

MONTHLY NEWSLETTER



# HISTORIC DOWNTOWN GRESHAM

*Stroll • Shop • Dine • Enjoy*

Historic Downtown  
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## Calling All Business Owners – We Need You for Branding!

Michele Reeves from CIVILIS Consultants is going to be back with us in Gresham on September 20th to begin working on how we brand downtown more effectively. Participants are going to walk through a fast-paced series of questions that build the CORE story framework for downtown, the basis upon which effective branding and marketing campaigns can be launched.

She will help us create the story framework using the CORE building blocks: Characterization, Objective, Relationship, and Environment. She says that "Characterization is everything that your city presents to the world physically through its streets, buildings, signage, lighting, homes, yards, parks, nature, and physical communications like brochures, billboards, print ads, and tv advertising. Objective is about what motivates you as downtown stakeholders, what you are passionate about and what you stand for. People don't feel comfortable in places that lack an objective, where we don't know who they are or what they want us to experience."

Continuing to look at the building blocks, she focuses on Relationship, which she says is considering how downtown is perceived, and how various groups relate to it. She will want to know what our most beloved events and businesses are because she says you can tell a lot about a downtown by who does, and doesn't, relate to it.

And lastly, she will elicit feedback about our Environment, which is the setting for our downtown. "Context is king and you have to consider your 'where' as you build your identity because your surroundings influence the story you tell, whether you want it to or not!" says Reeves.

Come join us from 8:00 am to 9:30 am at City Hall, in the Springwater Trail Conference Room, to develop this comprehensive version of downtown's story. We are holding this event at 8:00 am because Michele received feedback from business owners that they wanted to contribute to this work and preferred the event begin before retail hours. She is looking forward to seeing you all there!



## Calendar of Events

### Business Assoc. Meeting

Tue, Sep 6<sup>th</sup> 8:00am

*New Location:* Sunny Hans  
Corner of 3<sup>rd</sup> & Main Ave.

### Downtown Marketing Workshop

Tue, Sept 20<sup>th</sup> 8am-9:30am

City Hall

Cost: Free

### Teddy Bear Parade

Sat, Sept 24<sup>th</sup> 9:00am

Downtown Gresham

Cost: Free

### Transportation Safety Fair / Symphonic Safari

Sat, Sept 24<sup>th</sup> Following the

Teddy Bear Parade

Center for the Arts Plaza

Cost: Free

### Farmer's Market

Every Saturday

Downtown Gresham

# A Change of Color in Historic Downtown Gresham

The Gentry Building on NE 2<sup>nd</sup> St. in Historic Downtown Gresham - home to Curves, Pub Scrub, Salon Ambiance and Selmas Bakery and Deli has recently undergone a dramatic transformation to the exterior. After originally selecting neutral colors to spruce up the exterior, property owner Cliff Kohler, changed his mind and decided to go for something with a more visual impact. The facelift has come to the delight of many as residents and visitors alike are starting to sense a welcoming transition in the charming historic downtown core. The change of plans came after attending a series of workshops put on by Metro and the City of Gresham and conducted by consultant Michele Reeves who made it very clear that new life needs to be breathed into downtown and one of the easiest ways to jump start the efforts was by using some color and getting rid of all the drab beige that dominates the majority of the buildings in the downtown core. Expect to see more color and revitalization to the other buildings in the area as part of a makeover that is being made possible largely in part to the City's downtown Storefront Improvement program. We all see a bright future ahead for Historic Downtown Gresham.



## Downtown Access via Main City Park & Springwater Trail

Main City Park Project: Making access to downtown easier from the Springwater Trail

Gresham's oldest park, Main City Park, is set for a makeover and improved trail connections from the park's south end next to the Springwater Trail. Construction is slated to begin in August and continue through spring 2012. When completed, features will include an attractive 15-foot wide bicycle and pedestrian walkway connecting the Springwater Trail to Powell Blvd, a plaza intersecting the trail with an informational kiosk, a meadow at the south end of the park, and landscaping and lighting. These improvements make an essential connection between the Springwater Trail and the amenities and retail shops of Historic Downtown Gresham.



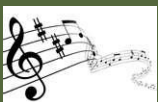
## Great Mississippi Avenue Field Trip!

This past July, intrepid tourgoers from Gresham, representing business owners, property owners, elected officials, and Gresham city staff, hopped on a bus and spent an afternoon trekking along Portland's N Mississippi Avenue.



We toured the very successful mixed-use development called Mississippi Commons, which took several mid century warehouses and converted them into retail, office, and live/work spaces. We heard from the developer about how to create flexible creative office space, and from tenants about why they wanted to open a business on the street. Clearly, the "neighborhood feel" and tight knit community of businesses were big selling points.

We had the opportunity to walk through a renovated streetcar era building with retail, apartments, and a roof deck, which none of us wanted to leave since it was such a beautiful day! The wrap up consisted of a quick peek at new construction retail space and a chat with the developer of the Mississippi Food Cart pod, one of the nicest in the city.



## Music Mondays!



The Center for the Arts Foundation wrapped up their 2011 Music Monday series at the end of August. GCFTA thanks everyone so very much for making their Music Mondays 2011 Signature Event a success. We begin the planning for Music Mondays 2012 this September and welcome your suggestions or comments. Volunteers are most welcome!

This series provided local-area musicians an opportunity to perform in a wonderful venue while providing residents, employees of local businesses and the community at large a place to listen to free music every Monday during the summer.

The Center for the Arts Foundation serves as a creative driving force, educational resource and economic engine of entertainment vitality in East County by making visual and live performance arts accessible to the entire population.

SMALL BUSINESS  
DEVELOPMENT CENTER

## Weekly Connections

### Going Into Business: Start Smart!

Date: Sept 8<sup>th</sup> 6-9pm

Where: MHCC

Cost: \$55

Get your start-up questions answered here! This seminar is a must if you have a business idea or just opened your doors but still have some questions.

### Upcoming Training

- 9/12 Bookkeeping for Small Business
- 9/13 QuickBooks Bootcamp 1 (2 day course 9/13 & 9/15)
- 9/21 Webinar: Buying a Small Business
- 9/13 Webinar: How to get a Business Loan
- 9/27 Small Business Legal Basics
- 9/29 Small Business Marketing on a Budget

\*Pre-registration is required.

For additional classes, visit [www.mhcc.edu/pages/1097.asp](http://www.mhcc.edu/pages/1097.asp)

For more information or to register:  
Call (503)491-7658  
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