

*The **ASTORIA DOWNTOWN HISTORIC DISTRICT ASSOCIATION (ADHDA)** is a non-profit organization committed to encouraging community involvement and investment in preserving the character of historic downtown Astoria while promoting its health and future.*

Astoria is a participant in the **OREGON MAIN STREET (OMS) PROGRAM**. The **MAIN STREET APPROACH** is a proven, comprehensive strategy for commercial historic district revitalization. There are over 2,200 communities nationwide successfully using this approach. The success of this revitalization process is based on four areas: **PROMOTION, DESIGN, BUSINESS DEVELOPMENT AND ORGANIZATION**.

Promotion Committee

GOAL:

Promote historic downtown as a center of community activity.

OBJECTIVES:

- Educate consumers on the positive value of supporting local businesses.
- Engage all community members in downtown.
- Assist with events that benefit the district and help engage downtown businesses.
- Continue to enhance and build on events that generate night-time activities, including organizing the monthly Second Saturday Art Walk.
- Decorate the downtown district for the holiday season.
- Present events like the Pacific Northwest Brew Cup and the Jane Barnes Revue that bring in supporting funds.

Design Committee

GOAL:

Create a vibrant community environment while preserving the character of historic downtown Astoria.

OBJECTIVES:

- Work with the City of Astoria and Oregon Department of Transportation (ODOT) to improve directional and way-finding signage.
- Continue plans to update the streetscape, including organizing the annual Downtown Clean-up.
- Oversee regular maintenance of downtown planters and curbside flower beds.
- Advocate for addressing parking issues.
- Encourage better maintenance of vacant storefronts by offering design and display assistance.

Business Development Committee

GOAL:

Promote vibrancy and prosperity in the downtown core through business development that respects the character and needs of the greater community.

OBJECTIVES:

- Welcome new businesses and provide them with an introduction packet.
- Administer consumer, business and property owner surveys, along with business interviews, to better understand each constituent group.
- Encourage communication among all downtown business and property owners.
- Promote educational opportunities to business and property owners.
- Maintain an updated inventory of downtown businesses and buildings (accessible via the ADHDA website).

Organization Committee

GOAL:

Create community ownership and support for a sustainable and viable downtown association.

OBJECTIVES:

- Draft a business plan that includes tangible results to solicit support and buy-in.
- Develop a plan for permanent staffing.
- Develop a comprehensive communication strategy.
- Create a sustainable funding plan.

INVEST IN DOWNTOWN ASTORIA

ADHDA requires program funding and volunteer support to carry out its mission.

ADHDA RAISES MORE THAN HALF OF ITS ANNUAL BUDGET THROUGH MEMBERSHIP DUES AND SPECIAL EVENTS. Both types of revenue are critical to the success of the organization, and ultimately to the overall success of downtown Astoria.

By supporting ADHDA with your dues, you play an important role in keeping our historic downtown district strong and making Astoria a more livable city. Make an investment in downtown Astoria's future and help make it a downtown we can all be proud of!

JOIN US!

Membership in the **ASTORIA DOWNTOWN HISTORIC DISTRICT ASSOCIATION** is voluntary and open to anyone.

ADHDA membership carries voting rights for the annual election of directors to the board. ADHDA is a 501(c)(3), and dues paid to the organization may be tax deductible.

Date Completed (by member): _____

Date Processed (by office): _____

Business: _____

Contact Name: _____

Title (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Website: _____

ANNUAL MEMBERSHIP DUES:

_____ \$100

SPONSORING MEMBERSHIP:

_____ \$250

_____ \$500

_____ \$1000 or more

GIFT *(does not carry membership rights):*

_____ Any amount

PAYMENT:

_____ Enclosed *(preferred)*

_____ Please bill me

RECOGNITION:

How should the membership or gift be listed?

_____ In my name

_____ In the name of my business/organization

COMMUNICATION & INVOLVEMENT:

_____ Yes, it is OK to send me ADHDA e-mail.

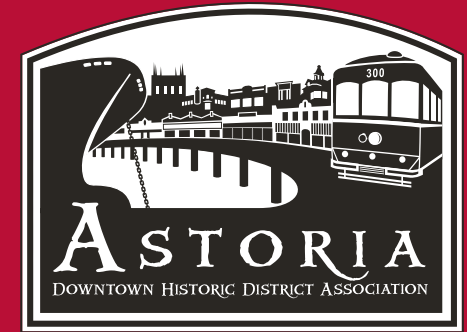
_____ Yes, I am interested in volunteering for the _____ Committee.

DETACH THIS PANEL AND MAIL TO:

ADHDA, PO Box 261, Astoria, Oregon 97103

ADHDA

Astoria Downtown Historic District Association
PO Box 261
Astoria, OR 97103



INVEST

IN YOUR

DOWNTOWN

BECOME A MEMBER

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*Member of the
Oregon Main Street Program
and the National Main Street Network*