



Economic Development Board

Stanwood Fire Station
Conference Room
8117 267th Place NW, Stanwood, WA 98292

Meeting information is posted online at
<https://stanwoodwa.org/>.

Friday, April 19, 2024, at 7:30 AM

1. Receive the Minutes of the March 15, 2024 Meeting
2. Budget Discussion
 - a. Includes Discover Stanwood Camano Brand Assessment
3. SCAAC Banner Submission Presentation
 - a. Cat Olson, SCAAC Executive Director to Present
4. Traffic Flow Discussion, Time Permitting
5. Business License Analytics, Time Permitting
6. Roundtable Discussion, Time Permitting
7. EDB Next Meeting on May 17, 2024

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Economic Development Board Minutes
Meeting Minutes
Friday, March 15, 2024 | 7:30 am

Economic Development Board Members Present: Kristine Birkenkopf, Les Anderson, Randy Heagle, Teresa Lafleur, Camrie Ingram

Staff Present: Patricia Love, Niki Strachila, Audrey Rotrock

Others Present: N/A

Les Anderson called the meeting to order at 7:36 a.m.

1. Receive the Minutes of the February 15, 2024 Meeting

Minutes were approved unanimously.

2. History of Downtown Planning

Consider including west end business on the traffic calming meeting or have an additional meeting to include the entire Twin City Mile to let everyone know what is coming and what to expect. The City will work with businesses on smaller beautification projects such as planters and street trees. Continue upkeep of beautification projects already in place. The Amtrak station needs additional cover from the weather.

3. 88th Avenue Arch Banner Submissions

Staff will bring selections of banner submissions to the April meeting.

4. Economic Development, Marketing, Overview and Assessment

The Discover Stanwood Camano website needs updated photos and businesses. Consider asking for contribution from website users and businesses. Get feedback from users on how user-friendly the website is. The mobile version of the DSC website is very text heavy. The events page is cumbersome. Consider a place to do "Business Spotlights". Consider creating a YouTube guide for users. Find out where the website budget is being spent and how to shift those dollars to be better used. This discussion will continue at the April meeting.

5. Business License Analytics

Staff will add number of employees of new business to the monthly update.

6. Roundtable Discussion

A roundtable discussion will be held at the April meeting, time permitting.

7. EDB Next Meeting on April 19, 2024

Adjourn: 9:08



**CITY OF STANWOOD
ECONOMIC DEVELOPMENT BOARD
AGENDA STAFF REPORT**

MEETING DATE: April 19, 2024
SUBJECT: April 19 Agenda Topics
FROM: Patricia Love, Community Development Director
Niki Strachila, Communications and Marketing Specialist

BUDGET DISCUSSION

The City of Stanwood’s 2025/2026 biennial budget process is underway. A proposed budget will be brought forth to council for adoption later this year. With this work in mind, now is the opportune time for the Board to reflect on the current economic development budget, and to provide feedback on the items being included. On pages two and three is a table that breaks down the current 2023/2024 budget. Staff would like to hear board members’ input and feedback upon review of these items.

Below is a list of questions for consideration:

- Are these dollars being invested well?
- Does the Board recommend different amounts in any of these areas?
- Are there additional items, not displayed, that the city should budget for?
- Are there items that the Board thinks should be cut in 2025/2026?

2023/2025 Economic Development Budget:

Item	Annual Budget	Description
Discover Stanwood Camano Brand	15,000	Funds to support the Discover Stanwood Camano brand, including website maintenance which costs an estimated \$10,000 per year.
15 Billboards	\$8,500	Discover Stanwood Camano billboard ads promoting events, businesses and destinations.

Rack Cards	\$7,000	Discover Stanwood Camano rack cards promoting events, businesses and destinations.
Travel Magazine	\$10,000	Discover Stanwood Camano tourism advertisements.
DSC Supplies	\$1,000	Office supplies, equipment and programs supporting Discover Stanwood Camano brand.
DSC Printing	\$5,000	Signage, banners, flyers, handouts, etc., supporting Discover Stanwood Camano brand.
City Events	\$10,000	Funds supporting Touch-A-Truck, Light Up Your Holidays, Ghouls Night Out, Movies in the Park, etc.
Summer Concert Series	\$15,000	The city contracts with Stanwood Commerce Alliance to hold six outdoor concerts in downtown Stanwood during summer months.
Stanwood Commerce Alliance	\$5,000	These funds are given to the Alliance each year to help support economic development and the business community.
Camano Chamber of Commerce	\$1,000	These funds are given to the Camano Chamber each year to support economic development and the business community.
Event Marketing Grants	\$11,000	Grant funds distributed by the City to event organizers for advertising.
Support Grants	\$10,000	Grant funds distributed by the City to enhance special events.
Event Advertising	\$1,000	Budget to advertise upcoming city events.
Economic Development Supplies	\$1,000	Office supplies, equipment and programs.

Printing, Economic Development	\$1,000	Signage, banners, flyers, handouts, etc.
Storefront Improvement Program: 2 – year pilot program (2023/2024)	\$100,000	The goal of the Storefront Improvement Program (SIP) is to enhance the look and feel of downtown Stanwood by providing grant funds to businesses for storefront improvements. Five applications were approved in 2023 and one application has been approved so far, in 2024.
Total Economic Development Budget:	\$201,500 / Year	Without the SIP the yearly budget is \$101,500 / year not including staff time.

Discover Stanwood Camano Budget

The Board will see that many of the items in the 2023/2024 budget support various Discover Stanwood Camano marketing efforts such as rack cards, the travel magazine and billboards. An in-depth marketing strategy overview was presented during last month’s board meeting and can also be found as an attachment. As members discuss the budget, staff would also like to know:

- What Discover Stanwood Camano marketing efforts are working well?
- What are areas for improvement (in addition to the website)?
- Is Discover Stanwood Camano still an effective tourism brand?
- Should the city continue to invest dollars and time into Discover Stanwood Camano?

It is worth noting, that board members discussed the Discover Stanwood website at length during the March meeting and the overall takeaway was that the website is no longer an effective tool and needs to be reimagined and/or redesigned.

Discover Stanwood Camano, Potential Partnerships

Much of the work that city staff is doing to support local businesses by way of Discover Stanwood Camano is also being done by Stanwood Commerce Alliance and the Camano Chamber of Commerce. The city has scheduled a meeting with both organizations to see if they are interested in partnering on the management of Discover Stanwood Camano to streamline efforts.

There will also be discussion during this meeting about the current state of the DSC website and the overall future of the brand.

Does the Board support this general direction and plan?

BANNER DISCUSSION

The Downtown Stanwood Gateway Arch on 88th Avenue is part of the City's Beautification Action Plan to emphasize one of the downtown entrance points from SR 532. Arches are typically used to signify the entrance to, or celebrate, a special place. Cities use arches to denote their downtowns, parks or special districts. In Stanwood, that special place is the historic downtown. The purpose of the 88th Avenue Arch is to promote the visibility of downtown Stanwood to city residents and tourists.

The support columns on the arch were designed to allow for art pieces on the north and south sides of the structure. The artwork is intended to be observed from a distance by both pedestrians and motorists.



The City partnered with the Stanwood Camano Arts Advocacy Commission (SCAAC) to prepare a call for artist to design the arch banners. In October of 2023, the Council approved three sets of themed banners: Winter, Spring and Summer. While the Council supported the banner project, they felt not enough of the designs were Stanwood specific and directed staff to initiate a second call for art: specifically requesting Rosemaling and Stanwood Winter themes.

SCAAC prepared a second call for art based on Council's direction. Banner themes were requested to represent fall, rosemaling or other Norwegian specific art designs, winter/holiday and Stanwood landmarks.

- The Stanwood landmark designs must represent historic buildings, structures or spaces within Stanwood's City limits.
- The winter and fall designs should strive to represent scenes within the City.
- Rosemaling or other Norwegian designs should represent historic or modern interpretations of traditional folk-art designs.

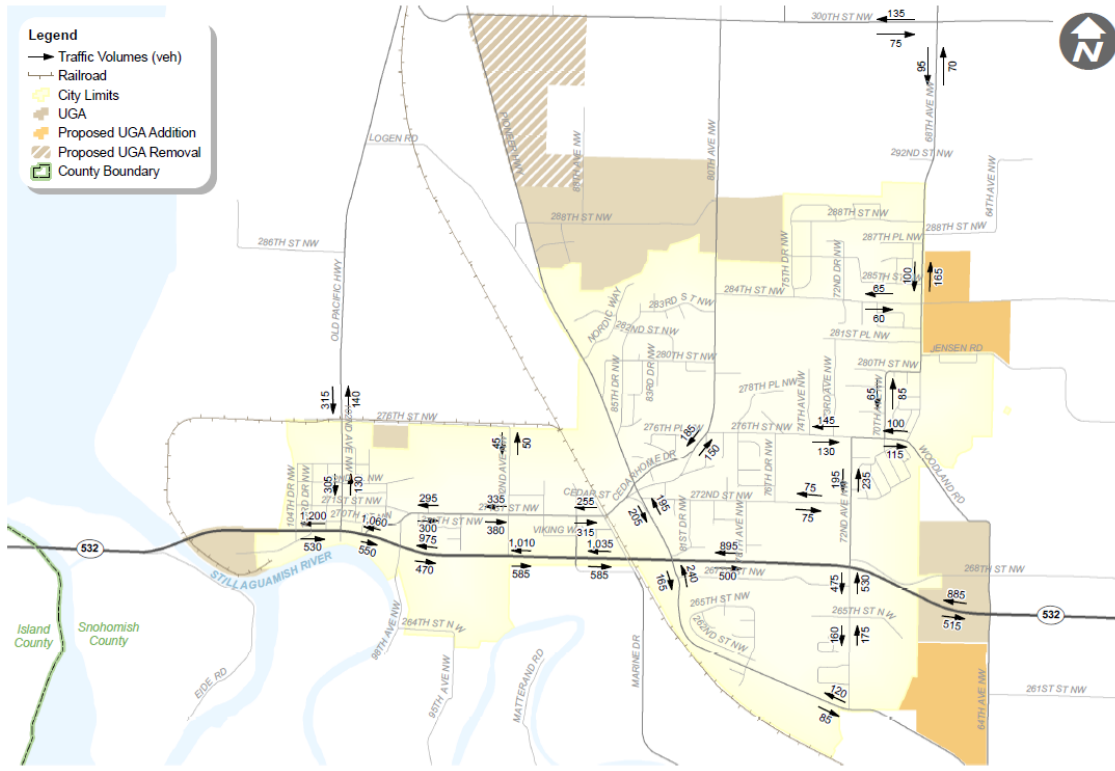
Over 100 submissions were received from this call for art. Due to the number of submissions, SCAAC sent out a survey to gather feedback on the designs from more artists and community members. Then the submissions and survey results were evaluated by the SCAAC review team. Their final recommendation is provided in the

attached exhibits. Cat Olson, Executive Director of the Stanwood Camano Arts Advocacy Commission will present their recommendation to the Board.

DOWNTOWN TRAFFIC VOLUME COMPARISON: 2014-2023

At the March Economic Development Board meeting the group requested information regarding the changes in traffic volumes in the downtown area over the last few years. Below is a summary of those changes using information from the 2015 and upcoming 2024 Comprehensive Plan and the Twin City Mile corridor work.

2014 PM Peak Hour Traffic Volumes



Existing 2014 PM Peak Hour Traffic Volumes

City of Stanwood Transportation Plan

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FIGURE

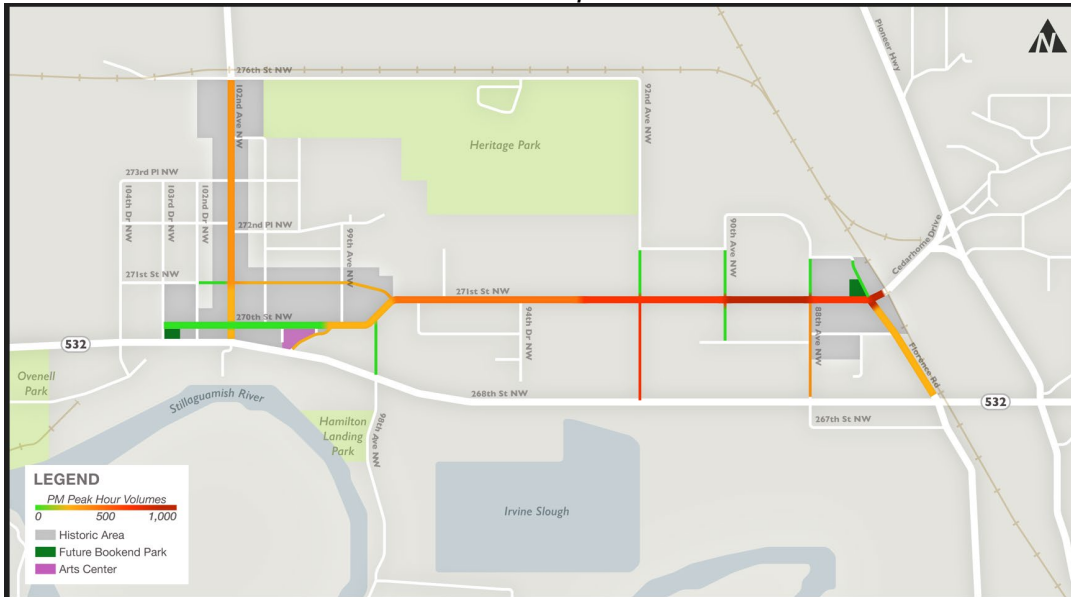
2

transpogroup

Traffic volumes in the downtown and uptown area have steadily increased between 2014 and 2023. This is not surprising as Stanwood's population has increased by 30% over the 9-year period shown in these traffic volume charts. Stanwood's population grew from 6,585 people in 2014 to 8,585 in 2023.

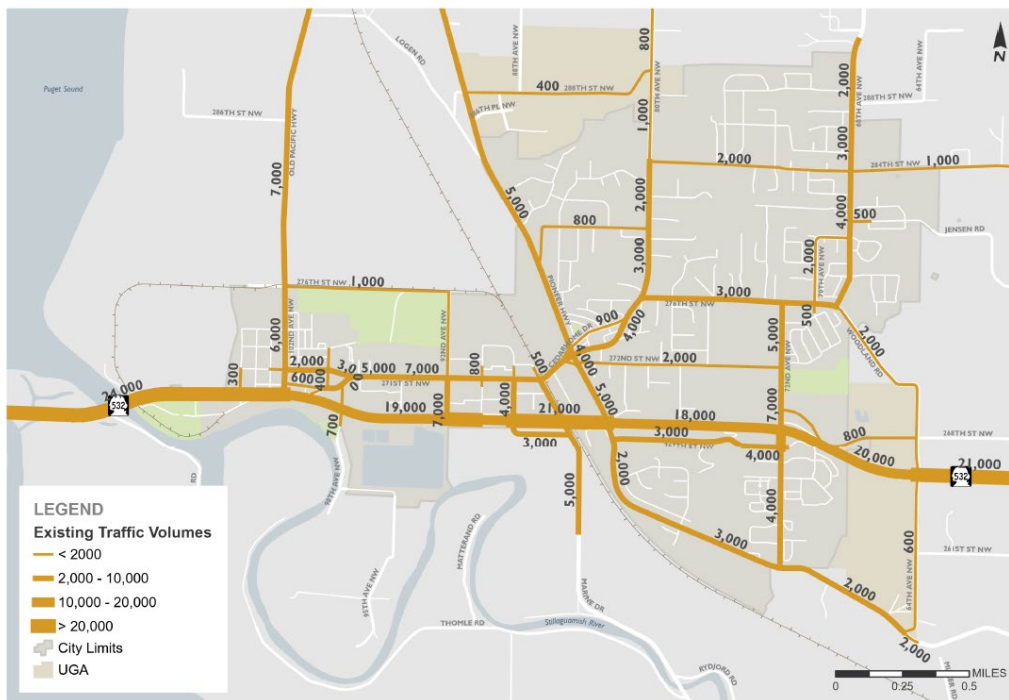
In 2014 271st Street averaged between 255 to 335 average daily pm peak hour trips. The 92nd Avenue intersection near QFC had the highest traffic volumes.

2022 Downtown PM Traffic volumes Heat Map



In 2022 the City worked with TranspoGroup to evaluate the traffic along 271st Street as part of the Twin City Mile project. Traffic volumes have nearly doubled near QFC and eastward since 2014. Volumes west of QFC are comparable with the 2014 volumes.

2023 Daily Traffic Volumes



Existing Traffic Volumes
 Stanwood Transportation Master Plan



FIGURE
2

M:\2111\2111011 - Stanwood TE and Transportation Master Plan\GIS\ArcGISPro\Stanwood TE TMP\Stanwood TE TMP.aprx

The 2023 traffic volumes are identified in average daily trips, not PM peak hour trips, so the numbers are not as easily compared as the graphics above. It does show that in


2023 271st Street averaged between 5,000 – 7,000 trips per day. In comparison, 72nd Avenue near Haggen's had around 4,000 trips per day. SR 532 continues to be Stanwood's highest volume road with 21,000 to 24,000 trips per day.

Attachment A

Discover Stanwood Camano Marketing Strategy Report



Discover Stanwood Camano Tourism Brand

	<p>It's important to note that Discover Stanwood Camano (DSC), is the primary avenue through which the City promotes local businesses and tourism. DSC is the City of Stanwood and Camano Island's tourism brand and is managed by city staff. The objective of DSC is to foster economic growth by encouraging residents and visitors to choose Stanwood and Camano Island as their destination(s) of choice for shopping, dining, recreating and doing business. Discover Stanwood Camano was originally called Discover Port Susan and was rebranded in 2018.</p>
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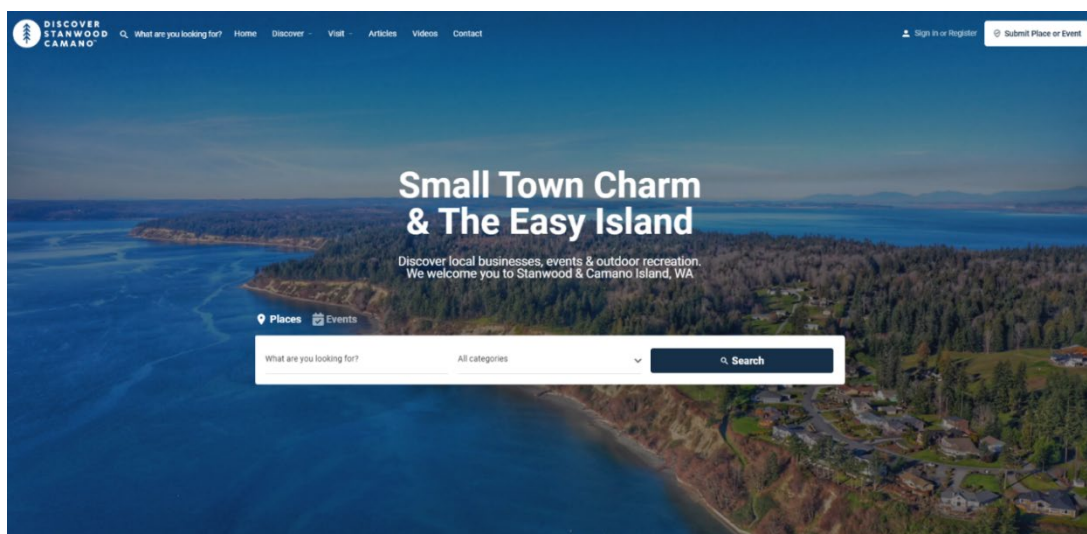
Current Discover Stanwood Camano Marketing Efforts

Discover Stanwood Camano Website

Discover Stanwood Camano does have a [WordPress website](#). The website has a community calendar that highlights upcoming events and activities in the area, as well as a search bar on the homepage that allows website visitors to look for events, businesses, services, things to do, etc. The DSC website also features blog posts, an eNewsletter signup section, tourism videos and a contact page.

The website is a community-ran website. What this means is that organizations are able to post upcoming events, services and information directly to the site. Every week, city staff reviews content that users draft and submit and then approves it. Once approved, information becomes visible on the site. The approval process prevents spam and irrelevant information from appearing on Discover Stanwood Camano and ensures that content is accurate.

There have been 26,741 visits to the website over the last month. Visits are quite literally the number of times that the website has been visited. These analytics do not tell us how many unique, or different visitors, have access the site over the last 30 days. Without having anything to compare these numbers to, it's difficult to say what this indicates. Staff will continue to monitor analytics each month to provide additional context.



Benefits	Considerations
<p>A website is a crucial tool that every brand and organization should have. The DSC website is user-friendly, mobile responsive, meaning easy to navigate on a cell phone, branded, and professional. It acts as a tourism brand site should in that it provides information about events, lodging, services, etc.</p> <p>Being that DSC is a community-based website, meaning it relies on organizations and individuals to update and post information, it is somewhat low-maintenance (the work is spread out, rather than one individual being responsible).</p> <p>It provides businesses with a free space to advertise services and events.</p> <p>The site appears at the top of search engines, also known as search engine optimization, which means it is easy to find and access when people are using browsers like Google or Internet Explorer to look for information about Stanwood or Camano Island.</p>	<p>For the website to remain current, organizations need to maintain the information that they have already posted such as details about their business -hours, location, services. It is also important that organizations know about DSC and continue to use it as a space to advertise services and events. If groups stop adding information to Discover Stanwood Camano, the site will become outdated and irrelevant. According to some comments in the community, people still do not know about the DSC website.</p> <p>There are many features of the website that are not currently being utilized due to a lack of staff capacity. The blog is not being regularly updated, newsletter subscribers are not being communicated with and new videos are not being published. There are also no business or event spotlights on the homepage. Marketing tactics like these could increase the number of people engaging with the website, and with the DSC brand overall, but require time and resources.</p>

Associated Costs and Fees
<p>The city has a contract with Puget Sound Tech to manage the backend of the website (maintenance and retainer fees) and spends roughly \$10,000 each year to maintain that contract.</p>

Social Media Channels

Social media channels are online networks that make it easy to connect with family, friends, businesses and community.

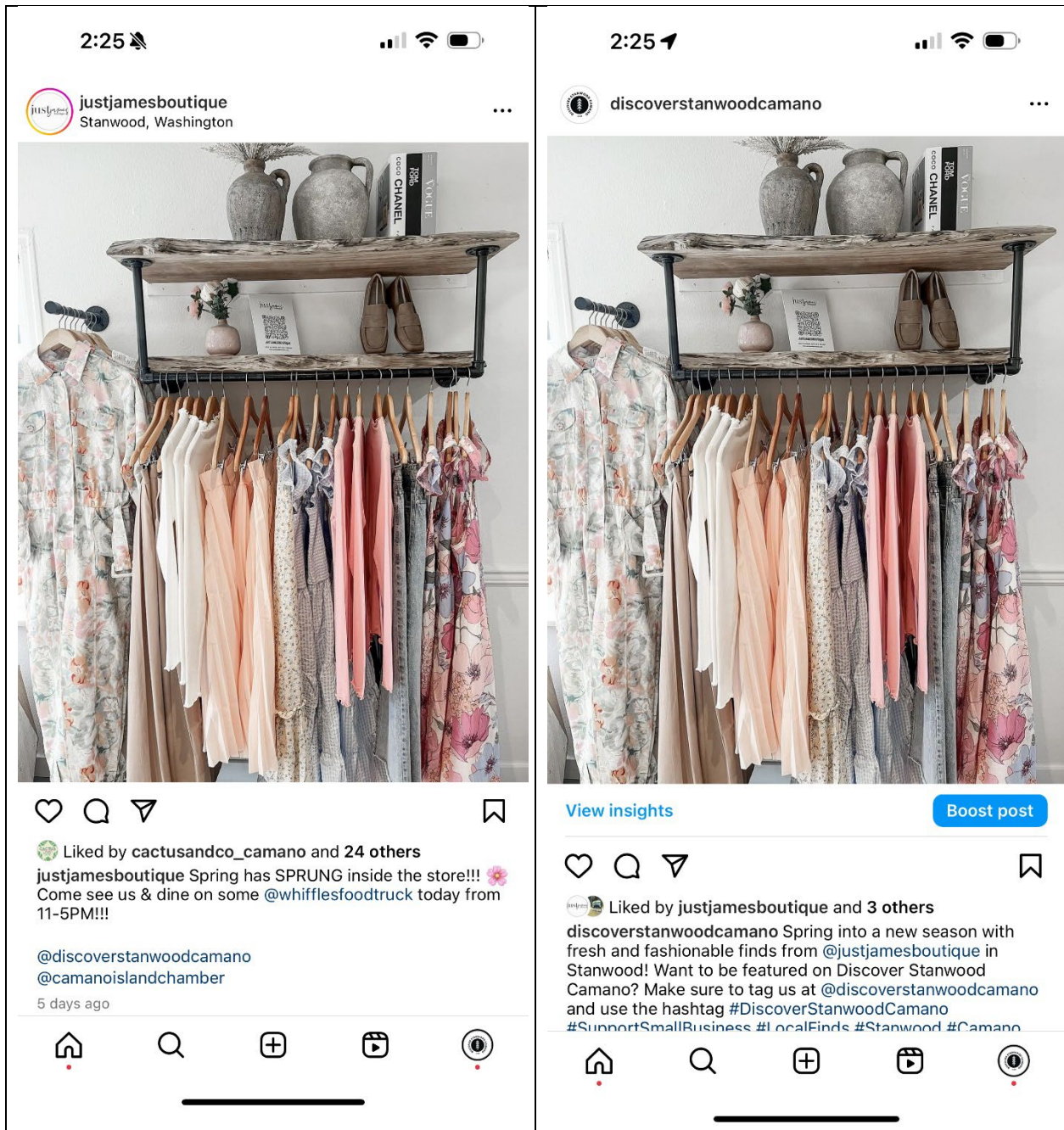
Discover Stanwood Camano has [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#) accounts. Staff publish content to Facebook and Instagram two to three times a week, depending on capacity. Posts are always economic development related ranging from local business spotlights to information about popular destinations and upcoming events. Staff leverage the latest best practices for social media such as keeping copy brief and conversational, using photos, tagging businesses, including locations and leveraging popular hashtags.

The city also encourages local businesses to tag [@discoverstanwoodcamano](#) to have their information featured on DSC’s Facebook and Instagram accounts. When a business does tag

[@discoverstanwoodcamano](#), city staff receives a notification, which grants the city permission to share their content – find samples on the next page.

Staff are not currently posting to Twitter (X) due to the nature of the platform and the low return on investment. Twitter is used for short, newsworthy snippets of information. The media, often use Twitter to stay informed about incidents or emergencies. To date, Discover Stanwood Camano has 252 Twitter (X) followers, which is not a large number. Twitter was recently bought by Elon Musk and renamed X. Elon plans to take the social media network in new direction – the future of Twitter (X) is unknown. Meta, the owner of Facebook and Instagram, recently created Threads, a social media platform that mimics the traditional version of Twitter. Signing up for a DSC Threads account may be worth considering in the future. Staff are open to recommendations from the Board for Twitter (X) and Threads.

As mentioned, DSC also has a YouTube account. YouTube is a platform specifically meant for sharing and viewing videos. DSC has several tourism-related videos on its YouTube channel. Due to staff capacity, no new videos have been uploaded in the last three years. Video is increasingly becoming one of the most popular ways to consume information and should be considered when reflecting on marketing tactics.



As shown above, Just James Boutique tagged [@discoverstanwoodcamano](#), allowing city staff to share their content directly to Discover Stanwood Camano’s social media accounts. Sharing content as shown above helps gain extra exposure for local businesses.

Advantages	Considerations
<p>Social media is a relatively easy, effective and inexpensive tool to support local businesses and tourism. Social media is a</p>	<p>While DSC does have a social media presence, current marketing efforts are not as robust as they could be. Like anything, social media marketing is</p>

daily part of life for many people and should be leveraged by businesses to connect with target audiences.

Roughly 4K people already follow the DSC Facebook account and 1.6K people follow the DSC Instagram account. Followers are similar to subscribers. They are users who have “opted in” to see the content that an agency posts and shares. The more followers an organization has, the more people there are to interact and reshare whatever is being posted. Staff will continue to monitor followers each month to see if these numbers increase.

Discover Stanwood Camano’s channels are active with 1-2 economic development-related posts being published each week, along with information being shared via Instagram Stories. Stories are photos and videos that disappear after 24 hours. They can be thought of as “daily highlights.”

scalable. Many of the posts for DSC get anywhere from 2-50 likes and a majority of followers are local, residing in Stanwood, Camano, Marysville and Arlington. As a tourism brand, DSC, should also be attracting a percentage of “out of town” followers. Some ways an organization can enhance its social media presence include:

- Posting quality content frequently
- Providing call to action links driving viewers back to the website
- Investing in paid social media marketing: Facebook and Instagram offer several ways to “pay” for engagement (likes, shares, comments, link clicks). Social media ads can be effective when done right, which often requires hiring someone with social media marketing expertise.
- Posting human-centric videos and photos: Images and video highlighting people often get high engagement levels, meaning link clicks, likes, shares, etc.
- Investing in social media influencers: Influencers are people with large followings on social media who can be paid to advertise a service, place or product.
- Leveraging Instagram and Facebook Stories and Reels. Reels are videos that can be posted to Instagram and Facebook. Meta’s algorithm often results in high levels of engagement for Reels. The “algorithm” controls what types of content populates on people’s social media feeds (what types of things they see while scrolling on their account).

Strategies like these while effective, require adequate resources, staffing and budget. It’s also worth noting that while important, social media is not the only marketing tool available.

Associated Costs and Fees

The city does not currently have funds allocated for social media. Other than staff time, there are no costs or fees associated with Discover Stanwood Camano’s social media platforms.

Rack Cards

Informational rack cards are printed each year and are distributed to local businesses and community locations throughout Stanwood and Camano Island. They are printed on cardstock, are double-sided and are roughly 3.5X8.5 inches in size. Staff are working with the city’s printer to determine how many rack cards can be printed this year with a budget of \$7,000.

Advantages	Considerations
<p>Provide businesses and organizations with collateral to hand out at events while interacting with customers, visitors, event goers, etc.</p> <p>Gives community members something physical to take home and provides a scannable QR code.</p>	<p>Printing can be costly. It is also difficult to know what the actual return on investment is for a print piece like this.</p> <p>Many people throw away print collateral when distributed at events.</p>

Associated Costs and Fees

The city has a \$7,000 budget to pay for rack card printing each year.



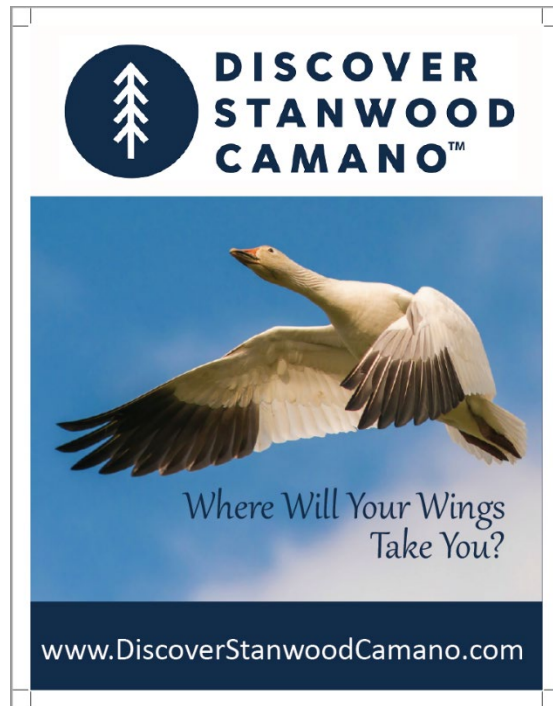
Travel Magazine

Every year, the city reserves ad space in the [Northwest Travel and Life Magazine](#), a bi-monthly tourism magazine that has roughly 31,000 subscribers. 120,500 copies are printed each edition. Of those copies, 43,000 are distributed to newsstands, 18,000 are distributed to hotels and resorts, 25,000 are distributed at airport terminals, and 3,500 are distributed at events. According to Northwest Travel and Life, 83% of their readers are influenced by something they read in their magazine. Note, Northwest Travel and Life has several ad packages that the city can invest in including a \$3,000 digital advertising package for advertising on digital channels like their website and social media accounts.

Advantages	Considerations
<p>Northwest Travel and Life’s target audience aligns with Discover Stanwood Camano’s target audience – tourists interested in exploring the Pacific Northwest.</p> <p>Advertising with Northwest Travel and Life is one way for DSC to reach “out of town” audiences – something that is not currently being achieved through DSC’s digital platforms like social media.</p>	<p>It’s difficult to know the return on investment with print advertisements.</p> <p>Advertising through Northwest Travel and Life is costly. Looking at other tourism magazines and procuring quotes may be worth consideration.</p>

Associated Costs and Fees
<p>Every year, the city spends \$10,000 for two full page ads, one in the summer and one in the fall, and an eNewsletter article in the summer to help promote community events. eNewsletters are digital newsletters that are sent to a list of subscribers via email each month.</p>

Here is a sample of a past full page advertisement:



1-5 Billboard Program

The city typically reserves billboard slots for the Stillaguamish Digital Billboard that is located South of Exit 206. The digital billboard is a shared space that is divided up into nine rotational slots. Each rotational slot is 8 seconds and then the billboard rotates to the next slot and so on. The city reserves a full slot for June, July and August to help promote events and tourism. In 2023, the city paid for 12 billboard slots with 3 to 4 billboard ads being displayed each month. Roughly 51,000 vehicles drive past the I-5 billboards every day.

Advantages	Considerations
<p>This billboard gets a lot of visibility. Three months of ad space means 1.4M vehicles will drive by. Note, many of these vehicles may be repeat vehicles commuting on the interstate.</p> <p>The billboards are close to Stanwood and Camano which may incentivize travelers to hop off exit 212 to explore the area.</p>	<p>It's difficult to know the return on investment with physical billboards. Billboard readers have little time to digest information.</p> <p>Reserving billboard space is costly, many vehicles may not see the billboard since there are nine, eight second rotational slots.</p>

Associated Costs and Fees
<p>Every year, the city budgets \$8,500 for billboard space.</p>





Port of Seattle Tourism Spotlight SEA Airport Advertising Program

Twice each year, the city applies for the Port of Seattle Airport Advertising Program to be awarded ad space at SEA International Airport. The Spotlight Program reserves 10% of total available advertising space at SEA International Airport for cities, counties, port authorities and non-profits to advertise, on a quarterly basis, their event, region, or destination. The Port covers the cost for reserving the advertising location and awardees pay for production, installation, and taxes. The city was awarded ad space for 2023 and for the first half of 2024. The application period for Q3 and Q4 of 2024 will be opening soon.

SEA International Airport has over 45.6M passengers, is the 11th busiest airport in North America, features 91 domestic non-stop destinations, 28 international non-stop destinations and is home to 31 airlines.

Advantages	Considerations
<p>Terminal advertisements get a lot of visibility, especially in an airport where people may be waiting several hours for their flight.</p> <p>This program is one way for the Discover Stanwood Camano brand to reach out of town visitors, many of which, may have a vested interest in travel and exploration.</p> <p>Being that this is a grant program, the city saves a lot of money on advertising every time it's awarded space.</p>	<p>As mentioned, when it comes to print, it is difficult to know what the return on investment is.</p>

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Associated Costs and Fees

In 2023, the city paid approximately \$2,316 for four ads, one ad for each quarter



Additional Considerations

As the Board can see, there are a number of marketing efforts being done to bring tourism and additional business to Stanwood via the Discover Stanwood Camano brand. That said, there are

marketing strategies that can be expanded on, added or prioritized with adequate funding and resources, such as:

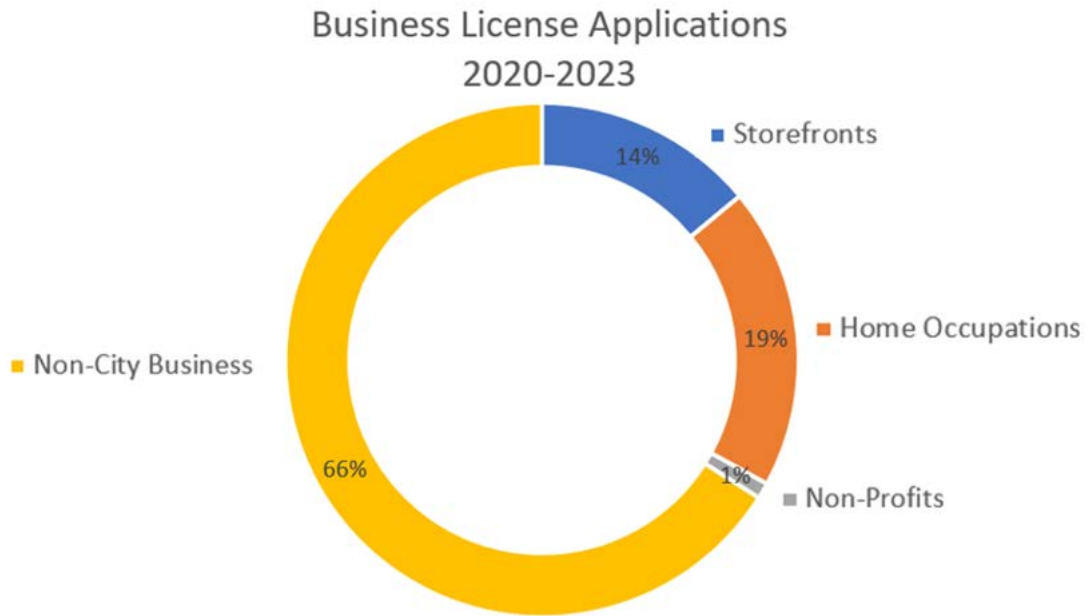
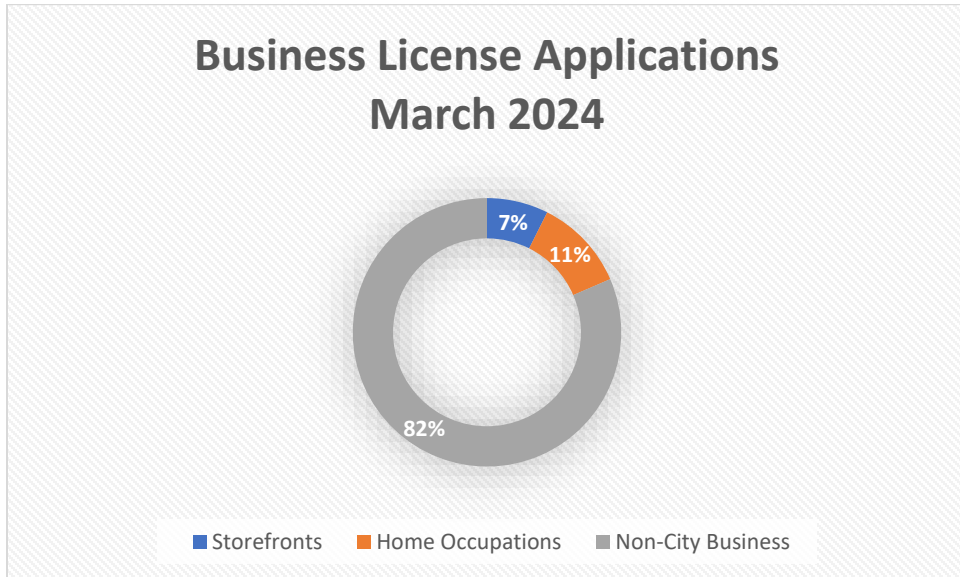
- **Blog posts:** Blogs are online articles that include links to websites as well as advertisements to help gain exposure for local businesses and events. Blogs can focus on a number of topics such as business spotlights, must-see destinations, recreational activities, etc. [You can find past DSC blog posts here.](#)
- **Email marketing:** The website has an email subscription list. Subscribers could be receiving monthly or even bi-monthly eNewsletters with the latest tourism and destination information. This is currently a missed opportunity but does require adequate resources.
- **Videos:** Many consumers, especially younger audiences are getting their information through short, easily digestible videos such as social media Reels and YouTube clips.
- **Social media marketing:** Many brands pay for social media ads as well as influencers to help spread the word about services, products, programs, and events.
- **Daily social media posts:** The more quality content that is consistently posted on social media channels, the better an organization's engagement with its target audiences will be. With that in mind, capturing, editing, and sharing quality content each day takes a lot of time and resources.
- **Digital advertising:** Businesses can pay to have digital ads displayed on websites and search engines. This is a strategy that Discover Stanwood Camano has not yet attempted or investigated.
- **Print magazine:** Many surrounding tourism brands such as Discover Anacortes print and distribute magazines each year. This is something that was done several years ago when Discover Stanwood Camano was Discover Port Susan. Staff can look at the return on investment and cost of a magazine if this is something the Board is interested in pursuing.
- **Photo Library:** Having a library of recent, high-resolution photos, in addition to video, is crucial for both print and digital marketing efforts. It does appear that a photography project, in partnership with the Stanwood Area Arts Commission was done in 2023 to help promote Stanwood and Camano Island.

The city is also open to finding ways to support local businesses through the City of Stanwood's communications channels. One option for example, is for the city to begin including a business spotlight in each edition of the City Scene Newsletter, which is sent to 4.5K households every quarter.

Attachment B
Business Licenses

Business License Analytics

In the month of March, the City Received 2 new City business license applications, 3 Home Occupation business license applications, and 22 Non-Resident/Non-City business license applications. See the spreadsheet on the following page for further breakdown.



March 2024 Business Licenses

City Businesses	Doing Business As	Business Description	Location	Number of Employees	Status
BOX OF GOOD, LLC	BOX OF GOOD,	Food Distributor	8504 CEDARHOME DR	7	Approved
GOODMAN, ALEXA RAE	ALEXA RAE	Hair Salon	8701 271ST ST NW	0	Pending Information
Total: 2				Total: 7+	

Home Occupations	Doing Business As	Business Description	Location	Number of Employees	Status
EDWARDS, NAKESHA COLLEEN	EDWARDS, NAKESHA COLLEEN	Art Dealers.		1	Approved
SNOCO HOME SOLUTIONS LLC	SNOCO HOME SOLUTIONS LLC	Contractor, Construction.		1	Approved
LARSEN, CHRISTINA	EMERALD LEDGER SOLUTIONS	Bookkeeping.		1	Approved
Total: 3				Total: 3	

Non-Resident	Doing Business As	Business Description	Location	Number of Employees	Status
SWARTZ LAKE CONSTRUCTION, INC.	SWARTZ LAKE CONSTRUCTION, INC.	Construction.	N/A	1	Approved
GRANITE CONSTRUCTION COMPANY	GRANITE CONSTRUCTION COMPANY	EXCAVATION, GRADING PAVING UNDERGROUND UTILITIES SEWER WATER CONCRETE FLATWORK CURB GUTTERS AND SIDEWALKS	N/A	5	Approved
EMBARC CONSULTING LLC	EMBARC CONSULTING LLC	Consultant.	N/A	1	Approved
ABOUT PLUMBING, INC.	ABOUT PLUMBING, INC.	Provide plumbing service, repair, installation and new construction; residential and commercial	N/A	2	Approved
JUNK DRAGONS INC	JUNK DRAGONS	Garbage Hauling.	N/A	1	Approved
FIRE PROTECTION, INC.	FIRE PROTECTION, INC.	INSTALL & MONITOR FIRE ALARMS	N/A	1	Approved
LAKE STEVENS AUTOMOTIVE LLC	SELECT AUTOMOTIVE CENTER	Auto parts sales and repair services	N/A	1	Approved
CASCADE FENCE, INC.	CASCADE FENCE, INC.	FENCE CONSTRUCTION	N/A	0	Pending Information
WBI AS BCS, LLC	BEACHCASTLE SWEETS	HAND MADE CHOCOLATES / CONFECTION	N/A	1	Approved
IMPACT EXCAVATION LLC	IMPACT EXCAVATION LLC	Excavating - Construction, Dump Truck.	N/A	2	Approved
HIGHLINE EXCAVATING, LLC	HIGHLINE EXCAVATING, LLC	EXCAVATION SERVICE	N/A	1	Approved
PARALLEL CONSTRUCTION COMPANY INC.	PARALLEL CONSTRUCTION COMPANY INC.	Contractor, Construction.	N/A	1	Approved
K & K FINISHES, INC.	K & K FINISHES, INC.	PAINTING INTERIOR & EXTERIOR OF BUILDINGS	N/A	4	Approved
PRIME SEPTIC LLC	PRIME SEPTIC LLC	Septic Tank Pumping, Septic Tank Services.	N/A	1	Approved
KELLISON TRUCKING LLC	KELLISON TRUCKING LLC	Dump Truck.	N/A	1	Approved
SHONDEL & SON LLC	SHONDEL & SON LLC	Construction Cleanup.	N/A	1	Approved
KOOYMAN, LUKE ANDREW	KOOYMAN DESIGNS	Residential General Contractor	N/A	0	Pending Information
UNAVITA LLC	UNAVITA	TRAVEL AGENCY/TOUR OPERATOR, OUTDOOR EQUIPMENT RENTALS, APPAREL/ACCESSORIES MANUFACTURER AND RETAILER, COFFEE ROASTING AND MOBILE CONCESSIONS	N/A	0	Approved
7 LAKE MECHANICAL LLC	7 LAKE MECHANICAL	Consulting Services.	N/A	1	Approved
NW STYLE HOMES 1 LLC	NW STYLE HOMES 1 LLC	REMODELING, PAINTING	N/A	1	Approved
FELLER HEATING & AIR CONDITIONING, INC.	FELLER HEATING & AIR CONDITIONING, INC.	HEATING & AIR CONDITIONING - INSTALL, SALES & SERVICE	N/A	2	Approved
MJR QUALITY CONSTRUCTION LLC	MJR QUALITY CONSTRUCTION LLC	Residential construction and remodeling	N/A	1	Approved
Total: 22				Total: 29+	

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Attachment C
88th Avenue Arch Banner Art



Call for Art Review: Finalists

A note from the SCAAC Banner Review Team:

We received a total of 112 submissions - just incredible! Many artists submitted more than one banner.

Artists were asked to submit banner designs that represented 4 themes ([see full call for art here](#)):

- Stanwood Landmarks
- Rosemaling/Norwegian Art*
- Winter/Holiday
- Fall/Autumn

While taste in art is subjective, art has an established set of rules for creating something that is attractive, moving and stimulating. In reviewing this artwork, we considered each piece's creativity and originality, and the quality of the artwork and artistic skill demonstrated. We assessed how well the artist followed the themes set forth by the City of Stanwood in the Call for Art. We also discussed that the artwork should be welcoming (it's on a "Welcome to Stanwood" arch!) and would be viewed from a distance, usually while driving.

Note for the "Rosemaling/Norwegian Art" entries: We had an idea to mirror the design on either side of the arch. [See what that would look like here.](#)

This is a special project for us and for Stanwood - thank you for your work reviewing our selections!

- Cat Olson, Executive Director

***What is "rosemaling"?**

Rosemaling is a painting tradition that originated in rural, eastern communities of Norway in the mid-1700s. Characterized by ornate curves, flowing scrollwork and floral designs, traditional styles are regionally distinctive and named for the region in Norway in which they first developed. [Learn more here.](#)

We did not judge the quality of the rosemaling in its adherence to traditional methods or design. Rosemaling, in this context, may be seen as an inspiration - some banners have been designed in the rosemaling style.

Landmark



Rosemaling



Fall



Winter

