



# ECONOMIC VITALITY

# 101

**March 11, 2025**



# Tremendous Thanks!



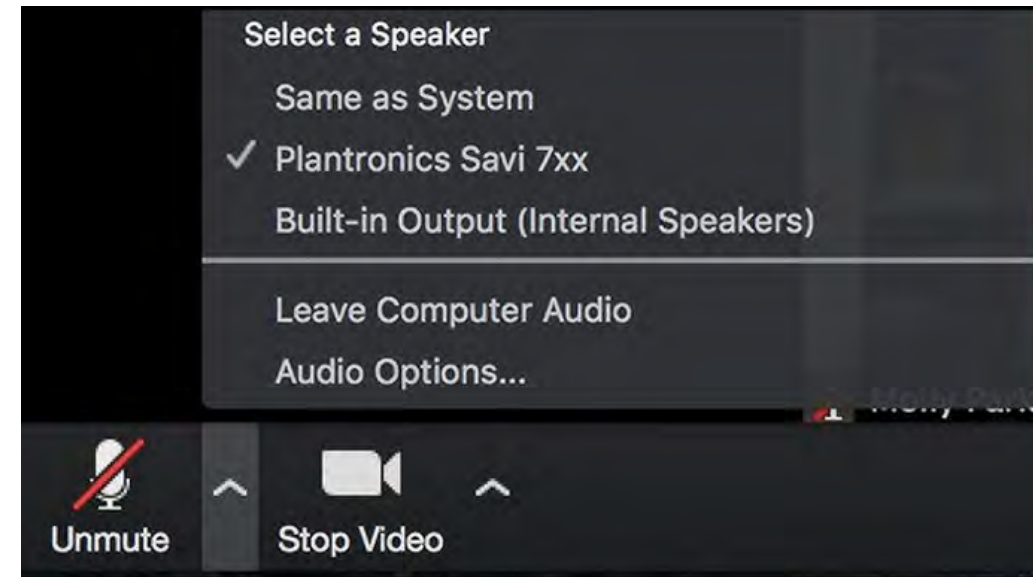
**OREGON MAIN STREET**





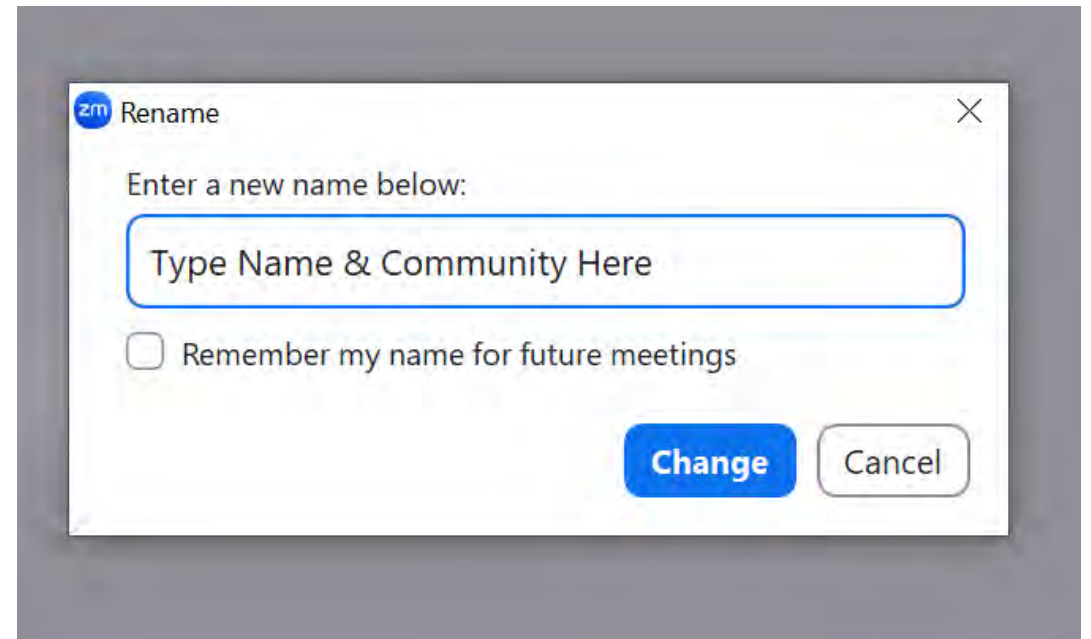
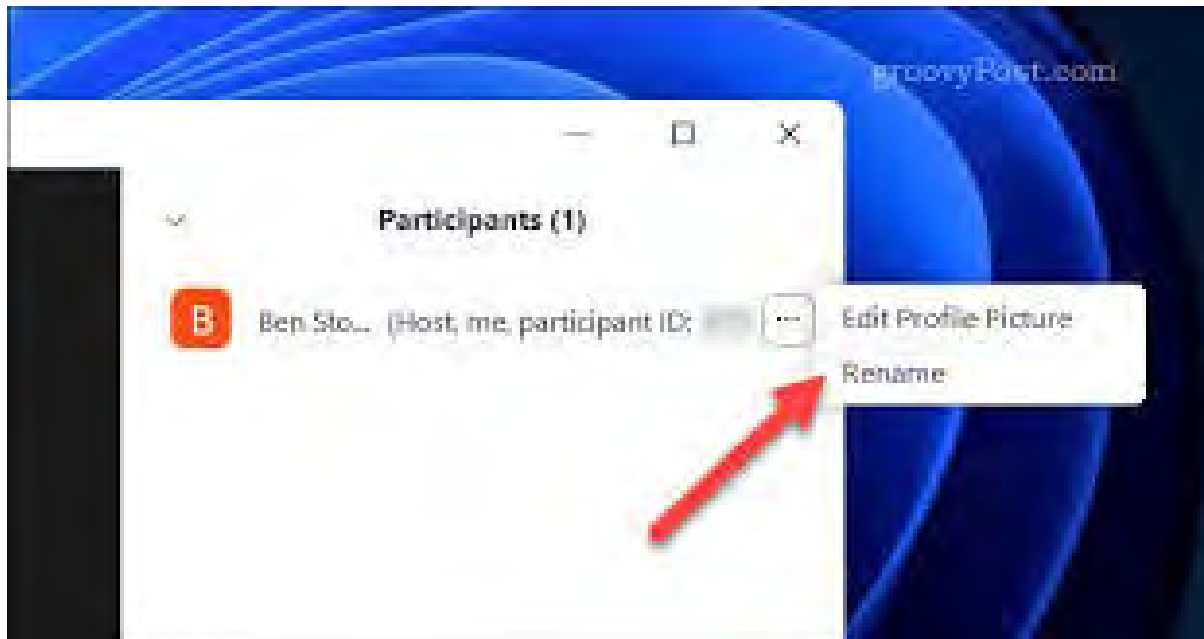
# Zoom Tips

- Please keep muted when not speaking
- Turn on your camera if you're able
- Use chat feature for questions and comments



# Zoom Tips

Change your display name  
First Last, Location (pronouns if you like)



PLEASE DO NOT SHARE THE ZOOM LINK OR SEND IT OUT  
Only send names and e-mails to Alison to add to distribution list





# Land & Community Stewardship





# Strengthens Rural People, Places, & Economies in the Pacific Northwest

**Develop Networks of  
Rural Leaders**

**Revitalize  
Rural Economies**

**Elevate Rural Voices and  
Priorities**

**Improve  
Access to Resources**

[www.rdiinc.org](http://www.rdiinc.org)

# RDI's Main Street Program



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# Meet the RDI Team



**Cayla Catino**  
Community & Economic  
Development Consultant



**Hannah Lewis**  
Impact & Engagement  
Manager, RDI



**Kevin Teater**  
Main Street Consultant,  
Streetview Planning



**Alison Cassin**  
Program Coordinator  
RDI



# Meet the Main Street Team



**Jenny Hemly**  
Rural Services Specialist  
Idaho Commerce



**Jonelle McCoy**  
Main Street Specialist  
Washington Trust for Historic Preservation



**Sheri Stuart**  
State Coordinator  
Oregon Main Street

# Workshop Series Overview

- **Economic Vitality 101**
- Leadership 101
- Business & Property Owner Engagement
- Key Mindsets for Inclusive Engagement
- Place-Based Economy Building
- Innovation & Entrepreneurship in Rural
- Energy on Main
- Resilience
- Leadership in Action
- Funder Panel



# Today's Agenda

- Welcome & Overview
  - Small Groups: Introductions
- Main Street Overview
- Why does Economic Vitality matter?
- What is Economic Vitality?
  - Small Groups: Asset Mapping
- How do we do this work?
- Wrap Up



# Group Norms

- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*
- Confidentiality





# Group Introductions:

1. Share your name, affiliation(s) and community
2. What is your town known for?
3. What does economic development mean to you?

What keeps you involved?

Time: 10 minutes (2 minutes per person)

# Main Street Overview

Main Street =  
Place-based  
Economic  
Development





# National Main Street Center



- Established by the National Trust for Historic Preservation in 1977 as a pilot project
- Independent nonprofit subsidiary of the National Trust in 2013
- Network of statewide coordinating programs and local communities to encourage preservation-based economic development.
- Main Street America™ brand developed in 2015
  - Registered trademark
  - Protected through sublicense agreement
- Flexible framework for use by all size communities

# National - State - Local





# How Main Street Works

- Comprehensive Approach
- Grassroots & Community Driven
- Asset Based
- Time Tested
- Adaptable Methodology



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# Main Street's Approach to Economic Vitality

Main Street is an impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide.



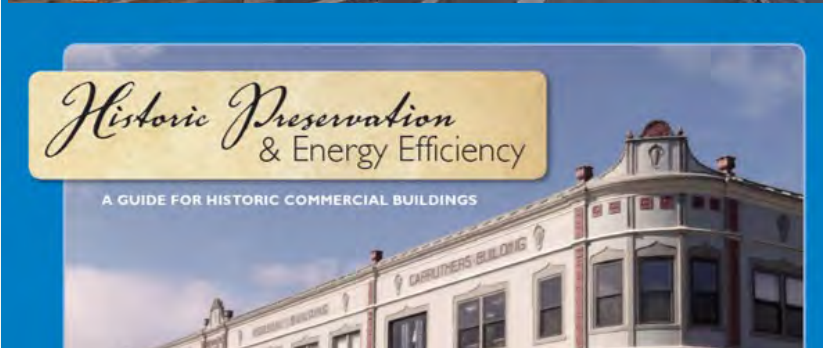
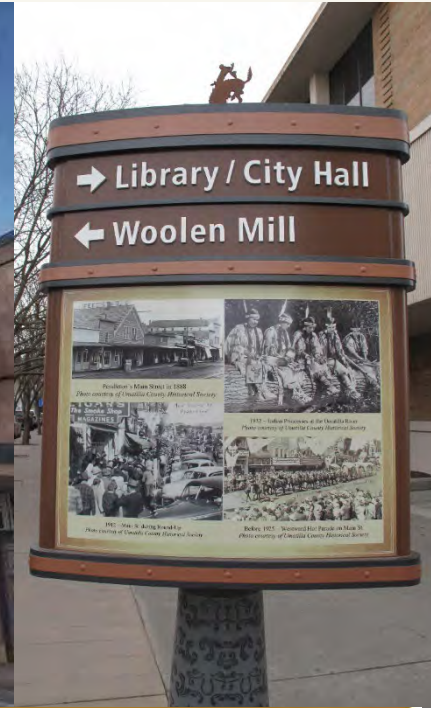
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## Historic Preservation

Preserving the charm, beauty, and character of Oregon's historic downtowns.







## Placemaking and Public Realm

Creating quality places that are inviting and attractive to all people.







## Tourism and Customer Attraction

Celebrating community culture and bringing more people to experience Oregon's downtowns.




Downtown Estacada Commission

Photos: Downtown Estacada Commission





- • • • •  Economic Development and Resiliency
- • • • • Supporting small and local businesses in Oregon's
- • • • • downtowns while creating pathways for new businesses.







## Partnerships and Program Operations

Strengthening networks and partnerships towards the collective visions for the future.



Beaverton Downtown Association

Photos: Beaverton Downtown Association







Albany

Photos: Albany Downtown Association



The most important and lasting characteristic of Main Street may be **the impact you have on your community.**



# Why Does Economic Vitality Matter?





# A Values Driven Economy

	Means	Goals
High Quality of Life		✓ ✓
Vibrant, Inclusive Culture		✓ ✓
Healthy, Safe People	✓	✓
Healthy Natural Environment	✓	✓
Education & Workforce	✓	✓
Good Governance	✓	✓
Economic Growth	✓ ✓	

# What is Economic Vitality?





# Tupelo Model



# Traditional Economic Development Approach

**Grow what  
you have**  
(Business  
Retention and  
Expansion)



**Bring in new businesses**  
(Business Recruitment  
and Attraction)

**Cultivate from the ground up**  
(Entrepreneurial/Small Business Development)



# WealthWorks Approach



**Build Multiple  
Forms of Wealth**

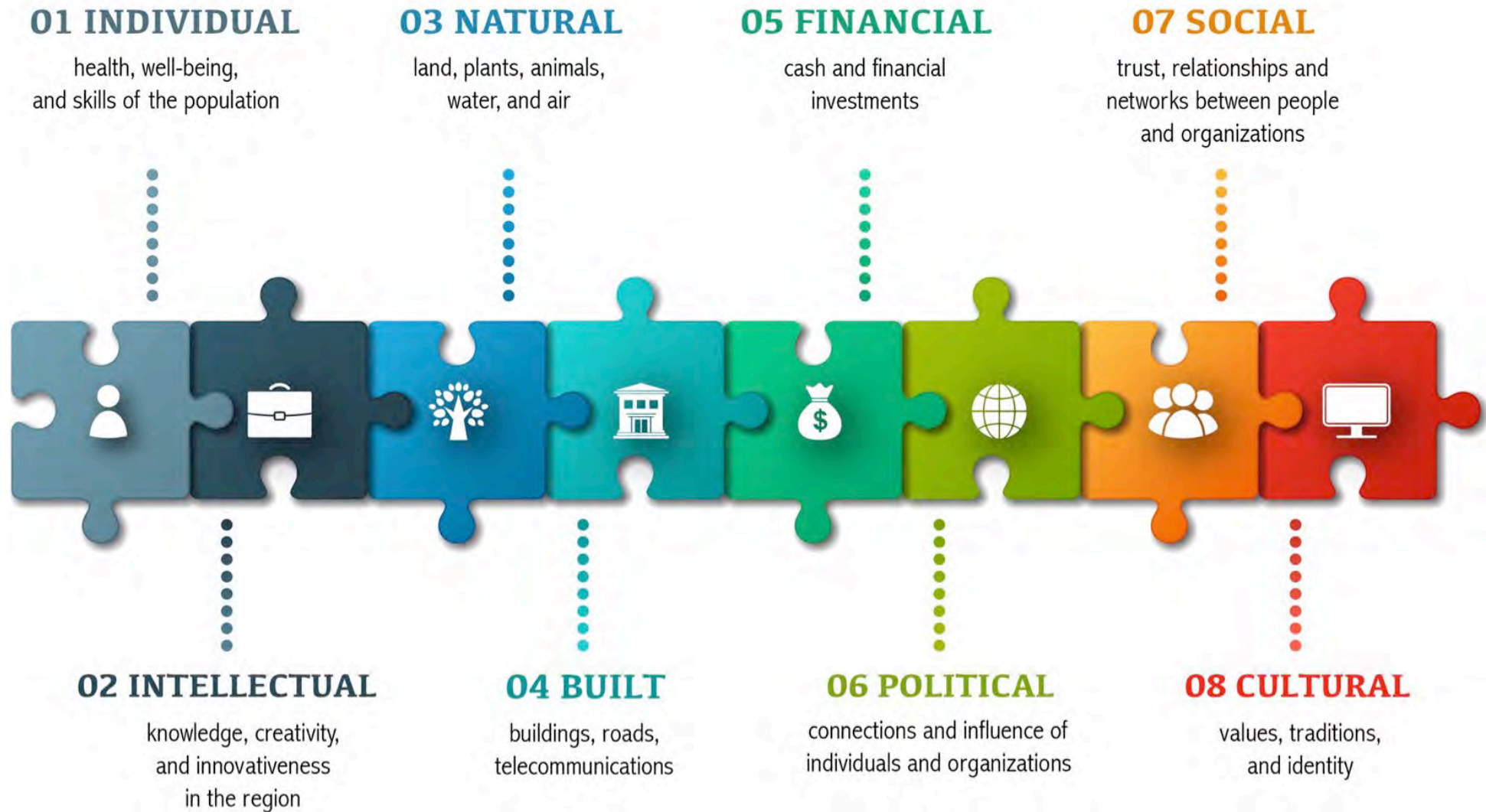


**Place-based  
Approach / Local  
Ownership**



**Improve  
Livelihoods for All**

# Community Capitals





# Entrepreneurial Ecosystem Assessment



# Break





# Small Group Discussion: Listing Community Assets

## Instructions:

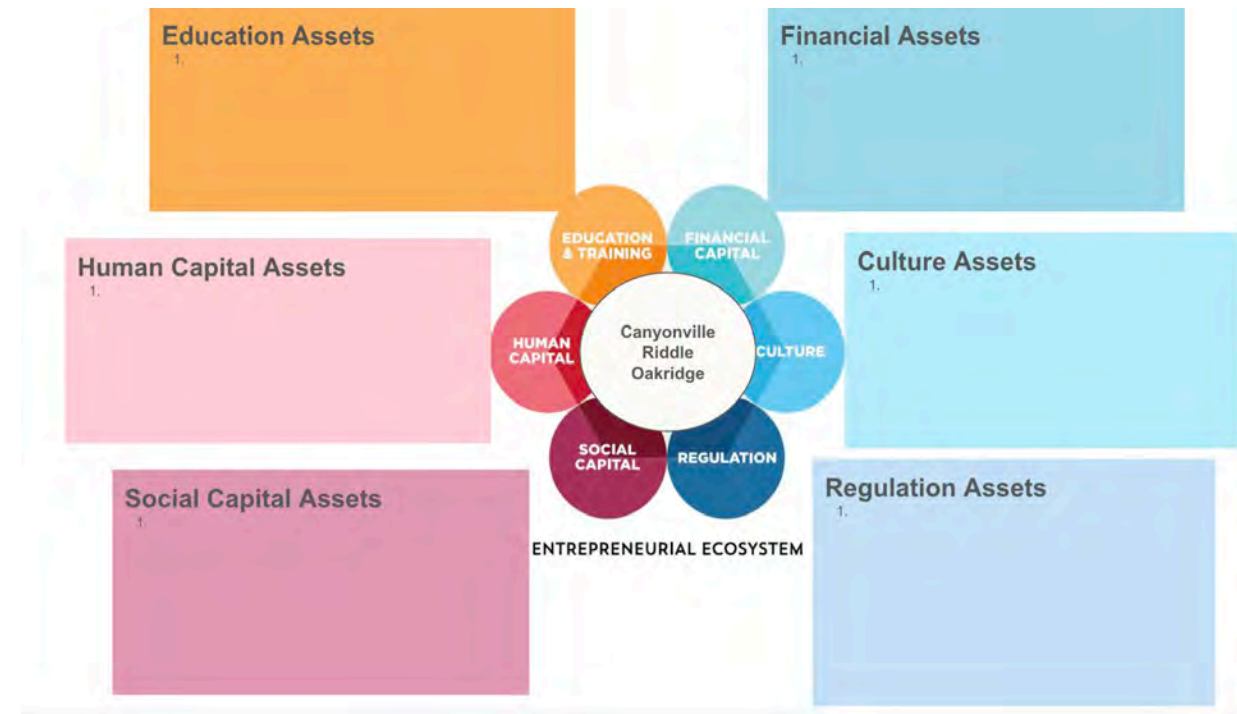
### 1. Breakout into small groups based on region:

- Canyonville/Riddle
- Bonners Ferry/Kellogg
- Halfway/Enterprise
- Condon/Prineville
- Cle Elum/Colville
- Othello/Dayton/Grandview
- Warrenton/Willamina
- Oakridge/Dunsmuir

### 2. Click on the link in the chat (if you feel comfortable)

### 3. Choose a facilitator to screen share - Open the google slides for your region

### 4. List assets in your area



Time: 15 min

# FACTORS OF AN ENTREPRENEURIAL ECOSYSTEM

## CULTURE FACTORS

Does the local media commonly feature local entrepreneurs?

Is there ample social capital amongst existing and aspiring entrepreneurs? (i.e. strong networks and a spirit of collaboration, cooperation, and trust amongst existing and aspiring entrepreneurs)

Are new entrepreneurs actively engaged in civic and other district groups, boards, committees, etc.?

Performance Level			
Low	Neutral	High	L or R
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Notes

## HUMAN CAPITAL AND WORKFORCE FACTORS

Does your district have a local college and/or university that offers degree, programs, or courses in entrepreneurship?

Does your community school system offer entrepreneurship programs for area children?

Does your workforce development office provide entrepreneurship training funds to dislocated workers?

How closely does your community gender demographic data match your small business ownership profile?

How closely does your community race and ethnicity demographic data match your small business ownership profile?

How closely does your community age demographic data match your small business ownership profile?

Performance Level			
Low	Neutral	High	L or R
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## EDUCATION AND TRAINING FACTORS

Is there local technical assistance available, provided by the public sector, to support small business development (e.g., succession

Performance Level			
Low	Neutral	High	L or R
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# Examples







THE POP-UP  
MOUNT VERNON





# Veneta, OR









# How Does Economic Vitality Work?







***Change happens whether  
you like it or not.***

# Looking Forward



**An Asset Mindset**





# New Ways of Finding Solutions

Examine problems from different angles and co-create solutions

“Act-learn” simultaneously –  
test and fail...over and over again



# It's Iterative and Non-linear







# Radical Collaboration

***We can't do this alone***

# Big Tent Approach

*Economic Development Is a Team Sport*





# How it Works – Wrap Up



## Find Your Main Street Fit & Build Partnerships



### Main Street

- Focuses only on the Main Street district.
- Comprehensive approach for community development.
- Supports businesses, residents, property owners, and visitors.



### Government

- Provides services beyond just community development.
- Supports all districts in the community.



### Community Partners

- Chambers, visitors' associations, civic groups, schools, etc.
- Missions may align with, but not be specific to, Main Street.
- Services can include economic vitality services, but they can also support more human everyday needs.

# *What's Next?*

## **1) Evaluation!**

- When the zoom session ends

## **2) Resource Website:**

- [rdiinc.org/main-street-2025-resources/](https://rdiinc.org/main-street-2025-resources/)

## **3) Next Virtual Workshop**

- Leadership 101: Tues. 4/22, 9:30 PT/10:30 MT

## **4) Teamwork:**

- Identify your indigenous land, history of your community
- [Main Street America Audit Tool](#)

