

COBURG CITY COUNCIL MONTHLY REPORTS



TOPIC: Coburg Main Street Update

Meeting Date: December 14, 2021
Staff Contact: Tracey Pugh, Main Street Coordinator
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REQUESTED COUNCIL ACTION:

Information only

COUNCIL GOAL

City Council Goal #1: Livability, Health, and Vitality
City council Goal #6: Economic Development

BACKGROUND

In November of 2020, the Coburg Area Chamber of Commerce became the Coburg representative of Oregon Main Street as a Tier 2 (Exploring Downtown) Member. The City Council passed Resolution 2020-18 endorsing support of the Chamber, and providing staff assistance, to participate in the development of a local Main Street program. In August 2021, a part-time Main Street Coordinator was hired by the City of Coburg with the intent of creating a 501 (C)3 nonprofit corporation for Main Street.

The Main Street Committee has applied for Articles of Incorporation and is in the process of creating a Board of Directors. The Main Street Committee has several projects they would like to see incorporated in Coburg as follows:

- Mural Projects in the downtown
- Hanging baskets in the downtown would add to beautifying Coburg and making the downtown inviting for visitors and community members.
- Wayfinding signage could increase patronage to new and existing businesses in town and reduce the use of sandwich signs (which impede pedestrian traffic) to promote businesses.
- Signage at the north and south ends of town would welcome visitors and let them know they are entering the City of Coburg.
- A map and directory of businesses (in print and online) would assist visitors in finding new and existing businesses and could help to support the patronage of these businesses and the economy of Coburg.
- Administrative costs for the legal steps for completing the 501 (C)3 process

- Costs for forming the board of directors, setting a strategic plan and solidifying goals and priorities.
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PURPOSE

These projects are an important to the economic development and beautification of Coburg and making it a welcome place to visit and live. Flowers and murals provide color and invite both tourists and residents to enjoy their surroundings and want to attend events or come back to visit. A business map/directory and wayfinding signage are important for tourism and the economic vitality of the businesses in Coburg, especially new businesses opening in town.

BUDGET

Use of ARPA funding

RECOMMENDATION

The Main Street Committee requests that the City Council consider allocating American Recovery Funds to be utilized for funding some projects.

NEXT STEPS

Project implementation as planning and funding is secured

ATTACHMENTS

A. Main Street Overview

REVIEWED THROUGH: Anne Heath
