



MONTHLY NEWSLETTER

January 2023

President Update: By Beth Clarkson

As the calendar flips to January and another new year begins, Now is the perfect time to reevaluate your business and establish goals for 2023. Here are the top five New Year's Resolutions for Small Business Owners in 2023 according to Forbes.

Do Not Let a Recession — or Fear of It – Alter Your Growth Plans If your business is on a growth trajectory, don't let the recession stop you. Entrepreneurs, by nature, are risk-takers, after all.

Don't Cut Back on Your Marketing Research has repeatedly shown that companies that maintain their marketing expenditures during recessions emerge stronger once the tough times are over.

Find and Retain Good People While unemployment remains near historic lows, that could change if a recession occurs. Whether we are in a bull or bear market, it is important to find, hire and retain good people.

Create a Positive Work Environment Nearly two years removed from when the COVID-19 pandemic hit, workplaces are still exploring what the "new normal" should be and many are still having trouble establishing their post-pandemic work environments. Small business owners must be open to flexibility and work to strike the right balance . Creating a positive working environment can help keep workers happy and productive, thereby reducing the likelihood that they will look elsewhere for satisfaction

Update Your Business Plan A business plan is not just a document written at the startup phase in order to obtain seed money. Rather, a business plan provides a roadmap for your company to stay on track to reach both long-term and short-term goals. Revisit your business plan periodically and consider it a living document that is meant to be continuously updated.



Organization Committee Corner: By Beth Clarkson

The Organization Committee is in their most busy time of year. They are responsible for planning the annual membership meeting that happens on the third Thursday of January. This year it will be on January 19th at 5:30 at Black Market Gourmet. Join us for an evening of networking, recapping 2022 and looking forward to 2023. There is an election of board members that will take place and of course some good food. Also, this time of year, they are focused on membership retention and invoices have been sent out for your membership renewal. Not a member??? Contact our Executive Director, Holly Boardman and schedule a meeting where she can go over all the benefits of being a member along with your membership level options.

From our Executive Director: Holly Boardman

Happy January! I hope your new year is off to a good start. Please join the Coos Bay Downtown Association for our Annual Membership Meeting, Celebrate Downtown. The theme is Welcome Back: the Core of the CBDA. It is on Thursday, January 19th from 5:30 to 7pm at the Black Market Gourmet. There will be tables with our four committees with information regarding Organization, Design, Economic Vitality and Promotions. There will also be guest speakers about the Front Street Revitalization growth in Coos Bay. Hors d'oeuvres will be served, libations and networking. We will also be holding our Elections and CBDA members can vote for their candidates. Finally, we will be awarding our winners for Volunteer of the Year, Years of Service and Partnership Award.



For more information contact Holly at 541-266-9706. We look forward to seeing you there.

warm wishes

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Find out more on the Egyptian Facebook page: <https://www.facebook.com/egyptiantheatrecoosbay>



Featured Member of the Month

This month, the Coos Bay Downtown Association shines the spotlight on **Pamela C. de Jong at Edward Jones Investments, branch office on Ocean Boulevard**. I had the pleasure of talking with the branch owner, Pamela C. de Jong. .

Tell us about your business.

We partner for positive impact to improve the lives of our clients and colleagues and together better our communities and society. We do this through managing, protecting and growing people's investments.

Why are you a Downtown Association member?

Because I believe in supporting my community. I have seen the great work that they do and would love to be a part of that.

Do you have any advice for new business owners?

Make sure you have the right people on your support team and ask for advice. Most people are good at what they do but working on their business is rarely on the top of their list. Get the help when you need it, especially at the Small Business Development Center at the college.

What is your favorite place downtown?

I like walking the Boardwalk in nice weather and am thrilled with the diversity of restaurants, museums and fun things to do all year long.

When you are not working, where in Coos Bay do you like to spend your time?

I like to go out to the beach or Shore Acres.



You're Invited:

Welcome Back:
The Core of the CBDA
Please join us for a night of celebration.

*Celebrate
Downtown*

Thursday, January 19th
5:30 – 7 PM

Black Market Gourmet
495 Central Avenue, Coos Bay

- Hors d'oeuvres
- Networking
- Libations
- Guest Speakers



Reindeer Roundup Winners:





COOS BAY DOWNTOWN ASSOCIATION IS

LOOKING FOR VOLUNTEERS

Contact Holly at (541)266-9706
or email
director@coosbaydowntown.org

*We have a committee that would fit your expertise
and you would love! Choose from:*

*Promotions
Design
Economic Vitality
Organization.*



Coos Bay Downtown Association

Annual Calendar of Events

January	Annual Meeting - 01/19/23
February	
March	3A Basketball Tournament-3/2-4/2023 4A Basketball Tournament-3/9-11/2023
April	
May	Farmers Market Begins-5/3/2023
June	Farmers Market-every Wednesday
July	Farmers Market-every Wednesday
August	Blackberry Arts Festival-8/26-27/2023 Farmers Market-every Wednesday
September	Bay Area Fun Festival-9/16-17/2023 Farmers Market-every Wednesday
October	Downtown Trick-or-Treat-10/31/2023 Farmers Market Ends-10/25/2023
November	Holiday Open Houses-11/11-12/2022 Santa's Arrival & Movie at the Egyptian-11/25 Black Friday-11/25/2022 Shop Small Saturday-11/26/2022 Reindeer Roundup-11/28 -12/21

