



AGENDA SUMMARY EUREKA CITY COUNCIL

TITLE: Operation Light Up Eureka Program

DEPARTMENT: Economic Development

PREPARED BY: Sarah West

PRESENTED FOR: Action Information only Discussion/Direction

RECOMMENDATION

Receive report and approve the 'Operation Light Up Eureka' program.

FISCAL IMPACT

No Fiscal Impact

Included in Budget

Additional Appropriation

COUNCIL GOALS/STRATEGIC VISION

- *Strategic Visioning FY 2023-24*
 - *Economic Development*
 - *Lighting Plan for Old Town*
- *Economic Development Strategic Plan Update*
 - *Sub-Goal B: Build Eureka's community assets*
 - *Strategy 4: Make improvements that increase Eureka's attractiveness as a tourism destination*
 - *Action 4A: Create a Beautification Master Plan*
 - *Sub-Goal D: Strengthen the City's revenue base*
 - *Strategy 16: Strengthen Eureka's role as a hub for retail sales activity on the North Coast*
 - *Action 16A: Implement commercial corridor/district revitalization projects*
- *Strategic Arts Plan*
 - *Project 3.6, Light Display*

DISCUSSION

'Operation Light Up Eureka' is an initiative to improve the lighting in Eureka's commercial areas, making life better for residents and visitors alike. The City will be

responsible for lighting up key areas of town to make them safer, more connected, and more enjoyable for everyone.

The 'Operation Light Up Eureka Program' document (Attachment A) explains how the City plans to carry out this initiative. It outlines the roles of the City's investments and private partnerships, the initial areas of focus (Old Town and Downtown), and how the projects will be prioritized in phases.

The project list is included in Attachment A, and each project falls under one of four phases. Projects that are easier to execute and have funding sources already identified will be prioritized for earlier phases. Projects that are more complex or have unidentified funding will be carried out in later years.

ATTACHMENTS:

Attachment A. Operation Light Up Eureka Program

REVIEWED AND APPROVED BY:

- City Attorney
- City Clerk/Information Services
- Development Services
- Finance
- Fire
- Community Services
- Personnel
- Police
- Public Works