


CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE March 20, 2012	AGENDA ITEM NUMBER
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TO: Chair Gene Melton and Board Members

FROM: Joyce Jansen, Economic Revitalization Administrator 
Brian Bowers, President, Coos Bay Downtown Association Board

Through: Rodger Craddock, City Manager 

ISSUE **Consideration of the Funding Request for the Main Street Program – Coos Bay Downtown Association**

BACKGROUND

The Main Street approach is a proven comprehensive approach to historic commercial district revitalization. The program works together with the State Historic Preservation Office (SHPO), Business Oregon, and the Historic Preservation League of Oregon (HPLO) to assist cities in revitalizing their downtown areas by supporting existing businesses and development of new businesses. Services offered include technical assistance, funding opportunities, and training. Main Street is successful because it is a community-based program involving business and property owners. It is not a program administered by local government. Cities support and participate in the program by having a "seat at the table" and providing the same services offered to all citizens in the community.

The City of Coos Bay endorsed the Main Street Program as an economic and community development tool in November 2011 with the adoption of Resolution 11-27. The Downtown Urban Renewal Plan classifies potential urban renewal projects in three general broad categories: Waterfront Development, Core Area Revitalization, and Streets and Infrastructure. The Main Street program's goal of revitalizing historic downtowns and improving the economy fits into the Core Area Revitalization category. The City Council's 2012 Goals include supporting the Downtown Association with its efforts to bring economic development through the Main Street program.

The Downtown Association applied for and was accepted into the Transforming Downtown Level of Main Street in January 2012. Once accepted into the program, the board moved forward with establishing the Main Street committees and scheduling training. Oregon Main Street Coordinator Sheri Stuart presented board training and individual committee training in Coos Bay on February 28th and 29th. Brian's report will explain more about the committees and their responsibilities.

The Downtown Association is requesting the Agency consider short-term funding to establish the Main Street program in downtown Coos Bay in the amount of \$24,000 annually for three years. The Association has committed funds to support Main Street and will also be seeking grants for the program.

ADVANTAGES

Local business and property owners and the Coos Bay Downtown Association have committed to implementing Main Street in downtown Coos Bay. The Main Street approach has been successful in many communities in Oregon and across the country and we believe the program will prove successful in our city. The continued support of the City and the Agency will significantly help the Association and community succeed with this endeavor.

DISADVANTAGES

None identified.

BUDGET IMPLICATIONS

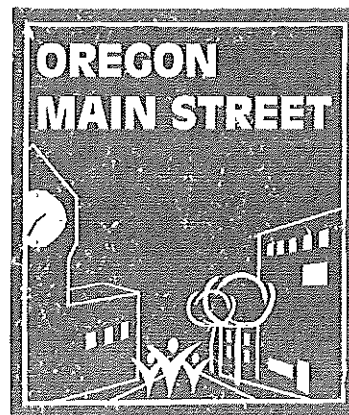
If the funding concept is acceptable to the Agency, a place holder for \$24,000 would be included in the proposed Downtown Urban Renewal District budget for fiscal year 2012/2013.

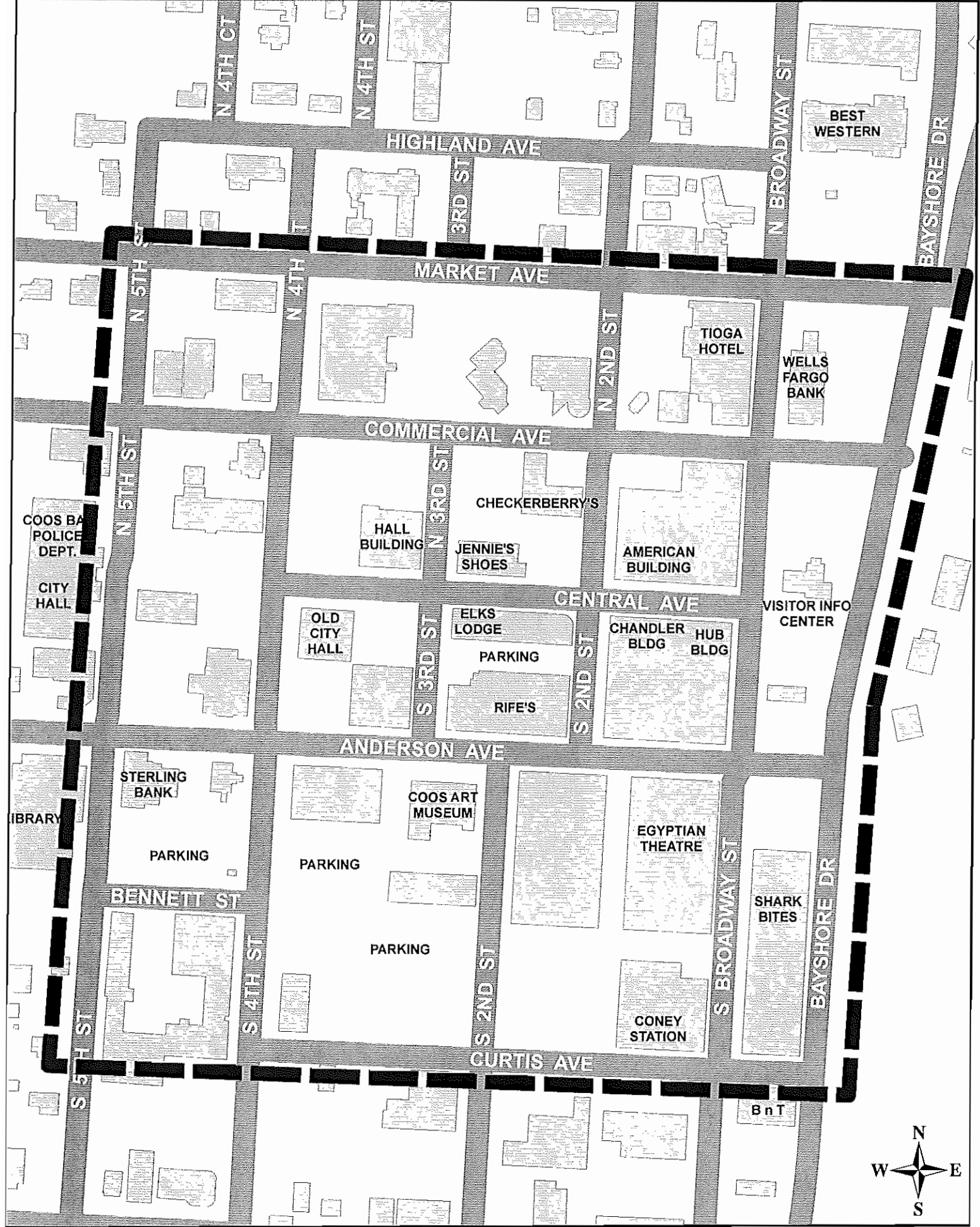
ACTION REQUESTED

Staff is requesting direction from the Agency regarding future funding for the Coos Bay Downtown Association Main Street Program. If the Agency agrees with the concept, direct staff to include the funding request in the proposed 2012/2013 budget. An agreement between the Association and the Agency would be developed and presented to the Agency at a future time.

Attachments:

- President Bower's Report
- Map of the Main Street District





Downtown Business District

Coos Bay Downtown Association Main Street Program

Summary

The Coos Bay Downtown Association is seeking a monetary benefit of \$24,000 per year for the next three years. These funds will be used to solidify the practical aspects of the Main Street grassroots efforts with regard to operational expenses. As you may be aware, we were accepted into the Main Street Transforming Downtown program as of January of this year. We are now moving forward with this process, which is creating expenses that we are seeking ways to cover until we become self-sustaining.

Review of Oregon Main Street

In review, Oregon Main Street works with communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character and heritage. The Main Street Approach is a proven and detailed method of attaining historic district revitalization. This methodology has been implemented in more than 2,200 cities and towns in 40 states across the nation.

The Main Street Approach

The Main Street Approach is based on a four-point strategy: *Organization, Promotion, Design and Economic Development.*

- The *Organization Committee's goal* is to find the money and people to help make us function as well as develop policies and procedures.
- The *Promotion Committee's goal* is to promote the district as the heart and soul of our town. Their desire is to promote the district to local consumers, tourists and prospective businesses.
- The *Design Committee's goal* is to develop the visual aspects of the district. They want to improve rundown buildings and educate building owners on the importance of a maintenance program. They also focus on visual merchandising, landscaping and traffic flow.
- The *Economic Development Committee's goal* is to work on recruiting and sustaining businesses. They analyze the mix of downtown businesses and how to leverage what is available in order to saturate downtown with the best mix of vendors. Part

of this will be to recruit business that can sustain steady activity in a second floor level location; this to fill the many empty second floor spaces in the downtown.

Facts and Dollars

In 2011, Oregon Main Street had 24 communities in either the transforming or performing groups. The total reinvestment statistics for these 24 communities are as follows:

- Private dollars reinvested \$ 8,183,193
- Public dollars reinvested \$18,661,200
- Total private rehab projects: 216
- Net business gain: 151
- Net Job gain: 435

The Coos Bay Downtown Association (CBDA) has been able to apply a portion of this approach, but not all of it. That is why we feel this program will help us be successful in revitalizing the downtown area. The current board of the CBDA are: Brian Bowers, Doug Woolsey, Gina Young, Candis Wade, Cindi Miller, Sharan Thompson, Joyce Jansen, Julie Graham and Beth Clarkston.

Brian Bowers has been appointed as Main Street Coordinator; Doug Woolsey and Gina Young, Co-Chairs/Organization Committee; Julie Graham, Chair/Design Committee; Beth Clarkston, Chair/Promotions Committee; Joyce Jansen, Chair/Economic Development Committee. The committee members are as follows:

Promotions Committee

Beth Clarkson, Chair

Owner of Checkerberry's Flowers and Gifts

Dick Leshley

Owner of Yellow Cab Taxi

Gary Rikfin

Downtown Property Owners

Ron Thayer

Advertising Manager at The World newspaper

Brian Menten

Owner of Shark Bites, Broadway Hall (previously the on Broadway Theatre), and Waxers Surf Shop

Libby Bridgham

Owner of Time Bomb

Carmen Matthews

Micro-brewery looking to locate in the downtown area

Organization Committee

Doug Woolsey, Co-Chair
American Family Insurance
Gina Young, Co-Chair
Partner in Bay Appliance and TV
Deb Lal
Owner of Downtown Fitness
Candis Wade
Marketing Director, Ticor Title
Jennifer Groth
City Councilor
Larry Reiber
Scoville and Reiber Accounting

Design Committee

Julie Graham, Chair
Account Executive, Bi-Coastal Media
Hilary Baker
Design Associate with Crow/Clay and Associates
Tammy Tice
Owner of Advanced Property Management
Cindi Miller
Owner of Creative Advertising and Sales Manager at KDOC radio
Perry St. John
Sol Coast Solar

Economic Development Committee

Joyce Jansen, Chair
Economic Develop Administrator, City of Coos Bay
Gary Rifkin
Downtown Property Owner
Margaret Barber
Margaret Barber Consulting
Joe Benetti
Owner of Benetti's Restaurant

Sarah Harper
Owner of Joey's Arcade

We feel these committee members represent a excellent cross section of Coos Bay.

The Bottom Line

There are several areas where expenses have increased due to Main Street. A partial listing of these expenses is below:

Manager’s Salary	\$19,000
Office Rent	\$ 3,540
Supplies	\$ 1,800
Equipment	\$ 1,000
Office Furniture	\$ 5,000
Copies & Mailing	\$ 1,000
Advertising/Marketing	\$10,000

These are just some of the expenses that this bequest would be used to cover.

The Coos Bay Downtown Association currently has a budget of about \$30,000 which is used to cover current expenses. In order to cover these new expenses and have money to do projects we are, in addition to this request, applying for grants and looking for new fund raising events.

In Conclusion

We believe this investment by the Urban Renewal Agency will significantly improve the city’s downtown business climate and property values. When we improve the downtown area, property values will increase, which will generate more revenue. We also feel this request meets the Urban Renewal Agency category of Core Area Revitalization.

We are not looking for “handout”, rather we are looking for “hand up”. With this monetary assistance in getting started, and a couple of years of operations we have every confidence that we will show progress, positively promote our successes, share our vision for the future and finally, create an economic-business improvement district so that we can become self sustaining.



2012 Work Plan Overview

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

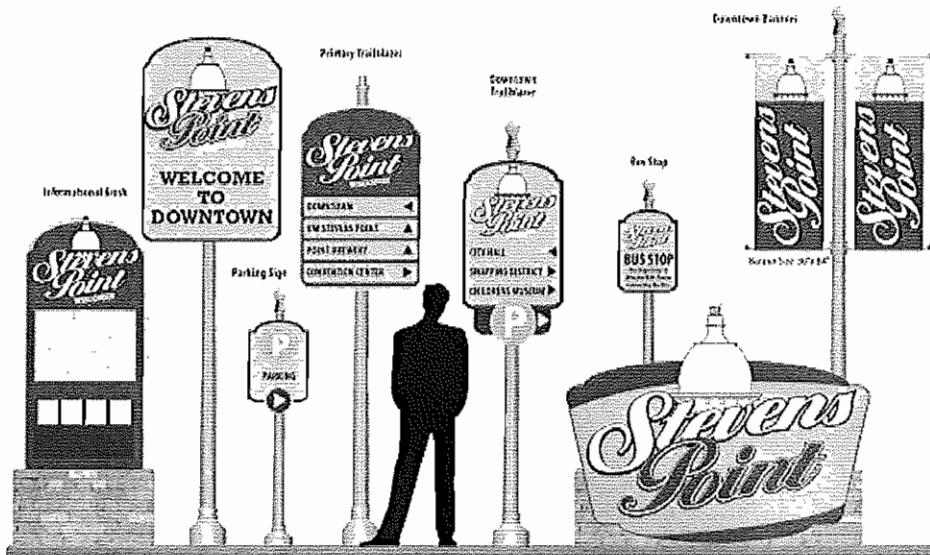
Goal: Create a vibrant and welcoming downtown by enhancing the pedestrian environment and encouraging visual improvements through good design compatible with historic features.

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.*

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