



Agenda

1. Receive the Minutes of the July 15, 2022 Meeting
2. Storefront Improvement Program Update
3. Draft Work Plan for 2023
4. Business License Analytics
5. Discover Stanwood Camano Analytics
6. Board Member Term Renewals
7. EDB Next Meeting on October 21, 2022

ZOOM MEETING INVITATION

Topic: Economic Development Board Meeting

Time: September 16, 2022 7:30 AM

10220 270th 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



Economic Development Board Meeting Minutes July 15, 2022

The July 15, 2022, Economic Development Board Meeting held in person and via Zoom, was called to order at 7:35 a.m.

Board Members in Attendance:

Les Anderson, Kristine Birkenkopf, Dave Pelletier, Ashley Palmer (online)

Absent: John Russell, Blake Arnold, Randy Heagle

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock

Also known to be present: N/A

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on June 13, 2022.

Twin City Mile Recommendation

Service Redevelopment for Communities Presentation

In December of 2020 the City Council adopted the City Beautification Action Plan and directed staff to begin implementation of the 2021-2026 Capital Improvement Project list. The Beautification Plan consists of 6 key program elements:

- 72nd Avenue Gateway Signage and Landscaping
- Main Street Revitalization
- Downtown Gateway Features
- SR 532 Beautification
- Wayfinding Signage
- Public Art

The 2022 budget includes preliminary design and public outreach for the Main Street Revitalization project that has been branded as the Twin City Mile Project. Using policy guidance from the Beautification Plan, the City has initiated the Downtown Revitalization Project that invests in the downtown business district infrastructure by:

- Creating Pedestrian-Friendly Streets;
- Actively Engage Storefronts with Walkable Sidewalks;
- Encourage Use of Streets for Community Festivals;
- Create Usable Urban Park Spaces; and
- Promote the Concept of Buying Local.

A Steering Committee was formed to help define the project vision, goals and project concepts. The 11-member committee consisted of Councilmembers, Downtown Business Owners, the Stanwood Camano Arts Advocacy Committee, and the Stanwood Chamber of Commerce. Consultants Scott Lankford of Lankford Associates, TranspoGroup, and KPG supported the design efforts.



Economic Development Board Meeting Minutes July 15, 2022

The project reimagines how the City's main downtown commercial corridor, 271st and 270th Street, could look and function by connecting City Hall Park to the Train Station: The Twin City Mile. Project elements include constructing gateways, reconfiguring travel lanes and parking, building wider sidewalks and plaza areas, constructing park areas, and installing street trees, art, and other curb appeal amenities.

The Twin City Mile Steering Committee recommends moving forward with engineering designs focusing on the following important project features:

- General support for design elements
- Keep brick road element throughout downtown
- Keep downtown pedestrian friendly
- Seriously consider the one-way street on 271st option (East End) during preliminary design
- Vegetation/planting is needed to improve the look of downtown
- Two bookend parks are high priority to tie the whole downtown together
- *City the following marking ideas: "Follow the Stanwood brick road!" or "From the brick road to the railroad" etc.*
- *Consider changing the name of 271st Street to something more descriptive of the Mainstreet / Twin City Mile improvement project*

The Economic Development Board members had the following comments:

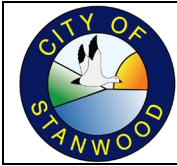
- To slow traffic down on the East end of the Twin City Mile, consider having a greater police presence in that area.
- Keep the brick theme to tie the East and West ends together.
- Having a park at each end of the Twin City Mile is a good idea.
- Work on the proposed Art Center and brick road should done be simultaneous if possible.
- Consider sprucing up areas where traffic comes from the north on 102nd Avenue, to grab the attention of passersby and draw them into downtown.

The Economic Development Board unanimously approves moving the Twin City Mile Recommendation forward to Council.

Proposed Storefront Improvement Program

Throughout the Twin City Mile Steering Committee meetings, the issue of city and private property maintenance along the corridor became a recurring theme. While it has been widely documented that investment in city infrastructure, especially in downtowns, spurs investment in private property, the Committee has concerns that many of the small businesses may not have the resources to make improvements to their property.

Storefront Improvement Programs are a common tool used throughout the United States to incentivize private property owners to make investments in their properties. The Committee was given a draft proposal for consideration of how a Storefront Improvement Program could work in the City of Stanwood. The proposed program seeks to preserve and enhance the charm of the downtown commercial area by providing small grants to property owners to make physical improvements to their storefronts.



Economic Development Board Meeting Minutes July 15, 2022

The Board members had the following comments:

- Have standards for scale, proportion, and materials for work to be done with the grant money.
- Look at other City guides for examples of designs.
- Maintain historic details.
- Create parameters for where the grant money goes and who will receive it, such as: only areas on certain blocks of the Twin City mile, companies with 15 or fewer employees, and 1 grant per property or property owner per grant cycle.
- Consider increasing grant amount to \$60,000-\$100,000.

The Economic Development Board unanimously supports moving the Proposed Storefront Improvement Program forward to Council.

Farmers Market Outreach

On Friday, June 24th, the first Farmers Market Outreach Event was held. The staff hosted booth focused on housing: specifically, attendees were asked what type of housing is needed in the future. 73 people stopped by the booth on June 24th and were asked to vote on the following questions:

1. What type of housing is needed in Stanwood – Townhouses, Triplexes/Fourplexes, or Multifamily Residential?
 - 44 voted for Townhouses
 - 31 voted for Triplexes/Fourplexes
 - 18 voted for Multifamily Residential
2. Would you support infill manufactured housing?
 - 31 voted Yes
 - 9 voted No
3. Do you support Accessory Dwelling Units?
 - 40 voted Yes
 - 7 voted No

Other Comments:

Housing:

- Need more subsidized & Affordable housing
- Would not like to see any of these types of houses
- Does not want to participate in the poll because they have a house already
- Multifamily looks like Seattle = no
- Absolutely no to all
- No more apartments / We have enough MF
- Renter rights are important
- Cost of rent is too high
- Church Creek is charging for certain amenities
- Mixed used is good
- Section 8 housing accessibility is needed
- Property maintenance is needed

Traffic:

- Traffic is terrible
- Possible roundabouts?
- Traffic issues and road issues, road to I5 needs widened

Permitting:

- Too difficult to develop sheds (10 years ago)
- Quality of materials/work, bad experience with permitting in the past
- Get permits through! Expedite!
- Transparency is key



Economic Development Board Meeting Minutes July 15, 2022

- Single family only
 - Affordable housing land trust
 - Maintenance is key!
 - Make MF more affordable
 - ADU displaced long term renters
 - If More MF = Then they will leave Stanwood
 - ADU's are too dense, too many cars in neighborhoods
- Other:
- I feel I am not informed enough, not sure what we need in Stanwood
 - Growth management act can be axed
 - Higher density = higher crime and DV
 - Quieter life in Stanwood (Came from Edmonds)

The Board looks forward to hearing more results from future Farmer's Market outreach events.

Business License Analytics

In the month of June, the City received a total of 29 new business applications – 20 Non-Resident Business, 7 Home Occupation Business Licenses, and 2 City Business Licenses. Below is the breakdown of NAICS codes for the businesses:

- 52% were classified as Construction,
- 14% were classified as Administrative and Support Services,
- 7% were classified as Manufacturing,
- 4% were classified as Real Estate Rental & Licensing
- 3% were classified as Accommodation and Food Services,
- 3% were classified as Arts, Entertainment, and Recreation,
- 3% were classified as Other Services (except Public Administration),
- 2.7% were classified as Professional, Scientific, and Technical Services, and
- 2.7% were classified as Retail Trade.

Discover Stanwood Camano Analytics

Analytics for the month of June are as follows: Users: 3,538, Page views: 6,733. Of those views, 81.6% were New Visitors and 18.4% were Returning Visitors.

The Acquisition Overview is 40.6% Organic Search, 25.6% Direct, 21.8% Referral, and the remaining 12.1% through Social.

The audience locations from the United States were: Washington: 2,182, Virginia: 121, Wyoming: 183, California: 139, and Texas: 48.

Within Washington, the audience locations were: Seattle: 611, Not Set: 422, Camano: 255, Everett: 73, Marysville: 69, Anacortes: 65, and Stanwood: 55.

Facebook – Page Reach: 3,630, Page Visits: 205.

Instagram – Page Reach: 849, Profile Visits: 193.

Adjourn: 8:47 am

Next meeting: September 16, 2022 at City Hall at 7:30 am

Audrey Rotrock, Associate Planner



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: September 16, 2022
SUBJECT: EDB Draft Work Plan for 2023
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Purpose of Economic Development Board:

The EDB was established in 2014 to act as a liaison group between the business community and the City. The purpose of the Board is to:

1. Provide a communication link between the City and the business community.
2. Advise the City on business perspectives on a range of policy issues such as capital planning, zoning amendments and land use policies.
3. Advise the City of grant applications for 1) special event grants that benefit Stanwood and 2) small capital project grants benefiting Stanwood downtown.

Draft 2023 Work Plan:

Staff has drafted ideas for the 2023 work plan for the Economic Development Board and would appreciate suggestions on the following items:

1. Twin City Mile – City Beautification
2. Business recruitment, retention, and expansion
3. Storefront improvement program
4. Special events
5. EDB requests



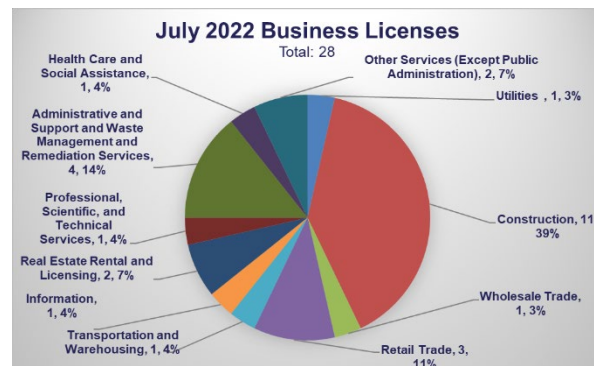
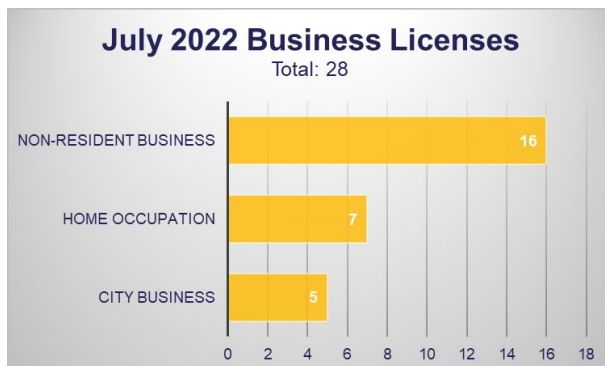
CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: September 16, 2022
SUBJECT: Business License July and August 2022 Analytics
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Business License Analytics for July 2022

For the month of July 2022, 28 business licenses were processed. 16 of the licenses were non-resident business licenses, 7 of the licenses were home occupation licenses, and 5 of the licenses were city business licenses.

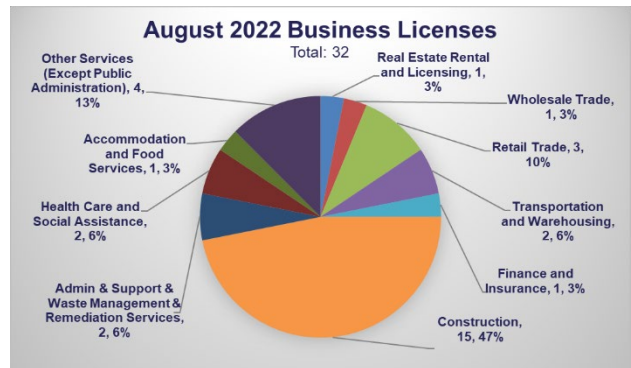
According to the NAICS codes for each business, 39% of businesses were classified as construction, 3% of businesses were classified as utilities, 3% of businesses were classified as wholesale trade, 11% of businesses were classified as retail trade, 4% of businesses were classified as transportation and warehousing, 4% of businesses were classified as information, 7% of businesses were classified as real estate rental and licensing, 4% of businesses were classified as professional, scientific, and technical services, 14% of businesses were classified as administrative and support and waste and waste management and remediation services, 4% of businesses were classified as health care and social assistance, and 7% of businesses were classified as other services.



Business License Analytics for August 2022

For the month of August 2022, 32 business licenses were processed. 22 of the licenses were non-resident business licenses, 3 of the licenses were home occupation licenses, 6 of the licenses were city business licenses, and 1 license was a non-profit license.

According to the NAICS codes for each business, 47% of businesses were classified as construction, 3% of businesses were classified as finance and insurance, 6% of businesses were classified as transportation and warehousing, 10% of businesses were classified as retail trade, 3% of businesses were classified as wholesale trade, 3% of businesses were classified as real estate rental and licensing, 3% of businesses were classified as accommodation and food services, 6% of businesses were classified as health care and social assistance, 6% of businesses were classified as administrative and support and waste management and remediation services, and 13% of businesses were classified as other services.





CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: September 16, 2022
SUBJECT: Discover Stanwood Camano July/August 2022 Analytics
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Discover Stanwood Camano Analytics for July 2022

For the month of July 2022, Discover Stanwood Camano had 2,427 users (-31%) visit the website for at least one session. There was also a total of 4,580 pageviews (-31%). 49% of the audience found the website through organic search, 31.4% of the audience found the website through direct search, 11.3% of the audience found the website through a referral, and 8.4% of the audience found the website through social. The top five states of audience location were Washington with 1,612 visitors, Virginia with 150 visitors, Wyoming with 145 visitors, California with 109 visitors and Oregon with 44 visitors.

For the month of July 2022, the Facebook page reached over 7,031 people(+92.1%) and had 528 page visits (+155.1%). The Instagram account reached over 1,396 people (+37.7%) and had 156 profile visits (-21.6%)

Discover Stanwood Camano Analytics for August 2022

For the month of August 2022, Discover Stanwood Camano had 2,828 users (+16.52%) visit the website for at least one session. There was also a total of 5,327 pageviews (+16.31%). 52.2% of the audience found the website through organic search, 21.9% of the audience found the website through direct search, 6.6% of the audience found the website through a referral, and 19.3% of the audience found the website through social. The top five states of audience location were Washington with 2,080 visitors, California with 148 visitors, Wyoming with 133 visitors, Texas with 46 visitors and Oregon with 40 visitors.

For the month of August 2022, the Facebook page reached over 22,253 people(+216.5%) and had 1,036 page visits (+96.2%). The Instagram account reached over 2,454 people (+75.8%) and had 333 profile visits (+113.5%)

Discover Stanwood Camano Analytics

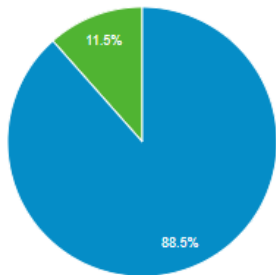
July 2022

Audience Overview

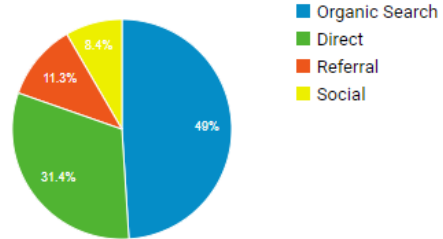
Users: 2,427
Page views: 4,580

■ New Visitor ■ Returning Visitor

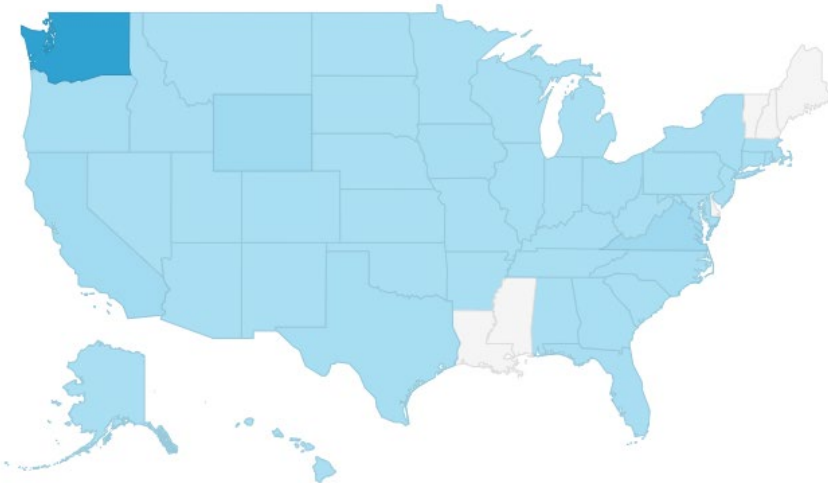
Jul 1, 2022 - Jul 31, 2022



Acquisition Overview



Audience Location



United States:
Washington: 1,612
Virginia: 150
Wyoming: 145
California: 109
Oregon 44

Washington:
Seattle: 403
Not Set: 390
Camano: 146
Everett: 54
Marysville: 52
Stanwood: 49
Mount Vernon: 34

Facebook

Page Reach: 7,031
Page Visits: 528

Instagram

Page Reach: 1,396
Profile Visits: 156

Discover Stanwood Camano Analytics

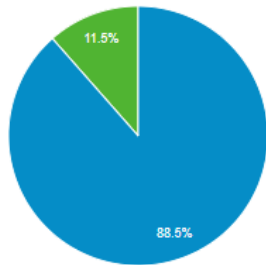
August 2022

Audience Overview

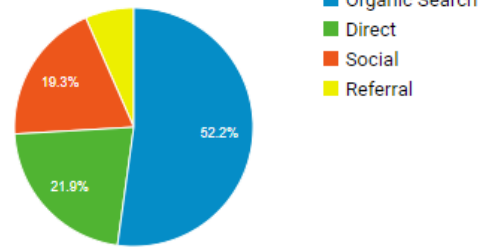
Users: 2,828
Page views: 5,327

■ New Visitor ■ Returning Visitor

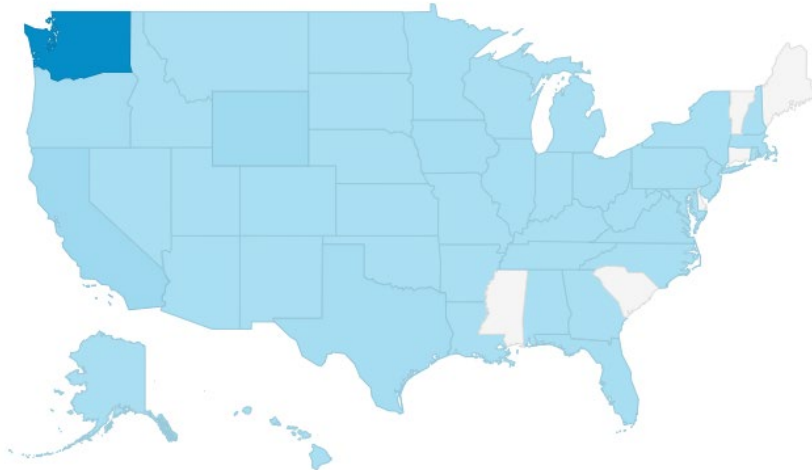
Aug 1, 2022 - Aug 31, 2022



Acquisition Overview



Audience Location



United States:
Washington: 2,080
California: 148
Wyoming: 133
Texas: 46
Oregon 40

Washington:
Seattle: 554
Not Set: 425
Camano: 155
Everett: 78
Marysville: 76
Stanwood: 59

Mount Vernon: 34

Facebook

Page Reach: 22,253
Page Visits: 1,036

Instagram

Page Reach: 2,454
Profile Visits: 333



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: September 16, 2022
SUBJECT: Board Member Term Renewals
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Economic Development Board

The Economic Development Board is made up of seven voting members, which are appointed by the Mayor with Council approval. The seven members represent the business community within the boundaries of the Stanwood Camano School District and serve staggered terms.

Five out of the seven board members terms are set to expire this year.

1. Les Anderson – Idler’s Car Show
2. Randy Heagle – Windermere Real Estate
3. Blake Arnold – Windermere Real Estate
4. John Russell – The UPS Store
5. Ashley Palmer – Flora & Fauna

If board members choose to renew their terms, their new term will run from 2023-2024.