reinvested*:	\$70.25 billion
Buildings Rehabilitated:	268,053
Net Gain in Jobs:	584,422
Net Gain in Businesses:	132,092
Reinvestment Ratio**:	\$32.56: \$1

These estimates are based on cumulative statistics gathered from 1980 to December 31, 2016, for all designated Main Street communities nationwide.

These statistics were originally published on June 16, 2017, and revised on August 16, 2017.



Main Street Rawlins, WY

Population 9,000, joined the program in 2006

- Decreased vacancy rate to 10% from 40+%
- Created over 200 jobs and 28 new businesses
- Downtown Housing Fueling Revitalization



The Main Street Approach

Works Because of a Comprehensive Approach



Design - getting the commercial district in top physical shape, creating attractive places and destinations



Organization - getting the community working together with a shared vision for downtown



Promotion - marketing the district's unique characteristics, assets and businesses



Economic Vitality - diversifying the district's economic base and strengthening businesses



Organization

- Partnership Building (public and private)
- Public Relations and Outreach / Communications
- Fund-Raising (projects & operations)
- Volunteer development

Join over 2,000 cities throughout the Country which have utilized the 'Main Street Approach' to achieve Economic Growth, Success and Community Revitalization

Opportunity awaits as we embark on an incredibly rewarding time in our city's history. We have long shared a vision for what the Bayfront could be – one of economic vitality and enhanced 'quality of life' for business and property owners, for residents and visitors, and for ALL 'stakeholders' in the Palm Bay community and surrounding areas. Today, the Bayfront Main Street program plays an important role in making our vision reality.

Public spaces and natural resources can transform cities. Together, we can create the framework to catalyze meaningful investment in and around the Bayfront and the Indian River Lagoon. However, our success can only be achieved through a high level of 'buy-in' from vital stakeholders.

Encouragement is essential in helping to shape the Bayfront into an amenity and economic catalyst for the entire community. YOU are in a position of influence and we trust we can count on your support. Your help and a letter of support (on company letterhead), will be critical ingredients in our Florida Main Street application and our success.

Now is the time. Help us 'spread the word' to your sphere of influence, as 'word of mouth' endorsements are the most powerful. Below is a very brief description of both the Florida and National Main Street organizations, including their most significant accomplishments, along with their websites should you wish to learn more at this time. We thank you, in advance, for your support.

 MAIN STREET AMERICA

The National Main Street Center has assisted over 2,000 local community programs since the mid-1980's, including over 50 Florida programs, achieve very impressive accomplishments: over \$61.7 billion in reinvestment; creating more than 528,500 new jobs; generating over 251,800 building rehab projects, and creating over 120,500 new businesses. www.mainstreet.org / www.floridamainstreet.org

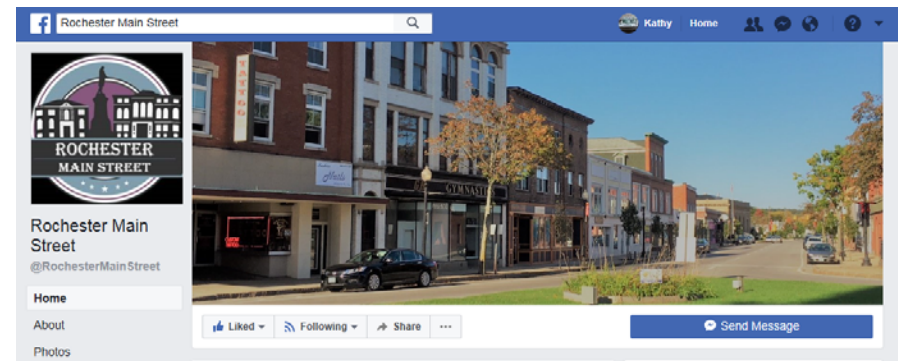
BAYFRONT MAINSTREET PROGRAM ORGANIZATION & DEVELOPMENT
LAIRD GANN: 321.213.3532 | MICHAEL CREPEAU: 321.243.1321



Reach out and involve the Community

Public Relations Plan

- Build community participation
- Main Street/Downtown brochure
- Newspaper articles
- Annual reports
- Newsletters
- Posters
- Social Media
- Hosting community events



Typical Balance of Funding Sources for Downtown Revitalization Programs

30-50%

Public funding

20-30%

Funding from business district

30-40%

Community funding

5-15%

Miscellaneous



Beaufort Beauties

Beaufort, SC

Main Street Beaufort, USA Presents

**Beaufort
Beauties**

Charity Drag Show

Saturday, March 29, 2014

doors open 6:30 pm - show 7:30 pm

at the Shed in Port Royal

Tickets \$35.00 per person

**ask about our special VIP On-Stage Seating
Only \$250, seats 5, includes drinks

Tickets available at 101 West Street Extension or 525-6644

Proceeds Benefit

Main Street Beaufort, USA
Dragon Boat Beaufort, Lowcountry Habitat for Humanity,
Healing Heroes of the Lowcountry Fund



- \$30 tickets
- Beauty Pageant
- Raised \$18,000
- Main Street partners with other three other non-profits to recruit “beauties” and provide volunteers.
- Main Street keeps 1/2



Volunteers are Essential!

- Gain community support and provide community outreach
- Community members take ownership
- Gain more expertise
- Accomplish more with limited funds
- Demonstrate community support for the program
- Help prevent manager/director burnout!
- Develop tomorrows' leaders
- Respect and train them



Promotion

Market-Based Strategies



- **Image campaigns** accentuate the positives, dispel the negatives
- **Business promotions** generate immediate sales of the goods and services offered downtown
- **Special events** generate traffic, activity and positive experiences in the downtown

Do you know a Good Image from a Bad Image?

When Things Look Like This.....



Or What if They Look Like This?



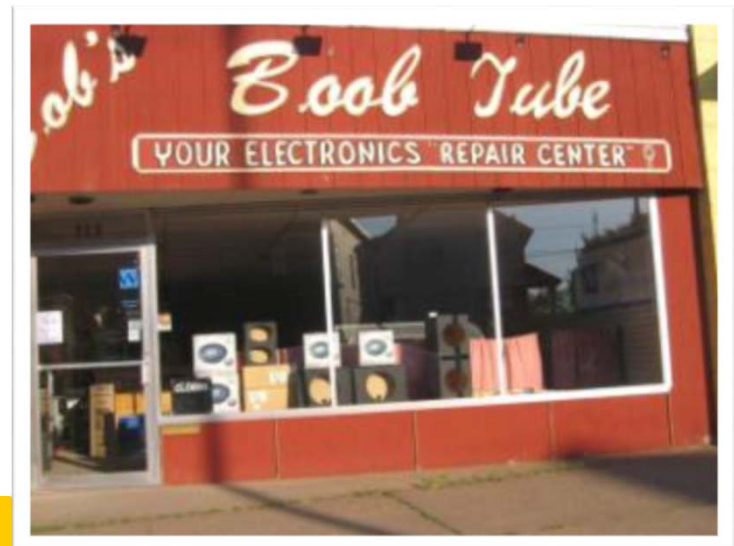
How Would You Feel?



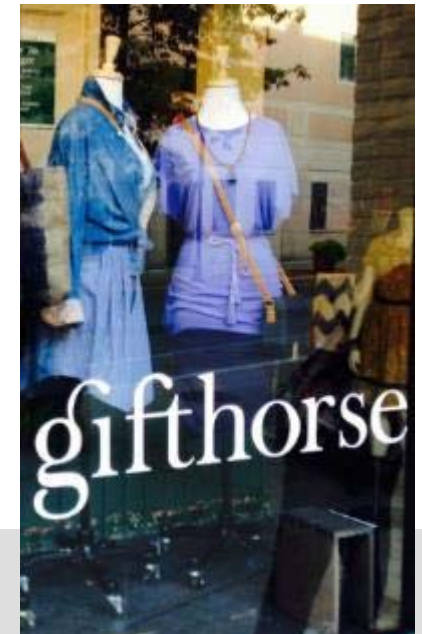
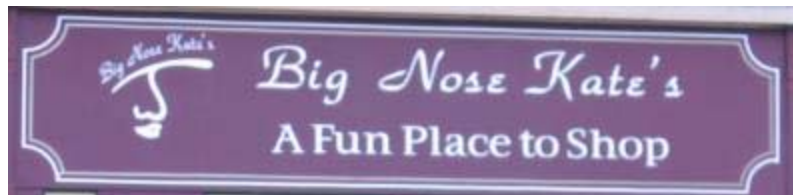
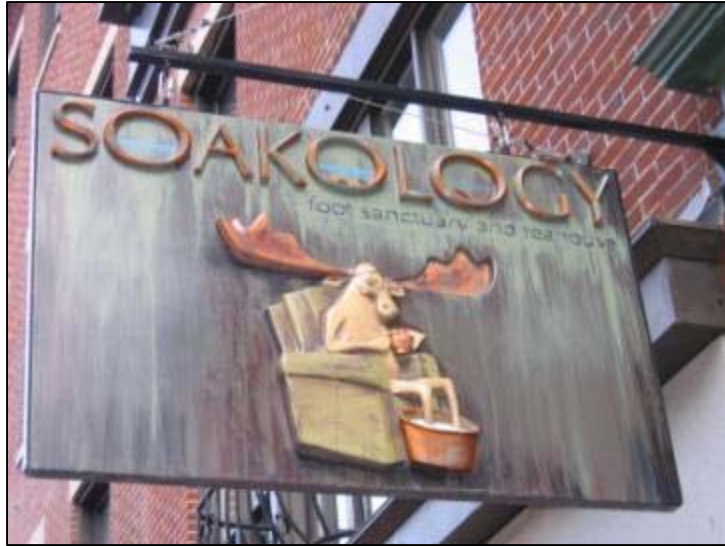
Would you feel better near these?



Are you compelled to Shop, or do Business Here?



Are you Intrigued?



Lovelock, NV Brand



Target Marketing

Three Categories of Business Promotions

- **Cooperative promotions** “sell” businesses in the same category (competitive cluster)
- **Cross-business promotions** “sell” businesses with complimentary goods and services
- **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services



Shop Local, Authentic, Unique....

Stevens Point Downtown Business Association
invites you to



Friday, July 17th • 10 am - 5 pm
Saturday, July 18th • 10 am - 4 pm

Join Us for Fun in the Sun!

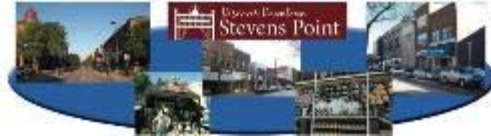
FREE Treats for the Kids

Discover Downtown Activities

- School Sales
- Martial Arts Demos
- Library Book Sales & Displays!
- Grade Climbing and Stairing
- Fish Pond at Gopph's
- Music and Dance on the Jim Laska Stage
- "Wild 'N' Tied" T-shirt by PDNY (Pleasant's Downtown Neighborhood)
- Farmers Business Market
- Hanes & Megan Rides

Entertainment Schedule

- Friday, July 17th
 - 10:00-11:00 Keweenaw Sounds (Pete Kowalski)
 - 11:00-12:00 Country Jamboree (Doc, Bill & Carl)
 - 12:30-1:30 Country Country!
 - 1:30-2:30 Karamore & Kappa (Kaitlin Vucelja)
 - 2:30-3:30 Double Joe Hooper Music!
- Saturday, July 18th
 - 11:00-1:00 "Tropique"
 - 1:00-2:00 Alan Sorenson Center
 - 2:00-4:00 O'Sullivan Family



Shop Local.
Shop
Downtown.
Where Hip
Meets Historic

**\$H.O.P.
DOWNTOWN!**
Shop Here On Purpose



Special Events can be built around:

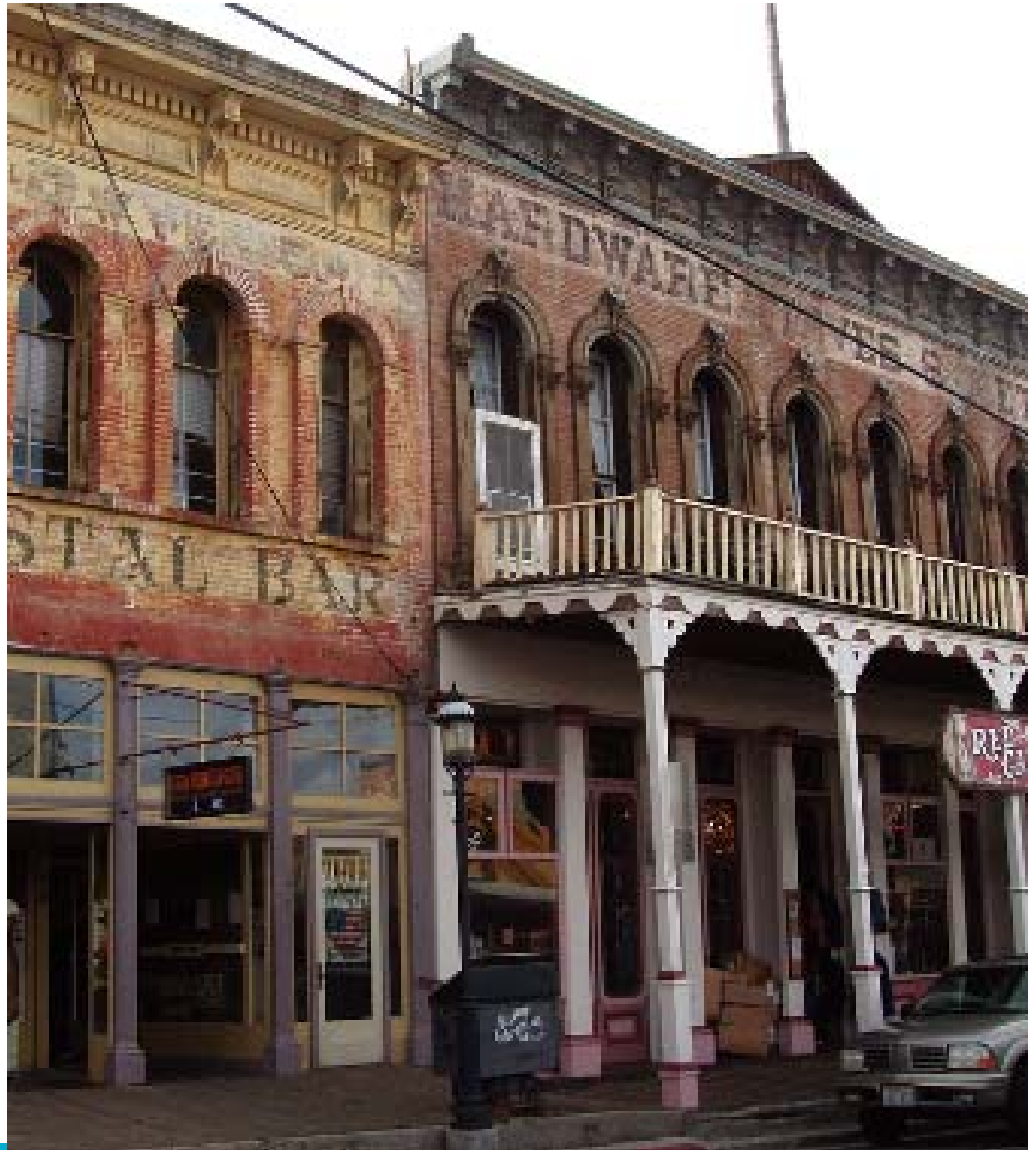
Social activity, Heritage, Holidays

Should highlight
assets, unusual
features



Mission of the Design Component of Commercial District Revitalization

- *To guide and implement physical changes in the district that make it physically attractive to shoppers, investors, business owners, and visitors.*
- *Protecting historic properties, celebrating while allowing new development.*



Design Committee

typical areas of responsibility

- Design education
 - Maintenance
 - Building improvements
 - Signage and awnings
 - Visual merchandising
 - Placemaking
 - Public improvements
 - Graphic design
- Design incentives
 - Technical
 - Financial
- Planning & review
- Clean, Safe & Green (sustainability)



Design ~ How the District Looks and Functions

Basket Fence
Artist Ida Edwards



What happened to that historic building?



Removing aluminum & vinyl siding



Before – Good Design Makes Sound Business Sense



Before & After:

Sheboygan Falls, WI



Exterior appearance affects perception of business quality



Design Incentives

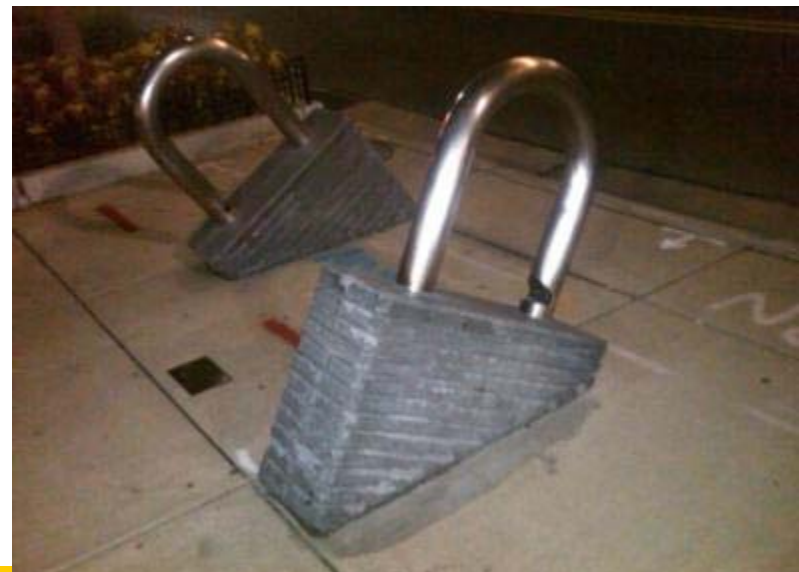
- The “carrot” factor
- Primarily financial
 - Work with Economic Restructuring committee
 - Offsets added cost of doing it right
 - Must ALWAYS follow guidelines
- Common types of financial incentives
 - Loan Pools
 - Revolving Loan Funds
 - Matching Grants
 - Tax Credits
 - Transfer of Development/Façade Easements
- Historic Building Code



Gateways to the District



Get Creative in Public Spaces



Placemaking

“Make a Little Music”



Economic Vitality

- EV means rethinking downtowns in a way other than it's traditionally seen
- EV means **MAKING** things happen in the downtown, rather than letting things happen in the district.
- Strengthening existing businesses
- Identifying new market opportunities and uses for vacant or under-utilized spaces



Knowing your downtown and market

Business and Building Inventories

Business inventory

- Number of businesses
- Business clusters
 - Retail (by category)
 - Restaurant
 - Lodging
 - Professional
 - Manufacturing
- Number of downtown workers

Building Inventory

- Ownership
- Tenancy
- Physical characteristics
- Amenities
- Lease terms
- History
- Photos + floor plan



Preliminary Stuff: Consumer Desire

- Measure consumer attitudes and shopping habits
 - Where people are shopping
 - Attitudes towards the district, generally and specifically
 - Differences in shopping habits with those who both live in or near the district.



Saving Local Businesses ~ Creative Business Startups to Serve Communities



- Bakery about to close after 113 continuous years in business due to retirement.
- Michigan economy
- Entire police force (9) decided to buy it together
- All bought shares and invested monthly. No proceeds distributed for 12 months.
- Hired a general manager
- “Protect and Serve” takes on a new meaning

Redeveloping Underutilized Space

- Vacant lots
- Vacant first floor spaces
- Marginal first floor businesses
- Vacant upper floor spaces
- Unimproved upper floor spaces
- Parking lots and pocket parks



Main Street Approach[®]



Community vision + Market understanding:

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

Transformation Strategies

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

Implementation and Measurement

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

TRANSFORMATION STRATEGIES – Other Examples:

- Agriculture
- Apparel
- College town
- Convenience goods+ services
- District workers + residents



- Entertainment + nightlife
- Ethnic specialties
- Green products + services
- Health + wellness
- Home furnishings

- Knowledge economy
- Manufacturing
- Military
- Millennials
- Sports + recreation



Hanford, CA

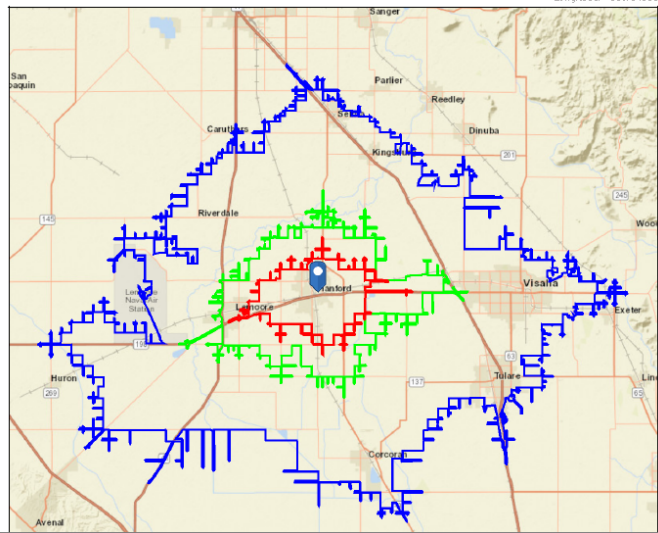
Salmon's

Salmon's
PARKING
REAR
MONDAY - SATURDAY 8 AM TO 6 PM
SUNDAY 10:00 AM TO 5 PM



Information we look at:

Trade area, demographic and income data, retail market profile and tapestry segmentation



esri Community Profile

100 W 7th St, Hanford, California, 93230
 Drive Time: 10, 15, 30 minute radii

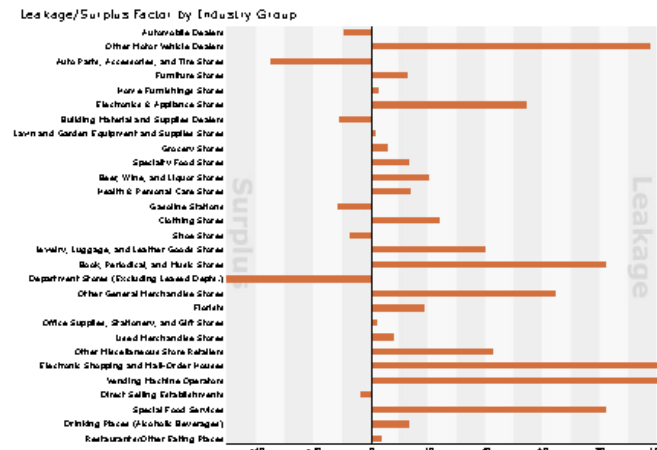
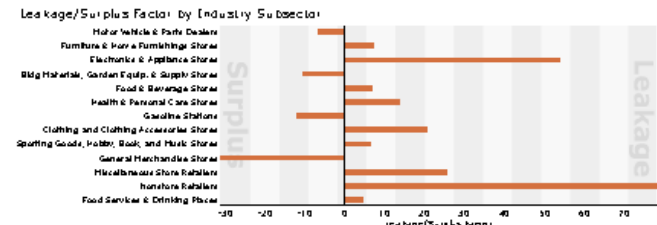
Prepared by Esri
 Latitude: 36.32663
 Longitude: -119.64588

Population Summary	10 minutes	15 minutes	30 minutes
2000 Total Population	53,154	77,081	320,935
2010 Total Population	66,313	95,454	394,783
2017 Total Population	68,351	98,420	410,299
2017 Group Quarters	706	724	13,751
2022 Total Population	70,033	100,903	424,941
2017-2022 Annual Rate	0.49%	0.50%	0.70%
2017 Total Daytime Population	66,952	89,752	405,088
Workers	27,238	34,661	174,653
Residents	39,714	55,091	230,435

esri Retail MarketPlace Profile

100 W 7th St, Hanford, California, 93230
 Drive Time: 10, 15, 30 minute radii

Prepared by Esri
 Latitude: 36.32663
 Longitude: -119.64588



LifeMode Group: Affluent Estates

Boomburbs

1C

Households: 1,695,000
 Average Household Size: 3.22
 Median Age: 33.6
 Median Household Income: \$105,000

WHO ARE WE?

This is the new growth market, with a profile similar to the original young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 221); average household size is 3.22.
- Home ownership is 84% (Index 133), with the highest rate of mortgages, 78% (Index 173).
- Primarily single-family homes, in new neighborhoods, 72% built since 2000 (Index 521).
- Median home value is \$293,000 (Index 165).

SOCIOECONOMIC TRAITS

- Well educated young professionals, 52% are college graduates (Index 185).
- Unemployment is low at 5.2% (Index 60); high labor force participation at 72% (Index 115); most households have more than two workers (Index 123).
- Longer commute times from the suburban growth corridors (Index 121) have created more home workers (Index 154).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many



Home Furnishings and Décor

“Home Living”

- Strong Business Cluster
 - Furniture
 - Paint
 - Service Providers – Contractors, Architects, Designers
 - Antiques
 - Appliances and Electronics
- Current Sales Gap indicates leakages – possible recapture to strengthen and grow this market
- Strong psychographic in Boomburbs – young professionals with children...these are typically people buying houses for the first time which will need home furnishings



Businesses Related to Homes

- A-1 Allstar Plumbing
- Arron's Sales and Leases
- Advance Pools
- Real Estate Offices
- Construction, Property Management, Mortgage, and Equipment Rentals
- Crossroads Appliance
- Driskell's Appliance
- Furniture Towns
- Peddlers Paradise
- Sal's Pool Service
- Consolidated Security Integration
- Feather Your Nest
- Fantastic Furniture
- Frazee Painting
- Hanford Antiques
- Hanford Vacuum Center
- Joe's Lawn Service
- Mr. Appliance
- Oak Furniture Liquidators
- Porter Painting and Wallpaper
- Salmon's Home Furnishings
- San Joaquin Pest Control
- Serrano's Furniture
- Valley Oak Cabinet Mfg.
- Valley Pools and Spas
- Florists
- Plus Others.....



Home Living Projects

- Inventory all related Home Living Businesses
- Develop a Home Living logo – ID businesses within the category on website business listing.
- Market downtown as the Home Living destination in area
- Promote the Distrix app
- Develop a Home Living Brochure
- Host a spring and fall “Home Living” promotion – Hanford Home Show
- ID price-points on goods and fill in business gaps
- New banners for Home Living



Brush! Colorado



Homegrown Happiness!

Agricultural Strategy

- **WHO ARE THE CUSTOMERS FOR THIS STRATEGY?**
- In districts that serve agricultural communities, the primary customers are the people who live in and near the community. They represent a captive market for basic goods and services, as well as a market interested in specialized agriculture-related goods and services.



Business Development

Potential products, services, and business *types* that support an Agricultural Economy strategy may include:

- Livestock feed
- Seed (both for farming and for home gardens)
- Canning and preserving equipment and supplies
- A commercial kitchen, for processing and packaging farm products
- Natural and chemical fertilizers, insecticides, and herbicides
- Work clothes, shoes, boots, and accessories
- Insect-resistant, UV-protective, and cooling clothing, hats, and scarves
- Agricultural hardware
- Equipment repair services
- Farm insurance
- Extension service office
- A community-owned or co-op variety store
- Family restaurants
- Specialized food incubators
- Brewery or distillery



Potential Organization Activities

- Explore potential grant opportunities to support food production, distribution, and marketing (e.g., from the US Department of Agriculture's Rural Development Programs interested in improving access to healthy food).
- Invite ranchers and farmers to serve on the board, committees
- Assure publicity on what your doing in downtown reaches ranchers and farmers
- Get kids from FFA or 4H involved



Sample Promotion activities:

- Organize a farmers market or annual local food festival
- Host a Farm to Table dinner on Main Street
- Incorporate sugar beet bowling (or other local products) into special events
- Ugly pickup contest or antique tractor show
- Farm Art Contests
- Special business promotion for farm/ranch families

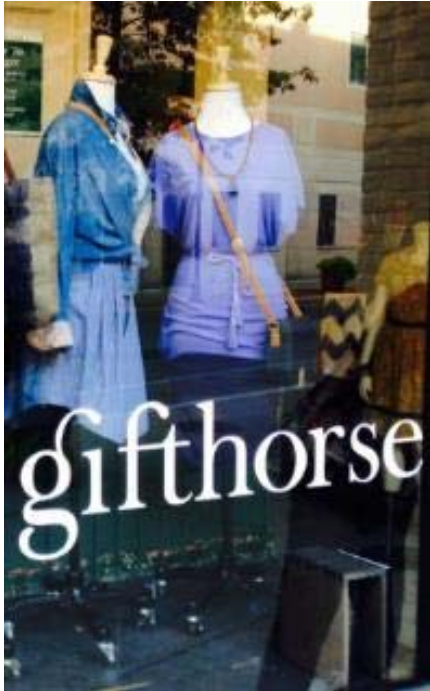


Potential Design Activities

- Design and install an urban orchard in a vacant parcel between storefront buildings.
- Add fresh herbs to planter boxes throughout the district and encourage shoppers to take home a handful.
- Historic walking tour with hoof prints on the sidewalk
- In vacant storefront windows showing ag related displays (equipment, photos, etc.)
- Ag related mural featuring local farm and people



Sample Economic Vitality activities:



- Conduct a survey of area households to find out what products and services they would shop for locally, if they were available.
- Launch a community-owned variety store or small department store.
- Develop or recruit a restaurant that grows some or all of its produce on-site (on an adjacent or nearby district lot)
- Encourage more restaurants to buy more local produce to serve



Case Study

Our Vision By 2030.....

Only on
ALBERTA...



Alberta Main Street created a network of committed and invested community members (business, commercial property & residential property owners) who worked together to:

- Create the most sustainable (social, economic, and environmental) business district in Portland, the nation, the world....
- Foster the development of Alberta Street as a world class arts/creative district and;
- Solidified the local, non-corporate small business base on the street.



Organization



VOLUNTEER ORIENTATION

Wednesday • June 4, 2014 • 6:30 PM

Learn more about Alberta Street, our efforts and ways you can get more involved.

Imagine what we can do together!

Alberta Main Street
1722 NE Alberta Street
Portland, OR 97211
albertamainst.org



Organization



EAT FOR ALBERTA STREET

6-9PM - 2934 NE ALBERTA ST

Bella Faccia Pizzeria

15% of sales will be donated to support a vibrant Alberta!



A promotional graphic for an event. At the top, it says "JULY 21" in large white letters. Below this is a close-up of a glass filled with a reddish-orange beverage, garnished with a cinnamon stick and a fresh basil leaf. A blue circular badge on the left contains the text "30% of sales will be donated to support a vibrant Alberta!". To the right of the glass, it says "EATFORALBERTASTREET" and "4-6 PM". At the bottom, the words "The KNOCK BACK" are written in a large, bold, black font, with "The" in a smaller, cursive font.



On-line Contributions

From: Sara Wittenberg [glforms-submissions@littlegreenlight.com]
To: Kathy LaPlante
Cc:
Subject: Thank you!

Sent: Thu 11/13/2014 7:2

Dear Kathy,

You score phenomenally high in the kind-o-meter. Seriously, I checked!!

All of the great things happening on Alberta Street don't just happen; **you** make them happen. Your generous support is critical in helping to make Alberta Street the best neighborhood commercial corridor ever.

Thank you for your gift of \$50.00.

Sara

Sara Wittenberg
Executive Director
Alberta Main Street
1722 NE Alberta Street
Portland, OR 97211
albertamainst.org

Alberta Main Street is a nonprofit 501(c)3 organization. Your donation is tax deductible as allowed by law. (EIN: 27-3399695) This email contribution and that no goods or services were provided in exchange for your contribution.

Alberta's fundraising is
all done online

ALBERTA STREET Alberta Main Street
7 hrs · 🌐

Thank you Robyn Galbos, Jeffery Walton, Barry Pappenheim and Kathy LaPlante for your generosity and support! Resident contributions to Alberta Main Street are key in helping our community shine! You too can make an investment in your street, contribute online at: <http://bit.ly/alberta15>

THANKS
for your donation

Unlike · Comment · Share · 🍷 3

👍 You and 2 others like this.

Write a comment...

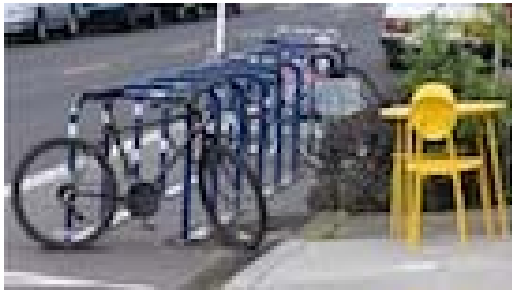
Design



Design



Design



Design



Design Elements



Façade Grants:

- Low VOC (Volatile organic compounds) paints
- Reuse



Design – Bike Paths & Car Charging



NE/SE 20s Bikeway Project North Section

- 20s Bikeway: Bike Master Plan Route
- - - - - Route Options
- Existing Improved Bikeways
- Surface Condition: Concrete
- Transit Route
- Steep Topography

Design Options

- NG Neighborhood Greenway
- BL Bike Lanes
- BBL Buffered Bike Lanes
- EP Enhanced Pavement Markings
- Requires Parking Removal
- IC Bike Couplet: 1-way bike lane + 2-way Neighborhood Greenway
- C-1 Bike Corridor 1: 2-way bike lane + 2-way Neighborhood Greenway
- C-2 Bike Corridor 2: Enhanced Pavement Markings + 2-way Greenway

Crossing Improvements

- CE Curb extensions w/crosswalk
- B Beacon w/ crosswalk Rapid flash or HAWK
- M Median Island w/crosswalk
- O Other



Economic Development



Bollywood Theater Reopens on NE Alberta

Fans of Indian food and sitting will have a reason to smile this week, when Bollywood Theater reopens its Northeast Alberta Street location after a recent expansion.



Walkability of the District



Sustainability/Green Businesses



Tiny Hotels

The Tiny Houses



Roly Poly



Kangablue



Welcome to Caravan- The Tiny House Hotel!



Caravan is a one-of-a-kind, boutique hotel located in the heart of the popular and funky Alberta Arts District in Portland, Oregon. Caravan is an urban oasis where travelers from around the world can experience what it's like to stay in a beautiful, custom-built tiny house.

Caravan is the first Tiny House Hotel in the United States. These tiny houses are built on trailers with wheels and range in size from 100-300 square feet. All of our

							01
02	03	04	05	06	07	08	
			Booked	Booked	Booked	Booked	
09	10	11	12	13	14	15	
Booked	Booked	Booked	Booked	Booked	Booked	Booked	
16	17	18	19	20	21	22	
Booked	Booked	Open	Booked	Booked	Booked	Booked	
23	24	25	26	27	28	29	
Booked	Booked	Booked	Booked	Booked	Booked	Booked	
30	31						
Booked	Booked						

You can also make a reservation inquiry through our contact us page

Waiting List



Homes as Vacation Rentals Businesses in Trailers on Small Lots

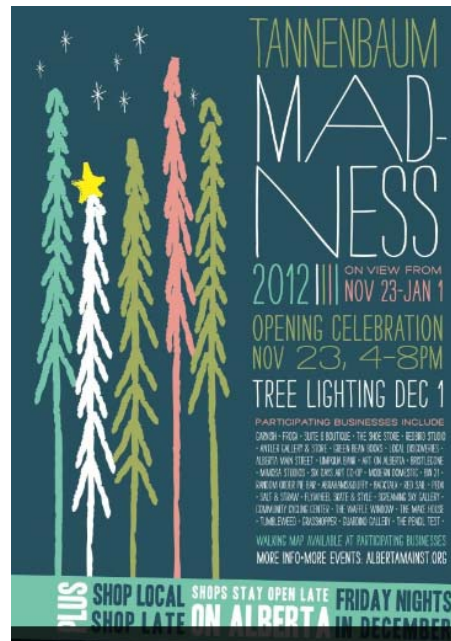


Promotion



12/13
to 12/21

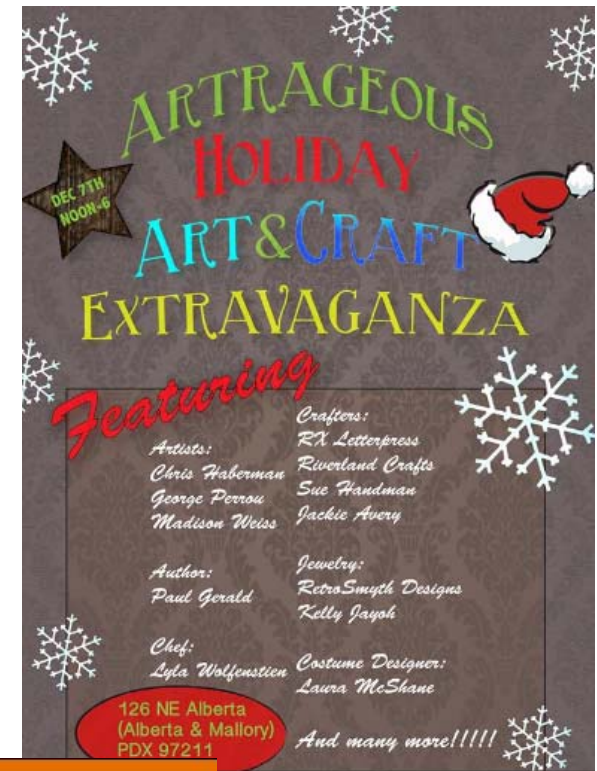
GNOME FOR THE HOLIDAYS



TANNENBAUM
MAD-
NESS
2012 III ON VIEW FROM NOV 23-JAN 1
OPENING CELEBRATION NOV 23, 4-8PM
TREE LIGHTING DEC 1

PARTICIPATING BUSINESSES INCLUDE
CROWN - FOOD - SITES & ROUTES - THE SWEET STORE - BEHOLD STUDIO
ARTS & CRAFTS - GREEN BEAN FOODS - LOCAL BUSINESS
ALBERTA MAIN STREET - SIMON SIM - ART ON ALBERTA - BROSLINE
MAGNET STUDIO - SHY CRYSTAL TOP - MADISON POTTERY - H&M
WINTER WOODS FOR THE ALBERTA WOODS - PRACTICAL - GUSTAV - TOM
J&J & SONS - HILFERS - SATE & STEEL - DISPENSING BY GALEY
COMMUNITY CYCLING CENTER - THE WALLE WINDOW - THE MUD HOUSE
TUMBLEWEED - TRUCKPICKER - BOUNDING GALLERY - THE PENNY TEST
WALKING MAP AVAILABLE AT PARTICIPATING BUSINESSES
MORE INFO-MORE EVENTS. ALBERTAMAINST.ORG

PLUS SHOP LOCAL SHOPS STAY OPEN LATE FRIDAY NIGHTS
SHOP LATE ON ALBERTA IN DECEMBER



ARTRAGEOUS
HOLIDAY
ART & CRAFT
EXTRAVAGANZA

DEC 7TH
NOON-6

Featuring

Crafters:
RX Letterpress
Riverland Crafts
Sue Handman
Jackie Avery

Artists:
Chris Haberman
George Perrou
Madison Weiss

Jewelry:
RetroSmith Designs
Kelly Jayoh

Author:
Paul Gerald

Chef:
Lyla Wolfenstien

Costume Designer:
Laura McShane

126 NE Alberta
(Alberta & Mallory)
PDX 97211

And many more!!!!




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Q & A



Annual National Main Street Conference

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