

## **About the Action Plan**

GBMS has had to pivot several times in the last two years in order to serve the community and the businesses in a way that was responsive and effective. This year GBMS will seek new volunteers to participate in committee work and help us build administrative capacity as an Oregon Main Street Affiliate member. Hopefully, this will help us move towards becoming a Designated Community through OMS in future years. If you have any suggestions or concerns, please reach out to our Program Coordinator, Anna Marie Curtis, [coordinator.goldbeachmainstreet@gmail.com](mailto:coordinator.goldbeachmainstreet@gmail.com)

## **2022 Goals**

1. Establish and approve an organizational budget and budgeting processes that align with Oregon Main Street structure. Add annual budget to website.
2. Establish working committees using the Oregon Main Street structure: Promotion, Design, Outreach, Economic Vitality. Share GBMS committee structure on website.
3. Increase engagement with volunteers, businesses, and property owners through Promotion and Outreach Committee work.
4. Celebrate our accomplishments

5. Accurately track and report on grant projects using GrantSeeker grant management software.
6. Establish and approve annual work plan to guide work. Add annual work plan to the website.
7. Participate in Strategic Planning activities annually.

## **2022-23 Work Plan**

### **Promotions**

- Recruit volunteers for Promotions Committee
- Events:
  - Party in the Park: Support Rotary in continuing this existing event.
  - Gold Beach Wine Walk: Initiate new event and test the waters for participation and growth.
  - Trunk or Treat: Continue this board driven project and asses need for additional sponsorships or new sources of funding.
  - Drive through Santa: Determine whether event will be in person or socially distanced. This event requires a significant amount of fundraising - create a timeline for fundraising for this event.

## **Design**

- Recruit volunteers for Design Committee
- Benches and Mini Parks: Complete current phase of project and create plan for maintenance of mini parks
- Pocket park: Complete project and report to funders. Create sustainability plan for park. Host ribbon cutting ceremony to honor project including bench fish memorials.
- OMS Revitalization Grant: Work with First Chapter Coffee House owners to complete and report on project. Seek funding for future project.
- Strategic Planning: Complete initial strategic plan. Set process for annual review of strategic plan and needed updates.
- Underground Utility Feasibility Study: Contract with Consulting company to provide feasibility study work. Oversee contract. Work with City, County and ODOT to determine next steps. Report to all funders and stakeholders.

## **Economic Vitality**

- Recruit volunteers for Economic Vitality Committee
- Business Development: Work with CCD to create a business development plan for Gold Beach.
- Business Promotion: Identify business needs post-pandemic. Promote businesses through various media. Determine Chamber interests and plans for continuation. Determine Visitors Center interests and plans for continuation.

## **Outreach**

- Recruit volunteers for Outreach Committee
- Plan and implement a donation campaign for fall 2022
- Determine which events and projects will benefit from the campaign (Drive through Santa, Trunk or Treat, Wine Walk, or operations).
- Business membership/Gratitude

## **Get Involved**

We need your support to implement this plan. There are lots of ways to get involved:

- Donate
- Follow us on Facebook @Gold Beach Main Street
- Volunteer
- Join a committee
- Apply to join the Board of Directors

Get connected at [goldbeachmainstreet.org](http://goldbeachmainstreet.org)

## Gold Beach Main Street



'Growing' our Hometown  with Big Dreams!