

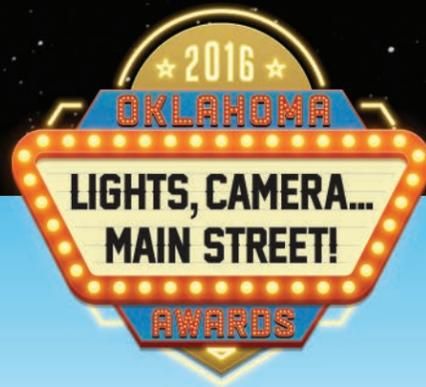


27TH ANNUAL

OKLAHOMA MAIN STREET AWARDS BANQUET



EMBASSY SUITES OKC DOWNTOWN/MEDICAL CENTER HOTEL
TUESDAY, MAY 3, 2016



27TH ANNUAL OKLAHOMA MAIN STREET AWARDS BANQUET

Embassy Suites OKC Downtown/Medical Center Hotel

Tuesday, May 3, 2016 | Reception 5:30pm | Dinner and Program 6:30pm

WELCOME AND INTRODUCTIONS

Oklahoma Department of Commerce

Deby Snodgrass, Secretary of Commerce

Governor of the State of Oklahoma

The Honorable Mary Fallin

Oklahoma Main Street Center

Linda Barnett, Director

Larry Lucas, Architect

INTRODUCTION OF LEGISLATORS

AWARDS CEREMONY

Competitive Awards

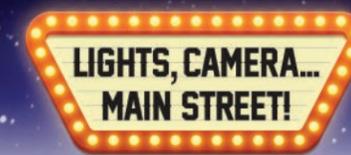
Watonga Bob Shoemaker Award

Main Street Community Recognition

Main Street Community of the Year

CLOSING REMARKS

Special thanks to our sponsors:



PREMIER PARTNER



Main Street Guymon – City Bank and Trust

City Bank and Trust has been a Main Street partner since the office opened. They have been there, supporting Main Street Guymon in every way. They are one of the reasons an endeavor like Main Street is possible. Besides being one of the strongest financial supporters, City Bank and Trust provides the organization with leadership. Kari Montgomery served several terms on the Board of Directors and was a stellar board member. City Bank employees are a part of the local Lunch Mob highlighting locally owned restaurants in town and provide mentors for the mentoring program. They recently completed an extensive renovation of their bank building located in the historic business district. They promote and encourage all historic renovation or rehab projects in town. The distinguishing point for City Bank is the amount of financial support in addition to their participation. They certainly go above and beyond for Main Street Guymon.

Sapulpa Main Street – Larry White, Signs of the Times

Larry White, owner of the Signs of the Times, an event venue in downtown Sapulpa, has worked with Sapulpa Main Street throughout the year on several events. He allows Sapulpa Main Street to use his facility at no or minimal cost. He hosted the 25th Anniversary Sapulpa Main Street Banquet and Awards event and other Main Street happenings.

Mr. White took an older building in downtown Sapulpa that was in such poor shape it had a tree growing inside and out the roofline, and he turned it into a jewel for downtown. His efforts have sparked interest



for new investors and current owners. He is a great ambassador for Main Street and has assisted in recruiting other building renovations and businesses to downtown.

Stockyards City Main Street – Oklahoma County Sheriff's Office Mounted Police

The Oklahoma County Sheriff's Office and Stockyards City Main Street have enjoyed a partnership since May,

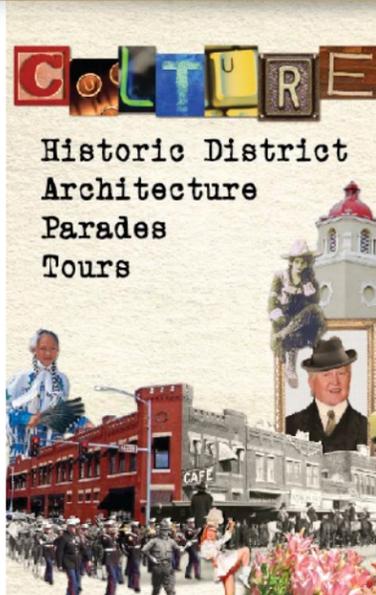


2011. At that time (following the tragic shooting of an off-duty deputy) Oklahoma County Sheriff, John Whetsel stated, "The Mounted Patrol will be assigned and present in Stockyards City at any and every opportunity." Since then the Mounted Patrol has patrolled the area in every way possible. This includes patrolling the area in dress similar to clothing worn by sheriffs during territorial and early statehood. The partnership provides vital security to the area in a way that highlights the history and enhances the atmosphere of the district. The Mounted Police assist with the iconic Cowboy Christmas Parade, The Wines of the West, Frontier Value Days and the dynamic and burgeoning Stockyards Stampede. They are a welcome addition to the celebration of the western heritage the district honors.

BEST COMMUNITY EDUCATION/PUBLIC AWARENESS ACTIVITY

Ponca City Main Street – Hip-Storic Banners

A collaborative effort between Ponca City Main Street, the Ponca City Arts and Humanities Council and the City of Ponca City resulted in new street pole banners with the theme: Ponca City is Hip-Storic. The purpose of this project was to create public art which would be fun to look at, educational, interactive and would also promote Ponca City's historic downtown. The public art aspect of this project was to encourage that it is "hip" to be downtown. Fifty double-sided banners were created with five different designs: Abstract Expressionism, Minimalist, Font-Based, Psychedelic and Collage. Each of the five designs features a style of the pop art movement of the 50s and 60s, also known as the "hip" decades. The designs were created in the style of two featured artists from each genre, and indicate what the downtown has to offer.



Ponca City is Hip-Storic!

Stockyards City Main Street – Granville Community Music School

Granville Community Music School provides quality music instruction to children from low income families for the nominal fee of 50 cents per lesson. Granville is modeled after Nashville's long-running and highly successful W.O. Smith Community Music School. This music is non-genre



specific with a high focus on classical instrumental training provided for students of low-income families who would not have access to lessons. Information about this program is shared at Stockyards City events, weekly Rodeo Opry shows, Tyler Media and television promotions. The program has expanded enrollment from 15 students in 2009 to more than 200 students currently and have added a parent resource center..

Wilburton Main Street, Inc. – Main Street Week Fifth Grade Walking Tour

Each afternoon during Main Street Week, a fifth grade class and their teachers meet the Main Street Program Director downtown for a walking tour. The objectives of this activity are to introduce the children to the historic buildings downtown and to introduce them to the history of the town and some of the people who made that history. Accompanied by high school drama students in period costume, the Main



Street Program Director leads the children to various historic buildings on Main Street. The drama students, while holding pictures of the buildings as they used to look, describe the buildings and then the Program Director or another volunteer tells a more recent account of the building or a landmark that is adjacent to the building. The children gain an awareness of what the building used to look like, the people who lived there and its' history on Main Street.



BEST VOLUNTEER DEVELOPMENT PROGRAM



Main Street Guymon – Transformers

Transformers: Transforming today's youth into tomorrow's community leaders. Built from the ground up, Guymon Main Street volunteers developed a program designed specifically for the local teenagers. The first year (2012) 10 students applied and were accepted. As students leave, more are accepted, leaving 10 in the program each year. It began with Dr. Manny Barias and his wife who wanted to help students learn more about who they are and what they want to do with their future. The Bariases asked Guymon Main Street for assistance and the curriculum for the program was written by Susan Barias based upon the book Hope for Flowers. The goal to learn more about self and more about the community was met. The students initiated and implemented community service projects in the second semester.

Newkirk Main Street – Leaders of Tomorrow

The objective of Newkirk's Leaders of Tomorrow is to develop community leaders by introducing them to all the facets of the community and how they can make an impact. The class is introduced to city, county and state government and their

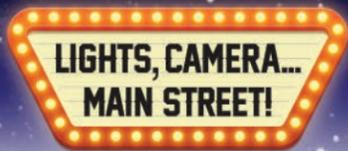


processes, as well as to the Main Street program and the community's heritage. They visit several of the entrepreneurial businesses in Newkirk. The class is built into a cohesive group and encouraged to become volunteers. One hundred percent of the first class served on the Main Street Board or a committee. The second class has six of the nine volunteering for Main Street. It is hoped that the enthusiasm for volunteering by these members will have a ripple effect and inspire their families and friends. Most of the class members are 50 and younger and they include bankers, business owners, city and county employees, ministers, firemen and newspaper reporters.



Sapulpa Main Street – Big Build Facelift

The objective of the Big Build Facelift 2015 was to give Heritage Park an overall improvement. Heritage Park is a large playground area for families. The park, the Big Build, is 10 years old and had begun to deteriorate from continuous use and the extreme Oklahoma weather. Yearly maintenance continues on the park but it needed more, much more. This was a huge volunteer effort that began in January of 2015. The project resulted in 150 volunteers per day for five days, working 12-15 hours per day. More than 3,000 volunteer hours were worked the week of the rehab. The committee, made up of 19 members, gave a complete year volunteering hundreds of hours preparing, scheduling volunteers and gathering supplies for the week-long event. The Heritage Park Committee will continue to work throughout the years to ensure the public project will remain a vital part of the community and they will continue to utilize the volunteers who assisted with the project.



BEST CREATIVE FUNDRAISING EFFORT

Main Street Enid – Food For Thought

Food for Thought is a micro-grant funding dinner where attendees pay \$15 for dinner and a vote. Five projects, five minutes each, are presented. Guests then eat dinner and enjoy live music while they discuss the projects and place their votes. This two-hour event took place four times in 2015. Funds were matched by Park Avenue Thrift and the Enid Regional Development Alliance, tripling the amount of money for the winning projects. These events raised a total of \$13,947.00 for four downtown projects in 2015. Any additional or unused funds may be awarded to the runner-up. The goal of the event is to provide a means for anyone to be part of making



Main Street Food for Thought
March 3
6:00 - 7:30 pm
 \$15 Dinner & a Vote
 *15 tickets may be purchased at the door or online at www.MainStreetEnid.org
Five80 Coffeehouse
 122 E. Randolph-Enid, OK
Dinner: Soups from Five80 Coffeehouse
Park Avenue Thrift and Enid Regional Development Alliance are each MATCHING the first 100 admission fees!
 The first 80 *15 gets turned into 145 toward the winning project!
Funds Matched by:
 PARK AVENUE THRIFT, ENID REGIONAL DEVELOPMENT ALLIANCE
Live Music By Bringin it Back

a difference in the community, encouraging individuals and organizations to start projects they would otherwise not, giving exposure and gaining support for the projects, and seeing successful downtown projects come to fruition because of these grants.

Newkirk Main Street – 6x6 Art Sale

Newkirk Main Street hosted a 6" x 6" canvas art sale. More than 200 canvases were painted by artists throughout Kay County and Cowley County, Kansas, as well as Edmond and Tulsa. Oklahoma artist, Gene Dougherty from Tonkawa, who received an award from the Oklahoma Arts Council this year did several wonderful canvases for the event. The sale was held on June 26 and \$4,015 was raised. This is a Design Committee project and all proceeds from the event will be utilized for grants for the historic buildings in the downtown district. The goal was to sell 100 canvases at \$20 each and earn \$2,000. The event exceeded expectations. One hundred and one artists volunteered with

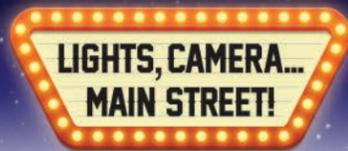


Main Street Design Committee • 6" X 6" Art Sale

more than 200 canvases. The art teacher at the high school made this a class project teaching the students not only art but the joy of volunteering.

Okmulgee Main Street – Big Brain Trivia Night

Big Brain Trivia Night turned out to be the best community-wide evening Main Street had created in years. The setting was the State Room on the campus of Oklahoma State University Institute of Technology, with the Culinary Arts Department providing the food and service. Teams were encouraged to formulate a team persona, complete with costumes and table decorations. Rounds of questions were divided into six categories and teams turned in their compiled answer sheet (no electronic devices allowed) at the end of each round. Team standings were posted on a large screen after each round. The team scoring the most answers at the end of the competition was awarded the Big Brain Trivia travelling trophy. Besides entry fees, there were other fundraising aspects of the event. Voting on the best table decoration brought in \$1.00 per vote. There were prizes raffled between rounds. In total, the event raised \$11,000.00, the most any single fundraiser had ever raised for Main Street.



MAIN STREET HERO



Hobart Main Street – Lou Sims

Lou Sims has been the driving force behind the success of Hobart Main Street since Hobart was selected in 2002. He was instrumental in Hobart's application to the state program and he has served on the Board of Directors for 15 years. He is chairman of the Design

Committee and led the progress in façade restoration downtown with the development of the Hobart Main Street Storefront Restoration Grant Program. He has worked with the City of Hobart to acquire run-down, dilapidated buildings to resell to investors to renovate and restore, one of them serving as an incubator for business development. As a result of his efforts, there have been 22 new businesses and one major industry in downtown Hobart. There have been a total of 20 building renovations and 31 façade restorations completed in the last two years alone. Lou also serves on the boards of the Oklahoma Space Industry Development Authority, Hobart Industries, Hobart Economic Development Authority, Oklahoma Department of Corrections Advisory Board, OSU Dean's Advisory Committee and Oklahoma Panhandle State University Alumni Board. He is an active participant in the Oklahoma Wind Power Initiative, the Kiowa County Grape Growers Initiative and Southwest Oklahoma Alliance... among others. He was instrumental in the development of the General Tommy Franks' Leadership Institute & Museum. He also serves on the Advisory Board of the Oklahoma Main Street Center.



Newkirk Main Street – Sue Roy

Sue Roy is a tireless worker for not only Main Street but for all of Newkirk as well. She was a guiding force in the construction of the downtown Hole in the Wall Park. She gathered aluminum cans and sold them donating all that money for the park. She continues

to do that today. Sue attends many workshops and trainings throughout the year and throughout the state, including Keep Oklahoma Beautiful regional meetings, Green Country Tourism workshops, Department of Libraries Photo Digitization and the Governor's Tourism meetings to name a few. She has also attended some Main Street trainings in Winfield, Kansas. She

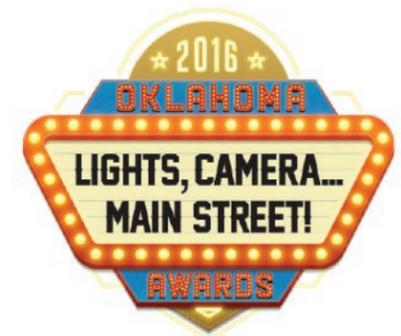
has represented Newkirk Main Street at Main Street Day at the Capitol since its inception. Sue currently serves as secretary of the Design Committee and has been president of the Newkirk Main Street Board of Directors. Sue believes adamantly in recycling and makes certain that Newkirk Main Street follows suit. She also participates in the Fresh Paint Days grant program from Keep Oklahoma Beautiful.

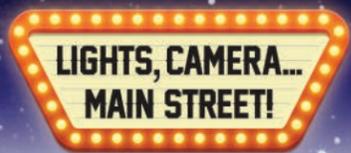


Okmulgee Main Street – Ron Drake

Ron Drake has had an extraordinary impact on Okmulgee and its citizens. Ron was the trainer at a state meeting in Sulphur and had written a book called "Flip this Town." The relationship began with a presentation to a gathering of residents in Okmulgee. Ron inspired the

audience to get involved and to halt the decline and bring Okmulgee back. Attendees literally went home that evening and prepared to invest in local buildings. Besides his contract with the Oklahoma State University Institute of Technology to provide consulting services, he has advised and assisted Okmulgee Main Street as a valued volunteer. He is looked upon as a leader for his expertise in construction, his successfully completed projects, his evaluation of potential, his vision of what can be accomplished and his personal commitment to a community that he has embraced as a second home. He regularly attends meetings of the Board, offers tested solutions, participates along with his wife in community events, makes presentations about the Okmulgee Rising campaign to local civic groups, the City Council and the Muscogee Creek Nation and literally gets his hands dirty foraging through old basements and attics. Ron has become a friend, a dependable volunteer and an advocate.





BEST RETAIL EVENT



Main Street Altus – Candy Cane Cash “Sweet”stakes

The 15th year of this promotion saw a long-standing dream occurring at last – total participating sponsors topping 100! Sponsors varied from retail business to service businesses such as attorneys and insurance agents, to media outlets. There were many new businesses that played for the first time. This five-week Christmas shopping event continues to bring the entire community together to Shop Altus First and keep citizens spending their holiday dollars locally. Estimated crowd for the cash giveaways was estimated around more than 10,000 people with even more listening in the surrounding stores while shopping and in their cars. The day was capped off by a nighttime lighted Christmas parade!

Kendall Whittier Main Street – Lunch Bunch

The Lunch Bunch is a hungry group of neighborhood enthusiasts who meet for lunch at KW area restaurants several times a year. The lunches are scheduled during an off-peak time on a typically slow business day for the restaurant. A person can join for a one-time \$10 membership fee. Membership is also one of the perks for KWMS donors who make a contribution of \$100/year or more. Custom-printed



Lunch Bunch bibs are worn and a group photo is always taken to promote the outing and the restaurant via social media.

Main Street Prague – Shop Small Christmas Open House

This event was held throughout the town on the first Thursday in December. Many of the local retailers, which included 31 different stores and restaurants, chose to stay open late until 8 p.m. when they normally would have closed at 5 p.m. For an extra bonus, Main Street Prague put jars in each business and held a drawing for two \$50 MSP Value Gift Certificates that could be used at almost any store throughout town. Shoppers could enter the drawing whether they purchased product at participating stores or not as a way to get people in stores they normally might not visit. Most of the retailers also offered their own specials or drawings as well.



CREATIVE NEW EVENT



Kendall Whittier Main Street – Ice Cream Social Network

The Ice Cream Social Network was designed to first and foremost give back to the community by financially supporting local nonprofit organizations. Win or lose, the event would provide a stage for the participating organizations to tell their story to an audience. It also needed to be family friendly. Here's how it worked: Guests bought a ticket at the door and enjoyed all the ice cream they wanted at a make-your-own sundae bar. Tickets were priced at \$5 per person and \$2 for children under 10. Kids five and under were admitted free. Halfway through the evening, two KW-based nonprofits each made a 10 minute presentation about a project they wanted to accomplish. After the presentations, guests voted for their favorite project by secret ballot. The winning project received a \$300 grant and the runner-up received a \$200 grant. Everyone else left with a tummy full of ice cream – a win-win for everyone!

Newkirk Main Street – 6x6 Art Show and Sale

This event was a Design Committee fundraiser for the sole purpose of funding design grants for Newkirk's historic buildings. Six-inch square canvases were given to whomever



Main Street Design Committee • 6" X 6" Art Sale

wanted to paint on it. Newkirk Main Street set a goal of 100 canvases. They received 240. Not only were there so many wonderful artists (most from out of town), but many people came to the opening, held at the new, but not yet open, Urban Prairie Art Gallery. Each painting was available for \$20. The doors opened at 5:30 p.m. for the viewing with the sale starting at 6 p.m. Many people had seen a painting on Facebook, or in the paper, they specifically wanted. However, they were not allowed to take the artwork off the wall before 6 p.m. If they did, they bought it and most people were good about that. This was an unbelievably successful event for the community and for NMS.

Ponca City Main Street – Down by Downtown (DxDT)

The first DxDT community concert was held in June of 2015. This was an evening of live music, food trucks and an outdoor beer garden. Ponca City Main Street wanted a way to provide an artistic and cultural experience for the community using “emerging” Oklahoma artists with the beautiful historic



district as the backdrop. As part of the city's comprehensive plan, community leaders recognize that in order to sustain economic development, residents must have a balanced lifestyle which incorporates many things, including the arts. The concert lasted four hours and the ability to have a “beer garden” and food trucks, while prevalent in larger cities, is something very unique and a big draw in rural settings such as Ponca City. This was yet another way to bring people downtown in an exciting and new way for the area.



LIGHTS, CAMERA...
MAIN STREET!

OUTSTANDING IMAGE PROMOTION



Main Street Enid – Downtown Enid History Website

Main Street Enid had several boxes, plus electronic files, of historic photos not being shared. This website was created as a place to collect, preserve and share history and memories. It is arranged by street, block and building. Each building has its own page, showing photos through time, oldest to most recent and a searchable list of businesses that were in the buildings throughout the years. The website is promoted weekly through social media and is also used as a reference when people ask questions about buildings and previous business owners. Each page allows anyone the ability to add a comment to include historic knowledge or their own personal experience. History is not only what makes each district unique; it is what people are emotionally tied to and connect with. On this website they can do just that.

Kendall Whittier Main Street – KWMS Logo Redesign

The previous KWMS logo was generally considered an attractive piece of artwork. It was designed to evoke the style of hand-lettered signs that were painted in storefront windows in the early 20th Century. While creating an appropriately nostalgic feel, the logo didn't convey a sense of place. When hearing or reading the name, most people's first reaction was to ask, "Where is Kendall Whittier?" The new logo provides a connection to the previous logo by using the same basic color palette of red and gray, as well as using the same font in the footer text. The name Kendall Whittier is now the most prominent element within a red ribbon (the same color used for ribbon cuttings signifying KW is a place where ribbon cuttings happen frequently), along with the most iconic place, Whittier Square represented along with intersecting crossroads. The new look helps create brand recognition while also providing clear visual cues for KWMS.



Ponca City Main Street – Shop, Eat & Play

In the last few years, things have changed quite a bit on Grand Avenue. Several new business have moved in to join long standing Grand Avenue occupants. PCMS needed a tool that would promote shopping and arts in the district, while also guiding shoppers and tourists to visit businesses and locations they hadn't previously known about. A rack card with an accompanying map seemed a fitting solution since PCMS had no such brochure featuring the downtown merchants. The map and accompanying list has addresses, phone numbers and hours of operation for each business. This card supports the goal of fostering an environment with thriving retail, dining and entertainment venues for citizens and visitors, alike.



LIGHTS, CAMERA...
MAIN STREET!

PREMIER SPECIAL EVENT UNDER 1,000 ATTENDEES



Kendall Whittier Main Street – Taste of Kendall Whittier

Guests discovered the delicious tastes of Kendall Whittier on a trolley-led restaurant crawl through the neighborhood. A fleet of trolleys took guests to nine KW restaurants, the Circle Cinema and the KW Community Garden. Beyond raising funds for KWMS, the Cinema and the Garden, the primary purpose was to provide valuable exposure to the district restaurants and the Garden. Tickets were \$35, which included all food, beverage and entertainment. All 150 available tickets were sold and the event netted more than \$7,000 in proceeds which was split equally among three non-profit organizations.

Laverne Main Street – Muddy Duck Dash

In addition to the Lucky Duck Race held each year on July 3, Laverne Main Street added the Muddy Duck Dash in 2015. Through cooperation with a local rancher, the fire chief and many volunteers, the course was designed and constructed. More than 400 runners, ranging in age from 5-83 years old, attempted the obstacle-filled run and enjoyed music and entertainment. Many people expected an easy country run. They were surprised. Race



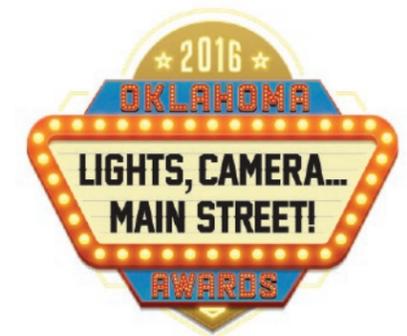
goers and spectators alike all said they really enjoyed the new addition to the Lucky Duck Race and are looking forward to this year's adventure!

Tahlequah Main Street – Ladies Night Out

Ladies Night Out is a retail shopping event held annually on the Thursday before Thanksgiving in order to give Tahlequah's downtown merchants a head start on Christmas shopping. Each business is required to offer exclusive discounts, food and stay open until 8:30 p.m. Some go the extra mile and serve adult beverages. TMSA sold tickets to the event (to



limit the number of shoppers to help promote exclusivity), promoted the event, and gave away \$500 in Main Street Bucks. They also hosted a wine pull. This allowed the ladies to shop, socialize and most of all, experience a unique mix of services and goods in a commercial district unlike any other. From the businesses to the shoppers, all thought the event was a well-run successful event!



LIGHTS, CAMERA...
MAIN STREET!

PREMIER SPECIAL EVENT OVER 1,000 ATTENDEES



Ada Main Street – Pat Taylor Memorial Parade of Lights

Occurring each year on the first Thursday night of December, this event has become a representation of small town Main Street at its best. It is named in honor of a local businesswoman who always decorated the windows of her store, The Curiosity Shop, early and elaborately for the holiday season. The parade has always enjoyed a large turnout of people, but this year the streets were packed to capacity along the more than eight block route! In addition to all the downtown restaurants being filled to capacity, food trucks were set up along the route to accommodate the hungry crowd. Ada Main Street also launched the holiday cash giveaway, Mistletoe Money on Main, awarding the first \$100 prize that night to one lucky Main Street shopper.

Tahlequah Main Street – Red Fern Festival

The Wilson Rawls novel, "Where the Red Fern Grows," about a boy and his two red bone hounds was set in the Ozark hills in and around Tahlequah. It's only fitting, then, that Tahlequah host the Red Fern Festival. It is held the last weekend in April and includes old fashioned games such as a cake walk, sack races, tug-o-war, a checkers tournament, a petting zoo, donkey rides, live music, coon hunts and hound dog field trials. Add in a classic car show, merchandise vendors and plenty of food, there was something for all ages! After all the hard work of planning and reorganizing, the festival saw an increase in attendance from 8,000 to 30,000 over the previous year.



Ponca City Main Street – Crazy Days Street Party

This party is the premier event during Crazy Days, which is a community-wide, three-day, retail shopping event. The Street Party is a much anticipated event in the community and is well attended because of the family friendly games, a Little Miss Crazy Days competition, free live music from three bands, seven food trucks, a beer garden and a Ping Pong Ball Drop. The event is strategically located in the most central area of the district, leading citizens to walk several blocks of our downtown as they come and go. With the addition of a sidewalk chalk art competition and \$4,000 in prizes from the ball drop, attendance at the 2015 event was the highest ever, with more 2,000 people!



LIGHTS, CAMERA...
MAIN STREET!

BEST PLACEMAKING PROJECT

Main Street Enid – The Breeze

Great things happen with a lot of passion and a small amount of money. The Breeze is a leftover void from a building whose roof had collapsed years ago. The 30 x 120 foot space has now been converted into a casual, outdoor event venue for parties, reunions, weddings, movies and small concerts.



This was a three-generation project involving Mike Klemme, his son Brett, and his father Bob. They worked out the design of all the elements and did the majority of the work. Because much of the structure was in place, it took very little to decorate the space with a few branding elements and plasma-cut window coverings. These create a better wind break and add some color to the space. Strings of LED lighting were added for nighttime ambiance. Finally, a stage and sound system complete the space. Now there is a great place to have an after-hours gathering in downtown Enid. There are plans for further development in the area which will make The Breeze, THE place to be.

Main Street Enid – Breezeway Pocket Park

The Breezeway Pocket Park transformed the space from an underused space into a place where people can gather, meet for lunch, enjoy art, read a book, play games, enjoy concerts and rest while they shop downtown Enid. This



project was a Placemaking Partnership between Main Street Enid and the Northwest Oklahoma Association of Realtors. The concept was based on the idea of networking. Networking that happens organically in community places often leads to economic growth due to the connections that are established. The project budget of \$4,200 allowed the purchase of some picnic furniture, creation of six mini murals, Little Library construction, and party lights. These simple improvement have transformed the former walkway into a place where people want to be. Not only has the Breezeway Pocket Park brought more shoppers to the merchants, the mini mural series will draw art appreciators, the musical art theme and performances will be attractive to music lovers and the Little Libraries encourage reading and sharing community wide.



Ponca City Main Street – Downtown Fitness Trails

Good things happen in communities that believe their Main Street district is the "heart of town." In an effort to promote the health and well-being of Ponca City citizens, Ponca City Main Street approached the City of Ponca City with the idea for "Downtown Fitness Trails." The trails could be structured so that different lengths could be traveled by navigating different color "lines" like a subway system. In partnership with the City, Main Street laid out the routes to coincide with historic points of interest in the downtown district. The City's Traffic Department was placed in charge of creating signage along the routes. The trails support a healthy lifestyle, and also give people the opportunity to see the many shops, restaurants, businesses, amazing architecture and historic sites found downtown. Ponca City Main Street incurred no costs for this project. The City of Ponca City was a major partner in making the trails happen, and this proves that wonderful things happen with the City's involvement.

LIGHTS, CAMERA...
MAIN STREET!

BEST BUILDING/BUSINESS BRANDING



Claremore Main Street – The Burlap Closet

The Burlap Closet has developed a unique aesthetic in Claremore's historic downtown. Before improvements were made the existing building had weathered many years of irresponsible remodels. Working with local sign shop Ambassador Signs, an eclectic mix of non-traditional materials were assembled to support the business's brand image. Rustic reclaimed lumber, oversized rusted tin letters and industrial lighting complete with Edison style luminaires created the new business frontage. Claremore Main Street worked closely with the City to ensure the sign and design guidelines were followed. Everyone who contributed to this project can be proud of the transformed exterior. The Burlap Closet ... where rustic and modern meet!

El Reno Main Street – Iron Tree Coffee Company, LLC



In downtown El Reno, there is a new place to meet for conversation or linger over a book. This coffee shop's branding design was created locally, by one of the building's owners, Mike Garrison. The exterior branding is first visible through the 10-foot-tall cedar sign with raised metal letters, projecting from the side of the building. The other building owner, J.T. Chronister, brought the brand images to life by overseeing the construction of the sign and the work inside. When you enter the

business, the brand is tastefully exhibited on the front display case, on all the table tops and above the fireplace. Iron Tree's branding extends to several of the products they sell, as well. Customers can pick up a bag of their in-house roasted coffee, or a T-shirt or hoodie. This locally grown business is a testimony to how good ideas can come to life on Main Street.

Tahlequah Main Street – The Spider Gallery

Tahlequah Main Street is home to the historic seat of Cherokee government. The Spider Gallery brand and signage incorporates the use of the Cherokee language as well as folklore, history and culture. It has been said



the water spider was the only animal that could bring fire or light to the dark side of the earth. Today, just like the water spider brought light and warmth to the dark, the Spider Gallery illuminates and brings warmth to the world through the Cherokee artists and their art. Instrumental in the creation of the brand design, a Cherokee artist sketched the idea and a Cherokee National Treasure recipient (recognized for his accomplishments in graphic design) developed the logo and signage. Yet another Cherokee artist created the art piece that hangs in the Gallery as the main focal point of the brand. By visiting the Spider Gallery customers can enjoy a contemporary slice of Cherokee arts and culture.



LIGHTS, CAMERA...
MAIN STREET!

BEST VISUAL MERCHANDISING

Ada Main Street – Rustic Ridge

Patrons that come through the doors of Rustic Ridge often exclaim that the store "feels like home." When entering the store, the items displayed in the front windows set the tone for the inside. The interior is divided into multiple areas, each with a different theme relating to individual rooms found in the shopper's homes. From kitchens to living rooms, to bedrooms and bathrooms, customers can get an idea of how particular items might work in their own homes. Donnette Eastman, the store owner, takes a lot of pride in the displays and she handcrafts many items found throughout the store. Every piece she created is for sale, so you will not find any tags saying "for display only" on any of the items displayed. Because of this, the store constantly stays fresh, which is a lot of hard work. But, hard work has paid off as the store has seen monthly sales and revenue increase almost every month since its opening.



Claremore Main Street – The Burlap Closet

Definitely not your run-of-the-mill shopping experience, the Burlap Closet utilizes a unique way of displaying their items



inside the store. The entire store has a rustic-chic look, which compliments the name of the business perfectly. While the displays change from time to time, the overall look is consistent. The experience begins with a traditional window display, but once customers walk inside, they might be greeted with clothes and accessories hanging from a chair on the wall, inside an antique hutch or attached to wood pallets. It certainly doesn't feel like a department store and has created a unique aesthetic. The owner, Karina Pope, encourages shopping in other Main Street shops by using furniture pieces from in-district antique shops. The unique aesthetic and clothing that appeals to most women makes The Burlap Closet a fun and enjoyable shopping experience. The Burlap Closet is where rustic and modern meet!

Hobart Main Street – Ace-in-the-Hole Women's Apparel

The owner's dream of having one of the finest women's apparel stores in town, has been realized with Ace-in-the-Hole Women's Apparel. Located in a former location of a prominent women's clothing shop, the Ace-in-the-Hole's aesthetic celebrates rural



southwest Oklahoma through the use of common farm-yard implements recycled from the area. The interior layout utilizes old wire spools, wooden crates, pallets, old doors and windows to serve as both decorations and product displays. The most unique display is an old, refurbished Chevrolet truck bed standing on end to serve as shelving for ladies blue jeans. Historic photos of community landmarks have been blow up to add another layer of local flavor. Since the store was opened on a tight budget, it simply made sense to use things that were either inexpensive or free. Next time you are in town, come by and sit for a spell on the salvaged row of auditorium seating from the former Hobart Middle School. Ace-in-the-Hole Women's Apparel evokes a sense of its rural, regional heritage and is proud to call Hobart Main Street home.



BEST INTERIOR DESIGN PROJECT

Main Street Bartlesville – Ambler Hall

Ambler Hall was designed and built as a state-of-the-art, 100-seat chamber music hall for the OK Mozart International Music Festival offices in downtown Bartlesville. The space is located within one of the three commercial bays on the ground floor of the three-story mixed-use historic building constructed in the 1920s. Originally a retail space, it had been used as a



storage facility immediately prior to the renovation. A local architectural firm, Ambler Architects, consulted with Dallas acoustical consultant, David Marsh, to produce this showpiece for sound. 3D technology was used to configure the design of the space, including functional sidewall brick patterns and suspended acoustical clouds. The finished room provides an ultimate un-amplified musical performance venue. Christened in 2015, the Hall was named after Lewis Ambler in recognition of his generous gift of the three-story building in which the hall is located and for the support of three generations of Amblers. Scott Ambler, the architect, donated his professional time and expertise to the redesign of the challenging space for acoustics while Chris Ambler manages the performances. This is a great place you have to “hear” to believe.

Claremore Main Street – North Block Common

In 1929, George Melton started his first grocery store in this location. Unfortunately, in the 1960s, the property fell into the cycle of disinvestment and irresponsible remodels. Finally, in 2015 the property was purchased in 2015. The purchase was exciting for Amy Gordon, one of the owners, because Melton was her great-grandfather. Today the building, known as North Block Common, features exposed brick walls and a restored tin ceiling. The 3,500-square-foot space was master-planned for co-working and meeting space. Guests are greeted by a five-foot canvas print of George Melton from the 1940s pictured standing with his employees in his grocery store. Five distinct areas within an open floor plan provide key environments for the tenants to conduct meetings, social gatherings or complete office work. Mid-century modern furniture



contrasted against a bohemian use of household items brings a sense of whimsy to each corner of the building. The North Block Common building certainly celebrates Claremore, and has a beautiful story of continuing legacy on Main Street!

Okmulgee Main Street – Park on the Square

The Park on the Square is an adaptive reuse of the prominent historic structure in downtown Okmulgee. It was originally constructed in 1901 by Jim Parkinson and J.C. Trent for a mercantile on the ground floor and offices on the second floor. The former office suites were converted into loft apartments to meet the growing demand for this kind of housing. Staying true to the historic interior elements of the original building's construction is a valuable example of the classic character and sustainability that contributes to preserving the significant period of Okmulgee's commercial business district as listed on the National Register of Historic Places. As written by the State Preservation Architect, Harry Simms, “This project has maintained the historic features while introducing only those improvements essential to the new use.” Further, the fact that the projects passed all three parts of the application for the Federal Historic Tax Credit Program is a testament to the strong preservation ethic held by the owners. Today, visiting the rehabilitated second floor of Park on the Square is truly like stepping back in time!



BEST FAÇADE REHABILITATION UNDER \$10,000

Main Street Bartlesville – Indian Lock and Key

This building was originally created in the 1930s by placing a front façade, rear wall and roof over a space between two separate buildings. Over the years, this small building had collected many layers of materials, and the historic storefront had been all but lost. Once layers of paint and roofing were removed, the storefront was completely rebuilt down to the last



detail. The property owner, Downtown Bartlesville Inc., and the Oklahoma Main Street staff architect worked

together to determine the best path for the rehabilitation of the storefront. To make the project a reality, funding for the façade work was granted by the Bartlesville Redevelopment Trust Authority. Today this little gem stands as inspiration to its larger neighbors, inspiring the ongoing change in downtown Bartlesville.

Claremore Main Street – North Block Common

This structure was built in 1929 as one of Claremore's original grocery stores. Beginning in the 1960s, the property fell into the



cycle of disinvestment and irresponsible remodels. It sat vacant for many years to follow, until the property was purchased in 2015 as part of a current effort to encourage side-street development. After a mere four months' time, the completely rehabilitated North Block Common building has dramatically changed the appearance of a major downtown intersection. During the rehabilitation an original exterior ghost sign was discovered under layers of paint and preserved. Even more exciting was when Amy Gordon, one of the owners, learned that this exact same building was the location that her great-grandfather began his first business! “We began looking for a place that would meet the needs of our growing business, but our goal was to build a space that physically tells the message we've been sharing,” said Gordon. One thing is for sure – their new office celebrates Claremore!

Kendall Whittier Main Street – Eby Brothers Building

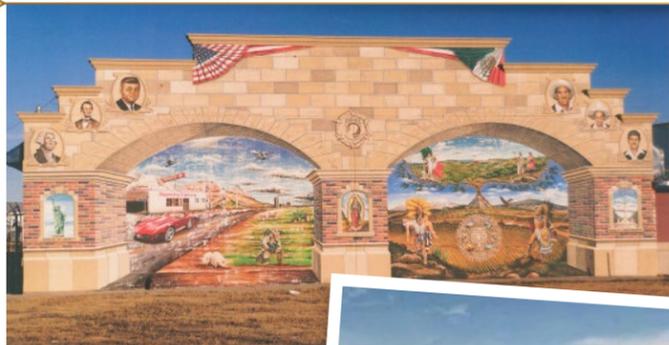
The Eby Brothers Building is a contributing resource to the National Register-listed Whittier Square Historic District. Ron Edwards and Clint Ring purchased the building in 2012 after it sat vacant for years. The two storefronts had been altered by previous owners, and the owners wanted to return it to its original splendor. They took on the preservationist mantra of “repair first, then replace,” leaving much of



the original materials intact, some with minor repairs. When historic fabric was missing, they replicated the original design, with the same materials and building techniques that were used in the 1920s. Ron and Clint took this approach out of love and appreciation for Kendall Whittier's historic Main Street district – no economic incentives or grants were taken. Their use of preservation principals is sure to create economic vitality in Kendall Whittier. This is what Main Street is all about!



BEST FAÇADE REHABILITATION OVER \$ 10,000



Main Street Guymon – Nuestra Tierra

Although this façade is not one that you consider typical, its prominence and vivid color draws countless cars into Guymon’s Main Street district. Ben and Maria Vega had been business owners in Guymon for more than 20 years when they purchased this building to expand the size of their Mexican market. The focus of the exterior renovation work is the mural on the building’s south façade. They brought a Mexican muralist in to paint Ben’s vision, honoring both his family’s cultural roots and the place that they now call home. From ancient Mexican Indian culture, to his favorite American ideals, the mural tells a story many Mexican Americans now living in the United States can identify with. It is also an incredibly beautiful vision captured for everyone to enjoy. Today, the mural has become a major attraction for travelers along Highway 54 to stop for a photo. The creative arts are an important part of Panhandle culture and Ben Vega’s mural captures exactly who they are today.



Newkirk Main Street – Newkirk City Hall

The Newkirk City Hall project is an endeavor to revive one of the community’s most historic buildings through rehabilitation. The native limestone structure was constructed in 1901 and was originally two-stories



high. In 1973, the City altered the building by removing the second story and adding a “Pizza Hut” style mansard roof. This “modernization” had been an embarrassment to the community for years, when a local philanthropist donated funds to replace the roof. The Kay County Commissioners were assisted with the salvage and recovery of matching limestone from the demolition of the historic Newkirk High School. The recovered stone allowed the roofline to be redesigned with gables to be reminiscent of the original 1901 design, and the red standing seam metal roofing was selected to compliment the red tile roof of the adjacent Kay County Courthouse. This model project for citizens and local government working together has created a place of timeless beauty for future generations to enjoy.

Ponca City Main Street – East Administration Building

The historic East Administration Building was constructed in 1930, placing the “front door” of Ponca City Schools in the heart of downtown. After years of neglect, the building was saved from demolition by the current administration who decided to reinvest considerable money into a full rehabilitation of the property. In 2010, a local firm, Lewis Associates



Architects, was hired to design the adaptive reuse and oversee the historic preservation of this community asset. The exterior rehabilitation was extensive including new roofing, masonry repairs, new windows and exterior lighting. Historic photos were reviewed for accuracy in the design of the new windows. To compliment the façade improvements new handicap accessible ramps and sidewalks were added along with landscape restoration. The project spurred addition investment by the City in extending the streetscape to this block. Instead of demolition or neglect, this building was proudly restored to its appropriate place as the home of Ponca City Schools.



BEST SUSTAINABLE DESIGN PROJECT



Main Street Enid – Keep Enid Beautiful Corners

Keep Enid Beautiful’s improvements in downtown Enid’s Arts and Entertainment District have left a significant, lasting impact as an example of what can be accomplished when organizations work together. At the outset, the 20 corner planting beds located around the square, and throughout the downtown, were in a state of disrepair. Suzy Meibergen, Keep Enid Beautiful’s founder, took the initiative to improve these intersections, feeling that they were needed to support the recent public and private reinvestment in downtown properties. This leadership fits with Main Street Enid’s revitalization efforts as a sustainable improvement that solves the persistent challenge of maintenance, creates collaboration between organizations, businesses and local government. Most of all this beautification creates a sense of pride in the community!



Newkirk Main Street – Newkirk City Hall

The Newkirk City Hall project is an endeavor to revive one of community’s most historic buildings through rehabilitation.

The native limestone structure was constructed in 1901 and was originally two-stories high. In 1973, the City altered the building by removing the second story and adding a “Pizza Hut” style mansard roof. This “modernization” had been an embarrassment to the community for years, when a local philanthropist donated funds to replace the roof. The Kay County Commissioners were assisted with the salvage and recovery of matching limestone from the demolition of the historic Newkirk High School. The recovered stone allowed the roofline to be redesigned with gables to be reminiscent of the original 1901 design, and the red standing seam metal roofing was selected to compliment the red tile roof of the adjacent Kay County Courthouse. This model project for citizens and local government working together has created a place of timeless beauty for future generations to enjoy.



Sapulpa Main Street – Big Build Facelift

Heritage Park (aka Big Build) recently celebrated 10 years in Downtown Sapulpa. Originally built by volunteers, the park and playground is used by more than 15,000 people per year and is a major attraction for area children. Now a place that promotes health, play and physical activity, the park is located on what once was five abandoned homes. Just like the volunteer effort to construct the Big Build, the recent facelift was completed by a range of community volunteers. These volunteers managed the entire process from garnering required permits, loaning equipment and tools, and providing materials, and food to fuel the event. The Big Build Facelift is a wonderful example of community volunteers coming together to sustain a higher quality of life in their historic Main Street district.



BEST ADAPTIVE REUSE PROJECT



Main Street Altus – Belles & Beaux

Belles & Beaux is commonly referred to as southwest Oklahoma's complete children's headquarters. Where other children's stores have come and gone through the years, Belles & Beaux continues to be a mainstay and is known as a leader amongst other businesses in the area. The business created a virtual tour, complete with pictures and information about the business, to allow customers and visitors to experience the store before coming in to shop. Belles & Beaux also uses social media and has a very active Facebook page. According to owner Krystal Martin, "We all are a stronger, collective

force if we all pitch in to make Altus and Main Street a destination for residents and visitors to work, shop, and have fun creating memories for our future."

Main Street Altus – Belles & Beaux

Belles & Beaux is commonly referred to as southwest Oklahoma's complete children's headquarters. Where other children's stores have come and gone through the years, Belles & Beaux continues to be a mainstay and is known as a leader amongst other businesses in the area. The business created a virtual tour, complete with pictures and information about the business, to allow customers and visitors to experience the store before coming in to shop. Belles & Beaux also uses social media and has a very active Facebook page. According to owner Krystal Martin, "We all are a stronger, collective

force if we all pitch in to make Altus and Main Street a destination for residents and visitors to work, shop, and have fun creating memories for our future."

Main Street Guymon – TCEC

TCEC is a local electric cooperative committed to providing safe, reliable and affordable electricity to 23,000 members across 5,450 square miles, including the Oklahoma Panhandle. It serves the Guymon Main Street district and has a payment kiosk located on Main Street. The cooperative pays the dues to civic organizations for employees and also pays



for the time employees take to attend board meetings in the community. It uses a variety of methods to reach its member base such as a monthly member newsletter, monthly videos and social media channels. TCEC also encourages employees to be involved in their community. The cooperative pays dues for civic organizations its employees are involved in. It also pays for the time employees take to attend board meetings in the community. In addition to keeping rates

affordable to promote local economic development and business growth, TCEC participates in the Touchstone Energy Co-op Connection program where member businesses can offer a discount to TCEC's members.



Ponca City Main Street – Eastman National Bank

Eastman National Bank (ENB) promotes itself as "The Community Bank" and proves this time and again through their involvement in and support of community events. ENB also promotes itself through traditional methods like news and radio, as well as through social media channels like Facebook and Twitter. ENB employees serve on the committees, councils and boards of more than 50 local philanthropic, charitable and service organizations. ENB has been an exceptional partner for multiple businesses in the area, helping with business lending and making every

effort to help businesses get the capital they need to start or continue their business. At every turn, ENB – The Community Bank – is making an effort to improve Ponca City and help its residents make an honest, dependable living.

the entire footprint of the building. Despite police raids, fires and the occasional drunk driver smashing into the building, Whittier News stayed in business for 35 years. Subsequently, an Alcoholics Anonymous chapter occupied the building. In January 2014, the owners of Ziegler Art & Frame across the street purchased the building from the AA chapter and asked Kendall Whittier Main Street to recruit a quality tenant. In August 2014, a coffee shop signed a lease and work began. The drop ceiling was removed, a new HVAC system was installed, and most importantly, all the boarded-up window openings were uncovered. For the first time in 40 years, people could see inside the building from the street! Returning the property to productive use helped put Kendall Whittier back on the map.



Main Street Duncan – Eclectic Echo & Company

The Eclectic Echo & Company building has been historically significant to downtown Duncan since the early 1900s. When purchased in 2015, construction began to repair the building's historical elements. The building has been used as a hardware store, antique malls and even a mortuary. The ownership had the staircases from both the second and third floors rebuilt to the same specifications of that of the early 1900s and continued that process and mindset throughout the 20,000-square-foot building with each and every item. Today, all three floors function as a consignment furniture store. The community's reaction has been positively overwhelming. Eclectic Echo & Company filled the property wonderfully and has made it possible for Duncan's oldest and biggest building to be open for the public to enjoy.

The Eclectic Echo & Company filled the property wonderfully and has made it possible for Duncan's oldest and biggest building to be open for the public to enjoy.

Okmulgee Main Street – Park on the Square

The Parkinson-Trent Building was one of the first commercial structures built in Okmulgee. Now known as the Park on the Square, the building's history has seen multiple changes and uses for the space. Starting as Parkinson-Trent Mercantile Company, there have been a variety of retail businesses and most recently prior to the renovation, a church. It was Main Street's introduction to the possibilities that prompted the current owners, Gene and Mary Lewellen, to become the first financial investors in the Okmulgee Rising movement. Okmulgee Main Street continued to work with the Lewellens throughout the entire process of rehabilitating the building and adapting it into six loft apartments with a separate laundry room and an office for the owners. The large ground floor space has been completely transformed into 102 Ristorante, an upscale flat bread pizza and wine bar. The Main Street spark, ignited with the Okmulgee Rising project, has been kindled into a roaring flame by the initiation, completion, and obvious success of the project, Park on the Square.



Kendall Whittier Main Street – 1 North Lewis Avenue

Completed in 1930, the front façade of the 2,930-square-foot building contained three separate storefronts. However, in the mid-1960s, Whittier Square declined rapidly. In the early 1970s, the once desirable storefront at 1 North Lewis was leased by Whittier News, an adult bookstore. Neighboring tenants soon moved out and the news stand expanded into



BEST NEW BUSINESS

Durant Main Street – With Bump

With Bump has improved the property value of the Durant Main Street district by restoring an older building, bringing a retail business to a space that has been vacant for almost 20 years and adding a thriving business to a part of the district that has low traffic and no other retail businesses on the surrounding blocks. With Bump has embraced the economic development process by adding a new business for a market long ignored in the area. Maternity and baby needs required



consumers in the area to leave town, shop online or at big box retailers. Without With Bump, consumers from Durant must travel over an hour to a full service maternity or baby store. With Bump has a fully functioning website with not only ecommerce but also an online baby shower registry, a monthly e-blast, and various social media pages. With Bump has started strong out of the gate as a new business for downtown Durant.

Wilburton Main Street – Sun Baby

Melissa Smith and Celia Brinlee opened Sun Baby in June 2014. In preparation, the women had put up a new sign on the front of the building and did a great deal of work on the inside to renovate and restore a building. The inside and outside of the store had become bright and inviting. Their business started in a building where there had already been a tanning business before. They planned to build on that by offering a line of tanning lotions and creams to go with it and add a line of reasonably priced, attractive clothing. Sun Baby has helped make the historic commercial area better because it is owned and managed by two people who have a real interest in making Wilburton's commercial area stronger.



El Reno Main Street – Blu99

Blu99 opened in November 2013 right in the heart of downtown, providing citizens an opportunity to shop for items in their hometown that were previously only available elsewhere. They sell clothing, accessories, shoes, boots and a fabulous line of Green Leaf products. Blu99 has an extremely prominent social media presence. Numerous posts are done throughout the day. Owner Jamie Chronister took a chance and pursued her dream to open a shop and invest in the



central business district. Because of her vision, and great planning, the store is a success! Purchasers are rewarded with weekly opportunities to win either a \$30 gift card or a \$30 spray tan. They also host a number of fun, interactive customer appreciation events. Blu99 has positively impacted El Reno's downtown business district by transforming a vacant space into an exciting retail establishment.



BUSINESS OF THE YEAR

Ada Main Street – The McSwain Theatre

The McSwain Theatre has a long history of serving as a focal point in Ada's community and entertainment life. The variety of entertainment extends, but is not limited to, live, civic,



educational and community events that attract local visitors and tourists alike. Built in 1920, it has held its place in the center of town, changing ownership, but never giving up the spotlight. This theatre not only makes its home on Main Street, but gives back to the community and to Ada Main Street in every way a business can. The theatre helps bring people downtown to eat, shop and be entertained. They believe that what's good for the downtown is good for the entire community.

Main Street Altus – The Booterie

The Booterie has been located on the historic downtown square in the same location for more than 60 years. It is considered the landmark business around the square. This long-standing business was purchased by current owner Krystal Martin 10 years ago when the previous owner retired. She loved retail and decided the shoe business was a retail operation with which she could grow. The Booterie advertises extensively year-round on many different forums. What really sets The Booterie apart from other businesses is the level of customer service it offers. All purchases are computerized and easily accessible. The Booterie's employees can tell everything a customer has ever bought, down to the color and size they wear. Krystal tries to give back to her community as much and as often as she can, helping to make Altus and Main Street a destination for residents and visitors to work, show, and have fun creating memories for the future.



Kendall Whittier Main Street – Circle Cinema

Circle Cinema, Tulsa's only independent, historic movie theater, is the primary anchor of the Kendall Whittier commercial district. The theater was constructed in 1928 during the waning days of silent films and is listed in the National Register of Historic Places. After glory years, decline and years of sitting vacant, Clark Wiens purchased the historic theater and adjacent furniture store in 2003 and founded the Circle Cinema Foundation. The



first screen opened in 2004. Over the next 11 years, millions of dollars were invested in the theater to create three state of the art auditoriums, a screening room, and art gallery. Today, the Circle attracts well over 1,000 visitors per week for a diverse mix of art house films while generating significant foot traffic for the district. The Circle Cinema is a beloved icon, gathering place, cultural institution, date night mainstay and hub of activity for not only Kendall Whittier, but the entire Tulsa metro area.

Newkirk Main Street – Eastman National Bank

Eastman National Bank is a charter member of Newkirk Main Street. From its inception, the bank has been represented on the board and supports Main Street financially as well. ENB recently remodeled the bank lobby, taking it back to the original characteristics of the building. The dropped ceiling was removed to reveal original ceiling tiles and the beautiful arched windows were restored. ENB is continually looking for ways to improve service to the community. The trend in the banking industry is to close brick and mortar locations and force customers to conduct all business electronically. ENB's motto is "It's Personal," and they still know their customers by name and try to provide the service a small community requires.





WATONGA BOB SHOEMAKER AWARD



Amy Jo Cobb, Main Street Altus

While serving as director of Main Street Altus, Amy Jo has energized the organization. Under her leadership, membership and volunteer support have soared. Her energy and enthusiasm is contagious. She has demonstrated imagination and ingenuity far greater than any board member ever anticipated. Along with her exceptional ability to perform under pressure, she has shown a remarkable ability to manage and maximize a budget. Her tireless resolve speaks volumes to the successful renewal of our downtown district. She truly delivers results. No one could have possibly done more to earn this recognition than Amy Jo.

Stephen Boyd, Hobart Main Street

Stephen has been the program director of Hobart Main Street since they were accepted into the state program in 2002. He puts all of those years of experience and knowledge, much of which he has learned from the Oklahoma Main Street staff, to work daily resulting in Hobart Main Street successes with the board, committees and the Junior Main Street program which is about 93 members strong.



Heather Sumner, Okmulgee Main Street

Heather hit the ground running when hired in February 2014 to lead Okmulgee's program. She brought a breath of fresh air and new life to the program and to the community. She was the one who coined the term #OkmulgeeRising that has come to represent a collaborative revitalization movement in Okmulgee. Her "can do" personality has led not only the volunteers of the Main Street program, but the leaders and citizens of the community to embrace the charge that Okmulgee Main Street is leading to restore vitality to the community. Heather leads by example and her work ethic is impeccable. She asks nothing of her volunteers that she is not willing to do herself. She has established a great rapport and good working relationships with the leaders of the City of Okmulgee, the Muscogee Creek Nation, the Chamber of Commerce, the Okmulgee Area Development Corporation and Oklahoma State University Institute of Technology – all for the betterment of the entire community.



BOARD MEMBERS OF THE YEAR

To recognize the enormous commitment of the thousands of Main Street volunteers, one board member from each Main Street community is selected each year to be honored. Each of these individuals are active in their local Main Street program and have made exceptional commitments of time and energy to downtown revitalization during the past year. We know from experience that with enough people engaged in Main Street's work, anything is possible ... anything. The real strength of Main Street lies in the people that give their time, share ideas and donate their dollars to implement positive change in their communities. And here are this year's Board Members of the Year.



Sonya Stokes
Ada



Ralph VanOostrum
Altus



Barbara Carter
Ardmore



Laurie Cerda
Bartlesville



Peggy Collins
Cherokee



Sarah Sharp
Claremore



Phil Stowell
Collinsville



Suzanne Britten
Duncan



Holly Taylor
Durant



April Novak
El Reno



Lisa Powell
Enid



Cacy Caldwell
Frederick



Vonda Wilkins
Guymon



Bill Finch
Hobart



Linda Bell
Idabel



BOARD MEMBERS OF THE YEAR



Wendy Thomas
Kendall Whittier



Rusty McGuire
Laverne



Brenda Baxter
McAlester



Amy Lusk
Newkirk



Chris Azbell
Okmulgee



Amy Allen
Perry



Lisa Reed
Ponca City



Cynthia Seaton
Prague



Christina Shipman
Pryor



Gina Belk
Sapulpa



Dillon Robinson
Seminole



David Egan
Stockyards City



Joe Knight
Tahlequah



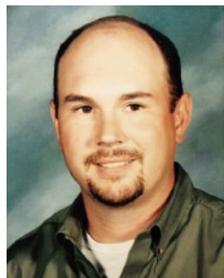
Andrew Haar
Tulsa Route 66



Mary Rowe
Wagoner



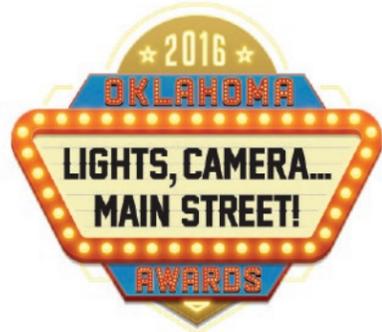
Maryellen Mooney
Wilburton



Chris Charmasson
Woodward



Patrick and
Ashleigh McClung
Yukon



CROWNING ACHIEVEMENTS

Ada – AdaFest 2.0

This one-day event took place on August 23rd in the downtown shopping district and the Ada Arts District, located on the east end of Main. This event was not only designed to entertain but to promote businesses along Main Street as well. Patrons enjoyed shopping, eating, listening to live music, face painting, and other activities throughout the day and into the evening, including a performance from headliner John Fulbright to end the festivities.



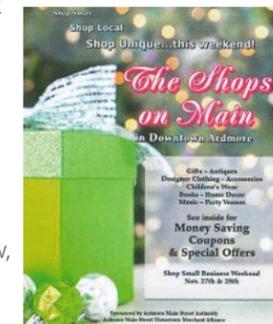
Altus – 100 Candy Cane Cash “Sweet”stakes Sponsors

The 15th year of this promotion saw a long standing dream occurring at last – total participating sponsors topped 100! Sponsors varied from retail business to service businesses such as attorneys and insurance agents, to media outlets. There were many new businesses that participated for the first time. This five-week Christmas shopping event continues to bring the entire community together to Shop Altus First and keeps citizens spending their holiday dollars locally. Estimated crowds for the cash giveaways were estimated around 10,000 people with even more listening in the surrounding stores while shopping and in their cars. The day was capped off by a nighttime lighted Christmas parade!



Ardmore – Downtown Merchant Alliance

Ardmore Main Street was looking to encourage cooperation and collaboration within the business community. The Merchant Alliance was formed to discuss mutual challenges, experiences, fears and frustrations and how to work together for the good of everyone in the historic district. Since the October launch, sixteen merchants/businesses are participating; have created a 2016 sales and promotion calendar; created a co-op advertising plan for Small Business Weekend; and held two trainings. This group continues to grow, meets monthly and is looking forward to more progress in the future.



Bartlesville – Hosting the State Historic Preservation Conference

Hosting this annual conference took significant planning and the cooperation of several organizations, and the end result



was success! The conference introduced Bartlesville to many new people across the state as well as reintroduced it to some who hadn't been in years. New tours were created, publications updated, sponsorships acquired and new bonds were formed that continue to this day.

Cherokee – Cultivation of Jr. Main Street Youth Program

Whether the volunteer work was individual for Main Street or in a group, the success is seen throughout the downtown areas of Cherokee. What started as one person donating her time throughout the summer on the streetscape program, and an Eagle Scout building picnic tables, has turned into help throughout the year at Main Street events. From set up crews, to volunteering at the local Santa store, to painting store windows with holiday scenes, the bar has been set high for others to follow. Working on establishing a permanent Jr. Main Street program will enable civic minded youth to become civic minded adults, and an even greater asset to Cherokee.



Claremore – The Strategic Plan

Facing one of its most crucial years since the program began in 2002, Claremore Main Street saw a year of transition and refocusing in 2015. This resurgence led to a strategic plan and a new motivation among members and stakeholders alike. More than 200 hours of volunteer work alone went into the planning process that has renewed the focus needed to take the program to the next level. Through significant effort in membership and fundraising, specific business targeting and communication and marketing, the program is on the path to becoming stronger and more valuable in the years to come.



CROWNING ACHIEVEMENTS

Collinsville – Christmas Magic on Main

This project was designed to highlight the historic district. Collinsville Downtown Inc., partnered with the city of Collinsville to outline the tops of all the downtown buildings with Christmas lights, wrap all the trees in lights and hang wreaths from the street lamps. The final touch was a newly donated 26-foot tall



pre-lit artificial tree in the City Plaza. The overall result enhanced the warm and friendly atmosphere of the historic district while giving families a safe place to enjoy the holidays.

Duncan – Rhythm and Routes Mural by Palmer Studios

The award-winning Palmer Studios created a mural depicting Elvis Presley and local Oklahomans on a building that once functioned as a hotel. Mae Axton, mother of Hoyt Axton, co-wrote “Heartbreak Hotel” in the building which is being renovated to preserve the historical character and significance. “Heartbreak Hotel” was Presley’s first #1 hit. Duncan is honored to not only showcase the vast history alive in downtown but to also display the proud heritage of what was once a beautiful place where music was made by the greats.



Durant – Downtown in December

This is a new program for DMS. The concept was to create a continual buzz about the historic district throughout the entire holiday season. Reaching out to the entire district for events, open houses, parties and classes, DMS put together a master calendar for December. Marketing all the events as a group created sold out, standing room only activities and kept the



downtown busy all month long. Businesses reported record sales. In addition, the holiday downtown décor was revamped. New trees, lights, light pole swags and a stunning new sleigh and train created photo opportunities for young and old. The area was capped off by a mailbox to Santa where children were encouraged to drop their handwritten letters. Each child received a personalized letter in the mail back from Santa.

El Reno – Art Walk

The Art Walk was a collaboration with the El Reno Arts Council and the Art and Culture Coalition to promote walkability, arts and culture. The event included 15 artists, seven musicians and 14 art venues including an area just for children’s art projects. Many types of culinary art were also available from the famous fried onion hamburgers to the culinary delights offered by several food trucks.



Enid – Breezeway Pocket Park

The goal of the Breezeway Pocket Park was to turn an underused space into a place to gather for lunch, rest, reading, games, art and music. The space is in the heart of Enid, surrounded by boutiques, services and restaurants. After putting in new picnic sets, fence panels, benches, painted mini-murals and party lights, the Pocket Park was officially opened during a First Friday, which included live music and food. It also features two Little Free Libraries to encourage reading and sharing.



Frederick – Girls on Main

The idea of this event was to get ladies of all ages downtown for shopping, fun, food and fellowship. More than 80 women, ages 7 months to 70+ shopped, snacked and visited their way through 11 women-owned local businesses. Shoppers who visited at least 10 of the participating retailers were entered into a drawing for \$100 in Chamber Bucks.



Guymon – Taco and Bingo Night

Main Street Guymon needed a fundraiser so by calling on their strengths Taco and Bingo Night was born. A great turnout, lots of volunteers, wonderful food and a diverse crowd made for an enjoyable and successful fundraiser. Much of the food was donated and the bingo prizes were mostly Main Bucks that could be used at 30 different Main Street businesses. This helped promote Main Street merchants. The best part was that no sponsorships or begging for prizes incurred for the evening to happen!



CROWNING ACHIEVEMENTS

Hobart – Kid’s Day on the Square

The Promotion Committee wanted to add some activities for the children of Hobart during the summer months while they were out of school. One Saturday morning each month brought kids, parents and grandparents to the square in downtown Hobart. Held in conjunction with the Farmers’ Market, the event featured sidewalk chalk art, a pet parade, a Hobart’s Got Talent show and back to school bash. This gave the Farmers’ Market people more opportunities to sell their products because of the increased traffic downtown. The downtown merchants, also, benefited from more people as well.



Idabel – Landscape Island Adoptions

At the completion of the Streetscape Phase III, Idabel Main Street found itself the proud owner of 32 new landscaping islands.



The Design Committee led a successful campaign to get local businesses and school groups to adopt/maintain these islands and even purchase the signs identifying them as the owners.

Kendall Whittier – Designation as an Oklahoma Certified Cultural District

To achieve designation as a certified cultural district by the Oklahoma Arts Council, districts had to document a multi-year history of supporting, nurturing and growing the arts through art-based programming, entrepreneurial opportunities and a concentration of creative studio spaces. KWMS is one of only seven districts across the state to earn this designation through the hard work of many artists, filmmakers and other creatives over the years to make Kendall Whittier a cultural hotspot in Tulsa. Being among the first group of Certified Cultural Districts will allow KWMS to recruit even more artists and creative entrepreneurs to open studios in the district.



Laverne – Muddy Duck Dash

In addition to the Lucky Duck Race that is held on July 3, LMS added a Mud Run this year. Through cooperation with a local rancher,

the fire chief and many volunteers, the course was designed and constructed. More than 400 attempted the run full of obstacles and enjoyed music and entertainment. Race goers and spectators alike all said they really enjoyed the new addition to the Lucky Duck Race and are looking forward to this year’s adventure!

McAlester – Old Town Pocket Park

The Old Town Pocket Park was installed just before the Wild West Festival held every year in Historic Old Town. It is a small park that has seating for visitors to enjoy their lunch or just sit and relax. Working in conjunction with the City of McAlester who built the park from scratch, the Old Town Association maintains the Pocket Park by watering the plants and taking out the trash. It is a wonderful, unique asset to the community.



Muskogee – New Office

The former Downtown Muskogee, Inc. office was difficult to find, on the second floor of a building with a door that was locked for safety, and inaccessible to anyone with a disability.



The executive director purchased a building and offered to renovate the space for DMI. Contractor Ron Drake helped design the interior that included revealing original beams, brick walls

and concrete floors. The new space is far more visible than before and citizens and downtown business owners visit often. It’s the perfect way to show how older buildings can be renovated to reveal their charm.

CROWNING ACHIEVEMENTS

Newkirk – 6x6 Art Show and Sale

This was a Design Committee fundraiser for the sole purpose of funding design grants for Newkirk's historic buildings. Six-inch-square canvases were given to whomever wanted to paint on it. The paintings were each sold for \$20. Newkirk Main Street set a goal of 100 canvases. They received 240. Not only were there so many wonderful artists (most from out of town), but many people came to the opening, held at the new Urban Prairie Art Gallery. This was an unbelievably successful event for the community and for Newkirk Main Street.



Okmulgee – Okmulgee Rising 2.0

Okmulgee Rising was initiated in mid-2014; however the fact that it continues to evolve and gain strength is confirmation that the energy and innovation behind it is resulting in more

OKMULGEE RISING

positive change. As the movement has evolved, so has the name. It is not the title, but the action being taken that Okmulgee Main Street sees as Phase II of a revival of pride, investment and honest optimism in the future of downtown and the entire community. To date, 23 properties have been purchased. A new streetscape is taking over downtown. "Coming Soon" signs in the windows are replacing dust-streaked store fronts. Young families and students are moving into renovated lofts. People in Okmulgee are energized and excited about Okmulgee Rising 2.0.

As the movement has evolved, so has the name. It is not the title, but the action being taken that Okmulgee Main Street sees as Phase II of a revival of pride, investment and honest optimism in the future of downtown and the entire community. To date, 23 properties have been purchased. A new streetscape is taking over downtown. "Coming Soon" signs in the windows are replacing dust-streaked store fronts. Young families and students are moving into renovated lofts. People in Okmulgee are energized and excited about Okmulgee Rising 2.0.

Perry – 2015 Christmas Parade

This was the biggest and best Christmas parade Main Street Perry has had! "Bikes, Trikes, & More Lights" encouraged people of all ages to enter the parade. The only requirement: it must have Christmas lights somewhere on the entry. With nearly 50 floats and more than 150 children riding any form of transportation they could think of, it was indeed a parade of lights! Vendors, food trucks, a Christmas movie and a visit from Santa helped make it even bigger and better!



Ponca City – Veteran's Plaza

Once finished, this Plaza will serve as a place of honor for all of our area veterans. The Honor Court will feature exquisite marble plaques that serve as a remembrance naming all Kay County veterans that gave their lives for our freedom. The Honor Court will also hold engraved pavers purchased by area citizens to honor their beloved veterans. The stage area will be ideal for concerts and events in the future and the water feature will bring an added dimension for families to enjoy during the summer. This is the biggest construction project to date undertaken by PCMS.



Prague – 8th Annual Golf Tournament

2015 was the year of change. From course location, date and time, everything about this tournament was different from years past. It has long been the goal of Main Street Prague to demonstrate to the community our commitment to all of Prague, not just specific events. As expected, the reward of having the tournament in town was not only a nice profit, but a hefty turnout of 16 teams, 13 volunteers and a long list of sponsors. The greatest



compliment of all was that many golfers told others what a great time they had and that this was an event they would look forward to next year.

Pryor – Façade Squad

It has long been the goal of Pryor Main Street to work on removing mansard roofs and ugly metal awnings from the downtown buildings. During the 2015 Keep Oklahoma Beautiful Fresh Paint Days, building owners and a façade squad team, removed four awnings/mansard roofs and painted two buildings. Activity on the street created a positive stir in the community. Happy and appreciative building owners offered food and coffee to hard working volunteers. It brought all of the community together while preserving and generating interest in the downtown.



CROWNING ACHIEVEMENTS

Sapulpa – 25th Anniversary Sapulpa Main Street Banquet

Sapulpa has come a long way in the past 25 years and the banquet was a time to reflect and see all the accomplishments of



the Main Street program. The event recognized the directors that have led this program, and honored the "FAB 5" who have helped to see the program be a success. A buffet dinner was served while attendees watched a slide show featuring highlights of the last 25 years.

Seminole – Seminole Main Street Christmas Parade

The annual Christmas Parade kicks off the holiday season on the first Thursday of December. In 2015, the parade had more than 45 entries and individuals overflowed the streets. The theme was "Holly Jolly" and the top three float entries won cash prizes and trophies. With more advertisement and promotions, the event attracted its largest crowd in 20 years.



Shattuck – Farmers' Market

In an attempt to spark an increase of foot traffic in downtown Shattuck, Main Street organized a farmers' market. Much to the vendors' surprise, the first week was a complete sell-out and continued to be for the rest of the summer and into early fall. The market created a buzz around the area and gave people of all ages a reason to come downtown. While there, the hope was that the shoppers would grab a bite to eat, visit the



Windmill Museum or fuel up before heading home. Shattuck Main Street hopes to make this an annual event.

Stockyards City – Stockyards Stampede

Family is the focus of this event and everywhere one looked, people of all ages were milling around Stockyards City for the "Stockyards Stampede." The children's activities were abundant: a petting zoo, wagon rides, and the Kid Corral where all kinds of games were held. More than 4,000 people attended this Wild West event and plans are underway to make it even better in 2016.



Tahlequah – Red Fern Festival

The Wilson Rawls novel, "Where the Red Fern Grows," about a boy and his two red bone hounds was set in the Ozark hills in and around Tahlequah. It's only fitting, then, that Tahlequah host the Red Fern Festival. It is held the last weekend in April and includes old fashioned games such as a cake walk, sack races, tug-o-war, a checkers tournament, a petting zoo, donkey rides, live music, coon hunts and hound dog field trials. Add a classic car show, merchandise vendors and plenty of food, there was something for all ages! After all the hard work of planning and reorganizing, the festival saw an increase in attendance from 8,000 to 30,000 over the previous year.



Tulsa Route 66 – Route 66 Patriot Car Show & Cruise

Initial discussions about this inaugural event started with ways





CROWNING ACHIEVEMENTS

to support the Folds of Honor Foundation in recognizing our servicemen and servicewomen. From there, it evolved into a series of activities that would highlight the City of Tulsa as "America's Most Patriotic City." An estimated 100 cars lined up at the East Gateway, cruised through the city on Historic Route 66, were escorted through the center of the car show by Tulsa Police cycle officers and Patriot Guard Riders, culminating in a dedication ceremony at the West Gateway. In addition, there were community tents, a most patriotic pet contest, pinup girl contest, a garden railway display and more.



Wagoner – Great American Cleanup

The Wagoner Switch District is extremely proud of the participation in the Great American Cleanup because it was dedicated to the beautification of downtown Wagoner. The community loved the chance to participate and came out in scores for this event. During this process Wagoner became Keep Oklahoma Beautiful

Affiliates and gained corporate recognition for their efforts. There were more than 60 volunteers for this event totaling 418 volunteer hours.

Wilburton – Annual Golf Tournament

Wilburton has held the Annual Golf Tournament for 14 years. In all of those years it has grown, but the 2015 Golf Tournament was the best so far. The tournament is a scramble format held at the local nine-hole golf course. This year's event had 24 four-man teams with 46 hole sponsors. Many of the Main Street merchants donated door prizes and golfers in the Wilburton area have come to look forward to the tournament all summer.



Woodward – Cinco de Mayo

Main Street started off January 2015 working with a group that wanted to bring their culture to Northwest Oklahoma. Twice each month, volunteers prepared and sold traditional Hispanic food to meet the goal of raising \$15,000 for the Cinco de Mayo Festival. The goal was reached! There were

colorful dancers, bands, a Cinco de Mayo Queen, games, and lots of traditional foods. With the first annual Cinco de Mayo Festival in the books, the group is looking forward to a bigger and better festival in 2016.

Yukon – Merry Christmas on Main Street

This event was the grand opening of the Christmas season on Main Street. All the retail businesses stayed open late and a variety of activities were held in various businesses. LED lights were purchased to outline the tops of their buildings. When the lights were turned on for the first time, "oohs" and "aahs" could be heard coming from the crowd. Not only were the lights turned on for the first time, but Santa was available for pictures with kids of all ages, the "Nutcracker" cast strolled down Main in their Victorian costumes, and carolers went from store to store singing to customers and store owners.



OKLAHOMA MAIN STREET ANNUAL REPORT

This publication was written and produced by the Oklahoma Main Street Center, a division of the Oklahoma Department of Commerce, Deby Snodgrass, Secretary of Commerce and Tourism. This report covers program performance from January 1, 2015 through December 31, 2015. The Oklahoma Main Street Program follows the National Trust Main Street Center's Four Point Approach™ to Downtown Revitalization and is

acknowledged by the Center as a State Main Street Coordinating Program.

The Oklahoma Main Street Center would like to thank those who helped to establish the program in 1986 and those that have helped continue its mission ever since. Also, a special thanks to the local program supporters and volunteers, who are truly the heart of the Main Street program.

OKLAHOMA MAIN STREET

The Oklahoma Main Street Center provides training and technical assistance for preservation-based commercial district revitalization. There are currently 36 communities in the Oklahoma Main Street program. More than 60 programs have participated in the program through

the years changing the landscape of Oklahoma's Main Streets. Facade improvements and building rehabilitations have joined public and private dollars in the efforts to revive Oklahoma's Main Streets and enhance the image of communities across the state.

APPLICATION PROCESS

Communities interested in joining the program must send two community representatives to the annual Application Workshop held in September before completing the application in January. Applications are judged by a group of Main Street partners from both state and local

organizations. The judges make recommendations for acceptance which then must be approved by the Secretary of Commerce. If approved, the Oklahoma Main Street Center notifies the community's legislators who, in turn, notify the community leaders.

SERVICES AVAILABLE BY POINT

The Oklahoma Main Street Center provides training, resources and technical assistance for preservation-based commercial district revitalization. Based on the National Main Street Center's guiding principles and nationally recognized Four-Point Approach, the program offers a

practical strategy scaled for each local community. Main Street promotes public and private partnerships and local leadership, commitment, and synergy while delivering tangible and intangible benefits to communities. Services available by point include, but are not limited to:

ORGANIZATION:

- Board Trainings
- Manager Trainings
- Volunteer Recruitment
- Fundraising Assistance
- Membership Recruitment

PROMOTION:

- One-on-One Business Marketing Consultations
- Asset Analysis
- Retail/Special Event Planning Assistance and Evaluation
- Overall Program Marketing/Image Consultations, Reviews and Evaluations
- Web/Social Media Development, Assistance, Evaluation and Training

DESIGN:

- Facade Design Assistance
- Design Technical Assistance and Training
- Interior Design Assistance
- Window Display Training
- Merchandising Assistance

ECONOMIC VITALITY:

- Confidential Business Consultations
- Business Inventory Database Creation
- Business Planning Assistance
- Controlling Profit Training
- Survey Assistance
- Customer Loyalty Training
- GIS Census Database (LocateOK) Training

OKLAHOMA MAIN STREET STAFF AND ADVISORY BOARD

DEPARTMENT OF COMMERCE:

Deby Snodgrass, Secretary of Commerce & Tourism

OKLAHOMA MAIN STREET STAFF:

Linda Barnett, Director & Organization Point Liaison
405.650.0739; Linda.Barnett@commerce.ok.gov

Larry Lucas, Architect
405.815.5119; Larry.Lucas@commerce.ok.gov

Tamara Price, Special Events and Promotion Specialist
405.815.5124; Tamara.Price@commerce.ok.gov

Kelli Yadon, Marketing Consultant & Regional Liaison
405.815.5379; Kelli.Yadon@commerce.ok.gov

Jeremy Zeller, Business Consultant & Regional Liaison
405.815.5186; Jeremy.Zeller@commerce.ok.gov

OKLAHOMA MAIN STREET ADVISORY BOARD:

Ron Frantz	Oklahoma City, Oklahoma
Kathy Hendrick	Durant, Oklahoma
Alice Johnson	Oklahoma City, Oklahoma
Greta Kane	Mangum, Oklahoma
Randy McFarlin	Ada, Oklahoma
Dan McMahan	Altus, Oklahoma
Rusty Milroy	Oklmulgee, Oklahoma
Julie Miner	Tulsa, Oklahoma
Mike Ruby	Muskogee, Oklahoma
Lou Sims	Hobart, Oklahoma
Jim Watters	Oklahoma City, Oklahoma

For more information contact:

Oklahoma Main Street Center
900 N. Stiles | Oklahoma City, OK 73104
405.815.6552 | OKcommerce.gov/mainstreet

OKLAHOMA MAIN STREET QUALITY ASSURANCE: 2015

Oklahoma Main Street Program will measure a quality rating for the local Main Street Communities. Please remember the four **bold face** activities below are mandatory for all active Main Street programs in Oklahoma. The other eight activities are bonus opportunities to share

information with other Oklahoma Main Street programs, provide feedback to the State Office, to attend educational sessions and to support the overall Main Street quality in Oklahoma. **All trainings, webinars, and luncheons must be pre-approved for points to count. ***

Quality Assurance Activities

1. Submission of competitive Main Street Award Nominations @ 1 Pt. each (Maximum of 10 points)
2. **Attendance to the National Main Streets Conference @ 25 Pts.**
3. Attendance to the annual Oklahoma Main Street Banquet @ 5 Pts.
4. **Attendance to the annual Statewide Preservation Conference @ 25 Pts.**
5. Submission of completed annual agreement & work plan by due date. @ 5 Pts.
6. Participation in the annual customer satisfaction survey @ 1 Pt. per survey (Maximum of 10 points)
7. **Attendance to the August Program Manager / Volunteer Training @ 25 pts.**
8. On-time submission of monthly reinvestment reports @ 5 pts. per month
9. **Attendance to the November Program Manager / Volunteer Training @ 25 Pts.**
11. Attendance to other **approved*** conferences, seminars & trainings @ 5 Pts. per day
12. Attendance to **approved*** webinars pertaining to Main Street @ 1 Pt. (Maximum of 20 points)
13. Attendance to **approved*** luncheons pertaining to Main Street @ 2 Pts.

REINVESTMENT FIGURES FOR OKLAHOMA MAIN STREET

Reinvestment Statistics	2015	1986-2015
Private Building Improvements:		
Number of Projects	336	13,152
Dollar Costs	\$35,122,076	\$895,843,885
Buildings Sold	94	3,020
Dollar Costs	\$19,717,082	\$244,288,195
Net Gain in Businesses ¹	153	5,129
Net Gain in Jobs ²	414	17,596
Public Improvements:³		
Number of Projects	118	2,432
Dollar Costs	\$22,220,416	\$366,158,959
Total Downtown Reinvestment	\$77,059,574	\$1,506,291,039
Volunteer Hours (since 2002)	71,802	1,278,388

2015 RETURN ON INVESTMENT

Last year the State of Oklahoma committed \$622,987.80 to support the Main Street Program, a division of the Oklahoma Department of Commerce. With over 77 million dollars reinvested in historic Main Street Communities and neighborhoods, the "return" on the State's investment equaled \$123.69 for every one dollar committed by the State of Oklahoma.

¹ Includes new start-ups, business relocation into a Main Street District and company expansions

² Full time jobs where 2 part-time jobs = 1 full time, 4 part time jobs = 2 full time, etc.

³ Includes publicly owned buildings, parks, statues, streetscape and sidewalk projects, street lights, etc.

Oklahoma Main Street Programs should achieve at least **125 points** within the period of January through December 2015 to earn quality assurance. **If any mandatory training is missed, it MUST be made up but the makeup training is only worth 5 points.**

The top 10 programs earning the most points will receive special recognition at the 2016 Annual OMSP Awards Banquet. Programs that fail to achieve at least 100 points will be placed on inactive status with all services suspended. This year there are 11 programs.

TOP PROGRAMS FOR 2015

Main Street Program

Ada Main Street
Main Street Altus
Collinsville Downtown, Inc.
El Reno Main Street
Main Street Enid, Inc.
Hobart Main Street
Newkirk Main Street
Ponca City Main Street
Main Street Prague
Pryor Main Street
Woodward Main Street

Joined OMSP

1987
1992
2000
1988
1994
2002
1992
1987
1996
2013
1990



FOUR POINT APPROACH

The National Trust for Historic Preservation established the National Main Street Center in 1980 to assist nationwide downtown revitalization efforts. The Oklahoma Main Street Center, based in the Oklahoma Department of Commerce, operates on the Trust's Four Point Approach™, advocating for the restoration of the historic character of downtowns while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis and public improvements.

Organization: Involves getting everyone working toward the same goal. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure divides the workload and clearly delineates responsibilities, while building consensus and cooperation among the various stakeholders.

Promotion: Sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective



promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

Design: Means getting Main Street into top physical shape and capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets. An inviting atmosphere conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices, enhancing the physical appearance by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

Economic Vitality: Strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

THE EIGHT PRINCIPLES

The success rate of the Four Point Approach is greatly enhanced when combined with the National Main Street Center's eight principles:

1. Comprehensive
2. Incremental
3. Quality
4. Public / Private Partnership
5. Changing Attitudes
6. Focus on Existing Assets
7. Self Help Program
8. Action Oriented

OKLAHOMA MAIN STREET 2016 CALENDAR

JANUARY	1	New Year's Holiday – Main Street Office Closed	
	7	Advisory Board Meeting	
	8	Applications Due for New Towns	
	18	Martin Luther King, Jr. Day – Main Street Office Closed	
	29	Award Nominations Due – 5:00 p.m.	Commerce, Oklahoma City
FEBRUARY	9	New Town Judging	Commerce, Oklahoma City
	15	President's Day – Main Street Office Closed	
	16	New Towns Announced	
	16 – 19	Awards Judging	Commerce, Oklahoma City
MARCH	4	Top 3 Awards Announced	Commerce, Oklahoma City
	14 – 18	New Town Program Orientation	
APRIL	14	Advisory Board Meeting	Commerce, Oklahoma City
MAY	3	Main Street Awards Banquet	Oklahoma City
	22 – 25	National Main Streets Conference	Milwaukee, WI
	30	Memorial Day – Main Street Office Closed	
JUNE	1 – 3	28th Annual Statewide Preservation Conference	Enid, OK
	22 – 23	New Town/New Director Training	Oklahoma City
JULY	4	Independence Day – Main Street Office Closed	
	5 – 8	New Town Committee and Workplan Training	
	14	Advisory Board Meeting	Commerce, Oklahoma City
	15	Annual Agreements, Workplans & Surveys Due	Commerce, Oklahoma City
AUGUST	2 – 4	Program Director/Volunteer Training	Stockyards City
	12	New Town Workplans Due	
SEPTEMBER	5	Labor Day – Main Street Office Closed	
	13	Application Workshop at OML Conference	Tulsa, OK
OCTOBER	13	Advisory Board Meeting	Commerce, Oklahoma City
NOVEMBER	1 – 3	Program Manager/Volunteer Training	Ponca City, OK
	11	Veteran's Day – Main Street Office Closed	
	15-18	National Preservation Conference	Houston, TX
	18	Letters of Intent Due from Prospective Communities	Commerce, Oklahoma City
DECEMBER	24 – 25	Thanksgiving – Main Street Office Closed	
	7 – 8	Staff Retreat	TBA
	24 – 25	Christmas – Main Street Office Closed	Happy Holidays!

Indicates mandatory activities for program managers and/or community representatives.



OKLAHOMA MAIN STREET COMMUNITIES

Program Director	Board President	Program Director	Board President
Ada Main Street – 1987* Amy Kaiser 114 S Rennie; 74820 580.436.1600 adamainstreet@cableone.net	Kenny Howard 580.332.9240 howardkb@oge.com	Frederick Main Street – 2014 Cacy Caldwell PO Box 444 5; 73542 580.335.1499 cacyc@yahoo.com	
Main Street Altus – 1992* Amy Jo Cobb PO Box 8384; 73522 580.482.2277 Fax: 580.482.2279 mainstreetaltus@sbcglobal.net	Krystal Martin 120 N Main; 73521 580.301.0687 bootaok@swbell.net	Main Street Guymon Inc. – 2005* Melyn Johnson PO Box 1393; 73942 580.338.6246 director@mainstreetguymon.com	Soila Medina 219 NW 4th St; 73942 580.338.5838
Ardmore Main Street – 1989* Jeff DiMicelli 251 East Main; 73401 580.226.6246 Fax: 580.226.7660 jeff@ardmoremainstreet.com	Todd Yeager 115 W. Broadway; 73401 580.504.8070 dtyinc@gmail.com	Hobart Main Street Inc. – 2002* Stephen Boyd 106 W 4th; 73651 580.726.4206 Fax: 580.726.2553 hobartmainstreet@att.net	Bill Finch 206 W Hillcrest; 73541 580.726.3655 jwfinch@sbcglobal.net
Main Street Bartlesville – 2010* Program Manager 312 S Johnston Ave., Ste. 200; 74003 918.214.8500 info@mainstreetbartlesville.org	Mark Haskell haskewm@yahoo.com	Idabel Main Street Program – 1998* Faye House PO Box 495; 74745 580.208.2000 Fax: 580.286.5267 idabelms@sbcglobal.net	Jia Johnson 2114 E. Washington; 74745 jjohnson@choctawelectric.coop
Cherokee Main Street – 2001* Schaun Aker 121 E. Main St; 73728 580.596.6111 Fax: 580.596.2464 mainstreet@aec.coop	Megan Rice megpeg0613@aol.com	Kendall Whittier (Tulsa) – 2010* Ed Sharrer 2308 E Admiral Blvd, Tulsa; 74110 918.633.1934 historicKWMS@gmail.com	Steve Alter 2308 E Admiral Blvd; 74110 918.606.6109 stevealter@cox.net
Claremore Main Street – 2002* Jessica Jackson 419 W Will Rogers Blvd; 74017 918.341.5881 Fax: 918.342.0663 mainstreet@claremore.org	Debbie Butler 918.577.5617 dbverdigris@hotmail.com	Laverne Main Street – 2009* Program Manager 108 W. Jane Jayroe Blvd., 73848 580.921.3612 lavernemainst@ptsi.net	Rusty McGuire 580.334.0394 rustymcguire@hotmail.com
Collinsville Downtown Inc – 2000* Kimberly Miller 1126 West Main; 74021 918.371.5530 Fax: 918.371.4060 downtownincorporated@gmail.com	Sherry Campbell 918.855.8375 sherri@collinsvilledowntown.com	McAlester Main Street Association – (1998-93), 2008* Lacey Sudderth 119 E Choctaw, Ste. 104; 74051 918.423.8888 mcalestermainst@att.net	Carl Gullick 119 E Choctaw Ave, Ste 104; 74501 cgullick@gmail.com
Main Street Duncan, Inc. – 1986* Destiny Ahlfenger PO Box 928; 74702 580.252.8696 Fax: 580.252.2920 mainstreetduncan@sbcglobal.net	David Yeager PO Box 112; 73534 580.251.0480 david@duncanpower.com	Downtown Muskogee, Inc – 2008* Lee Ann Langston 443 W. Broadway; 74401 918.947.9364 downtownmuskogee@suddenlink.net	Wayne Johnson wayne-johnson@mpsi20.org
Durant Main Street – 1997* DeAnn Marcum PO Box 928; 74702 580.924.1550 Fax: 580.924.1615 manager@durantmainstreet.org	James Harrington 110 N 2nd Ave; 74701 580.924.2211 jharrington@firstunitedbank.com	Newkirk Main Street – 1992* Karen Dye PO Box 235; 74647-0235 580.362.2377 Fax: 580.362.3390 newkirkms@hotmail.com	Jake Rhodes 309 N Magnolia; 74647 580.362.7048 jakerhodes97@gmail.com
EL Reno Main Street – 1988* Debbie Harrison 119 S Rock Island Ave; 73036 405.262.8888 Fax: 405.262.8688 director@elrenomainstreet.com	Colin Forsey 108 ½ South Bickford; 73036 colin@fullarmourrecords.com	Okmulgee Main Street – 1986* Heather Sumner PO Box 455; 74447 918.758.1015 Fax: 918.938.0149 okmulgeemainstreetinc@yahoo.com	Margaret Hess 918.759.0662 margaret.hess@sbcglobal.net
Main Street Enid, Inc. – 1994* Kelly Tompkins PO Box 3001; 73702 580.234.1052 kelly@mainstreetenid.org	Cammeron Kaiser 2529 W Broadway; 73703 580.402.0674 ckaiserphoto@gmail.com	Main Street of Perry – 1995* Kendra Bolay PO Box 188; 73077-0188 580.336.1212 Fax: 580.336.4504 director@perrymainstreet.com	Phil Salvati 317 N 7th St; 73077 580.336.9970 phil@reearthdesigns.com

OKLAHOMA MAIN STREET COMMUNITIES

Program Director	Board President	Program Director	Board President
Ponca City Main Street – 1987* Chelsea McConnell 516 E Grand Ave; 74601 580.763.8082 Fax: 580.767.0455 clmcconnell@poncacitymainstreet.com	Mark Riley PO Box 1029; 74602 580.765.4411 mark.william.riley@gmail.com	Wilburton Main Street, Inc – 2001* Tamra Tilley PO Box 856; 74578 918.465.2254 Fax: 918.465.2254 mainstreetwilburton@yahoo.com	Maryellen Mooney 42 SE 114 Rd; 74578 918.629.3740 memooney67@gmail.com
Main Street Prague – 1996* Susie Sander PO Box 82; 74864 405.567.3932 mainstreetprague@gmail.com	Shirley Johnson 405.567.4678 bobshirl08@windstream.net	Woodward Main Street – 1990* Janet Fitz 1102 Main Street; 73801 Cell: 580.334.3401 Fax: 580.254.8514 woodwardmainstreet@att.net	Chris Charmasson 580.254.0659 chris.charmasson@bank7.com
Pryor Main Street – 2013 BJ Cummings 8 South Vann Street; 74362 918.261.3929 bjcumplings@sttelco.com	Travis Noland 815 SE 2nd; 74361 918.581.0821 carlnoland@gmail.com	Yukon Main Street – 2014 Audrey Fitzsimmons PO Box 850500; 73085 405.354.6676 afitzsimmons@cityofyukonok.gov	
Sapulpa Main Street – 1990* Cindy McDonald 101 E Dewey; 74066-4203 918.224.5709 Fax: 918.224.0172 director@sapulpamainstreet.com	Shirley Burzio 1126 N Main; 74066 918.224.0992 slburzio@hotmail.com	* Graduate Communities	
Main Street Seminole - 2012* Lacey Butner PO Box 2126; 74818 405.584.9405 seminolemainstreet@gmail.com	Kari Bryan 405.382.6824 karihope84@gmail.com	Inactive Communities Alva (1986-1988), Anadarko (1986-1993), Antlers (2004-2008), Atoka (2009-2014), Automobile Alley (1996-2000), Bethany (1988-1996), Bristow (2006-2007), Broken Bow (1998-2015), Capitol Hill (1997-2011), Checotah (1993-2008), Chickasha (1996-1999), Cordell (1993-2006), Cushing (1998-2009), Eastside Capitol Gateway (2002-2010), Eufaula (1987-1993), Guthrie (2005-2006), Hooker (1994-2004), Mangum (2004-2015), Miami (1995-2015), Mountain View (1995-2001), Nowata (1992-2000), Pauls Valley (1997-2015), Pawhuska (1987-1991), Pawnee (2003-2006), Perkins (1998-2004), Plaza District (2007-2011), Poteau (2005-2014), Purcell (1992-2000), Sand Springs (1992-1997), Sayre (2000-2013), Shawnee (1989-2009), Snyder (1997-1999), Stillwater (1989-2007), Stroud (1994-1997), Sulphur (1997-2015), Talihina (2004-2011), Watonga (1997-2012), Wynnewood (1997-2001)	
Shattuck Main Street – 1996* McKenzie Pshigoda PO Box 400; 73858 580.331.7827 shattuckcc@pldi.net		Oklahoma Main Street Center Oklahoma Department of Commerce Switchboard (8am-5pm) 405.815.6552 Toll-free 800.879.6552	
Stockyards City Main Street – 1992* Pam Shelton PO Box 82446; OKC 73148 405.235.7267 or 68 Fax: 405.235.7269 office@stockyardscity.org	David Egan 1309 S Agnew; 73108 Cell: 405.641.0185 eganapple1@aol.com	Oklahoma Main Street Staff OMSC Fax 405.815.5109 Lucas, Larry 405.815.5119 Yadon, Kelli 405.815.5379	
Stroud Main Street – 2016 Diana Reed 216 W Main St. 918.527.9833 dreed@cityofstroud.com		Important Contact Information Deputy State Historic Preservation Officer Melvena Heisch 405.522.4484 Fax 405.522.0816 mheisch@okhistory.org Historic Tax Credits Harry Simms 405.522.4479 National Register Information Lynda Schwan Ozan 405.522.4478 Certified Local Government Information Glen Roberson 405.521.6387 Preservation Oklahoma, Inc. David Pettyjohn 405.525.5325 Fax 405.525.5325 preservationok@preservationok.org National Main Street Center – National Trust for Historic Preservation Main Line 202.588.6000	
Tahlequah Main Street – 2003* Drew Haley 123 E. Delaware St.; 74464 918.431.1655 Cell: 918.931.1699 tmsaok@gmail.com	Amy Yarnell Carter 304 N. Muskogee Ave; 74464 918.456.1110 cell: 918.557.3269 tmsapres@gmail.com		
Tulsa Route 66 Main Street – 2007* Jessica Brent PO Box 570978; Tulsa 74157 918.445.4457 Fax: 918.445.2796 jbrent@rt66mainstreet.org	Andrew Haar 1700 S Union Ave; 74107 918.594.6284 andrew.haar@hollyfrontier.com		
Wagoner Main Street – 2015 Stacy Showman PO Box 874; 74477 918.260.3730 Fax: 918.485.0303 wagoner.switch.district@gmail.com	Janice Turney		



900 N Stiles Ave.
Oklahoma City, OK 73104