

To: Economic Development Commission

From: Tourism Sub-Group

RE: Strategic Action Plan Work-Items

Date: July 9, 2013

- A. Reference Number 1b.4 (19) Shoreline/Waterfront
 - 1. Sub-Group is NOT working on this.
 - 2. Does NOT want to work on this. Is a big project and we do not have the necessary resources. Small chance of success in current climate - project was delivered a major setback by City Council earlier this year. Other agencies with resources and ability to receive grants are better suited. An important project for the community.

- B. Reference Number 1b.8 (22) Highway 99 International District
 - 1. Sub-Group is NOT working on this.
 - 2. Does NOT want to work on this. The Highway 99 Task Force has done a lot of work on this and needs to continue as the lead. Tourism wants to participate when planning is started in the future.

- C. Reference Number 2a.2 (33) Farmer's Market
 - 1. Sub-Group is NOT working on this.
 - 2. Does want to work on this. Group feels that they can be a catalyst for this project and wants to further investigate its potential. This project has been assigned to a Group member. Medium Priority

- D. Reference Number 1a.3 (13) Interim Storefronts
 - 1. Sub-Group is NOT working on this.
 - 2. Group does NOT want to work on this. This is a very difficult task. Was done by the Arts Commission in the 1980s with lessons learned. Group thinks that the new B.I.D. is the appropriate agency since their members will include the necessary people (business owners, merchants, art stores and galleries) who can make this program work. Best achieved outside of the public sector.

- E. Reference Number 1d.1 (25) Design – Arts and Culture
 - 1. Sub-Group is working on this.
 - 2. Group wants to stay involved with this effort. There are many elements included within this item. Tourism has been working on the promotion element with the Port and "VISITWA" with Edmonds Community College and wants to continue. Many other groups and agencies with resources need to be involved to accomplish other aspects. High Priority

F. Reference Number 3a.2 (37) Downtown Restrooms

1. Sub-Group is NOT working on this.
2. Group wants to work on this. Group feels that they can be a catalyst for this project and wants to further investigate. This project has been assigned to a Group member. This project will be major undertaking and probably will only be accomplished by a collaboration of many groups and agencies. Building a public restrooms is the minor consideration with long-term maintenance the biggest issue. High Priority

G. Reference Number 1d.2 (24) Marketing – Arts and Culture

1. Sub-Group is NOT working on this.
2. Group wants to be involved. Group feels that they can be a catalyst for certain aspects of this project and wants to further investigate this potential. Talks have begun with Edmonds Community College to undertake elements of this item as class projects. The Chamber of Commerce is also looking into this topic. High Priority

H. Reference Number 3a.9 (39a) Civic Field

1. Sub-Group is NOT working on this.
2. Group does NOT want this project. The group feels that there is nothing they can achieve or contribute. “High-level” talks are underway concerning the future of this land. The land is owned by the Edmonds School District which leases it to the City until 2020.

I. Reference Number 1e.5(31) Artist live/work

1. Sub-Group is NOT working on this.
2. Group does NOT want this item. It is a huge undertaking starting with a market analysis. Small chance of success in current climate. Other agencies with resources and ability to receive grants are better suited to lead.

J. Additional Items the Tourism Sub-Group would like to tackle:

5b.2 (69) Communications and 1e.2 (26) Promotion – Arts and Culture. The Group is already doing parts of these topics which are very similar. See “E” and “G” High Priority

1e.7 (32) Fine Arts Museum. Groups feels that they can be a catalyst for this project and wants to further investigate the potential. This project has been assigned to a Group member. Medium Priority

