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Main Street Revitalization Grant for Bike Hostel Awarded to the Dallas Downtown Association

Oregon Heritage, a division of Oregon Parks and Recreation Department, awarded 30 matching grants worth \$5,244,261 to Oregon Main Street Network organizations across the state for building projects that encourage economic revitalization. Projects range from façade improvement to housing and seismic upgrades with awards ranging from \$56,731-\$200,000. The department funded projects that best conveyed the ability to stimulate private investment and local economic development, and best fit within the community's long range plan for downtown vitality. These community investment grants are funded through the Oregon lottery bonds.

The Dallas Downtown Association was awarded the maximum allotted amount per each organization, \$200,000, for the key preservation and modernization of a pair of Victorian-style buildings located at 904 Main Street and 115 Court Street in Dallas, known hereafter as the Embree buildings. These improvements focus on maintaining the structure for future generations: a roof replacement, foundation work on the back of the buildings, as well as seismic strengthening to help the buildings survive earthquakes. Additionally, the grant will fund the creation of plumbing and electrical systems to bring the buildings up to modern code, and support occupancy of the second floor.

The downtown vitality component of the project is equally important. The upper floor of the Embree buildings will become a hostel and boutique hotel oriented toward cyclists. This project is expected to generate around a quarter million dollars in revenue per year beyond the cost of lodging in the downtown area. Bike tourists spend more than \$400 million on travel in the state of Oregon each year, often including travel into wine country with visits to local vineyards. Dallas is uniquely positioned to capitalize on this market given its proximity to the Willamette Valley Scenic Bikeway, to the extensive mountain biking trail networks of the Coastal Range, and to more than 30 local Polk County vineyards and wineries. This will be an unparalleled investment in the heart of Dallas, and will increase the vitality of our downtown in the 21st century.