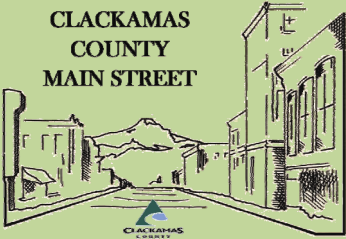


CLACKAMAS
COUNTY
MAIN STREET



Main Street Milwaukie

The Main Street Four Point Approach®

The Main Street Approach® is a proven, comprehensive approach to downtown revitalization. This approach has been implemented in over 1,800 cities and towns in 45 states across the nation. By fully integrating the program's four points into a practical district management strategy, a local program will produce fundamental changes in your community's economic base. The Main Street Four Point Approach® includes:

- **Organization** assembles public/private leaders within communities to work towards the same revitalization goals.
- **Promotion** sells a positive brand image of the commercial district, drawing visitors, shoppers and investors downtown.
- **Design** enhances both livability and attraction of the area by rehabilitating historic buildings, creating pedestrian oriented streets and encouraging context sensitive new construction.
- **Economic Restructuring** strengthens a community's existing assets while expanding and diversifying its economic base. Main Street sharpens the competitiveness of existing businesses and attracts compatible new business to the district.

This program is a locally driven process with the intent to build a high quality, livable, and sustainable downtown that will grow the economy. The Clackamas County Main Street program, in conjunction with the Oregon Main Street program, will provide assistance, training, technical services and resources to Main Street Milwaukie to aid in the preservation, revitalization, and establishment of the commercial area.

The Main Street Milwaukie program is underway with these upcoming committee trainings:

Organization • December 2nd, 3:30 PM
6306 SE Aspen St.

Promotion • December 3rd, 5:30 PM
2100 SE Lake Rd. Suite 2A

Economic Revitalization • December 8th, 4:30 PM
Milwaukie City Hall

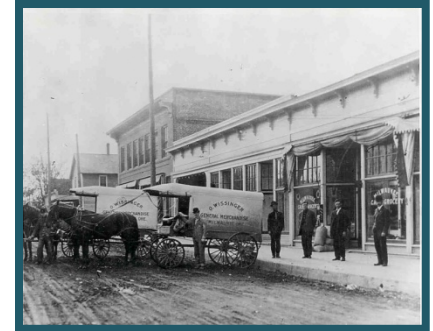
Design • Contact us for the next meeting time!

Join us! Whether you are ready to commit or not, we invite you to join us and learn more about the individual committees and our goals for downtown Milwaukie, which include:

- Strengthening and promoting downtown as the center of the community.
- Creating a visually appealing downtown while preserving Milwaukie's historic character.
- Strengthening and retaining existing businesses while broadening the business mix of downtown.
- Establishing a high-functioning program to provide leadership and increase involvement with Main Street Milwaukie.

**Help make Main Street Milwaukie
the place to be!**

For further information, please contact ►►►



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