

**CITY OF COOS BAY CITY COUNCIL**  
**Agenda Staff Report**

| <b>MEETING DATE</b> | <b>AGENDA ITEM NUMBER</b> |
|---------------------|---------------------------|
| July 19, 2016       |                           |

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant

THROUGH: Rodger Craddock, City Manager

ISSUE: Semi-Annual Downtown Association's 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:**

Semi-annual reports keep the Council up-to-date on activities and details of revenues and expenditures of the Coos Bay Downtown Association.

**DISADVANTAGES:**

None

**ACTION REQUESTED:**

None

# Coos Bay Downtown Association

2016 SEMI-ANNUAL REPORT



# Completed 2016 Events

- ▲ Annual Meeting “Celebrate Downtown ”
- ▲ Promote 3A Basketball State Championship OSAA
- ▲ Festival of Sail
- ▲ Farmers Market
- ▲ Music on the Corner

# Annual Meeting “Celebrate Downtown ”

- ▶ January 21
- ▶ Introduced Executive Director/ Main Street Manager
- ▶ Kicked off the 2016 membership year
  - ▶ Membership continues to grow
- ▶ Provided CBDA members a program
- ▶ Held board elections
  - ▶ 1 new board member elected - Jenr



# Promote 3A Basketball State Championship

OSAA March 3-6

- ▶ Contacted businesses to update reader boards welcoming teams and athletes
- ▶ Informed businesses of upcoming tour
- ▶ Promoted downtown



# Festival of Sail

- ▶ May 5-17
- ▶ Promoted the Coos Bay Boat Building’s annual event
- ▶ Hosted events:
  - ▶ O’ Ship Pub Crawl
  - ▶ “Get Your Land Legs Back” Scavenger Hunt
  - ▶ New event: O’ Ship 5K and an Instant Gratific Run

**EAT. SHOP. MINGLE. EXPLORE.**  
**DOWNTOWN COOS BAY**  
**MAY 2016**

**Downtown Coos Bay WINE WALK**  
 MAY 6, 5:00 - 7:30PM

**EGYPTIAN THEATRE**  
 MAY 8, 7:00PM

**2016 O' Ship! 5K**  
 CBDA 5K  
 MAY 12, 9:00AM

**O' Ship! PUB CRAWL**  
 MAY 14, 7:00 - 10:00PM

**TALL SHIPS FESTIVAL OF SAIL**  
 MAY 7th to MAY 19th

**THE FESTIVAL OF SAIL WILL ALSO FEATURE A SELF-GUIDED TREASURE HUNT THROUGH THE DOWNTOWN, A SHOPPING MAP OF LOCAL STORES, BOAT BUILDING TOURS, AND A TALK WITH THE CREW EVENT AT THE COOS BAY BOAT BUILDING CENTER.**

**TALL SHIP DAYS HOSTED BY:**  
 FOR MORE INFO VISIT: [WWW.COOSBAYBOATBUILDING.COM](http://WWW.COOSBAYBOATBUILDING.COM)

# Farmers Market

- ▶ May 4- October 26
- ▶ New Market Management Team
  - ▶ EC Knox- Market Manager
  - ▶ Ashley Audycki- Assistant Market M
- ▶ Offering Double Up Food Bucks
  - ▶ SNAP Match program
- ▶ Avg. Vendor Attendance – 66/ week
- ▶ Avg. Consumer Attendance – 2,500/week
- ▶ New logo
- ▶ Increase in local promotion and community outreach



# Music on the Corner

- ▶ July 8- August 26
- ▶ First concert July 8- Kenny, Bob and Rob
- ▶ Increased 2016 promotions
- ▶ Promoting local restaurants during the event







# Planned 2016 Events

- ▲ Farmers Market
- ▲ Music on the Corner
- ▲ Railroad Centennial Celebration
- ▲ Blackberry Arts Festival
- ▲ Fun Festival Parade
- ▲ Trick-or-Treat
- ▲ Downtown Holiday Open Houses
- ▲ Santa and Tree Lighting
- ▲ “Shop Small” Saturday

# 2016 Projects and Promotions

- ▶ Assist with design of 3<sup>rd</sup> and Central Lot
- ▶ Purchase flower baskets
- ▶ Update wayfinding signs- event calendar and maps
- ▶ Update walking map
- ▶ Maintain updated list of downtown businesses
- ▶ Replace Banners
- ▶ Increase social media presence
- ▶ Promotion of downtown events:
  - ▶ 4<sup>th</sup> of July
  - ▶ Railroad Centennial Celebration
  - ▶ Wine Walk
  - ▶ CBDA Members and their special events



# Downtown Coos Bay

## Calendar of Events

### MAY

- MAY 4: FARMERS MARKET OPENING DAY, 9:00 AM - 2:00 PM
- EVERY WEDNESDAY: FARMERS MARKET, 9:00 AM - 2:00 PM
- MAY 6-17: FESTIVAL OF SAIL
- MAY 6: DOWNTOWN WINE WALK, 5:00 PM - 7:30 PM
- MAY 6: PIRATES OF THE CARIBBEAN, EGYPTIAN THEATRE, 7:00 PM
- MAY 7: TREASURE HUNT, 10:00AM - 3:00PM
- MAY 14- DOWNTOWN 5K, 9:00 AM
- MAY 14- PUB CRAWL, 7:00 PM - 10:00 PM
- MAY 28: MEMORIAL DAY PARADE, 11:00 AM

### JULY

- JULY 1: DOWNTOWN WINE WALK, 5:00 PM - 7:30 PM
- JULY 4: 4TH OF JULY CELEBRATION
- EVERY WEDNESDAY: FARMERS MARKET, 9:00 AM - 2:00 PM
- JULY 8, 15, 22, 29: FRIDAY MUSIC ON THE CORNER, 12:00PM

### AUGUST

- AUGUST 5: DOWNTOWN WINE WALK, 5:00PM - 7:30PM
- EVERY WEDNESDAY FARMERS MARKET, 9:00AM - 2:00PM
- EVERY FRIDAY: FRIDAY MUSIC ON THE CORNER, 12:00PM
- AUGUST 6: RAILROAD CENTENNIAL CELEBRATION
- AUGUST 27-28: BLACKBERRY ARTS FESTIVAL & BLACKBERRY JAM

### JUNE

- EVERY WEDNESDAY: FARMERS MARKET, 9:00 AM - 2:00 PM
- JUNE 3: DOWNTOWN WINE WALK, 5:00PM - 7:30 PM

EVENTS BROUGHT TO YOU BY THE COOS BAY DOWNTOWN ASSOCIATION AND



For more event information visit [www.coosbaydowntown.org](http://www.coosbaydowntown.org)



With the support of the City, Local  
Business Owners, Community  
Members, and Volunteers, we are  
making a difference in Downtown  
Coos Bay!

