

# City of Blue Lake Community Visioning and Strategic Plan-1997 Community Action Plan-Staff Update-2024

Theme: Recreation and Entertainment		Component: Expanded Natural Resource Utilization-Community Access to the Forest			
Original Recommended Action	Original Target Completion Date	Current Status	Updated Action Recommendation	Next Steps	
<ul style="list-style-type: none"> <li>Water Tower Access</li> </ul>	12/4/96	Not Feasible	Remove from Action Plan	N/A	
<ul style="list-style-type: none"> <li>Green Diamond Connection to Arcata</li> </ul>	12/4/96	Trail network is underway; new bike trails have been developed on the Green Diamond 5000 road network; additional work is taking place to pursue connection to Arcata	Keep as a priority recreation item; continue to meet with partner agencies and advocate for access.	Direct staff to continue to advocate for connection to Arcata and the development of additional trails.	
<ul style="list-style-type: none"> <li>Buckley Road</li> </ul>	12/4/96	Not Feasible	Remove from Action Plan	N/A	
<ul style="list-style-type: none"> <li>Sweasey Dam River Trail</li> </ul>	12/4/96	Not a current priority project	Long term objective; not a current priority	Review the project to determine viability and value; staff recommends identifying this as a lower priority project.	

Theme: Plug the Leaks		Component: Combination Store-Grocery, Hardware, Sporting Center, Gardening, Espresso Blue Lake General Store		
Original Recommended Project	Original Target Completion Date	Current Status	Updated Action Recommendation	Next Steps
<ul style="list-style-type: none"> <li>Identify Locations</li> </ul>	1/20/97	<p>The City has been working on development opportunities at the Old Lindstrand Store Building, as well as facilitating development in the Powers Creek District. The City is working with multiple developers to pursue the development of a mercantile/recreation store. The City was working with a business owner to develop a mercantile store at the Lindstrand's Building, but the square footage cost for the building lease had increased to a price point that was unreasonable for a sole proprietor.</p>	<p>Prioritize this project; direct staff to continue to advocate for this development. Look for opportunities to incentivize investment, including leveraging City owned properties for investment.</p>	<p>Continue to seek development investment in the Powers Creek District; recommend parcel subdivision to support lower cost investment opportunities.</p> <p>Continue to seek investment in the downtown district; pursue purchase options for existing buildings that need to transition back to retail uses.</p>
<ul style="list-style-type: none"> <li>Find Models</li> </ul>	1/15/97	<p>The City received funding to conduct a preliminary feasibility study; data is available to support this development. Future refinement of the study is necessary to further refine a specific business model.</p>		
<ul style="list-style-type: none"> <li>Funding and Financing</li> </ul>	12/15/96		<p>Seek funding opportunities and consider options to leverage City-owned properties to attract the development of a grocery store in the Powers Creek District.</p>	<p>Continue to pursue grant funding to develop business plans and feasibility studies</p> <p>Identify options to leverage City properties, including lease to own options, deferred payment options, partnership investments, etc...</p>

				<p>City to continue to pursue funding to install infrastructure and conduct master planning efforts to support lower cost investment.</p> <p>Direct staff to continue efforts to facilitate investment and potential property purchases to increase development opportunities. Look at options to incentivize retail sales in the downtown district.</p> <p>Continue to seek funding to revitalize and incentivize owner investment. City may need to implement harsher regulations to prevent the downtown sector from deteriorating beyond investment feasibility. Consider revisions to the Zoning regulations to preclude empty downtown commercial spaces and direct staff and the building official to more aggressively pursue building code violations.</p>
<ul style="list-style-type: none"> <li>Contact Potential Owners/Operators</li> </ul>	<p>11/7/96</p>		<p>Continue to meet with commercial property owners; seek options for property purchase to facilitate economic investment. Retail properties in the downtown will need substantial investment to support new development; current owners are not making necessary investments to attract businesses and many of the downtown spaces are deteriorating beyond the point where a business could support the upgrades necessary to operate in the space.</p>	
<ul style="list-style-type: none"> <li>Community Needs Survey</li> </ul>	<p>12/1/96</p>	<p>Various surveys have been completed over the years; the City also received funding from USDA to evaluate business investment, including the development of a mercantile store. Data is available to evaluate market demographics and the study can be updated if needed to support business plans, etc....</p> <p>The City has been working closely with our various commissions and the Blue Lake Chamber of Commerce to develop Blue Lake</p>		
<ul style="list-style-type: none"> <li>Marketing Blue Lake</li> </ul>	<p>11/15/96</p>		<p>Embrace recreation as Blue Lake's economic focus. Continue to focus on Blue Lake as the "Recreation</p>	
			<p>Direct staff to continue to work on branding strategies; continue to work with the Chamber of Commerce to develop opportunities to cross</p>	

		<p>Branding strategies and marketing campaigns. BL Parks and Recreation has created several marketing platforms, along with spearheading a radio campaign that has been developed in partnership with the Chamber and our local businesses to conduct cross promotions.</p> <p>The City is currently working with Visual Concepts to develop new gateway signage, along with brand logos for future merchandise development.</p>	<p>Destination of the North Coast.”</p> <p>Use recreation as a way to create events and marketing strategies; utilize these as opportunities to cross promote local businesses and create an enhanced economic climate.</p> <p>Utilize City facilities to facilitate events (Prasch Hall, Perigot Park, Horse Arena, etc...)</p>	<p>promote local businesses. Parks and Recreation to continue to develop partnerships with local recreation groups to host and promote events and create investment opportunities to improve recreation spaces.</p>
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Theme: Recreation and Entertainment		Component: Arts and Culture-Made in Blue Lake		
Original Recommended Project	Original Target Completion Date	Current Status	Updated Action Recommendation	Next Steps
<ul style="list-style-type: none"> <li>Phantom Gallery Space</li> </ul>	11/96	<p>This project has been discussed many times; there is limited space available to facilitate gallery space.</p>	<p>Consider the development of a series of art shows that could be hosted at various businesses. This would create cross promotional events that could increase market reach for advertising purposes. This could be facilitated at Jewell Distillery, Mad River Brewery, the Logger Bar, the Museum and Pransch Hall. Outdoor shows that offer classes could be facilitated in the park.</p>	<p>The Blue Lake Arts and Heritage Commission could be directed to make this a priority project</p> <p>Direct staff to reach out to various art organizations to seek input and gauge interest. The goal would be for the City to assist in facilitating events, with an art based organizations taking on the planning and management of the event.</p>
<ul style="list-style-type: none"> <li>Contact List and Outreach to and for Artists, Woodworkers and Crafters</li> </ul>	11/96	<p>The City conducted outreach in 2017 to develop a contact list of Blue Lake artisans; the City attempted to facilitate the development of an artisans collective and assisted in organizing a Dream Maker project through the Ink People to support this initiative. The City did not have the staff capacity to manage this initiative</p>	<p>Direct staff to work in partnership with the Blue Lake Chamber of Commerce to continually update contact information and to conduct outreach as appropriate.</p>	<p>Conduct a survey to update contact information and to determine needs and interests as they relate to marketing, space needs, barriers, etc...</p>

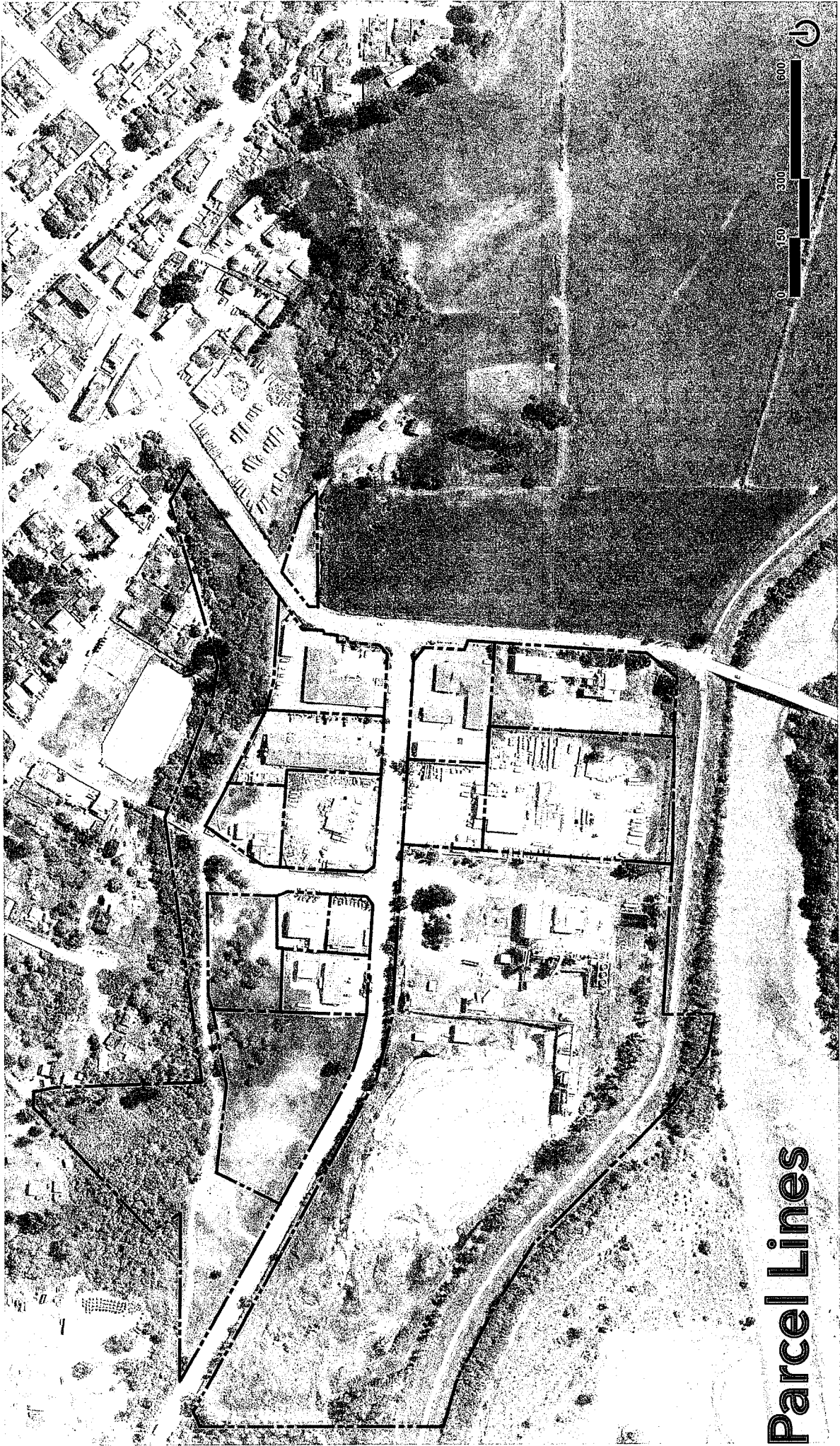
		<p>and the project was unsuccessful due to a lack of organizational capacity and initiative with the local artisans. The City has routinely updated our contact list as new information is available; the City has reached out to our artisan community during our Sunday Market programming to encourage more collaboration.</p> <p>City staff have also worked to facilitate the use of underutilized spaces for artist space; staff is currently working on community programming initiatives to cross utilize park facilities for trainings, classes and maker space initiatives. To date, this initiative has not attracted the type of interest necessary to move it forward without dedicated City resources.</p>	<p>The Arts and Heritage Commission, along with the Economic Development Commission can play a role in promoting and outreaching to local Blue Lake artists.</p>	
<ul style="list-style-type: none"> <li>Year Long Planning for gallery and retail space to be open in conjunction with other events</li> </ul>	2/97	See Information Above	Combine this task with the other tasks identified	Combine this task with the recommended actions above

Theme: Downtown Planning		Component: Permanently block off H Street and create a green area... tables, benches, trees, grass, flowers, community gathering spot-Village Green 2000		
Original Recommended Project	Original Target Completion Date	Current Status	Updated Action Recommendation	Next Steps
<ul style="list-style-type: none"> <li>Define Area</li> </ul>	11/98	The City has purchased property at the corner of 1 <sup>st</sup> and G Street; funding has been received to develop the space into a town square. The town square space has been functioning as a town square for more than two years and the site will be fully constructed in the Spring/Summer of 2024.	Action complete	Action complete
<ul style="list-style-type: none"> <li>Create Plan</li> </ul>	11/20	Action complete	<b>Town Square Use and Event Promotion:</b> Continue to focus on ways to utilize the space to promote the downtown commercial district	Staff to continue to promote events utilizing the town square as a focal point; continue to work with the Chamber of Commerce and local resources to increase programming at the site

**Community Action Planning Form:**

Theme:		Component:			Target Date for Completion
Recommended Project	Tasks	Resources Available	Responsibility		
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Parcel Lines