



## **2012 Work Plan Overview**

September 2011

### **Organization**

**Goal:** Provide leadership and encourage participation in developing a sustainable, comprehensive downtown revitalization organization using the Main Street Approach®.

#### **Objectives:**

1. Create a clear, unified vision for downtown and market the message.
2. Develop a budget and funding plan.  
*Potential Activities:*
  - Economic Improvement District
  - Fundraisers
  - Enhanced membership campaign
3. Develop a volunteer recruitment and retention plan.

### **Design**

**Goal:** Create a vibrant and welcoming downtown by enhancing the pedestrian environment and encouraging visual improvements through good design compatible with historic features.

#### **Objectives:**

1. Identify options to improve and maintain downtown buildings.  
*Potential Activities:*
  - Incentives
  - Community Initiated Development
  - Community Development Corporation
  - Award program/certificates
  - Education
2. Manage and market parking.  
*Potential Activities:*
  - “Park it Here” campaign
  - Signage for parking lots
  - Identify employee areas
  - Improve parking connections
  - Pedways/bikeways

3. Better coordinated wayfinding signage system.

*Sample:*



## Promotion

**Goal:** Promote historic downtown as the gathering place of Coos Bay to live, shop, dine, invest, and visit.

### Objectives:

1. Decide on and support the “Brand.”
2. Continue to expand, enhance, market events (e.g., Blackberry Arts Festival, Halloween Trick or Treat, etc.)

*Suggested Potential Activities:*

- *Add weekend activities to generate more downtown foot-traffic.*
- *Share information on how businesses can tie into existing and new events.*

3. Develop new, year-round activities to promote and market what is available downtown.

*Potential Activities:*

- Walking guide
- Cross-promotions

*Suggested Potential Activity:*

- *Charm Trail (Pendleton example)?*

4. Rediscover, promote, and honor our heritage.

*Potential Activities:*

- Educate about area’s history

*Suggested Potential Activity:*

- *Potentially tie-in to national historic preservation month in May?*

## Economic Development

**Goal:** Strengthen and expand the economic base of historic downtown Coos Bay.

### Objectives:

1. Improve downtown business mix.

#### *Potential Activities:*

- Cluster analysis
- List of target business types
- Encourage other businesses to locate downtown
- Maintain an up to date business and building inventory
- Long-term, encourage school uses downtown

2. Identify uses for upper floors.

#### *Suggested Potential Activities:*

- *Contact Roseburg about upper story study.*

3. Support efforts to re-open the Egyptian.

#### *Suggested additional Objective/Potential Activities:*

4. *Help businesses to survive and thrive.*

#### *Potential Activities:*

- *Foster idea sharing.*
- *Find funding.*