



## Agenda

1. Receive the Minutes of the June 16, 2023 Meeting
2. Special Event Applications
3. SIP: Amendments
4. Wayfinding Signage 92<sup>nd</sup> Ave
5. Business License Analytics
6. Discover Stanwood Camano Analytics
7. EDB Next Meeting on September 15, 2023

---

### ZOOM MEETING INVITATION

---

Topic: Economic Development Board Meeting

Time: July 21, 2023 7:30 AM

10220 270<sup>th</sup> ST NW

Stanwood, WA 98292

Join the zoom meeting with the link below:

<https://us02web.zoom.us/j/83386362913>

Webinar ID: 833 8636 2913

Join by telephone: (253) 215-8782



## CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

---

**MEETING DATES:** July 21, 2023  
**SUBJECT:** July EDB Agenda Topics  
**CONTACT PERSON:** Patricia Love, Community Development Director  
Sarah Cho, Economic Development and Marketing Manager

---

### **June 16, 2023 Meeting Minutes**

#### **Economic Development Board Members Present:**

**Staff Present:** Sarah Cho, Audrey Rotrock

**Others Present:** Kristine Birkenkopf, Les Anderson, Randy Heagle, David Pelletier

Les Anderson called the meeting to order at 7:34 a.m.

**1. Receive the Minutes of the April 21, 2023 Meeting**

The minutes of the April 21, 2023 Economic Development Board meeting were approved unanimously.

**2. SIP: Amendments**

The Board agrees with amendments to the Storefront Improvement Project. They would not like to restrict the areas of who can apply for the program but leave it open to all eligible businesses downtown. The Board would also like to prioritize properties that have a larger need for improvements, and second time applicants would go to the bottom of the list. Establish a lifetime cap of a dollar amount per applicant or number of times an applicant can apply for the grant.

**3. Code Update: Title 5 Amendments**

Sarah Cho gave a brief summary on Stanwood Municipal Code Title 5 amendments such as defining a purpose for the special events chapter, expanding special event definition to private property, Peddlers, vendors and temporary merchants have been moved into a new chapter – Merchants without a Fixed Location.

**4. Business License Analytics**

For the month of May 2023, 33 business licenses were processed. 19 of the licenses were non-resident business licenses, 8 of the licenses were home occupation licenses, and 6 of the licenses were city business licenses.

## **5. Discover Stanwood Camano Analytics**

For the month of May 2023, Discover Stanwood Camano had 1,796 users visit the website it had a total of 3,041 pageviews. 73% of the audience found the website through organic search, 19.6% found the website through direct search, 6.5% found the website through referral, and 0.9% found the website through social. The top five states for audience locations were Washington, California, Wyoming, Oregon and Texas. The Facebook page reached 4,267 people with 513 page visits. The Instagram account reached 1,121 people with 100 profile visits.

The Board members would like to know in more detail what people are looking at on the website. They would also like to see a year over year comparison of page the analytics.

## **6. EDB Next Meeting on July 21, 2023**

### **Special Event Applications**

Stanwood Camano Community Parade, August 5, 2023

The Stanwood Camano Rotary is hosting their annual community parade to kick off the Stanwood Camano Fair. This event regularly draws in thousands of people to the community. With the construction occurring along 271<sup>st</sup>, city staff is working closely with the Rotary to determine alternative routes if needed.

### **Storefront Improvement Program Amendments**

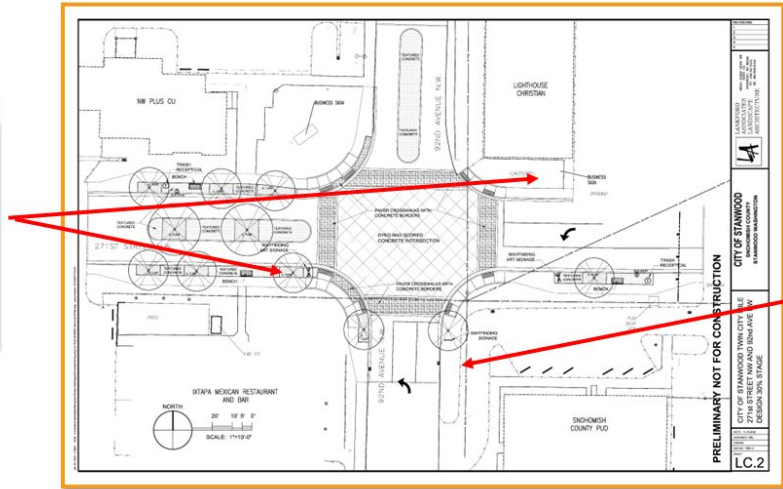
The Community Development Committee met on July 6 to discuss amendments to the Storefront Improvement Program. Recommendations from the Economic Development Board were shared with the committee and the board had the following discussion:

- All applications will be reviewed first by the Economic Development Board and then by the Community Development Committee. Once EDB and CDC have completed their review, the applications will go to City Council where they will be approved or denied in their entirety. Applicants with a denied application will then have the opportunity to make changes to or withdraw their applications.
- The downtown revitalization improvement district will not change.
- A lifetime grant award cap of \$40,000 will be implemented for each applicant. Applicants may apply multiple times, up to the grant award cap, but depending on the number of applications at a given time, their application may be given lower priority.
- For the grant match, there will not be a labor match cap, but all applicants must provide cost estimates prior to submitting a final application, so their labor match should not deviate too far from the proposed cost estimates.

These changes will be presented to City Council at the July 27 council meeting and will be implemented upon approval.

# Wayfinding Signage 92<sup>nd</sup> Ave

Wayfinding A



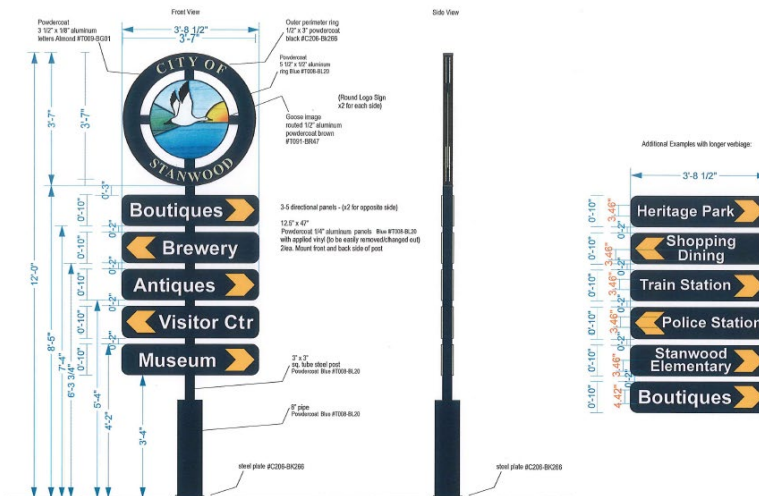
Wayfinding B



Phase one of the Twin City Mile is currently under construction at 92<sup>nd</sup> Ave NW and 271<sup>st</sup> ST NW. The wayfinding elements of this project includes two variations of signage (A and B). There will be two A signs on the north and south side of 271<sup>st</sup> and one B sign along 92<sup>nd</sup> Ave on the east. Sign B is also currently used along SR 532.

Based on discussions with the Twin City Mile Steering Committee and the Economic Development Board, wayfinding sign B will focus on general areas and locations, such as “Downtown”, “West Downtown”, “Library”, “Shop Local”, etc. For wayfinding sign A, discussions were had whether these panels should be more detailed and specific, calling out businesses or locations, or keeping them broader and more general, such as “Restaurants”, “Boutiques”, “Shopping”, etc.

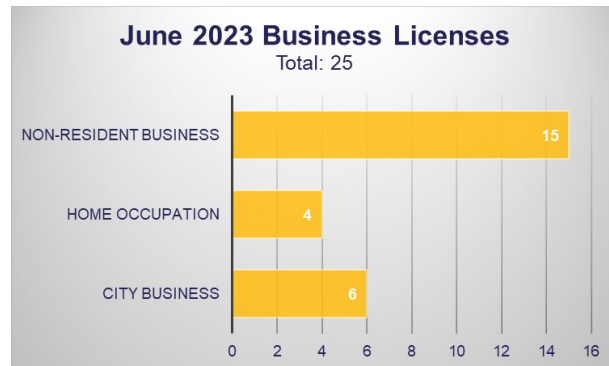
Staff is asking the Economic Development Board for their recommendations on the panels on wayfinding sign A, which will also be used throughout the rest of the Twin City Mile.



## **Business License Analytics for June 2023**

For the month of June 2023, 25 business licenses were processed. 15 of the licenses were non-resident business licenses, 4 of the licenses were home occupation licenses, and 6 of the licenses were city business licenses. According to the NAICS codes for each business:

<b>Industry</b>	<b>Percentage of Businesses</b>
Retail Trade	24%
Construction	36%
Manufacturing	4%
Professional, Scientific, & Technical Services	4%
Finance and Insurance	4%
Administrative & Support & Waste Management & Remediation Services	12%
Educational Services	8%
Accommodation and Food Services	4%
Other Services	4%



## **Discover Stanwood Camano Analytics for June 2023**

For the month of June 2023, Discover Stanwood Camano had approximately 2,962 (+64.92) users visit the website for at least one session. There was a total of approximately 5,270 pageviews (+73.30%). 70% of the audience found the website through organic search, 17.3% of the audience found the website through direct search, 6.5% of the audience found the website through a referral, and 6.2% of the audience found the website through social.

The top five states for audience location were Washington with 1,992 visitors, California with 305 visitors, Oregon with 114 visitors, Wyoming with 98 visitors and Nevada with 54 visitors. In Washington State, the audience location breakdown was Seattle with 684 visitors, not set (no known location) with 436 visitors, Camano with 167 visitors, Marysville with 90 visitors, Everett with 69 visitors, Tacoma with 62 visitors, and Mount Vernon with 54 visitors.

The Facebook page reached over 3,555 people (-16.4%) and had 440 page visits (-14.2%). The Instagram account reached over 1,138 people (+1.5%) and had 153 profile visits (+53%)

The top 5 search terms were Camano Island. Stanwood Senior Center, Stanwood, Camano Island Washington, and Camano Island WA.

# Discover Stanwood Camano Analytics

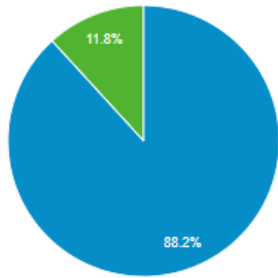
June 2023

## Audience Overview

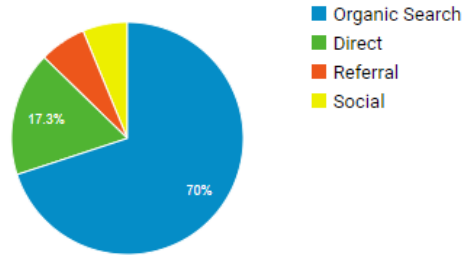
Users: 2,962  
Page views: 5,300

■ New Visitor ■ Returning Visitor

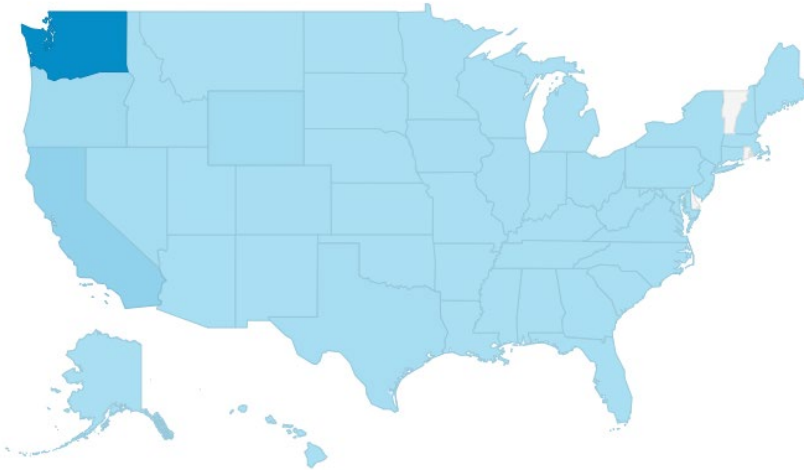
Jun 1, 2023 - Jun 30, 2023



## Acquisition Overview



## Audience Location



**United States:**  
Washington: 1,992  
California: 305  
Oregon: 114  
Wyoming: 98  
Nevada: 54

**Washington:**  
Seattle: 684  
Not Set: 436  
Camano: 167  
Marysville: 90  
Everett: 69  
Tacoma: 62  
Mount Vernon: 54

## Facebook

Page Reach: 3,555  
Page Visits: 440

## Instagram

Page Reach: 1,138  
Profile Visits: 153