

# *Project Overview*

## I. PROJECT OVERVIEW

In 2006, the Mayor and City Council Members of Coolidge determined that a Downtown enhancement strategy was needed to further strengthen Downtown Coolidge. The **Coolidge Downtown Action Agenda 2007** was defined with involvement from the City government, the local business sector, representatives of non-profit organizations, and members of the community. The **Coolidge Downtown Action Agenda 2007** shown in the following pages incorporates the desires, preferences, and concerns expressed by the people of Coolidge for their Downtown. This local input was used as the foundation of the project.

Based on the desires and concerns expressed by the people of Coolidge – combined with a realistic analysis of Downtown's market potentials – a **Course of Action** was defined for public and private sector implementation. The **Course of Action** is meant to enable Downtown Coolidge to reach the vision defined locally, to overcome the key issues it faces, and capture the identified market potentials. The **Course of Action** is contained in this document along with a suggested Implementation Sequence.

Finally, this document contains advice regarding a private-public partnership. This is the vehicle that would be responsible for implementing the recommended **Course of Action** in a timely and quality manner.

A map of Downtown Coolidge, as defined for this project, is shown on the following page.

# Downtown Coolidge

