MS&RP
NC MAIN STREET & RURAL PLANNING CENTER
DEPARTMENT OF COMMERCE

Swiss Bear, Inc. Economic Development Implementation Plan - January -December 2025

Economic Positioning/Vision: ***Swiss Bear envisions an attractive, abundant downtown area that connects community, visitors, and businesses.***

Mission: ***To foster 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
Economic Development Strategy: **THE environment where residents of all generations and backgrounds thrive.** Goal: Position Swiss Bear to be the "go to" source for downtown information and initiatives. Objectives: To generate $1+ million in private redevelopment, physical improvements, and new business growth. Objectives: To generate 8% more in annual retail and restaurant sales activity from New Bern visitors.	Action: 1. Continue ongoing efforts to develop relationships with New Bern realtors to become a knowledgeable and reliable source for greater downtown properties. 2. Develop Communications and Financial policies, April 30, 2025. 3. Assist Development Services as needed in ordinance reviews, June 30, 2025. 4. Continue reviewing policies for Swiss Bear, June 30, 2025.	Action: 1. Organize and execute annual breakfast for Jan 2026, December 2025. 2. Continue developing greater downtown New Bern and MumFest social media presence by 15% annually, on an ongoing basis. 3. Continue to develop BERNT as a major fundraiser, August 31, 2025. 4. Brand **Downtown New Bern** and develop marketing plan for Downtown, April 2025. 5. Create Blog & Monthly Newsletter for Downtown Businesses and community to know what Swiss Bear is doing, June, 2025.	Action: 1. Work with property owners/stakeholders, MSD Committee, and City to develop consensus on a final plan for an Inner Core pedestrian connector, September 30, 2025. 2. Work with City to facilitate MSD projects as recommended by MSD Advisory Committee, December 31, 2025. 3. Continue Property Enhancement grant application program on a rolling basis. 4. Assist in coordinating consolidation of trash throughout downtown, December 31, 2024.	Action: 1. Maintain updates to Downtown New Bern Property and Business inventory working with Development Services, December 31, 2025. 2. Work with Bradham's Legacy on the logistics of opening a Pepsi Museum in Downtown including identifying additional partners and funding on an ongoing basis. 3. Assist property owners and Metronet to provide fiber optics access for greater downtown businesses and residents, ongoing project. 4. Determine tax value of Central Business District as a whole entity, December 31, 2025.

		6. Continue to plan for, grow and implement MumFest October 1, 2025. 7. Transition shopping site to window shopping "link" site for downtown businesses shopdowntownnewbern.com on an ongoing basis. 8. Update mumfest.com, July 2025. Update downtownnewbern.com, July 2025. 9. Write and send update reports to Board of Aldermen, end of month June, September, December 2025. 10. Prepare annual report, December 20, 2025. Print in January. Email annual report if there is no annual breakfast in January 2026, otherwise distribute at annual breakfast.	5. Coordinate cleaning of awnings, March 2025. 6. Work with City & MSD on Urban Design Plan or Downtown Master Plan, November, 2025. 7. Recommend Changes to Pedestrian Wayfinding Signage, March 30, 2025.	5. Distribute *New Business Welcome Packet* to existing and new business, ongoing basis.