

Island County Council of Governments

MEMBERS

Island County



October 26, 2016

Elected officials from Island County, City of Oak Harbor, City of Langley, Town of Coupeville and the Port Districts of Coupeville and South Whidbey will meet as Island County Council of Governments on October 26, 2016 in the Commissioners' Hearing Room at 1 NE 6th Street, with the following agenda items scheduled:

Town of Coupeville



9:00 a.m. Council of Governments

City of Oak Harbor



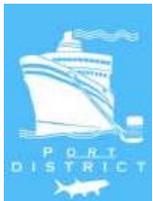
1. Call to Order
2. Approval of Minutes for September 28, 2016
3. Introductions
4. 2017 Session Expectations from Legislators:
 - Congressman Rick Larsen
 - Ann Seabott on behalf of Senator Patty Murray
 - Senator Barbara Bailey
 - Representative Norma Smith
 - Representative Dave Hayes

City of Langley



5. Discussion of Council of Governments Legislative Priorities
6. Presentations of Rural County Economic Development Funds Applications:
 - [Town of Coupeville](#)
 - [Port of South Whidbey/ City of Langley](#)

Island County Port Districts



7. Other items of mutual interest
8. Adjournment

ITPO MEETING AT 11:00AM

Island County Council of Governments Application for .09 Rural Economic Development Funds

RECEIVED

SEP 30 2016

ISLAND COUNTY
COMMISSIONER'S OFFICE



City of Langley/Port of South Whidbey
September 30th, 2016

**ISLAND COUNTY APPLICATION FOR
2016 RURAL COUNTY ECONOMIC DEVELOPMENT FUNDS**

Applicant: City of Langley/Port of South Whidbey

Contact: Tim Callison, Mayor/Ed Halloran, President, Port of South Whidbey

Project Title: South Whidbey Economic Development Strategy.

Application Date: September 30, 2016

Total Project Cost: \$384,000

Amount Raised to Date: \$0

Is this a phased project? : Yes

Over how many years? 3 years

Are you requesting a funding gap? No

What amount are you requesting now?

First year funding requirements \$128,000

Years 2 and 3 funding requirements \$128,000/yr.

Briefly describe your project:

The City of Langley, in partnership with the Port of South Whidbey, is asking for \$384K over three years to hire an economic development specialist to bolster its destination marketing efforts to influence and attract more visitors, tourism, and permanent residents; establish South Whidbey¹ as Puget Sound's preferred retreat and small conference destination; and encourage business leaders to relocate their firms, operations, or offices to South Whidbey Island. The project's goal is to diversify South Whidbey's economy and allow it to become more self-sustaining. This request is consistent with RCW 82.14.370, the establishing statute for the Rural County Economic Development Fund.

¹ Throughout this application "South Whidbey" refers to the Port of South Whidbey District.

How does the project satisfy, in whole or in part, your economic diversification strategy?

The City of Langley, in cooperation and partnership with the Port of South Whidbey as an Economic Development Office (EDO) submits this application to Island County for Rural County Economic Development Funds (RCEDF).

Our first step will be to hire an economic development specialist (see appendix A) to bolster marketing efforts, initially by focusing on South Whidbey's established draws, including the South Whidbey Harbor, local events (Mystery Weekend, Djangofest, etc.), Fairground events, athletic events, agri-business (wine and spirits, farm to table, fiber, and local produce), the Arts, and its natural beauty and recreational opportunities. The economic development specialist will accomplish this via inbound, outbound, and destination marketing to travel and leisure influencers, Puget Sound harbor masters and yacht clubs and boating associations, conference and retreat organizers, food and wine writers, etc.

Subsequent steps will market to Business Relocation specialists to attract businesses compatible with South Whidbey and the opportunities our Island presents. Over the course of this three-year pilot program our objective is to relocate 50 family wage jobs to South Whidbey.

Currently, visitors and tourism are the primary economic activities of the City of Langley and South Whidbey. Visitors contribute to the tax base for the City through retail/hotel/restaurant patronage that sustains the City's economy. The progression from visitor to vacationer to resident is common for many inhabitants of South Whidbey who, after first visiting our island, eventually move here permanently.

The first-year's goal for the South Whidbey economic development specialist is to increase the volume of all three components of that progression – visitors, vacationers, and residents – by initially focusing marketing efforts on individuals and families. Over the course of the second and third year, however, the target will shift to groups and business. The intent, as with individuals and families, is to spark the same progression: visits, retreats, small conferences, and for some businesses, relocation.

The long term goal of this project is to fundamentally diversify the foundation of the South Whidbey economy by lessening its current dependence on visitors and tourism. If successful in enticing businesses to relocate to South Whidbey this project will produce more employment, enlarge our tax base, increase revenue to established South Whidbey commerce, and develop a more stable year-round economy.

Our objectives include increasing visitor traffic by 30%, thereby increasing economic activity in Langley/South Whidbey by \$504,000 and supporting eight additional full-time jobs. Revenues to the City are estimated to increase by \$16,000/year. (see appendix B)

This is a holistic effort for the South Whidbey district; our goal and objectives are intended to benefit all residents, including the unincorporated communities of Clinton and Freeland. Results of a recent RCDEF-funded study identified potential opportunities for Clinton's economic development. Freeland, having recently obtained a .09 grant for a portion of its planned sewer system, also has strong potential to expand its commercial base through business relocation.

Building Langley's capacity for local retail, where South Whidbey residents will shop, dine, and gather is a key focus area. As its reputation grows Langley will continue to attract visitors from the north island and off island, who we will encourage to travel to Langley by all modes of transportation – foot, bicycle, motorcycle, boat, bus, RV, airplane, seaplane, and auto. South Whidbey facilities can accommodate all these modes of travel and is increasing opportunities for multi-modal transportation with the addition of bicycle trails, harbor enhancements, and other infrastructure. Once here, we will create an experience to which visitors will want to return, and perhaps for some, relocate.

As previously stated, the ultimate goal of this project is to grow a more diversified economic base via business relocation to the Island, thus lessening the dependency of the South Whidbey economy on its current leading activities of visitors and tourism. The approval of this application for Rural County Economic Development Funds is a crucial step in this effort.

What planning has taken place regarding this project, and is the project part of a plan?

The proposal is a joint effort between the City of Langley and the Port of South Whidbey, with input from the Langley Chamber of Commerce and Langley Main Street. Other South Whidbey stakeholders will be included if this application is approved. The two leads of this proposal have met on a number of occasions to develop this strategy. Hiring an economic development specialist to diversify our district economy has also been a subject of discussion with other stakeholders, all of whom agree on its benefits.

Langley and South Whidbey are currently experiencing a strong upturn in economic activity (see appendix C). To support future growth and infrastructure needs of the City of Langley, a Rural Economic Development Grant (REDG) application was submitted to enhance its appeal to local and regional visitors with improvements such as wayfinding, bicycle infrastructure, a Visitor Center facelift and more. Given the combination of strong growth and emerging plans to enhance South Whidbey amenities and attractions, including the Fairgrounds, harbor, campgrounds, and City of Langley, now is the time to invest in the future of South Whidbey and its communities. The return of the region's economy, following the downturn of 2008, is further incentive to capitalize on the increased number of visitors to our Island (as evidenced by the long ferry lines this summer and data in Appendix C). We have the opportunity to convince visitors to become more than occasional guests of South Whidbey by planting the seeds of personal or professional relocation. Marketing through business relocation specialists will assist this effort and increase the potential to create full-time employment opportunities.

South Whidbey is fortunate in that recent infrastructure improvements by Puget Sound Energy to construct a new substation, upgrade transmission lines and other improvements will increase reliability of electrical services. In addition, Whidbey Telecom is in the process of installing fiber optics throughout South Whidbey that will offer 100 gigabit service, providing the region with some the fastest internet speeds across the country. This increased bandwidth will greatly improve the speed at which businesses, telecommuters and others can operate, and is a requirement for high-tech, high-paying jobs.

This project is intended to benefit all of South Whidbey, recognizing the City of Langley as the hub. The spokes extend to all corners of the district, as will the economic benefits. The addition of a community sewer system Freeland is positioning it for future growth as a retail and light industrial magnet for South Whidbey. The Port is ready to assist and recruit new business to South Whidbey, having already laid the groundwork in Clinton and Langley. In the past year the Port obtained a RCDEF grant to conduct a market survey that will provide options to revitalize Clinton, South Whidbey Island's gateway. The Port leveraged another RCDEF grant to commission a due diligence report for the Fairgrounds in Langley, then followed up with a Community Economic Revitalization Board (CERB) grant for developing an overarching vision and strategy for revitalizing its economic potential and output. These initiatives highlight the ability of the Port to integrate its economic development mission and the needs of South Whidbey and the City of Langley.

Is this project included in:

Capital Facilities Plan _____ Yes No

Comprehensive Plan Yes _____ No

The City of Langley's current Economic Development Element is attached.

Have engineering reports and feasibility studies been prepared?

Not required.

Have you secured funds for this project from state or federal programs or foundations?

No.

Are there other efforts you have made that are unique to this project?

Our efforts tie directly to ongoing development activities of the Port of South Whidbey at the South Whidbey Harbor and Island Fairgrounds. In addition, ongoing beautification efforts that include public art and improvements to Langley's commercial core and Seawall Park are in alignment with the Langley Comprehensive Plan for Public Art, Parks, Open Space, and Trails; Economic Development; the Langley Arts Commission 6 year plan; Langley Main Street Mission; and the Chamber of Commerce.

How many full-time permanent jobs will be created or retained? Created in 1-3 Years

We anticipate that eight full-time employee positions will be created in one to three years as a result of increased retail and tourism activity.

Created in 3-5 Years

50-100 due to increased visitation; 50 due to business relocation

Jobs Retained

20

What is the size of the population that will benefit by this project?

The 14,000 residents of South Whidbey stand to benefit directly and indirectly from this project. If successful, business relocations to South Whidbey will measurably impact the economy by providing more family wage jobs, more consumers, year-round stability, less dependence on visitors and tourism (though they will remain vitally important), and a larger tax base. The residents of Langley, Clinton, and Freeland will see increased economic activity and fuller utilization of available business space. Increased visitor traffic and revenue opportunities will encourage more business openings.

How will this project improve infrastructure capacity?

Not measurably.

How many businesses do you plan on serving with this project?

Over 250 South Whidbey businesses will benefit from the increased visitor and tourist traffic.

How many jurisdictions do you plan on serving with this project?

South Whidbey

How many months will this project take to complete?

The economic development specialist will be hired for a 3 year (36 month) period.

Are there other factors significant to this project that we should be aware of, such as emergency declarations, volunteer efforts, links to other priority projects, etc.?

None

What quantifiable outcomes are you going to track to measure the success of this project?

Business tax revenues

Accommodation tax revenues

Visitor Information Center traffic measures

South Whidbey Harbor boat traffic

Event attendance

Business relocations

APPENDIX A

This three-year project requires a full-time economic development specialist to lead its efforts and achieve its goals. At the end of the three years a determination will be made regarding the establishment of a permanent budgeted staff position to continue this role.

<u>Economic Development</u>	<u>Cost</u>
Development Specialist Salary	\$60,000
Benefits	\$18,000
Operational Expenses	\$20,000
Marketing Expenses	\$30,000
Total	\$128,000
<u>Three Year Total</u>	<u>\$384,000</u>

There are a few different options as to where the economic development specialist could be located: the partnership may choose to staff the position within the Port offices, use a third-party consultant, or contract with a non-profit civic partner. The estimated budget is based on current staffing costs for like activities. Should there be a shift to outside resources the line costs may change but the overall cost of the program would remain the same.

APPENDIX B

The projections in the application are based on data provided by the 2014 Dean Runyan Report. The data is an average for all of Island County.

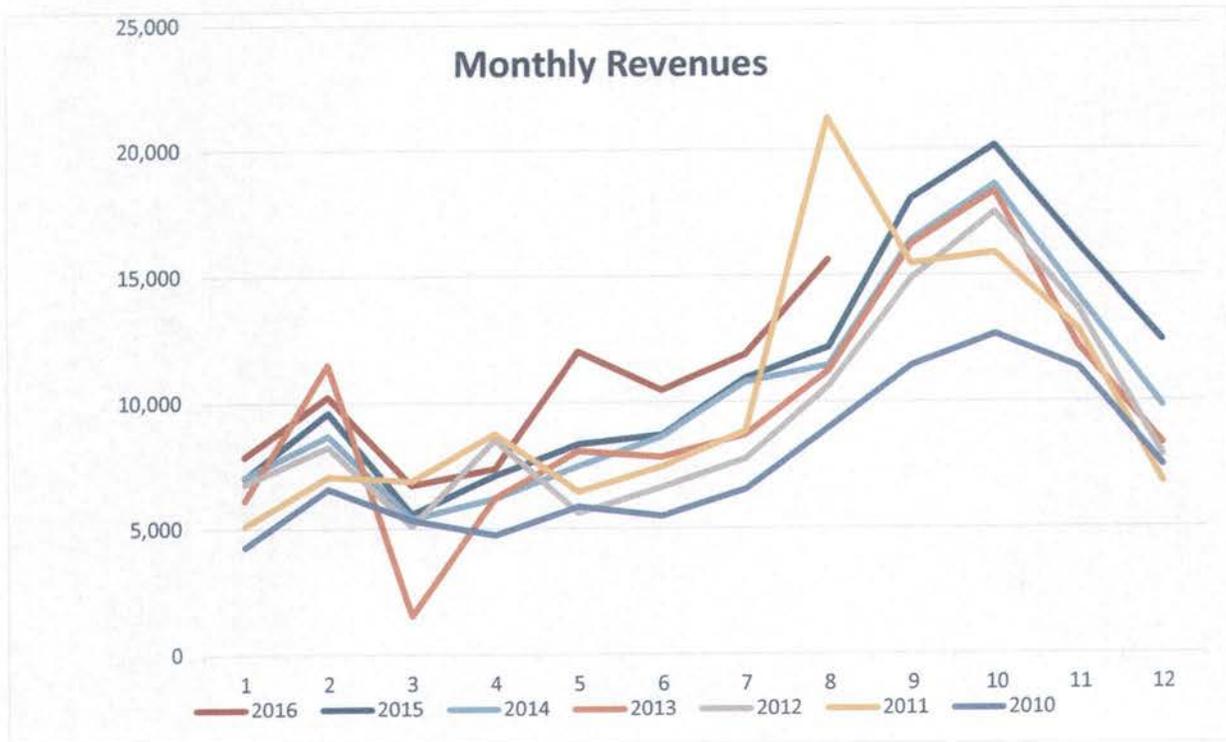
The Math (From Dean Runyan Report)

Amount of Visitor Spending that supports one Job	\$65,490
Average Spend per Visitor	\$230
City Revenue per Visitor	\$7.36
Add one job	.78 Visits
30% increase on Visitors	6/day

APPENDIX C

Hotel/Motel Tax History 4%

Year	January	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	TOTAL
2016	7,874	10,235	6,729	7,370	12,024	10,472	11,884	15,630					82,218
2015	7,015	9,587	5,559	7,107	8,340	8,709	10,923	12,159	18,028	20,124	16,167	12,414	136,132 (69,399)
2014	7,065	8,696	5,379	6,179	7,479	8,636	10,784	11,431	16,382	18,594	14,136	9,793	124,554 (65,658)
2013	6,117	11,512	1,552	6,211	8,076	7,824	8,709	11,221	16,212	18,335	12,157	8,318	116,244
2012	6,782	8,260	5,092	8,515	5,603	6,628	7,746	10,615	14,862	17,498	13,641	7,845	113,087
2011	5,121	7,079	6,887	8,754	6,452	7,456	8,842	21,244	15,461	15,901	12,833	6,790	122,820
2010	4,285	6,574	5,324	4,733	5,860	5,480	6,526	8,965	11,420	12,674	11,317	7,443	90,601



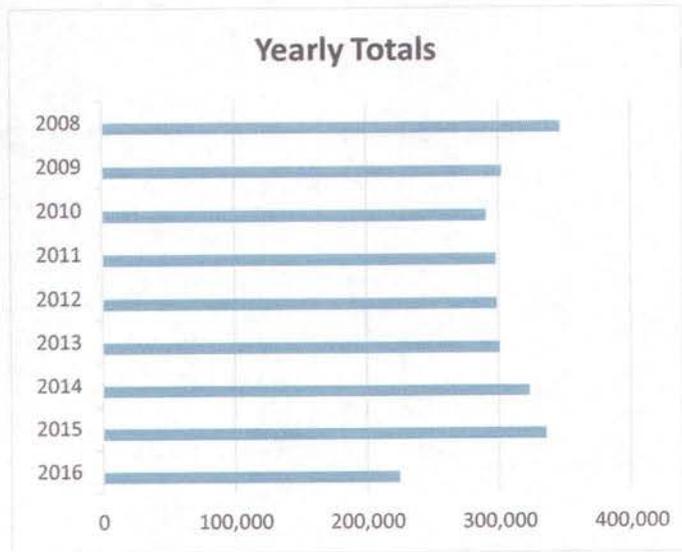
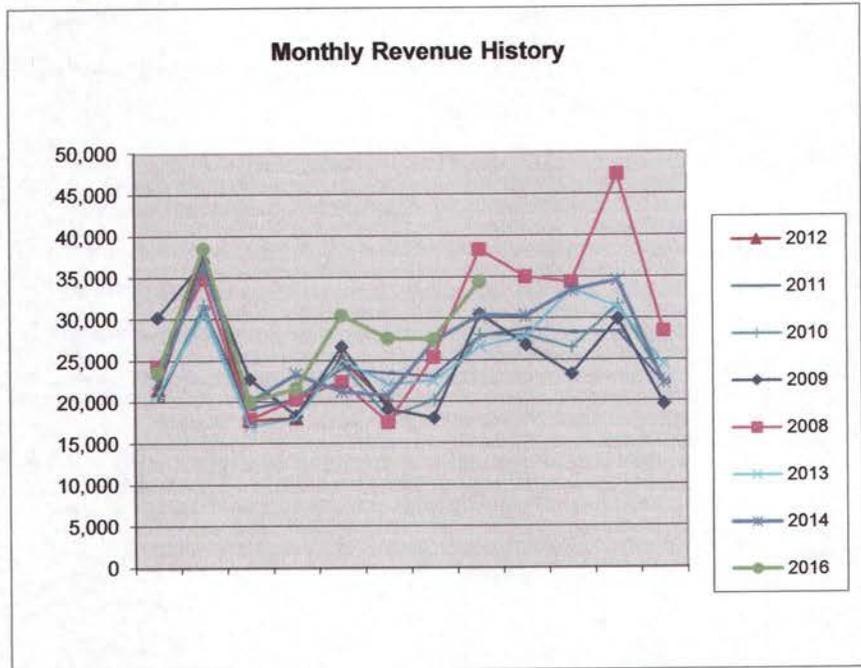
CITY OF LANGLEY
Real Estate Excise Tax

Month	2009	2010	2011	2012	2013	2014	2015	2016
Jan	0	1,754	1,980	0	5,628	309	8,934	5,178
Feb	2,665	2,117	0	1,380	0	0	3,484	3,292
Mar	5,512	1,949	0	4,425	2,435	1,238	1,906	3,589
Apr	3,575	1,604	5,034	4,233	1,723	4,842	8,410	4,143
May	4,935	2,221	7,630	2,166	6,371	2,351	941	1,933
June	0	642	2,287	10,841	3,351	7,108	14,283	1,213
July	3,158	3,660	0	2,305	12,227	7,784	8,435	20,779
Aug	2,063	3,543	4,401	9,123	2,173	15,420	2,511	4,277
Sept	3,701	8,648	13,811	8,202	5,430	11,093	10,624	
Oct	8,099	3,406	4,648	10,870	5,415	9,165	11,131	
Nov	7,243	1,238	3,628	6,150	2,124	9,325	13,355	
Dec	0	272	2,339	0	0	6,975	5,759	
Totals	40,951	31,054	45,758	59,695	46,877	75,610	89,773	44,404
					(33,908)	(31,265)	(41,009)	



CITY OF LANGLEY SALES TAX REVENUE HISTORY

Year	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2016	23,724	38,575	20,077	21,659	30,467	27,683	27,575	34,433					224,193
2015	22,109	33,764	22,500	19,480	26,824	21,137	24,961	32,255	34,416	33,888	35,770	28,540	335,644 (203,030)
2014	22,493	36,631	20,045	23,395	21,271	20,774	27,255	30,443	30,290	33,372	34,564	22,241	322,774 (202,307)
2013	21,123	30,656	17,137	17,981	25,102	22,133	22,538	26,662	27,821	33,450	31,330	24,468	300,401
2012	21,557	37,759	17,793	18,083	25,190	19,666	22,063	25,762	26,988	28,305	30,605	24,693	298,464
2011	20,363	31,415	19,255	20,322	24,071	23,496	23,125	27,976	28,767	28,363	28,427	22,211	297,791
2010	20,779	31,700	17,997	20,480	24,565	18,121	20,188	28,070	28,021	26,479	31,661	22,502	290,563
2009	30,256	37,021	22,803	18,324	26,681	19,106	18,051	30,548	26,832	23,325	29,948	19,651	302,546
2008	24,414	34,959	18,018	20,372	22,521	17,597	25,449	38,383	35,057	34,391	47,405	28,509	347,075



Treasurer's Monthly Report of Property Taxes Received
City of Langley

2016

Property Taxes	Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
Taxes unpaid first of month	19,921.87	15,916.45	421,422.47	407,309.55	380,766.45	244,308.80	196,953.98	193,831.85	190,949.49				
Additions/levy	0.00	408,094.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00				408,094.44
Collections	4,035.88	2,212.71	14,112.92	26,223.99	136,741.90	47,354.82	3,214.93	2,882.36	3,504.86				240,284.37
Cancels/Adjustments	-30.46	375.71	0.00	319.11	-284.25	0.00	-92.80	0.00	0.00				287.31
Remittances/transfers													0.00
Taxes unpaid end of month	15,916.45	421,422.47	407,309.55	380,766.45	244,308.80	196,953.98	193,831.85	190,949.49	187,444.63				

APPENDIX D

The following table details the enormous economic potential that South Whidbey and Langley have to offer. The investment opportunity offered by a RCEDF grant offers a much greater than average return in State Revenues if invested in Langley and South Whidbey.

That detail is below:

Sales and Use Tax Generated Per Capita

<u>City/Unincorporated</u>	<u>2015 Sales and Use Tax</u>	<u>2015 Population</u>	<u>Tax Generated Per Capita</u>
Unincorporated	\$455,479,682	55,600	\$8,192
Oak Harbor	\$355,127,034	22,000	\$16,142
Coupeville	\$48,224,301	1,900	\$25,381
Langley	\$39,863,171	1,100	\$36,239
<u>Total</u>	\$898,694,188	80,600	\$11,150

Lodging and Restaurant Tax Values Generated Per Capita

<u>City/Unincorporated</u>	<u>2015 Lodging Revenues</u>	<u>2015 Restaurant Revenues</u>	<u>2015 Population</u>	<u>Lodging Per Capita</u>	<u>Restaurant Per Capita</u>	<u>Lodging and Restaurant Per Capita</u>
Unincorporated	\$5,532,813	\$23,462,985	55,600	\$100	\$422	\$522
Oak Harbor	\$6,407,801	\$46,109,115	22,000	\$291	\$2,096	\$2,387
Coupeville	\$3,849,053	\$4,669,141	1,900	\$2,026	\$2,457	\$4,483
Langley	\$4,199,358	\$6,619,033	1,100	\$3,818	\$6,017	\$9,835
<u>Total (County Average)</u>	\$19,989,025	\$80,860,274	80,600	\$248	\$1,003	\$1,251

Note: all data are from the Washington State Department of Revenue

**Town of Coupeville
Community Green Master Plan
Application for Rural County Economic Development Funds
September 2016**

RECEIVED

Applicant: Town of Coupeville

SEP 30 2016

Contact: Molly Hughes, Mayor
360-678-4461 Ex. 2
mayor@townofcoupeville.org

ISLAND COUNTY
COMMISSIONER'S OFFICE

Project Title: Coupeville Community Green Master Plan

Total Project Cost: \$850,098

Amount included in this request: \$710,411

Less amount raised to date: \$104,000

Amount of this grant request: \$606,411

Is this a phased project? Yes, 2017 – 2018

Are you requesting a funding gap? Yes

What amount are requesting now?

2017 Phase One \$410,637

2018 Phase Two \$195,774

Appendix G – Final Master Plan and Phasing Plan



DRAFT MASTER PLAN



COUPEVILLE COMMUNITY GREEN MASTER PLAN



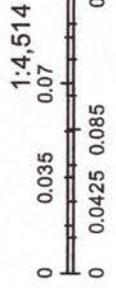
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Island County Parcel Viewer Map



September 29, 2016

- Roads**
- Highway
 - Local
 - Private
- Quarter Sections**
- Collector and Arterial



Briefly describe your project

In 2012 the Town of Coupeville spent \$20,000, and a year, gathering input from a huge group of stakeholders to develop a Master Plan for our Community Green. The Community Green includes 3.9 acres of open space in the center of town. It also includes the Town's municipal parking lot and is located between the Library, the Post Office and the Peaceful Valley residential neighborhood. The Town had some goals for the space but wanted to find out what our residents' and business' owners priorities were. The result was a 54 page Master Plan: site evaluation, soil analysis, design plan and preliminary budget. The priorities of this Master Plan are summarized as follows:

Parking – Residents and business owners alike, agree there is a lack of parking in town, so much so, that it impacts attendance. Residents want additional parking so it is more convenient to shop local. Business owners want more parking for their employees and customers. In addition to these year-round needs, the Town requires more parking for the many special events we host. We currently have a total of 105 parking spaces on the streets of the historic commercial district and the Rec Hall. This plan increases parking in two ways; it includes paving and striping the gravel parking lot to increase the efficiency (estimate increase of parking from 75 cars to 100) and adding 40 'green' reinforced grass spots in the open space. This is a total of 140 parking spaces, 65 space increase. Both of these plans include adding drainage, storm water treatment as well as conveyance. Storm water is not currently treated and drainage is so poor in the open space, it is unusable for part of the year. Better drainage would make the entire space available for special events, especially during the shoulder season.

Lighting – There is currently no lighting in the municipal parking lot. Business owners are hesitant to encourage their employees to park in the lot during fall and winter hours. Walking alone to the lot after dark does not feel safe, especially when carrying the day's receipts. Being able to have employees park in the lot year round, will free up street parking for customers. Lighting will need to be night-sky friendly and take into account the homes bordering the south and west sides of the open space.

Public Restroom – Currently, the Town has one public restroom, leased from the owner of the building the Chamber of Commerce rents. This lease is not a permanent arrangement. The plumbing is old and undersized and the restrooms must be locked during large festivals and events. The Master Plan includes a restroom built on the side of the historic Holbrook Barn, which was donated to the town in 2012 and moved to the corner of the municipal parking lot. A restroom could be constructed to look like a side addition to the barn, which would be a recreation of a shed addition originally on the barn.

Utilities – Water, power and sewer must be brought to the parking lot in order to install lighting and build a restroom. Storm water treatment and conveyance must be added and/or improved for the paving, reinforced grass parking and overall improvement to the large grass open space.

Pedestrian Paths – The walkability of Coupeville is a huge priority to our residents and our visitors appreciate the pedestrian access. Walkability is also critical to our businesses, especially those in the historic commercial district on the waterfront where there is no place to increase parking. Coupeville has historically favored compacted gravel paths in place of traditional sidewalks. Gravel is a less expensive option and more in keeping with our small town, rural feel. The Master Plan includes connecting pedestrian paths around the parking lot and open space with existing paths and sidewalks.

Other Priorities – Two additional priorities were identified in the Master Plan and are a part of the overall budget. However, they are not included in this grant application, I point them out now, so as to not cause confusion.

Holbrook Barn Improvements – This structure will eventually become a focal point of the Community Green and surely add to the economic health of the area. However, at this point, a specific use has not been identified, so we are not including it in this grant cycle. Also, some of the improvements named in the budget have already been made. The Town partnered with the Coupeville Lions and the Friends of Ebey’s Reserve to replace the shake roof, repair the doors and secure the building. Water and power will be brought to the barn when a restroom is installed, so further improvements will be easier and more uses will be possible.

Neighborhood Tot Lot – The Town does not have a play area for very small children in our other parks. The need for this type of play area was identified as a priority from our community. Even though there is evidence that parks improve the economic health of a community, we do not feel a play area meets the definition of infrastructure identified by this fund. We are not including this Tot Lot in the grant application and will look for other funds to complete this phase.

How does this project satisfy, in whole or in part, your economic diversification strategy?

The Coupeville Green project will serve over 45 businesses in the commercial historic district, as well as business on Coveland and Alexander and the north part of Main Street.

This area includes the Island County Museum and the Port of Coupeville. The historic architecture, Penn Cove, and being located in the heart of Ebey’s Landing Reserve, all add to the character of the area as well as provide challenges to development potential.

Because Coupeville’s commercial area is small in total and almost entirely developed within the Historic District, our Comprehensive Plan identifies “economic sustainability and stability” as a preference.

- “Economic sustainability and stability should be managed within the historic footprint for economic growth. A stronger retail tax base on the same amount of land eases pressure on both the development of vacant land and the need for increased property taxation.”

Parking and pedestrian paths are supported by Economic Goal 1.

“To recognize and enhance positive community qualities by integrating Coupeville’s commercial areas and uses with overall Town Character.”

- Encourage pedestrian movement through the historic waterfront by means of thematic signage and parking management.

Night sky lighting, storm water control and selective use of the open space, neighboring residential areas, are supported by Economic Goals 2 and 3.

2. “To encourage the retention and expansion of existing businesses which are environmentally acceptable and are complementary to community needs and consistent with land uses.”

- Assure that Town regulations governing businesses balance legitimate business needs while protecting residential integrity.

3. “Encourage new businesses which are environmentally compatible and complementary to community needs and consistent with existing land uses and zoning.”

- Review existing commercial zones and uses to ensure that both community and business needs are met, while providing for orderly transitions between commercial and residential uses.

Parking improvements, the addition of a restroom and pedestrian paths are supported by Economic Goal 4.

4. “Emphasize Coupeville’s historic character, activities, and beautiful natural setting in order to enhance our appeal as a tourist destination.”

- Improve tourism support facilities including consistent and compatible signage, parking areas and restrooms.
- Expand pedestrian access for citizens and tourists to interconnect all Town parks, Island County’s non-motorized trail system, state parks and Ebey’s Landing National Historical Reserve facilities.

Even though economic sustainability and stability is a stated goal, this project will increase the year-round accessibility to locals and visitors, which in turn increases business revenue and employee hours.

Is this project include in your Comprehensive Plan? Yes, see above

Is this project included in your Capital Facilities Plan? Coupeville’s Capital Facilities Plan is sorely out of date and will be revised in the upcoming Comprehensive Plan update. However, public restrooms, parking improvements and Holbrook Barn upgrades are all included on internal Capital Project lists and money has been set aside for all three.

What planning has taken place regarding this project, and is the project part of a plan?

The Community Green Master Plan was developed after an all-inclusive, one year, community participation process. The Town of Coupeville invested \$20,000 into the development of this Master Plan. This grant application includes most, but not all, of the total Master Plan for the area. Stakeholders that were involved in the development of the plan include; Peaceful Valley Homeowner's Association, Coupeville Parks and Rec, Coupeville Festival Association, Coupeville Farmer's Market, Coupeville Historic Waterfront Association, Coupeville Chamber of Commerce, Island County Historical Society, Whidbey Island Conservation District, Coupeville Library, Coupeville Town Council and the general public. The current Town Council has approved this grant application. The Master Plan addresses a comprehensive list of community and business priorities.

Have engineering reports and feasibility studies been prepared, and if so, when?

A complete site plan and preliminary budget was developed in December 2012 and is included in this application. Because the budget is four years old a 13% inflation factor was applied to each phase. This amount is an average of the Mortenson Construction Cost Index (14%) and the Turner Building Cost Index (12%) for the past four years. Soil analysis of the open space has been completed by Hallbauer Consulting LLC in 2009.

Have you secured funds for this project from state or federal programs or foundations?

The Town has earmarked \$104,000 in REET funds for this project.

Are there other efforts you have made that are unique to this project?

The Town applied for and received a \$4,000 Ebey's Forever Grant for the replacement of the shake roof, repairs to the doors, and locks fabricated for the Holbrook Barn. The Town matched this \$4,000 for materials.

The Town also received in-kind donations of labor from the Coupeville Lions for the installation of the roof and other repairs to the doors. Other donations of materials, disposal costs, equipment use and architectural fees brought the total donations to \$24,000 for the Holbrook Barn improvements.

How many full-time permanent jobs will be created in 1-3 years?

Planning, engineering and construction will provide 4 FTE, living wage jobs in the short term.

How many full-time permanent jobs will be created in 3-5 years?

It is estimated that this commercial infrastructure will support the sustainability, stability and growth of 5 FTE's in the commercial historic district, due to increased year-round access and marketing of our businesses. After the project is finished, additional maintenance hours will be required from the town staff.

How many full-time permanent jobs will be retained?

These same 5 FTE's will be retained within the commercial historic district.

What is the size of the population that will benefit by this project?

The Town of Coupeville has a population of 1,900. The greater Central Whidbey area has a population of 12,890 and considers Coupeville their 'hometown,' they shop and do business here. Residents of Whidbey Island and thousands of visitors from off island come to Coupeville every year. They stay in local B&B's, eat in our restaurants, shop in our retail and art establishments, take classes at the PNW Art School, and attend festivals and special events.

How many jurisdictions do you plan on serving with this project?

The Town of Coupeville, Island County and visitors from many other counties and Canada will all be served by this project. Additionally, this project will serve the Port of Coupeville and their businesses at the end of the wharf. The Port does not have its own exclusive parking and depends on street and parking lot space.

How many businesses do you plan on serving with this project?

The 45 retail businesses in the historic commercial district will reap the biggest, year-round benefits of these improvements. The Port of Coupeville, Island County Museum and Coupeville Chamber of Commerce are also in this catchment area. Parking, lighting and restrooms will help these businesses market Coupeville as a year-round shopping destination and be less dependent on the tourist season.

The Coupeville Farmers Market will benefit from these improvements. The US Chamber of Commerce postulates that \$1 spent locally turns over three times locally, so even a small increase would be magnified. 2015 sales at the Coupeville Farmers Market were \$321,745.

- Restrooms, electricity and hot and cold water will make it easier for the Market to meet Island County Health Department requirements and will open up the Market to additional hot food vendors and food trucks, creating new job opportunities.
- Improved drainage will make a larger portion of the Green usable for vendors and events, for more months of the year, increasing sales revenues.

The Mussel Festival, Penn Cove Water Festival and the Coupeville Arts and Crafts Festival all depend on this space for parking as well as food and entertainment space. Better drainage will allow the open space to be used in off season months. Paved parking will allow more flexibility in the layout of food and entertainment vendors. A restroom and running water will also help festivals meet Island County Health Department requirements.

Other groups that will directly benefit from these improvements are the hundreds of Volkswalkers who visit every other year. Bike races, foot races and boating bring hundreds more. These events bring a surprising number of participants and supporters into Coupeville who in turn spend money in our community. Improvements to town infrastructure will encourage more year round events and participants.

Improvements that encourage shopping and event planning on a year-round basis support the economic goal of "sustainability and stability" while at the same time providing growth in total sales and employee hours.

How will this project improve infrastructure capacity?

The Master Plan will require expansion of water/power/sewer/storm water utilities in the area. Transportation infrastructure is improved with parking facilities and pedestrian connections. Parking and restrooms improve commercial infrastructure/public facilities to the area.

How many months will this project take to complete?

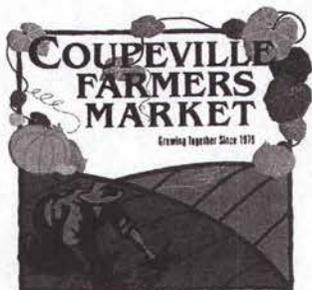
It is estimated that nine months will be required in 2017 to complete engineering, bidding and construction of phase one. Phase two will require three months of construction in 2018. It is essential that this project is constructed during times that are the least disruptive to our commercial historic district and the Coupeville Farmers Market.

Are there other factors significant to this project that we should be aware of, such as emergency declarations, volunteer efforts, links to other propriety projects, etc?

A very important part of this project will be the treatment of storm water before its release into Penn Cove. Not only does this improve the ecosystem of the Cove, it improves the water quality that sustains one of our most important businesses: Penn Cove Shellfish. Penn Cove Shellfish is Island County's 11th largest private employer. Although located just outside of town limits, it is a business that positively promotes Coupeville, Penn Cove and Whidbey Island on an international scale. Penn Cove mussels are a vital part of Coupeville's history and culture.

What quantifiable outcomes are you going to track to measure the success of this project?

- Parking in the Community Green area will be increased by 86%, 75 spaces to 140
- The addition of 65 spaces increases the total parking in the historic commercial district by 36%
- Open space usage will increase by 75%, improved drainage will allow use 7 months of the year vs. 4 months
- Fall/winter occupancy of the municipal lot will increase by 25%
- Coupeville Farmers Market vendors will increase by 10%
- Town pedestrian path inventory will increase by 900 feet
- Sales tax, festival sales, Farmers Market sales can all be tracked to see increases over 2016 levels



September 28, 2016

To: Molly Hughes, Mayor, Town of Coupeville
From: Peg Tennant, Market Manager, Coupeville Farmers Market

RE: Letter of support, grant application, 9% Rural Economic Development Fund

The Coupeville Farmers Market wholeheartedly supports this grant application for Rural Development Funds.

CFM is just finishing our 38th consecutive year of operation in the Town of Coupeville. We have grown as the town has grown. This growth makes the need for improved infrastructure important. Indeed, the market has pledged funds to assist in specific improvements to the Community Green.

These improvements include expansion and upgrades to the municipal parking lot, and, most importantly, the installation of restroom facilities immediately adjacent to the parking lot and the Community Green.

Such improvements would enable not only the expansion of the market, thereby increasing our capacity to include more vendors, food trucks, and enhanced special events, it would also greatly benefit other activities on the green as well as prove more attractive to visitors and tourists. The several non profit organizations who use the parking lot and the green would also be able to expand their activities.

The Market firmly believes that such improvements would have a positive impact upon our community. More visitors and tourists would lead to increased business for us as well as for the merchants and businesses on Front Street. This would lead to expanded work hours for current employees and quite likely, the hiring of more staff.

These upgrades would also address the on going issues related to rain run off, which would be of significant benefit to the businesses and offices just north of the parking lot.

We encourage your approval of this grant request.

Peg Tennant, Market Manager, Coupeville Farmers Market
coupevillemarket@aol.com P O Box 215 Coupeville WA 98239

cc: CFM Board of Directors



COUPEVILLE HISTORIC WATERFRONT ASSOCIATION

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Mission: Strengthen, Promote, and Maintain Our Successful Historic Downtown District

September 29, 2016

Commissioner Richard Hannold, Commissioner Helen Price Johnson and Commissioner Jill Johnson, Coupeville Historic Waterfront Associations (CHWA) constant challenge is the lack of parking in and around the historic commercial district of Coupeville. CHWA works with the Town of Coupeville to create opportunities for visitors and locals to find parking within an acceptable proximity to the shops and businesses that support the tax base in Coupeville.

A town must have enough parking spaces to provide their residents and their visitors a place to park their car. Since cars are a main factor in transportation to Coupeville, we must meet the needs of the drivers. If people can't find a place to park, they probably won't come back to our town to do some more shopping, dining or spending money in any other way. Also residents must have enough places to park their car nearby their workplace. People who visit want to be sure they can park their car **safely and conveniently**. Since most people use their car for transportation when they go out shopping or sight-seeing, it is important for them to know that they will find a parking space within a few minutes. Not only availability is important, the parking experience should be as convenient as possible. People live busy lives and visiting Coupeville should be something fun. The first experience should set the standard for the whole visiting experience. Stress in the parking lot, not being able to find a parking space and traffic congestion means less time for shopping and a bad mood, which leads to less spending, or a decrease in repeat visits. It means a negative experience and possibly a refusal to return, which could be a death sentence for many of the businesses relying heavily on tourist spending.

Developing the Community Green is a productive place to start. This master plan shows we have the physical resources available. Adding lights up the street will reinforce the sense of safety for both our visitors and the residents that work in the historic commercial district. The lack of lighting discourages employees to park in the existing municipal lot. These folks park closer to their workplace, taking away a potential parking space for visitors. From October to March, it is dark. Walking from a business to the municipal lot after 4:00 pm presents a safety concern, and people will not, nor should they, put themselves at risk. We believe the lack of infrastructure – convenient parking, lighted streets – contributes to the decrease in visitors and spending in the historic commercial district during these months.

We have maximized the available marked parking. The summer of 2016 saw a 34% increase in visitors without an increase of parking locations. Any given day from June through September, the street parking and municipal lot are full. Drivers circle the block time and again looking for an available space. For every additional ten minutes one driver looks for a parking spot, one pound of carbon dioxide is being released (carbon dioxide is the primary contributor to global warming). The opportunity to reduce the drive time is as equally important to both the appeal of the town as it is the environmental impact.

Thirty four percent increase of visitors to Coupeville's historic district has impacted our public services and facilities. Public services and facilities in the urban environment has a significant impact on the quality of life that residents and others enjoy. Good quality local public services are identified as key elements for a sustainable community connected to crime reduction and community safety. The addition of public restrooms and safety lighting are needed as growth continues.

Coupeville hosts several significant events in the historic commercial district. Lack of parking is the number one complaint of those attending the festivities. Between the three major events (Mussel Fest, Arts and Crafts Festival and Penn Cove Water Festival) we bring well over 50,000 people to town in the course of 5 days. For a town with a population of less than 2000 citizens, the economic impact is significant. We must have the infrastructure available to accommodate and maximize the financial gain to our community during the festivities and regular tourist season.

Coupeville Historic Waterfront Association will continue to make available parking a priority. We support the Coupeville Community Green Master Plan and are confident the implementation of the plan will relieve many of the burdens associated with the lack of parking. We receive feedback from our membership, Coupeville Chamber of Commerce, Port of Coupeville, Coupeville Festival Association and Penn Cove Water Festival Association supporting this concern. We are all impacted by and need to see action if we are to strengthen, promote and maintain our successful historic downtown district.

Respectfully

Vickie Chambers

Vickie Chambers
Executive Director
Coupeville Historic Waterfront Association