



Main Street Business & Community Outreach

Building Meaningful Connections & Partnerships

Tremendous Thanks!

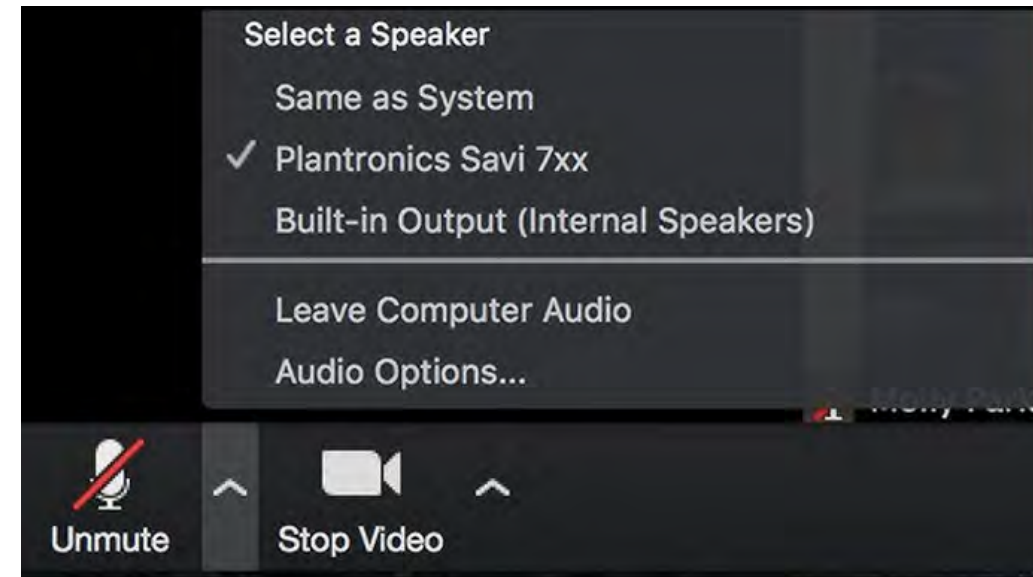


OREGON MAIN STREET



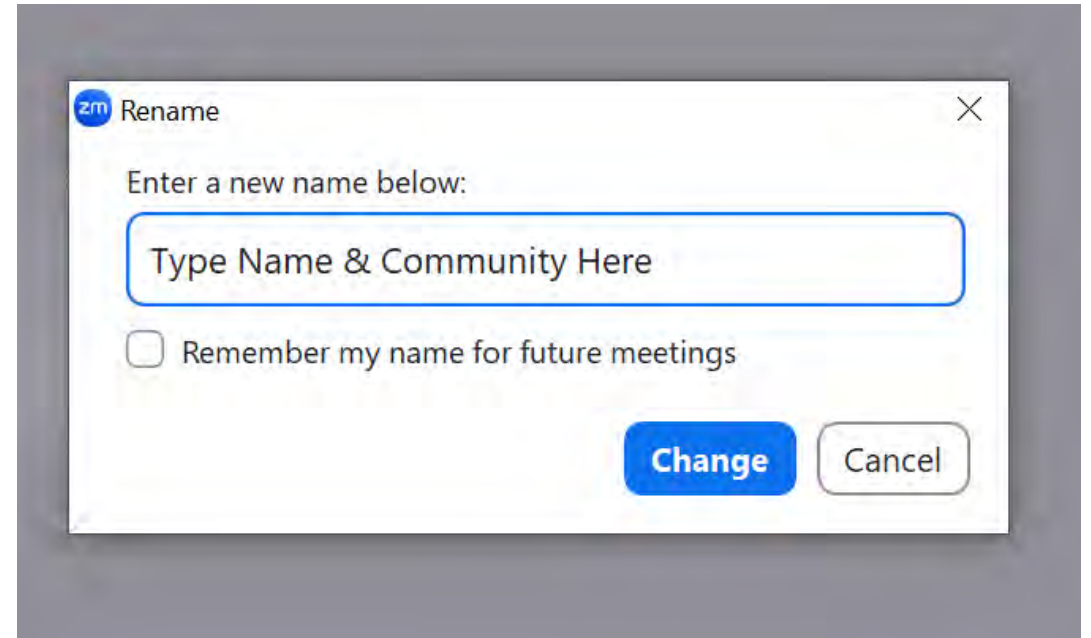
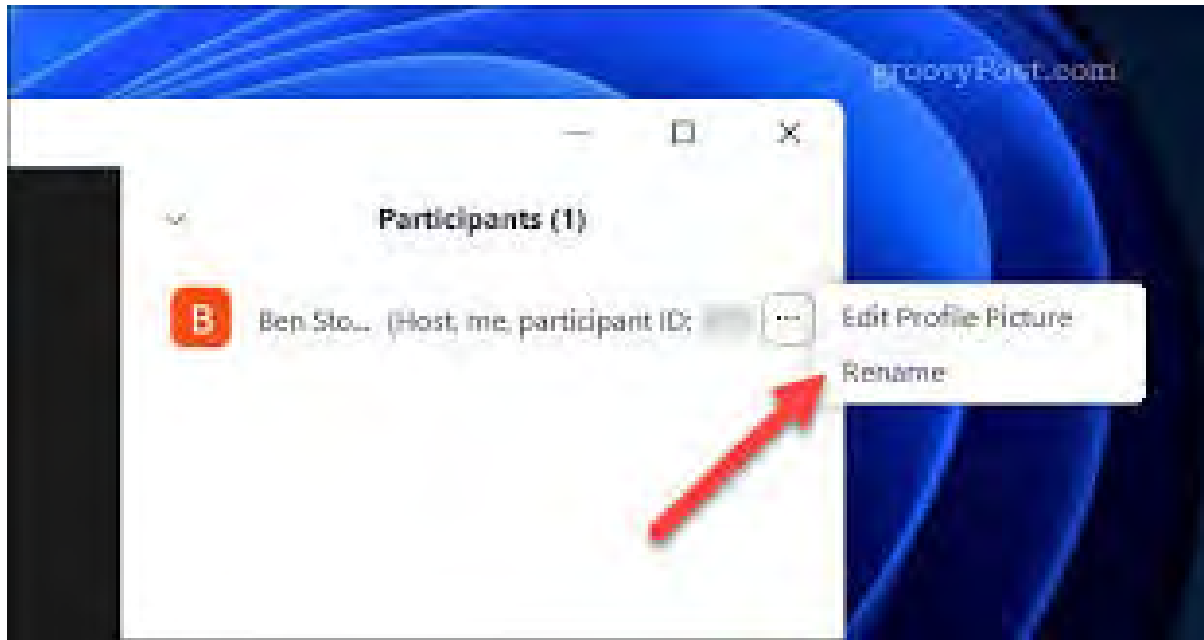
Zoom Tips

- 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



Meet the RDI Team



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Community & Economic
Development Consultant



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Impact & Engagement
Manager, RDI



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Main Street Consultant,
Streetview Planning



Alison Cassin
Program Coordinator
RDI

Meet Your Main Street Team



Jenny Hemly
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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 in Rural
- Entrepreneurship in Rural
- Energy on Main
- Leadership in Action
- Funder Panel

Objectives

- To learn about practical tools and strategies to engage businesses and property owners in ways that are worthwhile for all involved
- To leave with next steps for business and property owner outreach



Agenda

- Overview of Engagement
- Ø Group Discussion: Pitfalls & Successes
- Downtown Engagement: Roles, Tools, & Context
- Ø Small Groups: Engagement Experiences
- Examples of Successful Engagement Strategies
- Regional Small Groups: Potential Next Steps
- Close



Group Norms

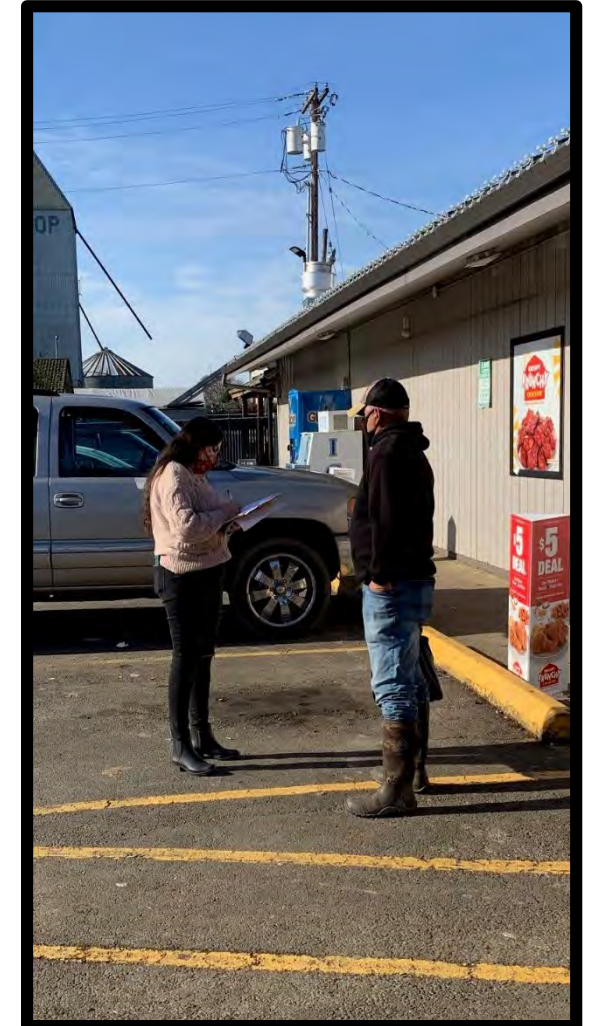
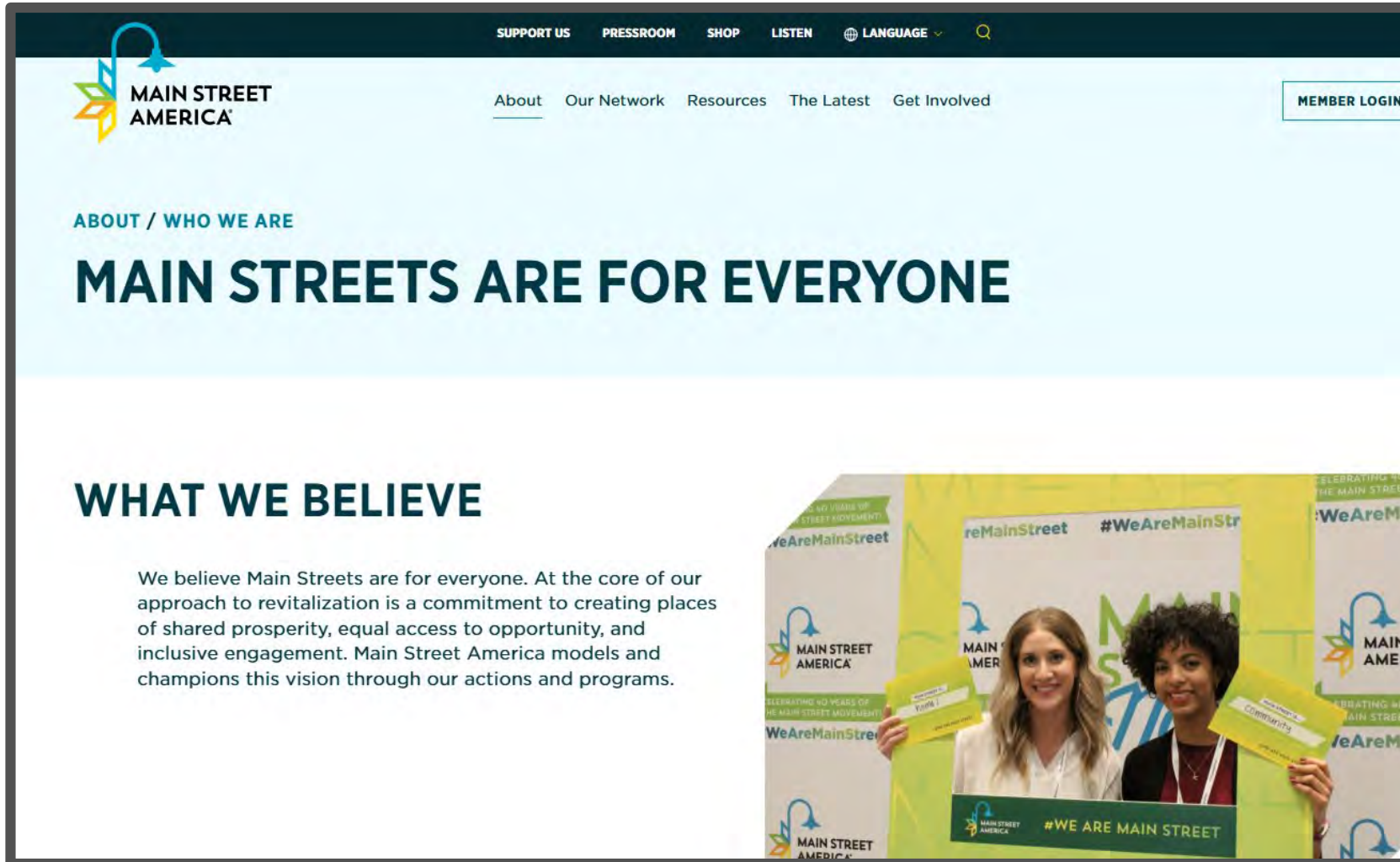
- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*
- Confidentiality



The Why of Downtown Engagement



Engagement Is Foundational



Why Outreach Is Needed

1. To learn more about the community.
2. To build trust and relationships.
3. To inform your vision, strategy, and program implementation.
4. To grow community assets.
5. To grow your organization.
6. What else?



Group Discussion: The Good... and the Bad



Group Discussion



Ain't it Awesome?



Ain't it Awful?



Downtown Engagement: Main Streets as Pollinators

Bee the Pollinator of Community

Main Streets have many roles. One of those most valuable roles is connecting people with each other and with resources to support them.

1. Can you link a business with resources?
2. Are property owners able to connect with potential business tenants?
3. How can you amplify the needs and opportunities that people share with you?



Examples of Pollinating Community

1. Business and property owner networking events and happy hours.
2. Connecting popup entrepreneurs with vacant storefront opportunities and businesses interested in sharing space.
3. Inspiring others to care about Main Street so that there is a culture of collaboration that beyond the Main Street program.

All of this starts with a foundation of successful engagement!



Symbiotic Engagement

1. Shift from “I” to “we.”
2. Shift from “doing to” to “doing with.”
3. Center the mission rather than the organization.

This topic will be expanded upon in an upcoming Key Mindsets for Community Engagement workshop.



Engagement Tools & Relevant Context

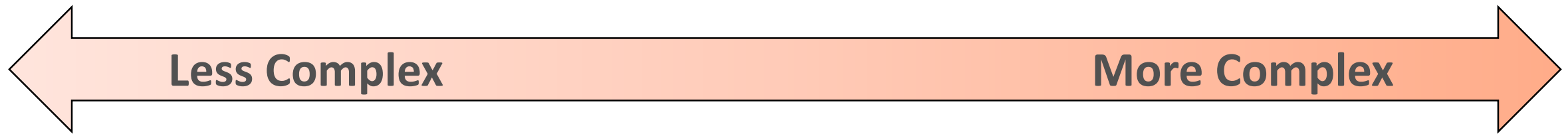


Engagement Happens Everywhere



- Many different kinds of engagement.
- It can happen at the market, on the sidewalk, inside a business, or anywhere else.
- Not always complex and formal.
- You might be doing some of it already.

Engagement Tools & Spectrum



Informative

Requires less planning and coordination. It is often one-way communication.

Cooperative

Brings people into deeper two-way dialogue. It is often not an ongoing engagement process.

Collaborative

Forms longer-term partnerships for engagement where everyone involved shares in both the engagement and its ongoing outcomes.

Engagement Tools

Informative (One-Way)

- Mailers
- Newsletters
- Press & Media
- Social Media
- Surveys
- Word on the Street

Cooperative (Relational – Two-Way)

- Business Socials
- Business Walks
- Focus Groups
- Interactive Activities
- Spontaneous Conversations

Collaborative (Network)

- Advisory Committees
- Businesses Engaging Each Other
- Main Street Board Leadership
- Mutual Aid Programs
- Project Partnerships
- Planned Events Involving Businesses

Choosing the Right Tool

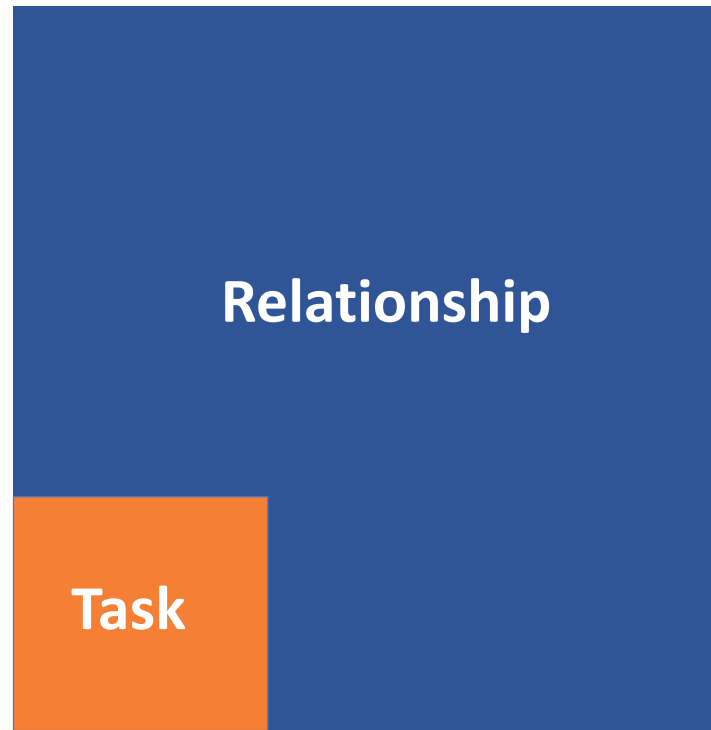
- 1 Define your goals and purpose for downtown engagement.
- 2 Consider the context of your downtown relationships.
- 3 Identify the team member who has the interests, skills, and capacity to do the work.



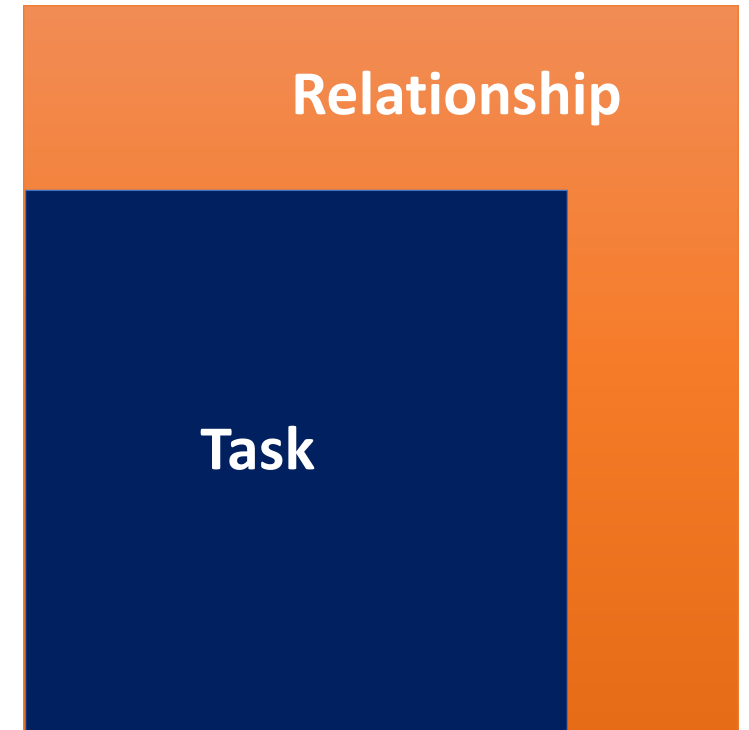
Relationship Context

Look Outward

Consider the strength of your downtown relationships before choosing a tool.



New/Transitioning
Organizations



Established/Mature
Organizations

Leadership Context

Look Inward

Consider who on your team has the interest, skills, and capacity to use the engagement tool.

ISSUE ADVOCATE

Focuses attention on the issue

CONVENER

Organizes partners

FACILITATOR/NEGOTIATOR

Forges agreement on between partners

IMPLEMENTATION CHAMPION

Sustains momentum during implementation

Small Groups: Engagement Experiences



Small Group Discussion: Engagement Experiences

Conversation Topics

1. Talk about downtown engagement you've done in the past or present.
2. Which tools have you used?
3. How has it worked or not worked?
4. What can you learn from each other?
Are there shared experiences?



Examples of Successful Engagement Strategies



Informative Engagement

Informative (One-Way)

- Mailers
- Newsletters
- Press & Media
- Social Media
- Surveys
- Word on the Street



Welcome to Our Community!

IMAGINE YOUR BUSINESS HERE!

LOOKING TO OPEN A BUSINESS?
DO YOU SEE AN OPPORTUNITY?
WANT MORE INFO ON THIS SPACE?

CONTACT US TODAY 541-384-7777
CHAMBER@OREGONFRONTIERCHAMBER.COM



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Cooperative Engagement



Cooperative (Relational – Two-Way)

- Business Socials
- Business Walks
- Focus Groups
- Interactive Activities
- Spontaneous Conversations



Collaborative Engagement



Photo by Stevenson Downtown Association



Photo by Sikora Photography



Collaborative (Network)

- Advisory Committees
- Businesses Engaging Each Other
- Main Street Board Leadership
- Mutual Aid Programs
- Project Partnerships
- Planned Events Involving Businesses

Other Examples?



Regional Small Groups: Potential Engagement Tools



Regional Small Group Discussion: Potential Engagement Tools

1. Consider Your Engagement Goals

- What are your goal for your engagement?

2. Consider Your Context (Relationships & Leadership)

- Will you need to focus more on tasks or relationships?
- Do you have the capacity and expertise to use your desired tools?

3. Consider Tools & Creative Strategies

- Which tools would you like to use to meet your goals?

What's Next?

1) Evaluation!

- When the Zoom session ends

2) Resource Website:

- rdiinc.org/main-street-2025-resources/

3) Next Virtual Workshop:

- Key Mindsets for Inclusive Outreach:
Tuesday, July 22
9:30 a.m. Pacific/10:30 Mountain

4) Teamwork:

- Engagement Planning

