

PLANNING AND BUSINESS DEVELOPMENT COMMITTEE AGENDA

February 14, 2024

5:00 PM

**Sedro-Woolley Municipal Building
Council Chambers
325 Metcalf Street**

- a. Call to Order**
- b. Roll Call**
- c. Unfinished Business**
 - 1. Updated Economic Development Action Plan
 - 2. Community Development Grant Program Update
- d. New Business**
 - 1. McKenna Klein's Sedro-Woolley Downtown Beautification Proposal
 - 2. Rainworks
- e. Adjournment**

Next Meeting(s) Planning and Business Development Committee - May 8, 2024

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City of Sedro-Woolley Planning and Business Development Committee - February 14, 2024

Meeting ID: 917 8685 0179
Passcode: 091845



**Planning and Business Development Committee
Agenda Item**

Agenda Item No.: c.1.

Date: February 14, 2024

From: Charlie Bush, City Administrator

Subject: Updated Economic Development Action Plan

RECOMMENDED ACTION:

Staff is requesting review and feedback.

ISSUE:

Should the City have an Economic Development Action Plan, in support fo the City Council's economic development goal, to help guide future investments and actions.

BACKGROUND/SUMMARY INFORMATION:

This document emerged from the Committee's outreach to stakeholder groups and businesses during 2023. It is now formatted to be more action-oriented and staff is requesting review/feedback from the committee.

FISCAL IMPACT, IF APPROPRIATE:

N/A

ATTACHMENTS:

1. Draft Sedro-Woolley Economic Development Action Plan Version 5.0

Sedro-Woolley Economic Development Action Plan (Draft)

Version 5, February 14, 2024

Items in green are potential ARPA investments

Priority #1: Provide business-friendly permitting

- Invest in Planning & Building staffing through the 2025-26 budget process to better support business permitting
- By the end of 2025, establish permitting benchmarks for commercial permits and track progress
- By the end of 2026, invest in Lean/Six Sigma process improvement processes to increase permitting system efficiency
- By the end of 2026, improve the City's Code to allow for more efficient and simplified permit processes, including more up-front design review
- By the end of 2025, evaluate fees

Priority #1: Support housing development to provide a larger local workforce and to further support local retail

- Evaluate the housing types needed to have the largest benefit on the Sedro-Woolley economy through the 2023-25 Comprehensive Plan Update
- By the end of 2026, implement strategies and incentives to support the housing types desired

Priority #2: Focus on public Downtown Improvements

- Potential New/Refurbished Public Infrastructure – complete by the end of 2028
 - Lighting – street lights recently painted
 - More trash cans downtown (on Metcalf) with better designs
 - Alleys
 - Sidewalks
 - Planters
 - Murals
 - AED signs
 - Address Parking – consider parking regulations, supply
- Community Development Grant Program – completed by the end of 2024
 - Painting
 - Support updates to key buildings (ex. Woolley Market)
- Festival/Event Improvements – complete by the end of 2027
 - Wiring for festivals
 - Lights for festivals – consider lights hanging across Metcalf
 - Develop a Downtown concert venue
- Parklets – consider code changes by the end of 2024
- Partner with BNSF on public use of their right of way (ex. mobile art walk) – by the end of 2025

Priority #2: Improve the State Route 20 and State Route 9 Corridors

- Partner with the new owners of Skagit Industrial Park, Sedron Industries, to leverage Sedron’s investment in the park to accent and benefit Downtown Sedro-Woolley and the State Route 20/9 corridor – by the end of 2025
 - Improve the State Route 20/9 appearance of the park
 - Explore improved connectivity of the park to the rest of the City
 - Evaluate Downtown improvements that may compliment the park and elements of the park that may be able to compliment Downtown and the State Route 20/9 corridor
- Develop an archway to cover the railroad trestle and point tourists to Downtown – by the end of 2026
- Work to get Ferry Street properties improved on the entry to Downtown from Highway 9, perhaps some funds could be used for environmental studies, as needed, in this area – by the end of 2028, a corridor plan for the streetscape might be an option
- Improve the appearance of fencing
- Improve directional signage – by the end of 2026
- Improve the appearance of roundabouts – by the end of 2026

Priority #2: Improve the Cleanliness and Visual Appearance of Commercial Areas, including Downtown

- Invest in additional Public Works staff or partnerships to enhance the cleanliness of commercial areas in Sedro-Woolley – by the end of 2026

Priority #2: Engage in creative placemaking – support the creation of experiences and places that are unique for visitors to and residents of Sedro-Woolley

- Support public art with the support of the Arts Commission – by the end of 2025
- Invest in trails and parks and connect them – by the end of 2028
- Evaluate streetscapes and landscaping – by the end of 2027
- Create a more dog-friendly city - evaluate dog park expansion and the development of additional dog parks – by the end of 2028
- Develop small parks – ex. the lot by Tricky Busiu could be used for a park and parking if received from BNSF – by the end of 2028
- Possible food truck pads at our parks (especially Olmsted and Memorial) – by the end of 2028
- Capitalize on small-town Americana strengths by supporting and promoting experiences and services that people want
- Focus on making Sedro-Woolley more fun and interesting

Priority #2: Do further work with economic development partners to provide additional help and technical assistance for online commerce and other technical business support services

- Offer resources and referrals to partners from within the Planning & Building Department – by the end of 2025
- Partner with the Chamber to promote shopping local and to celebrate local businesses, especially manufacturing and retail – by the end of 2026
- Partner with organizations like RAIN Catalysts, the Small Business Development Center, the Center for Inclusive Entrepreneurship, and the Economic Development Alliance of Skagit County (EDASC) to provide services for Sedro-Woolley businesses. Consider providing space to one or several from which to deliver services more locally here. – by the end of 2026

Priority #2: Support infill commercial and housing development

- Evaluate options/opportunities and identify barriers during the 2023-2025 Comprehensive Plan update
 - Focus on site readiness and removing obstacles

Priority #2: Continue to partner regionally to benefit the regional economy, which will benefit the Sedro-Woolley Economy

- Leverage collective strengths in Skagit Valley – possible focus on food. Leverage valley value-added agriculture as the theme – by the end of 2026
- Use the 2023-25 Comprehensive Plan Update to become clearer on what industry clusters the City wants to recruit and grow to help diversify its economy

Priority #2: Continue to Partner with the Port of Skagit and Skagit County on the Continued Redevelopment of the SWIFT Center

- Support business incubator space at the SWIFT Center, particularly the NWIRC proposal – ongoing
- Support the theme of community wellness, recreation, tourism, and hospitality at the SWIFT Center - ongoing
- Help support the \$45 million needed to renovate SWIFT Center buildings - ongoing
- Destination music in the park in the shorter term could be a benefit to the community – by the end of 2024
- Develop meeting space - ongoing
- Develop Olmsted Park – by the end of 2026 with first phases in 2024

Priority #2: Support Enhanced Tourism

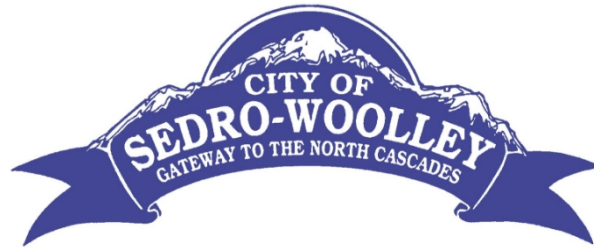
- Become the Basecamp of the North Cascades, leveraging outdoor recreation - ongoing
 - Partner with the North Cascades Institute, North Cascades National Park, the Pacific Northwest Trail Association, local wilderness guides, and other recreation-based organizations and businesses
- Tap into the City's history by working more formally with the Sedro-Woolley Museum and other history-focused organizations – ongoing, develop additional partnerships by the end of 2026
- Promote and develop sports tournaments and events through partnerships – by the end of 2026
- Work with hotel operators to consider developing in Sedro-Woolley – by the end of 2028
 - Evaluate vacation policies related to vacation rentals if hotel development does not materialize
- Leverage lodging tax funding to fuel more tourism – ongoing
- Develop marketing videos – by the end of 2026
- Develop a parks and trails map – by the end of 2024
- Evaluate cycling infrastructure and services, recruit a bike shop and other key services – by the end of 2028
- Cultivate and sustain a more open and welcoming atmosphere - ongoing

Priority #2: Citywide Public Infrastructure Development

- Continue to fund and build projects to support growth. Review impact fees and project funding to make sure there is financial support for the planned projects. - ongoing
- Plant beautiful trees that don't heave sidewalks - ongoing
- Repair sidewalks - ongoing

Priority #3: Workforce Development – all items are ongoing

- Encourage Sedro-Woolley School District and EDASC to develop a Sedro-Woolley Workforce Development Action Team
- Evaluate opportunities for youth to get into apprenticeships, build partnerships with schools
- Work with the Port to evaluate possible education uses of SWIFT Center
- Help Sedro-Woolley School District connect students with businesses
- Work with Job Corps and Skagit Valley College
- Engage CTE programs (career technical education)
- Have more of a trades-focus locally



**Planning and Business Development Committee
Agenda Item**

Agenda Item No.: c.2.

Date: February 14, 2024

From: Charlie Bush, City Administrator

Subject: Community Development Grant Program Update

RECOMMENDED ACTION:

N/A

ISSUE:

N/A

BACKGROUND/SUMMARY INFORMATION:

This is an update regarding implementation of the Community Development Grant Program authorized by the City Council during 2023.

FISCAL IMPACT, IF APPROPRIATE:

N/A

ATTACHMENTS:

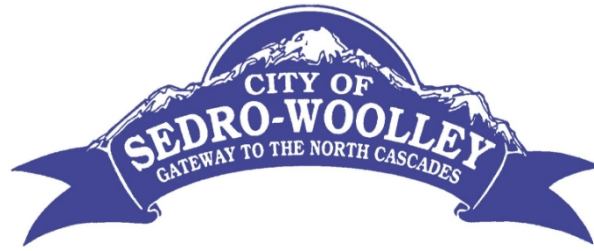
1. SWCDGP Tracking Sheet 021424 Update

Sedro-Woolley Community Development Grant Program - Tracking Sheet

2/14/24 Update

Applicant #	Applicant	Request	Potential Remaining	Awarded	Running Total After Council	Contract Provided	Contract Executed	Constructed (Amt. Spent)	Running Total Remaining After Construction	Notes
1	Shaffner Pharm.	10,000	130,000	10,000	130,000	Yes	Yes	0	140,000	
2	Double Barrel BBQ	10,000	120,000	10,000	120,000	Yes	Yes	0	140,000	
3	Happiest Tees	8,500	111,500	8,500	111,500	Yes		0	140,000	Completing final contract details.
4	SW Museum	5,000	106,500	5,000	106,500	Yes	Yes	0	140,000	
5	Tight Lies	9,231	97,269	9,231	97,269	Yes	Yes	0	140,000	
6	Cascade Fabrics	10,000	87,269	10,000	87,269			0	140,000	Looking to partner with another business, project on hold.
7	Trinky Busiu	10,000	77,269	10,000	77,269	Yes	Yes	0	140,000	
8	Loggerodeo	5,000	72,269	5,000	72,269	Yes	Yes	0	140,000	
9	Howmac Dimensional Graphics	10,000	62,269	10,000	62,269	Yes	Yes	0	140,000	
10	El Patron	10,000	52,269	10,000	52,269	Yes		0	140,000	Conducting additional outreach with owner
11	Old Mill LLC	10,000	42,269	10,000	42,269	Yes		0	140,000	Processing contract documents
12	Low Auto Sales	10,000	32,269		42,269				140,000	2/28 to Council

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**Planning and Business Development Committee
Agenda Item**

Agenda Item No.: d.1.

Date: February 14, 2024

From: Nicole McGowan, Assistant Planner

Subject: McKenna Klein's Sedro-Woolley Downtown Beautification Proposal

RECOMMENDED ACTION:

After hearing McKenna Klein's presentation on her proposal for downtown beautification, discuss the details of the undertakings the City would have in implementing it, determine to what extent it is desirable/feasible and whether the City is interested in proceeding with implementation.

ISSUE:

Is the City interested in proceeding with implementation of McKenna Klein's downtown beautification proposal?

BACKGROUND/SUMMARY INFORMATION:

McKenna Klein with Relics Design approached the Planning Department with a presentation she had prepared, proposing a downtown beautification project with the intention of enhancing Sedro-Woolley's image as the "Gateway to the Cascades." The idea is to create welcoming, well-connected green spaces in the city core that would work to attract tourists to experience Sedro-Woolley's downtown and all it has to offer. After hearing McKenna's presentation, there will be opportunity for the Committee to discuss whether this project is something the City would be interested in implementing. There are a number of items to consider, some of which including the following:

- Revisions to traffic circulation may be necessary particularly on Metcalf Street where the roundabouts are proposed. If revisions are necessary, are they feasible and what will the cost responsibility be?
- Some of the properties included in McKenna's proposal are not currently owned by the City. Examples are the old Ford Dealership property and the sections of the BNSF railroad ROW. What would it take for us to acquire these properties?
- What would the cost be for adding at least 78 public parking spaces under the assumption that we would want these to be paved parking spaces?
- How would we undertake the maintenance responsibility for the new green spaces? Do we have enough staff available?

- Permanent trees within sidewalks and particularly within roundabouts can be difficult to maintain in good health and appearance in perpetuity.

- The Christmas tree the City puts up annually is traditionally located at the intersection of Metcalf and Woodworth. Will there be a negative reaction from the public if we move it permanently to the intersection of Metcalf and Ferry Street? Do we want the second permanent tree proposed at the intersection of Ferry Street and Eastern Street?

If the Planning and Business Development Committee is interested in moving forward with implementation of this proposal, the current thought is to incorporate it into the Land Use Element of the City's Comprehensive Plan as part of the 2025 update process.

A copy of McKenna's presentation is included herein as **Attachment 1**.

FISCAL IMPACT, IF APPROPRIATE:

Unknown at this time.

ATTACHMENTS:

1. Sedro-Woolley Beautification Project Full Proposal (2024)



Sedro-Woolley Downtown Beautification Proposal

The “Gateway to the Cascades” Enhancement Project

Preface:

The intention of this proposal was initially to submit minor Public Works projects for the Beautification Grant, but after some conversations with City Officials, it was noted that the City was already stretched thin for non-infrastructure projects, and because Relics Design doesn't own property to beautify, the original proposal for the Grant was essentially scrapped. The following document is a continuation of the proposal at a larger and long-term scale. I look forward to conversations that hopefully spawn from this information. Thank you for the opportunity to present.

Executive Summary:

The following project proposal is a non-exhaustive analysis of the existing downtown area of Sedro-Woolley in relation to the published economic city and county profile, current market trends, opportunities of revenue, and the Draft Economic Development Action Plan. Relics Design offers information from various sources on how this proposal could benefit Sedro-Woolley, utilizing publicly accessible knowledge and potential design solutions. The following analysis, ideas, and projects can be considered **beginning steps** towards actualizing Sedro-Woolley's designation as a Gateway town.

Here's our profile, at a glance:

The Sedro-Woolley Chamber of Commerce website states that we are the “Gateway to the North Cascades”, and also happen to be a town of unique Industrialization opportunity. These two assertions for travel and manufacturing industry are meant to draw two separate forms of socioeconomic attention. Our Economic Profile (9) measures 17% of occupations fall in construction and manufacturing sectors as of 2013, and we have a population that is steadily reaching retirement age with each year (Figure 1, (3)). We host many community events catered to and advertised for the locals and a few others extended towards tourists. Skagit County's dedicated Tulip Festival website states the County receives millions of visitors a year, all year round, but approximately half of that million come for the mass-bloom of tulips in Mount Vernon (which also brings in about \$65 million in revenue) (10), compared to Loggerodeo's 20,000 attendees. Visitors are welcomed into Mount Vernon as the heart of the County, ushered to the coast and then into the mountains. As a Gateway town, tourists quite literally treat Sedro-Woolley as a doorway to the Cascades, opting to stay in Mount Vernon and Burlington where there is a plethora of accommodations and amenities. We have all the draws of a tourist-friendly town but none of the interconnectivity of the tourist system partially due to how Skagit County advertises itself. A good example is viewing: <https://www.visitskagitvalley.com/> where Sedro-Woolley is hardly mentioned in text and is mostly excluded from the Explore tab's amenity and attraction sections. We also do not appear in the Tulip Festival's lists: <https://tulipfestival.org/attractions/>. Outside of digital marketing and advertising, Sedro-Woolley has many local organizations, non-profits, and community partnerships working towards bettering communal action, mental health, physical health, and environmental health.





Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

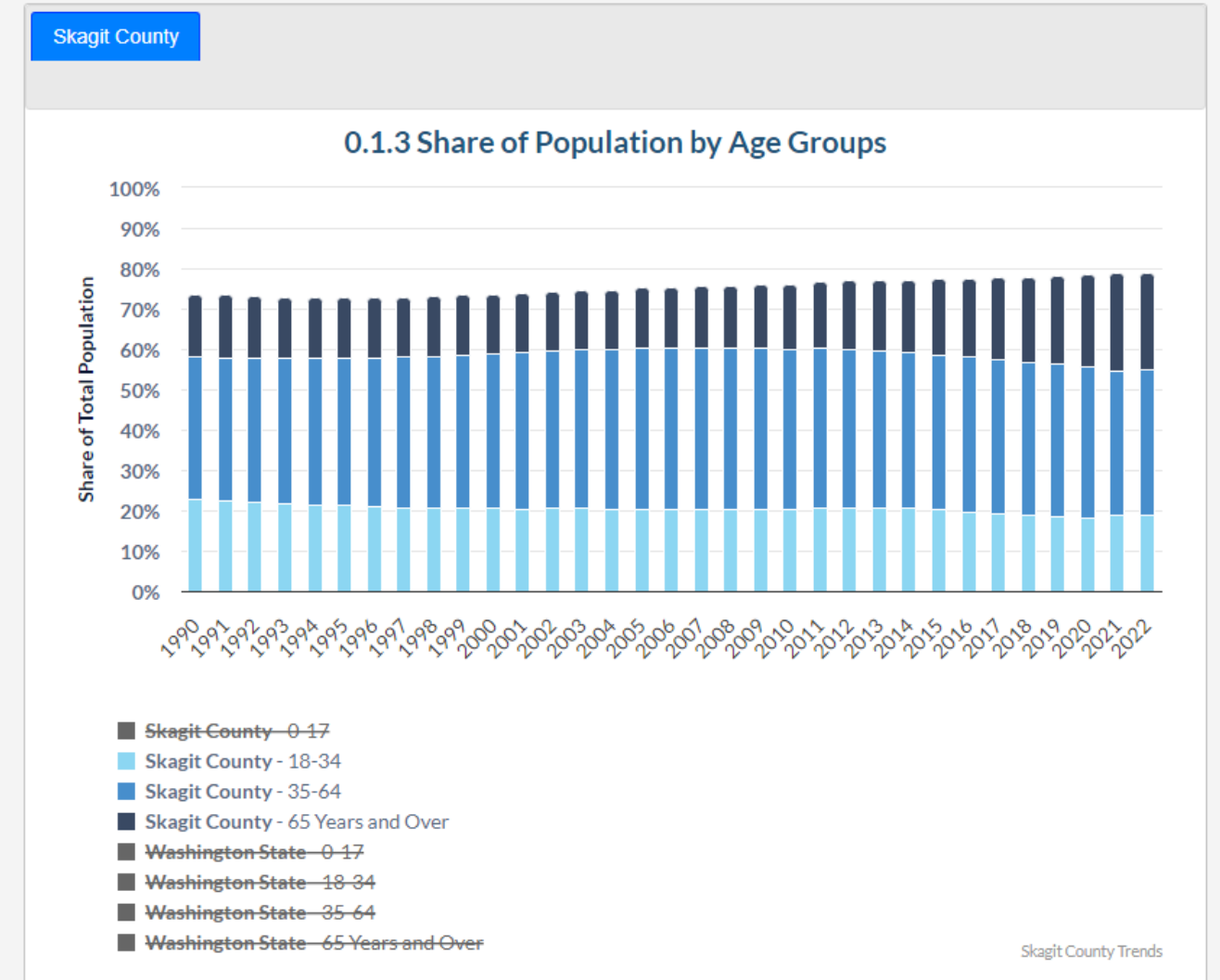
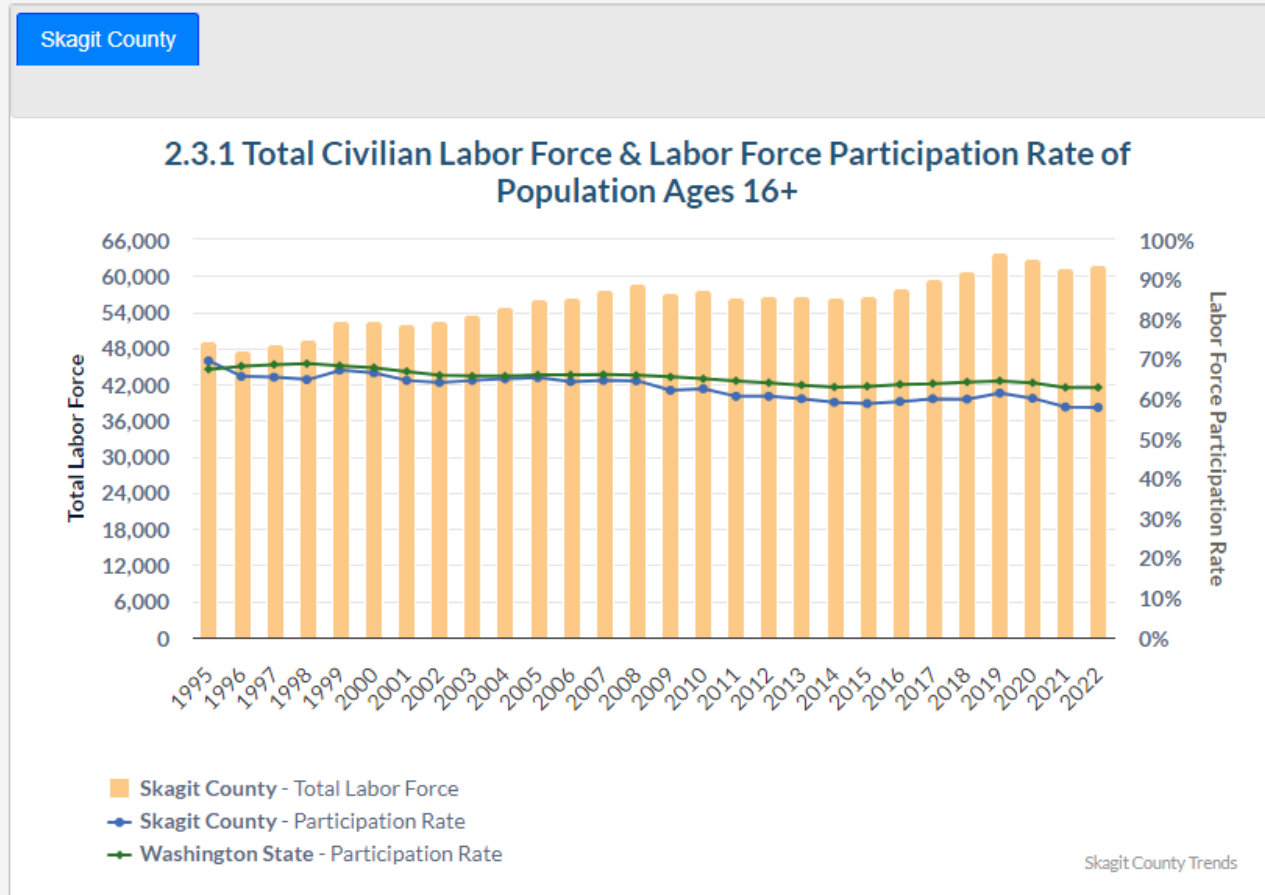


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Chart Comparison

Locations:
 Categories:
 Indicators:

Locations:
 Categories:
 Indicators:



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Figure 1 - Skagit Trends (3)



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Existing Services:

Our Existing Services are spaced out, disconnected, but appropriately placed given the traffic conditions. We have 2 main signs introducing the city, but they are not placed at the edge of city limits. We have one hotel. School locations are dispersed across main traffic routes. Public services are separated via visitor vs local traffic.

- HWY 20
- HWY 9
- State St
- Ferry St
- Minkler Rd
- Fruitdale Rd
- F & S Grade Rd
- Cook Rd

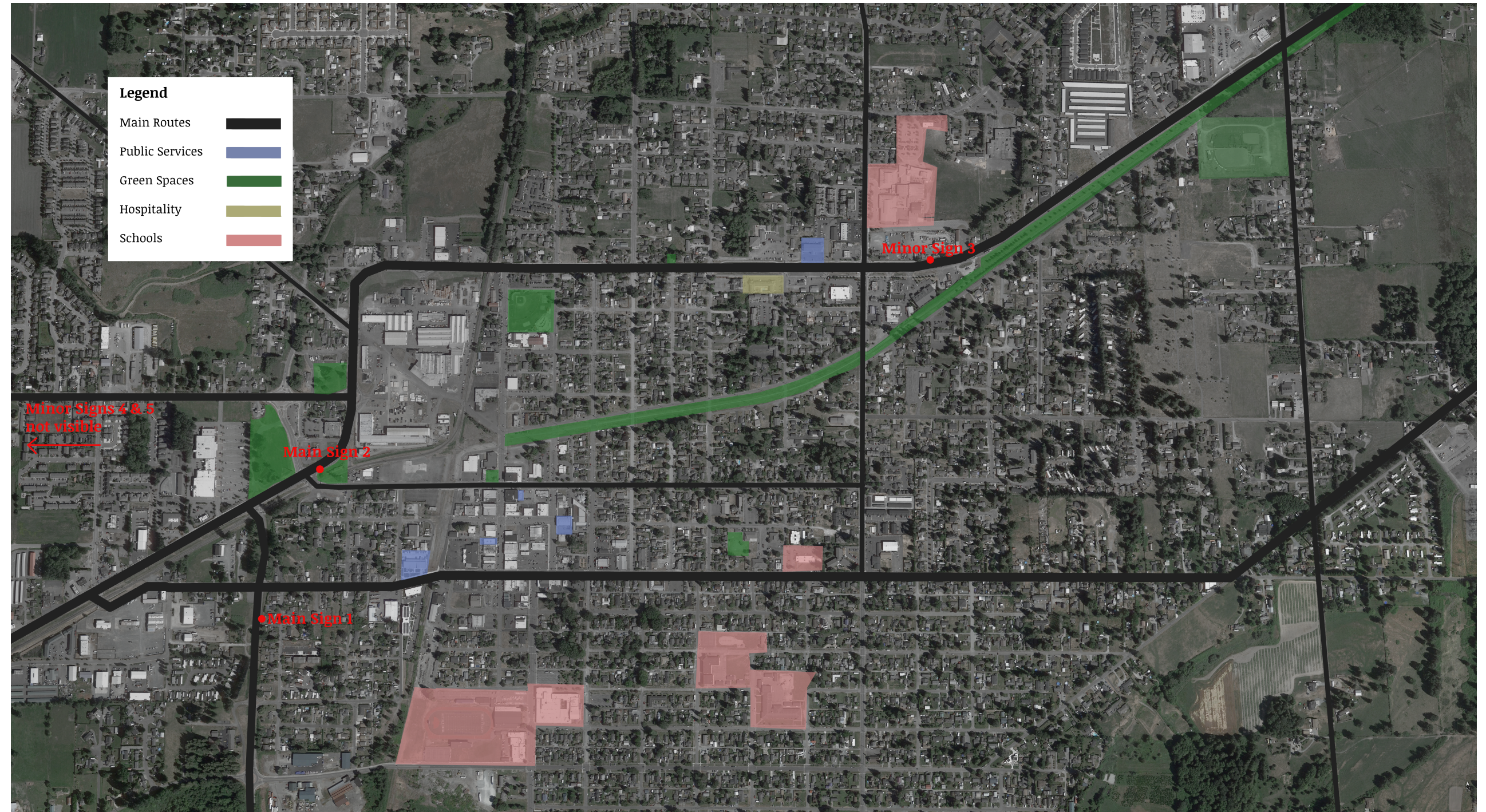
- Chamber of Commerce
- North Cascades Institute
- Skagit Public Library
- SW Museum
- Pacific NW Trail Assn.

- North Cascades Trail (BNSF Railbank)
- Bingham Park
- Skatepark
- Henry Osborne Park
- Lions Park
- Memorial Park
- Hammer Heritage Square
- SW Rodeo Grounds

- Three Rivers Inn

- Various ES, MS, & HS

*Others not shown:
Pacific NW Trail, Cowboy Campsite, Mountain Biking Trails, RV Campgrounds, Dog Parks, Sno-Park Access*



NOTES: Main routes were analyzed by reviewing traffic flow and congestion during peak hours of travel during the week and weekend. Airbnb and VRBO vacation rentals are not included in the Hospitality search. Other Services and Spaces outside of this map of the City were reviewed but excluded for clarity.



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Here's our profile comparison, at a glance:

Leavenworth, WA is considered the "Gateway to the Enchantments". Their town brings in 2 million visitors a year, and 25% of their job force is in hospitality and restaurants, compared to Sedro-Woolley's 6% force. Now, Leavenworth has been spending the last 60 years turning their town into this Bavarian-styled tourist destination because their other industries were failing and they were running out of revitalization options (6).

On one hand, Sedro-Woolley is fairly stable and can maintain a healthy workforce for at least another decade without migrants, but on the other hand, the national wage gap has only increased over the last decade, which has led to median family incomes stagnating to near 2013 wages, and with the consolidation & monopolization of larger industrial complexes, national degradation of employee morale, profit hoarding by top management, as well as (on a more local level) the Cascade Industrial Center, formerly the Arlington-Marysville Manufacturing Industrial Center or AMMIC, (1), reaching approval, capitalizing industrial land use is not as reliable as it once was post-2016.

While Concrete, Marblemount, Rockport, and Newhalem all have their handful of historical, local, and natural attractions, Sedro-Woolley is the largest town tourists *should* be stopping in, as a destination, before they continue on their journeys. Instead, Mount Vernon and Burlington are recommended by visitors, as seen on a number of travel blogs, and they also recommend themselves over the smaller towns via the county advertising.

We don't need to duplicate what Leavenworth did, by no means, but over the horizon there will be a need for additional revenue if the surrounding areas become more appealing. Sedro-Woolley will see sizeable competition just one county away and across the border in Vancouver. Based on this information, it seems we need an **additional draw** that separates us from the industrial-based competition and aligns us with our sister Gateway city across the Cascade Range and utilizes Community Conscious Travel (11).



Leavenworth at Night in Winter





Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Here's our opportunity:

The beginning of COVID, in 2019 for WA state, saw a national increase of visitation and interest in one singular industry: travel and tourist destinations. The North Cascades Park itself saw an increase in visitation by approximately 40%, outside of the years wildfires impacted closure. The National Park Service 2022 Visitation Report showed the number of recreational visits dipped from 30,885 in 2020 to 17,855 in 2021. After fires in 2021 affected visitation to North Cascades National Park again, the number of visitors returned to normal last year. The National Park Visitor Spending Effects Report 2022 finds that nearly 312 million visitors spent \$23.9 billion in communities within 60 miles of a national park. Of the 378,400 jobs supported by visitor spending, 314,600 jobs were in park Gateway communities. Sedro-Woolley is (from this designer's perspective) missing out on a post-COVID rapidly expanding consumer interest. (2)

Here's the basics of tourist systems:

(3) The five vital components of tourism system are **Attraction, Accessibility, Accommodation, Amenities, and Activities**.

Attractions are of two types: **Natural Attractions** like lakes, rivers, mountains, etc. and **Man-Made Attractions** like monuments, museums, shopping areas, etc. The ultimate motive of any tourist is to experience the attraction, though accessibility and accommodation also partake in this phenomenon. But it can be said that without attraction there shall be no tourism.

Accessibility, or transportation, is an essential component of the tourism system as it creates linkage between market source and destination.

Accommodations come in two forms: **1. Serviced Accommodation.** Refers to the services provided by the hotel, resorts, guest houses, motels, boutique hotels, home stay, star category hotels, heritage hotels, lodges etc. Different hotels are established to provide service of lodging and food to the guest. **2. Self-Catering or Supplementary Accommodation:** It refers to the premises which offer accommodation but not the services of hotel. It provides food and accommodation in return of cash per day. E.g. hostels, boarding houses, tourist holiday villages, etc.

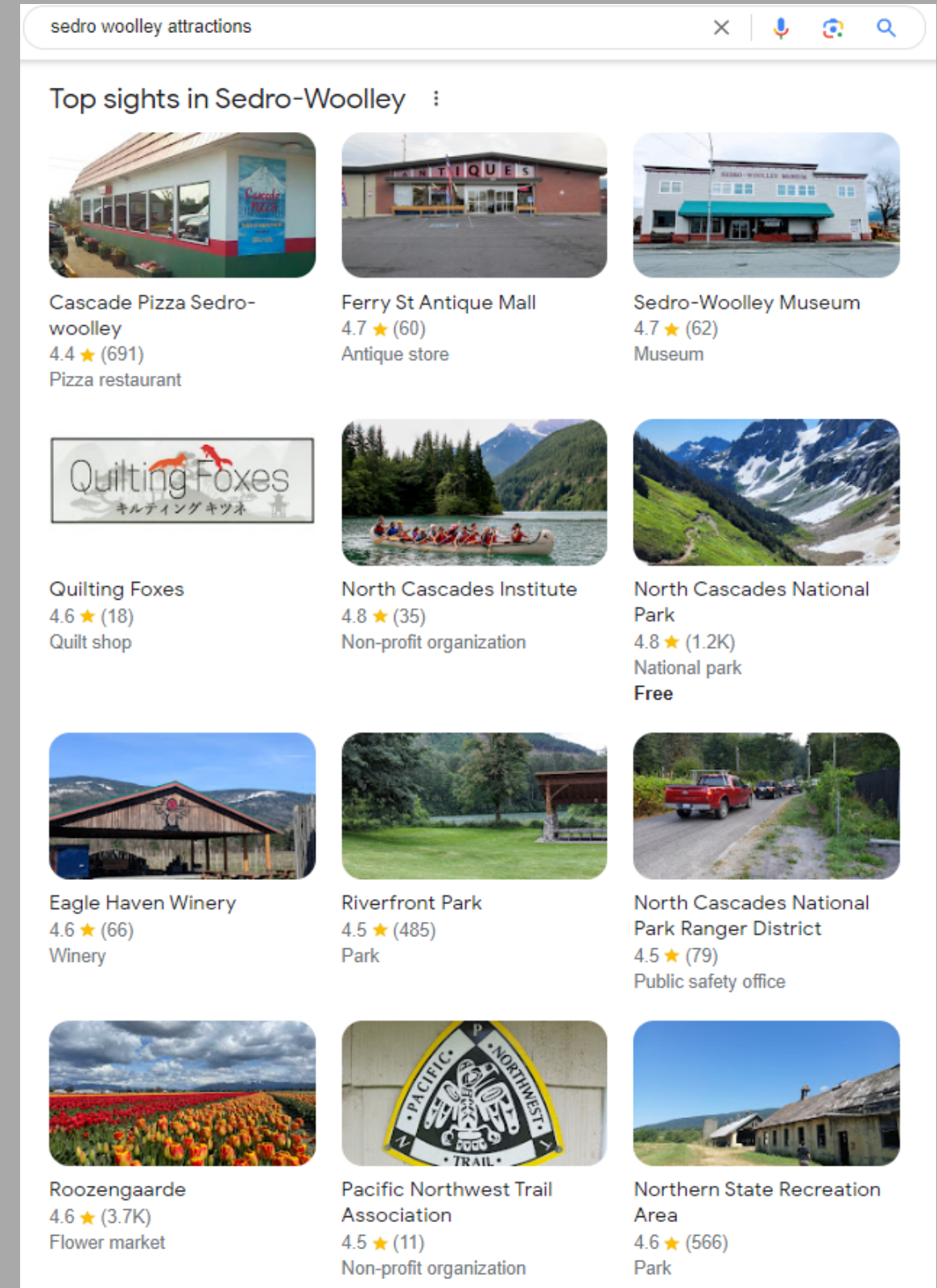
Amenities are the services required by the tourist, primarily used by permanent residents, to facilitate their travel. Amenities generally include infrastructure facilities like roads, sewage system, power grids, phone lines etc. and other facilities like police station, ATMs, hospitals etc.

Activities assist Amenities by offering various events, places, or unique experiences that enhance tourist experience.

There are four interrelated components which must occur in a consecutive manner for tourism to be a success:

- Human components (tourists)
- Industrial components (Tourism industry)
- Geographical components (Traveller generating region, transit route region and tourist destination region)
- Environment System component (environmental, social, legal, and political systems) (3)

Sedro-Woolley is **not** missing any component of the Tourism model, but there are components of it that could be better supported by the local government and regional area as a whole.



Google Search Results for Top Attractions



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Here's a quick recap:

- Sedro-Woolley:
 - is the Gateway to the Cascades.
 - has many attractions for locals and tourists.
 - advertises to manufacturing and industrial land use.
 - is excluded from regional attraction and event advertising.
 - has an non-renewing workforce.
 - is already aware of many areas of economic improvement.
- Leavenworth:
 - is the Gateway to the Enchantments.
 - advertises to tourists as a travel destination. This brings in \$65,000,000.
 - is one of the top destinations in the US, ranked #1 Best Small Town to Visit by US News & World Report and #2 Most Beautiful Town in Washington State by BestPlaces.com.
- Tourism and Travel as an industry has boomed over the the past 5 years Post-COVID, providing \$23.9 billion to Gateway communities.
- The Arlington-Marysville Cascade Industrial Center has reached the approval stage and will soon open the door to sizeable competition.
- Wold Travel & Tourism Council coins the "Community Conscious Travel" to help communities stay healthy and happy year around, avoiding overcrowding and overtourism.

Following Arlington-Marysville CIC's process or what Sedro's Economic Development Action plan suggests, we can start with some basic projects and move forward through the years with community planning, regional engagement, and final implementation steps.

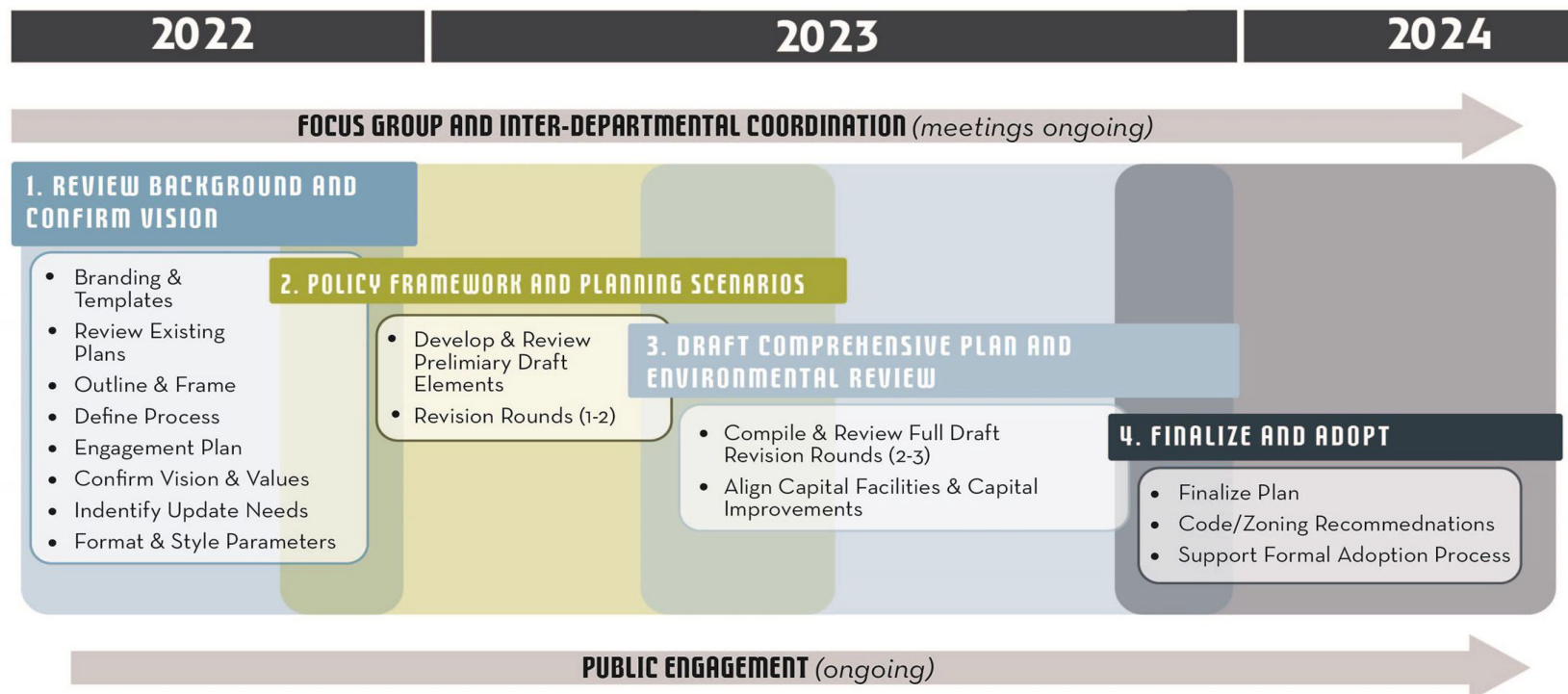


Figure 2 - CIC Coordination Process (1)

continued----->



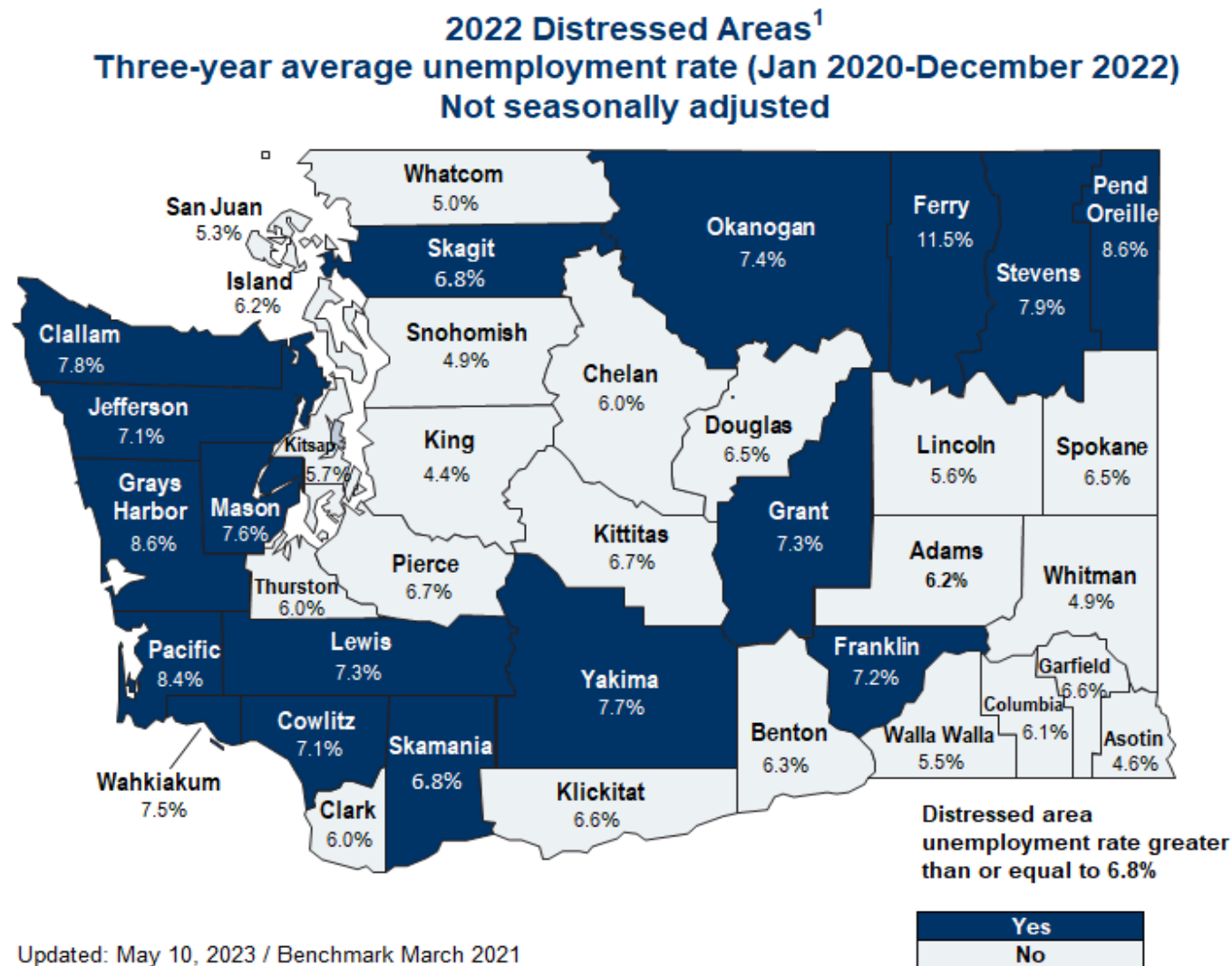
Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Here's some **supportive documentation**:

Supportive Documentation includes

- map of labor stats from the Employment Security Department WA
- tables of financial analysis to visitation from the National Park Service (4)
- graphs of economic contributions to WA State Economic Sectors from the Department of the Interior (2)
- graphs of trends from the Port of Skagit: Skagit Trends (3)
 - Local Government Expenditures on Parks & Recreation: per Capita & per \$1,000 Total Personal Income (TPI)
 - Total Visits to State Parks and Visits per 100 Residents
 - Average Daily Traffic Counts (Inbound and Outbound)
 - Total Direct Travel and Tourism Spending & Spending per Capita



Updated: May 10, 2023 / Benchmark March 2021
¹Prepared in cooperation with the Bureau of Labor Statistics.
 Rates are used to determine distressed areas

Figure 5 - ESDWA Distressed Areas Map

Table A-1 (continued). NPS visits, spending, and economic contributions to local economies – 2022.

Park Unit	Total Recreation Visits	Total Visitor Spending (\$000s, \$2022)	Jobs	Labor Income (\$000s, \$2022)	Value Added (\$000s, \$2022)	Economic Output (\$000s, \$2022)
Ninety Six NHS	108,082	\$7,137	101	\$3,073	\$5,334	\$9,649
Niobrara NSR ^{a,b}	80,071	\$8,021	111	\$2,826	\$4,611	\$9,378
Noatak NPRES	18,393	\$30,365	426	\$16,619	\$26,519	\$45,440
North Cascades NP ^c	30,154	\$1,639	15	\$758	\$1,293	\$1,955

Table A-2 (continued). Estimated percent of visitor spending made by non-local visitors – 2022.

Park Unit	Percent Visitor Spending from Non-Local Visitors
Nicodemus NHS	97.8%
Ninety Six NHS	95.6%
Niobrara NSR	98.2%
Noatak NPRES	100.0%
North Cascades NP	99.2%

Table A-3 (continued). NPS visits, spending and economic contributions to state economies – 2022.

State	Total Recreation Visits	Total Visitor Spending (\$Millions, \$2022)	Jobs	Labor Income (\$Millions, \$2022)	Value Added (\$Millions, \$2022)	Economic Output (\$Millions, \$2022)
Oregon	1,045,307	\$85.5	1,190	\$47.6	\$75.0	\$128.9
Pennsylvania	7,612,459	\$385.2	5,742	\$228.3	\$345.3	\$603.5
Puerto Rico	1,027,264	\$67.8	697	\$31.5	\$56.7	\$87.4
Rhode Island	33,838	\$2.2	29	\$1.1	\$1.9	\$3.1
South Carolina	1,180,113	\$72.7	959	\$31.0	\$54.5	\$96.2
South Dakota	4,412,957	\$535.5	7,431	\$254.4	\$420.9	\$738.1
Tennessee	10,407,084	\$1,368.6	19,652	\$811.9	\$1,278.2	\$2,113.9
Texas	5,413,161	\$325.2	4,545	\$174.2	\$275.5	\$493.1
Utah	13,554,654	\$1,656.1	23,312	\$863.0	\$1,486.4	\$2,597.7
Vermont	63,956	\$4.2	54	\$1.9	\$3.2	\$5.6
Virgin Islands	350,859	\$41.4	452	\$19.8	\$37.3	\$56.8
Virginia	22,507,067	\$1,246.9	17,662	\$636.8	\$1,075.0	\$1,880.5
Washington	8,043,387	\$524.9	5,693	\$257.9	\$458.6	\$722.0
West Virginia	2,178,154	\$110.5	1,473	\$43.8	\$72.7	\$133.8
Wisconsin	671,838	\$65.8	952	\$31.7	\$51.7	\$94.7
Wyoming	6,148,010	\$870.0	11,538	\$380.0	\$631.1	\$1,127.7

^a Delaware does not include any National Park System units that collect visitor data.

Figure 6 - Tables A-1 through A-3 - 2022 National Park Visitor Spending Effects (4)



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Economic Contributions:

Economic Contributions to the Washington Economy

In 2022, 8.0 million park visitors spent an estimated \$525 million in local gateway regions while visiting National Park Service lands in Washington. These expenditures supported a total of 5,690 jobs, \$258 million in labor income, \$459 million in value added, and \$722 million in economic output in the Washington economy.

- Visitor Spending
- Jobs
- Labor Income
- Value Added
- Economic Output

Click on a State for more information or select a State Washington

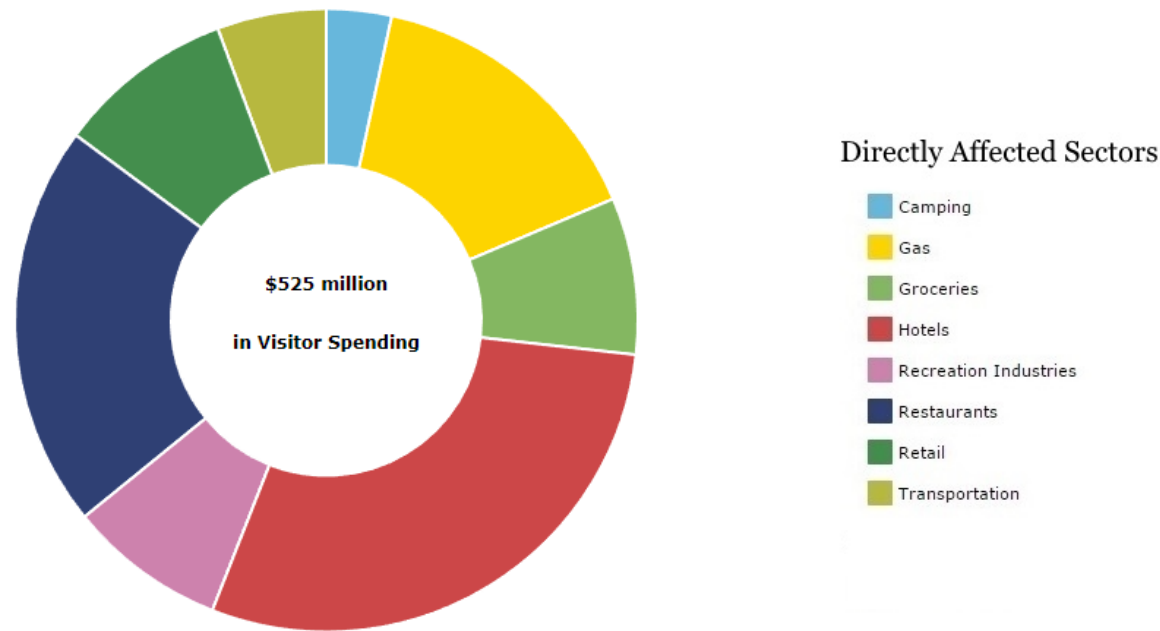


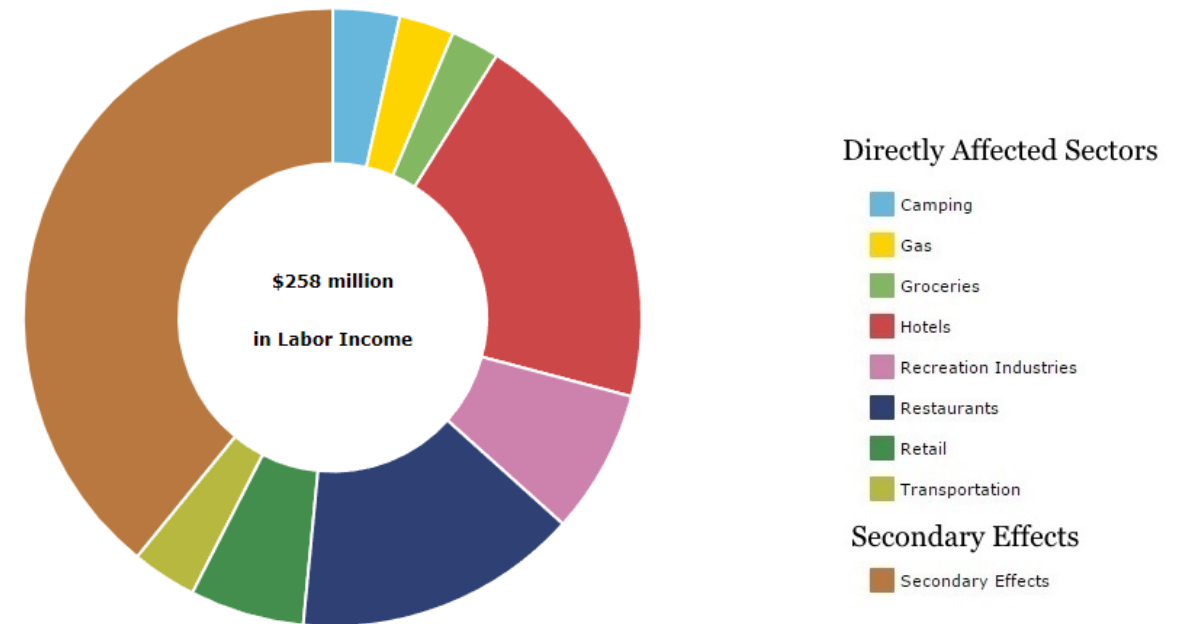
Figure 7 - Economic Contributions to the State Economy (2)

Economic Contributions to the Washington Economy

In 2022, 8.0 million park visitors spent an estimated \$525 million in local gateway regions while visiting National Park Service lands in Washington. These expenditures supported a total of 5,690 jobs, \$258 million in labor income, \$459 million in value added, and \$722 million in economic output in the Washington economy.

- Visitor Spending
- Jobs
- Labor Income
- Value Added
- Economic Output

Click on a State for more information or select a State Washington



NOTES: Secondary Effects were not explained and I could not find follow-up information.

Figure 8 - Economic Contributions to the State Economy (2)



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Skagit Trends:

8.2.2 Local Government Expenditures on Parks & Recreation: per Capita & per \$1,000 Total Personal Income (TPI)

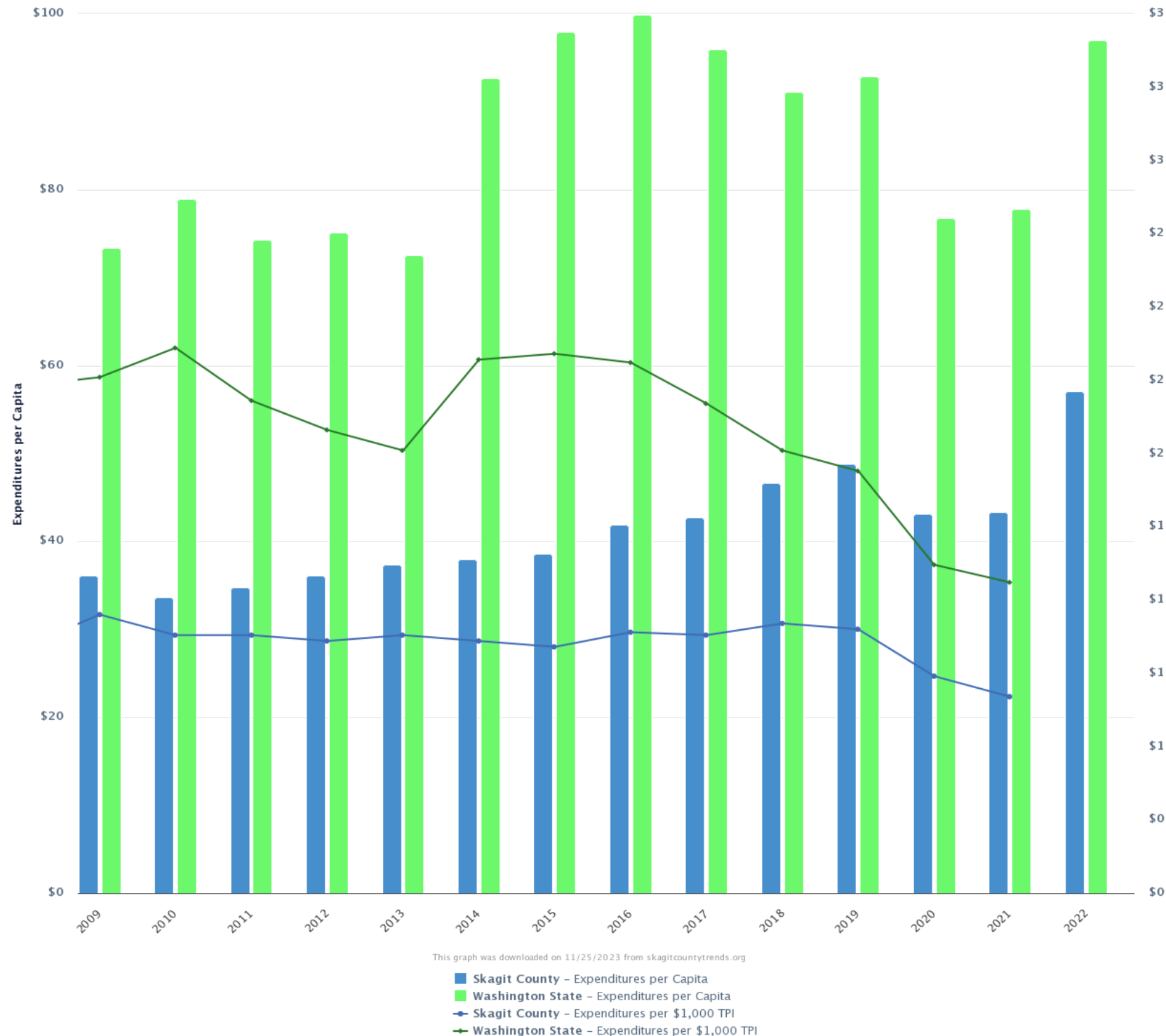


Figure 9 - Local Government Expenditures Graph (3)

8.2.2 - Local Government Expenditures on Parks & Recreation: per Capita & per \$1,000 Total Personal Income (TPI)

Why is this important?

Funding for maintenance and activities is one measure of a community's commitment to sustaining a high-quality park and recreation system. Parks have long been recognized as major contributors to the physical and aesthetic quality of urban neighborhoods. They provide areas for people to be physically active and enjoy the outdoors; they can offer provide wildlife sanctuaries; and they facilitate social interactions.

A new, broader view of parks has recently emerged. This new view goes beyond the traditional value of parks as places of recreation and visual assets to communities, and focuses on how policymakers, practitioners, and the public can begin to think about parks as valuable contributors to larger urban policy objectives, such as job opportunities, youth development, public health, and community. Additionally, proximity of private land to parks increases the tax value of that private land, which could increase tax revenue to a community.

To assess a community's support for parks and recreation, this indicator adopts two measures. The first is straightforward: per capita, or average local government expenditures. The second involves comparing total public spending to total personal income. According to the U.S. Department of Commerce Bureau of Economic Analysis, total personal income (TPI) is "is the sum of net earnings by place of residence, property income, and personal current transfer receipts." In short, TPI is the total income received from all sources of income in a particular area before any taxes are paid. Using the local government expenditures per \$1,000 TPI ratio allows us to understand how big a share of a typical resident's budget parks and recreation services takes up. This view allows a comparison of residents' apparent willingness to pay for parks and recreation services with the willingness of all residents in the state to pay for such services.

This indicator measures local government expenditures for parks and recreation in Skagit County on a per capita basis and as the expenditures per \$1,000 total personal income (TPI). Additional information, including expenditures by type (for cultural and recreational facilities and for park facilities) for Anacortes, Burlington, Mount Vernon, Sedro-Woolley individually, can be found in the "Download Data" section.

Where are we?

During 2022, local government expenditures for parks and recreation operations per capita in:
 Skagit County was \$57.03, increasing from \$32.53 in 2008.
 Washington State was \$97.04, increasing from \$76.47 in 2008.

During 2021, local government expenditures for parks and recreation operations per \$1,000 of TPI in:
 Skagit County was \$0.67, decreasing from \$0.84 in 2008.
 Washington State was \$1.06, decreasing from \$1.73 in 2008.

<http://skagitcountytrends.org/aToZ.cfm>



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Skagit Trends:

8.2.3 Total Visits to State Parks and Visits per 100 Residents

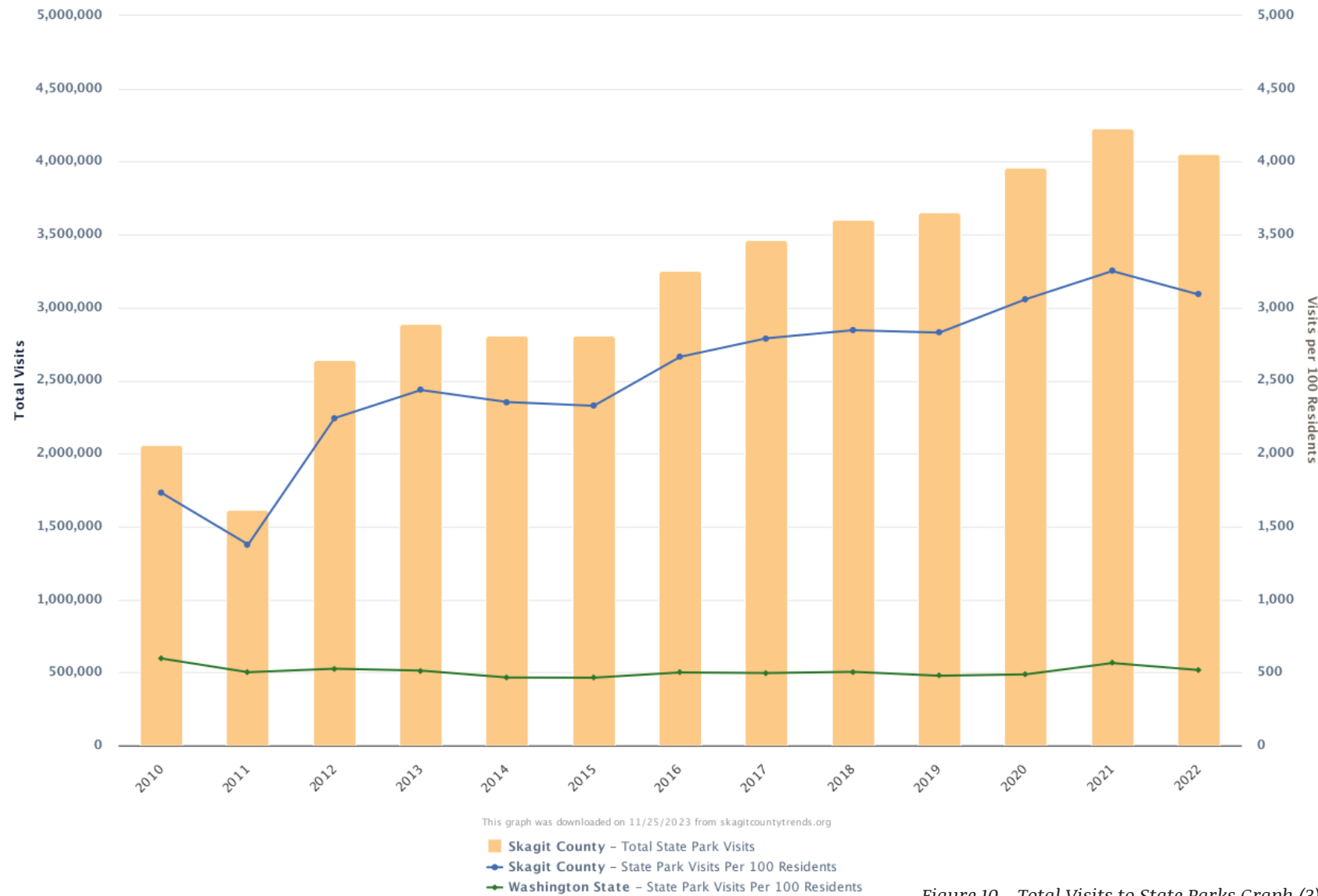


Figure 10 - Total Visits to State Parks Graph (3)

8.2.3 - Total Visits to State Parks and Visits per 100 Residents

Why is this important?

Part of the tourism draw for the Skagit County area is its state and national parks. There are numerous state and national parks including: North Cascades National Park, Mt. Baker-Snoqualmie National Park, Bay View State Park, Deception Pass State Park, Hope Island Marine State Park, Rasar State Park, Rockport State Park, and Skagit Island Marine State Park.

These parks are a significant resource for the residents of as well as visitors to Skagit County, as they offer many recreational opportunities such as camping, hiking, boating, cross-country skiing, mountain biking, and wildlife viewing. The parks generate revenue as a result of fees collected from these activities. Monitoring the number of visitors each year to these parks is useful for park managers, county planners, developers, and tourism promoters.

State Parks included in this indicator are Bay View, Deception Pass, Hope Island Marine, Rasar, and Rockport.

This indicator measures the total number of visits to Washington state parks and visits per 100 residents in Skagit County. Washington State is offered as a benchmark. Additional information, including the total visits for each of the state parks, can be found in the "Download Data" section.

Where are we?

During 2022 in Skagit County, there were 4,055,023 visits to Washington state parks located in the county, increasing from 2,063,186, or by 96.5% since 2010.

By comparison during 2022, the number of visits in state parks per 100 residents in:

Skagit County was 3,089, increasing from 1,729, or by 78.65% since 2010.

Washington State was 516, decreasing from 595, or by 13.2% since 2010.

<http://skagitcountytrends.org/aToZ.cfm>



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Skagit Trends:

8.2.4 Average Daily Traffic Counts (Inbound and Outbound)

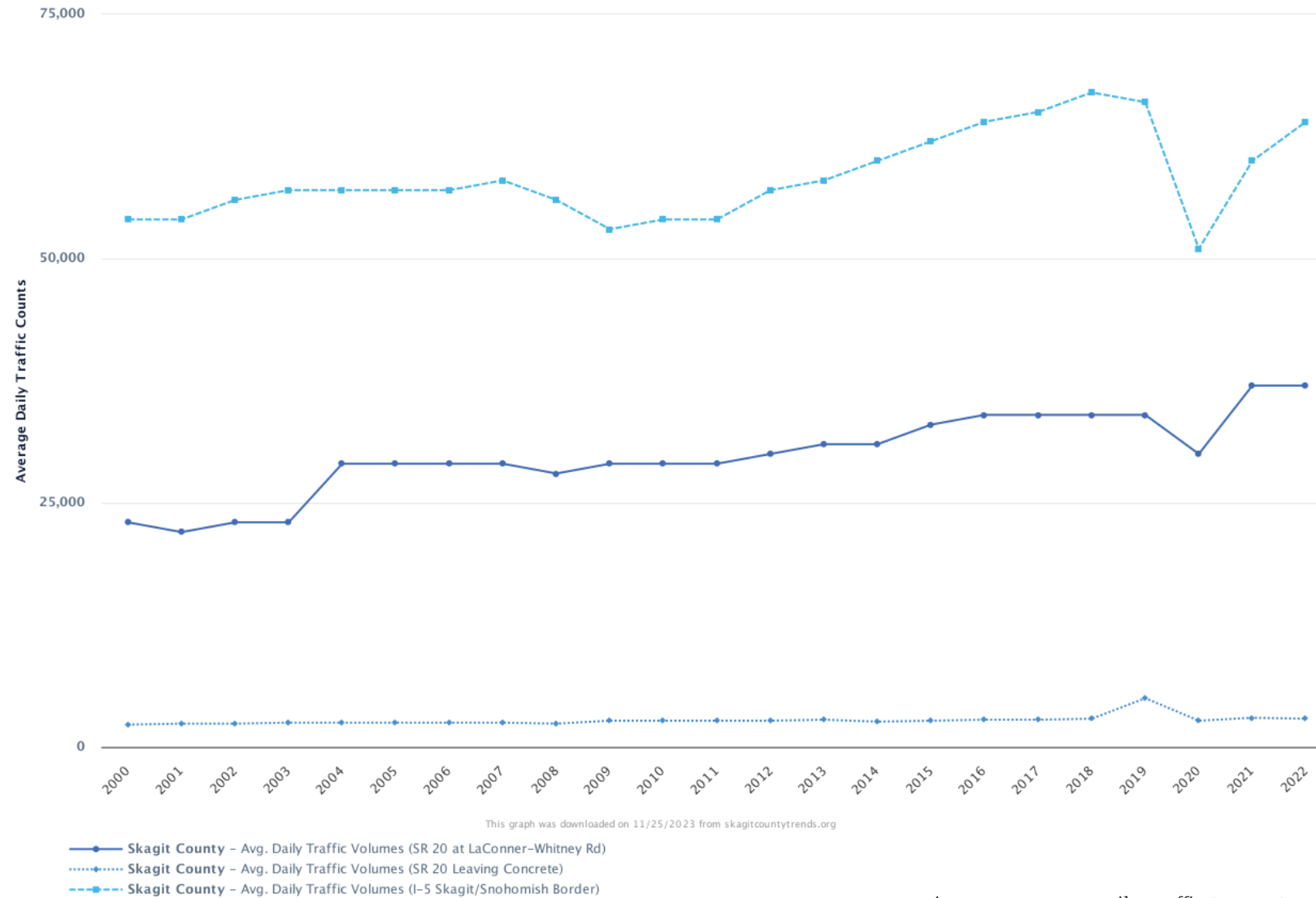


Figure 11 - Average Daily Traffic Counts Graph (3)

8.2.4 - Average Daily Traffic Counts (Inbound and Outbound)

Why is this important?

Some of the most amazing places in Skagit County are accessed through the state road system. Tourists travel these corridors to enjoy the scenery but also to enjoy the many activities available along the route such as bird watching and wildlife viewing, hiking, boating, fishing, and camping.

While there is no actual "ticket taker" or actual people counting vehicles along these corridors, monitoring the daily traffic at specific points along the route is one way to measure use. Counts are accomplished by using automated traffic recorders. Tracking and understanding road usage trends can provide for better management of roads, maintenance and the location of interpretive information, just to name a few. The trend can also track how well tourism efforts are succeeding in specific areas of Skagit County.

This indicator measures the daily average traffic count in Skagit County. Three different locations are offered: Highway 20 at La Conner and Whitney Road, at Highway 20 and Van Horn Lane, and on Interstate 5 on the Skagit County / Snohomish County border.

Where are we?

During 2022, the annual daily average traffic count on:

- Highway 20 at La Conner and Whitney Road (milepost 53.26) was 37,000, increasing from 23,000, or by 60.9% since 2000.
- Highway 20 at Concrete and Van Horn Lane (milepost 91.16) was 2,900 increasing from 2,300, or by 26.1% since 2000.
- Interstate 5 at the Skagit County / Snohomish County border (permanent recorder number R110) was 64,000 per day, decreasing from 54,000, or by 18.5% since 2000.

<http://skagitcountytrends.org/aToZ.cfm>



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Skagit Trends:

8.3.1 Total Direct Travel and Tourism Spending & Spending per Capita

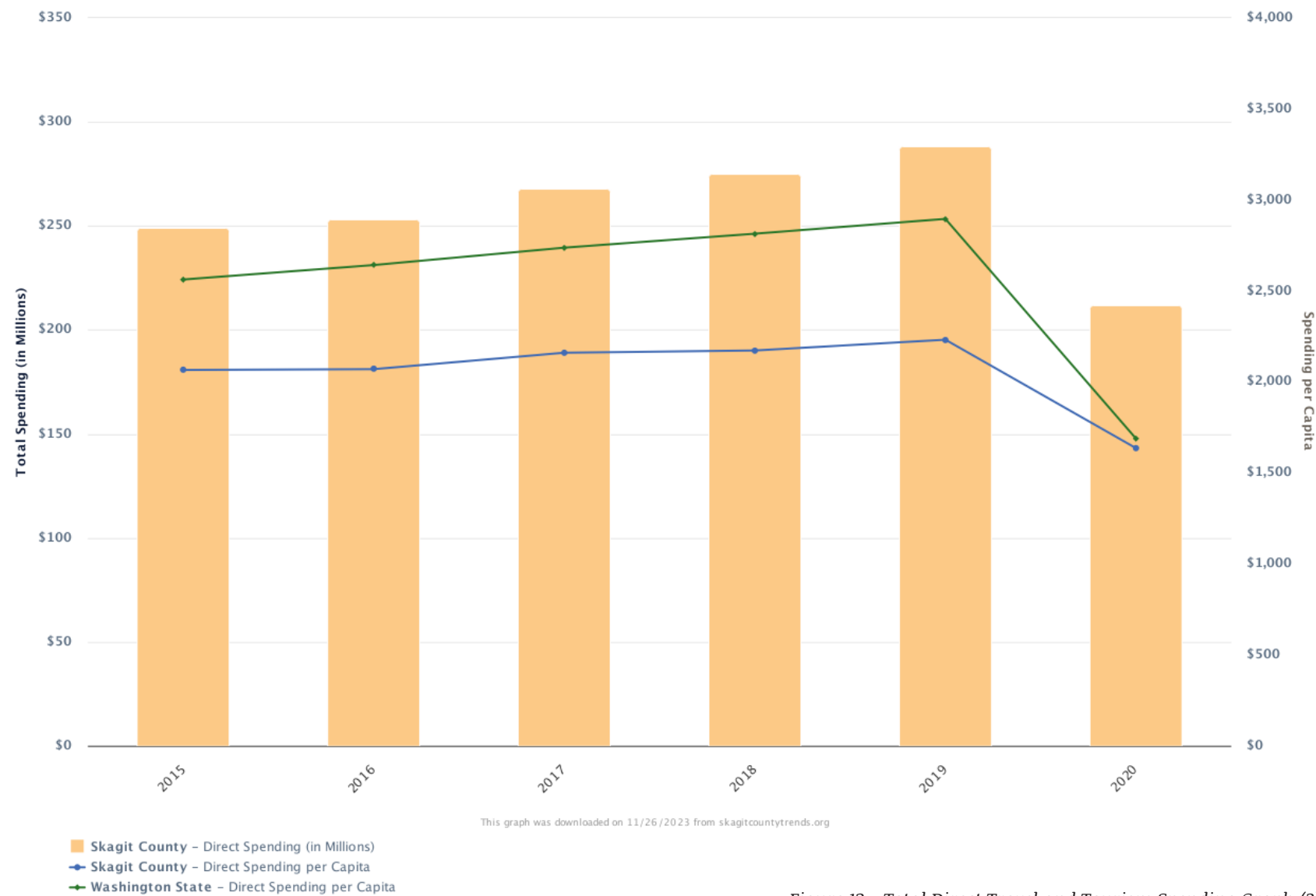


Figure 12 - Total Direct Travel and Tourism Spending Graph (3)

8.3.1 - Total Direct Travel and Tourism Spending & Spending per Capita

Why is this important?

Grant County offers many tourist attractions – from outdoor activities, sporting events, and arts, to wineries, shopping, and fine dining. Tourism is often an important part of a community's local economy, and since tourism goods and services are, by definition, purchased by people from outside the community, their spending represents new dollars injected into the local economy. The best measure of the success of the community's efforts to increase general tourism is the total money spent by tourists on hotel/motel stays, restaurants, transportation, retail shopping, tours, campground visits, museum visits, etc.

Local governments can use this information to gauge how effective their support of tourism activities has been. Private service providers can examine these revenues to make staffing or facility expansion decisions.

Purpose of travel counted in this indicator include: for business; for pleasure; shopping; attending meetings; medical; education; and for personal reasons.

Total travel spending estimates for this indicator are collected from four categories: Accommodations & Food Services; Arts, Entertainment & Recreation; Retail Trade; and Transportation. A complete list of sub-components for each of these categories can be accessed here (See: Page 63 - Bureau of Economic Analysis Tourism Industries Distribution of Travel-Generated Compensation in the U.S., 2007).

This indicator measures the total direct travel spending and spending per capita in Grant County. The estimates do not include any secondary, or multiplier effects. Washington State is offered as a benchmark. Additional information, including the total direct spending in the state and data from the years 2000-2014, can be found in the "Download Data" section.

Where are we?

During 2020 in Skagit County, direct travel and tourism spending was \$211.9 million, decreasing from \$249.2 million, or by 15.0% since 2015.

During 2020, the per capita amount of direct travel and tourism spending in:

Skagit County was \$1,636, decreasing from \$2,066, or by 20.8% since 2015.

Washington State was \$1,689, decreasing from \$2,563, or by 34.1% since 2015.

<http://skagitcountytrends.org/aToZ.cfm>



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Here's our **beginning steps:**

Beautification:

- Interconnect our green spaces
 - Form a Safety Corridor via the Cascades Trail for all the schools. Utilize the BNSF railbank.
- Formal parking with curbs, paint, and ADA travel paths in downtown
- Create an area or patchwork of pocket parks specifically for use during Tulip Festival
- Replace crosshatch marking at no-parking striped areas with concrete-curbed landscaped planters
 - Mimic the Alpine, Sub-Alpine, Temperate, and Riparian environments we find in the Cascades.
- Reduce quantity of vacant lots
 - Add a quarterly Vacancy tax to vacant lots older than 5-10 years.
- Add "Welcome to Sedro-Woolley" signage along all main routes
 - Reposition existing signs to better locations and create new large graphic signs

Beautification efforts are known to reduce crime rates and increase an atmosphere of safety. Underserved Community Grants could help with this.

Conservation & Culture:

- Spotlight conservation work and organizations - there's so many within the area!
- Historical buildings or Landmark designations
 - POWMIA and MMIW2 (with assistance from the tribe) Memorial downtown
- Outdoor museum of old farming, fishing, logging, and mining equipment
- Physical Tour Map of historical, interesting, or landmark places in Downtown
 - Willowbrook Manor, Sunray Shire, Ovonnell Heritage Farm, Northern State Hospital Grounds, etc
- Coordinate with Upper Skagit Tribe to protect and enhance culturally important activities, boost attention on good relationship
- Form a small-town alliance cross-county to ensure each town thrives thanks to a collaboration and coordination of mutual interests

Conservation is a natural partner to beauty enhancement. Culture brings communities together, and attracts visitors who want to experience something new, unique, and powerful. Boosting cultures reduces feelings of isolation, hopelessness, injustice, and negativity.

Marketing:

- Increase SEO ratings on Google, Bing, Chrome, etc
- Advertise for more events or attractions on a County level
- Collaborate with Leavenworth as a Sister Gateway City
- Attract new businesses or owners to setup in a "booming" downtown
 - hostels, boarding houses, bed and breakfasts
 - tea, herb, and coffee shops
 - Scandinavian Sauna and hot tub cafe (see Cafe Mokka in Arcata CA)
 - reduce law firms, reality offices, etc or general 9-5 businesses on main downtown streets, to attract a busier nightlife.
- Add event, attraction, and business signage along main routes

Meet your target audience where they are at with digital marketing. Funny, outrageous, engaging, beautiful posts on social media, like the USFWS social media manager posts, are fantastic for driving engagement.



SKAGIT LAND TRUST
Saving Land for Tomorrow

Upper Skagit Indian Tribe





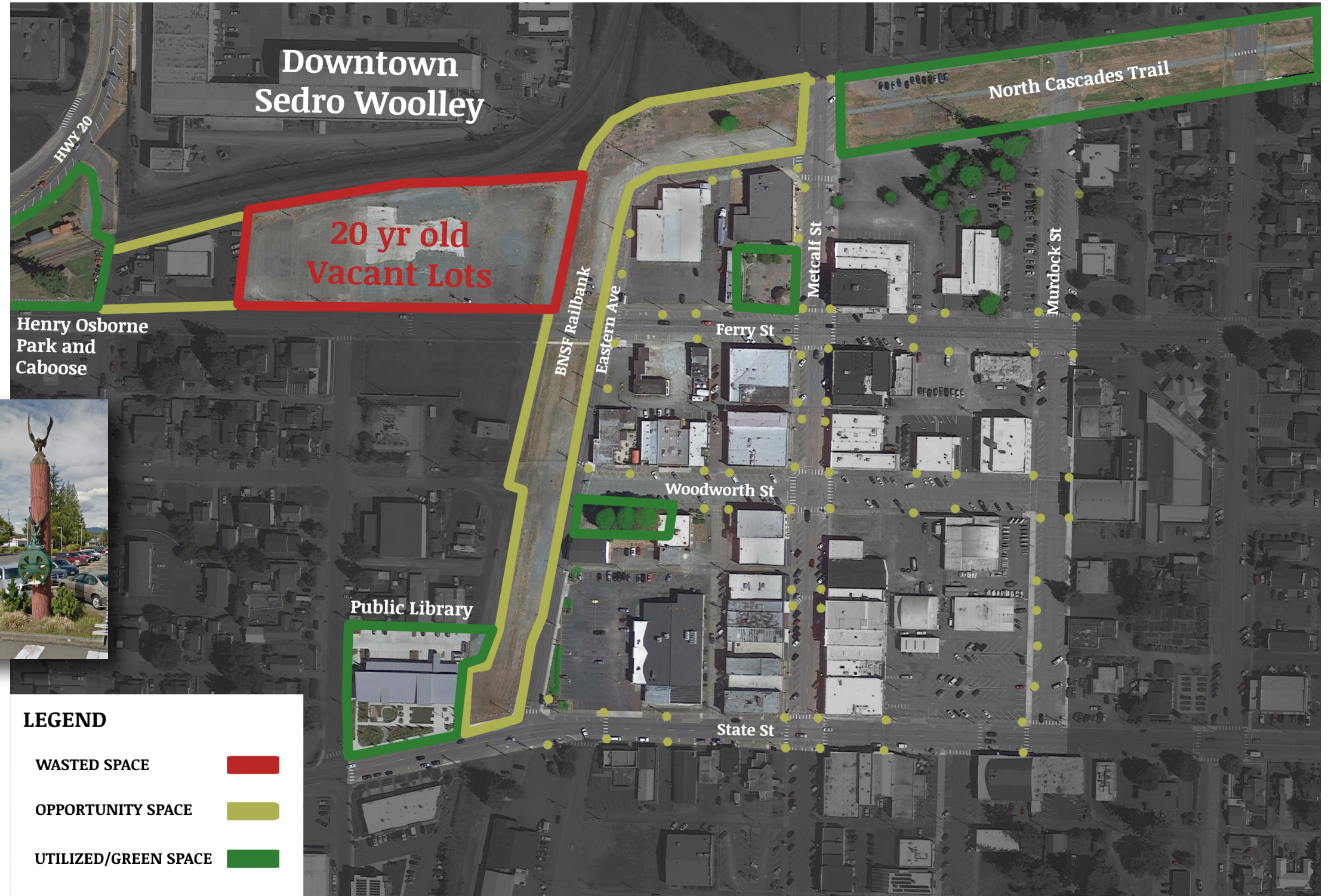
Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Here's how we can *Beautify*:

In an ideal scenario where the funds are available, here's my suggestions:

1. Remove existing blacktop and striping in order to install manageable, native trees at the majority of intersections, as long as accessibility and utilities are unimpeded/unimpacted.
2. **Centralize beautification attention on the intersections of Eastern Ave & Ferry St & Metcalf St by Hammer Heritage Square.**
3. Relocate the Chainsaw carvings to the centralized beautification area, opening up room for future carvings on rotation.
4. Purchase the former car lot (parcel P77451 and neighbor lots) which has been vacant since 2003, remove existing blacktop, prep for a new park.
5. Connect Henry Osborne Park to the new park with a walking path, fenced off from the train tracks.
6. Consider benefits and detriments of moving the train/caboose or the log round from Henry Osborne Park over to the new park.
7. Relocate the Eagle totem to the corner of Eastern Ave & Ferry St at entrance to new park.
8. Families or businesses can do tree dedications or memorial trees, which would be protected for all time. Alternatively, plant a Redwood, Sitka Spruce, and Cedar grove in honor of the endangered trees that used to call this place home before logging came.
9. Connect the North Cascades trail to the library and schools via bike lanes, designate it as a safety corridor.
10. Contract with Lime Scooters, or similar company, to provide sustainable non-emissions based transportation around downtown.



Any number of these changes has the potential to appeal to visitors better, and make our locals feel happier and safer.
Please see the next page for the Draft Master Plan.



Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Downtown Beautification *Draft Master Plan:*

This layout puts Eastern Ave, Ferry St, and Metcalf St at the heart of Downtown. A little greenery would boost the magical, old-timey feeling the gas street lamp aesthetic already puts out. Our winter lighting festival could be more extensive than it is now, similar to how Leavenworth's is as an attraction. The parade from State St to Hammer Heritage Square could turn the corner and end in the park. If that is not appealing, I have suggested planting a permanent Christmas tree where the temporary one typically goes by the Square.

I've added two small roundabouts on these streets for aesthetics more than function, one specifically to protect the permanent Christmas tree. Further investigation is needed for sizing a mini roundabout installation, per Chapter 1320 of WSDOT Design Manual (12). A well-designed roundabout achieves a balance of safety and efficiency, both of which aren't entirely necessary in downtown, but they are included for your consideration.

There are approximately 78 parking spaces including ADA stalls designed to scale and to code, in locations where most locals already park. There is room to install more. I've centralized the parking at the BNSF Railway corner in order to provide better public parking for the Cascades Trail, allowing downtown to be more Walkable, provide parking for the new park (or an enlarged Henry Osborne Park), and put a natural noise barrier around the manufacturing business and railway.

In my opinion, the likelihood of BNSF retaking their railbanked properties here is unlikely - on the chances someone strikes gold in the Cascades, or logging by rail picks up in the East again, there is a low probability the properties will be removed from public access. I am aware that there is a plan in place to continue the bike trail on the BNSF railbank, but couldn't incorporate the plans into this design due to access.





Sedro-Woolley Downtown Beautification Proposal

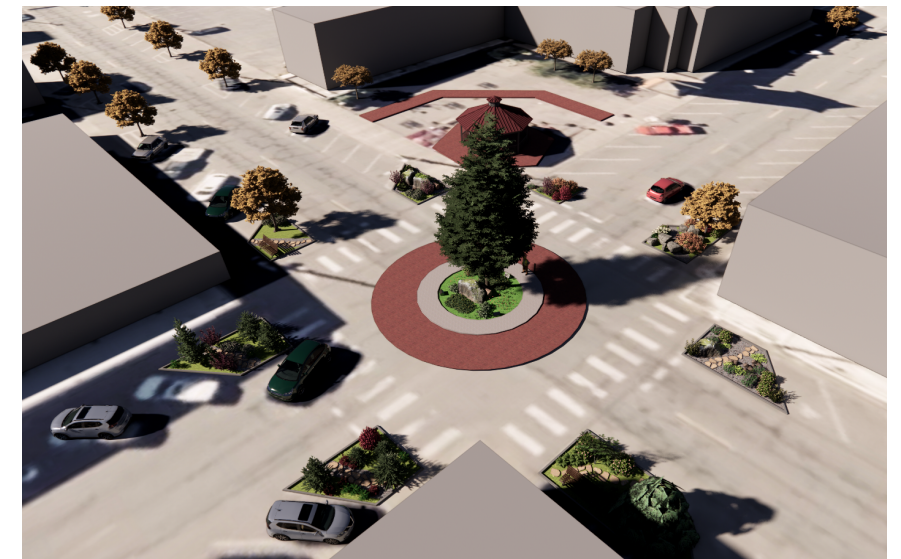
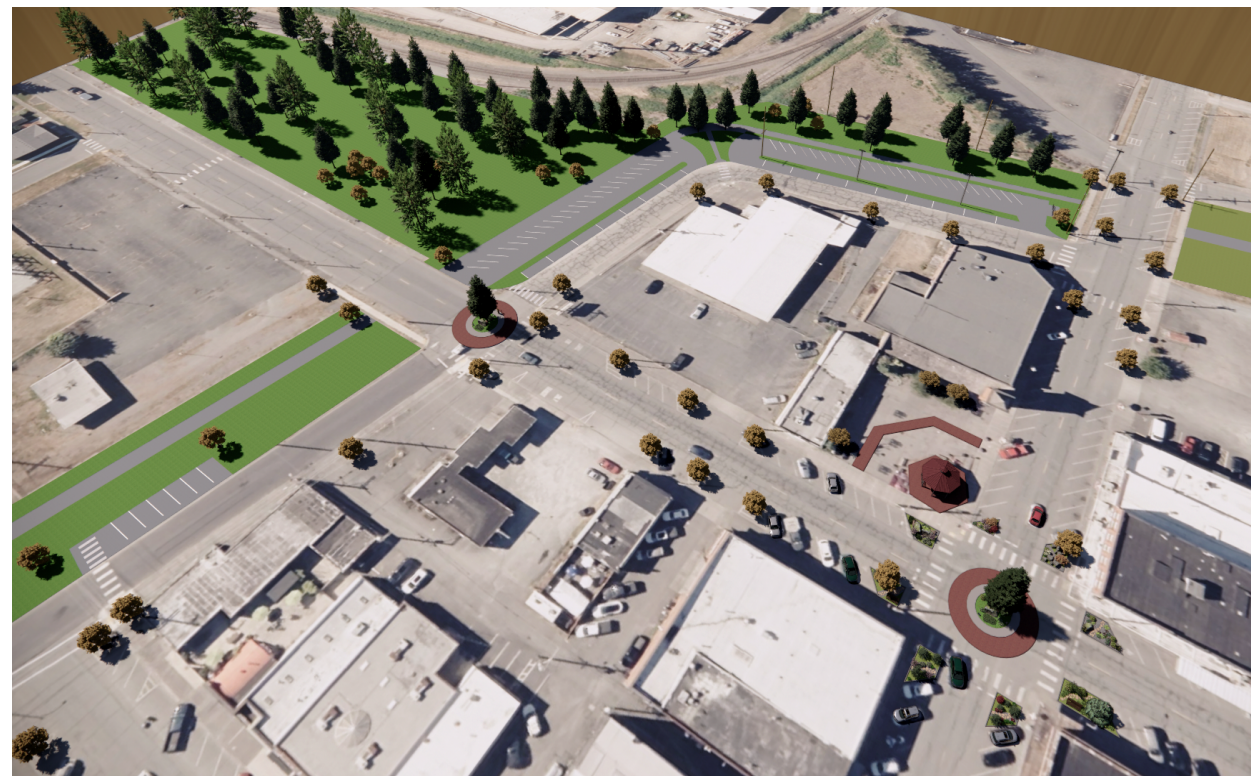
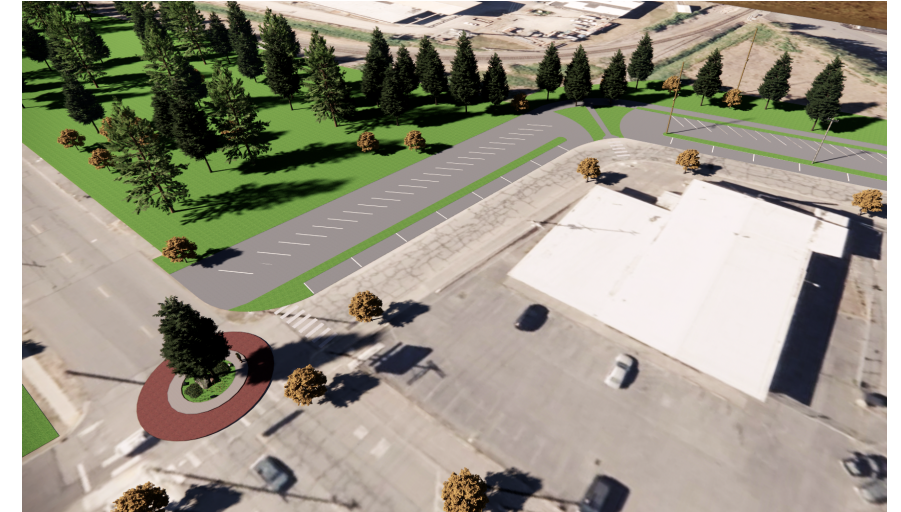
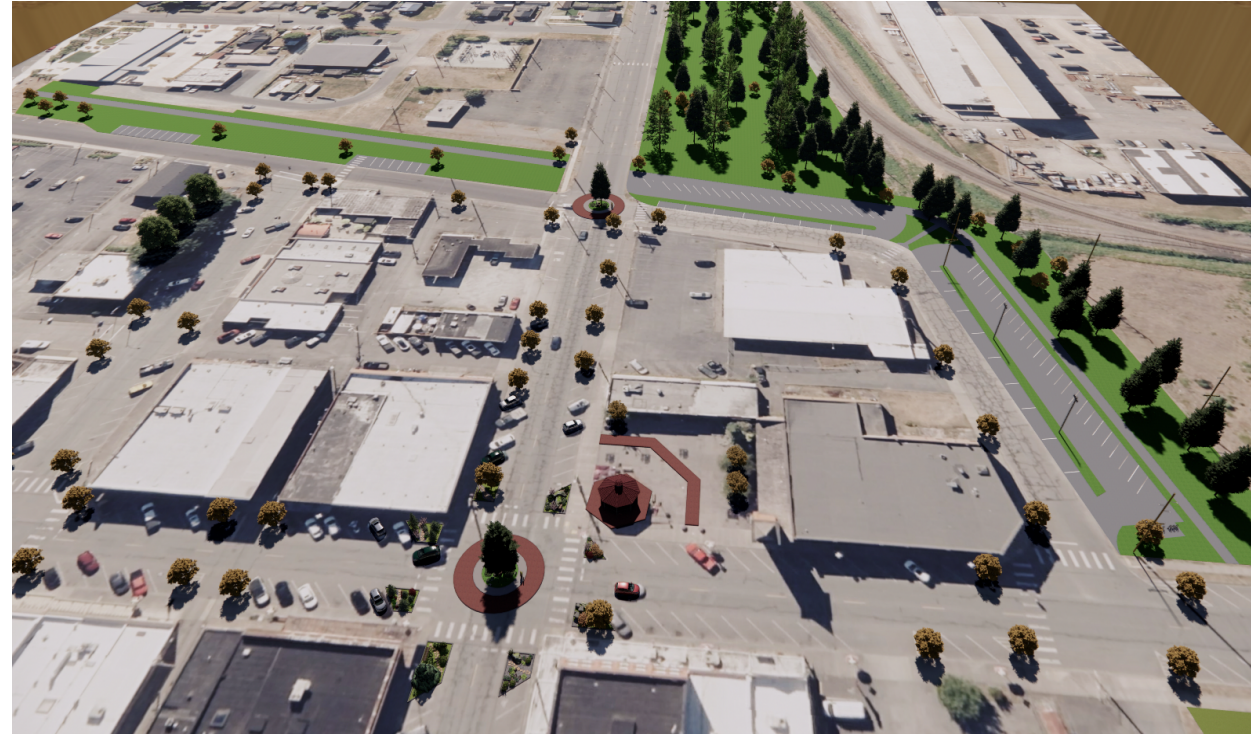
The "Gateway to the Cascades" Enhancement Project

Downtown Beautification Renderings:

"Mimicking the Alpine, Sub-Alpine, Temperate, and Riparian environments we find in the Cascades in the crosshatched no-parking areas of Downtown."

- Western Red Cedar and Hemlock trees withstand heavy rains and drought, perfect for city climates.
- Use Xeriscaping techniques to imitate the alpine environments in the Cascades.
- Use big (not big enough to encourage climbing) granite boulders, shale, and greenchist to mimic talus with delicate vegetation like Elfin Creeping Thyme or Silver Carpet growing between.
- Some can be pure wildflower and fern sections.
- Some can be deciduous herbaceous vegetation changing colors in fall, like Wild Blueberry
- Some can be full evergreen.
- Some can be singular planter boxes with a small tree like an average city might have.
- Some could be stormwater catchments that connect to the city utilities.
- Some can have fixed seating or bike storage.

Design options are plentiful!



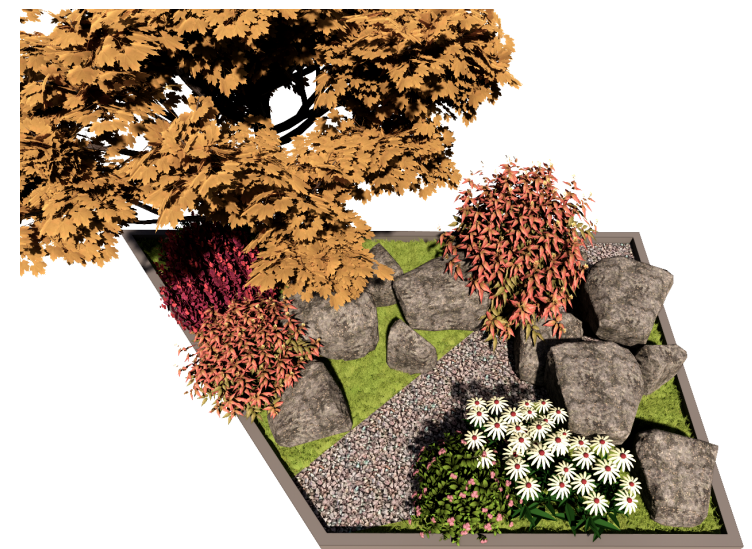
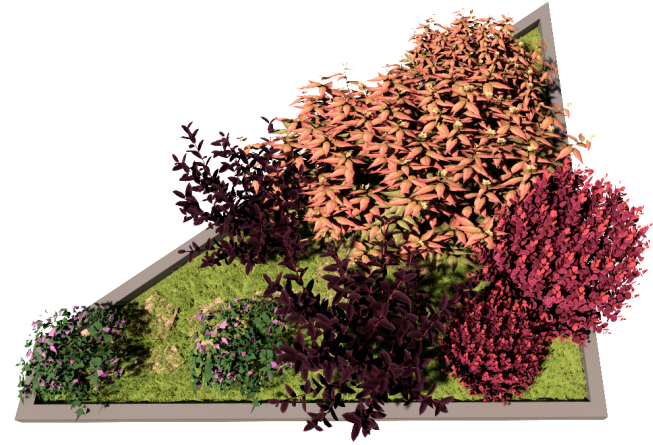
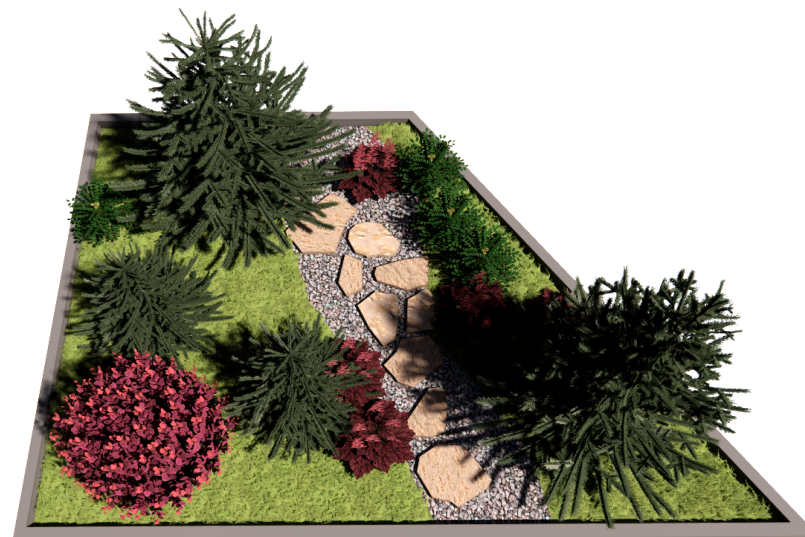
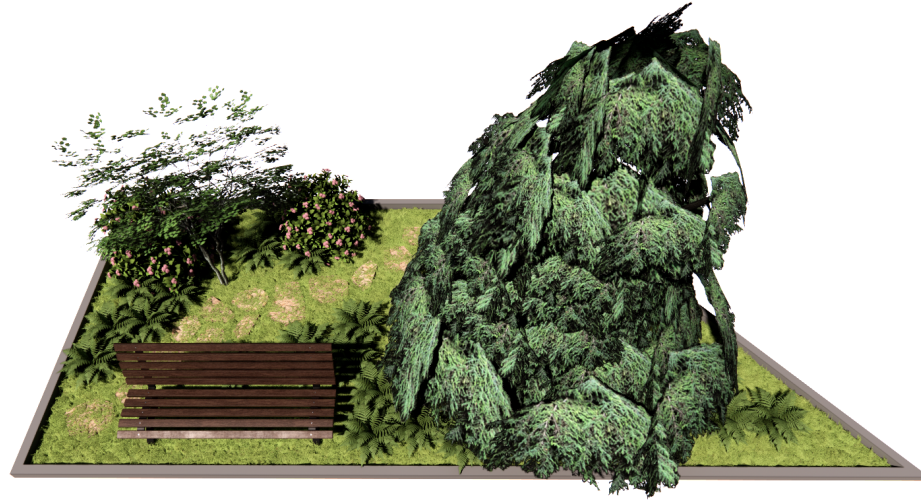
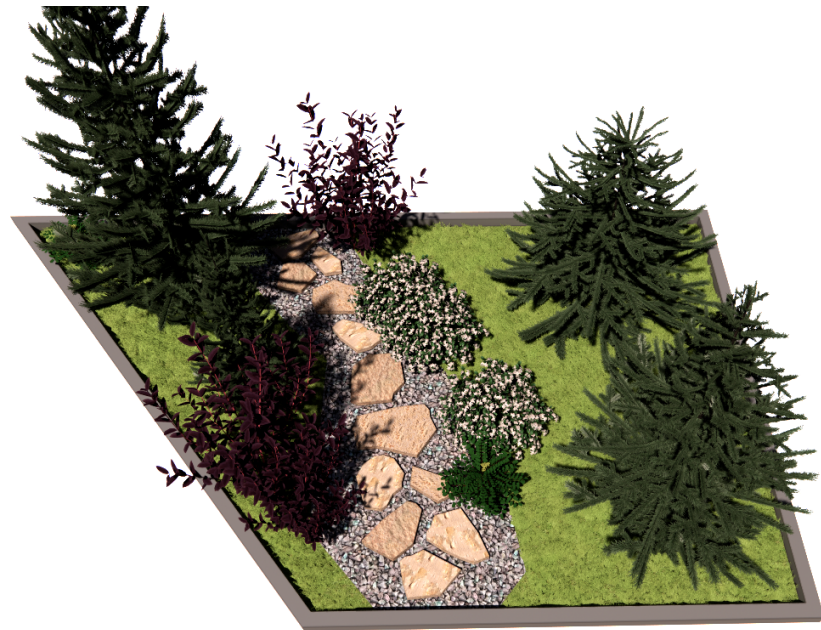
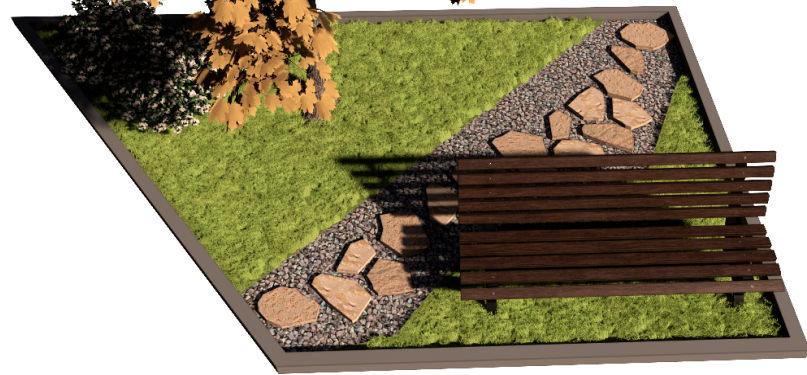
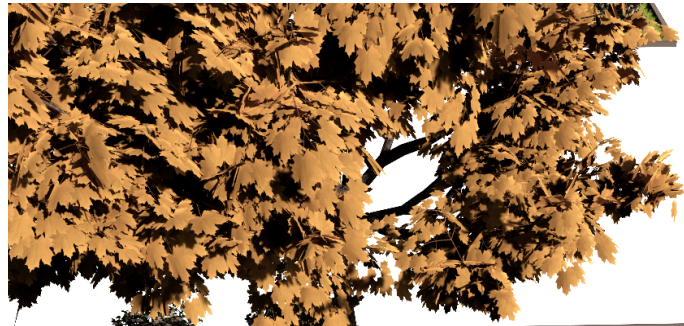


Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

Downtown Beautification Renderings:

"Mimicking the Alpine, Sub-Alpine, Temperate, and Riparian environments we find in the Cascades in the crosshatched no-parking areas of Downtown."





Sedro-Woolley Downtown Beautification Proposal

The "Gateway to the Cascades" Enhancement Project

A (relatively short) about me:

This first bit is contextually important. I am from Mercer, WI, a logging, mining, and former CNW rail town that is now entirely tourism-based (think ATVs, snowmobiling, ice fishing, normal fishing, hunting, etc). I grew up with a class of 11 from K-12, surrounded by tall red and broad white pine, brown iron-rich rivers, lakes in every direction, and no mountains whatsoever. I started working when I was 13 at lodges, restaurants, and cabin rentals, volunteered at summer youth camps, helped my dad build log homes, ran around the woods barefoot, climbed trees way too high, and occasionally participated in Town Halls on behalf of the student body. Small towns mean a lot to me, because they actively incorporated kids my age into the functions of a community. Mercer is, interestingly, very similar to Sedro-Woolley in that it is inbetween two much larger commerce areas, and has to find ways to thrive that set it apart from the other areas or that work in collaboration with the other areas. In some ways, it visually resembles downtown Sedro-Woolley at a much smaller scale.

I graduated from the Milwaukee Institute of Art and Design with a BFA in Interior Architecture & Design in 2014. I've mostly worked two jobs at the same time in architecture firms, restaurants, or landscaping companies to gain experience, to be active, and to be surrounded by people I feel comfortable with. I'm no novice to hardwork, which is why I care about the people of Sedro-Woolley.

I have lived in NC, MT, and CA before coming to WA, learning a lot along the way. Washington has everything: mountains, alpine lakes, volcanoes, lava tubes, oceans, rainforests, beaches, prairies, high plains, old growth forests, rich Indigenous history, European cultural traditions, so much more. How can you not love this place? I've lived here in the area for 5 years now, moved here a few months before COVID hit, and I'd like to stay a while.

I formed Relics Design LLC, a sustainable design, analysis, and conceptualization firm, officially at the beginning of 2023, but I've been working for myself since 2021. I also work at Acme Diner, and I find myself winding my way into rural communities to learn how to help them however I can. I carry two NFPA Certificates in Residential Wildfire Mitigation, and am working towards a WSU Naturalist Certification. I volunteer regularly with Skagit and Whatcom Land Trusts, and Helping Hands Food Bank.

Thank you again for your time! Please email me at mckennakl@relicsdesign.com for questions or comments.

Legend

Main Routes	
Public Services	
Green Spaces	
Hospitality	
Schools	



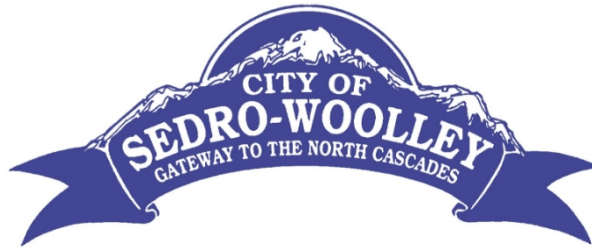


Sedro-Woolley Downtown Beautification Proposal

The “Gateway to the Cascades” Enhancement Project

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**Planning and Business Development Committee
Agenda Item**

Agenda Item No.: d.2.

Date: February 14, 2024

From: Charlie Bush, City Administrator

Subject: Rainworks

RECOMMENDED ACTION:

N/A

ISSUE:

N/A

BACKGROUND/SUMMARY INFORMATION:

This is a discussion about Rainworks, an application that only shows up when wet. It can be applied to sidewalks and other similar surfaces. It was mentioned during the workshop that the City had with Peter Kageyama in 2023. More information on Rainworks is available at:

<https://rain.works/>

<https://www.youtube.com/watch?v=P6VH6jCmdjA/>

FISCAL IMPACT, IF APPROPRIATE:

N/A

ATTACHMENTS:

None