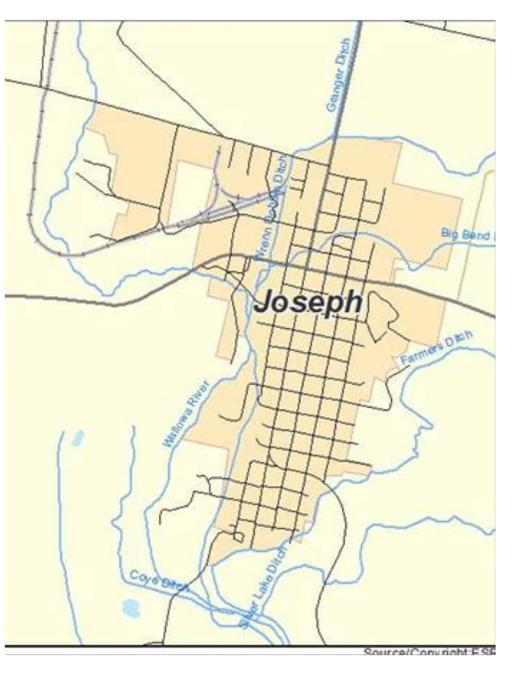


Strategic Plan

Joseph Main Street 2025-2028



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The Joseph Main Street Team wishes to acknowledge and thank community members, City of Joseph representatives, and the Northeast Oregon Economic Development District who participated in meetings and surveys related to this plan. This project was partially funded by the Business Oregon Rural Opportunity Initiative Program.

Team Members

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Introduction: Our Process

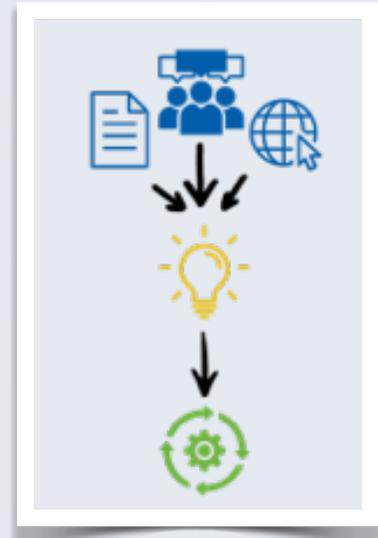
This strategic plan will guide the committee's work from 2025 to 2028. It is designed to be a dynamic document with priorities that could change annually. It includes the committee's mission, the vision for Joseph's downtown area, goals for downtown, and strategies and objectives to achieve those goals.

Our strategic planning process has three primary phases:

PHASE 1— requires input from existing data (such as previous plans or demographic information) and the community (community assessments, survey responses). This information allows us to identify our downtown's assets, challenges and opportunities.

PHASE 2— involves using the information collected from the previous phase to develop mission and vision statements, goals, strategies, and objectives. This phase also includes drafting the plan and obtaining community feedback.

PHASE 3— involves adopting the plan by the committee or city and creating an annual work plan to implement strategies.



Main Street Model



Our planning process and committee structure is based on the Main Street approach. Main

Street America developed the Main Street Four-Point Approach® to help

communities improve their downtown area. There are four essential parts:

- **Economic Vitality:** enhance economic opportunities
- **Design:** quality design and attractive neighborhoods.
- **Promotion:** effectively promote businesses and events

- **Organization:** develop a sustainable organization

This approach involves developing strategies to revitalize downtowns in each of the mentioned areas. Communities are encouraged to use existing resources or assets to identify and implement solutions to a downtown's challenges.

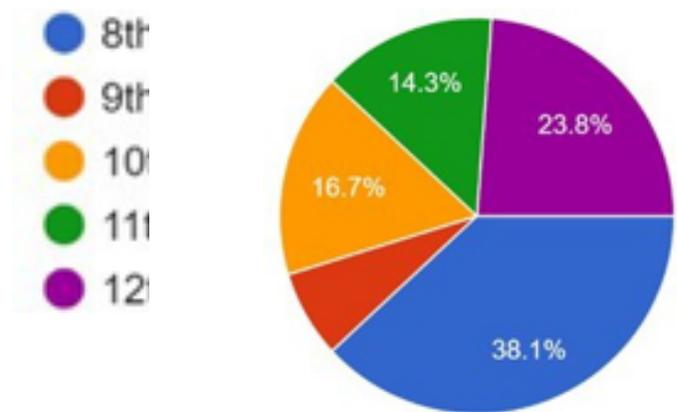
2023 Community Assessment

Main Street Survey Statistics for Teens:

Grades 8th-12th:

{42 Respondents}

Breakdown of respondents:



Key Takeaways from Youth Survey

43% of teens said that having someone to attend an event with and knowing who else is attending the event affects their decision to attend the event.

76% of teens said that school announcements are the best ways to communicate upcoming activities to them.

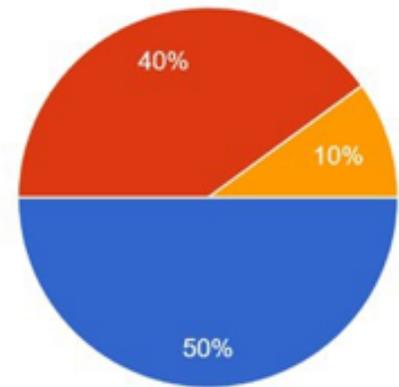
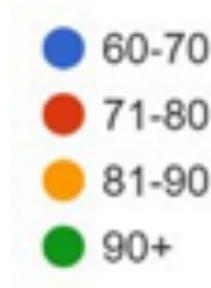
During the school year, 62% of teens are most likely to attend an activity during afternoons on the weekends.

50% of teens said they would be interested in attending a workshop based around self-improvement

2023 Community Assessment

Main Street Survey Statistics for
Seniors: Ages 60+
{22 Respondents}

Breakdown of respondents:



Key Takeaways from Seniors Survey

68% of seniors get their information from either word of mouth or The Chieftain (when it was in print form).

Many seniors expressed a difficulty in getting information and would appreciate if someone told them directly about opportunities and events.

59% of seniors would like more live music and are interested in being involved in additional clubs.

Many seniors discussed needing transportation to events or earlier events so they aren't driving in the dark.

45% of seniors requested additional benches on Joseph Main Street.

Identified Assets



Art and Culture

Joseph's rich history has a heavy influence on local artists. Many are inspired by the area's history of the Nez Perce tribe and the local landscape, and this can be seen in many of the galleries who showcase local art and in the bronze statues adorning the streets. Community gathering activities throughout the year include live music and art classes at various establishments.

Variety of Retail Amenities

Joseph's main street has several boutique shops offering specialty products, where local skills and innovation shine through. Joseph is equipped with medical clinics, dining choices, and a public shuttle system, enhancing the town's convenience to amenities. The Joseph Chamber of Commerce and Wallowa County Chamber of Commerce provide additional marketing support and opportunities for local business, attractions and events.

It's nice that [Joseph] is geared towards pedestrians and that now there is a nice sidewalk (thanks to ODOT!) from my neighborhood to Main Street so that it is safe and PLEASANT to walk to downtown. Also, LOVE the sidewalk dining options. (Survey respondent)



Welcoming and Friendly Environment

The vibrant ambience of a small town contributes to a welcoming atmosphere that embraces both locals and tourists in Joseph. Engaging with friendly shop owners eager to share their narratives fosters a sense of belonging and community.

Proximity to Outdoor Recreation

Joseph's proximity to Wallowa Lake, the Eagle Cap Wilderness and other natural wonders draws outdoor enthusiasts from all over. Visitors have easy access to hiking, camping, fishing, and boating, providing endless opportunities for exploration and adventure. This proximity also enhances the town's appeal, giving people a small mountain town experience.



Clean and Aesthetically Pleasing

In 2000, Joseph spearheaded a \$3.5 million project aimed at enhancing the downtown. This involved installing new lighting, replacing concrete sidewalks with pavers, installing rustic benches, establishing public parking lots and restrooms, burying power poles, and featuring numerous bronze statues crafted by local foundries along the streets.

Identified Challenges



Well-Advertised Activities and Events for all Ages

There are only a handful of effective communication channels for promoting events and activities, resulting in reduced attendance numbers. Also, the range of events tailored to diverse interests and age groups is narrow, leading to several respondents expressing that they feel excluded from the town's activities.

Maintenance and Upkeep

The presence of litter in Joseph, coupled with the maintenance of flower boxes and other public spaces, detracts from the town's aesthetic appeal. Confusion regarding the responsibility for the upkeep of the flower boxes adds to the challenge, underscoring the importance of town cleanup efforts as a top priority for residents.

The planter boxes in town have gotten over grown and unhealthy, we need to have upkeep on them. Tourists are speeding through our towns and climbing on the statues, this needs to stop before someone gets hurt. There are also no affordable places we can get essential things like school supplies, clothes, and other essential items at an affordable and reasonable price. (Survey Respondent)



Affordable Shopping Options for Basic Goods

Given its focus on tourism, Joseph has many boutique shops offering high-end, quality merchandise. Other businesses include essential items such as everyday clothes and undergarments, household and school supplies, and toiletries among their offerings. Many survey respondents indicated a lack of awareness of these options, which presents the need for better promotion of what is available.

Perception of Tourism

Being a tourist destination entails the maintenance of an infrastructure that supports the yearly influx of visitors. Issues from the influx of people include seasonal congestion in stores and on roads, long wait times at local restaurants, limited parking in the immediate downtown area and other inconveniences that effect everyday life. Concerns of business owners revolve around having workers available during the peak season.



Identified Opportunities



Increase Community Activities

Help increase the variety and visibility of community events and bring residents together utilizing existing gathering spaces such as the Community Center downtown. Increase visibility and availability of such spaces and events. Utilize, integrate and expand existing community facilities to encompass tourist as well as local events and celebrations.

Improved Traffic Control and More Accessible Parking

Work with city and state agencies to work on traffic control measures and discuss the options for either restructuring parking or adding additional parking lots. Increase awareness of the existing parking lot off Wallowa Highway.

I see a successful downtown Joseph as having natural beauty, artistic values, public gatherings, bigger community involvement, and culturally significant art. (Survey Respondent)

The maintenance is being ...fixed by the sidewalk project, but downtown ...needs a better upkeep system. We don't have a lot of signage pointing out items/ places of cultural importance/interest. (Survey Respondent)

Increase Access to Basic Affordable Goods

Encourage diversification of products to include essential items among local businesses. Utilize vacant storefronts to attract new businesses, addressing existing gaps in the market. Increase public awareness of current offerings.

Develop Informational Channels

Solicit community feedback to determine the most effective methods for distributing information about events and resources to residents. Develop communication channels that address a spectrum of age levels, accessibility to communication channels, and various modes and media of communication.



I would love to help clean up around town, Help take care of younger kids if needed after school, planting, helping elderly, and etc. (Teen Survey Respondent)

Community Involvement in Maintaining Beauty

Develop a vibrant and active system of volunteers and community boosters to help maintain the pleasant ambience of downtown. Hold an annual flower box or town cleanup day. Continue to maintain the aesthetic and promote sustainable tourism.

MISSION, VISION & VALUES

Mission:

Joseph Main Street Committee's mission is to foster a lively, family-friendly downtown where art, retail, and culture converge to enrich the lives of residents and visitors. We aim to cultivate a vibrant community that reflects its unique spirit and diversity.

Vision:

Joseph Main Street is a vibrant cultural hub, blending art, retail and amenities. Our downtown has a dynamic and inclusive feel that attracts and serves both locals and visitors alike.

Values:

- **Community Engagement**

We are committed to uniting the diverse demographics of our community through events while valuing community feedback and suggestions in every decision we make. We will cultivate active volunteer engagement to foster an experience of belonging and community pride of place.

- **Cultural Enrichment**

We are committed to showcasing the rich history of our region and community as well as the artistic culture of Joseph.

- **Safety and Well-being**

We are committed to cultivating a community based around safety and a healthy lifestyle for residents and visitors.

- **Aesthetics and Cleanliness**

We take pride in the look and atmosphere of Joseph through maintaining the beauty of not only the landscape but the look of our streets and storefronts.

- **Welcoming and Inviting Atmosphere**

Through our efforts we will ensure both residents and visitors feel included, appreciated, and supported.

Goals and Strategies



Goals

1. Increase access to underserved needs within the community.
2. Enhance both residents and visitor experiences on Joseph Main Street.
3. Encourage and strengthen community engagement and volunteerism.

Strategy #1

Consult with ODOT and City officials about best practices to ensure pedestrians and drivers experience and practice safety measures and encourage courteous driving and movement in the downtown core.

Objectives

- Ensure that the walkability of the Main Street District is maintained in all building designs and city walkways;
- Addresses safety and accessibility needs and practices throughout the Main Street District;
- Collaborate with other communities in Wallowa County to research options for public transportation, ride-hailing, and taxi services by March 2025.

DESIGN

Strategy #2

Encourage a more diverse mix of businesses that address the essential needs of residents as well as visitors to Joseph, improving access to basic goods and encouraging local shopping.

Objectives

- Research ways to work with businesses to diversity their product offerings by December 2025.
- Support 2-3 initiatives that will inform residents about what goods and services are available, and develop activities and methods of encouraging local residents to explore local shops and service providers.
- Utilize empty store buildings to attract new shop owners who will carry goods and provide essential services not found elsewhere in Joseph by June 2026.

ECONOMIC VITALITY

PROMOTION

Strategy #3

Implement events and activities that all age groups will enjoy, including the development and upgrading of Cultural, historical, and event-centered Facilities.

Objectives

- Host or support at least 1 event a year that focuses on residents less than 18 years old.
- Host or support at least 1 event a year that focuses on the older residents of the community.
- Host or support at least 1 multigenerational event a year.
- Arrange transportation options for events and activities.
- Encourage and support businesses and organizations to develop facilities, programming and products that engage multiple age levels and constituencies.

DESIGN

ECONOMIC VITALITY

PROMOTION

Strategy #4

Become aware of and implement best practices in developing and supporting sustainable tourism.

Objectives

- Encourage responsible tourism behavior, such as respecting local customs and traditions, minimizing waste, and supporting locally owned businesses.
- Find ways to mitigate overcrowding in businesses, traffic congestion, and parking during tourist season.
- Develop information channels such as signage, virtual guides, websites, online media, etc., in order to articulate a respect for local culture as well as expectations of considerate and appreciative behavior.

DESIGN

ECONOMIC VITALITY

PROMOTION

ORGANIZATION

Strategy #5

Develop a pragmatic social infrastructure that encourages and promotes the values of volunteerism and community participation across the broad constituency of our community.

Objectives

- Maintain 100% participation rate where all volunteer positions are filled for each event and activity.
- Promote events and opportunities through county-wide WRRMS newsletters, NEOEDD newsletters, social media platforms, videos, and other media outlets.
- Collaborate with school groups, community organizations, and other volunteer organizations to develop, maintain, and celebrate an active and pragmatic community-minded volunteer value-system.

ORGANIZATION

PROMOTION

In Summation

The Joseph Main Street Team, representing creative collaboration between the Wallowa County Rural Regional Main Street program, Northeast Oregon Development District, interested citizens of Joseph, and in cooperation with the City of Joseph, presents this Strategic Plan for our community to review and consider.

Surveys were distributed in Joseph utilizing various channels of communication. The surveys that were returned were analyzed for attitude, concerns, and needs of members of the community.

Utilizing an Appreciative Inquiry approach, we identified Assets, Challenges, and Opportunities generated from the

surveys and interviews with community leaders. From this inquiry we then developed three goals:

- Increase access to underserved needs within the community.
- Enhance both residents and visitor experiences on Joseph Main Street.
- Encourage and strengthen community engagement and volunteerism.

From these three goals, we formulated 5 strategies with attendant objectives to help achieve those strategies.

Our next steps are to achieve community buy-in and active participation in fostering the community attitudes and enthusiastic engagement of all aspects of our community in accomplishing this plan. It is open to evaluation and revision annually.

We value the insights, ideas and input of all members of our community. See our contact info below.



Joseph Main Street
January 2025

Strategic Plan

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<https://www.wallowacountychamber.com/wallowa-county-rural-regional-main-street-program/>

MAIN STREETS ARE FOR EVERYONE

“Everyone should have access to an inclusive and resilient Main Street — a place that has a thriving local economy, is distinctive and rich in character, and features welcoming spaces and diverse businesses for residents and visitors alike.”

Main Street America