



Agenda

1. Receive the Minutes of the January 20, 2023 Meeting
2. City Beautification: West End Gateway Project Narrative
3. City Beautification: Downtown Park Project Narrative
4. City Beautification: Banner Project/88th Ave Arch Project
5. Storefront Improvement Program Update
6. Special Event/Tourism Promotion Grant
7. Business License Analytics
8. Discover Stanwood Camano Analytics
9. EDB Next Meeting on April 21, 2023

ZOOM MEETING INVITATION

Topic: Economic Development Board Meeting

Time: March 17, 2023 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 Minute Meeting Minutes Friday, January 20, 2023 | 7:30 am

Economic Development Board Members Present: Les Anderson, Kristine Birkenkopf, Randy Heagle, Dave Pellitier

Economic Development Board Members Absent: Blake Arnold, Ashley Palmer, John Russell

Staff Present: Patricia Love, Sarah Cho, Audrey Rotrock

Others Present: N/A

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

1. **Receive the Minutes of the October 21, 2022 Meeting**

The minutes of the October 21, 2022 meeting were approved unanimously.

2. **Sebranke Property Update**

Patricia Love discussed the grant received from Commerce for the clean up and groundwater monitoring program at the Sebranke property, located near the train tracks on 271st Street. There will be a close-out report sent to Ecology when the work is completed. The next step is to begin designs for the future park. The Board discussed different ideas they would like to see at the park.

3. **Storefront Improvement Program Update**

The Storefront Improvement Program will go back to Council on February 9, 2023. The allotted funds will include \$10,000 for technical assistance which will allow applicants to receive professional advice on the more technical aspects of their project. Through the process, staff will make project recommendations to Economic Development Board, and the Board will vote on and approve/disapprove each project. 2023 will be the pilot year for the project and will include case studies on project costs.

4. **Business License Analytics**

For the month of December, 27 business licenses were processed. 1 license was for a non-profit business, 18 licenses were for non-resident businesses, 4 licenses were for home occupation businesses, and 4 licenses were city businesses. The Board discussed new buildings and business coming to Stanwood.

5. **Discover Stanwood Camano Analytics**

For the month of December, Discover Stanwood Camano had 1, 492 visits to the website for at least one session, and there was a total of 2,905 page views. In December, the Facebook page reached over 7,981 people and had 863 page visits and the Instagram account reached over 1,617 people and had 253 profile



Economic Development Board Minute
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visits. The top 5 search terms were Stanwood Tree Lighting, Camano Island, Discover Stanwood Camano, Stanwood Christmas Tree Lighting, and Stanwood Senior Center. The Board discussed upcoming events happening in Stanwood.

6. EDB Next Meeting on February 17, 2023

7. Adjourn: 8:53 am





CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES:	March 17, 2023
SUBJECT:	City Beautification: West End Gateway Project Narrative
CONTACT PERSON:	Patricia Love, Community Development Director
ATTACHMENTS:	Exhibit A – West End Gateway Project Narrative

City Beautification: West End Gateway Project Narrative

The West End Gateway Project is part of the greater City Beautification project list and is intended to signify the entrance into the historic brick road, west end downtown area and denote it as a special place. The Gateway is intended to increase visibility of downtown Stanwood to city residents and tourists from SR 532.

Initially four general locations were identified as potential gateway locations: 102nd Avenue / 270th Street, Camano Street and SR 532, 270th Street and Camano Street and Camano Street near the old furniture store. After several conversations with the Twin City Mile Steering Committee, the Economic Development Board and the Council Community Development Committee it has been recommended that the gateway be located at the 102nd Avenue / 270th Street intersection as 102nd Avenue is the primary entry into the west end historic area and is visible from SR 532.

West End Gateway

Recommended Location	Reason Selected
102 nd Avenue / 270 th Street Intersection	▪ Primary Entrance to West End Historic District ▪ Good Visibility From SR 532

Alternative Locations Considered	Reason Not Selected
Camano Street and SR 532	▪ Secondary Entrance to West End Historic District ▪ Smaller Wayfinding Sign Could be Located at this Intersection in the Future
Camano Street and 270 th Street Triangle	▪ No Direct Visibility from SR 532 ▪ Gateway Would Need to Be Very Tall to be Seen From SR 532
270 th Street	▪ Gateway Could be Obstructed by Buildings ▪ Insufficient Right of Way to Construct a Gateway Structure

Due to the constraints of the intersection, the committees liked the concept of stringing overhead lights across the intersection from either decorative poles or from roof tops. Attached is the West End Gateway Project Narrative describing the project vision and scope.

The attached project narrative (Exhibit A) is being reviewed by the Economic Development Board and the Council Community Development Committee prior to initiating design of the project.

The Community Development Committee provided the following feedback:

- Support options for banners
- Sculpture, continue art theme
- Visibility during daylight is questionable
 - Options to see lights better in daylight
 - Banner/design/wrapped
 - Twinkle lights vs bigger links
- Extend to SR 532?
 - Or wayfinding signage
 - Visibility on SR 532
- Signage to public parking lot?
 - Green on white/blue on white?



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: March 17, 2023
SUBJECT: City Beautification: Downtown Park Narrative
CONTACT PERSON: Patricia Love, Community Development Director
ATTACHMENTS: Exhibit B – Downtown Park Project Narrative

City Beautification: Downtown Park Narrative

The City purchased the downtown park site as part of the Twin City Mile downtown revitalization project. The site has just undergone a major cleanup action due to the past use of the site as a gas station and auto repair shop. Now that the site cleanup is complete, formal design of the park can begin.

The City envisions an urban, hard surface downtown park, that can be used by shoppers and tourists as a place to stop, rest and enjoy the day. Ideas include a gazebo, seating, band stage, hardscape play areas, accessible walkways to the rear parking lot, and/or any combination of public gathering space. The intent of the project is to create a “place” within the downtown area that promotes a strong business district and useable community space.

The attached project narrative (Exhibit B) is being reviewed by the Economic Development Board, Park and Trails Advisory Committee and the Council Community Development Committee prior to initiating design of the project.

The Community Development Committee provided the following feedback:

- No outdoor eating space/venue
- Like “play area” or gazebo
- Benches
- Complete streets, add to SMC/street
- Survey – know the boundaries of the West Side (stairs)
- Don’t mimic Lions Park
- Support business community
- Economic development integration
- Public safety – police/visibility



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: March 17, 2023

SUBJECT: City Beautification: Banner Project/88th Ave Arch Project

CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

City Beautification: Banner Project/88th Ave Arch Project

On February 9, 2023 City Council voted to authorize the Mayor to sign a contract with Interwest Construction for the 88th Ave Arch project. With changes to the budget, the art element for this project has been removed and City staff are currently looking at lower cost alternatives for art.



For 2023, the City budgeted \$20,000 for the banner project. The initial plans for this project were to produce additional banner artwork and banner poles. As the 88th Ave Arch project is breaking ground this year, City staff are looking at options to incorporate art elements back into this project by utilizing the banner project budget.

The original art elements for the 88th Ave Arch project consisted of four art panels that would be inset of each column on the north and south sides of the structure. Each panel would represent one of the following historical themes and the intent are to tell the story of Stanwood geographically.

- Early Native American Heritage, Culture or Themes (Designed by a Native American artist with ties to the Stanwood/Stillaguamish River/Port Susan Bay area)
- Norwegian Settlement, Culture or Themes
- Rural Farming, Agriculture, Community
- Natural or Environmental Beauty of the Area

The materials anticipated for the artwork included lightweight materials that could be hung on the columns, such as metal, cedar, enamel, ceramic, etc. Now, City staff and SCAAC are proposing hanging banners on the columns with images that follow the four proposed themes, and possibly some seasonal banners that can be alternated throughout the year. City staff are proposing that the city beautification budget originally allocated for the banner project be used for the 88th Ave Arch project for 2023.



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES:	March 17, 2023
SUBJECT:	Storefront Improvement Program Update
CONTACT PERSON:	Sarah Cho, Economic Development and Marketing Manager

Storefront Improvement Program Update

The Storefront Improvement Program (SIP) launched on March 1, 2023. Since the launch of the program, there has been a great response from business and property owners. Within the first week of launching the program, over nine business or property owners have reached out to learn more about the application process or to schedule a pre-application meeting with City staff.

City staff have already met with one potential applicant this week and the applicant is hoping to finalize their project elements for submittal very shortly. There are also two more pre-application meetings scheduled throughout the next few weeks.

Based on the demand for this program, the board will need to take into consideration the grant matches for each project and applicant as \$90,000 is available for grant awards and \$10,000 for technical assistance.



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: March 17, 2023
SUBJECT: Special Event/Tourism Promotion Grant
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

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 Event Applications

1. *Stanwood Farmers Market, June 2-October 6, 2023*

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. They are anticipating up to 40 vendors for the season.

2. *Camano Arts Studio Tour, May 12-14, 20-21, 2023*

The Camano Arts Association is hosting their 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 5,000 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. They are anticipating approximately 26 vendors.

Tourism Promotion Grant Application

1. *Twin City Idlers Car Show, June 25, 2023*

The Twin City Idler's have applied for the Tourism Promotion Grant and are requesting \$2,000. They anticipate a budget of \$19,558, meeting the requirement of a 50% grant award match.

The Twin City Idler's estimated that 10,000 people attending the event in 2022. The event qualifies for the full grant request of \$2,000.



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: March 17, 2023

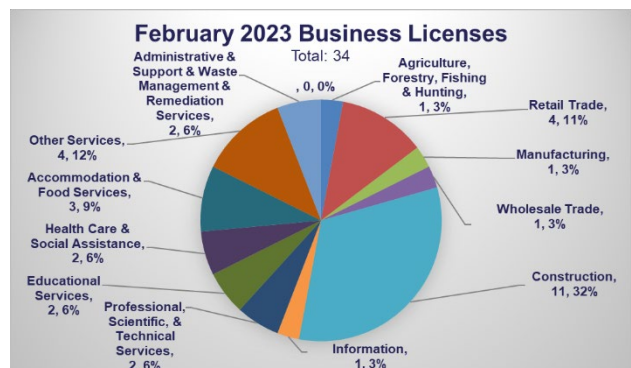
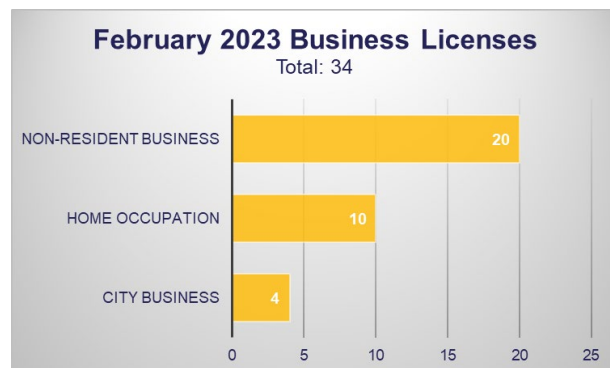
SUBJECT: Business License February 2023 Analytics

CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Business License Analytics for February 2023

For the month of February 2023, 34 business licenses were processed. 20 of the licenses were non-resident business licenses, 10 of the licenses were home occupation licenses, and 4 of the licenses were city business licenses. According to the NAICS codes for each business:

Industry	Percentage of Businesses
Agriculture, Forestry, Fishing and Hunting	3%
Retail Trade	11%
Manufacturing	3%
Wholesale Trade	3%
Construction	32%
Information	3%
Professional, Scientific, and Technical Services	6%
Educational Services	6%
Health Care and Social Assistance	6%
Accommodation and Food Services	9%
Administrative and Support and Waste Management and Remediation Services	6%
Other Services	12%





CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: March 17, 2023
SUBJECT: Discover Stanwood Camano February 2032 Analytics
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Discover Stanwood Camano Analytics for February 2023

For the month of February 2023, Discover Stanwood Camano had 1,830 users (+24.32%) visit the website for at least one session. There was also a total of 3,295 pageviews (+22.04%). 59.1% of the audience found the website through organic search, 30.5% of the audience found the website through direct search, 8.2% of the audience found the website through a referral, and 2.1% of the audience found the website through social. The top five states for audience location were Washington with 1,155 visitors, Wyoming with 217 visitors, California with 91 visitors, Texas with 45 visitors and Oregon with 29 visitors. In Washington State, the audience location breakdown was, not set (no known location) with 406 visitors, Seattle with 275 visitors, Camano with 75 visitors, Everett with 42 visitors, Yakima with 32 visitors, Marysville with 31 visitors and Mount Vernon with 27 visitors.

For the month of February 2023, the Facebook page reached over 2,563 people (-40.9%) and had 619 page visits (+159%). The Instagram account reached over 1,630 people (+34.8%) and had 234 profile visits (+91.8%)

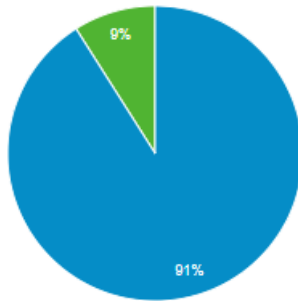
The top 5 search terms were Northwest Glass Quest, Camano Island, Stanwood Senior Center, Glass Quest, and Camano Island Washington.

Discover Stanwood Camano Analytics

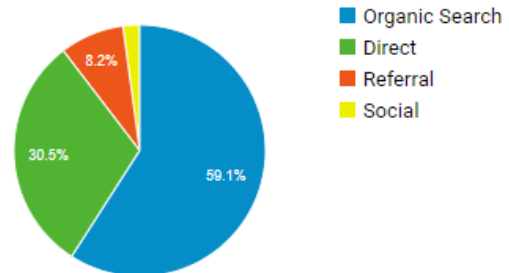
February 2023

Audience Overview

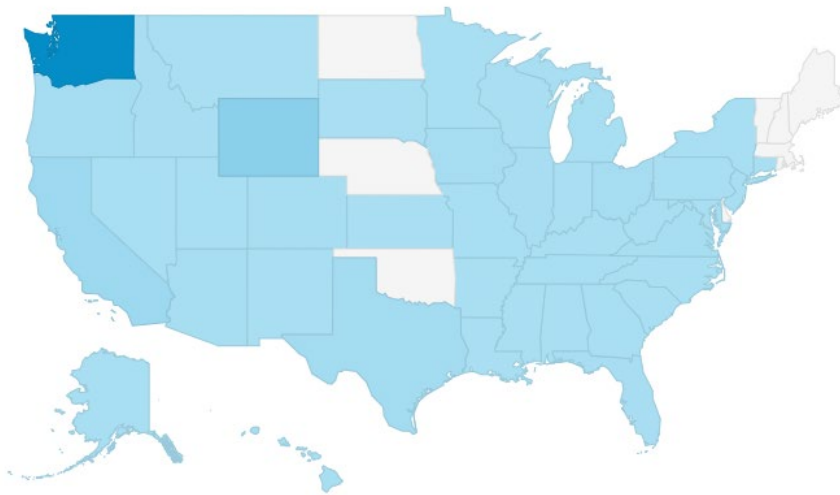
Users: 1,830
Page views: 3,295
■ New Visitor ■ Returning Visitor
Feb 1, 2023 - Feb 28, 2023



Acquisition Overview



Audience Location



United States:
Washington: 1,155
Wyoming: 217
California: 91
Texas: 45
Oregon: 29

Washington:
Not Set: 406
Seattle: 275
Camano: 75
Everett: 42
Yakima: 32
Marysville: 31
Mount Vernon: 27

Facebook

Page Reach: 2,563
Page Visits: 619

Instagram

Page Reach: 1,630
Profile Visits: 234



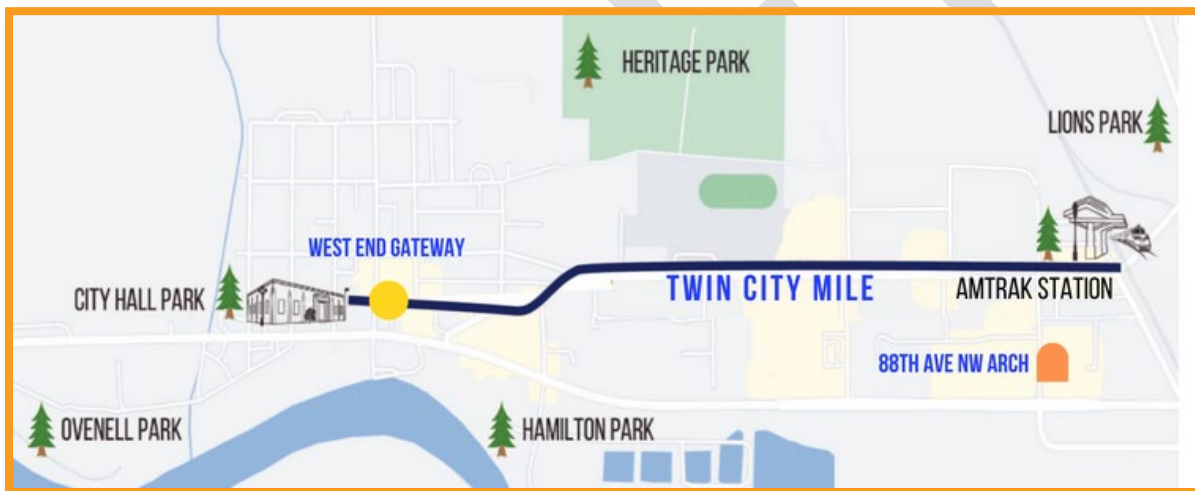
City Beautification Action Plan West End Gateway Project Narrative

INTRODUCTION:

The City of Stanwood desires to construct a West End Gateway Structure as part of the City's Beautification Action Plan to emphasize the 102nd Avenue downtown entrance point from SR 532. The Gateway is intended to signify the entrance into the historic brick road, west end downtown area and denote it as a special place. The Gateway is intended to promote the visibility of downtown Stanwood to city residents and tourists.

PROJECT LOCATION:

The 102nd Avenue Gateway will be located at the off-set intersection of 102nd Avenue and 270th Street.



PROJECT BACKGROUND:

In 2020 the City Beautification Action Plan took the previous planning work and integrated these efforts into an implementation plan called the City Beautification Action Plan. The City Beautification Plan was unanimously supported by the Economic Development Board, Community Development Committee, Public Works Committee, Planning Commission, and City Council. The 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 City Council adopted an implementation strategy and 6-year budget that includes funding both near term and long-term projects. The City chose to build the gateway features first to create visibility, interest and spur tourism in the historic downtown areas.

The City Beautification Action Plan envisions East and West End Gateway features that complement each other while allowing design creatively to celebrate their unique historical differences. Gateway concepts included arches, art sculptures, lights or other entry concepts that were large in scale to denote the importance of the individual district.

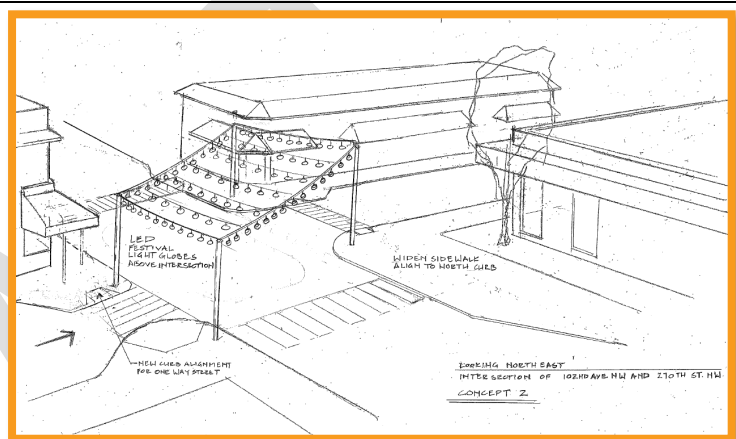
DESIGN INSPIRATION:

The West End Gateway feature is intended to promote the historic west end and create visual interest for those traveling on SR 532 to stop and see what is special about the brick road historic area. Using the 88th Avenue Arch mesh design, wayfinding signage, streetlights as inspiration, the west end gateway concept is to construct a set of narrow, decorative poles with LED lights spanning the intersection.

Other inspirational ideas for the 102nd Avenue Gateway include the 271st Street Way Finding sign pole and the Viking Way decorate light poles.

BUDGET

A budget of \$50,000 has been approved to design and build the "LED Light" feature with decorative poles.

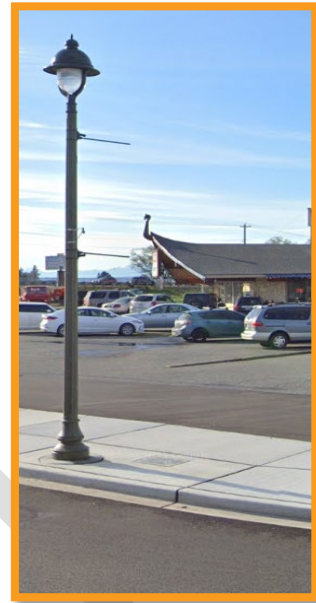
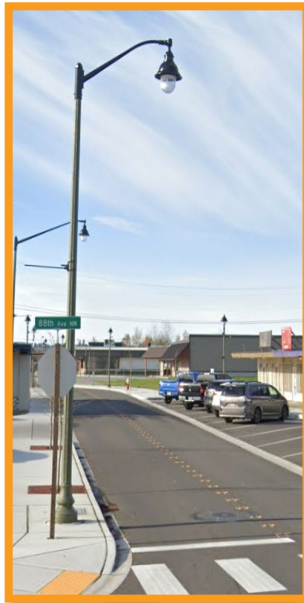


Initial West End Gateway Inspiration Board



88th Avenue Arch – Mesh Design Inspiration

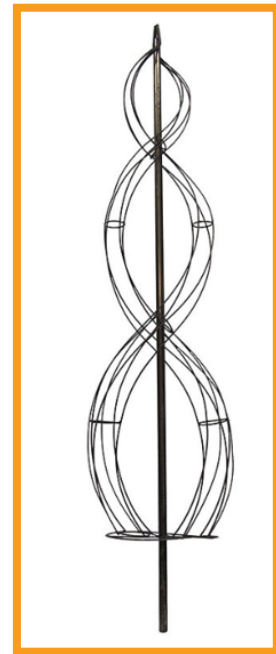
271 st Street Wayfinding Sign	Decorative Over Street Light Design	Decorative Street Light Pole Design
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Other Concepts

Other Concepts

Other Concepts



COMMUNITY OUTREACH

Design work will require four specific phases:



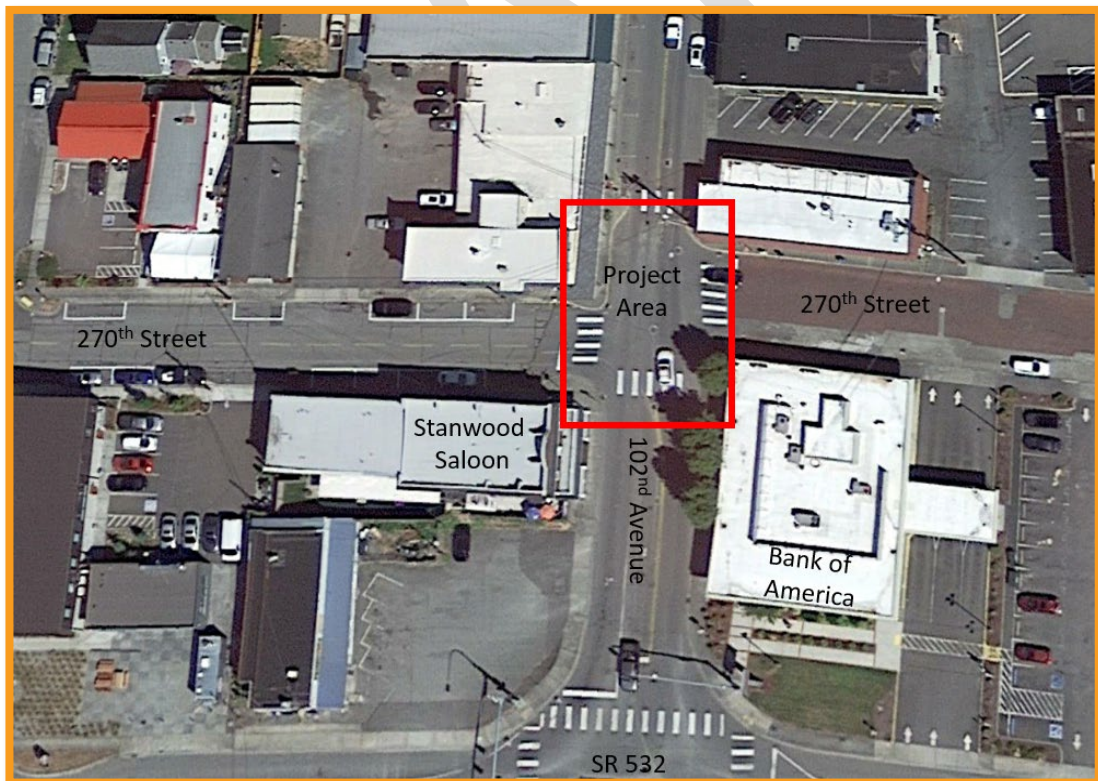
1. Public outreach to the downtown businesses, Stanwood Commerce Alliance, Camano Chamber of Commerce, and the Economic Development Board, to get their ideas and thoughts on how best to use the space in a complementary manner with the business district.
2. Concept design based on public outreach efforts.
3. Final approval of the concept design by the Stanwood City Council.
4. Fabrication and Installation.

SITE CONSTRAINTS

102nd Avenue / 270th Street is an off-set intersection with buildings built up to the sidewalk edge. Within the sidewalk area there are awnings, streetlights, power poles, banner poles, and other traffic control devices such as stop signs. Design of the gateway should consider:

- Narrow Intersection
- Maintain Pedestrian Accessibility
- Multipurpose Use of Street Infrastructure
- Potential Partnerships with Property Owners to String Lights from Existing Buildings
- Identify Power Source for Lights

Aerial View of Intersection



Street View Looking North



Street View Looking East





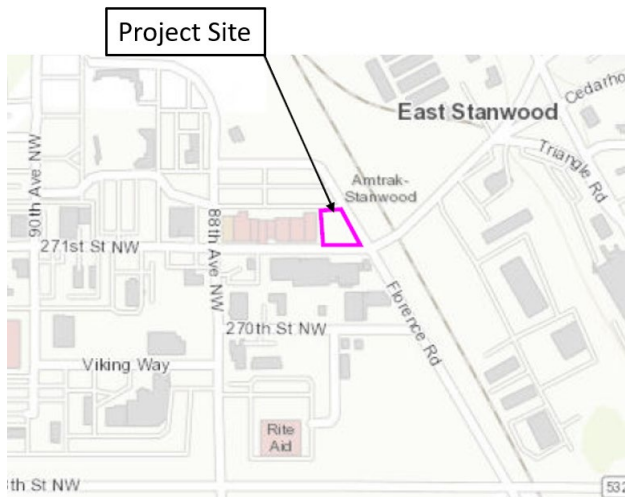
City Beautification Action Plan Downtown Park Project Narrative

INTRODUCTION:

The City of Stanwood purchased a 0.11-acre parcel on the eastern edge of Stanwood's main street business district and near the Amtrak train station for an urban business district park and entry point for visitors arriving by train. The City has planted trees and placed a "Stanwood Home of Scandinavian Hospitality" sign at the edge of the lot as gateway feature into the historic downtown area. The City plans to redevelop the site as a small public park that will enhance the experience of visitors on main street, supplement special event space and provide a small outdoor space that complements the architectural building design of downtown.

PROJECTION LOCATION:

The downtown park is located on 84th Avenue (Florence Road) next to the Amtrak Station.



SITE BACKGROUND:

The site is bordered by historic commercial buildings on the west side of the property and the railroad line used by Amtrak and general freight to the east. During the 1950s, an auto repair and parts buildings, a filling station, and an area for auto grease and oil storage were located on the site. During the 1980s and early 1990s, an antique business and later a hair salon operated on the Site. During the early 1990s, buildings on the site were destroyed by a fire and the site has since remained a vacant, undeveloped lot.

In 2022 the City began the downtown revitalization project referred to as the Twin City Mile. The City spent nearly 20 years planning for a vibrant and economically robust downtown. Applying "complete streets" concepts the City is reimagining how main street could look and function by connecting City Hall to the Train Station: The Twin City Mile.



The City purchased the downtown park site as part of the Twin City Mile downtown revitalization project. 271st Street project elements include improving pedestrian safety and comfort, reconfiguring travel lanes and parking, building wider sidewalks and plaza areas, improved street lighting, adding wayfinding signage, building park areas and gateway features, and installing street trees, art, and other curb appeal amenities.



Due to the past use of the site, petroleum products, solvents, and related contaminants associated with the gas station and auto repair activities were released to soil and/or groundwater on the site. With grant support from the Department of Ecology and the Washington State Department of Commerce, the site was cleaned up in 2022. Ongoing monitoring of the site is required.

DESIGN INSPIRATION:

The City envisions an urban, hard surface downtown park, that can be used by shoppers and tourists as a place to stop, rest and enjoy the day. It should also be designed to accommodate / supplement the many special events held along 271st Street including art festivals, Twin City Idlers Car Show, Stanwood Camano Fair parade, Touch- A-Truck, National Night Out, Concerts, Ghoul's Night Out (Halloween), Holiday Tree Lighting and Festivities, and potentially the Farmers Market.

Ideas include a gazebo, seating, band stage, hardscape play areas, accessible walkways to the rear parking lot, and/or any combination of public gathering space. The intent of the project is to create a “place” within the downtown area that promotes a strong business district and useable community space.



Google images for inspirational ideas:

Active “Play” Areas:



Outdoor Seating:



Gazabo / Band Space (Bellingham Barkley Village):



COMMUNITY OUTREACH:

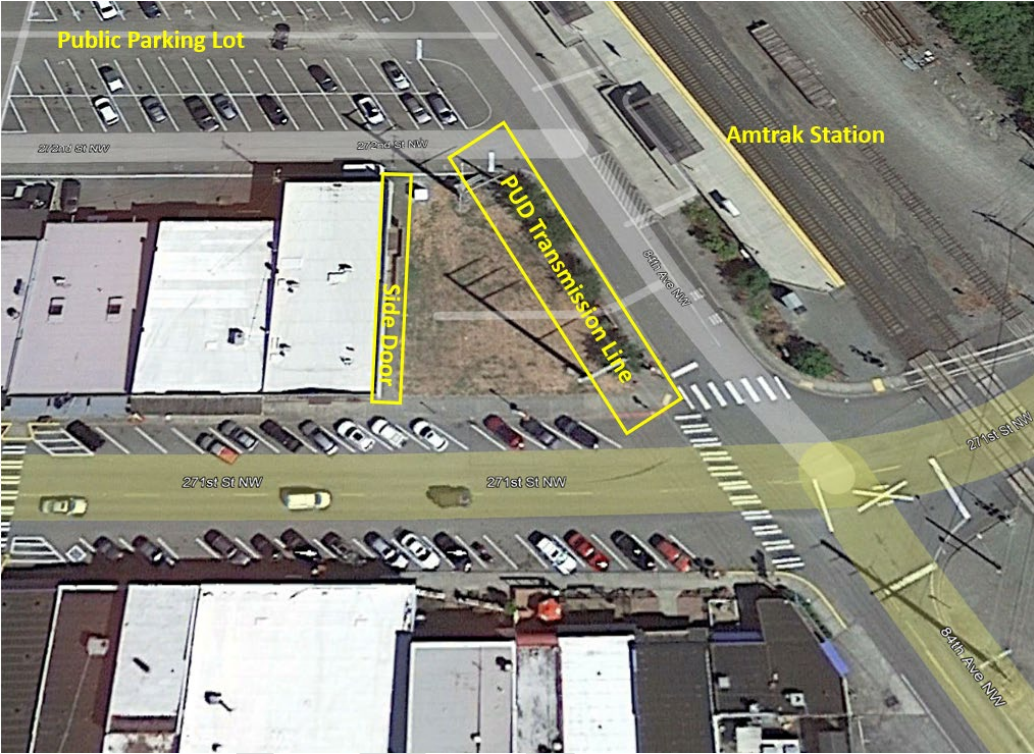
Design work will require four specific phases:

1. Public outreach to the downtown businesses, Stanwood Commerce Alliance, the Park and Trails Advisory Committee (PTAC), and Snohomish County PUD to get their ideas and thoughts on how best to use the space in a complementary manner with the business district.
2. Concept design based on public outreach efforts with review by the PTAC.
3. Final approval of the concept design by the Stanwood City Council.
4. 30% / 75% / Final Design and permitting.



SITE CONSTRAINTS:

Design considerations include:

- Digging is limited to 2 feet in depth due to the site contamination cleanup actives.
 - There is a major PUD transmission line along the eastern boundary of the property.
 - The building along the western property line includes a side door and stairwell that needs to be accommodated.
- 
- There are three (3) monitoring wells that requires physical access.
 - A park sign will be required acknowledging environmental cleanup grant support from Department of Ecology and Washington State Department of Commerce.
 - A formal survey of the property will be needed to determine the exact property boundaries.

Note: A new park name is currently under review and the actual project name will be changed in the near future.