

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE January 6, 2015	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

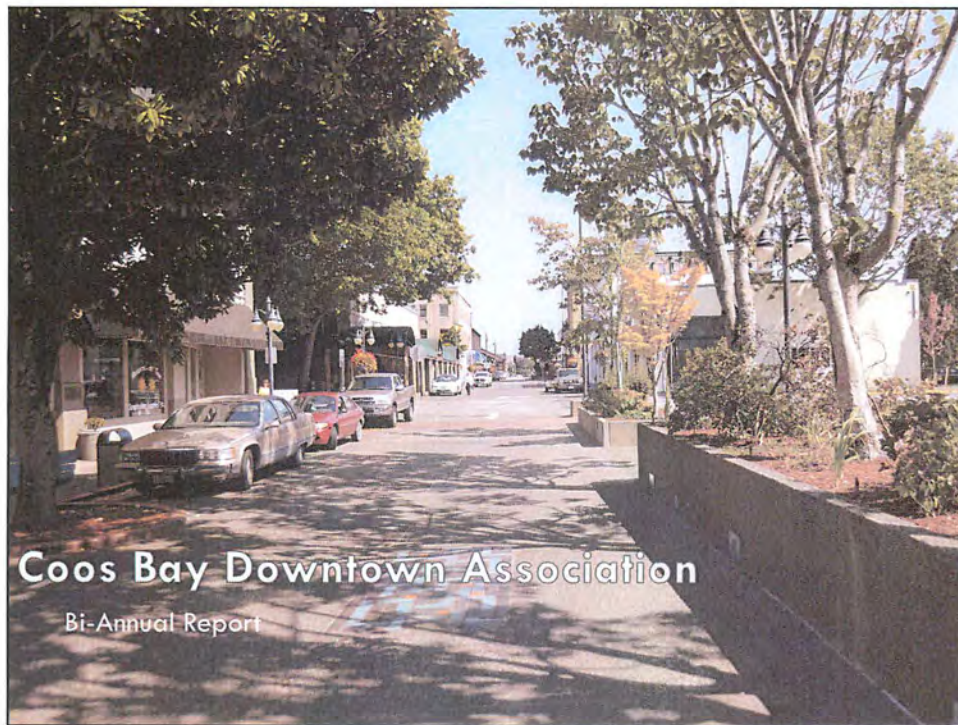
None

RELATED TO CITY GOAL:

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

ACTION REQUESTED:

None



Recap of 2014 Events:

- Annual Meeting "Celebrate Downtown 2014"
- Promote 3A Basketball State Championship OSAA
- Tall Ship Week
- Farmers' Market
- Blackberry Arts Festival
- Trick-or-Treat
- Downtown Holiday Open Houses
- Santa and Tree Lighting
- "Shop Small" Saturday

Projects:

- Downtown Wayfinding Signs
- Architectural Assist Program- (Main Street of Oregon)
- 501(c)3 status achieved
- Main Street Review

Annual Meeting "Celebrate Downtown 2014"



Promote 3A Basketball State Championship OSAA

First weekend in March.

Brings 16 teams from all over the state along with their fans

The majority of hotels are sold out during this 3 day event.



Tall Ship Week



- First two weeks in May.
- 70% of paid sails are from out of town tourists.
- Educational sails available for schools.



Farmers' Market

- Largest fundraiser for the CBDA.
- Most successful Market to date with record vendors and patrons.
- Accepting Snap program .



Blackberry arts festival

- 33rd annual.
- Back to it's original focus of true artisan festival.
- One of the major fundraisers for the CBDA
- Room for double growth.



Trick-or-Treat



- Over 130 businesses participating.
- Estimates of over 400 trick or treaters .



Downtown Holiday open houses

- 20 businesses participating November 14 and 15.
- Promoted with Social Media.
- Businesses reported record sales for the event in it's 10th year.



Santa and Tree Lighting



Santa arrived on a tugboat and was greeted by **Bay Area Teen Idol**, Mayor Shoji and an estimated 150 people. Santa spent time with the children at the Egyptian before the movie "Elf" was played.

First time to introduce the Sock Ball Throw which 925 pairs of new socks were thrown and then distributed to 4 homeless shelters.

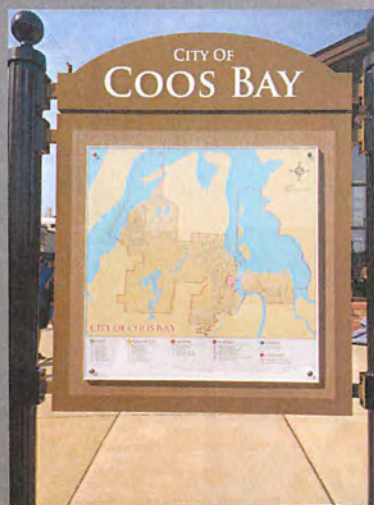


“Shop Small” Saturday

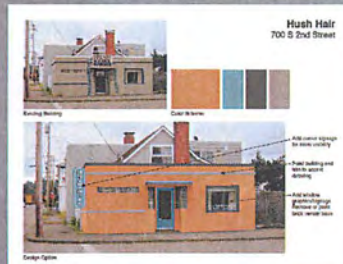
Businesses opened their doors and welcomed shoppers to the growing trend of shopping local.



Downtown Wayfinding Signs



Architectural assist program- Main Street of Oregon



501(c)3 status achieved



A look at 2015

Events:

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- Santa and Tree Lighting
- "Shop Small" Saturday

Projects:

- Architectural assist program- (Main Street of Oregon)
- Updated Downtown Way finding Signs
- Flower Baskets
- Staffing the Main Street Office.