



New Partners for Smart Growth

**Still Starbucks-Free  
Small towns need vitality, too!**

Dennis Ross, Mayor  
City of Maupin, Oregon



# New Partners for Smart Growth



- Year round Population – 420
- High desert topography
- 300 days of Blue Skies
- Best fishing river in the world



# New Partners for Smart Growth

## 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



**New Partners for Smart Growth**

# **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.”**



# New Partners for Smart Growth

## 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?



# New Partners for Smart Growth

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





# New Partners for Smart Growth



After about 85 years of exterior modifications



# New Partners for Smart Growth



Stripping down to a fresh start





# New Partners for Smart Growth



All new, inside and out



# New Partners for Smart Growth



**READY FOR BUSINESS!!!**





# New Partners for Smart Growth



New Market, four other new paint jobs (not including the bus)





# New Partners for Smart Growth





# New Partners for Smart Growth

## 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





# New Partners for Smart Growth

## **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



# New Partners for Smart Growth

**QUESTIONS?**

[ddrmaupin@centurytel.net](mailto:ddrmaupin@centurytel.net)