



Swiss Bear, Inc. Economic Development Implementation Plan - January -December 2023

Economic Positioning/Vision: *To develop an attractive, abundant downtown area that connects community, visitors, and businesses continuing economic vitality efforts in Five Points, downtown, the corridors connecting Five Points and downtown, and through New Bern’s unique heritage tourism and love of visual and performing arts.*

Mission: *Position our assets to provide a thriving business community in greater downtown and to celebrate our unique cultural and natural resources.*

Implementation Strategy: *New Bern is a designated NC Main Street community. The City of New Bern has charged Swiss Bear, Inc. with the administration of the Main Street program at the local level. The agency uses the Main Street America™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Organization, Promotion, Design and Economic Vitality, to implement a plan that achieves measurable results.*

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Economic Development Strategy: THE environment where residents of all generations and backgrounds thrive.</p> <p>Goal: Position Swiss Bear to be the “go to” source for downtown information and initiatives.</p> <p>Objectives: To generate \$1+ million in private redevelopment, physical improvements, and new business growth.</p> <p>Objectives: To generate 5% more in annual retail sales activity from New Bern visitors.</p>	<p>Action:</p> <ol style="list-style-type: none"> Continue ongoing efforts to promote properties for sale and lease in greater downtown. Review Swiss Bear and NC Main Street policies and procedures on an annual basis. Complete succession planning for ED, June 30, 2023. Create Welcome Packet of pertinent information for new businesses, by March 31, 2023. 	<p>Action:</p> <ol style="list-style-type: none"> Continue developing our social media program to grow our presence by 20% annually, on an ongoing basis. Continue to plan for, grow and implement MumFest/MumFeast! in October 2023. Add a higher end event to the calendar. Support Juneteenth and Arts in April planning efforts and social media, June 20, 2023. Continue to build inventory and merchant 	<p>Action:</p> <ol style="list-style-type: none"> Complete funding of Federal Alley project, June 30, 2023. Work with City of New Bern on an updated Urban Design Plan, ongoing. Continue ongoing efforts with property owners/stakeholders and City to develop consensus on a final plan for an Inner Core pedestrian connector. Work with City, Tryon Palace Commission, PepsiCo Foundation, architects and exhibit designers on the design of a Pepsi Experience Museum and exhibit on an 	<p>Action:</p> <ol style="list-style-type: none"> Work with City, Tryon Palace Commission and PepsiCo Foundation on the logistics of opening a Pepsi Experience Museum in Downtown including identifying additional partners and funding on an ongoing basis. Continue ongoing efforts to update Downtown New Bern Property and Business inventory working with Development Services, December 31, 2023. Work on loan guidelines for Five Points commercial loan fund, December 31, 2023.

**Name of Org – Year
Resource & Partnership Identification**

		<p>presence on shopdowntownnewbern.com on an ongoing basis.</p> <p>5. Develop a street closure plan for 2023 and create a calendar of events associated with closures by February 28, 2023.</p> <p>6. Create an updated communication plan and implement the plan, May, 31, 2023.</p>	<p>ongoing basis.</p> <p>5. Recommend changes to the pedestrian wayfinding by March 31, 2023.</p> <p>6. Continue working with City to find a solution to front of building water access for downtown businesses.</p> <p>7. Continue working with City to develop a trash receptacle solution for the west side of Middle St.</p> <p>8. Continue Property Enhancement grant application program on a rolling basis.</p>	<p>4. Recruit retail businesses for greater downtown, ongoing.</p>