New Partners for Smart Growth

Still Starbucks-Free
Small towns need vitality, too!

Dennis Ross, Mayor
City of Maupin, Oregon
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- Year round Population – 420
- High desert topography
- 300 days of Blue Skies
- Best fishing river in the world
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Maupin’s Origins are Simple
• Good place to cross the Deschutes River
• Evolved as a farming and timber town

Started Declining in 1960s
• Farmers went in to Crop Reserve Program
• Market and spotted owl shut down the timber and lumber industry

Still have the Deschutes River
• Designated as a Wild and Scenic River in 1980s
• Rafting caught on in mid-’80s, reached its zenith at the turn of the century
• Restrictions on river’s use put in play to avoid “loving it to death”
• Rafting and fishing now finite, and seasonal; nowhere to grow
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City of Maupin

Vision Statement

“We are a safe, progressive community that cares for all our citizens and visitors while protecting our natural resources and maintaining our rural heritage.”
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Maupin’s Dilemma: What Do We Need to Make the Economy Better and Fit the Community?

• “Chasing Smokestacks” is a zero-sum game
  • We win, somebody else loses
  • Infrastructure not always available
  • Level ground is at a premium
• Outside companies/jobs fitting the community is very important
  • We welcome companies and people that want to live in the Maupin community
• Current recession has forced people to consider other ways to make a living in rural Oregon
  • Starting a new business, working for themselves
  • Within their own community

But How Does Someone Start Their Own New Business?
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The Bechtols meet the Central Oregon Micro-enterprise Facilitation Program, sponsored by Wy’East RC&D

• Randy and Allison had a vacation home, liked to be in Maupin
• Read about COMEF in the monthly sewer letter
• Met with the project facilitator, became one of 104 clients
• Learned that the only grocery store in Maupin was closing
• Made offer, owners accepted, started planning in 2009, closed in 2010
• COMEF helped set up the business from finding accountants, to introducing to local organic farmers, to design of the deli counter
• Teamed with Small Business Development Center to build Business Plan that supported initial loan application - approved first time
• Completely rebuilt the building, opened July 3, 2010
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After about 85 years of exterior modifications
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Stripping down to a fresh start
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All new, inside and out
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READY FOR BUSINESS!!!
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New Market, four other new paint jobs (not including the bus)
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What are Future Projects for Maupin?
• New Municipal Building
• Rehabilitate the American Legion building into a Performance Center
• Certify Industrial Lands with the State of Oregon — “Shovel Ready”
• Update Downtown Park
• Bring Broadband to South County
• Water Bottling Plant

•.. Plus about 22 more
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Summary – Lessons Learned:
• Partners working together can get it done, if the preparation is complete
• Home grown projects are best for small communities because they fit
• Multiple projects can synergistically improve a community beyond all expectations
• Success breeds success
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QUESTIONS?

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