

Help
Build
Downtown's
Bridge
to the
Future!



Special Events: The Association Gets Involved

- Graffiti Weekend
- Veterans Day Parade
- Halloween / Neewollah Parade
- Monthly Promotions
- Christmas Tree Light Ceremony
- 12 Days of Christmas Giveaway
- Sidewalk Sales
- Spring Cleanup
- Wine Walks—February/May/September

Mission Statement

To promote and develop a healthy, vibrant, user-friendly historic downtown for business owners, property owners, residents and visitors.



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Downtown Roseburg Association



An Oregon Main
Street Program

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Main Street...Making Downtown Come Alive!

All over our country, Main Streets are being rediscovered. Whether principal corridors in small towns or neighborhood commercial areas in larger cities, Main Streets are coming back into their own...managing change in the built environment, combining historic preservation with downtown development to create a working, growing, and aesthetically pleasing business center. Preservation accommodates progress...but not unthinkingly. Our old buildings can serve as a focus for new activity and a symbol of community pride.

Roseburg is one of the four Oregon cities benefitting from this technical assistance and training program that works to reinforce and rekindle the economic vitality and values that Main Street stands for — making it once again the unique commercial and social heart of the city. It's our goal to establish broad based support for the Main Street Program through securing a strong financial base and involving a growing number of participants from both business and the community. The Downtown Roseburg Association is a 501(c)3 non-profit organization.

Main Street works because of the energy and enthusiasm of volunteer committee members and community support.

What is the Main Street Approach?

It's a comprehensive revitalization process designed to improve all aspects of the downtown for tangible — and intangible — benefits. Improving economic management, strengthening public participation and making downtown a fun place to visit and as critical to Roseburg's success as recruiting new business, rehabilitation old buildings and expanding parking.



Building on downtown's inherent assets of rich architecture, personal service and traditional values, the Main Street approach has earned national recognition as a practical strategy appropriately scaled to each community's local resource and conditions.

Up to five communities each year are selected to become Main Street participants, based on geographic location, financial backing, need for the program, ability to succeed and public and private support. Roseburg was selected in 2008.

Main Street Roseburg is here — working locally with the National Historic Preservation Trust. We're proud of our past...and we're working for our future.

How Does the Main Street Program Work?

ORGANIZATION: Encourage cooperation and build leadership in the business community, and provide and encourage participation in a regular forum for members to share their knowledge, experiences and solutions to problems.

PROMOTION: Create a positive image for historic downtown by promoting the area as an exciting place to live, shop and invest.

DESIGN: Improve the appearance of historic downtown Roseburg; encourage and give incentive to stakeholders to enhance the design of physical characteristics of the historic downtown in both private and public areas.

ECONOMIC DEVELOPMENT: Provide educational and other services to strengthen and expand the economic base of historic downtown; promote effective legal and financing techniques that will further the improvement of the area and its historic character.

Thanks to our brochure contributors: Creative Images, Cow Creek Band of Umpqua Tribe of Indians, Leif Photography, and the City of Roseburg

- Areas of Interest —
- Design
 - Promotion
 - Economic
 - Organization
 - Newsletter

Return this form to:
 Downtown Roseburg Association
 PO Box 2032
 921 SE Washington Ave.
 Roseburg, OR 97470

YES! I want to support historic downtown Roseburg and help make Roseburg a better place to live, work and shop. Please sign me up as a Downtown Roseburg Association contributor in the following category with my **tax deductible** contribution:

Individual Contributor _____ \$25 _____ \$50 _____ \$100+
 Downtown Business Contributor _____ \$100 _____ \$250 _____ \$500+
 Community Business Contributor _____ \$50 _____ \$100 _____ \$250+

Name (Business or Individual) _____ Contact Person _____
 Address _____ Email Address _____
 Phone _____