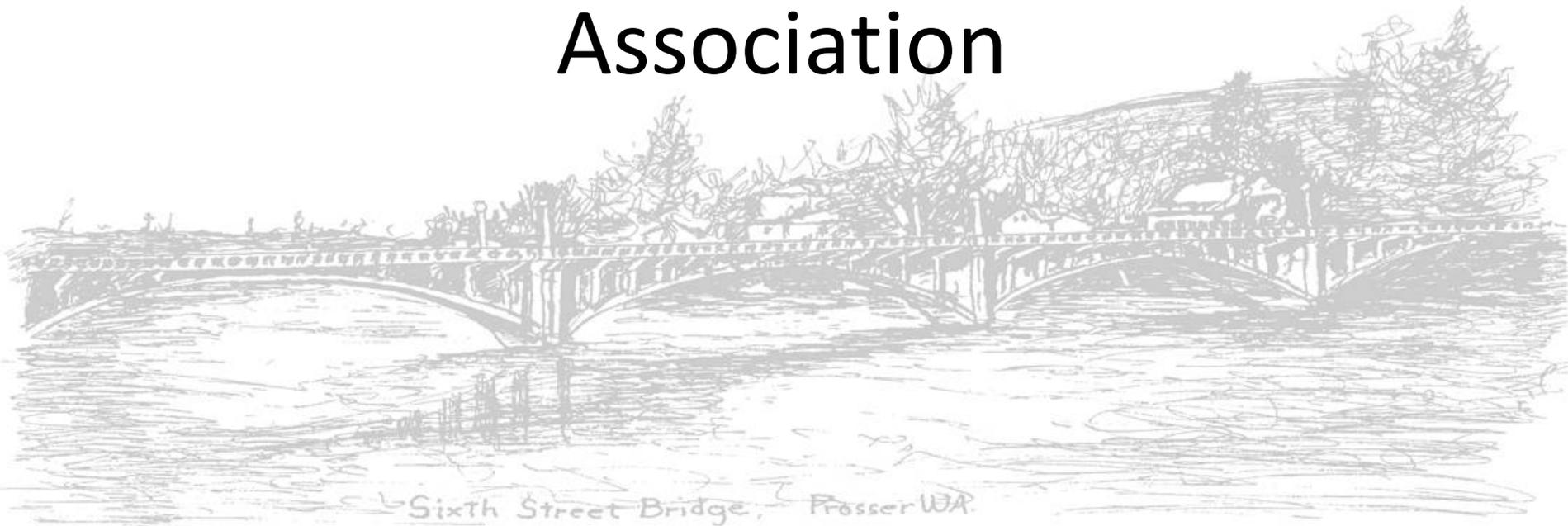


Historic Downtown Prosser Association



Working towards a Main Street Designation

We're on a mission to create a vibrant and prosperous downtown



Established primary area of focus for maximum success



Four-Point Main Street Approach

- Organization
- Economic Restructuring
- Design
- Promotion

A proven, cost-effective methodology used in over 40 states

Board + Organization Committee



HDPA formed in 2007 to be proactive, raise awareness and create a sense of urgency

Recognize value of our historic structures before it's too late



1910



2010

Economic Restructuring Committee



1910



1950

Analyzes market forces to help community
adapt to changing business needs

Sharpen Competitiveness



Tapping into Tourism
Workshop
Secret Shopper
Program



Attract new businesses



Prosser State Bank 1910



Tuscany Italian Bistro 2010

Develop with a respect for history

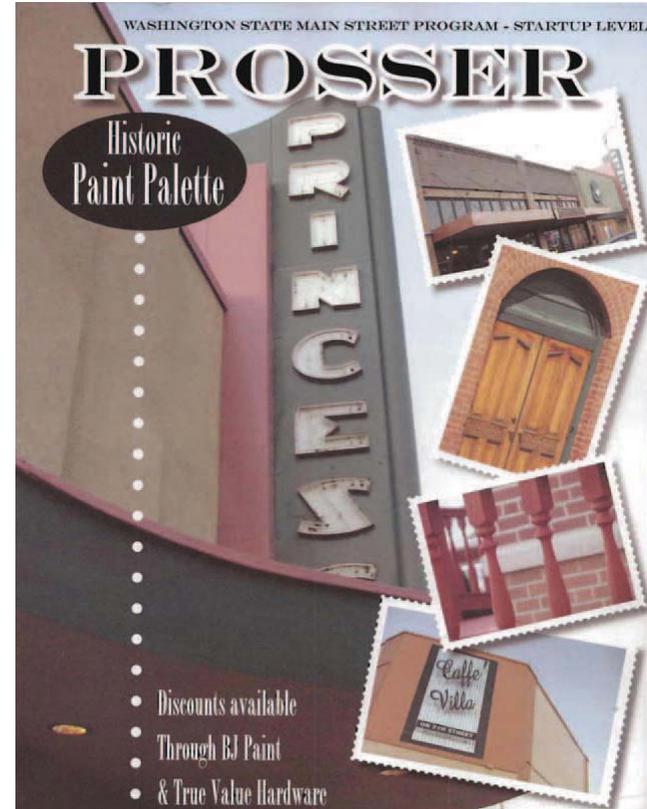


Design Committee

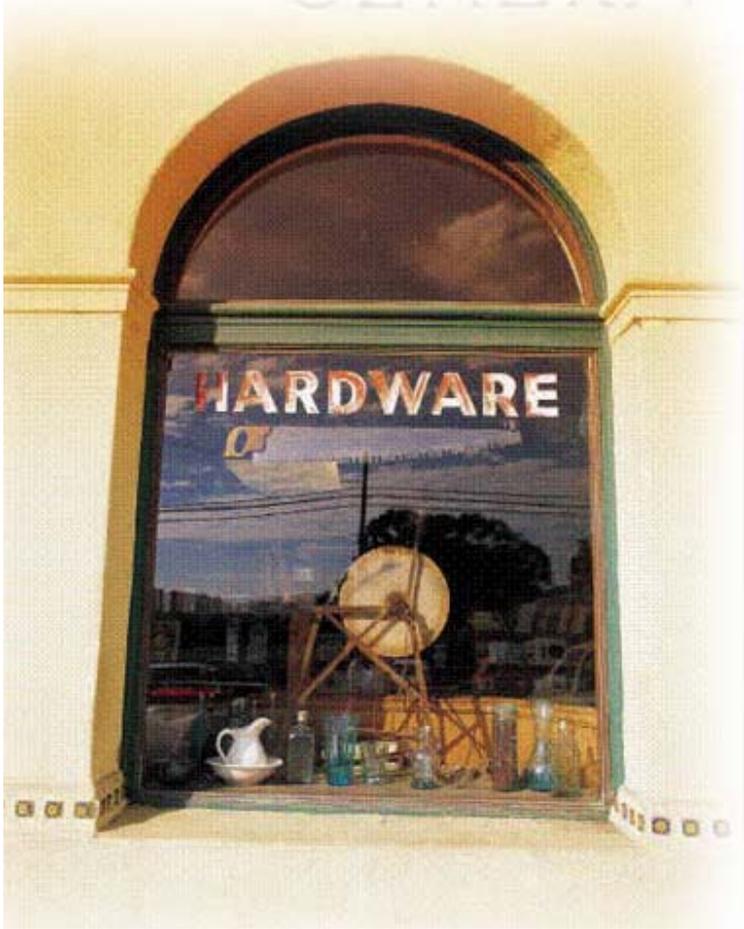


Enhances
visual
qualities while
preserving
historic
features

Inspire!

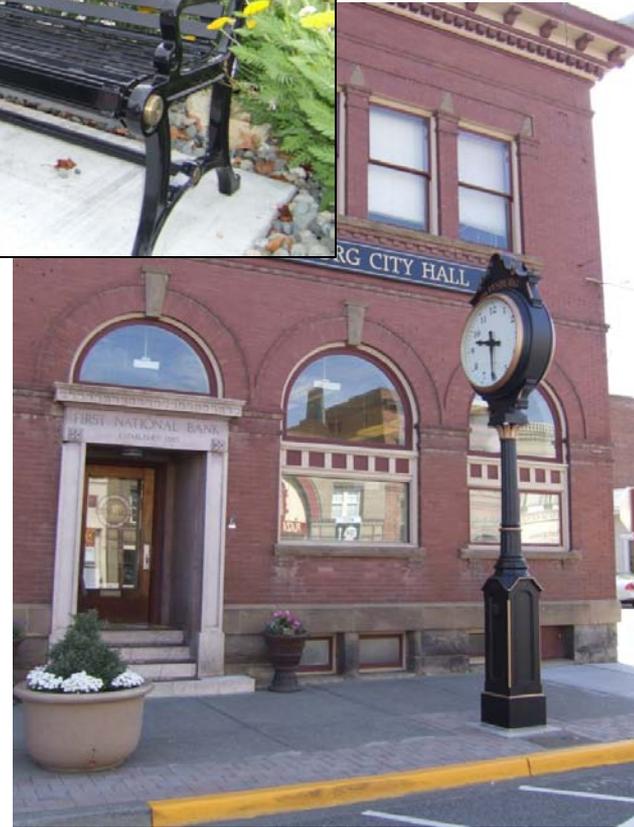


Educate



Window Display
Workshop

Guide



Promotion Committee

...creates excitement downtown!



Annual Holiday
Window Decorating
Contest



Scarecrows direct visitors to downtown...



...and pumpkins provide visual description of local businesses!



Something Groovy
Music Store



Get A Grip
Handbags & Accessories

Four-Point Main Street Approach

- Organization
- Economic Restructuring
- Design
- Promotion

Ensures a balanced and diversified effort

Main Street = resources for our goals



B&O Tax Incentive Program is our main revenue source for 2010

HDPA 2010 Goals

- Maintain focus on following the Main Street approach and obtaining Main Street™ designation for Prosser
- Encourage visual improvements through good design compatible with historic features
- Attract and retain viable businesses in historic downtown core
- Increase awareness of assets in historic core to attract tourists and locals to downtown

Main Street = success for our town



On average, every dollar invested in operating a local Main Street Program generates \$25 in revenue

(source: National Trust for Historic Preservation)

But it takes a village to raise a village

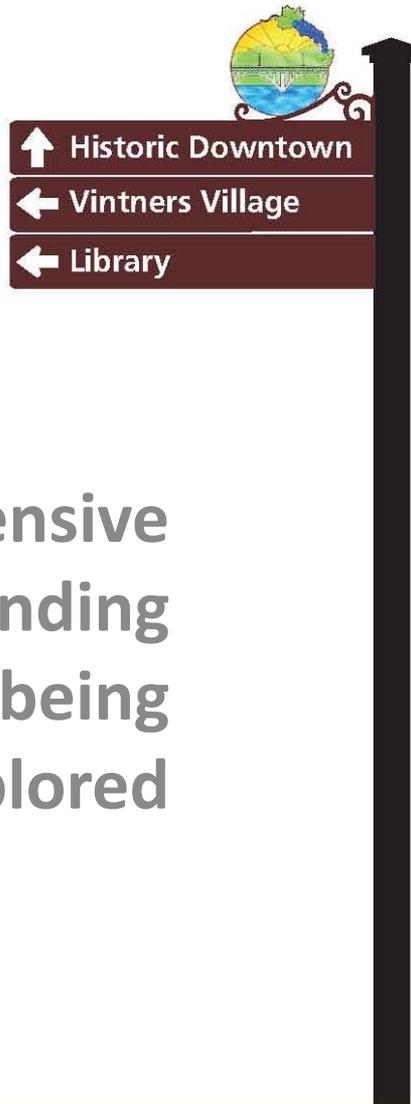
- Prosser citizens, property and business owners
- The City of Prosser
- Prosser Economic Development Association
- Prosser Chamber of Commerce
- Port of Benton
- Benton County Historical Museum
- Mid-Columbian Library System
- Farmers Market
- The Valley Theater Company



And it takes signage to find it!



Comprehensive
way-finding
signs are being
explored



Now, about those “other” signs!

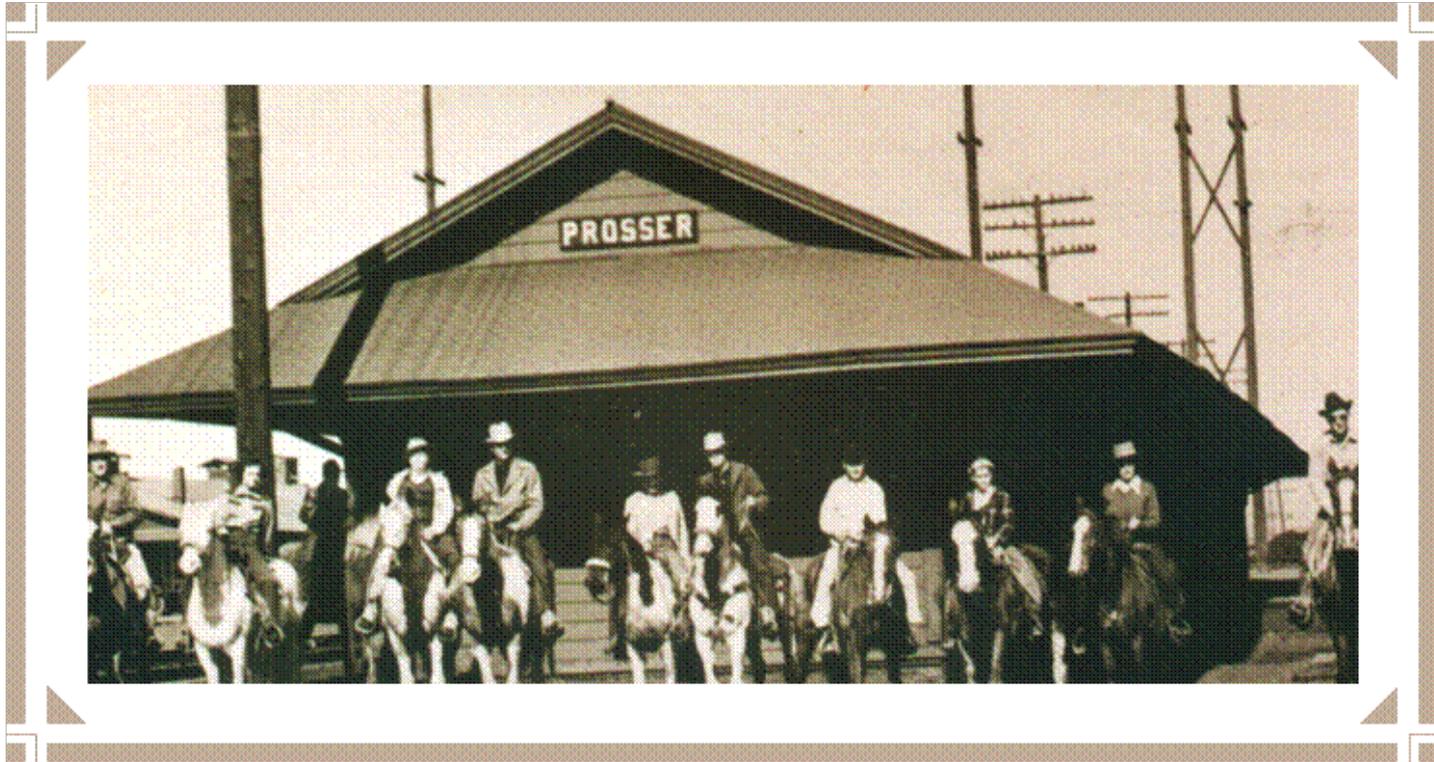


Four Prosser sites on the Washington Heritage Register

- Benton County Courthouse (added 1976)
- J.W. Carey House (added 1989)
- Prosser Steel Bridge (added 1990)
- U.S. Post Office (added 1991)



Other items on our wish list



A passenger train to stop at our historic depot

Wish list continued...



A way to move our visitors from hotels to wineries to downtown and back to their hotels

And a closing wish...



That you will come back with your friends and family and enjoy all that Prosser has to offer!