

Partnership for Success

VIII. PARTNERSHIP FOR SUCCESS

The most successful Downtown enhancement efforts nationwide are those that are implemented by a partnership between the private and public sectors. For Downtown Coolidge to reach its full potential, Downtown's key private and public sector leaders and constituents *must*:

- Build on, leverage, and grow the momentum that has begun to form in Downtown Coolidge;
- Implement the ***Downtown Action Agenda*** in partnership;
- Embrace a shared direction for Downtown;
- Provide the strong and persistent leadership needed for implementation to occur;
- Take ***quality actions and improvements*** – and stimulate others to do the same – that move Downtown towards the community's defined vision for Downtown and that allow Downtown to capture the market opportunities defined through the market analysis; and
- Act as a true partnership of the private and public sectors.

This is essential for Downtown success. The recommendations shown below will allow this to occur in Downtown Coolidge.

1. Existing Entities

Currently, there are three entities primarily involved in Downtown's enhancement. These are:

- The City of Coolidge;
- The Coolidge Chamber of Commerce; and
- The City's Historical Commission.

2. Downtown Partnership

A Downtown Partnership is needed in Coolidge to:

- Ensure that the work of all involved entities is coordinated and is moving Downtown in a single direction;
- Clearly define the roles and responsibilities of all involved in implementing the **Downtown Action Agenda**;
- Bring the public sector, the business sector, and the non-profit sector together to work on Downtown's enhancement; and
- Develop private sector leadership in Downtown.

The Downtown Partnership should be comprised of:

- The Mayor of Coolidge;
- One or two City Council Members;
- The City Manager;
- The CEO of the Coolidge Chamber of Commerce;
- The Chair of the City's Historical Commission;
- A well-respected Downtown business owner;
- A well-respected Downtown property owner;
- The CEO of a Downtown bank; and
- One or two community leaders, who might or might not be located in Downtown.

3. Staff

The City's recently retained planner should provide staff assistance to the Downtown Partnership and take the lead in spearheading implementation of the **Downtown Action Agenda** – with assistance from other appropriate City staff members and the CEO of the Chamber.

4. Funding

The City's grant coordinator has an excellent grasp of funding programs available at both the state and federal levels, and has been successful in obtaining funds for the City. And, the City intends to pursue all state and federal funding options that apply to implementation of this **Downtown Action Agenda**.

In addition, the following funding sources should be considered in order to ensure the timely and quality implementation of the **Coolidge Downtown Action Agenda 2007**:

- City and County;
- Major real estate developers, through the City-initiated linkage program;
- Major employers throughout the County and region;
- Business owners and commercial property owners;
- Banks and other financial institutions;
- Utilities, foundations, and non-profit groups;
- Service clubs; and
- Any individual, entity, or institution that stands to benefit from an enhanced Downtown Coolidge.

5. Document

To document – and be able to promote – the strides being made in Downtown Coolidge, the following benchmarks should be recorded annually:

- Total taxable value of property in Downtown;
- Number of new jobs created;
- Dollar amount of new private investment;
- Public improvements and their costs;
- List of economic development tools utilized;
- Number of business openings;
- Number of business closings;
- Total number of businesses in Downtown;
- Total number of housing units;
- Occupied retail space (sq. ft.);

- Vacant retail space (sq. ft.);
- Occupied office space (sq. ft.);
- Vacant office space (sq. ft.);
- Occupied residential space (sq. ft.);
- Vacant residential space (sq. ft.);
- New investment or economic development projects (and their value) that occurred outside of the Downtown project area, in part, due to Downtown's enhanced image.

6. Adopt

It is suggested that the Downtown Partnership adopt the ***Downtown Action Agenda*** as its official guide for Downtown's enhancement. And, it is suggested that City Council adopt the ***Coolidge Downtown Action Agenda 2007*** as the Downtown element of the City's general plan.