

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE July 21, 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:

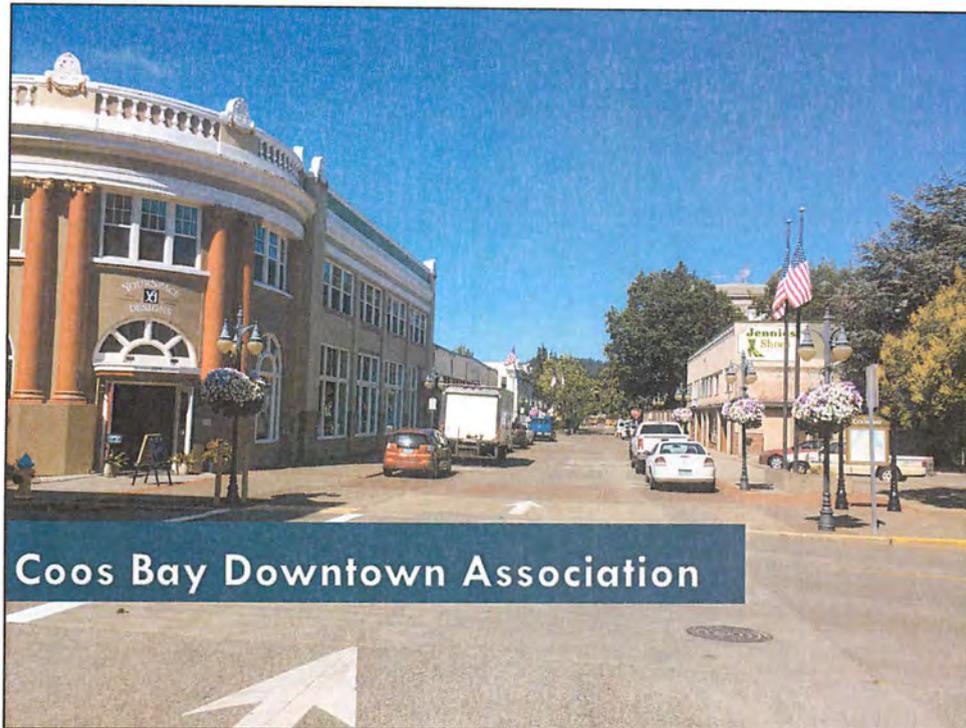
None

BUDGET IMPLICATIONS

None

ACTION REQUESTED:

None



Welcome to Downtown Coos Bay

Events:

- Annual Meeting "Celebrate Downtown"
- Promote 3A Basketball State Championship OSAA
- Festival of Sails
- Farmers' Market
- Music on the Corner
- Blackberry Arts Festival
- Trick-or-Treat
- Downtown Holiday Open Houses
- Santa and Tree Lighting
- "Shop Small" Saturday

Projects:

- Update Wayfinding Signs
- Architectural Assist Program- (Main Street of Oregon)
- Coos Bay Flower Baskets
- Main Street Manager
- Downtown Beautification Project

Annual Meeting "Celebrate Downtown 2015"



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.



Festival of Sails



- 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.
- Continues to grow in both vendors and patrons.
- Accepting Snap program.
- Newly added Food Court.



Music On The Corner



Blackberry Arts Festival

- 34th 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 Friday October 30 2015



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

Downtown Holiday Open House

- 20 businesses participating November 13 and 14.
- Promoted with Social Media.
- Businesses reported record sales for the event in it's 10th year.



Holiday Downtown Open Houses Map

Check out these fine shops for great gifts and decor!

1. [Shop Name]	11. [Shop Name]
2. [Shop Name]	12. [Shop Name]
3. [Shop Name]	13. [Shop Name]
4. [Shop Name]	14. [Shop Name]
5. [Shop Name]	15. [Shop Name]
6. [Shop Name]	16. [Shop Name]
7. [Shop Name]	17. [Shop Name]
8. [Shop Name]	18. [Shop Name]
9. [Shop Name]	19. [Shop Name]
10. [Shop Name]	20. [Shop Name]



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 during 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 Update



Flower Baskets



Partnerships

- City of Coos Bay
- Chamber of Commerce
- The Port of Coos Bay
- Egyptian Theater
- Coos Bay Boat Building Center
- The Coos Art Museum
- Coos Historical and Maritime Museum
- South Coast Development Center
- Southwestern Oregon Community College
- Oregon Main Street
- Small Business Development Center
- CBDA Members

Downtown Coos Bay

Where you go to ...

SHOP

EAT

MINGLE