

ALBERTA MAIN STREET

Alberta Main Street is pleased to share some of our accomplishments. What follows is a highlight of economic indicators, programmatic outcomes and community engagement demonstrating the impact Alberta Main Street has had in creating a vibrant, creative and sustainable commercial district.

Introduction

On November 29, 2010 over 100 people with a stake in the Alberta Street business district gathered at the Alberta Rose Theatre to inform the work of Alberta Main Street. The conversation was rich and resulted in an ambitious mission and vision for the new organization.

Mission statement: Alberta Main Street advances efforts to develop Alberta Street as a vibrant, creative & sustainable commercial district serving residents and visitors to our community.

Goals: Alberta Main Street is a thriving healthy organization that has made significant progress toward:

1. Creating a sustainable (social, economic, and environmental) business district,
2. Strengthening the district's reputation as vibrant creative community, and
3. Supporting existing and new small business and building owners.

We succeeded in achieving these goals by integrating the following principles throughout our work:

Principle 1: Including, honoring & celebrating all of the diversity within our community.

Principle 2: Ensuring accessibility to all income levels.

Principle 3: Prioritizing the safety of residents and visitors.

Principle 4: Being open and flexible to the changing landscape.

ECONOMIC INDICATORS

Alberta Main Street gathered information from business and commercial property owners in May and June 2012 asking them for changes in business activity. The results were impressive.

Job Creation:

Jul 2011 - Jun 2012

Businesses			Jobs			
New	Lost	Net Gain	New	Expansion	Lost	Net Gain
28	(20)	8	111.5	11.5	(47.5)	75.5

We expect our 2012-13 jobs created to be double that of last year.

Revenue:

Businesses were asked to compare 2011 revenue to 2010 revenue. Businesses with comparison data (open more than one year) reported as follows:

- **80% reported increased revenue**
- 5% reported no change in revenue and
- 15% reported a decrease in revenue

Businesses were also asked to report on revenue fluctuations between 2008 (pre-recession) and 2011. **76% of Alberta Street businesses reported and increase in revenue** despite the economic challenges facing the community. Businesses with comparison data reported as follows:

- 28% reported a 20% or greater increase in revenue
- 48% reported a 0 – 20% increase in revenue
- 17% reported a 0 – 20% decrease in revenue
- 7% reported a 20% or greater decrease in revenue

Other Economic Indicators

Low Vacancy Rate

The commercial vacancy rate on Alberta Street is **4.6%** below the Portland regional average of 7%.

New Development

The 20:20 Project is located in the heart of the Alberta Arts District. This new two-story project added over 16,000 square feet of retail and office space to the district. Plans are underway for 30,000 square feet of multi-family residential adjacent to the site which will increase density within the district.

PROGRAM ACCOMPLISHMENTS

Board of Directors

- Raising funds to support the organization. 100% of Alberta Main Street Board members contribute personally to the organization
- Developed and implemented bi-monthly mixers for business owners and commercial property owners
- Support a full-time Alberta Main Street Executive Director
- Obtained independent IRS 501(c)3 nonprofit status

Design Committee

- Commissioned the design & installation of seven (7) new public art pieces
- Commissioned the design & installation of 19 garbage/recycling receptacles
- Currently administering a mini matching grant program for improvements in the public right of way. Awarded two small facade improvement grants
- Installing the first privately owned free for public use in the right of way Electric Vehicle Charging Station

Organization committee

- Created website (albertamainst.org): Unique visitors increased 205% from FY 2010-11 to FY 2011-12
- Created newsletter & increased subscribers 380% with an 41% open rate, compared to a nonprofit national average of 13% and a 42% click-thru rate, compared to a nonprofit national average of 1.6%. (Source: 2012 eNonprofit Benchmarks Study)
- Created an Alberta Main Street Facebook page (facebook.com/albertamainstreet) increasing likes from 0 to over 1700
- Created a donation and giving structure

Promotions committee

- Developed and hosted holiday shop local, shop late events
- Developed partnership with The Art Institute of Portland to implement “Storefront Takeover: Students Unleashed”
- Developed and hosted Earth Day district clean up. This year over 200 volunteers removed over 4000 pounds of garbage and graffiti.
- Hosted the Alberta Street Fair engaging over 100 volunteers in 2012
- Developed new events including a district wide Sidewalk Sale and Trick or Treat Alberta Street

Business development committee

- Developed and host bi-monthly small business seminars on topics requested by district stakeholders
- Conducting district scale market analysis including collecting data from over 70 business and property owners and over 550 residents and customers.

PUBLIC & PRIVATE INVESTMENT TO THE DISTRICT:

Alberta Main Street is an independent 501(c)3 nonprofit organization dependent on investment from stakeholders committed to keeping Alberta Street unique, creative & sustainable. (See Benefits of Main Street® p. 5)

Between FY 2010-11 to FY 2011-12

- Private support for Alberta Main Street increased 3% (\$2,846)
- Resident & customer support increased 108% (\$2,195)
- Event income increased 191% (\$33,816)

While private investment toward Alberta Main Street is generally rising, this support is not enough to offset the drastic hole created by the loss of public funds! The Alberta Main Street Board of Directors is focusing on fundraising and building/strengthening relationships with commercial property and business owners. However at this time we are not in the position to rely solely on private funding. That is reality. It would be unfortunate for our organization to face dire straits at a time where we are gaining momentum in the community.

COMMUNITY INVOLVEMENT

Volunteer Investment

Alberta Main Street's dedicated stakeholders share our mission to enhance the district by creating a sustainable Main Street program. Without community support and active volunteerism, Alberta Main Street would not be as successful as it is today. All volunteers are encouraged to assist in the creation of productive, meaningful roles in which volunteers might serve, as well as encourage the recruitment of future community volunteers. Dedicated volunteers are the synergy of the organization and without their devoted work Alberta Main Street would not exist.

Volunteers have contributed over 3925.5 hours over the past two years. Based on the Independent Sector's value of volunteer time this equates to a **cash equivalent investment of \$84,911.**

Fiscal Year	Number of Volunteers	Volunteer Hours	Value of Volunteer Contribution
2010 – 2011	353	1455	\$31,079
2011 - 2012	386	2470.5	\$53,832
		3925.5	\$84,911

Volunteers contribute in a variety of ways including:

- Board of Directors (10 members)
- Design Committee (13 committee volunteers)
- Organization committee (6 committee volunteers)
- Promotions committee (8 committee volunteers)
- Business development committee (5 committee volunteers)
- Special Events (i.e. Earth Day District Clean Up and Alberta Street Fair)

BENEFITS OF MAIN STREET®

For Commercial Property Owners

- Increased occupancy rates
- Rent stabilization or increase
- Increased property values
- Increased stability
- Assistance with tax credits, grants, loan programs, design and cooperative maintenance
- Communication medium with other property owners
- Better district image

For Retail Business Owners

- Increased sales & foot traffic
- Improved image
- Increased value of business
- Coordinated efforts between local businesses
- Increased quality of life
- Educational opportunities
- District marketing strategies
- Better business mix
- Community pride
- Infrastructure for addressing needs/issues

For Service Business Owners

- Image building/improvement
- New/renewed/repeated exposure
- Increased variety of services
- Healthier economy generates new/more businesses
- Increased population, new customers
- Improved image, creates new market

For Utilities

- Additional business customers
- Longer business hours
- More employees
- Healthy businesses
- Healthy economy
- Ensure quality in Main Street public improvements

For Financial Institutions

- Community Reinvestment Act compliance
- Potential growth for loans, deposits, and other services
- Improved image and good will
- Survival of community, critical to bank success and economic stability

For Local Residents and Consumers

- Enhanced marketplace
- Sense of pride in business district
- Social/cultural activities
- Sense of “hometown community”
- Opportunity to participate/volunteer
- Better communication
- Property values increase

For Municipal Government

- Increased tax base
- Increased property values
- Increased number of jobs
- Healthy economy
- Positive perception community
- Better relations between local government and private sector
- Increased volunteer base for city
- Takes political heat, develops consensus for political requests
- Impetus for public improvements
- Information resource for city leaders

Alberta Main Street:

Alberta Main Street is a non-profit community organization dedicated to advancing efforts to develop Alberta Street as a vibrant, creative and sustainable commercial district serving residents and visitors to our community. We believe that a neighborhood business district is not just a place, it is a symbol. A symbol of the economic health of our community, a symbol of the quality of life of the people who live there. Vibrant communities don't just happen – they need a vision, they need leadership, they need coordination and they need participation by all members of the community.

For more information contact:

Sara Wittenberg
Executive Director
Alberta Main Street
1722 NE Alberta Street | Portland, OR 97211
sara@albertamainst.org
www.albertamainst.org
(503) 683-3252
fax (503) 688-1325

Portland Main Street:

The Portland Main Street Program is a City of Portland initiative, administered by the Portland Development Commission. Launched in 2009 to revitalize commercial districts, support small businesses and foster economic development in Portland neighborhoods. There are currently three districts participating in the program: Alberta, Hillsdale and St. Johns.

The Program is a community-driven, volunteer-based, comprehensive method of revitalizing older, traditional business districts using the proven Main Street Four-Point Approach®. The underlying premise of the Main Street Four Point Approach (Approach) is summed up in the program goals – to encourage economic development that is appropriate to today's marketplace within the context of preserving older and historic properties. The Approach advocates a return to community self-reliance, empowerment, and the rebuilding of commercial districts based on traditional assets, unique architecture, personal service, local ownership and a sense of community.

For more information contact:

Kate Deane
Portland Development Commission
222 NW 5th Avenue
Portland, OR 97209
(503) 823-3313
DeaneK@pdc.us

Parsons, Susan

From: angie@frockboutique.com
Sent: Wednesday, March 27, 2013 2:20 PM
To: Moore-Love, Karla
Subject: Testify May 8 at council

Hello,

I would like to testify in favor of the Portland Main Street Program on May 8th. Thanks for the opportunity.

Sincerely,

Angela Heiney

6510 SE 32nd Ave.

Portland, OR 97202

971-570-5696

Request of Angela Heiney to address Council regarding Portland Main Street
Program (Communication)

MAY 08 2013

PLACED ON FILE

Filed MAY 03 2013

LaVonne Griffin-Valade
Auditor of the City of Portland

By 

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		