

# Blaine Strategic Economic Initiative



Progress report – 15 August

# Strategic Economic Initiative Planning Process

## Phase 1

### 1 Initiate your process

	months					
	1	2	3	4	5	6
a Conduct progress sessions w/staff	0	0	0	0	0	0
b Conduct retreat w/City Council	0					

### 2 Assess stakeholder opinions/financial prospects

a Conduct surveys/workshops w/stakeholders						
b Assess financial prospects						
c Review stakeholder opinions/financials w/Council		0				

### 3 Define project scopes, costs, and methods

a Confirm facility needs assessments						
b Create development concepts						
c Estimate development costs						
d Identify design/delivery methods						
e Conduct open house on concepts and costs					0	
f Review concepts and costs w/Council				0	0	

## Phase 2

### 4 Create alternative financing strategies

a Analyze alternative financial strategies						
b Conduct open house on financing					0	
c Review delivery/financing strategies w/Council					0	

### 5 Test projects/strategies with voters

a Survey city voter households						
b Review results/select strategies w/Council						0

### 6 Action plan

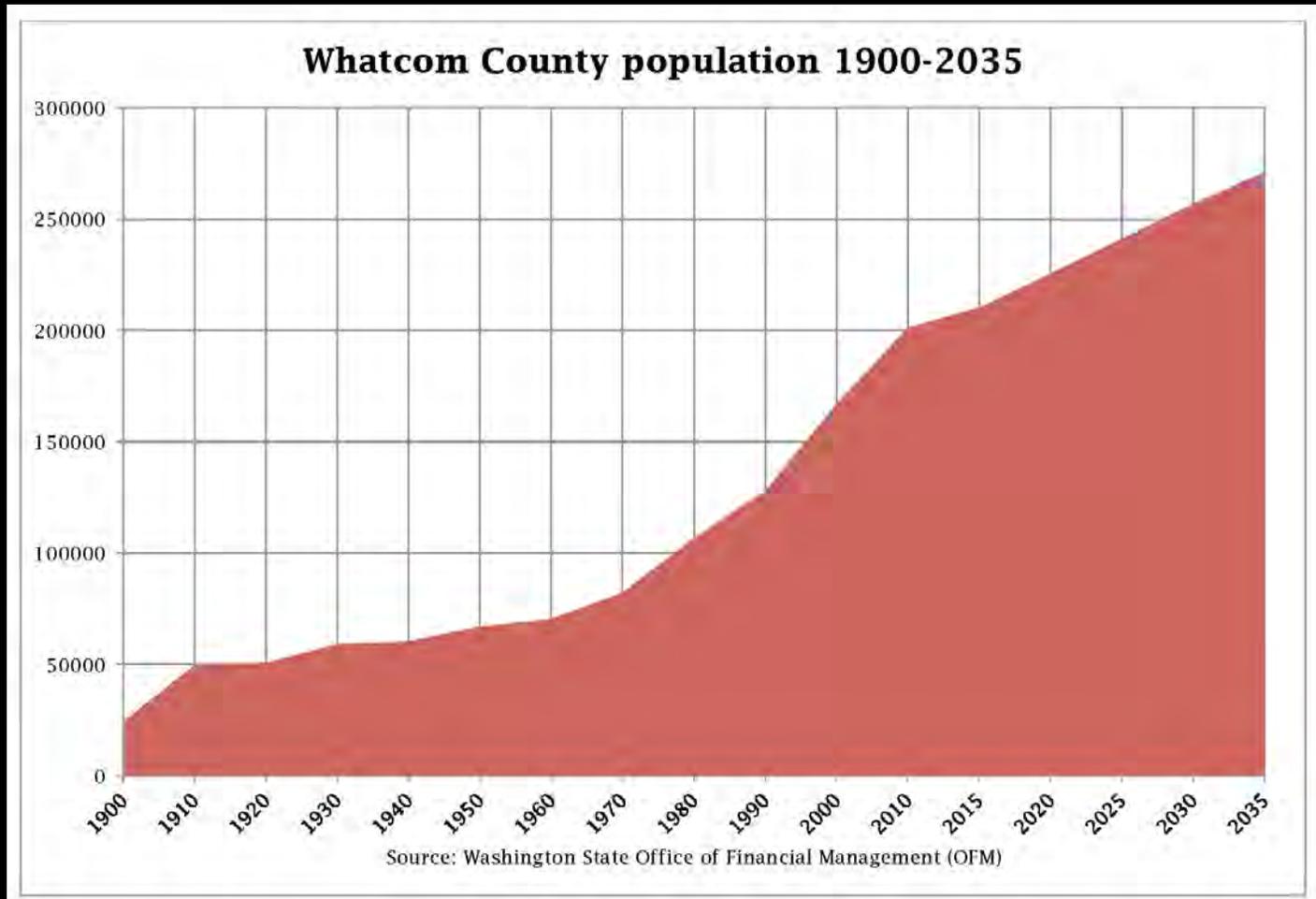
a Develop action plan and informational materials						
b Initiate community support for finance plan						

Tasks completed thus far

# Stakeholder workshops

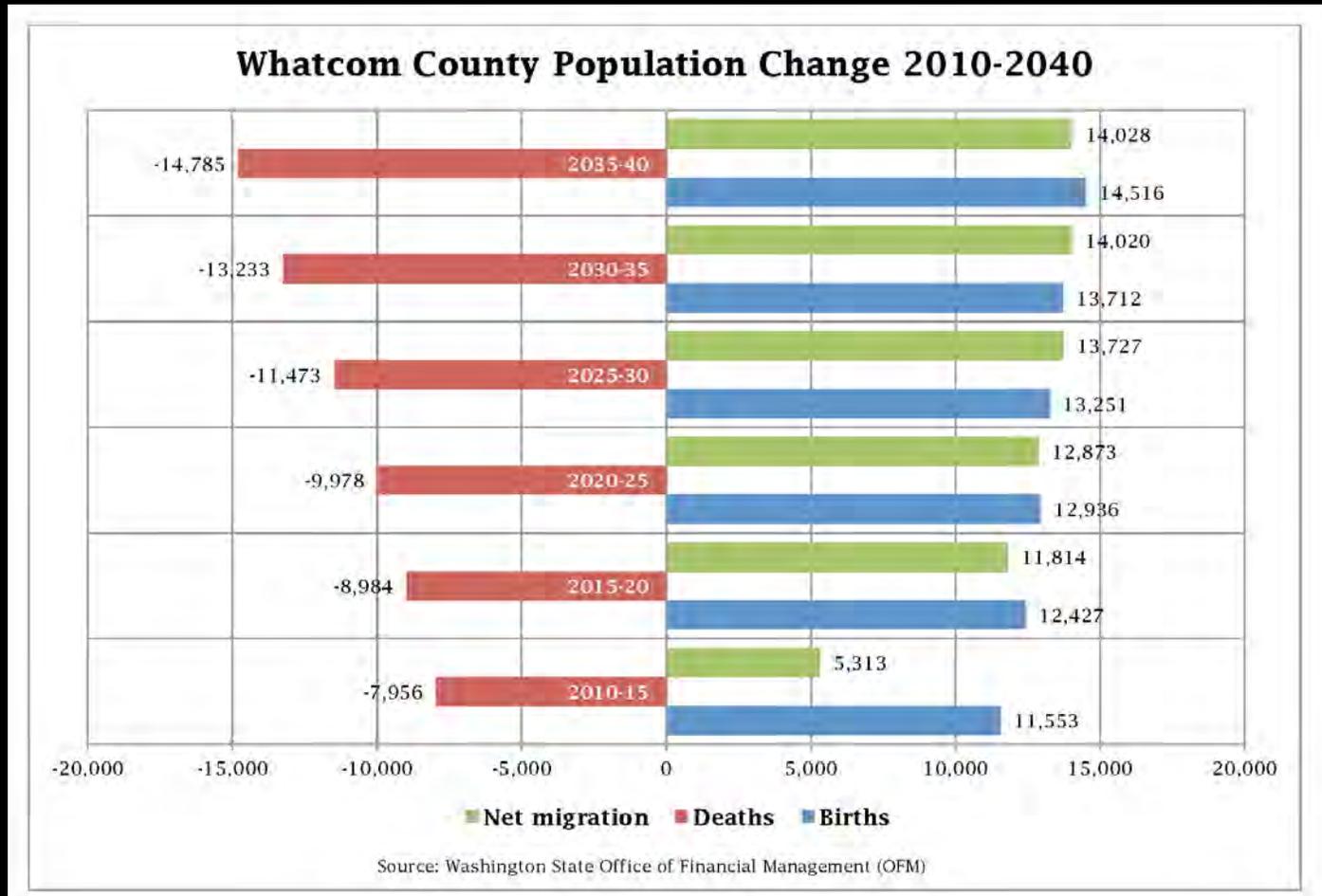
Public Works Advisory Committee  
Planning Commission  
Parks & Cemetery Board  
Friends of the Blaine Library  
Whatcom County Library System  
Blaine Employees – 3 sessions w/Public Works & City Hall  
Economic Development Advisory Committee  
Visitors Information Center Volunteers  
Blaine Tourism Advisory Committee  
Blaine/Birch Bay Parks & Recreation District  
Blaine Chamber of Commerce  
Boys & Girls Club  
Blaine School District  
Salishan Neighborhood Association  
Parks & Open Space Committee  
Blaine Senior/Community Center  
SRA Board  
Fine & Performing Arts Groups  
Semiahmoo Men's Club  
Port of Bellingham

# Population trends – Whatcom County



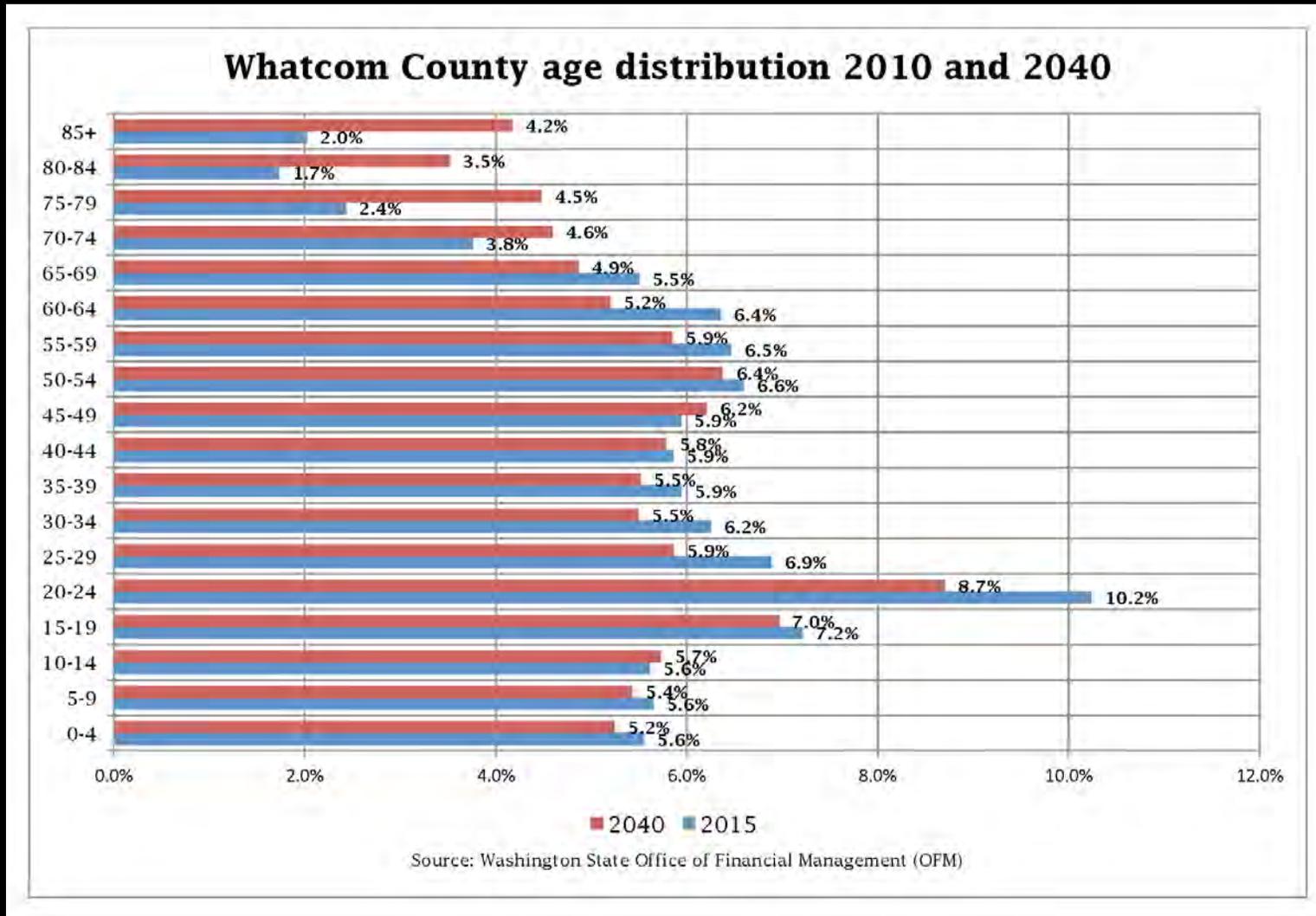
Source: Washington State Office of Financial Management (OFM) 2012

# Population trends – Whatcom County



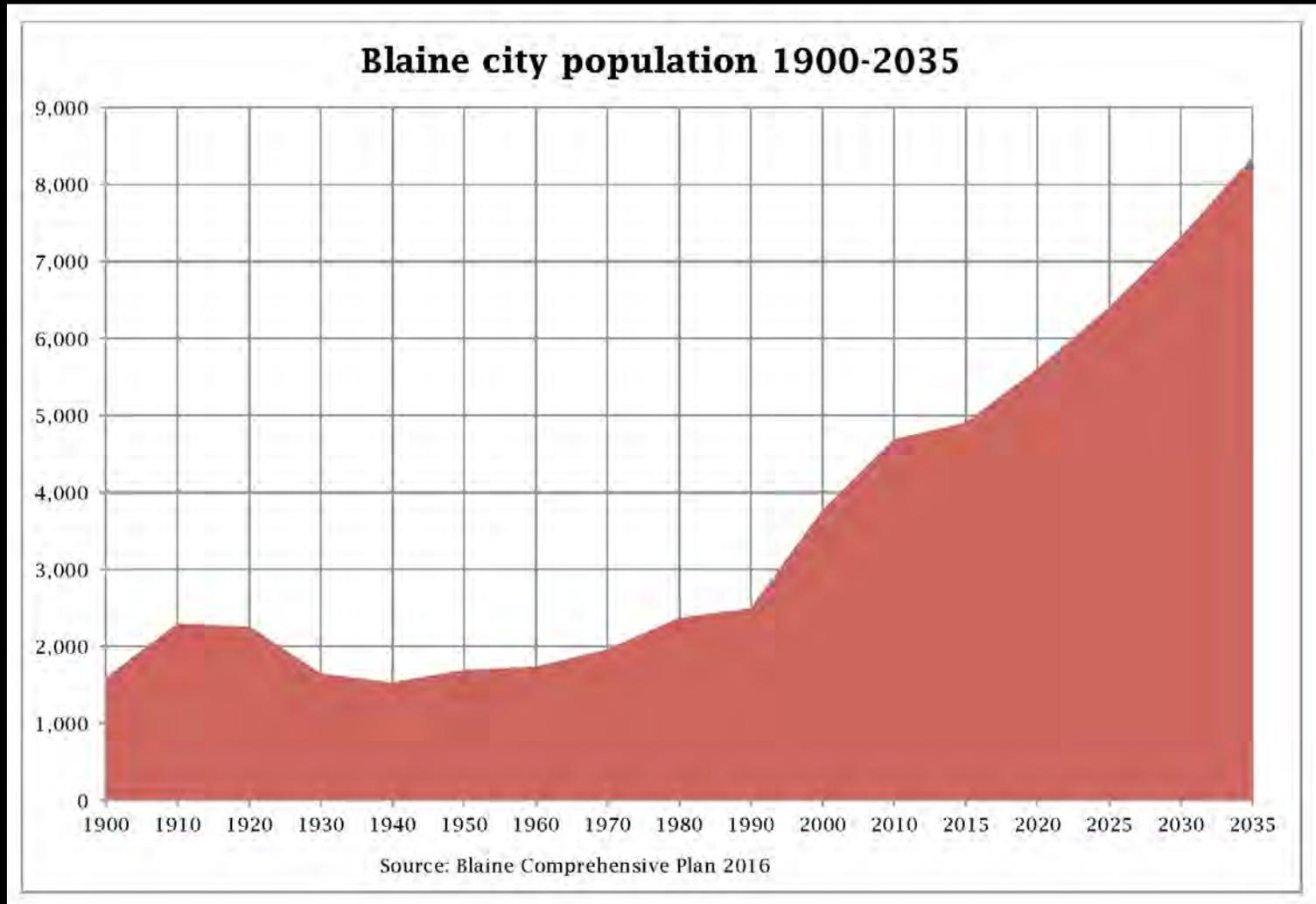
Source: Washington State Office of Financial Management (OFM) 2012

# Population trends – Whatcom County



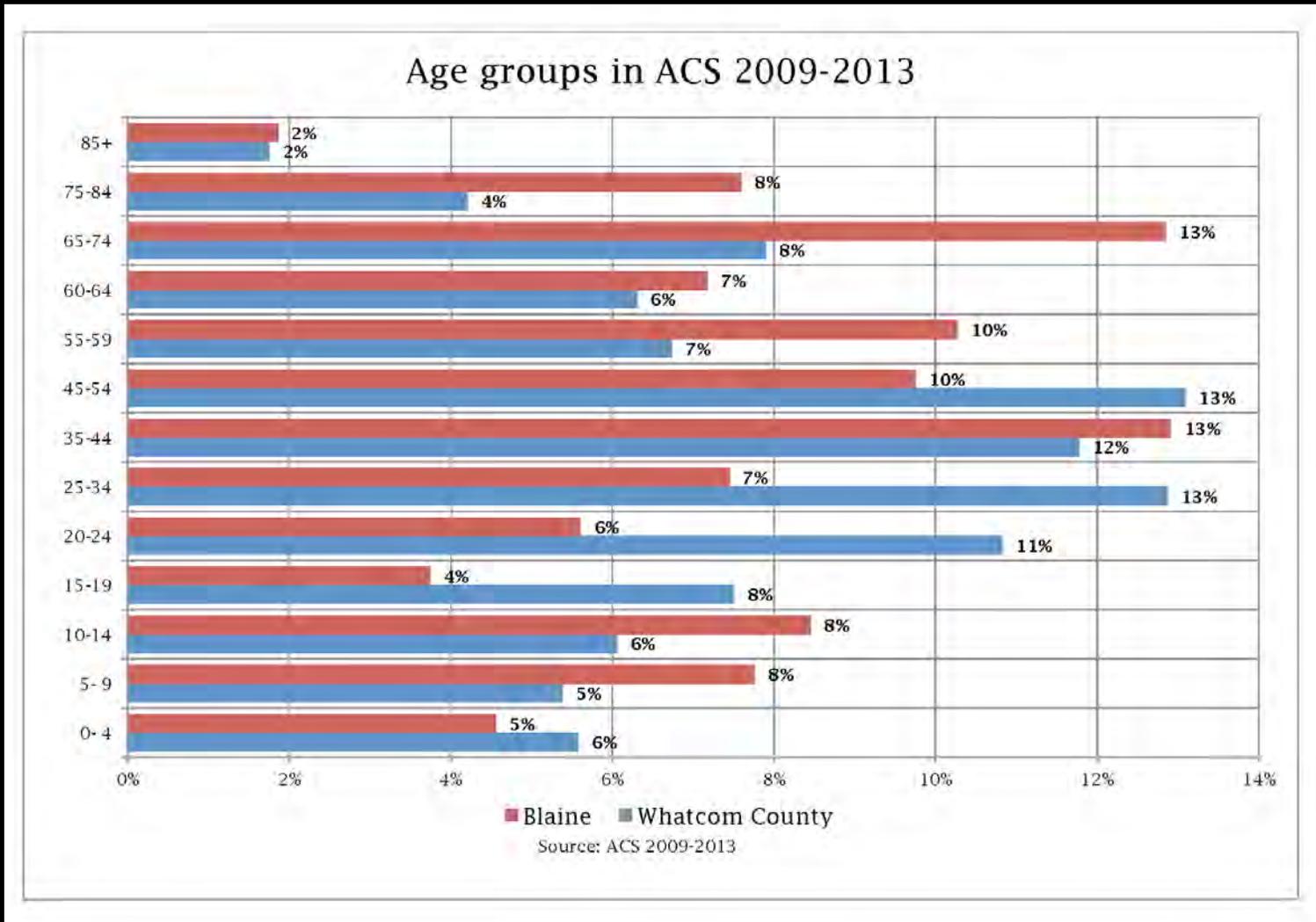
Source: Washington State Office of Financial Management (OFM) 2012

# Population trends – Blaine



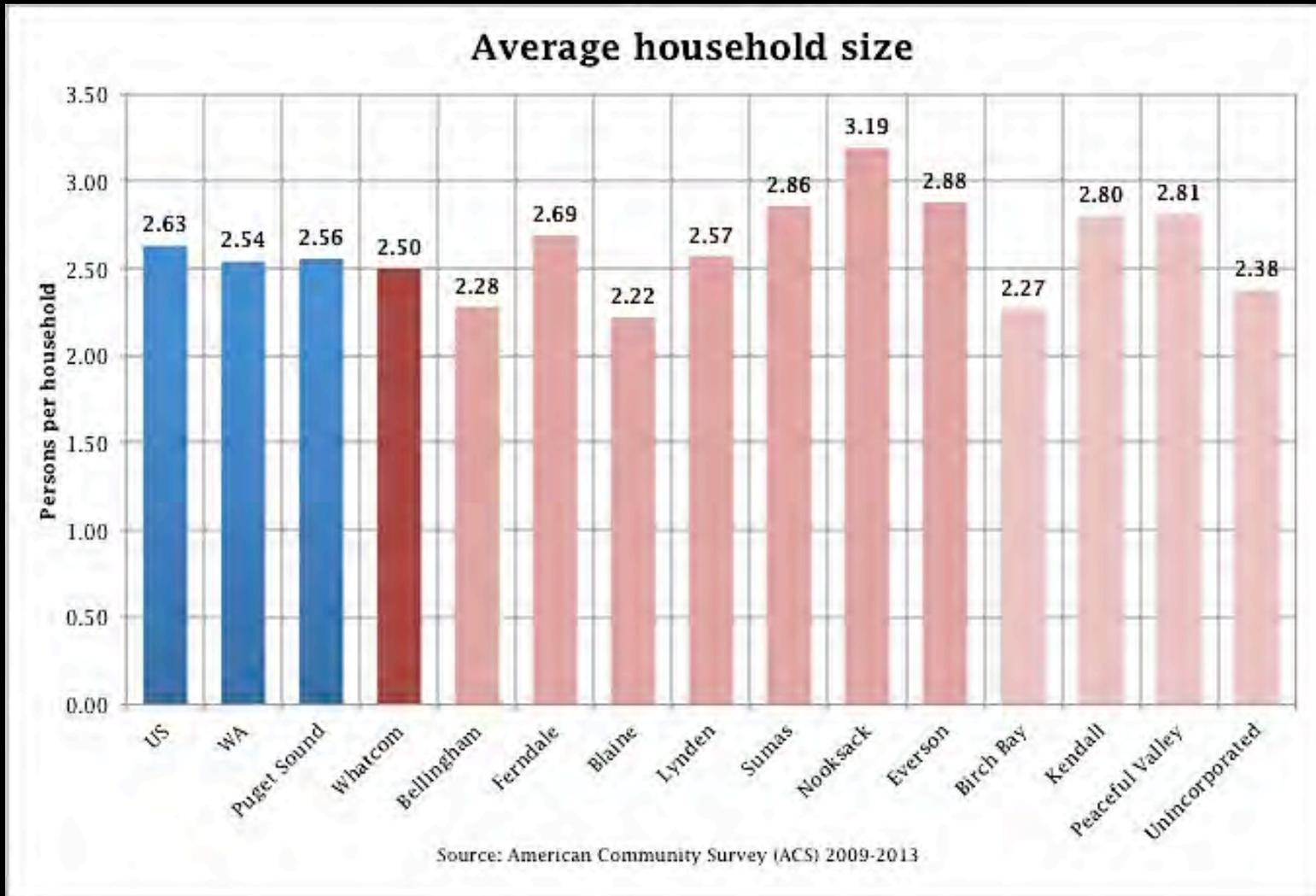
Source: WA OFM, Whatcom County, Blaine 2015

# Population trends – Blaine



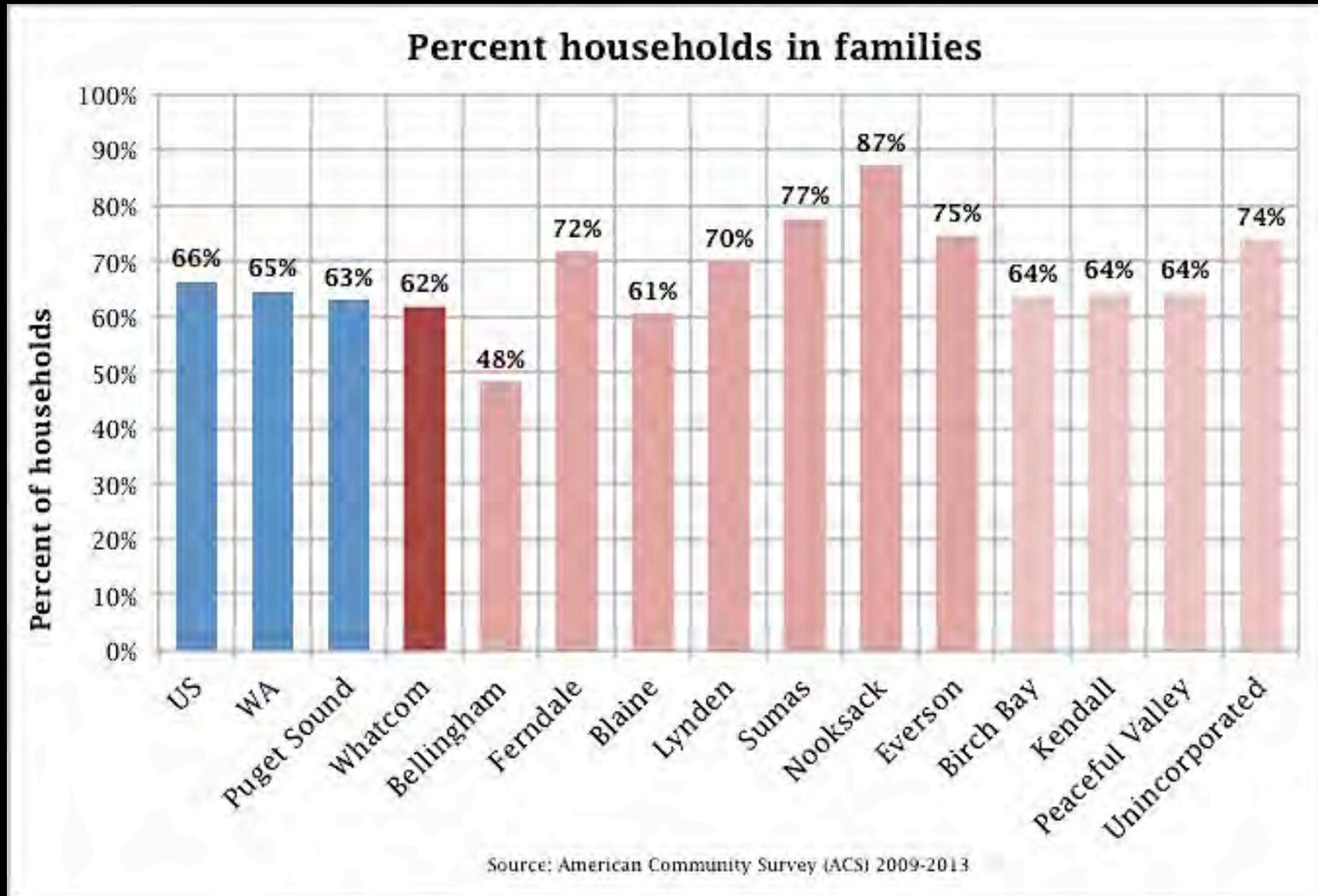
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



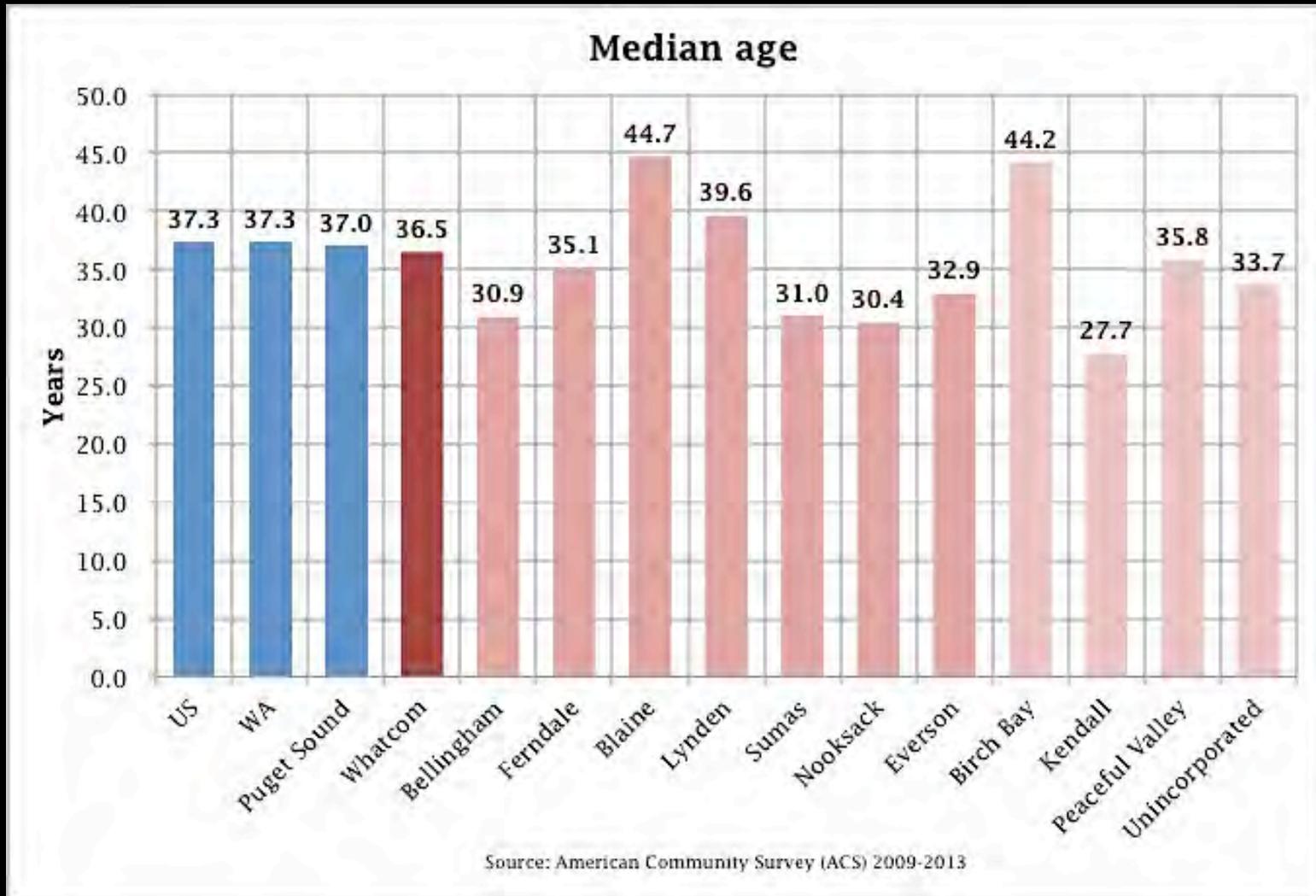
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



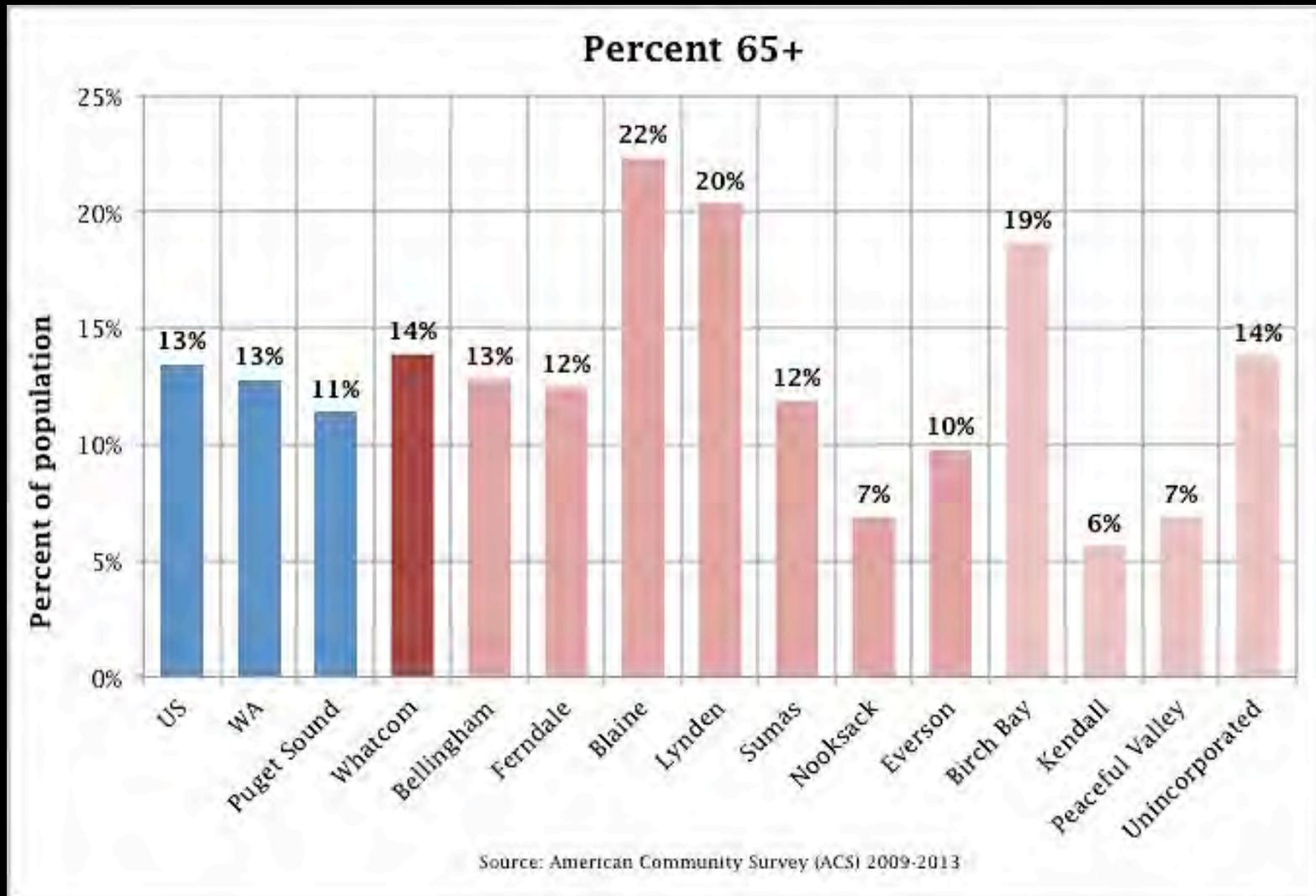
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



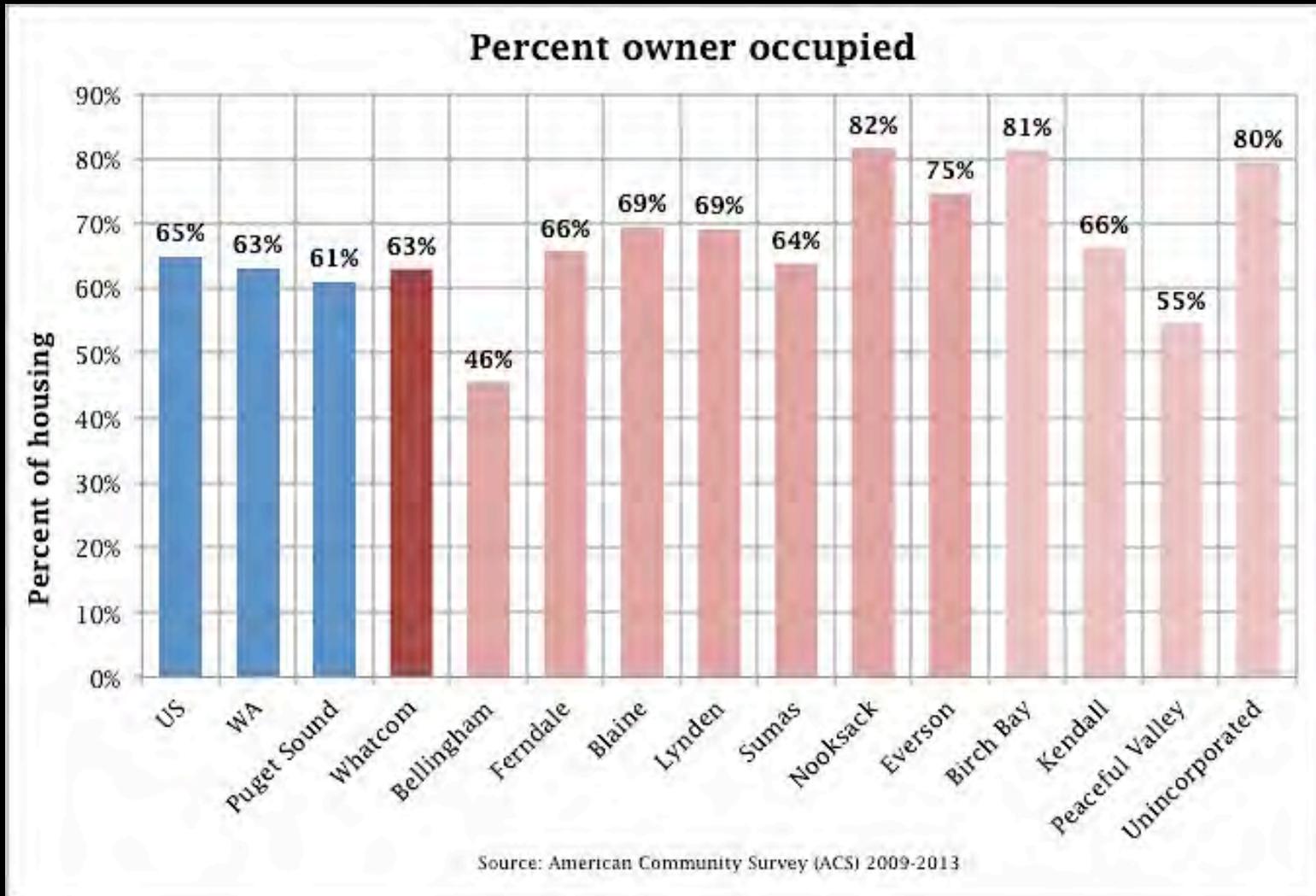
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



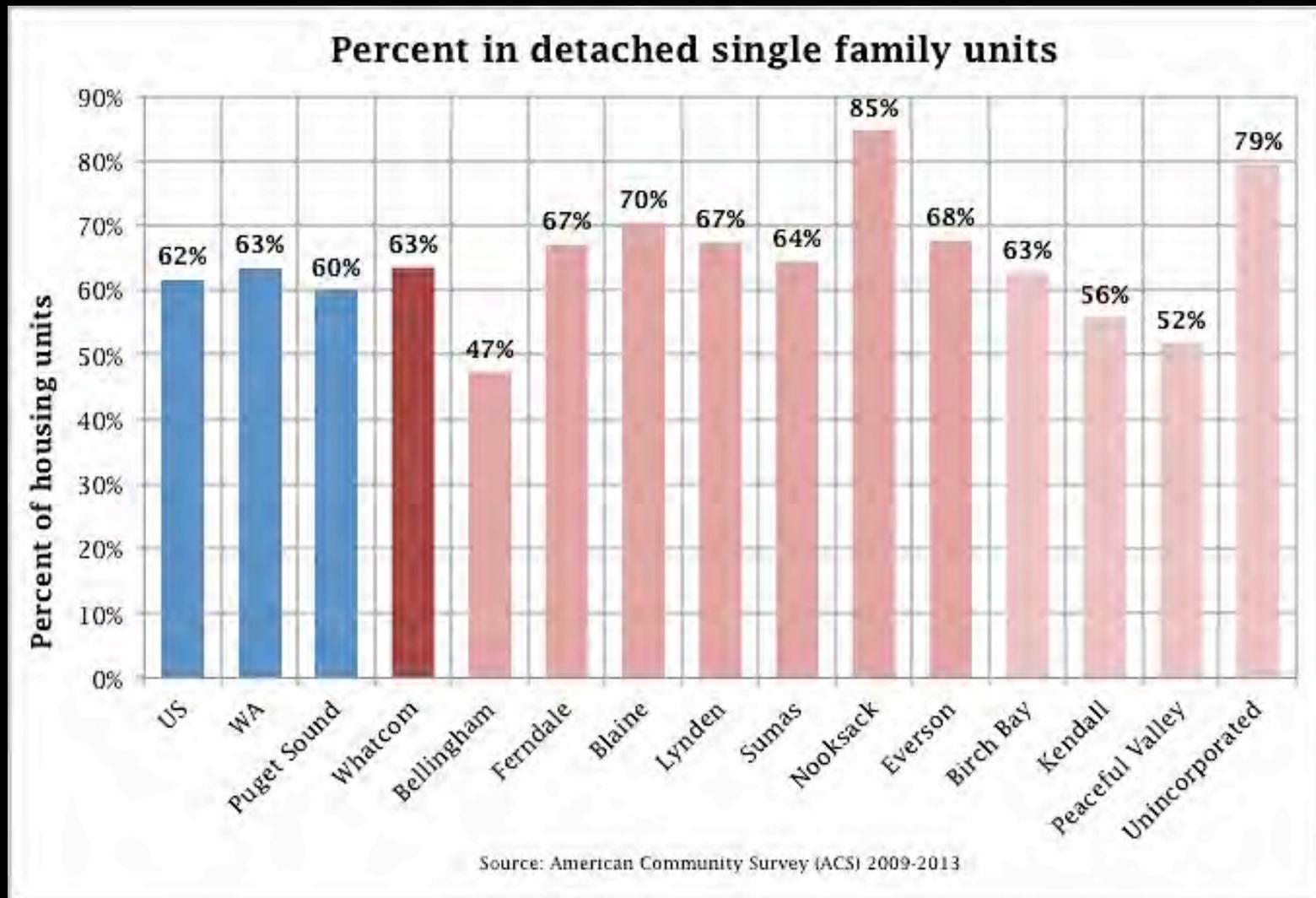
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



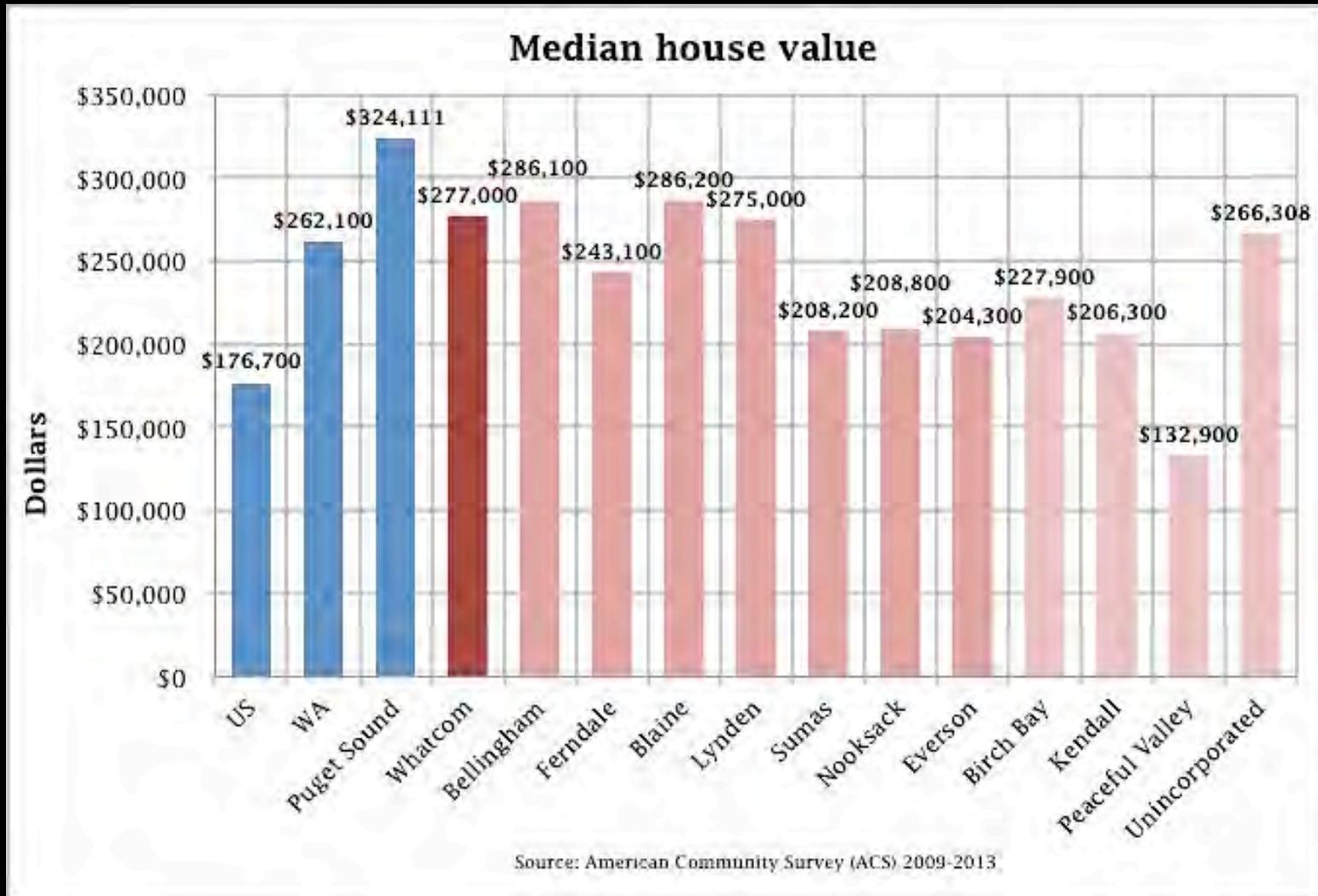
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



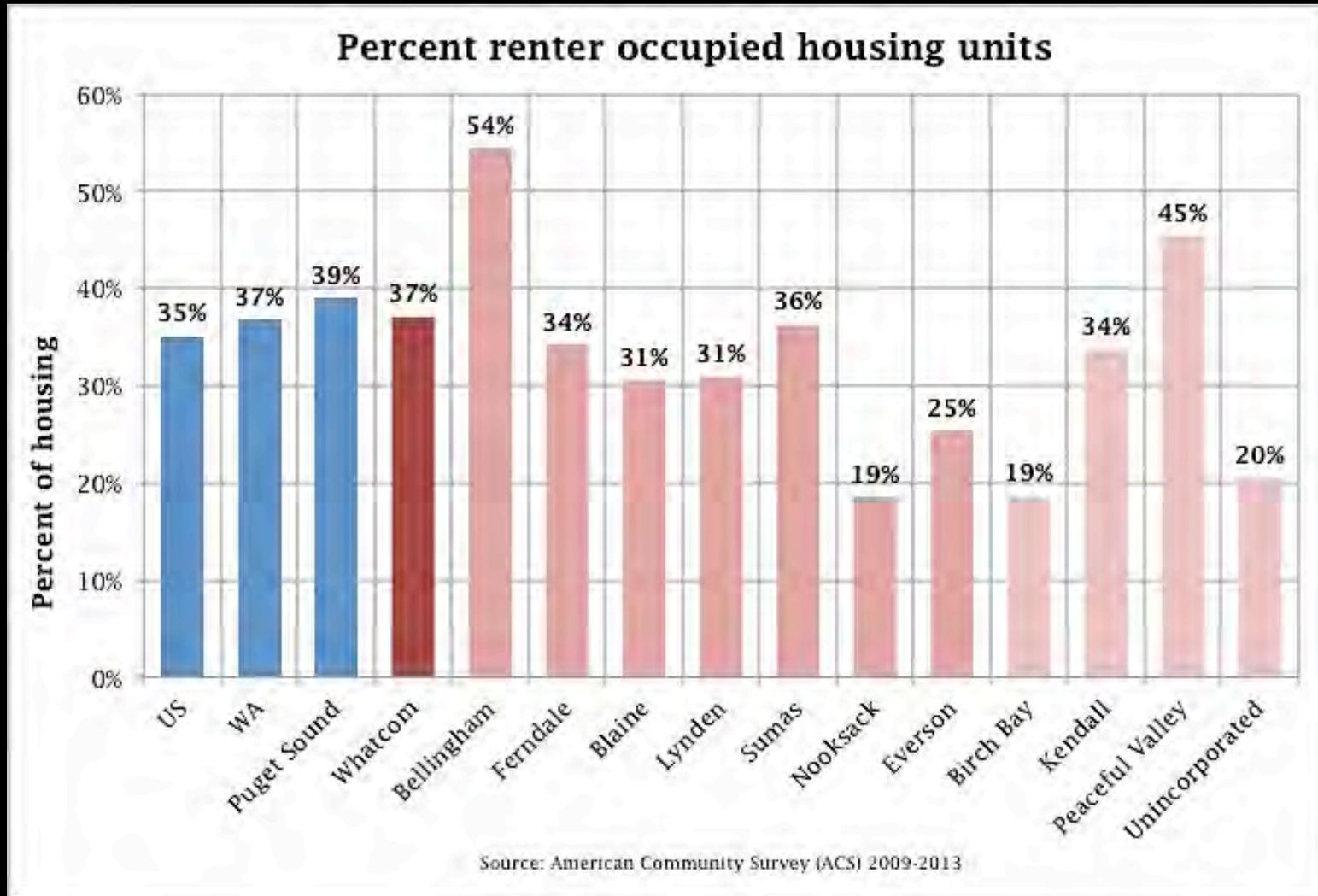
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



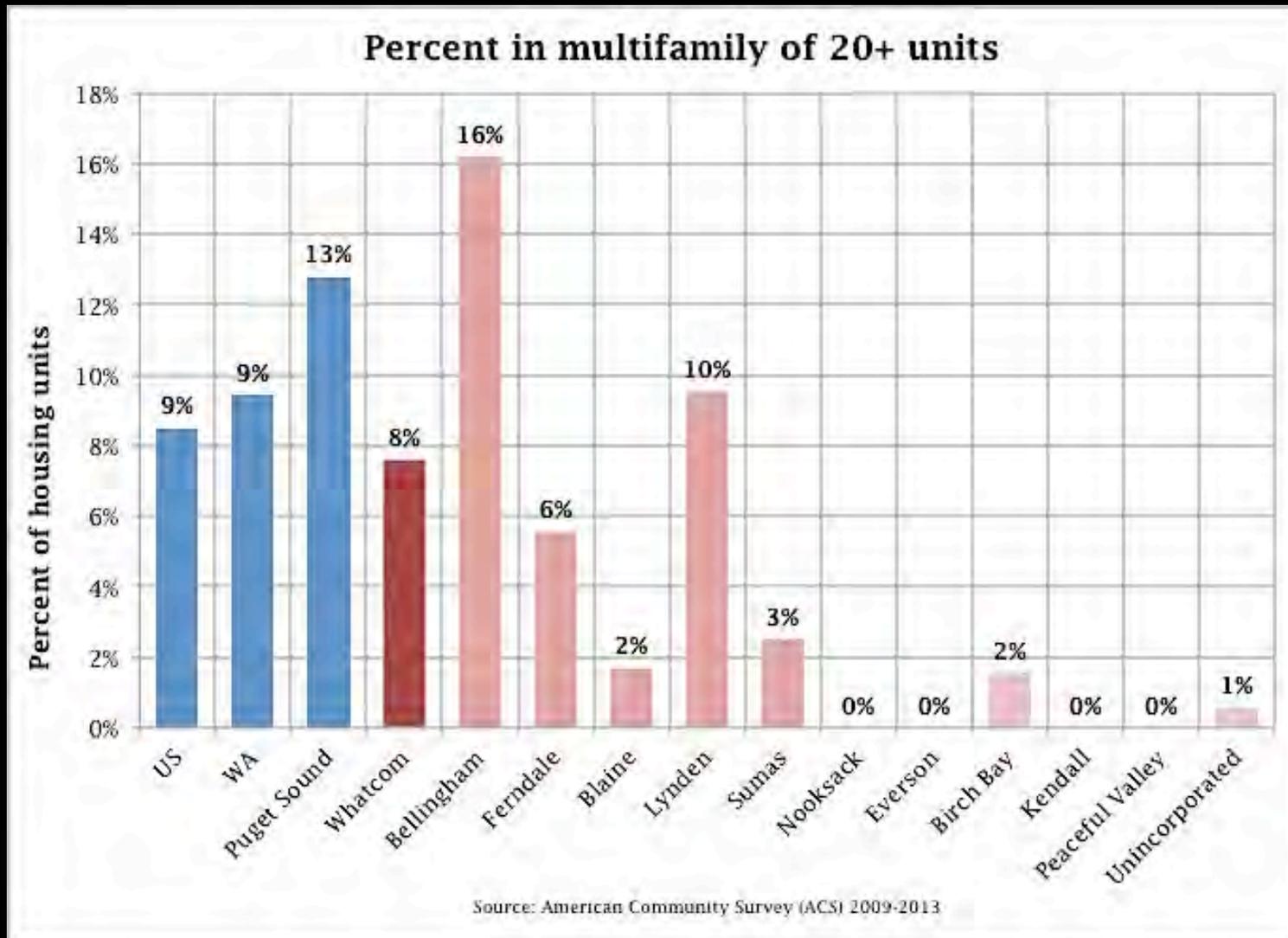
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



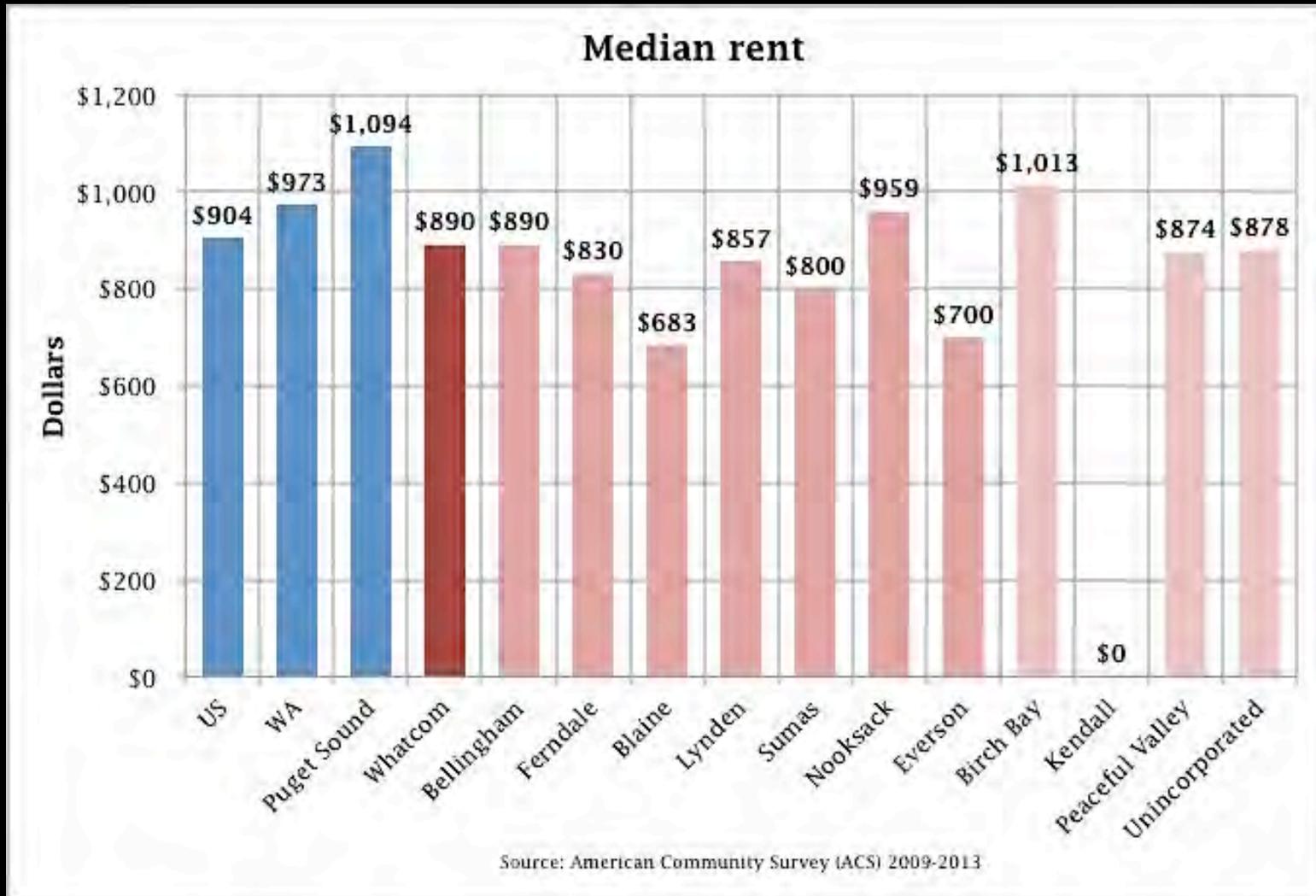
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



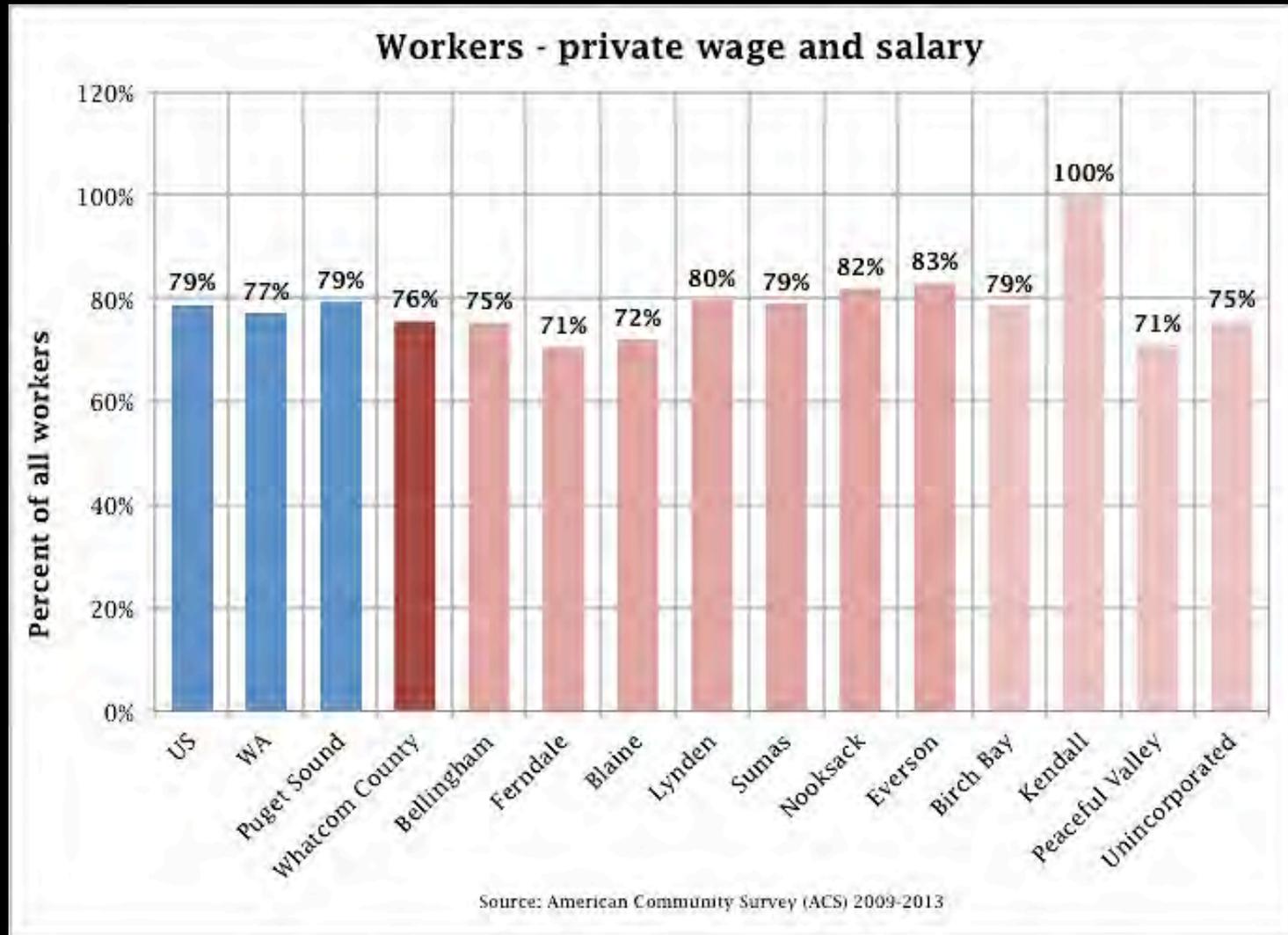
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



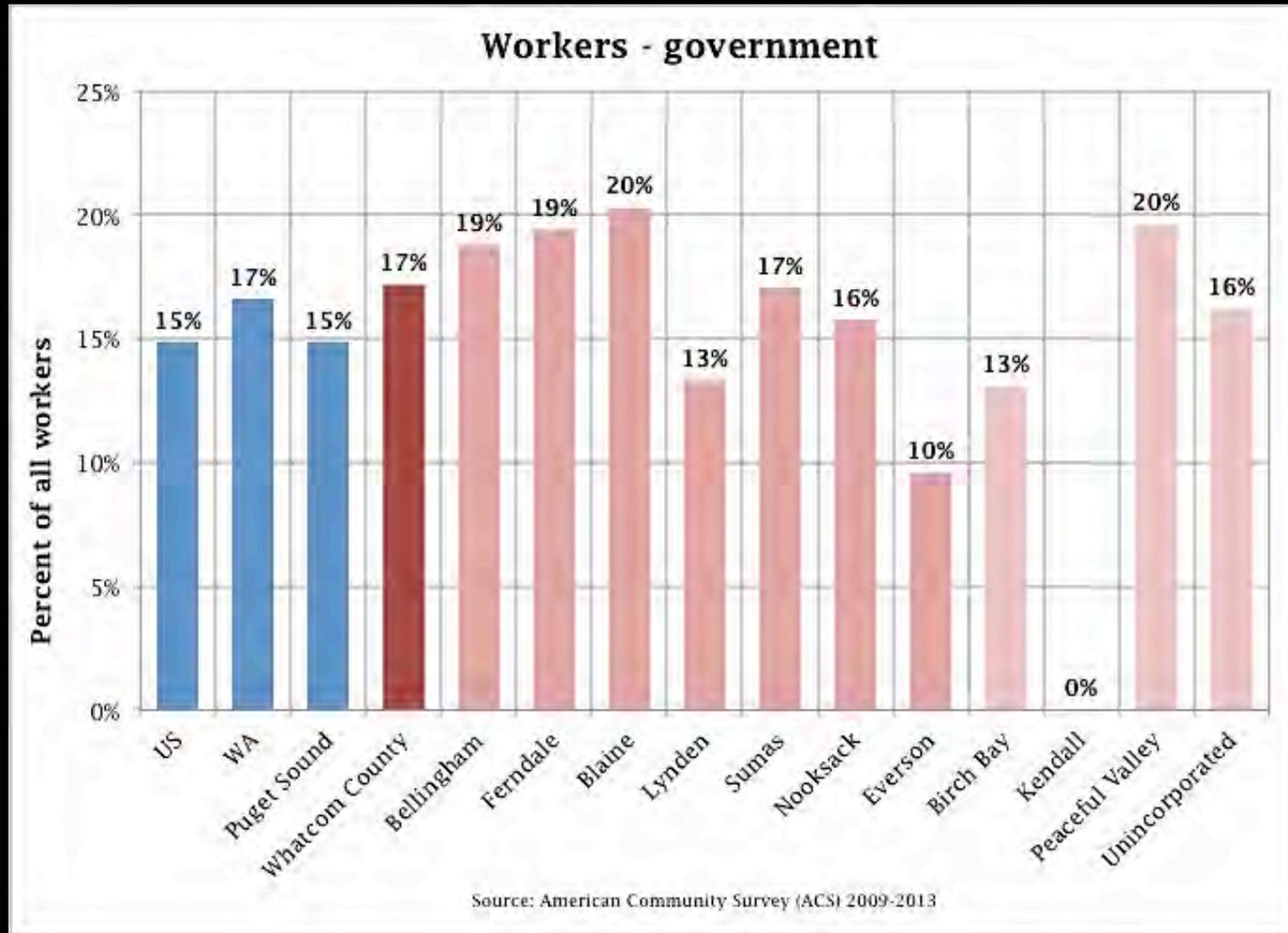
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

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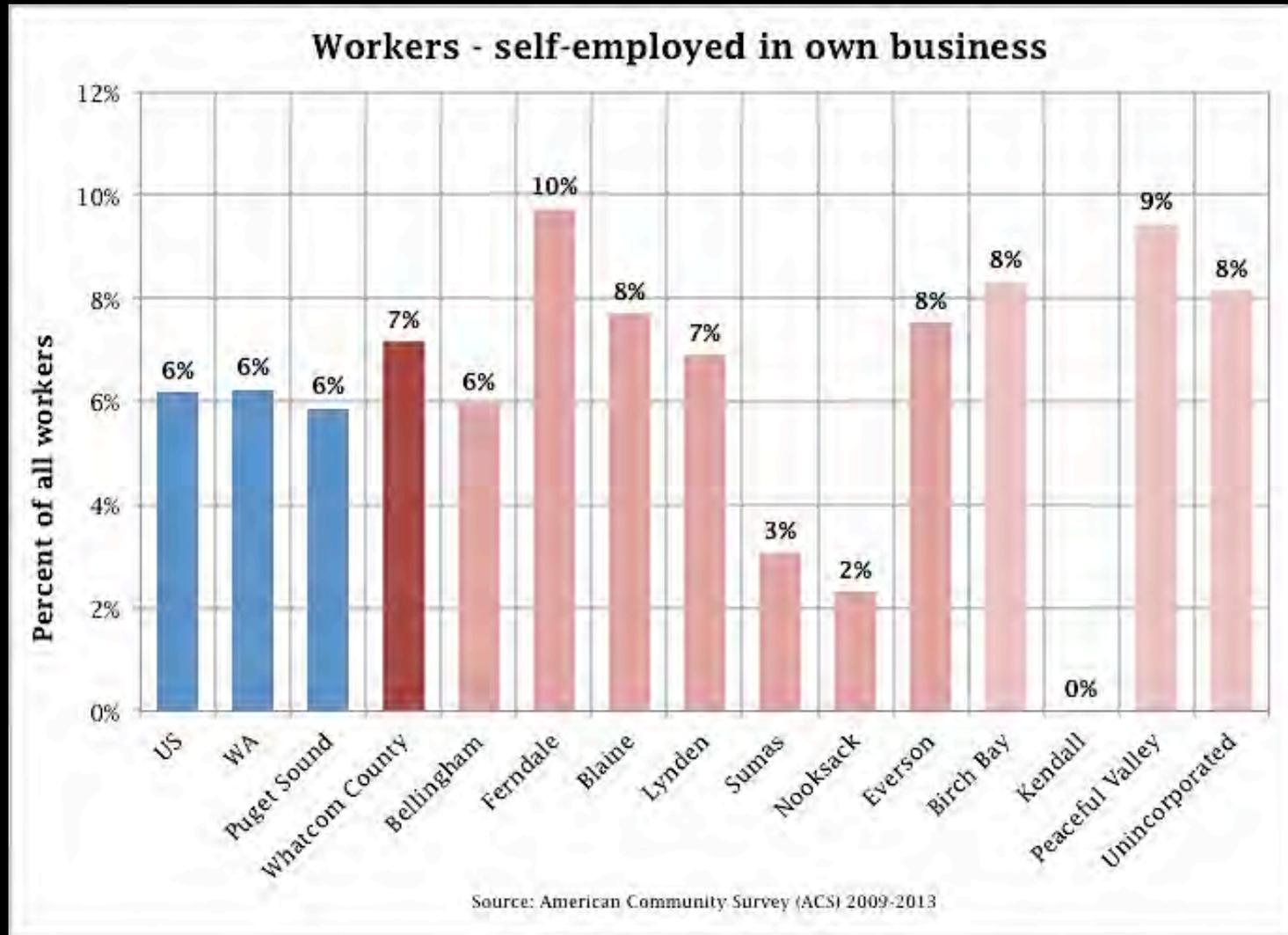
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



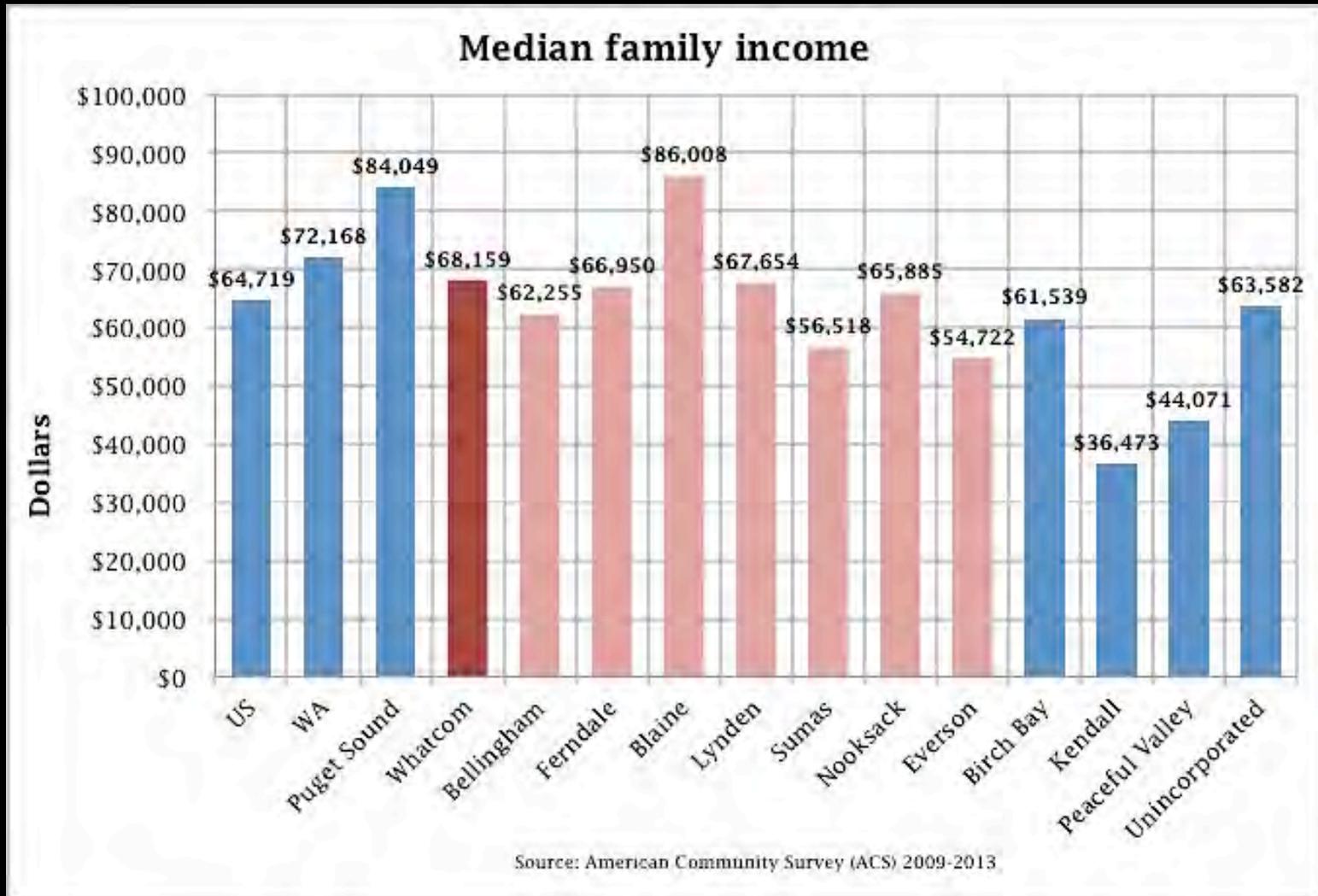
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



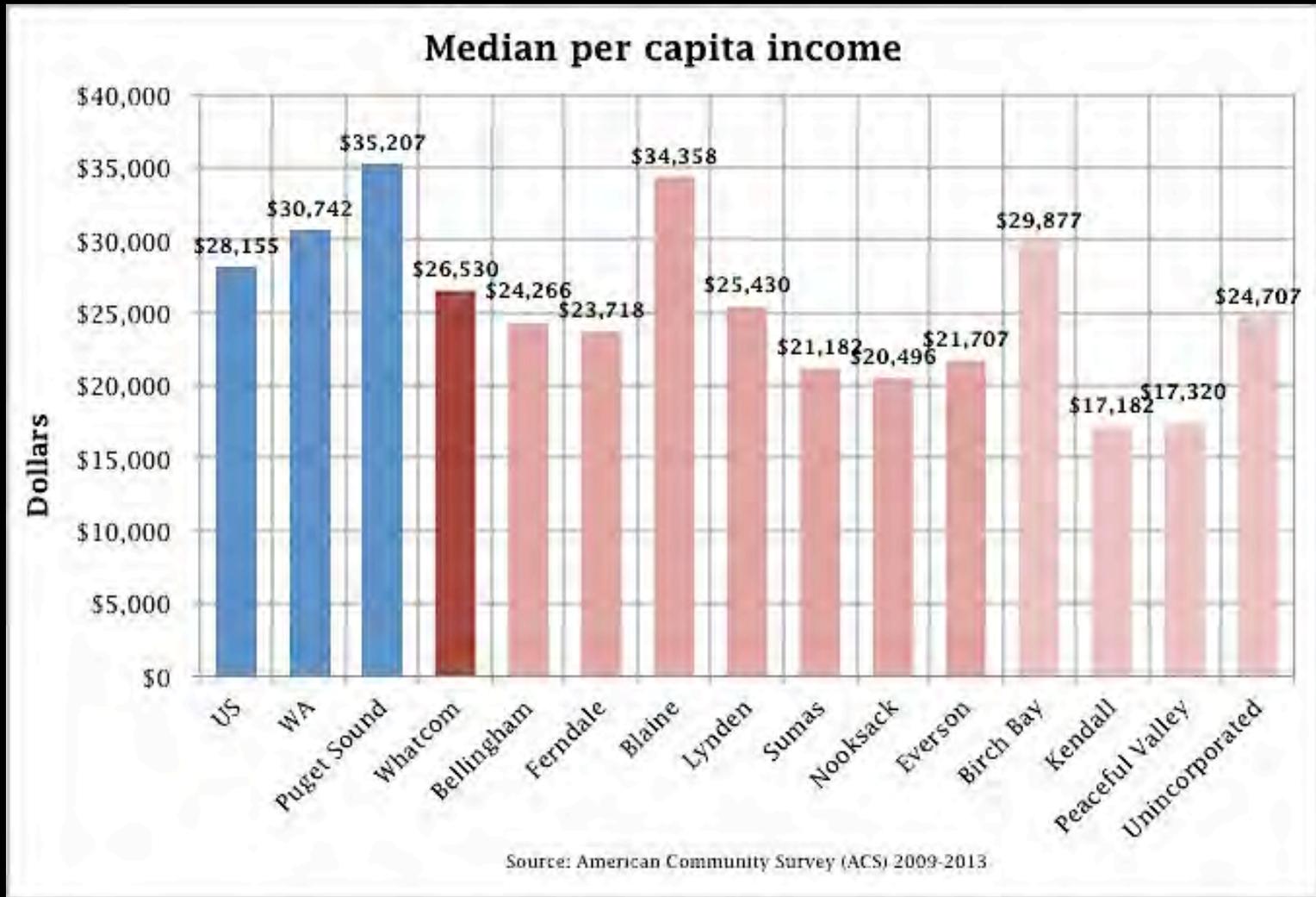
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



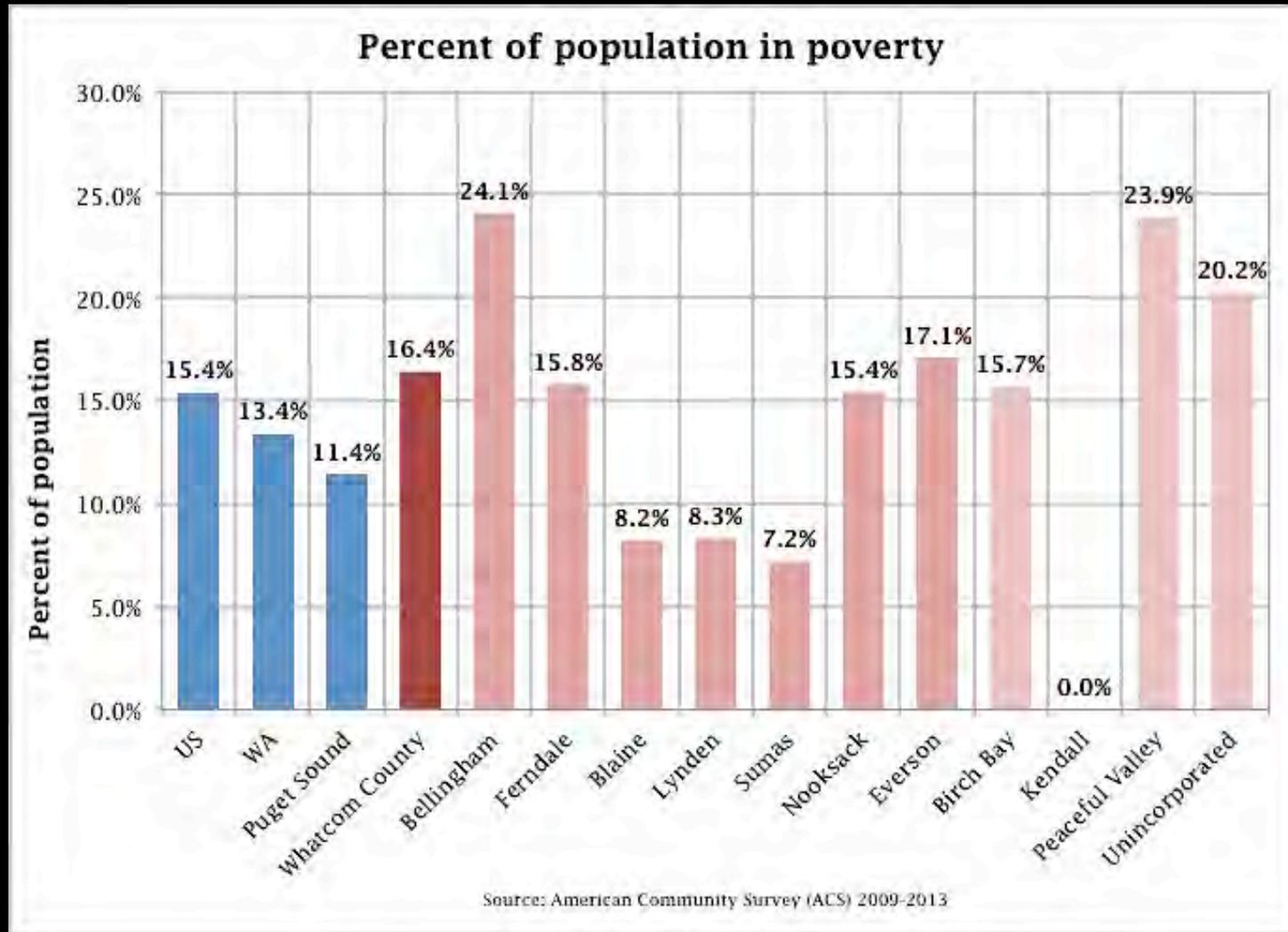
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



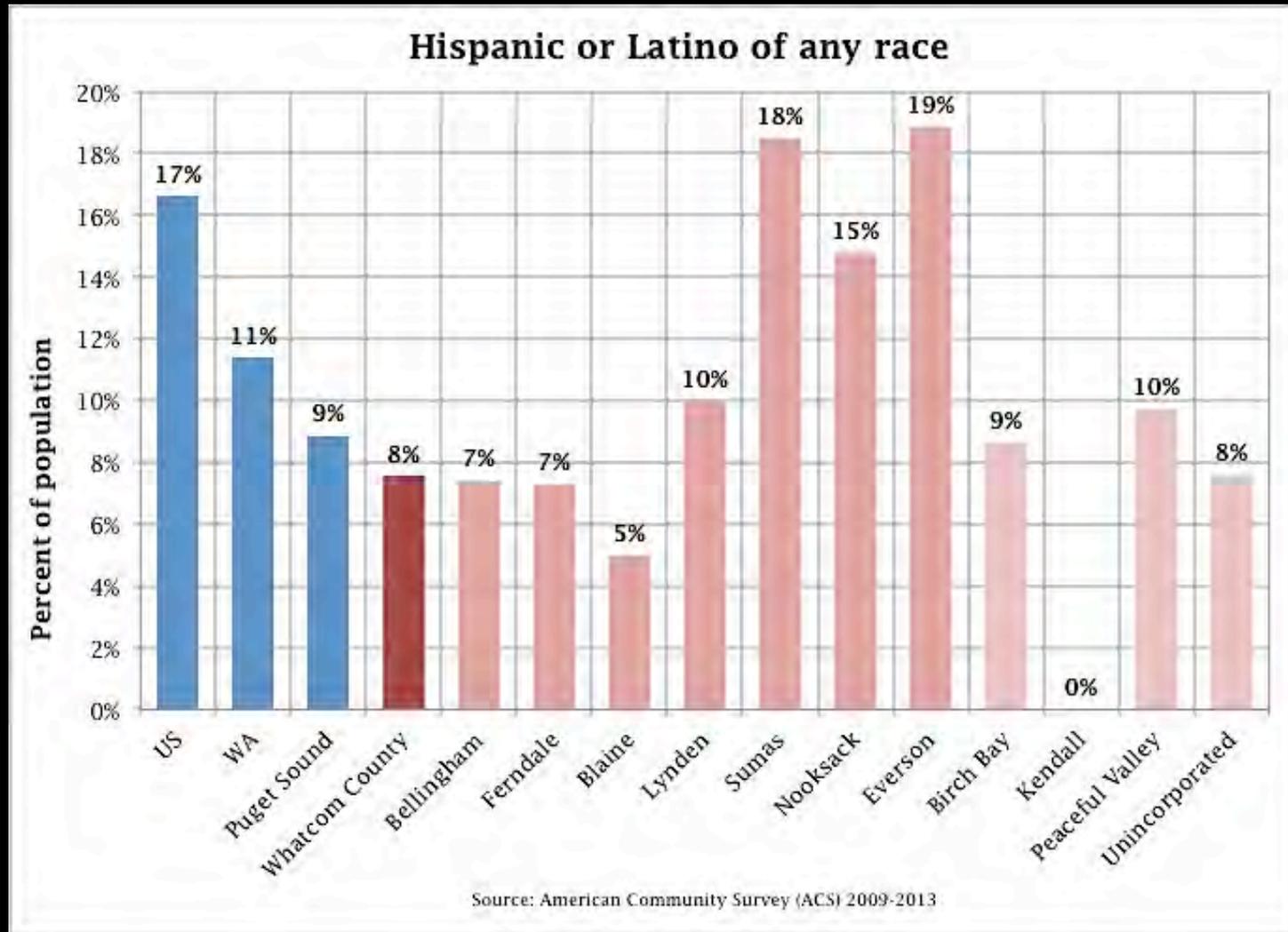
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



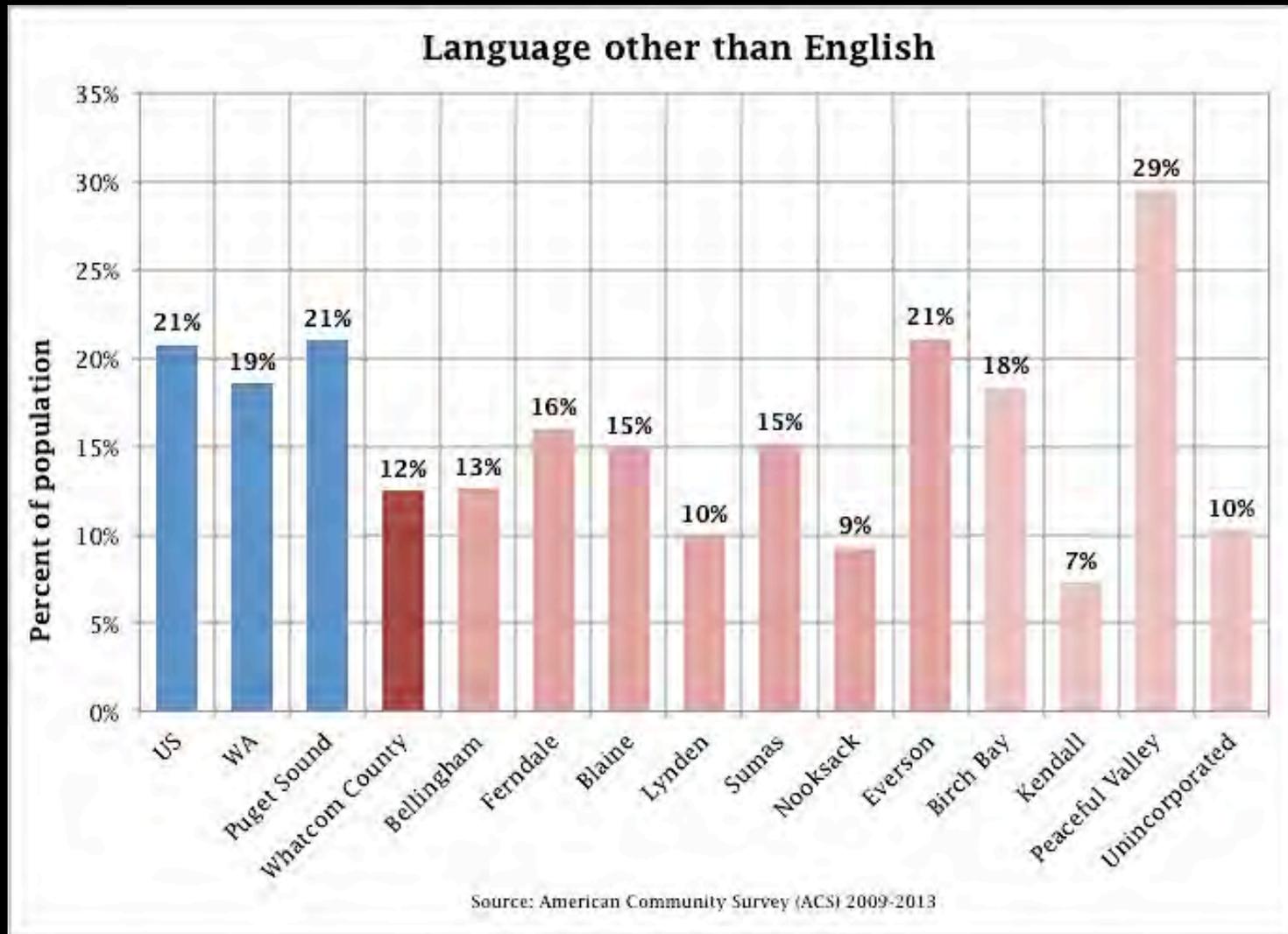
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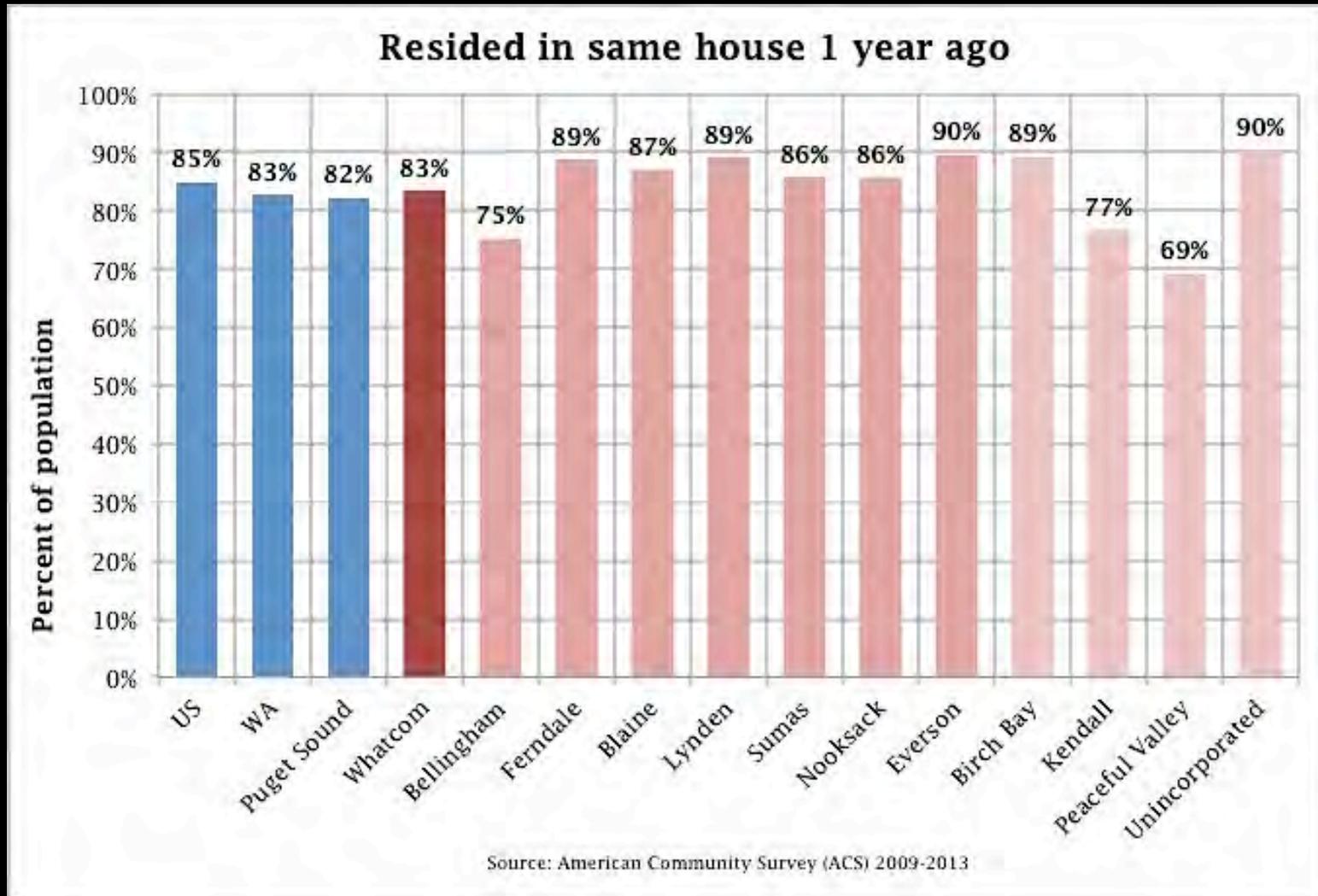
Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

# Population characteristics – Blaine



Source: US Bureau of the Census, American Community Survey (ACS) 2009-2013

## Surveys

As of 15 August

Blaine residents – 341

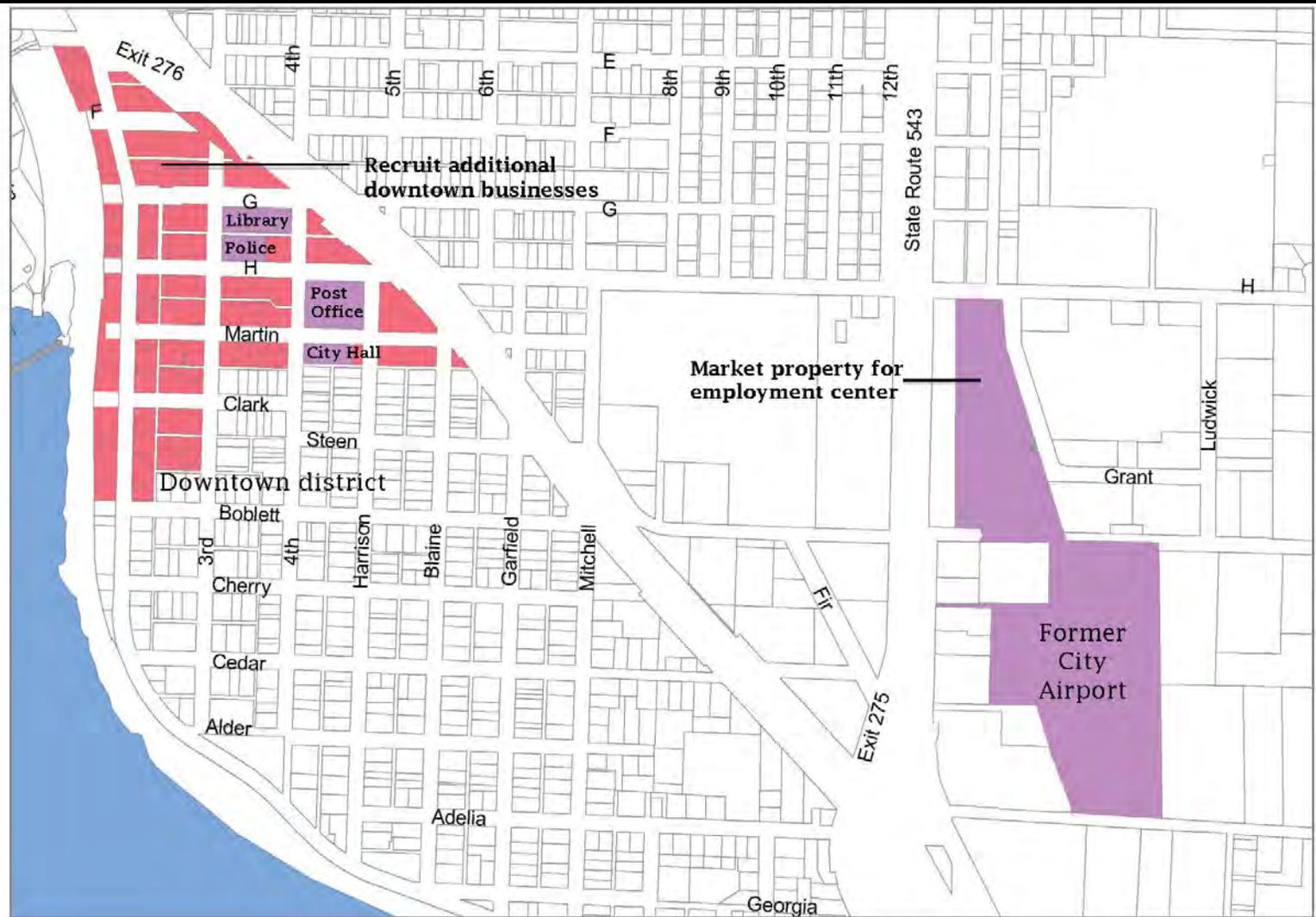
Library users – 105

Visitors – 24

Resident and Library will be up for another 2 weeks.

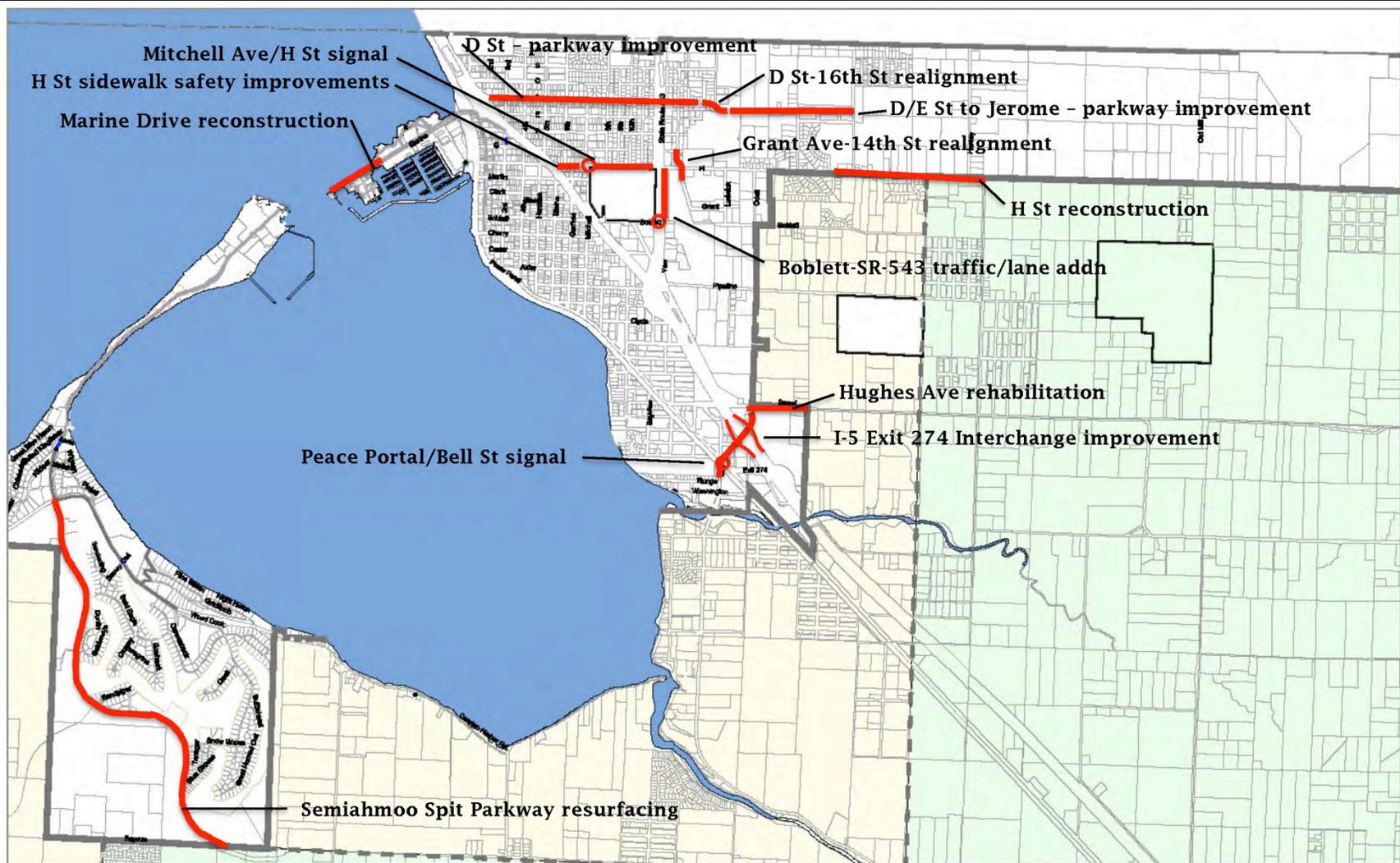
Visitor will remain over next 12 months.

# Surveys – Residents



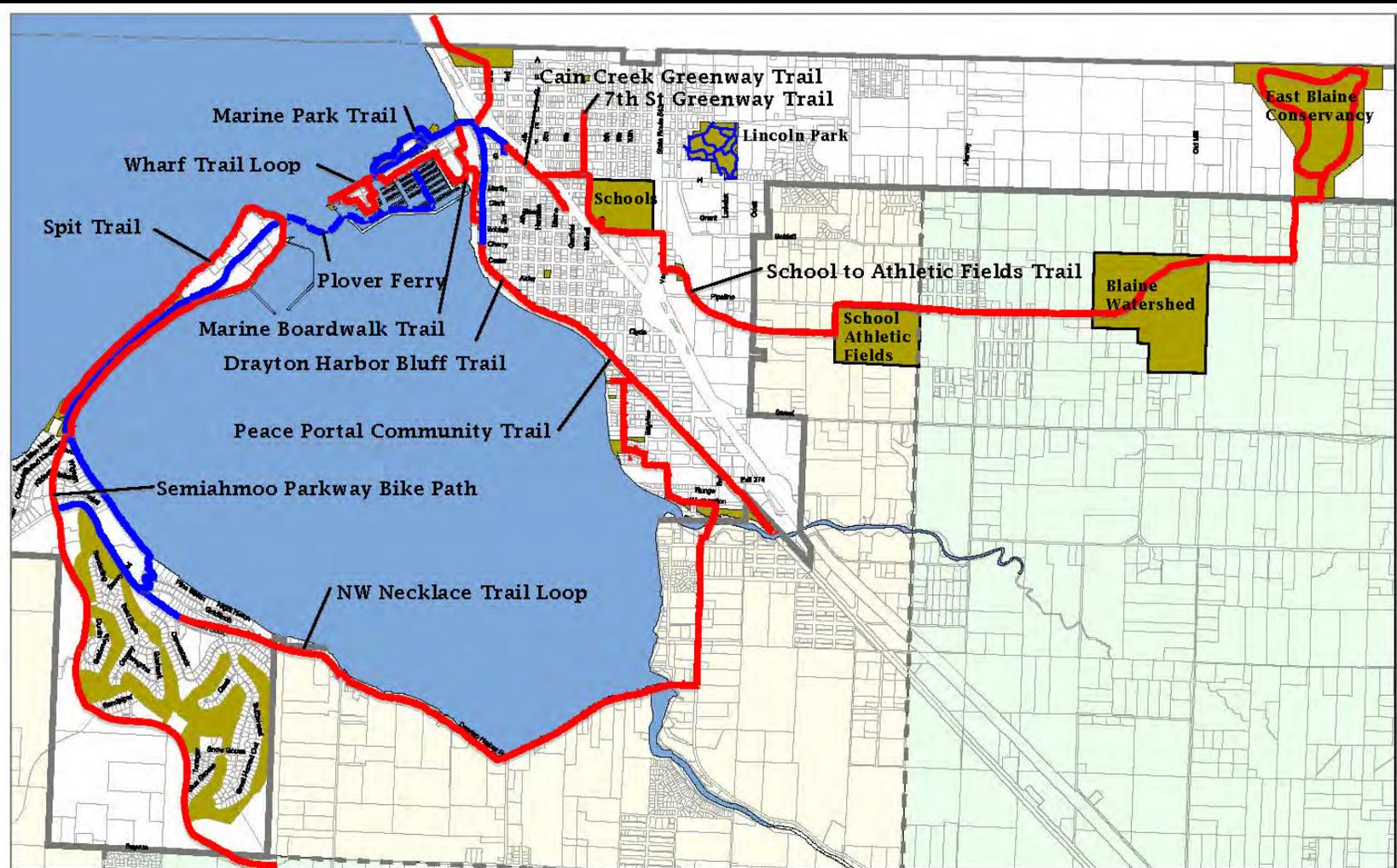
Economic development strategies

# Surveys – Residents



Road projects

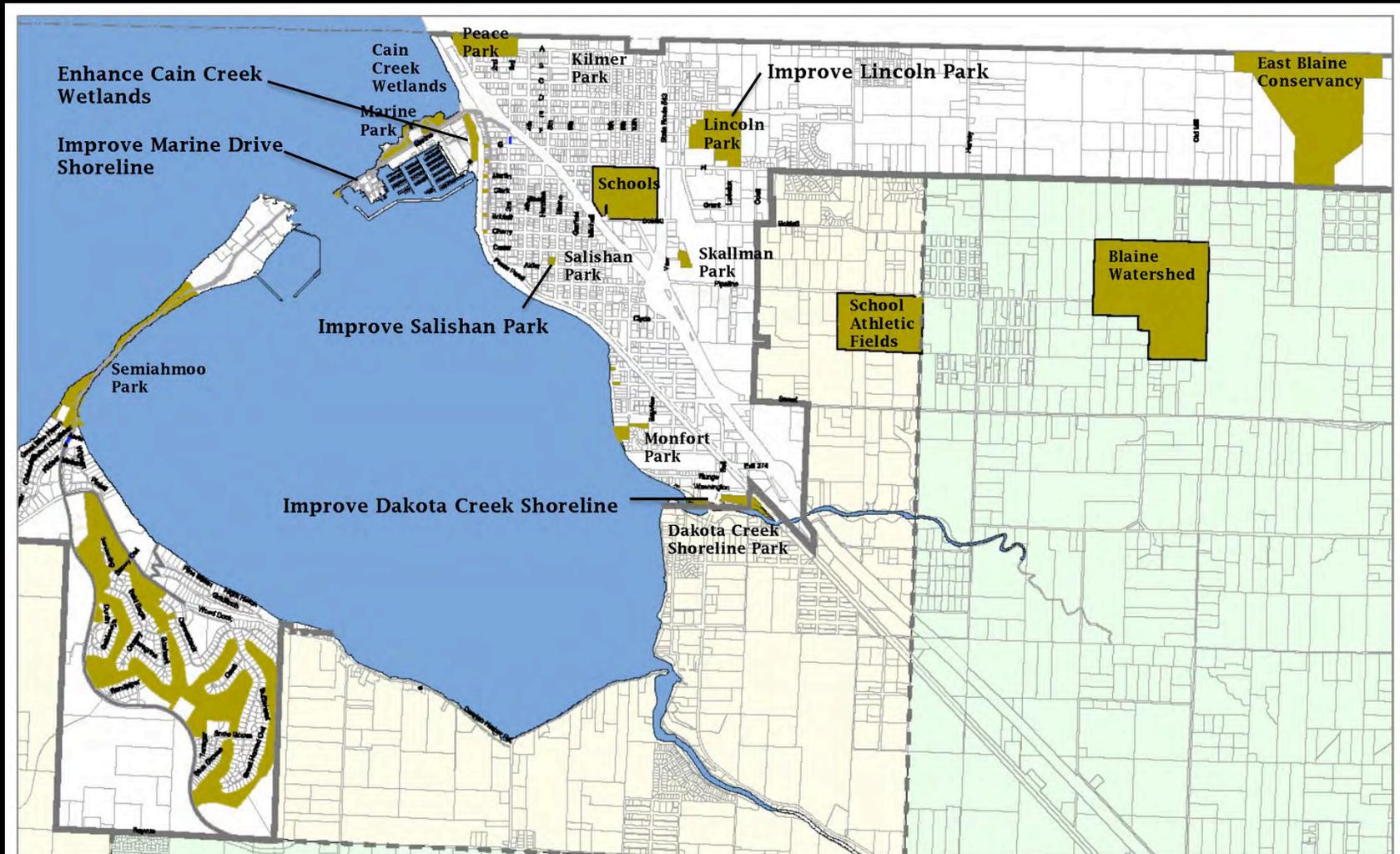
# Surveys – Residents



## Trail projects

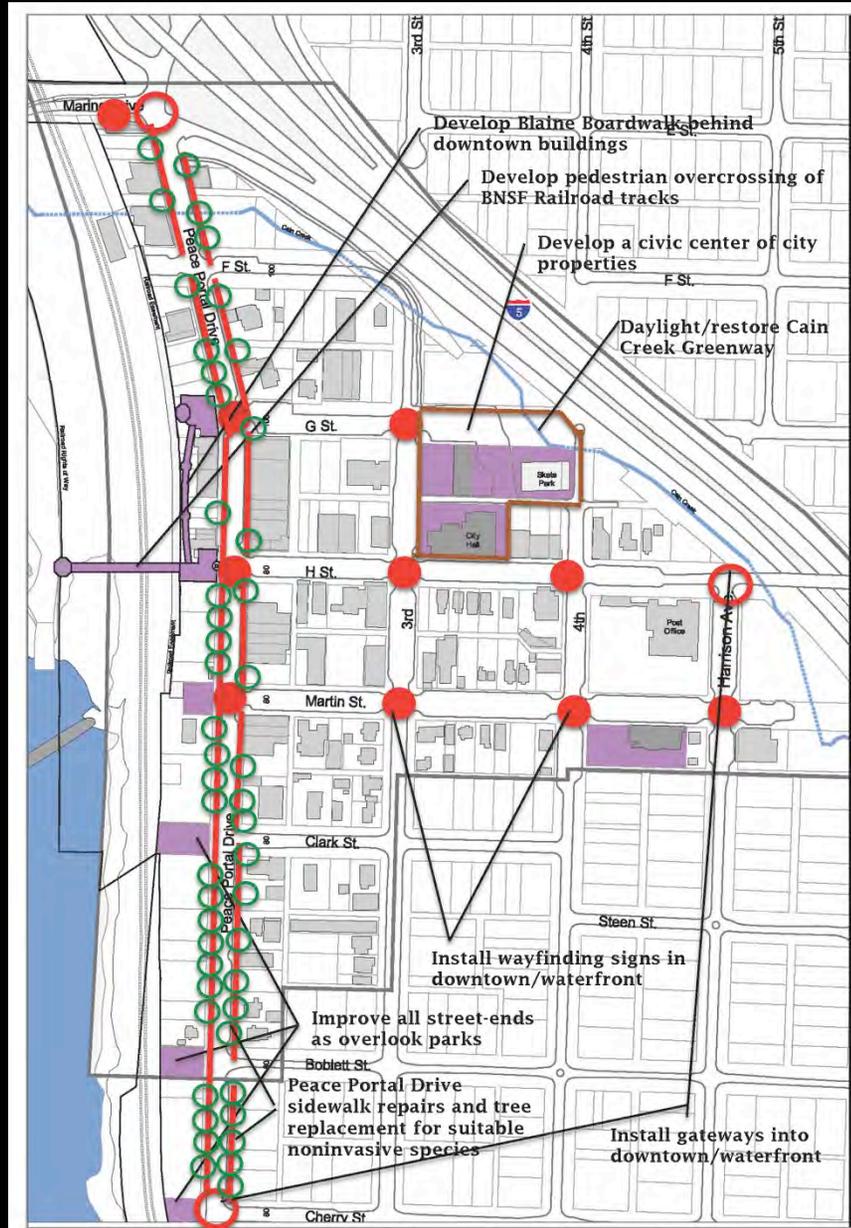
— Existing trails — Proposed trails

# Surveys – Residents



Park projects

# Surveys – Residents



Downtown developments

## Surveys – Residents

### Tracking results:

- Highest quality – Marine Park, lowest – Blaine retail
- Most used – parks and trails, least – medical, dental
- Most shopped – Bellingham, least – White Rock
- Most purchased – artworks, least – food and drugs
- Economic highest priority – downtown retail
- Park highest priority – Marine Drive
- Trail highest priority – Peace Portal Community Trail
- Road highest priority – I-5 Exit 274 interchange
- Downtown highest priority – derelict buildings
- Public facility highest priority – library expansion
- Most preferred financing – grants, gas tax
- Most preferred method – lease-to-own option

## Surveys – Residents

### Tracking characteristics:

26% west, 45% central, 18% east, 11% elsewhere

95% Blaine residency

84% Blaine voter

25% resident over 21+ years

83% owner

29% over 65+

Source of info – Northern Light, friends

282 comments about improvements

## Surveys – Library users

### Tracking results:

98% have library card

100% know about audio/visual materials

94% know about early learning story times

Highest priorities – more seating areas, define teen  
and kids areas, computer lab

Highest facility priorities – public restrooms, children's  
room, computer room

Highest co-located options – public restrooms, teen  
center

## Surveys – Library users

### Tracking characteristics:

37% Blaine, 39% Birch Bay, 5% Custer, 11% elsewhere  
inside school district, 7% elsewhere

97% of Blaine residents live in Blaine year-round

38% registered to vote in Blaine

52% have some college education

23% have lived in Blaine over 21+ years

82% own

Primary source of info – newspapers

79 comments on proposed improvements

# SEI process update

Phase 1		months					
		1	2	3	4	5	6
<b>1</b>	<b>Initiate your process</b>						
a	Conduct progress sessions w/staff	0	0	0	0	0	0
b	Conduct retreat w/City Council	0					
<b>2</b>	<b>Assess stakeholder opinions/financial prospects</b>						
a	Conduct surveys/workshops w/stakeholders						
b	Assess financial prospects						
c	Review stakeholder opinions/financials w/Council		0				
<b>3</b>	<b>Define project scopes, costs, and methods</b>						
a	Confirm facility needs assessments						
b	Create development concepts						
c	Estimate development costs						
d	Identify design/delivery methods						
e	Conduct open house on concepts and costs					0	
f	Review concepts and costs w/Council			0	0		

Tasks to be completed this phase

Phase 2							
<b>4</b>	<b>Create alternative financing strategies</b>						
a	Analyze alternative financial strategies						
b	Conduct open house on financing					0	
c	Review delivery/financing strategies w/Council					0	
<b>5</b>	<b>Test projects/strategies with voters</b>						
a	Survey city voter households						
b	Review results/select strategies w/Council						0
<b>6</b>	<b>Action plan</b>						
a	Develop action plan and informational materials						
b	Initiate community support for finance plan						

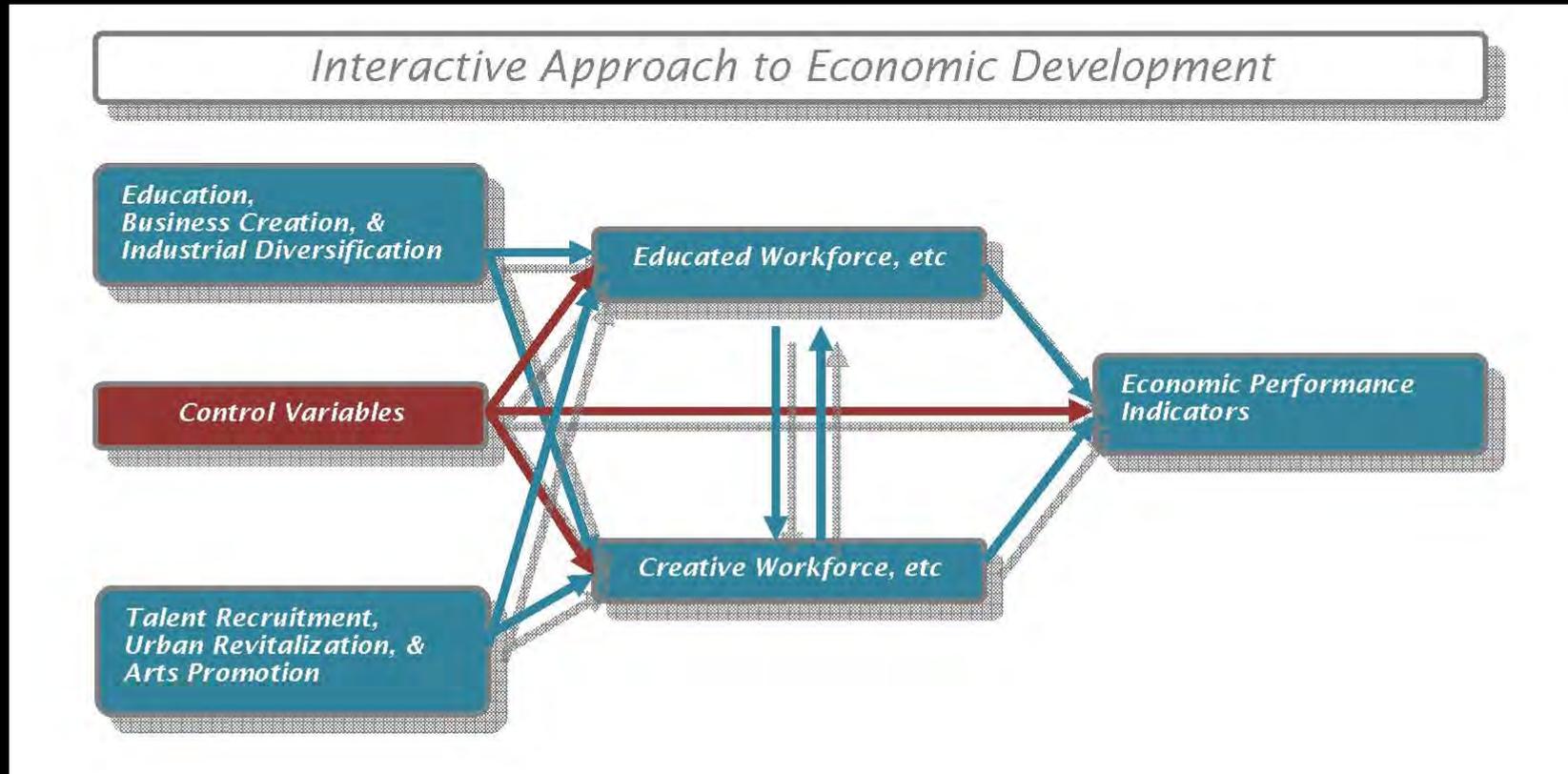
# SEI process forecast

Phase 1		months					
		1	2	3	4	5	6
<b>1</b>	<b>Initiate your process</b>						
a	Conduct progress sessions w/staff	0	0	0	0	0	0
b	Conduct retreat w/City Council	0					
<b>2</b>	<b>Assess stakeholder opinions/financial prospects</b>						
a	Conduct surveys/workshops w/stakeholders						
b	Assess financial prospects						
c	Review stakeholder opinions/financials w/Council		0				
<b>3</b>	<b>Define project scopes, costs, and methods</b>						
a	Confirm facility needs assessments						
b	Create development concepts						
c	Estimate development costs						
d	Identify design/delivery methods						
e	Conduct open house on concepts and costs					0	
f	Review concepts and costs w/Council			0	0		

Phase 2							
<b>4</b>	<b>Create alternative financing strategies</b>						
a	Analyze alternative financial strategies						
b	Conduct open house on financing					0	
c	Review delivery/financing strategies w/Council					0	
<b>5</b>	<b>Test projects/strategies with voters</b>						
a	Survey city voter households						
b	Review results/select strategies w/Council						0
<b>6</b>	<b>Action plan</b>						
a	Develop action plan and informational materials						
b	Initiate community support for finance plan						

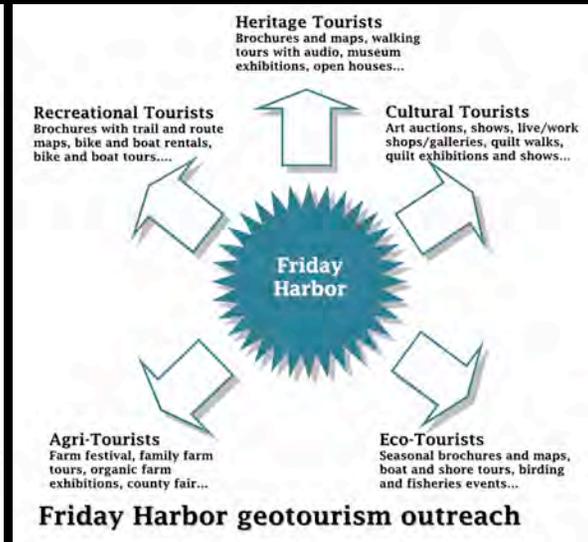
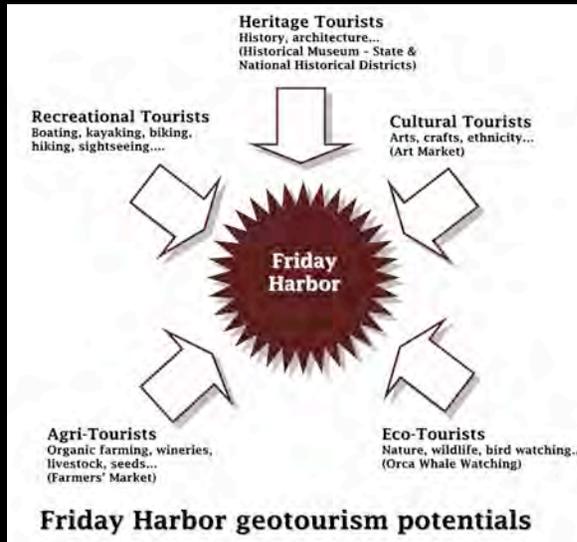
Comparable project results to consider

# Comparable – the creative class



Tacoma's Hilltop Subarea Plan – Atlanta's creative workforce

# Comparable - geotourists



## Friday Harbor Sunshine Alley Design Plan – National Geographic’s Geotourism Approach

# Comparable – Main Street Approach



National Historic Preservation Trust's 4-Step Approach to Economic Revitalization

# Comparable - organization

## 1 Expand Birch Bay Facilitation/Coordination Group

### Marketing/Promotion Group

Bellingham/Whatcom County Tourism  
WA Department of Commerce  
Northwest Economic Council  
WWU Center for Economic Vitality  
WWU Small Business Development Center

### Support/User Group

Birch Bay Residents  
Permanent  
Seasonal

### Facilitators

Birch Bay Chamber of Commerce  
and/or Birch Bay Steering Committee

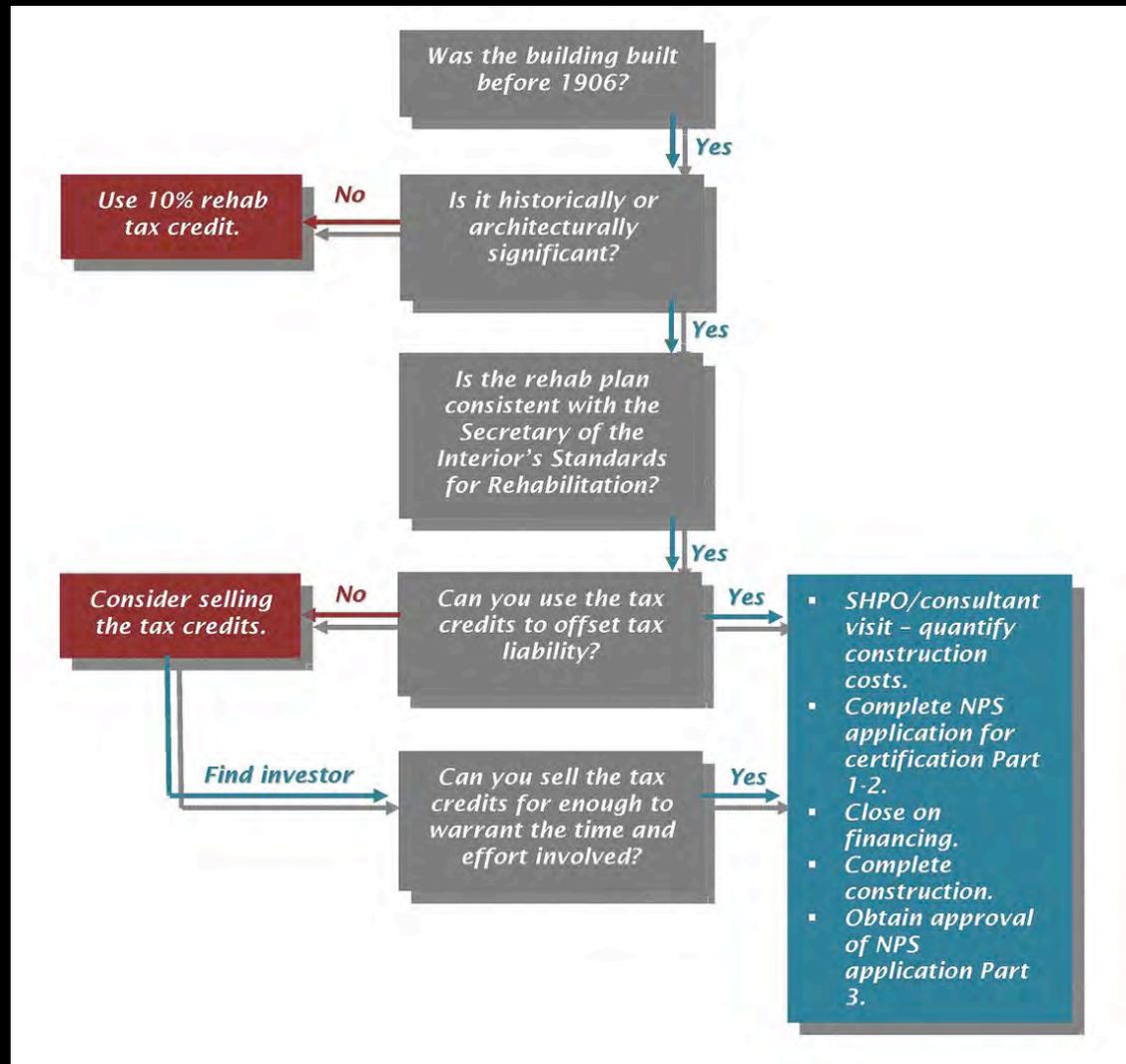
### Investor Group

Birch Bay Businesses  
Realtors  
Developers

### Design/Development Group

NW Parks & Recreation District  
Whatcom County Public Works Department  
Whatcom County Parks & Recreation Department  
WA Parks & Recreation Commission  
WA Departments of Natural Resources, Fish & Wildlife and Ecology  
WA Department of Transportation  
Birch Bay Watershed & Aquatic Resources Management (BBWARM)  
Whatcom Transit Authority (WTA)  
Blaine School District

# Comparable – historic tax credits



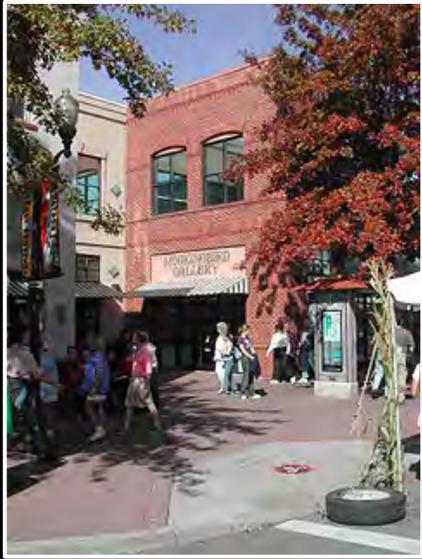
Tacoma's Hilltop Subarea Plan Historic Tax Credit Process

## Comparable – cultural arts centers



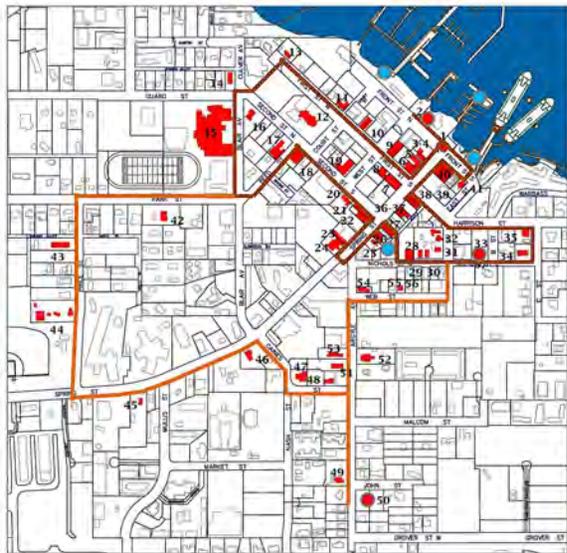
Delridge's Elementary School, Lynden's Jansen Center, Seattle's Fairview School, LaConner's Moore Clark Property

## Comparable - placemaking



Bend Downtown/Waterfront Connection, Friday Harbor Sunshine Alley Design Plan

# Comparable – marketing/promotion



**Friday Harbor Historic Walking Tour**

The Town was named for Joe Friday, a Hawaiian employee of the Hudson's Bay Company who tended sheep near the harbor. After the visit of a British survey ship, the harbor appeared on an 1859 English chart as Friday's Bay.

In 1853 the Hudson's Bay Company established Belle Vue Sheep Farm. Americans began to arrive as settlers. In 1859 American Lyman Cutlar shot a Hudson's Bay Company pig, igniting the Pig War which became a dispute over island boundaries. The war was settled with arbitration by a commission appointed by Kaiser Wilhelm I of Germany which determined in 1872 that the islands belonged to the United States, not Great Britain.

In 1872, Friday Harbor was named the county seat of San Juan County. In 1909, the Town of Friday Harbor was incorporated.

Most early islanders lived on farms where they raised cattle and sheep, planted bay and peas, orchards and vegetable gardens. In the early to mid-1900s, Friday Harbor was a busy port shipping apples, pears, cherries, and salmon and "Saltair" peas from the canneries. By the end of the century, the canneries were closed. The pea weevil caused the demise of pea farming. There had been plentiful salmon, with some record runs, but by the 1990s the salmon runs were seriously depleted.

[www.historyfridayharbor.org](http://www.historyfridayharbor.org)  
[www.sjmuseum.org](http://www.sjmuseum.org)



**Oak Harbor**  
WHIDBEY ISLAND, WASHINGTON

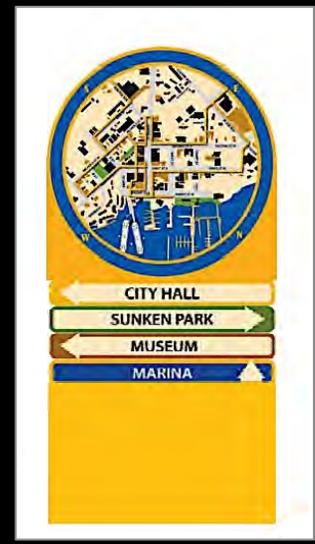
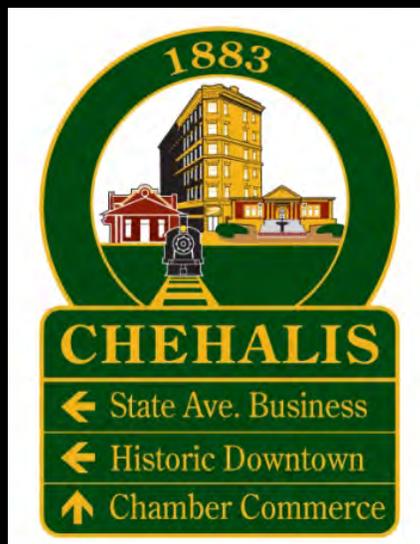
- ▶ Oak Harbor Tourism
- ▶ City of Oak Harbor
- ▶ Chamber of Commerce

**Come ashore...** ...for the recreational adventure of the Island. Take in our views of the Cascade and Olympic Mountains, boat or sail from our harbor along Whidbey or into the San Juan Islands, bike or hike along our waterfront to Deception Pass or Fort Casey State Park, shop and stroll through our historic downtown and waterfront parks. Whatever your recreational interests, we have it all in Oak Harbor.

Home   Attractions   Events   Visitor Services   Transportation   Gallery

Welcome to Oak Harbor Tourism. Please select a link above.

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Friday Harbor Sunshine Alley Design Plan, Oak Harbor Downtown/Waterfront Redevelopment, Chehalis Renaissance

# Comparable – performance measures

## Action 1a.2 (8): Marketing - business districts

Lead	Rank	Complexity	Months
Economic Development Department Port of Edmonds Chamber of Commerce	Very high	Low	1-36
<b>Strategic objective</b>		<b>Participants</b>	
Identify and recruit retailers to fill critical gaps in retail sales and services such as basic needs (clothing downtown, professional services) within the business districts of downtown, Westgate, Firdale Village, 5-Corners, and Perrinville, as well as larger department stores and specialty retailers on Highway 99.		Downtown Edmonds Merchants Assn International District Edmonds property owners Edmonds brokers	
<b>Implementation schedule</b>		<b>2013</b>	<b>2014</b>
Marketing - business districts			
<b>Potential performance measures</b>			
# new retail businesses established			
% increase in retail sales overall			
% increase in target retail sales - clothing, hardware, housewares			
% increase in sales to out-of-area residents			

Edmonds Strategic Action Plan