

Oregon Parks and Recreation Commission

June 12, 2024

Agenda Item: 9a

Action

Public Comment Allowed: **Yes**

Topic: Request to open rulemaking of OAR 736-056-0000 to 0080 Main Street Revitalization Grants to include Oregon Main Street

Presented by: **Katie Gauthier and Kuri Gill**

Background:

Downtowns are traditionally the heart of a community – the social, economic, and civic center. Many of our downtowns in Oregon are “diamonds in the rough” that need a little polishing to sparkle once again. Others are vibrant and want to maintain their competitive advantage. Oregon Main Street helps communities wherever they are in their downtown revitalization efforts. They provide support to organizations who are ready to roll-up their sleeves; develop a vision for how they want their downtown to look, feel, and function; and then attract the people and financial resources to bring about the change they want to see happen.

Oregon Main Street is a statewide program implementing the Main Street Approach™ trademarked and managed by Main Street America. Oregon Parks and Recreation Department holds an annual agreement with Main Street America to be the official statewide coordinating program.

Oregon Main Street provides training and technical assistance to communities participating in the Main Street Track of the Oregon Main Street Network and allows for access to the Oregon Main Street Revitalization Grant which funds building improvement projects that spur economic development for all Network communities (available once per biennium in odd years).

The proposed rules will include parameters for participation in the Oregon Main Street Network, describe how resources will be provided to participating organizations and establish primary structure for management of and participation in the Oregon Main Street Network. Currently, no OARs exist for the program which is linked to a significant statutorily created grant program.

If approved to open rulemaking, OPRD will present the draft rules to the Oregon Main Street Network at their July 2024 meeting to help inform the language in rule.

Prior Action by Commission: none

Action Requested: Staff requests approval to open rulemaking to add to and amend OAR 736-056-0000 to 756-056-0080 to include Oregon Main Street program into rule.

Attachments: Attachment A marked copy

Prepared by: Helena Kesch

9a Attachment A: Marked Copy Main Street

Division 56

~~MAIN STREET REVITALIZATION GRANTS-OREGON MAIN STREET~~

736-056-0000

Purpose

(1) Oregon Main Street, the statewide program implementing the Main Street Approach™ trademarked and managed by Main Street America.

(2) Parameters for participation in the Oregon Main Street Network

(3) How resources will be provided to participating organizations.

~~(41) The purpose of this division is to establish the procedures and criteria that the State Oregon Parks and Recreation Department will use~~ procedures and criteria in this rule when awarding Oregon Main Street Revitalization Grant Funds as provided in ORS 390.262 and 390.264.

~~(52)~~ Oregon Main Street Revitalization Grant Program Fund grant awards are to be used for the following purposes:

(a) To acquire, rehabilitate and construct buildings on properties in designated downtown areas statewide; and

(b) To facilitate community revitalization that will lead to private investment, job creation or retention, establishing or expanding viable business or creating a stronger tax base.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

736-056-0010

Definitions

The definitions provided in ORS 390.005 and 390.262 apply to this division, unless the context requires otherwise. In addition, the following definitions apply:

(1) “Department” means the Oregon Parks and Recreation Department (OPRD) as provided in ORS 390.005(2).

(2) “Designated downtown area” means the defined primary focus area for the local downtown or neighborhood revitalization effort submitted by the local Oregon Main Street Network member to and approved by Oregon Main Street.

(3) “Designated Local Communities” means the city, town, or urban neighborhood district that has a group, organization, or local government entity that has submitted an application and has been approved by Oregon Main Street to participate in the Oregon Main Street Network.

(4) “Grant” means an award from the Oregon Main Street Revitalization Grant Program.

(5) “Grantee” means the grant recipient who is legally capable of executing and which has executed a grant agreement for project awarded an Oregon Main Street Revitalization Grant.

(6) “Grant Review Committee” means the committee that reviews grant applications and makes funding recommendations to the Department.

(7) “Oregon Main Street” means the entity administered by the State Historic Preservation Officer designated under ORS 358.565 to provide assistance, training and technical services to communities in Oregon desiring to strengthen, preserve, and revitalize their historic downtown commercial districts as defined in ORS 390.262(1)(b).

(7) “Oregon Main Street Network” means the entity administered by the State Historic Preservation Officer designated under ORS 358.565 to provide assistance, training and technical services to communities in Oregon desiring to strengthen, preserve, and revitalize their historic downtown commercial districts as defined in ORS 390.262(1)(b).

(8) “Project completion” means satisfaction of all requirements of a grant agreement as determined after review or inspection by OPRD.

(9) “Rural area” means an area located entirely outside the acknowledged Portland Metropolitan Area Regional Urban Growth Boundary and the acknowledged urban growth boundaries of cities with population of 30,000 or more as defined in ORS 390.262(1)(c).

(10) “Surrounding community” is the city, town, or urban neighborhood district where the proposed project in the designated downtown area is located.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

736-056-0012

Oregon Main Street

Role as statewide Main Street Coordinating Program

(1) The agency holds an annual agreement with Main Street America to be the official statewide coordinating program.

(2) The agency meets the requirements of Main Street America as the official statewide coordinating program.

736-056-0014

Oregon Main Street Network Structure

(1) Oregon Main Street will establish tiers of participation and service which will be published and available by request or online through the agency website. Requirements for participation in each tier.

(a) Base level requirements for all tiers.

(i) An Oregon Main Street approved map of the designated downtown area.

(ii) An Oregon Main Street approved organization with two primary contact people.

(b) Services provided to participants in each tier.

(2) Oregon Main Street will establish and promote an application process for participation in the network. This will be published and available by request or online through the agency website and announced periodically.

(3) Oregon Main Street will establish a process to evaluate how organizations meet participation requirements, provide guidance to meet requirements, and options for alternative tier participation. These will be published and available by request or online through the agency website.

(4) Participating organizations will sign an agreement at an interval determined by Oregon Main Street for participation in the network. The agreement will include tier level, requirements and basic service levels.

736-056-0016

Oregon Main Street Network Services

(1) Oregon Main Street services to Oregon Main Street Network participating organizations include networking and training opportunities based on tier level such as Oregon Main Street Conference, Online resources such as guides and workshops, network meetings, online networking meetings, board and director support and training, technical assistance, strategic planning assistance, and program evaluation and advice.

(2) Oregon Main Street Handbook is published and available by request or online through the agency website.

736-056-0018 Oregon Main Street Data Collection

Data provided by the participating Oregon Main Street Network organizations is collected to track the value and impact of the program locally and statewide.

(1) Metrics for data will be established by Oregon Main Street.

(a) Metrics will meet the requirements of Main Street America for statewide coordinating organizations.

(b) Metrics will include information to inform the services of Oregon Main Street.

(2) Oregon Main Street will facilitate data collection from participating Oregon Main Street Network organizations.

(3) Oregon Main Street will publish an annual report.

Statutory/Other Authority: ORS 358.475 & 358.605 (1)(2)(3)

Statutes/Other Implemented: ORS 358.612 (10)(11)(12) & 358.617

736-056-0020

Eligible Applicants

In order to be eligible for a Main Street Revitalization Grant, applicants must:

(1) Be a designated organization that participates at any level in the Oregon Main Street Network;

(2) Demonstrate past or prospective capacity to work with stakeholders such as local officials, business owners, building owners, and other partners in designated local communities or designated downtown areas; and

(3) Have the ability to receive and expend the grant funds and manage all fiscal responsibilities.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

736-056-0030

Application Procedure/Process

(1) The Department shall announce through a variety of media the availability of, procedures for, deadlines, and other information for applying for Oregon Main Street Revitalization Grants.

(2) To apply for Oregon Main Street Revitalization Grants, applicants must submit their applications in a format prescribed by the Department by the specified deadline.

(3) Applications must demonstrate the following:

(a) The applicant is an eligible applicant as provided in OAR 736-056-0020.

- (b) The proposed project is within a designated downtown area.
- (c) The applicant is capable of carrying out the proposed project.
- (d) The proposed project would facilitate community revitalization.
- (e) The community need for revitalization and economic development:
 - (A) Community is in a traditionally underserved area, rural area, or has significant financial barriers to improve downtown areas.
 - (B) Economic factors may include percentage of renters and wage and income rates in the proposed project location and surrounding community.
- (f) The proposed project would be consistent with the Secretary of the Interior's Standards for Rehabilitation of Historic Properties.
- (g) There are sources of additional funding sufficient to complete the project.
- (h) Evidence that the property owner understands and agrees with the proposed project.
- (4) The Department will request that applicants include measures to demonstrate the effectiveness of the Oregon Main Street Revitalization Grant. These may include business creation or expansion, job creation or retention, vacancy rates, business mix, housing, or creation of a stronger tax base.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

[736-056-0040](#)

Evaluation of Applications

- (1) Eligible applications received by the announced deadlines shall be evaluated by the Department.
- (2) The Department shall include review criteria in grant guidelines, manual, or application for each new grant cycle.
- (3) The Department will establish a Grant Review Committee to review grant applications and provide recommendations for funding to the Department. The Department shall invite the Oregon Department of Transportation and Business Oregon to provide representatives to serve on a review committee. The committee may include representatives of the Department of Land Conservation and Development, Main Street organizations, historic preservation specialists or other appropriate experts.

(4) The Grant Review Committee shall score the applications based on the evaluation criteria and then rank applications in order of priority based on a formula considering:

(a) The community's need for main street revitalization and economic development which may include but is not limited to wage and income rates.

(b) The anticipated results of the proposed project in revitalizing the community which may include but is not limited to private investment, job creation or retention, establishing or expanding viable businesses, or creating a stronger tax base.

(c) The community's level of support of the project as evidenced by the applicant's level of participation in Oregon Main Street or other evidence.

(d) The applicant's capability to work with stakeholders such as local officials, business owners, building owners, or other partners in designated local communities or designated downtown areas.

(e) The applicant's capability of carrying out the proposed project.

(f) The level of investment demonstrated through matching funds and source of funds.

(g) The location of the project within the state (a minimum of 50 percent of available grant funds are reserved for projects in rural areas).

(h) Compliance with any other criteria contained in the grant announcement, handbook, or application.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

[736-056-0050](#)

Award of Grants

(1) The State Historic Preservation Officer described in ORS 358.565 shall award the grants.

(2) The department will establish maximum and minimum grant award limitations. These will be published in grant guidelines, manual, or application for each new grant cycle.

(3) All awards will be subject to binding agreements between the Department and Grantee.

(4) Grant agreements shall specify the terms and conditions of the grant award, generally including:

(a) The total project costs, the match or share to be provided, and the amount of the grant;

- (b) A statement of work to be accomplished;
 - (c) The products to be delivered;
 - (d) A timeline that details when the grant-assisted project may begin, a schedule for accomplishing work, and deadlines for delivering products and completing the project;
 - (e) The process to complete reimbursement requests;
 - (f) The measures of project impact at project completion and at one year following project completion; and
 - (g) The requirement that Grantee comply with applicable local, state, and federal law and obtain all necessary permits.
- (5) The State Historic Preservation Officer may award grant funds to acquire, rehabilitate, or construct buildings, or any combination thereof, to a Grantee. The Grantee is not required to have an ownership interest in the subject property.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

[736-056-0060](#)

Disbursement of Grant Funds

The Department will distribute grant funds to Grantees on a reimbursable basis after submission of billings on approved schedules specified in grant agreements. When requested by the Department, Grantees shall supply additional information to substantiate billings. The Department may disburse grant funds in advance if Grantees can demonstrate a compelling need.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

[736-056-0070](#)

Suspension or Termination of Agreement and Recovery of Grant Funds

(1) Notice of suspension or termination of grant agreement shall be sent by registered letter to grantee at address listed in the agreement. The notice shall include recourse (if any) for Grantee to remedy project deficiencies.

(2) If Grantees have received funds in advance but are unable to complete approved projects to the Department's satisfaction or within the three-year timeframe, the Department shall require the Grantees to return all unexpended grant funds.

(3) Grantees shall maintain records adequate for audit purposes for a period of not less than five years after project completion and shall reimburse the Department for any costs disqualified through audit findings.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

PRD 5-2016, f. & cert. ef. 9-21-16

[736-056-0080](#)

Grant Impact

(1) The Department will establish measures to demonstrate the effectiveness of the Oregon Main Street Revitalization Grant; these may include business creation or retention, job creation or retention, vacancy rates, business mix, and housing.

(2) The Department will include the required measures in the grant guidelines, manual, or application for each new grant cycle.

(3) Grantees will submit this information with the grant application, with the grant completion report, and subsequent to project completion as specified in the grant agreement. For five years following project completion, Department staff may request additional information regarding the project's impact.

Statutory/Other Authority: ORS 390.124(1) & 390.262(9)

Statutes/Other Implemented: ORS 390.262 & 390.264

History:

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