

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
February 2, 2016	

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant

THROUGH: Rodger Craddock, City Manager

ISSUE: Introduction of the Downtown Association's New Main Street Manager and Presentation of the Semi-Annual Management Report

BACKGROUND

The Downtown Association recently hired Elizabeth-Clair (EC) Knox as their new Main Street Manager / Executive Assistant. Ms. Knox recently relocated to the area with her husband from Kittery, Maine. For the past five years, Elizabeth-Claire was a government consultant at Booz Allen Hamilton consulting on United States Coast Guard's training and operations. She received her Undergraduate degree from East Carolina University.

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:

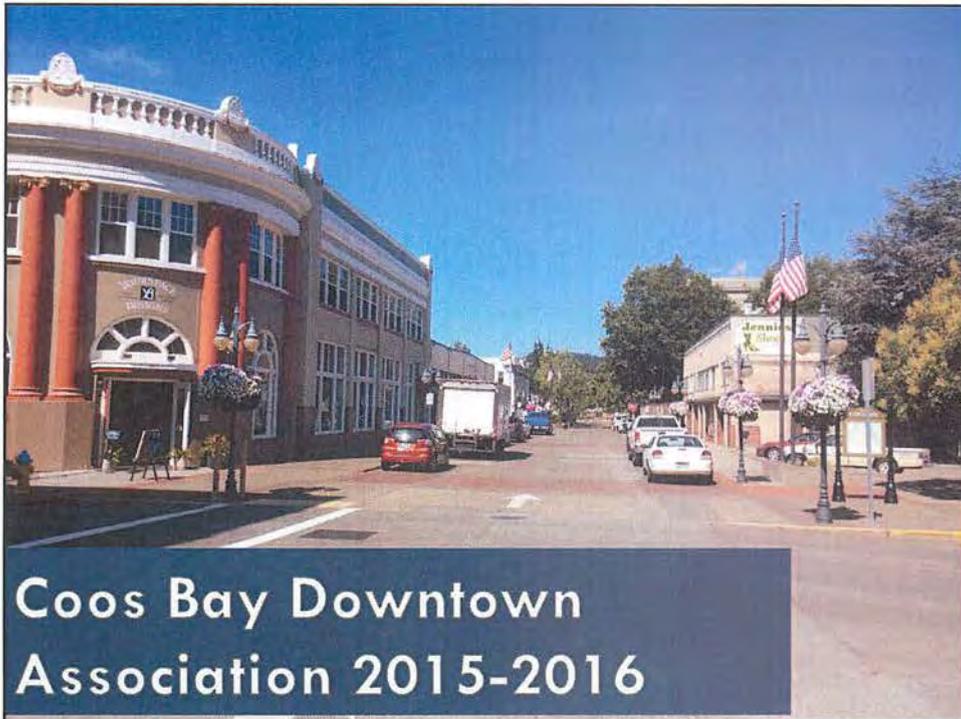
Semi-annual reports keeps the Council up-to-date on activities and details of revenues and expenditures of the Coos Bay Downtown Association.

DISADVANTAGES:

None

ACTION REQUESTED:

None



Welcome to Downtown
Coos Bay

*EAT, SHOP, MINGLE, AND
EXPLORE*

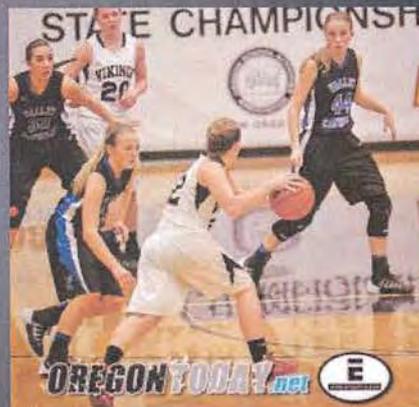
Downtown Coos Bay

- Events:
 - 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
 - Annual Meeting "Celebrate Downtown "



Promote 3A Basketball State Championship OSAA

- 2015:
 - First weekend in March.
 - Brought 16 teams from all over the state along with their fans.
 - A majority of the hotels were sold out during this 3 day event.
- 2016:
 - March 3-6
 - Promote this year's tournament.



Festival of Sails

- 2015:
 - First two weeks in May.
 - 70% of paid sails were from out of town tourists.
 - Educational sails were available for schools.

- 2016:
 - May 5-17
 - Add more festival events.



Farmers' Market

- 2015:
 - Largest fundraiser for the CBDA.
 - Continues to grow in both vendors and patrons.
 - Began accepting Snap program.
 - Newly added food court.
 - 120 vendors attend at least once during the season.
 - Average vendor attendance was 57.

- 2016:
 - May 4 – October 26
 - Continue to grow vendor list.
 - Introduce new market management software.



Music On The Corner

- 2015:
 - Free Music on Fridays.
 - Great turnout!
- 2016:
 - July 8- August 26
 - Working to improve promotion of the event.
 - Plan to bring in larger musicians.

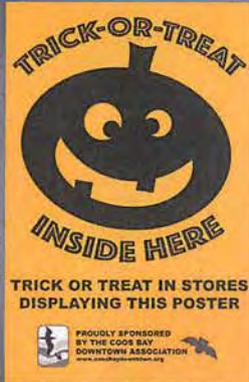


Blackberry Arts Festival

- 2015:
 - Refocused festival to it's original focus as a true artisan festival.
 - One of the major fundraisers for the CBDA.
 - Room for double growth.
- 2016:
 - August 27-28
 - Continue as a true artisan festival.
 - Grow vendor list and sponsorships.



Trick and Trunk or Treat



- 2015:
 - Over 130 businesses participated.
 - Estimates of over 400 trick-or-treaters.
 - Trunk or Treat was added.
- 2016:
 - October 31
 - Strongly promote 2016's event.

Downtown Holiday Open House

- 2015:
 - 20 businesses participated on November 13 and 14.
 - The event was primarily promoted through Social Media.
 - Businesses reported record sales for the event in it's 10th year.
- 2016:
 - November 11-12
 - Working expand event participation.



Santa and Tree Lighting

- 2015:
 - Santa arrived on a tugboat.
 - K-Dock and Bay Area Teen Idols lead Christmas Carols.
 - An estimated 400 people attended.
 - Santa spent time with the children at the Egyptian Theatre before the movie "Elf" was played.
 - Sock Ball Throw was held at the Theatre:
 - 19 bags of pairs of new socks were collected.
 - Socks were donated to homeless shelters.
- 2016 Event:
 - November 25
 - Continue to promote and grow the event.



"Shop Small" Saturday

- 2015:
 - Businesses opened their doors and welcomed shoppers to the growing trend of shopping local.
 - First "Noggin Along Cider Stroll."
 - Shoppers encouraged to purchase a mug or show proof of downtown purchases to receive a mug.
- 2016:
 - November 25
 - Continue "Noggin Along Cider Stroll."

SMALL BUSINESS SATURDAY
 NOVEMBER 23
 10:00 AM TO 4:00 PM AT PARTICIPATING BUSINESSES

COME IN AND SHOP SMALL WITH US

FEATURING THE NOGGIN' ALONG, NOGGIN/CIDER WALK
Get a special limited edition mug (while supplies last) or FREE gift tag on purchases over \$25. Closes Nov 23rd 11:59pm. Open to all ages. Open to all businesses.

GIFT REGISTRIES
 GIFT WRAPPING by the Z CLUB
2nd and Anderson

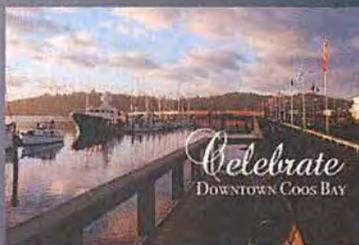
HOLIDAY CARD MAKING AT COOS ART MUSEUM
November 25th 10:00am - 12:00pm. Coos Bay, OR 97331

SHOP SMALL

Coos Bay Downtown Association
www.coosbaydowntown.org

Annual Meeting “Celebrate Downtown 2016”

- January 21, 2016, Coos Bay Art Museum 5:30-7:00
- Welcomed members.
- Introduced new Executive Director.
- Held board member elections.



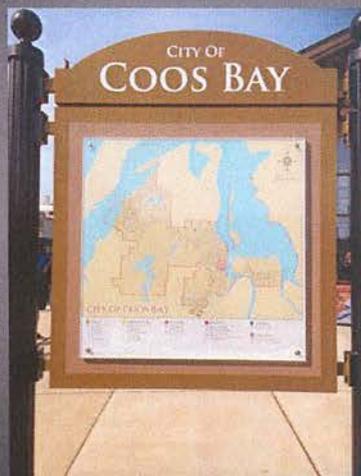
2016 Event Date Calendar

- January 21: CBDA Annual Meeting
- March 3-6: 3A Basketball Tournament Welcome Visitors
- March 11-13: Clambake Jazz Festival Welcome Visitors
- May 5-17: Festival of Sail
- May 4- October 26: Farmer's Market
- July 8- August 26: Friday Music on The Corner
- August 27-28: Blackberry Arts Festival
- October 31: Halloween Trick or Treat
- November 11-12: Holiday Open House
- November 25: Santa and Tree Lighting on the Boardwalk
- November 26: Shop Small Saturday

Projects

- Update Wayfinding Signs
- Coos Bay Flower Baskets
- Main Street Manager
- Downtown Beautification Project

Downtown Wayfinding Signs Update



- Updating Wayfinding signs this spring.
- Working with the city to print and display wayfinding signs.

Flower Baskets/ Banners

- Displayed flower baskets through spring/summer months.
- Worked with City for flower basket maintenance.
- Working with City for 2016 flower basket.
- Working with city to identify banner display area and guidelines.



Main Street Manager/ Executive Director

- Hired Main Street Manager in January 2016.
 - Elizabeth-Claire Knox "EC"



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

Thank you!

Coos Bay Downtown
Association

