



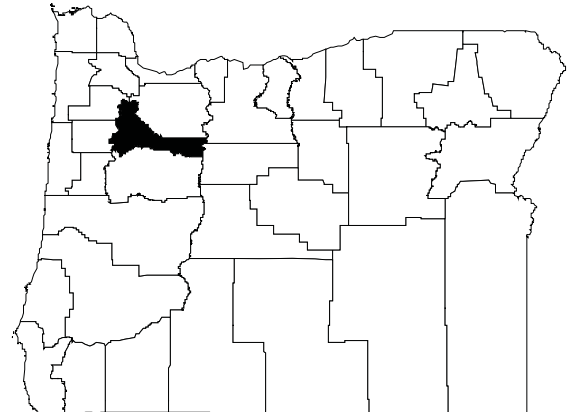
## Woodburn Downtown Association

### Community Profile

County Marion  
 City Woodburn  
 Population 25,000

### Assignment

Organization Woodburn Downtown Association  
 Supervisor Anthony Veliz  
 RARE Member Aldo Rodriguez



### About Woodburn Downtown Association

Woodburn Downtown Association is a group of downtown business owners and friends of the downtown area who are working to improve the economy of Woodburn’s historic downtown through special events, tourism and educational programs. Their goal is provide economic opportunities for downtown businesses through monthly “fiestas,” or special events, held in the downtown Plaza that encourage families to come downtown, shop, dine, and enjoy a positive experience in our downtown business district. Woodburn Downtown Association also promotes business networking and educational programs that aim to inform downtown business owners about issues like city services, urban renewal, and property maintenance.

The RARE participant placed with Woodburn Downtown Association will act as the Main Street Manager in order to assist with organization development and sustainability. The RARE participant will also work on the Strategic Plan through group facilitation, organizational visioning, researching downtown plans, and community presentations. The RARE participant will also work on the Downtown Marketing Plan to assist with creating a more positive image of downtown, and will work on the Resources Development Plan to increase the financial capacity of the organization. Finally, the RARE participant will work with the Economic Improvement District to improve financial sustainability through community organizing, partnership development, downtown advocacy, and program development.

### Meet Aldo Rodriguez



Aldo received his bachelor’s degree in Community and Regional Planning from Iowa State University. Aldo worked in the small town of Ogden, Iowa, developing a Strategic Housing Plan, before applying to the RARE Program. Through the RARE Program, Aldo hopes to expand his knowledge of different mindsets in small towns across the country and see what approaches would work best in different locations. After his year with RARE, Aldo would like to find career in planning and be part of projects that create a long-lasting effect on communities.