Date: January 9, 2015  
To: Roger Millar, Smart Growth America  
From: Kristen Maze, Development Services Director  


Following a successful two day workshop we are happy to submit a one-month progress report addressing the recommendations outlined in the Smart Growth America summary report.

1. Develop a marketing strategy.
   The City will begin working on preparing a marketing brochure that will include the obvious big box retail area along Interstate 5, as well as the downtown Mixed Use area that is dedicated to small shops, offices and restaurants. We will build off of the Economic study that was completed in 2013 and our current Mixed Use zone district which outlines design criteria for the downtown.
   We will create a downtown brochure that will outline the current businesses and the potential business. Together, the City of Anderson and the Chamber of Commerce will work to promote and highlight Anderson shopping, dining and recreational assets.

2. Take steps toward a revitalized downtown.
   It became obvious during the workshop that our downtown needs individuals, businesses and property owners that care about this depressed area, also that we need to organize and create a brand for the downtown.
   The City is creating a downtown stakeholders group that will begin meeting once a month. This group will be invested in bringing events to the downtown, it will coordinate with other events that occur in the Anderson River Park to create a connection between the Park and the downtown. The downtown stakeholders group will discuss establishing a web-page and/or links within the City and Chamber’s web sites that highlight events and businesses in Anderson. The City will work closely with the Chamber of Commerce to promote and encourage property owners and businesses
to work together and determine the level of service and improvements needed in the area.

3. **Make strategic capital improvements to Riverfront Park.**
   The City is currently in the process of completing the Anderson River Park Master Plan. The Master Plan will identify the park assets and potential concession opportunities inside the park, such as the boat ramp area and the ball fields. The City in conjunction with Healthy Shasta funding has recently completed a wayfinding signage project that links the downtown to our parks. This wayfinding project links our City trail system to the two major City parks (Volonte Park and Anderson River Park) located on the east and west end of Anderson. The City is also working to improve our trail system to the Anderson River Park by creating a pedestrian and bike trail separate from vehicular traffic with direct access to the park from the surrounding neighborhoods and business district. This trail has funding and is in the process of final negotiations and construction.

4. **Establish an on-going dialogue among stakeholders.**
   As mentioned above the City is working to establish a downtown stakeholders group with various interests represented (businesses and property owners, realtors, etc.) that will create a vision for the downtown and start on-going dialogue. The goal is to create a group of stakeholders with a unifying voice for the downtown that will bring a stronger business identity and greater competitiveness for Anderson. The City is partnering with the City Chamber of Commerce and Shasta County Healthy Shasta to start a group that will meet regularly to encourage and provide opportunities for the downtown businesses and property owners to discuss the downtown real estate and business issues and solutions. This group will include the Historical Society, property owners and business owners and individuals that have a vested interest in the revitalization of the City of Anderson’s downtown. In addition to an on-going dialogue, the City would like the downtown stakeholders to be instrumental in providing oversight to our marketing strategy development.