



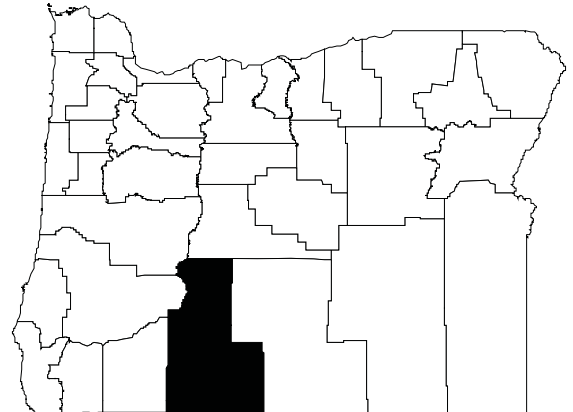
Klamath Falls Downtown Association

Community Profile

County Klamath
 City Klamath Falls
 Population 20,000

Assignment

Organization Klamath Falls Downtown Association
 Supervisor Kendall Bell
 RARE Member Chantal Alatorre



About Klamath Falls Downtown Association

The Klamath Falls Downtown Association is a group of business owners, professionals, service providers, property owners and citizens all working together to create, maintain and promote downtown Klamath Falls as an attractive, safe and vibrant place in which to work, shop, live and play. The primary focus area is defined by the Downtown Urban Renewal Area but also extends to include the areas north to High Street, south to the railroad tracks, east to Crater Lake Parkway, and west to Riverside Drive.

The Association organizes and promotes constructive relationships between local government bodies and private business and citizens, educates and assists downtown business and property owners in matters of preservation, promotion and finance, and helps recruit new businesses to the downtown area to minimize vacancies and diversify the retail mix. The Association also advocates for the planning and coordinating of design improvements in the downtown area, and supports effective redevelopment efforts and assist in planning for the stabilization and revitalization of the downtown area.

The RARE participant will provide general support for the association by assisting with marketing and social media, assisting with community outreach and volunteer management, and helping facilitate the relationship between and leverage the opportunities through the Oregon Main Street Organization. Additionally, the RARE participant will assist with planning downtown events and coordinating event volunteers and vendors. She will also work to increase funding opportunities for the organization, and will help develop a “historical preservation: culture in the downtown area. Finally, the RARE participant will work to increase the “bike-friendly” businesses in the downtown area in order to better promote the area as a bike-friendly community.

Meet Chantal Alatorre



Chantal received her bachelor’s degree in Community and Regional Development from the University of California, Davis. As a student, Chantal worked with the Yolo County Transportation District as a Transportation Planning Intern, a position in which she worked to improve bus stops and bus stop sign visibility in the rural areas of the county. Chantal also served as an Appointed Officer and Student Representative for the American Planning Association. During her year with the RARE Program, Chantal hopes to accomplish projects that her RARE community will keep in the long-term. After her year with the RARE program, Chantal wants to work to decrease the stigma associated with public transit and to create safe places for children to play outdoors.