

Downtown Association of Forest Grove

Organizational Prospectus

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Intro / Who We Are

City Club of Forest Grove is the **Downtown Organization**, leading efforts in placemaking, revitalization, and community building. Unlike government agencies, we are **community- and partner-run** powered by local businesses, residents, and organizations who share a vision for a thriving downtown.

We coordinate programs, services, and events that strengthen small businesses, attract investment, and create welcoming spaces where people want to gather. Through shared resources, collaborative agreements, and signature traditions, City Club ensures that downtown Forest Grove is not only vibrant but also **shaped and led by the community itself**.

Structure & Partnerships

Downtown Association of Forest Grove (501(c)(6))

Our core organization operates as a nonprofit membership association, focused on business and community development within the downtown district.

Forest Grove Downtown Alliance (501(c)(3))

A new charitable arm, currently being formed, that will expand our capacity to receive grants, donations, and support placemaking and cultural initiatives for the community.

Key Partners

We work in close collaboration with the **City of Forest Grove, Pacific University, Adelante Mujeres**, and many other partners. Together, we ensure that downtown revitalization is guided by community voices and broad-based collaboration.

Membership & Sponsorship

We are membership-based (community, nonprofit, and business members). We offer sponsorship opportunities for programs and events. Together this helps fund revitalization, placemaking, and downtown events.

Get Involved

Downtown belongs to all of us. By working together as neighbors, businesses, and partners, we can shape a downtown that reflects our community's spirit and future. Join City Club to be part of the movement to revitalize, reimagine, and celebrate Forest Grove's core.

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Programs & Services

Collaborative Coverage Program (Economic Vitality, Organization)

The Collaborative Coverage Program secures umbrella licenses and shared contracts on behalf of downtown businesses and event organizers. By coordinating agreements that would otherwise be costly or complicated for individual groups, City Club lowers barriers, reduces expenses, and ensures compliance across the district.

Downtown Tool Kit (Economic Vitality, Organization)

Shared equipment and resources for downtown events.

Business Outreach & Support (*Economic Vitality, Organization*)

Direct, door-to-door relationship building with businesses, helping them navigate city permits, access resources, and strengthen their connection to the downtown community.

Shared Marketing & Promotion (Promotion, *Economic Vitality*)

Coordinated downtown campaigns including social media, email, and shop-local efforts to attract visitors and customers to Forest Grove's core.

Advocacy & Representation (*Organization, Economic Vitality*)

City Club serves as a liaison between businesses, the City, and the Urban Renewal Agency ensuring downtown voices are represented in decision-making.

Volunteer & Partnership Coordination (*Organization*)

Recruiting and organizing volunteers, while building partnerships with civic groups, schools, nonprofits, and service clubs to support downtown initiatives.

Events

Holiday in the Grove – Our annual holiday celebration featuring vendors, performances, lighting, and community traditions.

Downtown Live – A series of live music, cultural, and park-based events that highlight local talent and activate public spaces.

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Oktoberfest – A growing fall festival that combines food, music, and business participation.

Cash Mobs & Scratch Card Campaigns – Fun, shop-local promotions that boost small business sales.

Partner Nights – Collaborative retail and restaurant promotions that strengthen downtown partnerships.

New Year's Eve Gala (In Development) – A downtown celebration and fundraiser to ring in the new year.

Independence Day 250th (2026) (In Development) – A once-in-a-generation patriotic celebration, drawing thousands to downtown Forest Grove.