

Councilmember
Committee

**PLANNING AND BUSINESS DEVELOPMENT COMMITTEE MEETING
AGENDA**

February 8, 2023

5:00PM

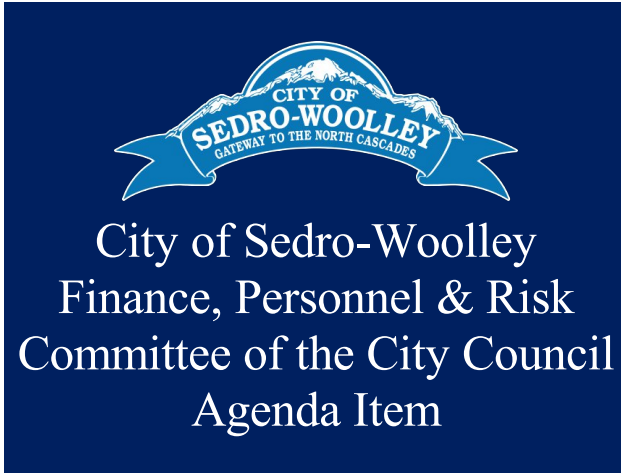
Sedro-Woolley Municipal Building

City Council Chambers

325 Metcalf St

- a. Roll Call
- b. Agenda Items
 - a. Economic Development Focus Group
 - b. Community Development Grant Program
 - c. Peter Kageyama's Visit
 - d. Parks & Recreation Promotion
- c. Next Agenda items
- d. Adjournment

**Next Meeting: Planning Commission Meeting- February 21st, 2023- City Council Meeting
February 22nd, 2023**



Agenda
Item No. _____
Date: February 8, 2023
Subject: Economic Development Focus Group

FROM:

Charlie Bush, City Administrator

RECOMMENDED ACTION:

Staff recommends that the committee select a date and two-hour time slot for the focus group.

ISSUE:

Should the Planning and Business Development Committee move forward with setting a date for the economic development focus group?

BACKGROUND/SUMMARY INFORMATION:

The City Council's strategic plan includes a goal to improve the City's economy. The Departmental Operating Plans include the following language regarding a focus group. 'Conduct an economic development focus group discussion with several City Council members, business leaders, key staff, and other stakeholders by February 1, 2023. Discussions should cover the City's fees and regulatory environment, and recruitment/retention of retail, office, and industrial businesses (Administration, Planning & Building). Develop a draft economic development action plan by March 1, 2023 (Administration). Conduct a business and stakeholder review of the economic development action plan by April 1, 2023 (Administration). Adopt an economic development action plan by May 1, 2023 and begin implementation (Administration, and other departments TBD).' The focus group would be the first action in this set of actions to develop a actionable economic development plan for the City. Chair Joe Burns contacted the Chamber of Commerce and received their support for promoting the focus group. The next step is for the Committee to set a date. From there, staff will coordinate the resources and execute the planning to make the event a success. Attached are also a draft set of questions to be asked during the focus group.

FISCAL IMPACT, IF APPROPRIATE:

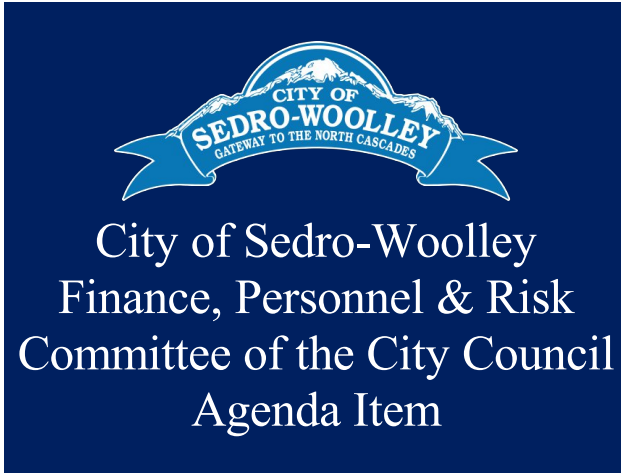
N/A, this is a planning activity

ATTACHMENTS:

1. Economic Development Focus Group Questions

Economic Development Focus Group Questions

- 1) What types of businesses and industry do you think are missing in Sedro-Woolley?
- 2) Should the City promote tourism, and if so, how?
- 3) What infrastructure investments and services would you like to see from the City of Sedro-Woolley to support economic development?
- 4) Would you be willing or able to help contribute to costs of these services or infrastructure? Would you be willing to advocate for these services and infrastructure?
- 5) My business would be better off in Sedro-Woolley if _____.
- 6) Are there any City fees or regulations that you would change? If so, why?
- 7) If you imagine the City of Sedro-Woolley 30 years from now, what do you see? What would you like it to be?
- 8) General questions of the group, from the group.



Agenda
Item No. _____
Date: February 8, 2023
Subject: Community Development Grant
Program _____

FROM:

Charlie Bush, City Administrator

RECOMMENDED ACTION:

Staff recommends supporting the Community Development Grant Program. The next stop for the program would be the City Council.

ISSUE:

How should the City of Sedro-Woolley's \$140,000 Community Development Grant Program funded with ARAPA funds be executed?

BACKGROUND/SUMMARY INFORMATION:

The City Council's Business Development Committee, and then the City Council, discussed allocating \$140,000 in American Rescue Plan Act (ARPA) funds to a community development grant program during 2022. Draft organizing documents, and a resolution, are attached for committee review and feedback. The goal is to launch the program on April 20, 2023, the morning after Peter Kageyama's visit.

FISCAL IMPACT, IF APPROPRIATE:

\$140,000 in ARPA funding

ATTACHMENTS:

1. RESOLUTION 1117-23 ESTABLISHING THE SEDRO-WOOLLEY COMMUNITY DEVELOPMENT GRANT PROGRAM
2. SW-CDGP Scope of Work
3. SW-CDGP Application

CITY OF SEDRO-WOOLLEY
Sedro-Woolley, Washington

**RESOLUTION 1117-23 - ESTABLISHING THE SEDRO-WOOLLEY COMMUNITY
DEVELOPMENT GRANT PROGRAM**

**A RESOLUTION OF THE CITY OF SEDRO-WOOLLEY, WASHINGTON
CREATING THE SEDRO-WOOLLEY COMMUNITY DEVELOPMENT
GRANT PROGRAM (SW-CDGP).**

WHEREAS, the City of Sedro-Woolley seeks to get more community members involved in taking care of and enhancing the community; and

WHEREAS, when people work together to help beautify Sedro-Woolley they will develop a stronger sense of community, bond with neighbors and local businesses, become more likely to help with future projects, and invite friends and family to participate.; and

WHEREAS, the City considers community beautification and caretaking a part of economic development; and

WHEREAS, the City Council has allocated \$300,000 in federal American Rescue Plan Act (ARPA) for economic development purposes; and

WHEREAS, the Council desires to allocate \$140,000 of this \$300,000 for economic development towards the Sedro-Woolley Community Development Grant Program (SW-CDGP), which will serve these purposes; and

WHEREAS, the grant program will launch in April 2023.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEDRO-WOOLLEY, WASHINGTON, AS FOLLOWS:

Section 1: Establishes the Sedro-Woolley Community Development Grant Program (SW-CDGP)

The program will operate according to the contract and guidance established in Exhibit A and the application included in Exhibit B.

ADOPTED by the City Council and **APPROVED** by the Mayor this ____ Day of ____ 2023.

CITY OF SEDRO-WOOLLEY

By _____
Julia Johnson, Mayor

ATTEST:

By _____
Kelly Kohnken, City Clerk

SCOPE OF WORK FOR SEDRO-WOOLLEY COMMUNITY DEVELOPMENT GRANT PROGRAM

General Intent

The purpose of this grant program would be to get more citizens involved in taking care of our community. When people work together to help beautify Sedro-Woolley they will develop a stronger sense of community, bond with neighbors and local businesses, become more likely to help with future projects, and invite friends and family to participate.

Program Description

The Sedro-Woolley City Council has made \$140,000 in funding available for reimbursement grants of up to \$5,000. Grant funds must be expended within the corporate City limits of Sedro-Woolley, Washington.

Grant funds are provided for project materials, except in circumstances where specialty labor not locally available is needed to complete the project. The project must involve a public-facing area.

Grant Eligibility Requirements

Eligible applicants:

- Individuals
- Non-National Franchise Businesses
- Non-profit organizations
- Government agencies

Example projects include:

- New Murals and Mural Refurbishment (see Sedro-Woolley Municipal Code section 17.51)
- Clean-up costs (ex. stains on sidewalks)
- More bike and pedestrian friendly elements (ex. bike racks, benches)
- Landscaping
- Exterior paint
- Awning replacement/maintenance
- Upgrades to signs or new neighborhood signs
- Broken sidewalks that could be repaired
- Loggerrodeo and other art installations
- Street trees (from restricted list to limit later issues)
- Lighting

- Pop-up parks (with owner permission + additional requirements)
- Neighborhood or business cleanup of publicly visible areas
- Historical markers
- Advertising for city tourism (No more than twice per year)
- Street carnival, live music, movies in the park, and other family-friendly events.

Grant Evaluation and Selection Considerations

Five people, including three members of the City Council's Planning and Business Development Committee and two other community members, to be appointed by the Mayor and confirmed by the Council will serve on the SW-CDGP Selection Committee. City staff from the Executive Department, Finance Department, and other departments, as needed, will provide staff support. Staff will review applications for completeness and submit materials to the committee for the evaluation. The committee will meet to review the project. Arts specific proposals will go before the City's Arts Commission, when formed. Projects involving public art and other elements will be reviewed both by the SW-CDGP Selection Committee and the Arts Commission. Staff will keep summary notes of the review of each application and keep applicants informed of their status.

Grant Process

The application period will open on April 20, 2023 and remain open until funding is exhausted. Once a grant is awarded by the Selection Committee, the City's Finance Department staff will work with the recipient(s) to execute a contract. Requested for grant reimbursement will also be processed through the Finance Department. Funds must be expended within one year of grant award or by October 31, 2026, whichever comes first.

Sedro-Woolley Community Development Grant Program

Draft Application

Date of Application: _____

Full Name (Organization or Individual): _____

Applicant Mailing Address: _____

Project Physical Address: _____

Phone Number: _____

Primary Contact: _____

Website (if applicable): _____

Grant Amount Requested (maximum of \$5,000): _____

Matching Funds (not required, but will increase grant scoring): _____

Grant Eligibility Requirements:

- Individuals, businesses, non-profit organizations, and government agencies are eligible to apply for funds
- Applications must be approved prior to the project start date
- Maximum funding limit is \$5,000 per applicant
- National franchises are not eligible
- Improvements must be made to a public-facing area
- Applicants will be accepted and reviewed on a rolling basis until the funds are gone

Proposal - provide an explanation of the project including who/what/where/when/why, attach at least three photos of the area/areas needing improvement

Budget – provide a line-item budget, including information and amounts of any outside funding sources

Background – provide any additional background information you feel is relevant

Authorization

I, (print name) _____ the (print title, if applicable) _____ of (print organization name, if applicable) _____ have approved the submission of this proposal.

If I/we receive a grant, I/we agree to enter into a contract with the City of Sedro-Woolley promising to:

- 1) Execute the project, as planned;

- 2) If a religious organization, not proselytize as any part of the project to be completed;
- 3) Provide all documentation necessary (included in the contract) to verify receive reimbursement for the project.

Name and Title of Authorizing Member _____

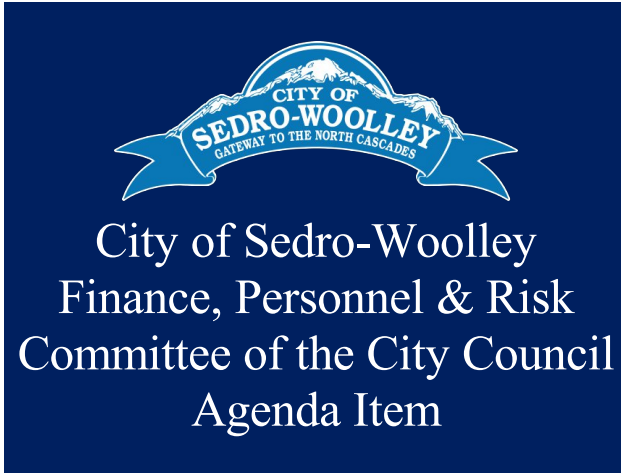
Signature _____

Date _____

Proposals can be mailed to: Charlie Bush, City Administrator
City of Sedro-Woolley
325 Metcalf Street
Sedro-Woolley, WA 98284

OR submitted via email to: cbush@sedro-woolley.gov

Please include a completed and signed application and proposal with "Sedro-Woolley Community Development Grant Program" on the subject line.



Agenda
Item No. _____
Date: February 8, 2023
Subject: Peter Kageyama's Visit

FROM:

Charlie Bush, City Administrator

RECOMMENDED ACTION:

No action required

ISSUE:

The Business Development Committee and City Council discussed in 2022 having community engagement expert Peter Kageyama perform a workshop prior to launching the community development grant program. The workshop is planned for April 19, 2023. This item will be a brief presentation by staff regarding what to expect.

BACKGROUND/SUMMARY INFORMATION:

FISCAL IMPACT, IF APPROPRIATE:

\$5,000 in ARPA funds, plus travel, which is already included in the City's ARPA plan under economic development.

ATTACHMENTS:

1. Scope of Work

For the Love of Sedro-Woolley

I propose a two-part engagement with the City of Sedro-Woolley. The engagement will be based on my books, ***For the Love of Cities***, ***Love Where You Live*** and ***The Emotional Infrastructure of Places*** and will share my vision of how emotional engagement with places pays long term social, health and economic dividends. This will include emphasis on the role that ‘co-creators’ and local businesses play in the broader community and economic development of the city.

Part One: Session with City Council and other leadership

Format: We will do a special session with city leadership. This would be a 90+ minute session that is part presentation, part discussion. It would focus on how the city leadership can encourage and nurture more grass roots citizen engagement and how to become more innovative and creative in their place making efforts. This is a closed door and interactive session that encourages conversation and questions.

Who Attends: Council, department heads, staff, not for profit leadership, economic development teams, arts and culture, etc.

Part Two: Community Workshop

Format: This is a three hour workshop (For the Love of Sedro-Woolley) that would allow for a meaningful engagement with a large group of participant (100-150+ participants).

Objective: The central element of the workshop is to get people to examine and discuss what they love about their place and how we can increase that emotional engagement. We will get them to think creatively about what they can do to increase the love of Sedro-Woolley and hopefully spur some of them to take action.

Most members of their communities have an attitude where they passively receive from the city and government. We would look to use this engagement as a jumpstart towards a more “activist” citizenry, who takes more ownership and responsibility for making Sedro-Woolley a great community.

This also could target your downtown by focusing the ideas on how to improve the one neighborhood that everyone feels a connection to and making it better.

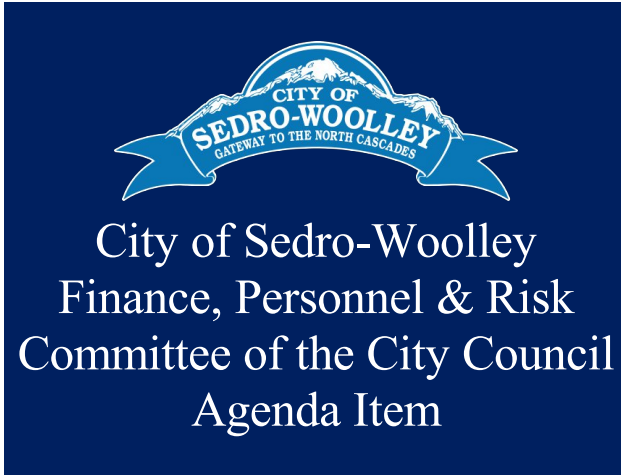
Who Attends: Anyone who is interested in place making, neighborhoods, community development, arts & culture and generally making Sedro-Woolley a better place to live, work and play. Given the composition of the prospective audience we will try to

emphasize the value of small, quick, cheap and fun projects that can complement any larger projects already in process.

Why This Is Different: Most community workshops deal with technical or overtly political issues that many people feel unqualified to speak upon. Because our event deals with the things that people love about their community, the subject matter is not intimidating and promotes broader participation. Because of the inclusive and non-traditional approach we use to get people into the workshop, we usually have a highly representative mix of community members.

\$500 Impact: The last exercise of the workshop is called the “\$500 Project” and it brainstorms how you can make your city a better, more lovable community with a budget of just \$500. We have seen some amazingly creative ideas flow out of this process and a great way to sustain and continue the engagement would be to secure \$500 grants to actually fund one or more of the projects created. The participants would vote on the winner and assign champions to move the project forward. This small investment would encourage and empower citizens to take their own actions and be less dependent on official funders such as the chamber or the city.

Costs: The cost on this would be **\$5000 plus travel expenses**. The city would also need to provide the necessary workshop supplies and secure an appropriate venue. Also I strongly suggest that we provide advanced copies of my book, *For the Love of Cities REVISITED* for your council and key staff. Cost would be \$15/each plus shipping and we would assign it as advanced ‘homework’ prior to my arrival.



Agenda
Item No. _____
Date: February 8, 2023
Subject: Parks & Recreation Promotion

FROM:
Charlie Bush, City Administrator

RECOMMENDED ACTION:
This item is for information only.

ISSUE:
This is a briefing on implementation of the City's Strategic Plan in this area.

BACKGROUND/SUMMARY INFORMATION:

This item will be a brief presentation/update regarding this item in the City's strategic plan and departmental operating plans. Here is some of what is in the latter - Increase parks and recreation usage by residents and tourists. Update City website and overall marketing of City parks by March 1, 2023 (Administration, Public Works, Information Technology). Engage the Sedro-Woolley Chamber of Commerce by April 1, 2023 to assist in additional marketing of park properties and recreation events (Administration). Develop new partnerships, possibly including a consultant(s) after exploration with the City Council, using American Rescue Plan Act Funds, by April 1, 2023. The goal is to recruit, plan, create, market, and support sports tournaments and other special events in Sedro-Woolley and the surrounding area. The City would use these events to build up demand for additional hotel space, leading to increased hotel/motel revenues that can sustain this program, and tourism in Sedro-Woolley, into the future (Administration, Public Works). Work strategically to expand outdoor recreation options in the areas around Sedro-Woolley and to better connect Sedro-Woolley to those areas. Provide an initial report to the City Council by October 1, 2023 (Administration, Public Works). Olmsted Park Phase 1 Infrastructure; design 2022; construction 2023. Olmsted Park Phase 2 Structures; design 2022/2023; construction 2024. Olmsted Park Phase 3 Playground; design 2023; construction 2025. Memorial Park Infrastructure, Playground and Spray Park; design 2022/2023; construction 2023. Reed Street Park; design 2025; construction 2026. SR20/Cascade Trail Phase 2A Holtcamp to Hodgins; design/ROW 2022/2023; construction 2023. Future Phase 2B Collins Rd to Holtcamp Rd ~2030. Further develop strategic partnerships with governments, non-profit organizations, and private businesses that can accelerate parks and recreation tourism and usage in Sedro-Woolley. Provide a report to the City Council by January 1, 2024 (Administration). Complete planned projects at Olmsted and Memorial Parks by January 1, 2024 (Public Works). Provide First Aid/CPR classes to the citizens on a quarterly basis to increase amount of trained individuals in the community. (Fire Dept.) Partner with Skagit County EMS and other agencies to implement AED registry by February 2024. (Fire Dept.)

FISCAL IMPACT, IF APPROPRIATE:

None from this report, some expected from implementation of the items listed above.

ATTACHMENTS: