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City of Lake Oswego Receives LOC's Excellence Award

BEND, Ore. – During its 97th Annual Conference Thursday, the League of Oregon Cities (LOC) presented its 2022 Award for Excellence to the city of Lake Oswego for “Shop Lake Grove,” a business support and promotional program. The award recognizes progressive and innovative city operations and services. This year, the LOC’s Excellence Award was presented to co-recipients, with the city of Prineville also winning for its aquifer storage and recovery project.

About the “Shop Lake Grove” Program

As Lake Oswego initiated its Boones Ferry Road Improvement project, the goal was to transform the area into a welcoming and accessible corridor by reconstructing and widening nearly a mile of undersized arterial roadway. However, a significant challenge had to overcome, as more than 200 businesses within the busy Lake Grove commercial district would be directly impacted by this ambitious, multi-year project.

In response, the city engaged the community early and often, and developed a robust “Shop Lake Grove” promotional program. This included free promotional videos, media articles and social media campaigns, like “Who’s Who on Boones Ferry Road,” which highlighted a different business each month. In addition, a free monthly raffle offered customers a chance to win \$100 gift cards to a participating business of their choice. By promoting the program and highlighting many local businesses, new and old customers were brought into the Lake Grove district – and not a singly business had to closed due to the construction. In fact, a few new businesses opened. Many also revitalized their frontages in conjunction with the street improvements.

About the League of Oregon Cities

Founded in 1925, the LOC is a voluntary association representing all 241 of Oregon’s incorporated cities. The League helps city governments serve their citizens by providing legislative services, policy setting, intergovernmental relations, conferences and training, technical assistance and publications.

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