

2025 Projects & Accomplishments

Promotion:

- Obtained a \$3500 grant for monthly community movies
- Held monthly blngo partnering with other non-profits and causes
- Family Dance
- Dallas Days Parade
- Downtown Scavenger Hunt
- Trick N Treat Downtown map
- Christmas Town support
- Held three clean up days and started a new "adopt a zone" project
- Created new DDA advertising cards
- Hosted the annual scarecrow contest

Design:

- Awarded OMSRG: 811 Main St for \$265,000
- Finalized former OMSRG project on 904 Main St., closing out \$200,000 grant
- Advocated for appropriate design for new projects: Police Station & 791 Main St.
- Designed new banners for downtown
- Working on a naming scheme for downtown parking lots
- Provided feedback on URA grants
- Had May declared "National Historic Preservation" month in Dallas
- Downtown winter lights around the square installed

Economic Vitality:

- Polk County Community Gift Card Program
- Working on 680 Main St. multi-use project
- Published "Where to Eat" jury duty maps
- "Imagine Your Business Here" posters
- Hosting Discover Dallas Dash
- Partnered with the Chamber to create a do/don't postcard of ways for businesses to get involved with events
- Implemented a downtown business survey to assess the needs of businesses
- Started a downtown business collaboration Facebook page

Organization:

- Hosted a VIP fundraising section & solicited sponsorships for "Sounds of Summer"
- Rewrote Policies & Procedures
- Hosted DDA awards ceremony
- Opened new office
- Led increased volunteer outreach
- Connected DDA volunteers to Leadership Dallas program
- Led the new supporter campaign
- Planned the council presentation & annual meeting
- Led efforts to expand revenue streams

Other Highlights:

- Hosted Read Across America Day with Dallas Community School
- Published monthly newsletter
- Attended Wake Up Wednesday (hosting one), attended and met with the Leadership Dallas Class, participated in other networking
- Participated in the Dallas Business Collaborative and Coffee & Calendars in partnership with the City and the Chamber to connect with businesses and organizations
- Increased social media presence
- Utilized a \$2500 grant from Salem Health to support the Farmers Market and donate to the Dallas Food Bank

Achievements:

- Qualified for Main Street America Affiliate Status
- Awarded "Collaborator of the Year" by the Chamber
- Brian Dalton, volunteer extraordinaire, named an Oregon Main Street volunteer of the year
- Had one of the largest groups of attendees at the Oregon Main Street Conference: Go Dallas!
- Had representation at all four Oregon Main Street conferences!
- Received a \$1400 grant from the Auzten Foundation for communication needs
- Received a \$6000 grant from AARP to construct a community bulletin board, add seating and purchase age friendly gardening equipment