

People Powered Development: The Independence Story



 PARKS

 100YR FLOODPLAIN
 FLOOD WAY

 ALTERNATIVE ALIGNMENT
 ACCESS TRAIL

 PROPOSED BRIDGE



What You'll Learn Today

- The Importance of Attitude: Attitude determines altitude
- The Importance of Having a Vision and Working Toward Your Goals
- Our Core Belief: The best anti-poverty program is a living-wage job
- Your Future is in YOUR Hands

Picture this:



In 1990, the once-thriving city of Independence was collapsing onto itself.

On Main Street, storefronts were boarded up -
with no sign that this would change.



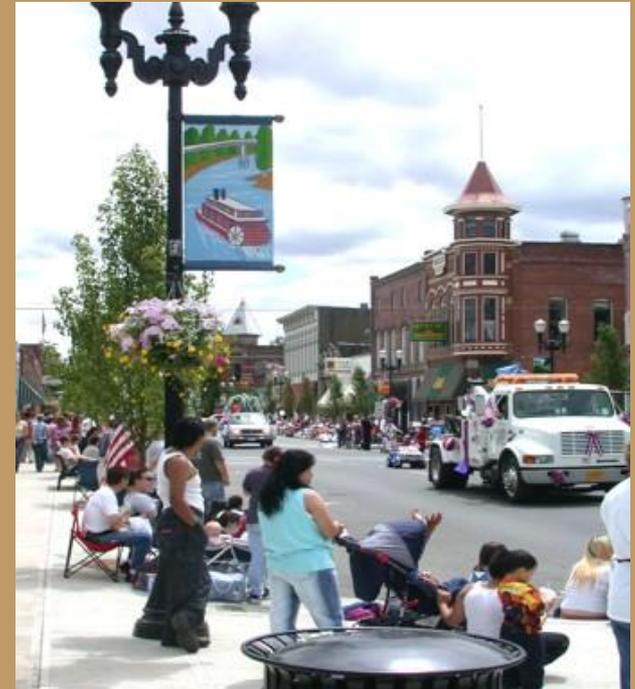
Hops farming had long before ended.

The mills were closed -
There wasn't much to celebrate.
with no apparent plan for change.

But this was Independence...



...the light at the end of the Oregon Trail



The embers only needed fanning.

Today, Independence is...



- becoming a destination

Independence, Oregon

- winner of Great Strides award
- winner of All-America City award
- credibility with state, and other, funding agencies
- citizens with a “can-do” attitude
- business and industry wanting to locate here
- city government with a proven track record
- ready to design and take on next 10-year plan

How did this happen?

Here's the formula for positive change:

- City officials willing to take calculated risks
 - + Citizen engagement, from goal-setting through project completion
 - + Flexibility when opportunities arise
-
- = Independence, Oregon, 2016**

How did this happen?

Tools We Use:

Citizen Participation

- Mayor's Task Force
- Design Committees
- Public Open Houses

Creative Funding

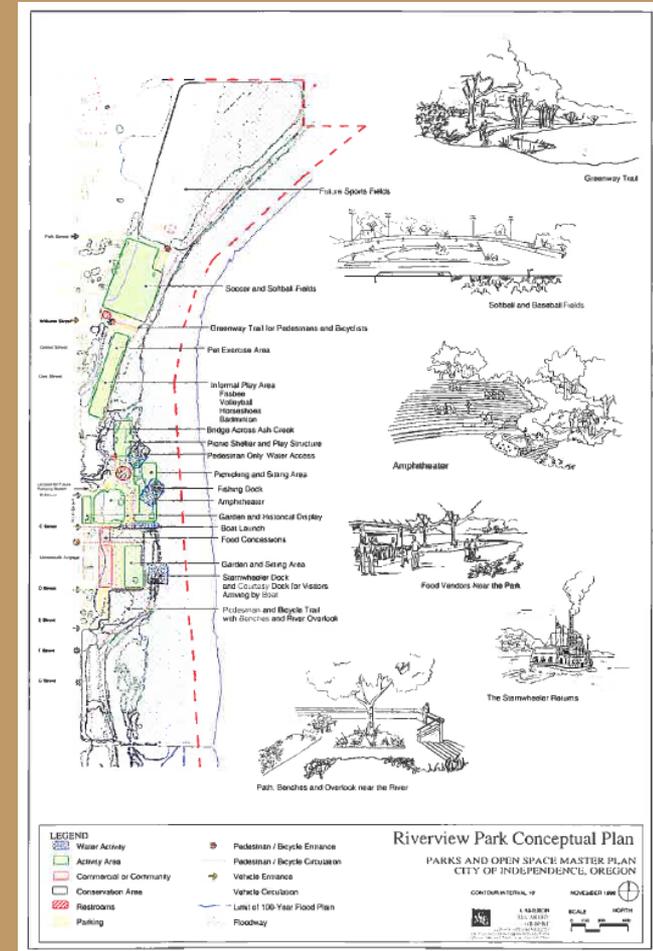
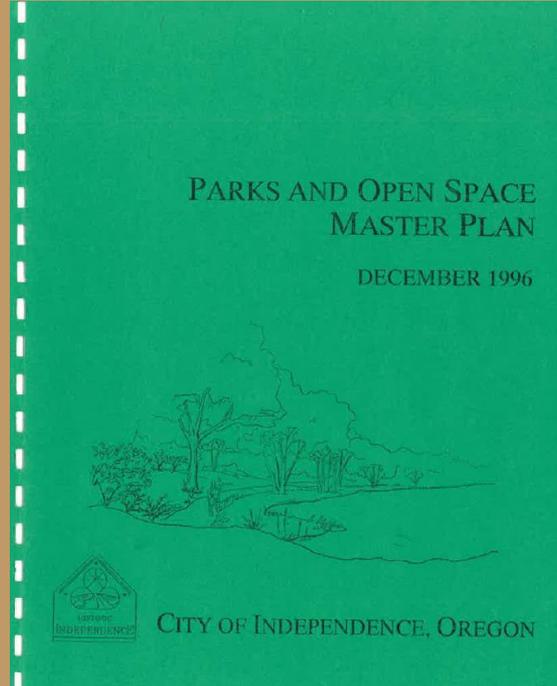
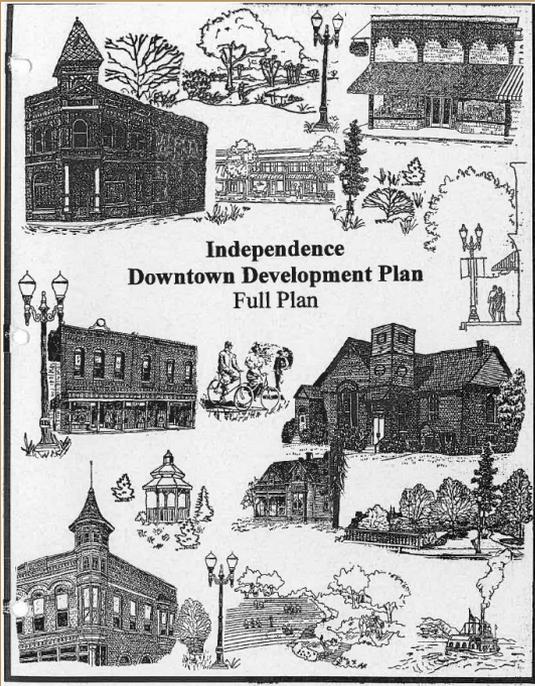
- Local Fundraising
- Grants
- Creative Arguments

Lots of Partners

Volunteer Labor

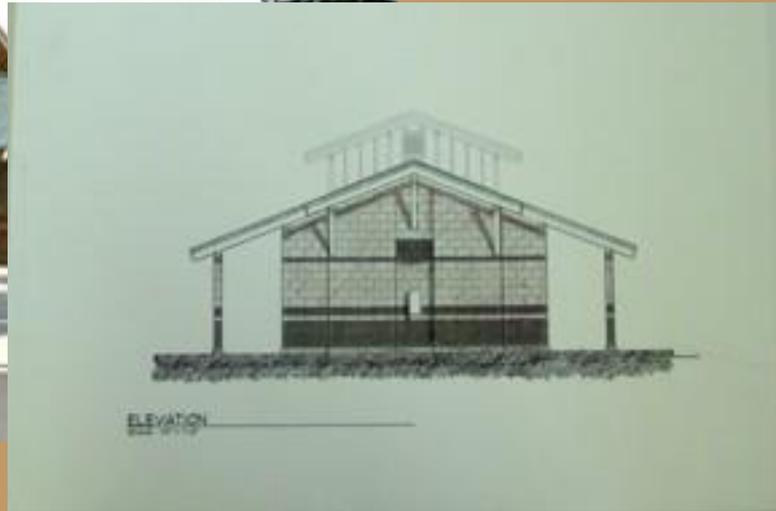


It All Starts With a Plan



Here's what the power of
community can create.

Public Restrooms



Completed 1999

Streetscape



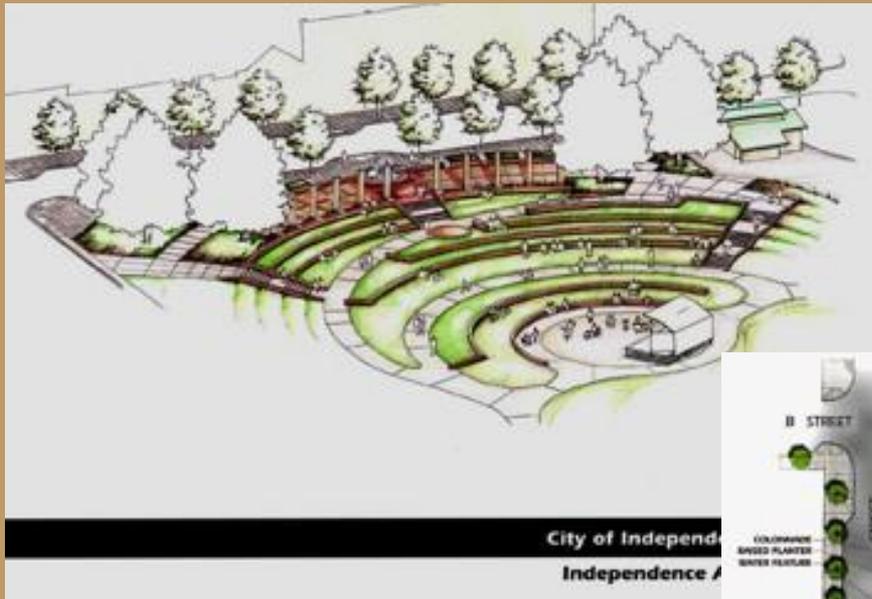
Completed 2001

Public Library



Completed 2003

Riverview Park



3-year construction plan

Riverview Park



Completed 2005

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Independence Cinema 8



Completed 2007

Highway 51 beautification



Completed 2007

Riverfront Ballfields & Boat Ramp



2016

The success continues

- Success Creates More Success



The success continues

- business owners undertake historic façade restoration



The success continues

Downtown Buildings and Businesses Evolve



The success continues

What's bringing people downtown?

- Western Days ~20,000 people
- Free Movies/Concerts ~1,000 people/night
- Hop & Heritage Festival ~5,000 people
- Library ~100,000 people/yr
- Cinema ~130,000 people/yr

The success continues

What does it mean? JOBS!!!

- Many new restaurants and some retail downtown.
- Downtown is alive after 5
- More people downtown = more customers
- New business owners bring new energy
- Medallion Cabinetry – Over 200 employees
- Boise Cascade Mill closed. Lost 29 jobs. Sold property to two companies that now employ almost 200.

Keys to Success: Seek Out Creative Partners



Keys to Success: Target New Markets



Keys to Success: Celebrate Success (aka: Shameless Self Promotion)



Keys to Success: LEVERAGE!



Takeaways

- Work with what you have, not what you hope to someday become
- Start Small
- Take calculated risks
- Get people involved
- Work with partners
- Your attitude determines your altitude

