



Economic Development Board
Meeting Agenda
March 18, 2022

Agenda

1. Receive the Minutes of the February 18, 2022 Meeting
2. Banner Artwork Project Update
3. Banner Pole Update
4. Special Events and Tourism Grants
5. Business License Analytics
6. Discover Stanwood Camano Analytics
7. EDB Next Meeting on April 15, 2022

ZOOM MEETING INVITATION

Topic: Economic Development Board Meeting

Time: March 18, 2022 7:30 AM

Join the zoom meeting with the link below

<https://us02web.zoom.us/j/81068633608?pwd=UTFtRUplKL055RmRqUUNSMXViS2ZQdz09>

Webinar ID: 810 6863 3608

Passcode: 167430

Join by telephone: (253) 215-8782



Economic Development Board Meeting Minutes February 18, 2022

The February 18, 2022, Economic Development Board Meeting held via Zoom, was called to order at 7:32 a.m.

Board Members in Attendance:

Blake Arnold, Dave Pellitier, Les Anderson, Kristine Birkenkopf, John Russell

Absent: Randy Heagle, Richard Good

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock

Guest Speaker: Jay Shih from BERK Consulting

Parks and Recreation Feasibility Study

Jay Shih, from BERK Consulting gave a presentation on the Parks and Recreation Feasibility Study and the recommended path forward.

The Board had the following comments:

- Begin implementation of the team approach – Service Level 1.
- Need leadership support and a clear understanding of how the transition is to occur with shared resources so that parks, streets, and drainage groups have dedicated or shared resources they need to do their jobs without overtaking one another.
- Prepare written maintenance standards and schedules with clear expectations.
- Concerned about implementation of a Parks District. If the District covers the school district boundaries, then funds would flow out of Stanwood whereas if the District covers only city boundaries, then city residents are paying for county (Snohomish and Island) use of city parks. Consider user fees as an alternative to a District.
- As the city moves along the phased schedule to Service Level 2 or 3, create opportunities to partner with other recreational user groups: YMCA, Baseball Leagues, Lacrosse Groups to provide coordinated recreational programming.
- Create venues and opportunities for park users to contribute to the economic welfare of local businesses by creating tournaments and events that market Stanwood as a destination.
- Parks should be used for more than tournaments; they should generate revenue by bringing people into Stanwood to stay for the day. Promote outdoor, weekday and evening use of parks.

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on January 21, 2022.

City Email Communication

Staff notified the Board that if they wish to communicate about topics discussed during the Economic Development Board meetings, other than scheduling and distribution of meeting packets, they will need to sign up for a City email address. Contact Audrey or Sarah if you would like to have a City email set up.

Banner Pole Update

Part of the 2022 City Beautification Program work plan includes a partnership with the Stanwood Camano Arts Advocacy Commission to design and fabricate new decorative banners for the City. These banners can only be installed on city owned light poles – PUD does not allow decorations or banners on their light poles.

On February 1, 2022, a call was sent out for a call for artists to submit their ideas for the banners. Submissions are due on March 7, 2022. Committees and Council will review submissions. The poles are expected to be installed the week of May 11, 2022.



Economic Development Board Meeting Minutes February 18, 2022

Les Anderson met with Trevor in the Public Works Department to discuss different banner pole fabricators for this project. Sarah and Patricia are in the process of getting proposals out to these pole fabricators and getting them ordered.

Patricia, Sarah, and Kristine plan to meet and discuss best locations for 4 banner poles in the west end of town. Stanwood.

Downtown Revitalization Project Update

Project vision:

The City of Stanwood is a special place; it is the perfect mix of rural countryside with small town living. The City's long range planning documents envision celebrating the uniqueness of Stanwood by promoting a vibrant and economic robust downtown. Using policy guidance from these plans the City is initiating the ***Downtown Revitalization Project*** that invests in our 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.

City staff met with the Twin City Mile Steering Committee on January 26, 2022. The Committee is comprised of local business owners, Chamber groups, the Historical Society. They discussed goals for the project and the schedule. Other topics discussed were strengths and weaknesses of each district and downtown, and future projects they'd like to see in their district. Staff will meet again on March 23, to present them with examples of how to implement their ideas and get their feedback.

The Board approves moving forward with the project and looks forward to a more cohesive and united downtown.

Business License Updates

In the month of January, the City received a total of 24 new applications – 3 New City Business, 12 Non-Resident Business, and 9 Home Occupation business licenses.

Discover Stanwood Camano Updates

Analytics for the month of January are as follows: Users: 1,172, Page views: 1,944. The audience locations were from Washington: 519, Wyoming: 257, California: 69, Virginia: 82, Ohio: 29, Oregon: 19, Texas: 17.

In Canada, British Colombia: 7, Quebec: 2, Ontario: 4, Alberta: 1, New Brunswick: 1, Prince Edward Island: 1, Saskatchewan: 1.

New Business

A discussion of potentially meeting in person for the March meeting was brought up. Audrey will send an email poll to the Board members to vote on meeting in person.

Adjourn: 8:37 am

Next meeting: March 18, 2022 @ 7:30 am

Audrey Rotrock, Associate Planner



CITY OF STANWOOD
ECONOMIC DEVELOPMENT BOARD
CITY BEAUTIFICATION PROGRAM

AGENDA STAFF REPORT

MEETING DATE:	Economic Development Board: March 18, 2022
SUBJECT:	Banner Program
CONTACT PERSON:	Sarah Cho, Economic Development and Marketing Manager
ATTACHMENTS:	Banner Artwork Submissions

BACKGROUND:

Over the last 10 years the city has adopted several economic development strategies to promote the vitality of Stanwood's Main Street business districts and neighborhoods. A substantial amount of community volunteer effort went into crafting a vision for Stanwood's future. Using guidance from this work, the City Council adopted the City Beautification Action Plan via Resolution 2020-14 on December 10, 2020.

One element of the City Beautification Action Plan is Wayfinding Signage which includes design and installation of decorative/ seasonal banners in the downtown and uptown districts.

The city has partnered with the Stanwood Camano Arts Advocacy Commission to implement this Call for Art.

PROJECT VISION:

The goal of the seasonal banners is to increase the visibility and beauty of the community to residents and local travelers by installing decorative and seasonal banners strategically placed along major thoroughfares such as SR 532, 88th Avenue, 92nd Avenue, 102nd Avenue and 271st Street. Banners are intended to add color and excitement to the City's commercial areas. The City plans to add 72nd Avenue as a future phase for this project.

The banner program shall not be used for commercial advertising, display of personal messages, or to promote political and/or religious organizations, messages, or issues. The City reserves the right to determine whether a banner is eligible for placement on a city street pole under these guidelines

PROJECT CRITERIA:

-  Stimulate excellence in design and public arts:
 - Is the image engaging and high quality in concept?
 - Is the image interesting and unique?
 - Does the image work within or play with the city's unique context?
-  Enhance community identity and place:

- Is the image meaningful to the city, its residents, and visitors?
- ✚ Contribute to community vitality:
 - Does the image draw in the viewer and provoke positive community ideals?
 - Does the image celebrate the city?
- ✚ Involve a broad range of people/communities:
 - Will a broad range of people connect with the image?
 - Or will it bring new ideas to people about our area?

BANNER REVIEW PROCESS:

City staff and the Stanwood Camano Arts Advocacy Commission (SCAAC) reviewed all art submissions for the banner project and have selected a total of 14 submissions for Spring/Summer and 14 submissions for Fall/Winter. With a total of 60 season banners, 30 for Spring/Summer and 30 for Fall/Winter, two designs will be picked for a duplicate print for each season.

The Economic Development Board is responsible for reviewing the banner designs. The board will make a formal recommendation to the City Council to accept the designs, modify the designs, or reject the designs. City staff will then forward the recommendation to the City Council for final approval. Once approved, the banners can be manufactured.

SPRING/SUMMER









Hello Stanwood & Camano Island







Resha





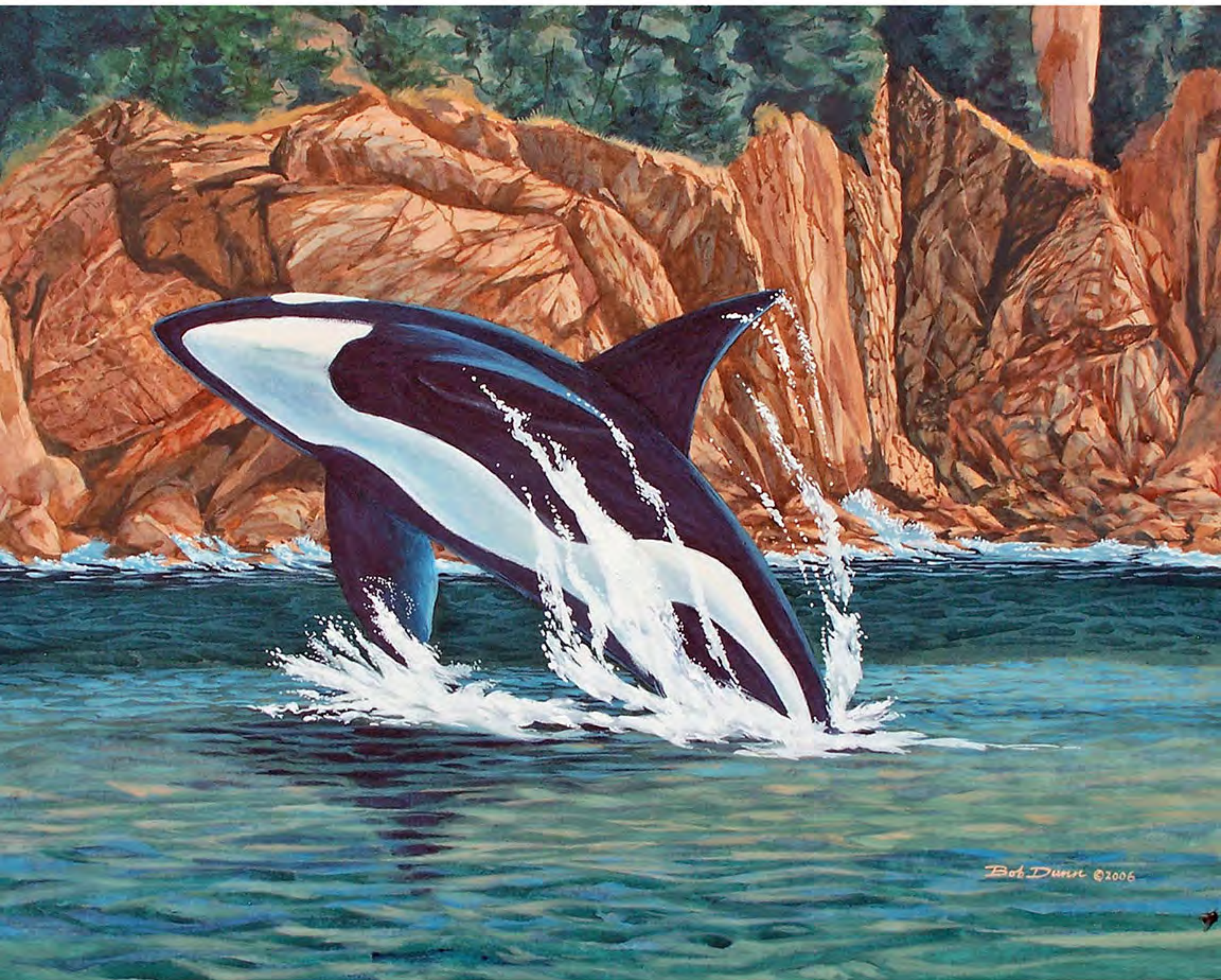








Enjoy !!!



Stanwood & Camano Island

FALL/WINTER

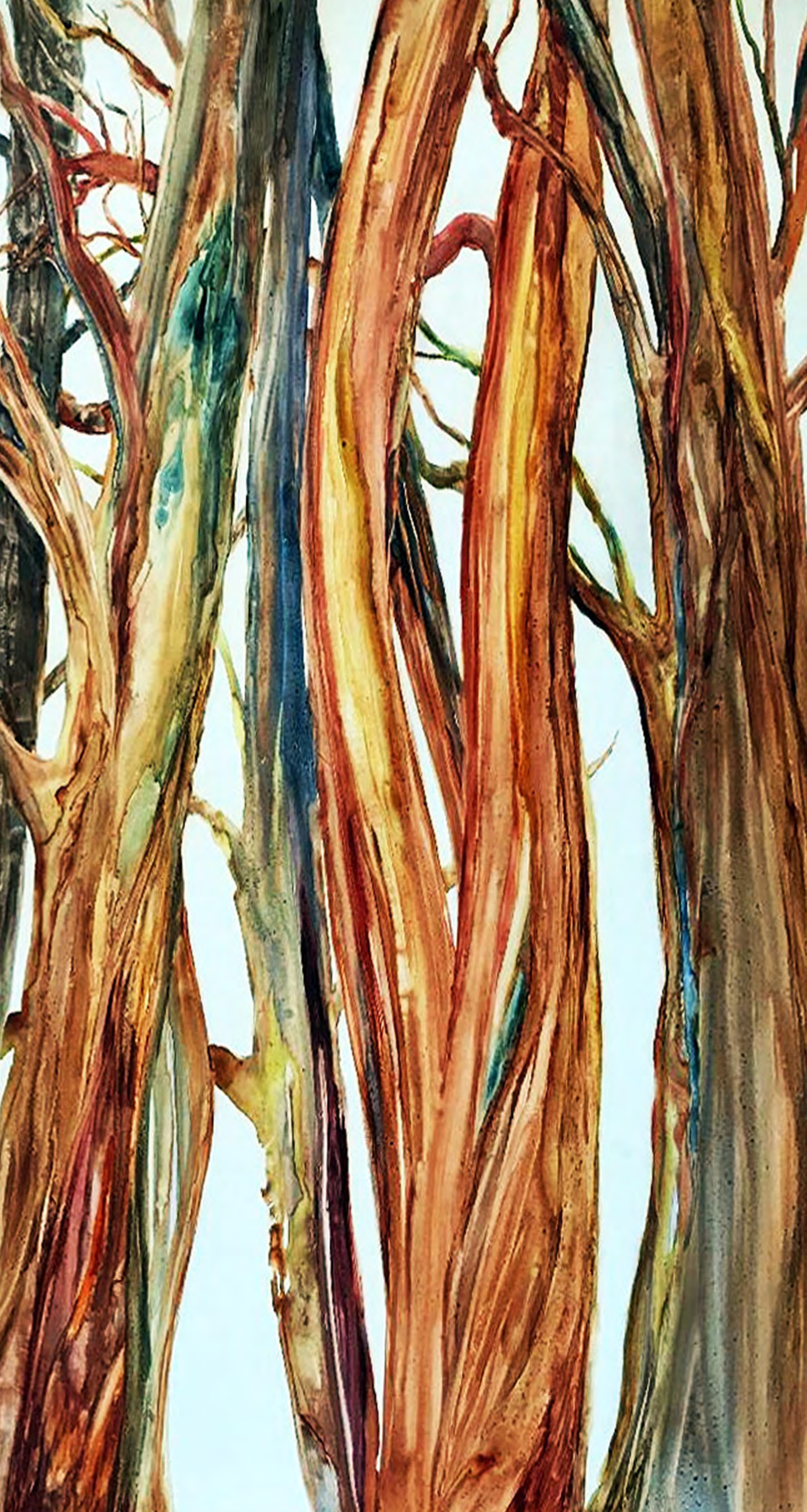






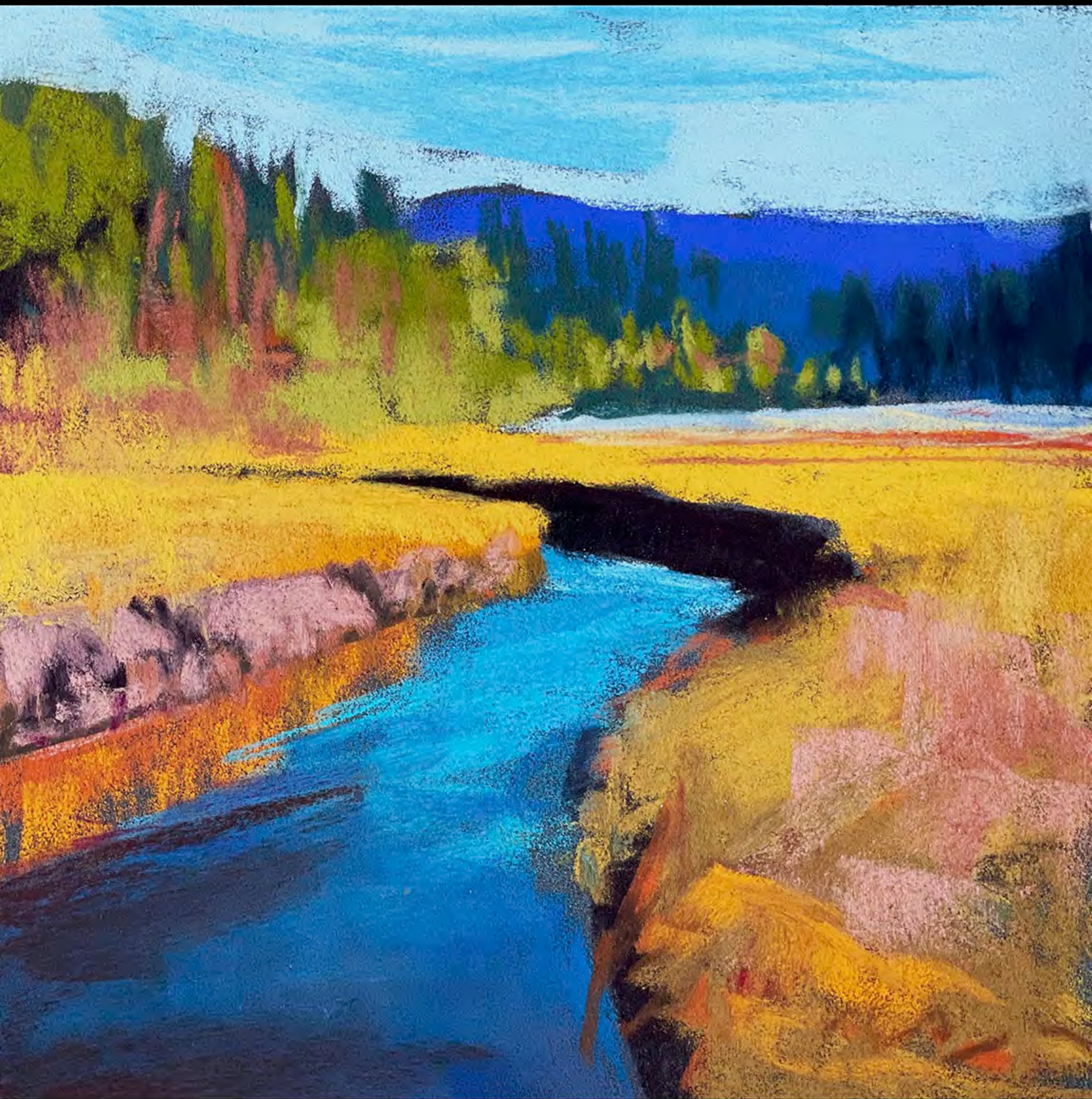








STANWOOD



WHERE
ARTISTS
COME TO PAINT



Sharon Shelling



Sharon Dineen





Welcome



to Stanwood & Camano Island



Bob Dunn
©2002



CITY OF STANWOOD
ECONOMIC DEVELOPMENT BOARD
CITY BEAUTIFICATION PROGRAM

AGENDA STAFF REPORT

MEETING DATE: Economic Development Board: March 18, 2022

SUBJECT: Banner Poles

CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

ATTACHMENTS:

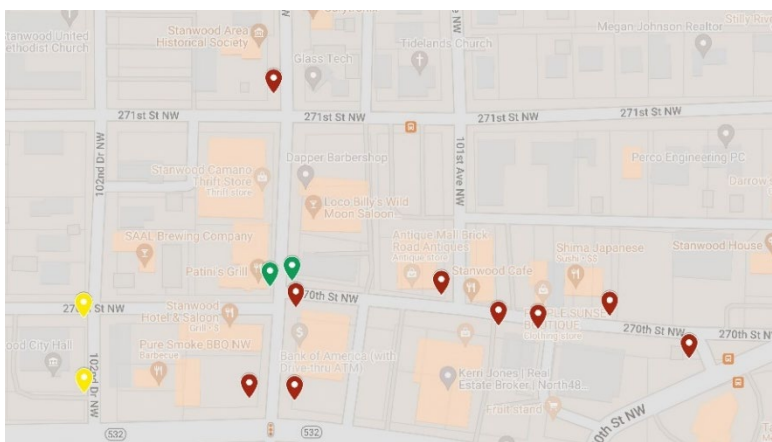
BACKGROUND:

Part of the 2022 City Beautification Program work plan includes a partnership with the Stanwood Camano Arts Advocacy Commission to design and fabricate new decorative banners for the City. These banners can only be installed on city owned light poles – PUD does not allow decorations or banners on their light poles.

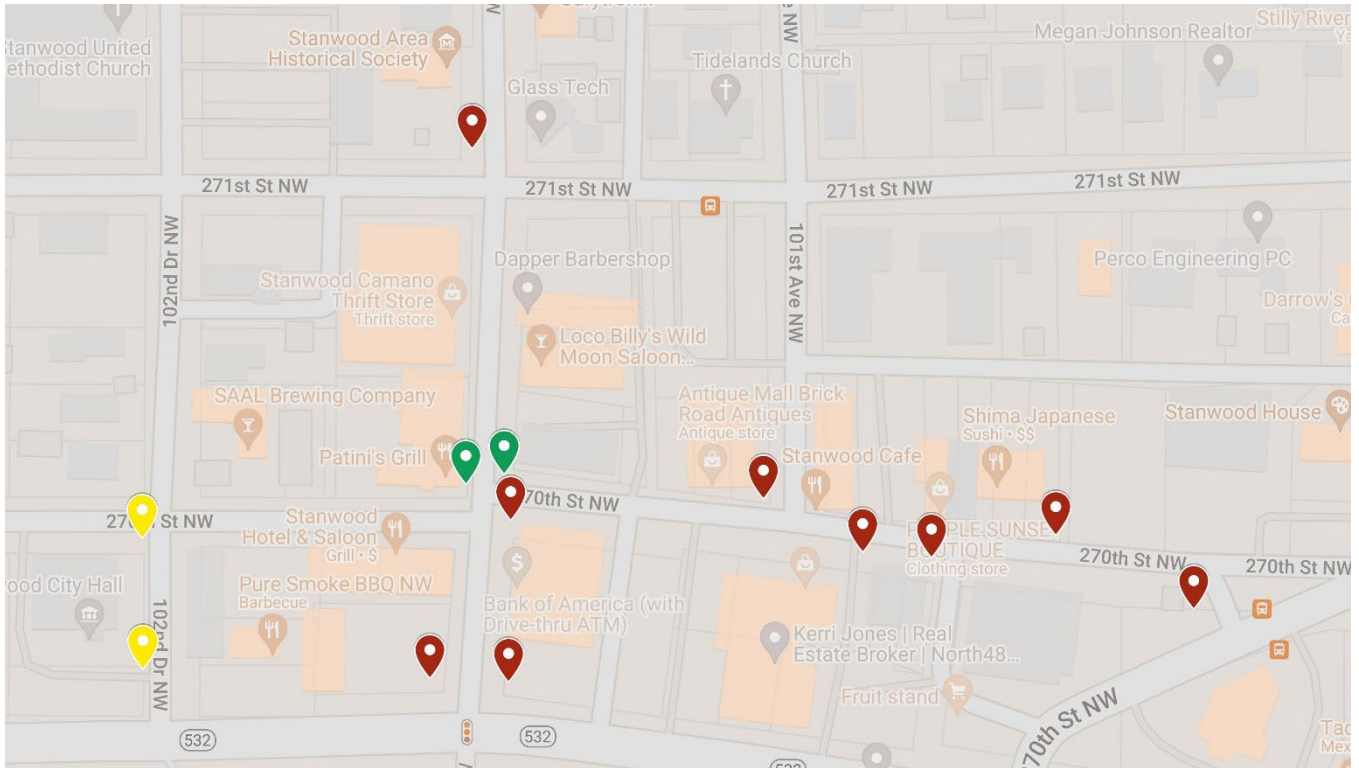
The purpose of the banner program is to increase the visibility and beauty of the community to residents and local travelers by installing seasonal banners along major thoroughfares such as SR 532, 88th Avenue, 92nd Avenue, 102nd Avenue, 270th Street and 271st Street. However, when we conducted an inventory of available poles, we found that there were plenty of city owned poles in the central and east ends of downtown but the west and uptown areas had few if any city owned poles. The City plans to add 72nd Avenue as a future phase for this project.

WEST DOWNTOWN BANNER POLES:

Based on the recommendations from the Economic Development Board, six additional banner poles will be installed in West Downtown. There are several recommended locations for the six banner poles. Locations should be considered based on the ability to remove and relocate banner poles, if needed, for future street improvement projects.



- Future Banner Poles
- Existing Banner Poles
- Existing Poles



-  Future Banner Poles
-  Existing Banner Poles
-  Existing Poles



CITY OF STANWOOD
ECONOMIC DEVELOPMENT BOARD
SPECIAL EVENTS AND TOURISM GRANTS

AGENDA STAFF REPORT

MEETING DATE: Economic Development Board: March 18, 2022

SUBJECT: Special Events and Tourism Grants

CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

ATTACHMENTS:

BACKGROUND:

Special event means any temporary or ongoing activity that occurs on public property that affects the ordinary use of public streets, right-of-way, sidewalks, traffic, and other places that reasonably expected to cause or result in a gathering in a public place; and/or is reasonably expected to have an uncommon impact on such public place; and/or is reasonably expected to require the provision of public services.

The Stanwood City Council has adopted and funded a Special Events / Tourism Grant program, established under Resolution No. 2018-13, to promote community events that draw visitors from outside the area. Grants are considered by the Economic Development Board and awarded by the Mayor. Grants may be considered in an amount up to \$1,000 for events with less than 4,000 participants, and \$2,000 for events over 4,000 participants.

SPECIAL EVENTS:

1. *Goose Is Loose – April 23, 2022*

The Stanwood Chamber of Commerce is hosting their annual Goose Is Loose 5K Fun Run. The event starts and ends at Heritage Park. The proceeds from the race will benefit the Stanwood Chamber of Commerce.

2. *24th Annual Camano Island Studio Tour – May 6, 7, 8, 2022 and May 14, 15, 2022*

The Camano Arts Association is hosting their 24th Annual Camano Island Studio Tour, the premier event of the year for the organization. The Studio Tour is a free, 3-day annual event that usually attracts 2,000 to 3,000 visitors to a self-guided tour of art studios and galleries along a 55 mile route around Stanwood and Camano. The tour builds a reputation for the region as an arts destination attracting visitors who return year after year.

3. *Picker's Market – May 21, 2022*

Being hosted for the first time, the Picker's Market will be an open market with individual vendors, selling both vintage treasures and crafts. The objective of the Picker's Market is to offer a fun family friendly community event that encourages shopping local and supporting the downtown businesses.

4. *Farmers Market – June 3, 2022 – October 7, 2022*

The Stanwood Farmers Market continues to be a community gathering place where residents and tourists can enjoy fresh, locally grown foods, handmade artisan goods, and a variety of local products. They pride themselves in offering food access for SNAP/EBT and WIC/FWNP customers so they can enjoy the benefits of fresh, healthy, and local food. Their market serves as a business incubator for promoting small businesses in the Stanwood/Camano community.

5. *Twin City Idler's Car Show – June 26, 2022*

The Twin City Idler's are back for their 18th Annual Car Show. The organization anticipates attendance of up to 650 plus cars and about 8,000 to 10,000 spectators. The funds raised from this event goes to local community charities. From their 2018 show, they were able to donate over \$16,500 with the largest amount going to the Stanwood Camano Food Bank, which received over half that amount.

6. *Stanwood Camano Community Parade – August 6, 2022*

The Stanwood Camano Rotary Club is hosting the annual Stanwood Camano Community Parade, which runs through Downtown Stanwood. The parade participants include dignitaries, politicians, commercial entries, nonprofit organizations, churches, school groups and clubs, music groups, animals, floats, and more. The parade is one of the pivotal events in the community, coinciding with the beginning of the Stanwood Camano Community Fair.

TOURISM GRANTS:

1. *24th Annual Camano Island Studio Tour – May 6, 7, 8, 2022 and May 14, 15, 2022*

The Camano Arts Association have applied for the Tourism Grant and are requesting \$1,000. They anticipate a budget of \$44,450, meeting the requirement of a 50% grant award match.

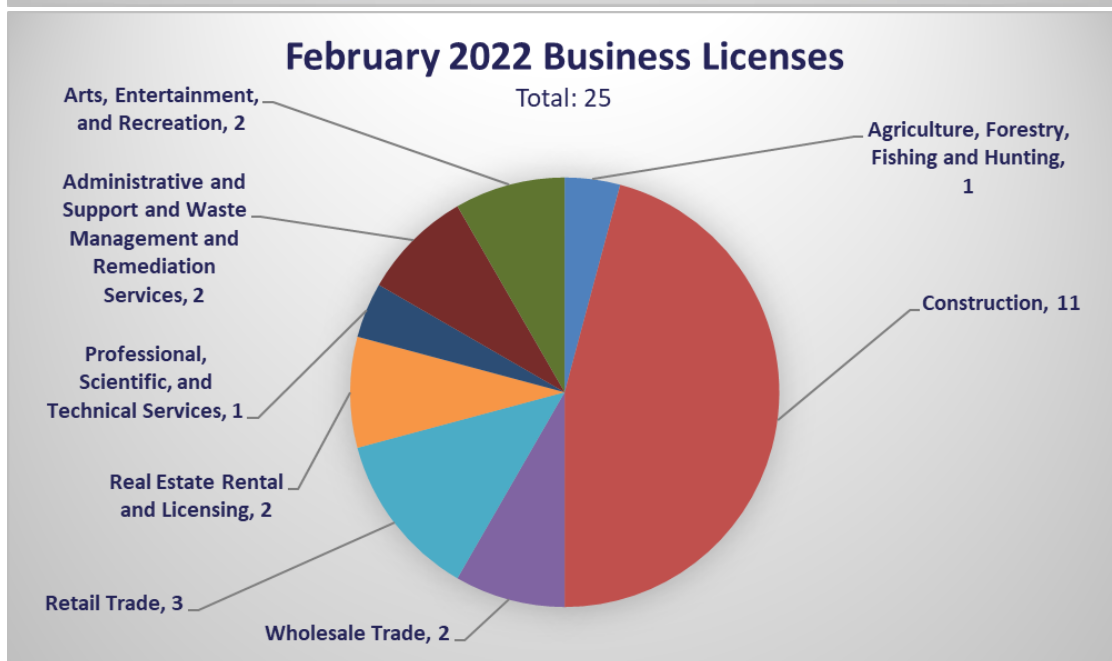
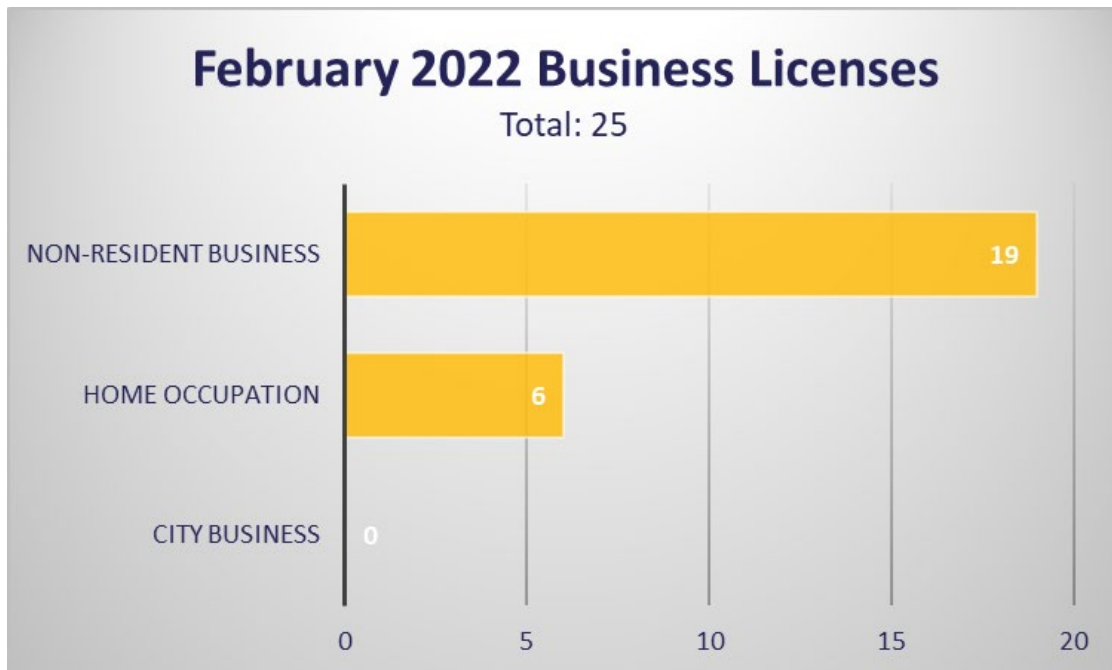
History shows that the Camano Island Studio Tour routinely brings in around 3,000 participants and will continue to grow. The event qualifies for the full grant request of \$1,000.

2. *Twin City Idler's Car Show – June 26, 2022*

The Twin City Idler's have applied for the Tourism Grant and are requesting \$2,000. They anticipate a budget of \$11,372.44, meeting the requirement of a 50% grant award match.

History shows that the Twin City Idler's Car Show routinely brings in over 4,000 participants and will continue to grow. The event qualifies for the full grant request of \$2,000.

Business License Analytics



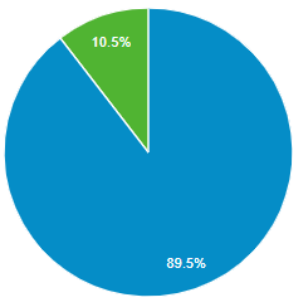
Discover Stanwood Camano Analytics

February 2022

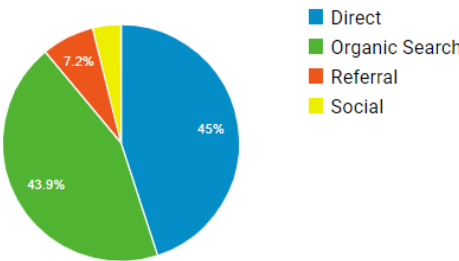
Audience Overview

Users: 1,293
Page views: 2,462

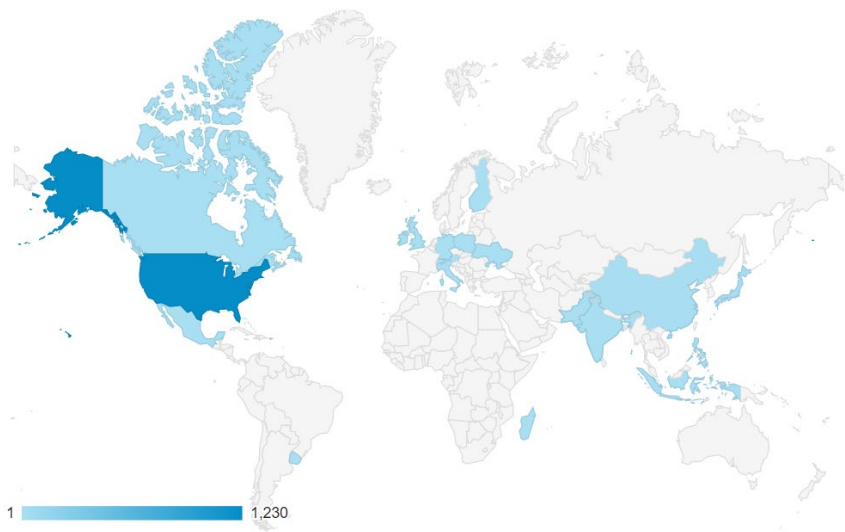
New Visitor Returning Visitor



Acquisition Overview



Audience Location



Washington: 765
Wyoming: 171
California: 52
Oregon: 43
District of Columbia: 24