



Oregon Parks and Recreation Department

NEWS RELEASE

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Dayton Receives Multiple Awards at the 2014 Excellence in Downtown Revitalization Awards

Dayton's downtown revitalization efforts were a clear stand-out at the 2014 Excellence in Downtown Revitalization Awards given by Oregon Main Street on Oct. 1 during the Oregon Main Street Annual Conference in McMinnville. Awards were received for:

Best Special Event Series: Dayton Friday Nights
Best Façade Renovation: The Barlow Room
Outstanding Business: Archie's Ice Cream & Eatery

Dayton's "Friday Nights" events have been an amazing ride. This is a series of events, every Friday night from Memorial Day to Labor Day – one part economic development, one part downtown promotion, and a huge part community building! Born of a single suggestion, it has evolved into a collaborative event they are truly proud of.

The owners of the renowned Joel Palmer House fine-dining restaurant in Dayton decided to make another investment in town by renovating a building to house the new Barlow Room right in the heart of downtown. Originally constructed in the 1920's, this structure had seen a fire and major renovations over its life. The recent renovation of the building included the entire structure at a cost of \$250,000 financed with private funds. This beautiful renovation has made a big improvement in the look and feel of Dayton's downtown. Local residents are excited to see the improvement and pride in the community is growing with each new completed project.

Scott, Michelle, Ashley and Lindsey Archibald are a shining example of an extremely creative home-grown success. They built a family business, Archie's Ice Cream & Eatery, from the ground up. After being willing to execute some suggested marketing and merchandising strategies, they've found a recipe for sustainable success in their business.

Kelly Haverkate, main street coordinator, Dayton Community Development Association, said, "I'm truly proud of our community, and businesses. They have come together this year and shown faith in Dayton with their level of commitment, investment and hard work. It's been a great year, full of business building, renovation, and collaboration between the Dayton Community Development

Association, The City of Dayton, and community members. The Oregon Main Street Awards are a much appreciated recognition and honor."

"We are thrilled to present these awards to Dayton," says Sheri Stuart, Oregon Main Street Coordinator. "The community has really come together to transform this tiny town in just a few short years through their downtown revitalization efforts."

The awards presentation was a highlight of the Oregon Main Street Conference, a popular annual conference that brings together people with an interest in downtown revitalization.

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Oregon Main Street is part of Heritage Programs, Oregon Parks and Recreation Department. For more information about Oregon Main Street, visit www.oregonheritage.org or contact Sheri Stuart at 503-986-0679 or sheri.stuart@oregon.gov.

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