

Executive Director: Julie Culjak

Community: Milton-Freewater Downtown Alliance

Current Date: 10 October, 2019

Business Starts/Relocation/Expansions into and within the Main Street District

Business Name	Business Type	Business Origin	# of New Employees	Comments
OVS	Viticulture Supplier		4	
ReVive Salon	Hair Salon		2	
La Viriandaria	Laundromat		2	

Business Closures/Relocations Out of Main Street District

Business Name	Business Type	Business Age	# of New Employees	Comments
La Ramada	Restaurant	20yrs +	10	

Business/Building Interior and Exterior Renovation Projects

Business or Building Name	Scope of Work (check all that apply)	Total \$ Invested /Source of Funds		Comments
		Total \$ Invested	Source of Funds	

Other Property Changes

Property Name	Property Changes	\$ Impact of Changes/ Source of Funds		Comments
		\$ Impact Change	Source of Funds	

Public Improvements

Public Entity	Project Description (Streetscapes, relocations, etc.)	Dollars Invested/ Source of Funds		Comments
		Dollars Invested	Source of Funds	

New and Closed Housing Units

Building Name	Status	Types of Units		# of Units

Total Volunteer Hours This quarter (provide data quarterly)	Total # of Volunteer Hours This Year (provide data only on the 4th quarter report)
367	

Outreach Training

(briefly describe significant outreach activities and training attended)

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Promotion Activities Completed

Name of Promotion	Brief Description	Type	Main Street \$ Expenditures	Main Street \$ Income (including sponsors)	# of Attendees
Webinar: How to Design & Develop a Low-Cost Amazing Plaza	How to develop a programmed plaza, at little or no cost, and how to activate it on a shoestring budget.	Special Event	0	0	29

Committee Commentary

(include recently completed committee activities as well as other information the committee would like to share)

<p>Organization:</p> <p>We continue to promote the '\$10 for My Town' community investment program and have received \$150 in new contributions. We will install a bill board at the location of the planned Activity Plaza project 'Freewater Square; A Community Gathering Place (to be installed on a unused lot on N. Main) to promote the investment program in addition to announcing the project.</p> <p>We had a booth at two of the seasonal community events. MFDAs 'Broadway Block Party' and the community organized 'Harvest Festival' both in August. We used these opportunities to promote our organization in addition to announce our plans for both the activity plaza and the planned public market place to be built on another unused lot at the top end of N. Main Street. We estimate the market place project will take approximately 5 years to complete. We have reached out to a regional company to help us to develop a viable grant strategy and guide us through the grant writing process. We hope to have a contract in place at the beginning of the next quarter.</p> <p>Earned \$250 from renting the stage for the Chamber sponsored 'Brews by the Blues' event in July. The plan is to promote the stage as available for rent for other organization/club/community events.</p>
<p>Promotion:</p> <p>We hosted the webinar: How to Design & Develop a Low-Cost Amazing Plaza. After the webinar we gave attendees the opportunity to tell us what they thought should be included in the activity plaza to be installed on N. Main. Their input provided a myriad of ideas, many of which we will be used for Freewater Square and, eventually, be moved to the public market place, which will not only include a small business incubator but also year round family activities and permanent public facilities which are not currently available or visitors to downtown freewater.</p> <p>We co-hosted with Broadway businesses for the Broadway Block Party, which took place the second weekend in August. It was funded through a Grant from Sherwood Trust and local sponsorship. It was a great all inclusive event in the 'Hyphen District' which is in the middle of the two ends of Main Street. Lots of family games and competitions to include a corn eating, hoola hoop and sidewalk chalk art competitions with cash prizes, three bands providing music from the MFDA owned stage trailer, food vendors and a go-cart course provided by the Milton-Freewater National Guard. The high school athletics department was also there selling the 'Pioneer' fan gear. The estimated number of people who attend is 700+.</p> <p>Coordinated with the high school athletic department to host a 'Tailgate Party' on N. Main, at the planned location of the activity plaza, to support the schools Pioneer Football Team for their three home games. The first of three was held on Friday September 6. We raised \$625 in sponsorship to cover the cost of banners, which were hung at N. Main businesses for the duration of the season, tailgate food, noise makers to cheer the teams on and miscellaneous supplies. The coaches, team and cheerleaders were on site to meet their fans, games were put out and used (corn hole, football toss, hoola-hoop and basketball toss) , food was cooked on site and free beverages were served from a the tailgate of a truck, the Highschool key club sold fan gear and there was dunk tank for dunking a football coach. The team left for their game in a parade of trucks down north to noises and cheers from their MF Fans. Unfortunately, due to game day scheduling and location changes we were unable to conduct the other two.</p>
<p>Design:</p> <p>After having obtained permission to use the lot on N. Main for an activity plaza using the ideas obtained from the webinar and input from the attendees we came up with a workable design which the City Planner then transferred to an architectural rendering with different views (see the attached document on Freewater Square).</p>
<p>Economic Vitality:</p>

As stated in a the report for the 1st quarter - the group is not exactly structured as directed under the Main Street program . However, their areas of focus do include improving the vitality of our downtown districts, specifically the issue of vacant business properties. So we continue to support the committee where these issues are concerned.

Members of MFDA (to include Economic Development Committee) City and the Community Development Partnership (CDP) met with the City Manager from the neighboring city of College Place. He has been successful in re-scaping their main street and created an ordnance to monitor and track empty properties. The City is working on a Vacant Building Ordinance using the College Place ordinance as a template and we have offered our support with them and CDP for the wayfinding system.

Program Commentary

(list critical issues, problems, and success of the past quarter)

We continue to have problems making contact with the owners of vacant properties which has resulted in our efforts to build a pop-up program on N. Main (Downtown Freewater) and initiate it in the fall unsuccessful. The above mentioned Vacant Property Ordinance, once its been approved has the potential to resolve this problem.

The Chamber Director resigned effective the end of September. They are not in a position to hire a new director due to lack of cash resources and were unsure of their future. We discussed this situation at meeting and, since there is a synergy in the mission of both of our organizations, agreed to approach the Chamber president to propose a merger, or partnership. Each of the boards have officially agreed go ahead and work towards a partnership. A task force of seven was formed, three representatives from each organization and one who is a member of both. Our first meeting at the beginning of September started with a webinar on 'A New Vision and Future for Chamber of Commerce'. The webinar dives into how to create a successful Chamber of Commerce, one that doesn't restrict support to members only and that people will want to fund. After viewing the webinar the task force discussed the content and how we want to proceed. We contacted Sheri Stuart to find out if a partnership would be an issue. It was arranged for her to meet with the taskforce to discuss how this could fit with the Main Street approach. The outcome is that we are continuing to move forward and hope to have a partnership will be in place by earliest the end of the year latest first quarter of 2021.