

**CITY OF COOS BAY URBAN RENEWAL AGENCY  
Agenda Staff Report**

<b>MEETING DATE</b> December 17, 2013	<b>AGENDA ITEM NUMBER</b>
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TO: Chair Daily and Board Members

FROM: Jackie Mickelson, Executive Assistant

Through: Rodger Craddock, City Manager *RC*

**ISSUE: Semi-Annual Downtown Association Management Report**

**BACKGROUND:**

The City of Coos Bay Urban Renewal Agency (URA) entered into a three year (3) management agreement in July 2012 with the Coos Bay Downtown Association to enhance a healthy, vibrant downtown commercial district that functions as the economic, social, and cultural center of our community. The 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 on the progress and status of the Main Street Program 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

**ACTION REQUESTED:**

No action required.





# CBDA Mission

To foster the development of downtown Coos Bay by strengthening local business, encouraging new business, and connecting the community through partnerships.

To promote Coos Bay as an attractive place to live, work, and visit by continually enhancing the quality life of the downtown area.

Economic Development, Downtown  
Beautification, Downtown Events,  
Organizational Capacity

# 2013 in Review

- January: CBDA Annual Meeting
- March: Diamonds in the Rough
- May: Tall Ships
- May-October: Downtown Farmer's Market
- June: Visual Merchandising Workshop
- July: 4th of July in the Park
- August: Blackberry Arts Festival
- October: Downtown Trick-or-Treat
- November: Santa Comes to Town

## That means...

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The Coos Bay Downtown Association directed **9** events that brought over **20,000** people to downtown Coos Bay. Our businesses tell us that these events are directly responsible for increasing traffic in their stores.

# CBDA Projects

- Community Outreach and Partnerships
- Banners and Wayfinding Signs
- Business Recruitment & Resources
- Retail Incubator
- Coos Bay Downtown Foundation

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# CBDA Members

CBDA currently has 85 members representing downtown businesses and organizations, and individuals invested in downtown revitalization.

Challenges: Recognizing the value of a vibrant downtown and the role each business plays in furthering economic development



During 2013, **5** new businesses have opened their doors which has created **30** net new jobs in the Downtown District.



# Strategic Planning

Since September, CBDA has been undergoing its first strategic planning process. The strategic plan will guide the mission of the organization over the next three years. Implementation is set for January, 2014.

# A Stronger 2014

- Re-branding & logo development
- Expanding & strengthening our partnerships
- Promoting the growth of our events
- Offering workshops for businesses
- Building our organizational capacity

