

## **PLANNING AND BUSINESS DEVELOPMENT AGENDA**

**November 8, 2023**

**5:00 PM**

**Sedro-Woolley Municipal Building**

**Council Chambers**

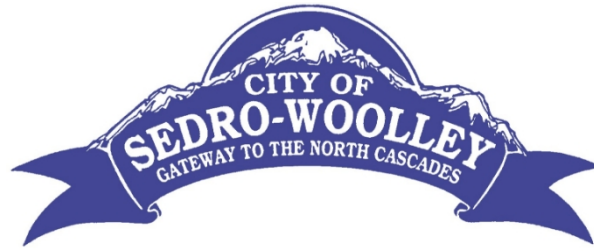
**325 Metcalf Street**

- a. Call to Order**
- b. Roll Call**
- c. Unfinished Business**
  - 1. Grant Program Update
  - 2. Economic Development Strategy
- d. New Business**
  - 1. August 23, 2023 Minutes
- e. Adjournment**

### **Next Meeting(s) Planning and Business Development - To Be Determined**

The City of Sedro-Woolley complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, limited English proficiency, age, disability, or sex. The City of Sedro-Woolley doesn't exclude people or treat them differently because of race, color, national origin, limited English proficiency, age, disability, or sex.

The City of Sedro-Woolley also complies with applicable state laws and doesn't discriminate on the basis of creed, gender, gender expression or identity, sexual orientation, marital status, religion, honorably discharged veteran or military status, or the use of a trained dog guide or service animal by a person with a disability.



**Planning and Business Development Committee  
Agenda Item**

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**Agenda Item No.:** c.1.

**Date:** November 8, 2023

**From:** Charlie Bush, City Administrator

**Subject:** Grant Program Update

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**RECOMMENDED ACTION:**

N/A

**ISSUE:**

This is an information update regarding the Community Development Grant Program

**BACKGROUND/SUMMARY INFORMATION:**

Current Applications are:

- 1) Schaffner Pharmacy - \$10,000 - funded by Council, contract out for signature
- 2) Double Barrel BBQ - \$10,000 - funded by Council, contract out for review
- 3) Happiest Tees on Earth - \$8,500 - before Council on 11/8
- 4) Sedro-Woolley Musuem - \$5,000 - voting concludes on 11/6, before Council on 11/21
- 5) Tight Lies - \$9,231 - voting from 11/6 to 11/20, Council on 12/13
- 6) Cascade Fabrics - \$10,000, voting from 11/20 to 12/4, Council on 12/13
- 7) Trinky Busiu - \$10,000, voting from 12/4 to 12/18, Council on 1/10
- 8) Loggerodeo - \$5,000, voting from 12/18 to 1/2, Council on 1/10

If all funds are allocated from the above grants, \$72,269 will remain.

**FISCAL IMPACT, IF APPROPRIATE:**

N/A for this update

**ATTACHMENTS:**

None



**Planning and Business Development Committee  
Agenda Item**

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**Agenda Item No.:** c.2.

**Date:** November 8, 2023

**From:** Charlie Bush, City Administrator

**Subject:** Economic Development Strategy

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**RECOMMENDED ACTION:**

Staff is seeking any additional edits/changes to the draft plan and requests a referral to the full Council for further consideration or committee reassignment.

**ISSUE:**

What should be the economic development priorities of the City of Sedro-Woolley?

**BACKGROUND/SUMMARY INFORMATION:**

The Planning & Business Development Committee spent several meetings in 2023 developing the attached plan. The Committee conducted some review of this draft, and made some edits, at the August 23, 2023 meeting (see the minutes item below). The Committee had discussed possibly converting some of the items in the plan to SMART goals and organizing items by a short-term and long-term orientation. Before this sort occurs, staff recommends checking in with the full Council to make sure this is the right list of items for a plan the Council would adopt.

The Committee, at that time, also asked if we could explore taking the plan to the Public Works Committee. Unfortunately, full agendas have not allowed for time to discuss the plan there as of this writing.

Tonight, staff is checking with this Committee to request any additional review here and is then requesting that if this Committee is done with its review, that it consider passing this item out of committee and on to the full Council, where it would be well suited for discussion at a future work session, possibly in December, or for reassignment from there to other committees. This would also conclude this committee's work on this plan, another item it produced through its work in 2023.

The initial goal of this plan was to guide American Rescue Plan Act (ARPA) economic development funding allocated by the Council, which could still be its purpose. Even if those funds are discussed for reallocation, this plan will remain valuable in helping to guide future budget investments by the City and as an input for the upcoming update to the City's Comprehensive Plan, particularly revisions to the Economic Development Element. Development of this plan was a result of the Strategic Goals adopted by the City Council in 2022 and the Departmental Operating Plans that support those goals.

**FISCAL IMPACT, IF APPROPRIATE:**

N/A

**ATTACHMENTS:**

1. Draft Sedro-Woolley Economic Development Action Plan Version 3.0

# Sedro-Woolley Economic Development Action Plan (Draft)

## Focus on public Downtown Improvements

- Lighting
- Painting
- Wiring for festivals
- Lights for festivals – consider lights hanging across Metcalf
- Alleys
- Sidewalks
- More trash cans downtown (on Metcalf) with better designs
- Planters
- Murals
- Parklets
- Address Parking – consider parking regulations, supply
- AED signs
- Support updates to key buildings (ex. Woolley Market)
- Partner with BNSF on public use of their right of way (ex. mobile art walk)
- Develop a Downtown concert venue

## 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
  - 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
- 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
- Improve the appearance of fencing
- Improve directional signage
- Improve the appearance of roundabouts

## 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

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

- Focus on making Sedro-Woolley more fun and interesting
- Support public art with the support of the Arts Commission
- Invest in trails and parks and connect them

- Evaluate streetscapes and landscaping
- Create a more dog-friendly city - evaluate dog park expansion and the development of additional dog parks
- Capitalize on small-town Americana strengths by supporting and promoting experiences and services that people want
- Develop small parks – ex. the lot by Tricky Busiu could be used for a park and parking if received from BNSF
- Possible food truck pads at our parks (especially Olmsted and Memorial)

#### Provide business-friendly permitting

- Invest in Planning & Building staffing to better support business permitting
- Establish permitting benchmarks for commercial permits and track progress
- Invest in Lean/Six Sigma process improvement processes to increase permitting system efficiency
- Improve the City's Code to allow for more efficient and simplified permit processes
- Evaluate fees

#### 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
- Partner with the Chamber to promote shopping local and to celebrate local businesses, especially manufacturing and retail
- 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.

#### 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

#### 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
- Implement strategies and incentives to support housing types desired

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

- Leverage collective strengths in Skagit Valley and care out our area of that – possible focus on food. Leverage valley value-added agriculture as the theme
- 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

### 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
- Support the theme of community wellness, recreation, tourism, and hospitality at the SWIFT Center
- Help support the \$45 million needed to renovate SWIFT Center buildings
- Destination music in the park in the shorter term could be a benefit to the community
- Develop meeting space

### Support Enhanced Tourism

- Become the Basecamp of the North Cascades, leveraging outdoor recreation
  - 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
- Promote and develop sports tournaments and events through partnerships
- Work with hotel operators to consider developing in Sedro-Woolley
- Evaluate vacation policies related to vacation rentals if hotel development does not materialize
- Leverage lodging tax funding to fuel more tourism
- Develop marketing videos
- Develop a parks and trails map
- Evaluate cycling infrastructure and services, recruit a bike shop and other key services
- Cultivate and sustain a more open and welcoming atmosphere

### 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.
  - Plant beautiful trees that don't heave sidewalks
  - Repair sidewalks

### Workforce Development

- Form 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 Meeting Minutes**

*August 23, 2023*

*5:00 PM*

*City Council Chambers*

*325 Metcalf St*

*Sedro-Woolley, WA 98284*

Attendees: Chair Burns, Committee members Lavacca and McGoffin, Mayor Johnson, City Administrator Bush

- CALL TO ORDER: [Time: 5:05 PM]
- ROLL CALL:
- UNFINISHED BUSINESS:

## Community Development Grant Program Update Draft Economic Development

City Administrator Bush updated the committee on the launch of the program just a few days prior, on August 21<sup>st</sup>.

## Action Plan Review (item to be distributed as late material)

City Administrator Bush discussed the draft plan with the Committee. The committee focused on prioritizing the areas, listing “Provide Business-Friendly Permitting” and “Support Housing Development to Provide a Larger Local Workforce and to Further Support Local Retail” as top priorities. “Workforce Development” dropped to a bottom priority. The rest of the areas remained in the middle priority range. There was some discussion of time sequencing the items and short-term or long-term and converting them to SMART goals. There was also discussion about a possible joint Arts Commission meeting and taking this plan to the Public Works Committee for input.

- NEW BUSINESS:
- ADJOURNMENT: [Time: 5:52 PM]