



HISTORIC BAKER CITY, INC. ANNUAL REPORT 2010

Historic Baker City, Inc's 2010 Annual Work Plan focused on the redevelopment, preservation, restoration, and promotion of downtown Baker City. HBC is an Oregon Main Street Program and an accredited National Main Street Program. The Main Street Program uses a structured approach to downtown revitalization: organization, design, promotion, and economic development.

Our Mission: *To develop and promote a healthy and prosperous downtown, serving a community rich with culture and history.*

Organization

Goal: Evaluate, educate, and strengthen the organizational structure of HBC and improve communications between the board, volunteers and membership. Improve fundraising strategies for additional projects and administration.

- In 2010 HBC Board Members and Program Director participated in facilitation, training and assessment in the Main Street Four Point Approach to downtown revitalization, with a primary focus of Fundraising Assistance.
- The Program Director/Main Street Manager Ann Mehaffy participated in workshops, seminars, and advanced training in comprehensive downtown revitalization and economic restructuring, with an emphasis on downtown issues, solutions for business and property owners, and preservation of our unique architecture and cultural heritage as a means to economic development.

- In July, 2010 Historic Baker City, Inc. was designated an accredited National Main Street Program for meeting the commercial district revitalization performance standards set by the National Trust for Historic Preservation Main Street Center. Each year, the National Trust and its partners announce the list of accredited Main Street programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street structured approach for strengthening their local economy and protecting their historic buildings.
- As an accredited Oregon and National Main Street program, HBC requested Main Street assessment of opportunities and issues that affect our downtown and to develop general and specific recommendations for action. The Main Street Resource Team scheduled a visit for early 2011 (The Resource Team Report is now available on line.
- In 2010 HBC was able to hire a part-time employee with funding from the USDA Rural Business Enterprise Grant program. Esther Young was hired on a part-time basis to conduct downtown surveys, maintain visitor information, and offer technical assistance. The grant pays all expenses for this employee, including salary and taxes. Previously HBC served as a training site for Esther through the Oregon Training and Employment Consortium Title V Program.
- In 2010 at the Oregon Main Street conference and Annual Meeting, Program Director/Main Street Manager Ann Mehaffy was named the Oregon Main Street Manager of the Year by the Oregon Main Street Program “for her continued dedication to making a difference and carrying out HBC’s mission.”

Economic Restructuring

Goal: Improve downtown business environment and retention, provide assistance and resources for recruitment efforts, and provide assistance to new businesses.

- HBC provides to new businesses in the Economic Improvement District a Welcome packet containing information regarding EID information, ordinances regarding signage and design guidelines, grants available, resources available, and a calendar of promotional events.
- HBC provides downtown merchants tools and resources relating to business success strategies, local shopping campaigns, and marketing techniques.
- HBC has assisted business owners in locating appropriate places in the commercial district for conducting business. HBC keeps on file available commercial space and square footage.
- In a collaborative effort with the Baker County, HBC has an information resource center for downtown district businesses, property owners & visitors. Partial funding for this resource center is from Baker County Transient Lodgers Tax Committee, as well as grant monies received by HBC for a downtown information Kiosk/resource center.

- HBC sponsors a monthly Retailers Roundtable to discuss economic issues, solutions, downtown promotional events, and marketing campaigns for business owners within the City.

- In 2010 HBC, in collaboration with Baker County Economic Development, Baker County Marketing, and the Baker County Chamber of Commerce, offered a second Business Resource Fair, featuring workshops, a resource fair, and keynote speaker. This resource fair was designed to provide businesses with local resources for improving the financial, marketing, and energy impact of their businesses.

Design

Goal: To work with business/property owners; city staff and councilors; citizens; and the State Historic Preservation Office to promote downtown Baker City's historic appearance and preservation, as well as work toward a contemporary goal of a usable and marketable downtown.

- In November 2010, HBC received additional funding support from Leo Adler Community Fund, \$16,650 for another round of HBC's Destination Downtown Historic Facade Improvement Program. In 2010, seven downtown facade improvement projects (totaling \$24,291) received 50/50 matching grants for awnings, storefront improvements, and facade masonry repair.

- HBC also received from Leo Adler Community Fund \$4,197 for to buy and place additional trash receptacles in the commercial district.

- HBC is an advocate for a connection between downtown, the river park, the Leo Adler Memorial Parkway, Resort Street, and the Court Street Plaza project.

- Larry and Rosemary Abell of Baker City, nominated by HBC for a state Main Street award, received Outstanding Achievement in Design at the Oregon Annual Main Street Conference and Awards. This award for their continued work in restoring the Pythian Castle building.

Promotions

Goal: To promote Baker City's historic downtown and unique characteristics to the local and regional markets, visitors, investors, and businesses.

- HBC has reprinted 10,000 more of the popular downtown Walking Tour Brochure (funded by a grant from D.E. and Jane Clark Community Fund).

- HBC is cross-promoting downtown events with other significant partners in the community for maximum visibility and shared resources. Fall Festival is being developed as a larger HBC signature event to showcase our unique community, western heritage and agricultural roots.

- Last year HBC staged the following events: Annual Meeting/Awards Night, Information Booth-Hells Canyon Motorcycle Rally, Street Dance-Miners Jubilee, Duck Race-Miners Jubilee, Fall Festival, Downtown Christmas Tree, Christmas Parade, Historic Homes Tour.
- Throughout the year HBC has worked with the Baker County Chamber and Visitors Bureau and Baker County Marketing on the development and promotion of resources, attractions, and opportunities available within the County through collaboration, partnerships, and information/resource sharing.
- In 2010 we had many opportunities to conduct personalized walking tours of the downtown for press groups, European Tour Operators, and group tours, including a group of students from the UK on a field course "The Changing American West." We also hosted a tour for the Historic Preservation League of Oregon.
- In November 2010, Program Director Ann Mehaffy was a guest speaker at the Idaho Economic Development Association's Annual Conference. Her presentation was entitled "How redevelopment has worked with the Main Street Approach in Baker City."