



## Dallas Downtown Association

### Community Profile

County Polk  
 City Dallas  
 Population 15,040



### Assignment

Organization Dallas Downtown Association  
 Supervisor Cathey Sturtevant  
 RARE Member Emma Guida

#### About the Dallas Downtown Association

The Dallas Downtown Association has been steadily forming since early 2014, largely under the guidelines from the Oregon Main Street Program. Based on monthly meetings and committee work, the organization is up and fully functional with a slate of very committed officers and directors, adopted bylaws, corporate status with the Oregon Corporation Division and approved 501 charitable category with the IRS. The DDA has formally adopted a mission statement which reads: “The mission of the Dallas Downtown Association is to encourage and inspire restoration, economic vitality, the arts and community spirit in the historic downtown district”.

Emma will provide administrative support and assistance to the DDA during formative period, help build committed and skilled leadership in the DDA, build membership of the DDA, in both quantity and in scope, establish a marketing and communication program for the DDA using modern technologies, develop and build funding plans and programs that ensure the ongoing viability of the DDA, and help conceptualize and create a strong, well structured and ongoing volunteer program for the District that fits well as an element of volunteer programs throughout the city.

#### Meet Emma Guida



- B.A. in Urban Studies with Sustainable Development concentration with minor in English – Barnard College
- People may be surprised when they learn that I was on a fencing team in middle school, and actually lost every single round at the only tournament I ever competed in.
- One of my most significant accomplishments is the work that I put into writing my 109-page senior thesis paper. The finished product was the embodiment of over a year’s worth of ideas, inspirations, research, interviews, analysis, days spent interning at an oyster restoration organization and days spent at the library.