



HISTORY

Main Street is a **volunteer-driven** downtown revitalization program that was developed in 1980 by the National Trust for Historic Preservation's Main Street Center.

The Main Street Four Point Approach® is a comprehensive strategy that has revitalized and transformed downtown business districts throughout the United States.

The City of Oil City applied for Main Street designation after completing a 5-year strategy to revitalize Oil City's central business district as well as raising matching funds.

In March 2011, Oil City was awarded the official Main Street designation, and committees have been active implementing the first of many strategies and initiatives to improve the look and vibrancy of downtown Oil City.



PROJECTS

Façade Improvement Grant Program:

Design Committee - \$35,000 in grants were awarded to downtown buildings through September 2013, representing another \$68,000 in private investment for a total of \$95,000 in storefront improvements. More improvements are on the way!

Downtown/Main Street Website:

Promotion & Organization Committees - Our new comprehensive downtown web site will feature a business directory, downtown event calendar, Main Street committee information and much more!

Business Resource Guide:

Economic Restructuring Committee - We're creating a "toolkit" to attract new businesses to downtown Oil City - it will be available at multiple locations as well as online!

Oil City as a "Trail Town"

Multiple Committees - The Erie-to-Pittsburgh Bike Trail will soon bring more bicyclists & recreational trail users through Oil City... What are the opportunities for our local businesses?

We have many more projects up our sleeve! But we need volunteers & downtown business owners who are willing to roll up their sleeves & tackle them. Are you committed to revitalizing downtown Oil City? Join us!

COMMITTEES

Committee members typically meet once per month spending three to five hours per month working on Main Street projects. Special projects may require more involvement.

DESIGN

Improves the look and feel of our downtown with attractive storefronts, displays, signage and aesthetic features.

Meets the 1st Wednesday of month at 9:00am in Council Chambers at City Hall

ECONOMIC RESTRUCTURING

Keeps and attracts businesses, finds new uses for underutilized property.

Meets on the 3rd Thursday of month at 9:00am at the Oil Region Alliance Office (subject to change)

PROMOTION

Markets our downtown with advertising, events and activities.

Meets on the last Thursday of month at 5:00pm in the Civic Center boardroom (subject to change)

SAFE, CLEAN, & GREEN

Keeps our downtown clean, safe, and green.

Meets on the last Thursday of month at 5:00pm in the Civic Center boardroom (subject to change)

ORGANIZATION

Shapes the program by building volunteers, partnerships, and resources in the community.

Meets on the 2nd Tuesday of the month at 4:00pm at the Oil Region Alliance Office



OUR VISION

is a community where we all work in concert to make Oil City a desirable place to work, live and visit. **A Main Street community** that has:

A main street with restored historic architecture and **attractive streetscapes**; Scenic waterways, walking and bike trails that will provide river access and opportunities for recreation; A vibrant artist community that supports art and culture in a visitor-friendly venue; Downtown niche businesses that offer unique and **enjoyable retail**, restaurant and accommodation experiences; Professional services that support the well being and vitality of our citizens and local economy; Quaint and affordable residential apartments and town homes in the upper stories of downtown buildings; Connection to the **emerging technology** that will enhance opportunities and allow our business to be **responsive to changing markets** and customer needs; and Academic and research programs provided by Venango College of Clarion, the Venango Technology Center and the Oil City School District that will augment the skill sets and knowledge needed to grow our local economy and **connect us** to world markets.

The ambiance of our downtown will shine, known for its rich history, vibrant arts and culture and **spectacular natural assets** of river and hills. The dynamic businesses located in our **downtown will thrive** in an environment that connects history, culture, emerging technology and human assets in our own unique way.

CONNECT

If you would like to learn more about the Oil City Main Street program or get involved you can access information at:

- www.facebook.com/OilCityMainStreetProgram
- Call Main Street Manager - Stevette Rosen.
- Attend a Main Street Steering meeting
- Attend a committee meeting of your interest
- Make a donation to the Main Street program

Main Street Steering Committee

The governing board of the Oil City Main Street program meets the second Monday of the month at the Oil Region Alliance office at 217 Elm Street, Oil City

Meetings are open to the public.

The Oil City Main Street Program is made possible with the help of Pennsylvania's Department of Community & Economic Development (DCED) and the generous contributions of our partners and individual supporters.



Stevette Rosen
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OUR MISSION

is to make Oil City's downtown business district aesthetically pleasing and **economically viable**, providing a foundation for the healthy growth and **success** of current and future businesses for the benefit of current and future residents.

Our downtown will become a regional **destination** for visitors to enjoy the arts, recreation and entertainment by leveraging our rich heritage and natural resources.

