

**Economic  
Development/Community  
Services**

**2019 Budget**

# 2018 Accomplishments

## *Community Services*

- ▣ Worked with Diversity Commission on ambitious Work Plan including Youth Forum, World Café, Fourth of July parade, Film Series, grants program, incident responses, development of policy recommendations, etc.
- ▣ Together with services of Carolyn Douglas as part-time public information officer/press relations coordinator, we have created a substantial, continuous public/media presence leading to increased regional media coverage, as well as increased and regular social media activity, etc.

# 2018 Accomplishments

## *Community Services*

- ▣ Managed lobbying efforts in Olympia and Washington, DC on behalf of Edmonds interests – both legislative and financial
- ▣ Led efforts to develop Edmonds' official Legislative Agenda
- ▣ Collaborated with Public Works and our Olympia lobbyist in successfully securing commitment of \$6MM for the Edmonds Street Waterfront Connector project
- ▣ Represent Edmonds in regional forums, organizations, events

# Edmonds World Café

## Community Discussions on Diversity



Sat | Dec 13 | 10 am – noon | Plaza Room above Edmonds Library  
Sign up in advance preferred to [cindi.cruz@edmondswa.gov](mailto:cindi.cruz@edmondswa.gov)



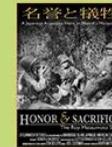
# Diversity Film Series

FREE screening of poignant and topical films on themes related to diversity, inclusion and equity.

THIRD SATURDAYS | OCT – APR (except Dec)

All screenings at NOON

OCTOBER 20 | 2018



**Honor & Sacrifice** tells the complex story of a Japanese immigrant family ripped apart by WWII. Of the Matsumoto family's 5 sons, two fought for the Americans and three fought for the Japanese. The eldest son, Hiroshi (Roy) became a hero, fighting against the Japanese in Burma, while his parents and sisters were living in the ancestral home, Hiroshima. The story is told by Roy's daughter Karen as she discovers her father's work in military intelligence, kept secret for 50 years.

**Proof of Loyalty**, Kazuo Yamane and the Nisei Soldiers of Hawaii, tells the compelling story of a Japanese American who played a strategic role in World War II. He and his fellow Nisei from Hawaii combatted prejudice and discrimination to loyally serve their country. Their extraordinary service, mostly untold, ultimately changed the course of U.S. history.



NOVEMBER 17 | 2018



**The Only Good Indian**. Set in the early 1900s, a Native American boy is forced to leave his family and attend a distant Indian "training school" to assimilate into white society. He escapes, yet is pursued by bounty hunter, Sam Franklin, an Indian scout for the U.S. Army who has renounced his heritage and adopted the white man's way of life. Both are eventually pursued by an enemy of Franklin.

**Bully** examines 5 youths who endure vicious persecution from their peers. Ja'meyce, 14, ends up in reform school after pulling a gun on youths who tormented her. Cameras record the abuse suffered by 14-year-old Alex who's beaten and teased on the bus. Star athlete Kelby, 16, is ostracized and tormented, coming out as lesbian. Most tragic of all, two boys, 17 and 12, commit suicide to escape their torture.



JANUARY 19 | 2019

FEBRUARY 16 | 2019



**Old Goats** is a comedic story featuring 3 elderly men playing themselves, blending fiction and reality. Britt lives alone on a boat, seeking excitement and romance. Bob writes memoirs about his life as a soldier, para-trooper, and bush pilot, but is uneasy revealing the sins of his younger days. David struggles to adapt to retired life while living with a bossy wife. In the end each man attempts to change his ways.

**Just Charlie**. Football star Charlie is a rising star. With a top club desperate to sign him, his future seems mapped out. But the teenager only sees a nightmare. Trapped in the body of a boy, Charlie is torn between living up to her father's expectations and shedding an ill-fitting skin. Charlie's next move will tear the family apart and threaten everything they hold dear.



MARCH 16 | 2019

APRIL 20 | 2019



**Paper Tigers** chronicles a year at Walla Walla's Lincoln High School, whose kids have a history of truancy, behavioral problems and substance abuse. After learning about Adverse Childhood Experiences, the principal radically changes the discipline program. Using diary camera footage, the film follows 6 students. From getting into fights, grappling with traumas, and close to dropping out, they ultimately find healing, support and academic promise.



**Free**  
SCREENINGS AT THE  
EDMONDS THEATER  
415 MAIN STREET | EDMONDS

Sponsored by Edmonds Diversity Commission, Rick Steves' Europe, Edmonds Center for the Arts, and Edmonds Theater  
More information: [DIVERSITY.EDMONDSWA.GOV](http://DIVERSITY.EDMONDSWA.GOV)

# 2018 Accomplishments

## *Economic Development*

- ▣ Related to Tourism:
  - Enhanced and promoted new tourism website and promoted greater use and visibility of the arts/culture/events calendar
  - Enhanced tourism-promotional ad presence in the region – radio, print, digital – including more robust campaign for upcoming 2018 holiday season, together with *Ed!*
  - Initiated *Edmonds Tourism Partners* – top 7 advertising entities to collaborate for greater impact & efficiency
  - Introduced Edmonds tourism videos to media campaign

# 2018 Accomplishments

## *Economic Development*

- ▣ Related to Tourism:
  - Collaborated with Port of Edmonds on digital ad and video campaign targeted for Denver metro in the Spring, using whale-watching as the “hook” to drive visitors to Seattle/Edmonds (Port of Seattle grant + local monies)



# 2018 Accomplishments

## *Economic Development*

- ▣ Currently initiating fourth season of Holiday Market
- ▣ Together with Ed! have created substantially enhanced Holiday offerings/activities including holiday market, trolley, caroling contest, jazz/brass ensemble performances, dedicated holiday website, etc.
- ▣ Provided more enhanced business-attraction advertising throughout region (Seattle Business magazine, Daily Journal of Commerce, 425 Business magazine, and KUOW radio)
- ▣ Provided support to property owners and/or architects & developers on potential redevelopment projects
- ▣ Co-led with Parks & Rec Dept effort to seek State Creative District designation, including public process, 5-year program development, etc

# 2018 Accomplishments

## *Economic Development*

- ▣ Reconvened *ad hoc* Downtown parking committee late 2017, leading to parking enhancements in early 2018 (4<sup>th</sup> Ave S. parking lot, expanded “tick marks” for on-street parking)
- ▣ Provided support to Economic Development Commission, including assistance with research, consideration and memos on such issues as:
  - Affordable housing, BD1 first floor height, Potential for city facilities, Dayton Street utilities/street project mitigation, etc., arts/culture/tourism initiatives, business attraction/recruitment, development feasibility, etc.
- ▣ Collaborated with EASC and other SnoCo cities on Snohomish County WeChat site – to attract Chinese investment to the County
- ▣ Collaborate with Small Business Development Center, offering Edmonds office hours in City Hall 1-2/month



# VISIT EDMONDS

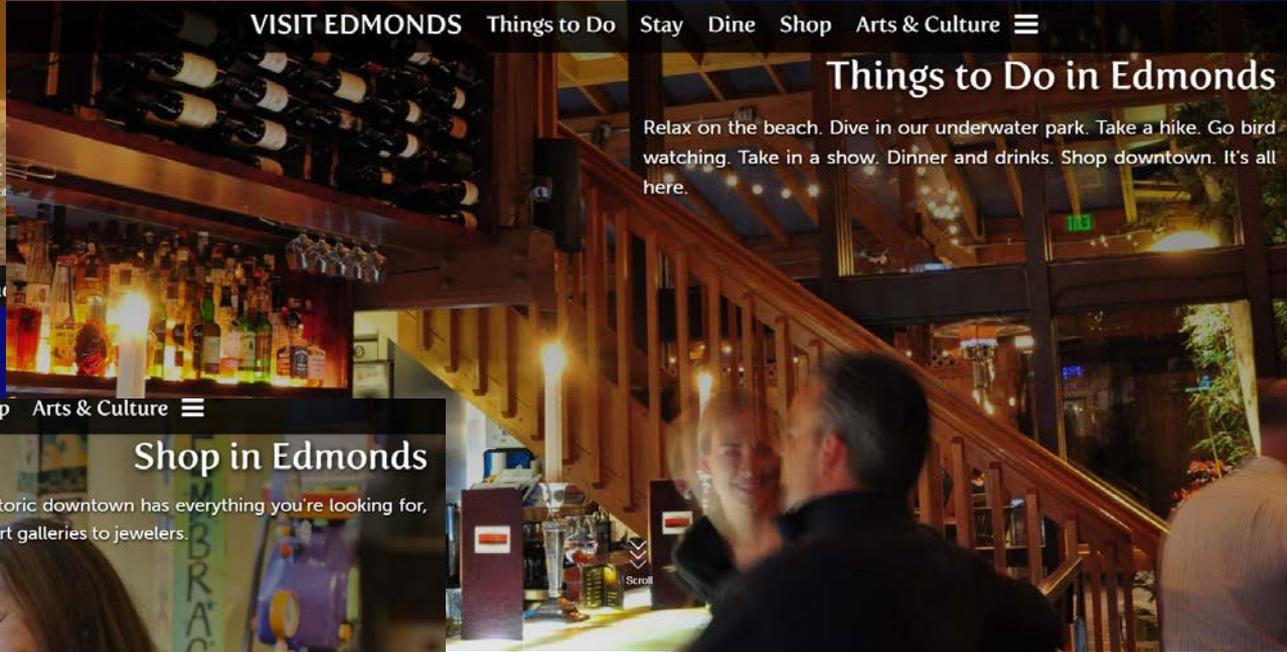
Blessed with art galleries and performance halls, a historic downtown, sandy beaches and a sense of place that makes you stop ... breathe ... and linger awhile. Welcome to Edmonds!



Newsletter Arts & Culture Calendar

## Things to Do in Edmonds

Relax on the beach. Dive in our underwater park. Take a hike. Go bird watching. Take in a show. Dinner and drinks. Shop downtown. It's all here.



## Shop in Edmonds

Our vibrant and historic downtown has everything you're looking for, from boutiques to art galleries to jewelers.



# Smart Businesses Choose Edmonds!

Serious business in a relaxed & charming locale

**THRIVE & SMILE!**



YourBizInEdmonds.com



# Edmonds Holiday Market

Saturdays 10 am - 3 pm  
November 10, 17 & December 1, 8, 15, 22

On 5<sup>th</sup> Avenue North in front of City Hall



Holiday greenery



Produce, preserves, edibles



Baked goods & sweets



Specialty gift items

[www.facebook.com/edmondsholidaymarket/](https://www.facebook.com/edmondsholidaymarket/)

# 2019 Challenges/Initiatives

## *Community Services*

- ▣ Pursue Legislative agenda items, including future funding commitment for major projects in Edmonds: Highway 99, Edmonds Street Waterfront Connector, Waterfront Center, Edmonds Marsh, Civic Park, etc., especially to help leverage federal grant funding where available
- ▣ Support the Diversity Commission and its 2019 Work Plan
- ▣ Expand and enhance public outreach, communications and engagement efforts
- ▣ Conduct second National Citizen Survey in Edmonds

# 2019 Challenges/Initiatives

## *Economic Development*

- ▣ Support property owners in Downtown, Westgate, Hwy 99, and other business districts to assist with appropriate redevelopment
- ▣ Continue to seek hotel for Downtown
- ▣ Enhanced and expanded business-attraction advertising, especially using “hook” of Creative District designation, if we are successful
- ▣ Recruitment of new business/investment and retention/expansion of existing business
- ▣ Pursue greater tourism-promotion opportunities

# Expenditures

Expenditures	2018 Approved Budget	2018 YE Estimate	2019 Recmd Budget	%age Change
Community Services	\$490,751	\$487,723	\$557,482	14%
Economic Development	\$99,710	\$99,750	\$108,750	9%
Total	\$590,461	\$587,473	\$666,232	13%

# Decision Packages

## *Community Services*

- ▣ **DP #47** - \$72,000 for federal lobbyist/strategist
- ▣ **DP #49** - \$18,000 to increase scope of service for PIO/Communications Specialist
- ▣ **DP #50** - \$20,000 for Diversity Commission contracted staff services (increase of \$14,000)
- ▣ **DP #51** – \$1,000 for Diversity Commission Film Series expenditures (supported by revenue)
- ▣ **DP #53** - \$22,000 for 2019 National Citizen Survey

# Decision Packages

## *Economic Development*

- ▣ **DP #48** - \$10,000 for Creative District contracted staff support
- ▣ **DP #52** - \$6,000 – holiday market expenses (covered by revenue)

# LTAC

## Tourism Promotion Program

- ▣ Lodging tax revenues are used to fund the City's Tourism Promotion Program
- ▣ Only permissible use of these funds per RCW
- ▣ Revenues projected for 2019 are \$118,000 (even with total revenue projected for 2018)
- ▣ City's Tourism Promotion Program consists of:
  - Support and promotion of arts, culture and other events that attract visitors (25%)
  - General Marketing and promotion (ads, website, rack cards, etc.) (75%)

# Proposed 2019 Tourism Promotion Program – Use of Funds

- ▣ **DP #67 - Arts/Culture-related (25% of revenue):**
  - \$22,100 Arts Commission grants for tourism-promotion:

\$2,000 - Cascade Symphony	\$2,700 - Olympic Ballet Theater
\$1,400 - Art Studio Tour	\$2,600 - Driftwood Players
\$1,500 - Sno-King Chorale	\$2,500 - Art Walk
\$2,600 - DeMiero Jazz Fest	\$2,600 - Jazz Connection
\$500 - Edmonds Arts Festival	\$2,600- Cascadia Art Museum

- \$11,000 in Arts Commission program expenditures:

\$8,500 - Write on the Sound	\$2,500 - Public art brochure
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# Proposed 2019 Tourism Promotion Program – Use of Funds

## DP #54:

General tourism promotion (75%):

### On-going Expenditures:

#### Professional Services

- \$8,500 – Printing/distribution of rack card
- \$1,500 – Promotion/support of Bird Fest
- \$4,500 – Support of Snohomish Co. Tourism Bureau
- \$2,500 – Edmonds Visitors Center
- \$20,000 – Contracted staff support for tourism promotion/website/arts-events calendar
- \$2,400 – Website hosting, technical support

# Proposed 2017 Tourism Promotion Program – Use of Funds

General tourism promotion, on-going expend.,cont'd:

## Advertising

- \$30,000 – General advertising
- \$13,000 – Advertising in ECA Season Brochure

## Miscellaneous

- \$1,000 – Incl ad design work, photos, emerging oppty

## Interfund Transfer

- \$4,000 – Promotion of Edmonds arts/culture events in Snohomish County Visitors Guide, CRAZE recreation guide and “Arts Access” (Snohomish Countywide)

**TOTAL ON-GOING EXPENDITURES - \$87,400**

# Proposed 2019 Tourism Promotion Program – Use of Funds

General tourism promotion, cont'd:

## **One-time** expenditures from fund balance:

- \$1,000 – Grant for enhanced advertising for 2019 Waterfront Festival (*if it happens*)
- \$500 – Grant for enhanced advertising for 2019 Chamber Chowder Cook-Off
- \$1,000 – Grant for 2019 Taste Edmonds advertising
- \$6,000 – Grant for Cascadia Art Museum advertising

**DP #55: Log Cabin Maintenance: \$4,500**

**TOTAL ONE-TIME EXPENDITURES - \$13,000**

**PROJECTED 120 FUND BALANCE: \$74,762**



# DEVELOPMENT SERVICES DEPARTMENT PROPOSED 2019 BUDGET



# 2018 Progress

- Handling high levels of permit & inspection activity, such as for:

- Madrona Elementary School
- “Building 10” at Point Edwards
- Numerous other small & large projects



- Development code updates, including:

- Critical area regulations – technical update
- Critical area regulations – wetlands update
- Quasi-judicial land use decision process



# 2018 Progress

- Long-range planning activity
  - Draft Urban Forest Management Plan
  - Draft Housing Strategy
  - Climate Goals Project
  - Comp Plan Update



- Administrative
  - New electronic permit tracking system
  - Digitization of many records
  - EnviroStars
  - Support to several City boards & commissions
  - Participation in regional organizations

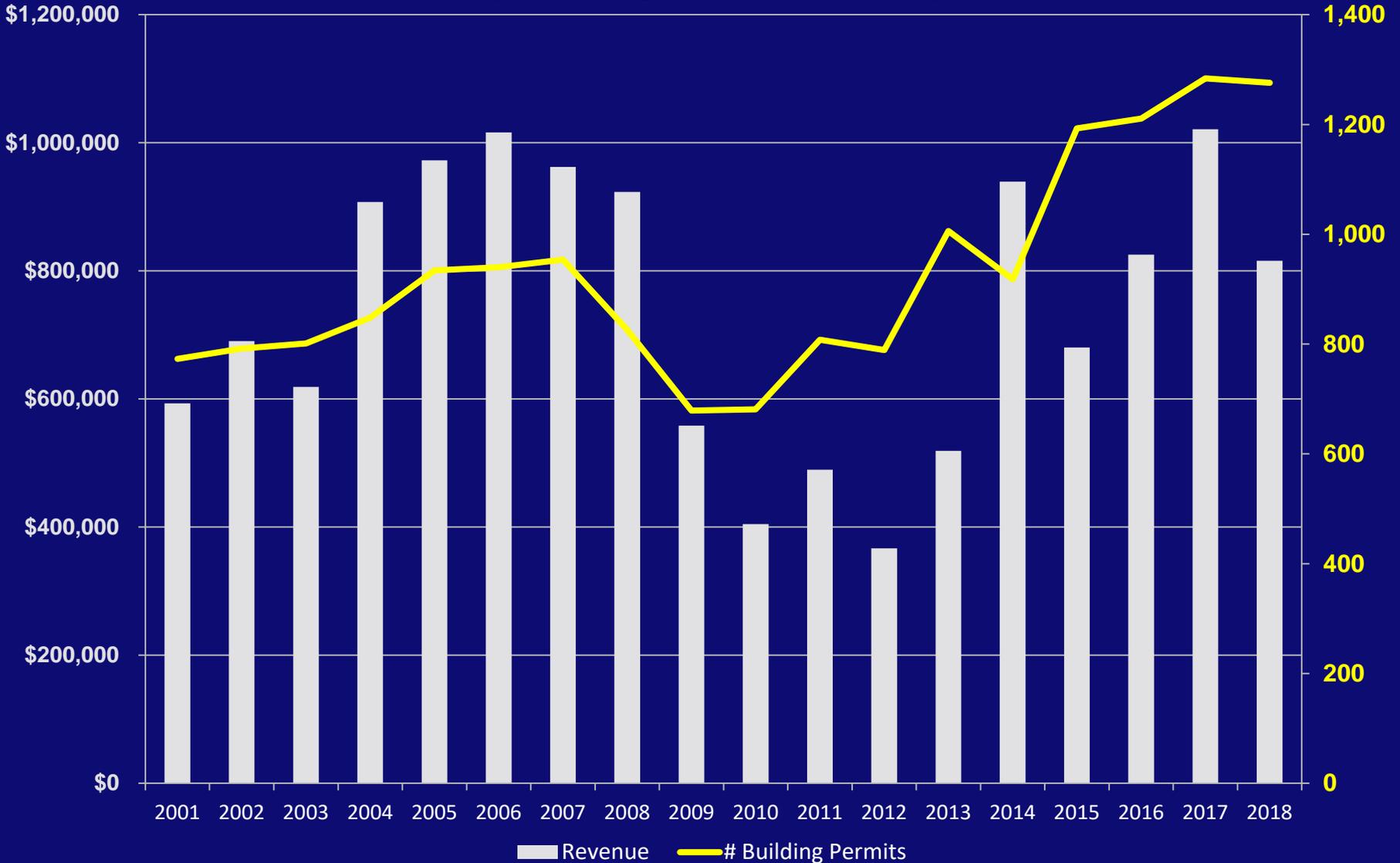


# Challenges

- ▣ Given continued high levels of permit activity & complexity of projects, difficult to:
  - Provide timely plan reviews
  - Have time to complete work on longer-range projects
  - Maintain staffing levels/expertise



# Building Permits and Revenue for January through September period



# Expenditures

Expenditures	2018 Budget	2018 YE Estimate	2019 Recomm.	Discussion
Total Dept.	3,318,150	3,181,368	3,228,156	3% Decrease
Salaries	1,623,298	1,574,166	1,665,849	Maintains staffing level
Prof. Services	789,960	736,410	709,880	10% Decrease

# Decision Packages / Changes

#56 – Electronic plan review:	\$32,000
#57 – Digitization & archiving:	\$48,000
#58 – 5 Corners consultant:	\$30,000
#59 – Building plan review – professional services:	\$10,000
#60 – Tree Board minute-taking	\$1,500

# Questions?



# Parks, Recreation and Cultural Services Department 2019 Budget



# 2018 Accomplishments

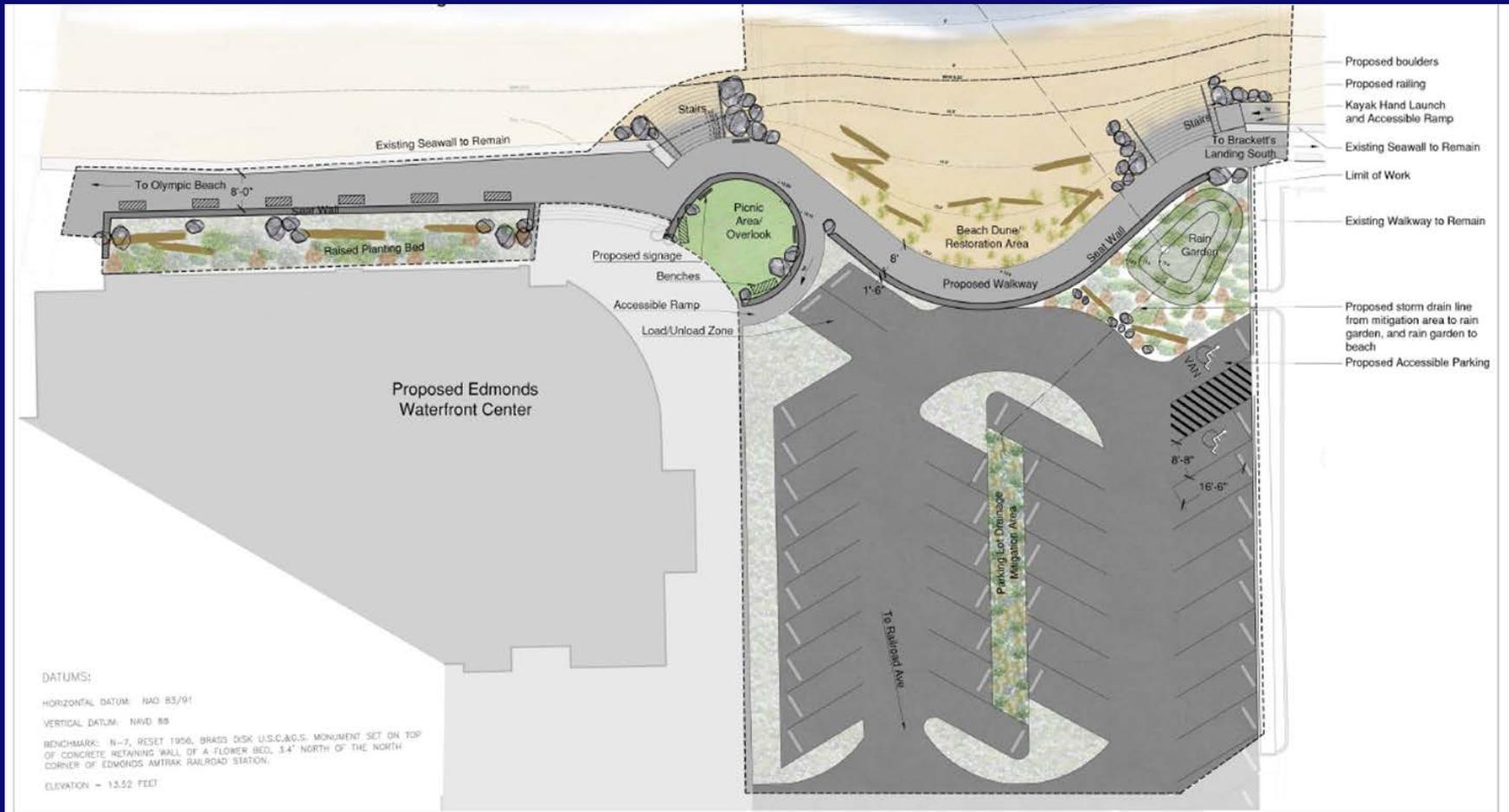
Stadium removal and Design Development of Civic Park



# 2018 Accomplishments

Waterfront Development/Walkway

Design and Permitting



# 2018 Accomplishments

## Meadowdale Playfields



# 2018 Accomplishments

## Veteran's Plaza

