

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

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| MEETING DATE June 17, 2014 | AGENDA ITEM NUMBER |
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TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant
Through: Rodger Craddock, City Manager

ISSUE: **Semi-Annual Management Report of the Main Street Program**

BACKGROUND:

The Coos Bay Downtown Association provides management for the City of Coos Bay in implementing the Main Street Program in an effort to improve and revitalize downtown Coos Bay. Semi-annual reports are a required component of our management agreement with the Coos Bay Downtown Association.

ADVANTAGES:

A semi-annual report keeps the Council up-to-date on activities and details of revenues and expenditures of the Coos Bay Downtown Association.

DISADVANTAGES:

None

BUDGET IMPLICATIONS

None

RELATED TO CITY GOAL:

Citizen Education & Involvement: Educate, cultivate, and encourage public participation in City government, urban renewal, and disaster preparedness.

ACTION REQUESTED:

None



Coos Bay Downtown Association

Bi-Annual Report

CBDA Strategic Plan

To promote the value of downtown Coos Bay and to create more reasons for people to come downtown

To support business development by strengthening local businesses and expanding the CBDA membership network

To ensure the sustainability of the Coos Bay Downtown Association

To foster active and strong partnerships with local organizations and community stakeholders, and to promote the credibility and visibility of the Coos Bay Downtown Association

To build an engaged and energetic leadership network

To promote the
value of downtown
Coos Bay and to
create more
reasons for people
to come downtown

January: Celebrate Downtown 2014
March: Community Healthcare Forum
May: Tall Ship Days
Restaurant Week
Pub Crawl
Farmers' Market

=over 10,000 people to Downtown Coos Bay



Looking Forward...

- Events that showcase and support the downtown retailers
- Events that utilize the downtown public spaces
- Flower Basket Program

To foster active and strong partnerships with local organizations and community stakeholders, and to promote the credibility and visibility of the Coos Bay Downtown Association

Partners: Bay Area Chamber of Commerce
City of Coos Bay
Coos Bay Boat Building Center
Egyptian Theater Preservation Association
Main Street Alliance of Oregon
Visitor Convention Bureau
The World Newspaper
Local Businesses

Project: Downtown Wayfinding Signs



Looking Forward...

- Maintaining and expanding current partnerships
- Connecting the goals of local and regional stakeholders
- New website design

To support business development by strengthening local businesses and expanding the CBDA membership network

New Businesses: High Road Investments, Love My Size, Epona's Aromas, Gilly's NY Deli, City Life Country Heart, Tienda Latina

Closed Businesses: Top Shelf Liquidators

Project: Business Recruitment Brochure

Looking Forward...

- Two relocating businesses opening later this year
- Implementing a business recruitment plan
- Revamping what we offer to stakeholders

To build an engaged
and energetic
leadership network

January: Two new Board Members-
Stephanie Kilmer & Dana Webber

April: CBDA Board Retreat hosted by Sheri Stuart

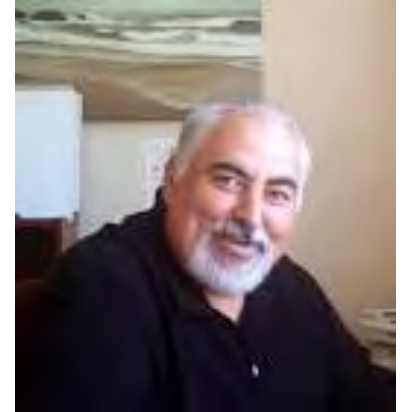
Looking Forward...

- More active Board Nomination Committee
- Increasing the pool of volunteers from the community
- Increasing youth involvement in the CBDA

To ensure the sustainability of the Coos Bay Downtown Association

Projects: Policies & Procedures
Employee Job Descriptions
Marketing & Communication Plan

Hiring: Brian Bowers, Main Street Manager



Looking Forward...

- Continuing the development of policies and procedures, rebranding and logo development, fundraising and budgeting process



THANK YOU!