

ECONOMIC DEVELOPMENT BOARD

January 18, 2017 Meeting

The Economic Development Board met on January 18, 2017. The following were in attendance: Bill Boring, John Russell, David Pelletier, Randy Heagle, Jose Amado, Theresa Metzger, and Adam Kopp as well as Mayor Kelley, Deborah Knight and Ryan Larsen from the City of Stanwood.

1. Presentation by Adam Kopp – Founder of Madak Creative

Adam Kopp (Owner/Founder) from Madak Creative introduced his new company in Stanwood to the Board. He has opened his office in downtown Stanwood in the Mall Shop & More building. Madak is a multi-media agency specializing in the creation and day-to-day implementation of marketing programs for their clients. Through the use of relevant media channels and modern communication strategies, Madak designs and supports every aspect of company and product branding. Adam indicated he is willing to work with the local Chambers to develop a more user friendly and comprehensive web-site.

2. Economic Alliance Follow-Up

Ryan Larsen discussed with the Board a meeting he attend at the Economic Alliance (EA) earlier in the month. He asked the committee about two ideas that came from his meeting with EA. The first idea was to have Economic Alliance (EA) come to Stanwood and bring together small business owners who are interested in attending to hear what EA has to offer

EASC supports three programs which serve the needs of small business. The services are provided on a no-fee basis.

- Procurement Technical Assistance Center (PTAC) provides assistance to understand and pursue opportunities in public sector contracting/purchasing
- Small Business Transportation Resource Center (SBTRC) is similar to PTAC but the objective is to help small firms procure transportation projects typically as a sub to the prime contractor.
- Small Business Development Center (SBDC) provides a wide range of consulting services to support the growth of small business.

The Board liked the idea.

3. Home Occupation/Business Town Hall Meeting

Ryan Larsen discussed with the Board a meeting he attend at the Economic Alliance (EA) earlier in the month. He asked the committee about two ideas that came from his meeting with EA. The second idea was to hold a home base business round table to get feedback on what a home business might need to take the next step to a store front. The City of Edmonds is in the process of completing something similar and Ryan would like to see the outcome from that process. If the roundtable is successful in Edmonds than maybe we could do something similar up here. The Board liked the idea.

4. Udate on Hotel/Motel Study from Theresa Metzger

Theresa Metzger gave a small update on the Hotel/Motel Study to the Board she in completing on behalf of the Chamber, which the City is a partner on. Theresa provided a summary sheet for the Board. This summary sheet is attached to the minutes.

Stanwood Chamber of Commerce & City of Stanwood

Hotel Feasibility Study

Status Update

January 19, 2017

Meetings Conducted:

- Amy Spain Executive Director Snohomish County Tourism Bureau
- Annique Bennett Strategic Tourism Plan Coordinator, Snohomish County Parks & Recreation
- Ellen Hiatt Port Susan Marketing Consultant
- Jennifer Shelton Certified Business Advisor Washington Small Business Development Center (*with John Hanstad*)
- Jeremiah McKinley Vine Street Properties (*with Ryan Larsen*)
- Jim Stephanson Director, Business Development & Small Business Programs Economic Alliance Snohomish County
- Ken Kettler Expert Resource
- Matt Smith Industry & Resource Development Director, Economic Alliance of Snohomish County
- Ron Jones Skymuse Studios
- Sol Baron Lindstrom Development (*with Randy Heagle*)
- Terrie Battuello Chief of Business Development Port of Everett

Outreach and/or Meetings Planned:

- Andrew N Olsen Vice President Columbia Hospitality Inc
- Charlie Magee Franchise Consultant, FranNet of Washington
- Christine Del Pozo Principal, Stanwood High School
- Lennart Bentsen President, Hotel Services Group
- Owner (name TBD) Best Western, Edmonds Harbor Inn, Port of Everett
- Robert Hale Franchise Coach, Entrepreneur's Source
- Shaiza Damji Managing Director 360 Hotel Group



Research Documents Received and Reviewed:

Lodging:

- 2007 City of Snohomish Lodging Study Proposal
- 2013 Northstar Snohomish County Tourism Branding Report
- 2015 & 2016 CAMA Beach Lodging Report
- 2015 City of Edmonds Lodging Feasibility Study
- 2015 Port of Everett Hotel Feasibility Study
- 2016 Port of Everett Hotel RFQ
- Small Business Development research request for Stanwood GIS and hotel data (report pending)
- Stillaguamish Valley Lodgings Report

Tourism

- 2015 Snohomish County Tourism Spending Report
- 2016 Washington State County Travel Impacts & Visitor Volume Report
- 2017 Snohomish County Hotel/Motel Tax Funded Tourism Projects

Industry:

- 2016 Second Quarter Kidder Matthews Seattle Area Hotel Market Review
- 2017 Everett Herald Business Journal Article: Why so many hotels are opening in Snohomish County
- Risk Management Association Lodging Report
- US Hotel Industry Report from the Small Business Development Center

Next Steps:

- Research lodging in comparable cities (list received from Deborah Knight)
- Survey local businesses, organizations and events to determine potential lodging demand (list prepared)
- Review results from the February 14th Stanwood High School Bond
- Attend the February 25th Port Susan Wedding Show to survey vendors for potential hotel demand

