



City of Bothell™

City of Bothell

ECONOMIC DEVELOPMENT

Presented

Edmonds Planning Board

Edmond Economic Development Commission

December 9, 2009

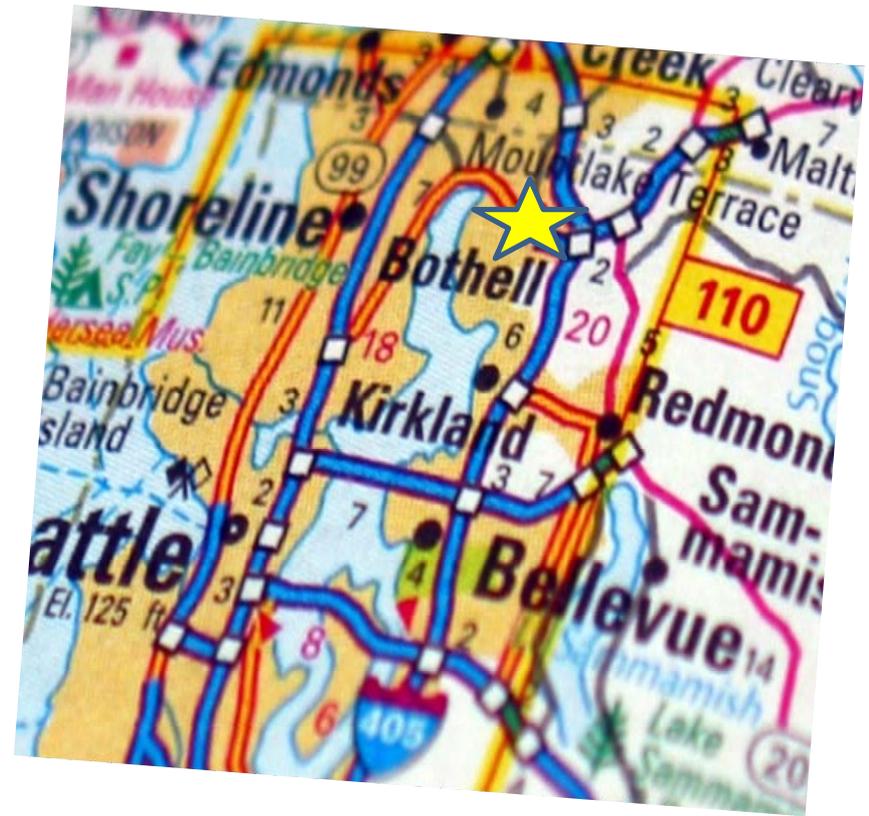
Bothell Economic Development Strategy

Mission:

Create opportunities for citizens and businesses.

Goals:

- Develop regional identity
- Leverage economic assets
- Grow to include communities that associate themselves with the City
- Exploit redevelopment opportunities
- Enhance Industry Clusters



How We Started



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- Strategic Roadmap: Inventory of Needs, Assets and Opportunities
- Alignment: Priorities to comp plan, capital plan and budget
- Talent: Align staff talent with priorities
- Goals: Establish aggressive targets with deadlines for completing

All with community involvement

What is working

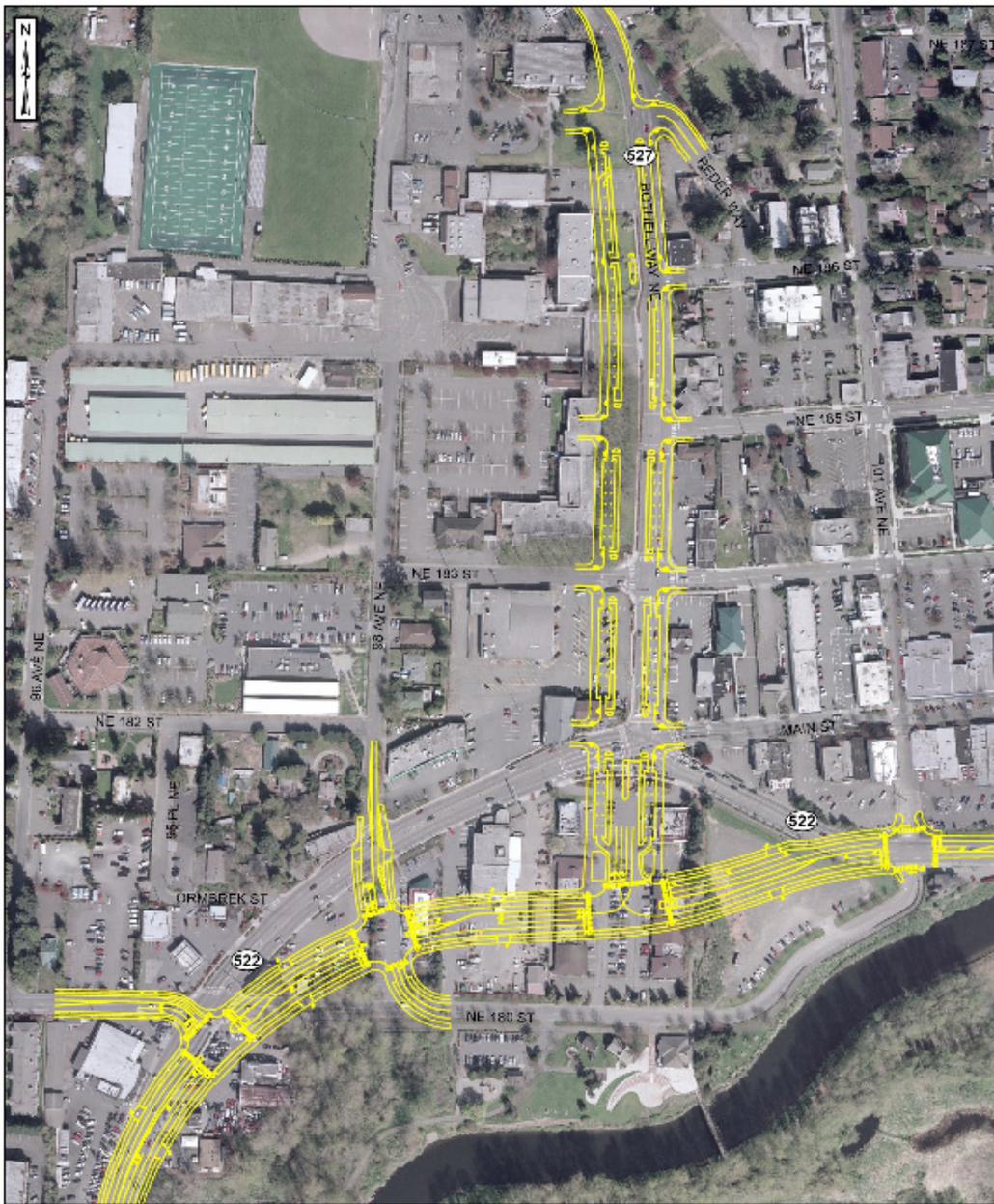


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- Be nimble: Flex tactics to support current environment
- Communicate: Constantly remind/reinforce community and council of the goals
- Roles: policy versus what versus how
- Influence: Participate in the region and leverage your assets to bring partners to the table
- Persistent: *Dogged* pursuit for what you believe

BOTHELL LANDING





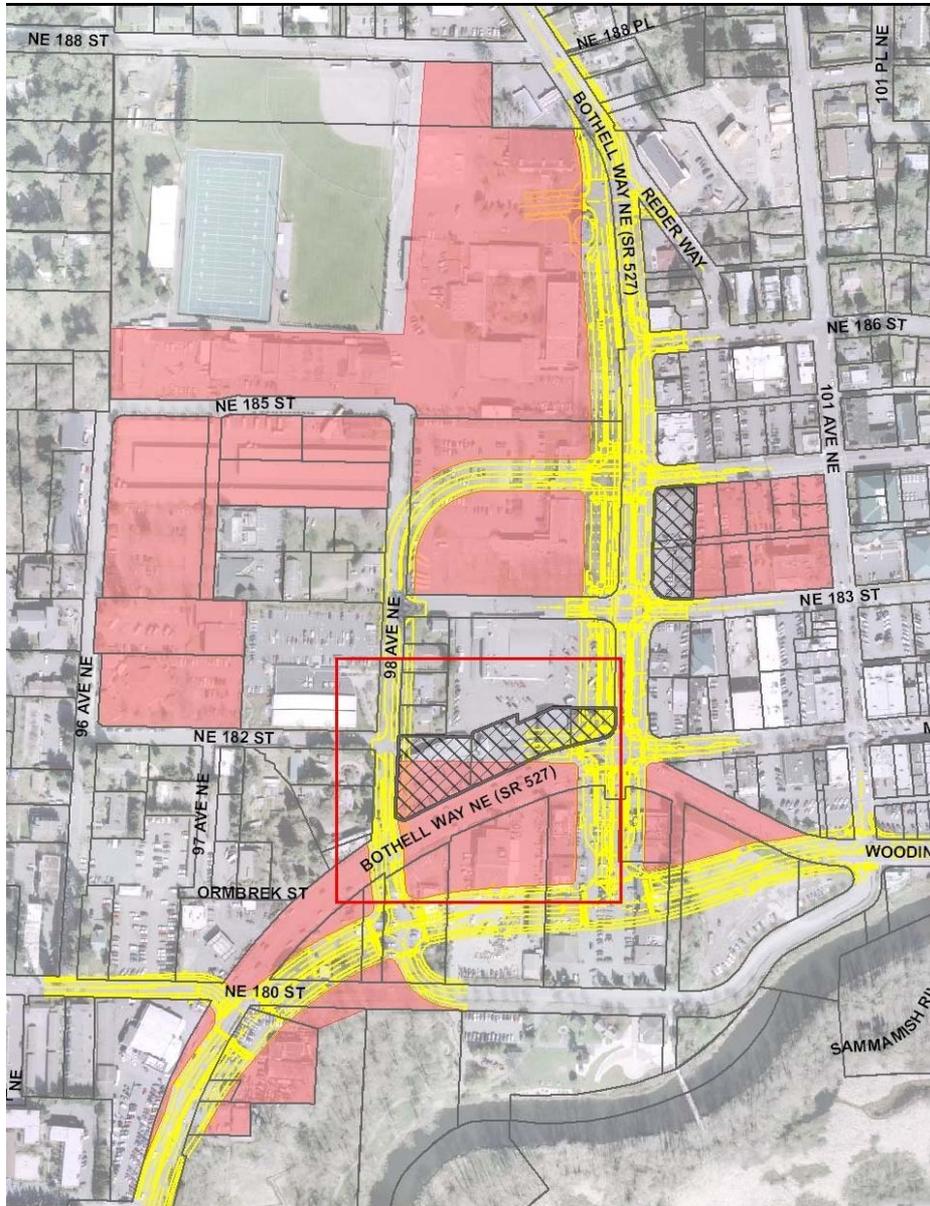
Legend

— FTB Alternating - Hybrid Alternative

**Bothell Downtown Plan
Concept Map**



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25 acres under City control

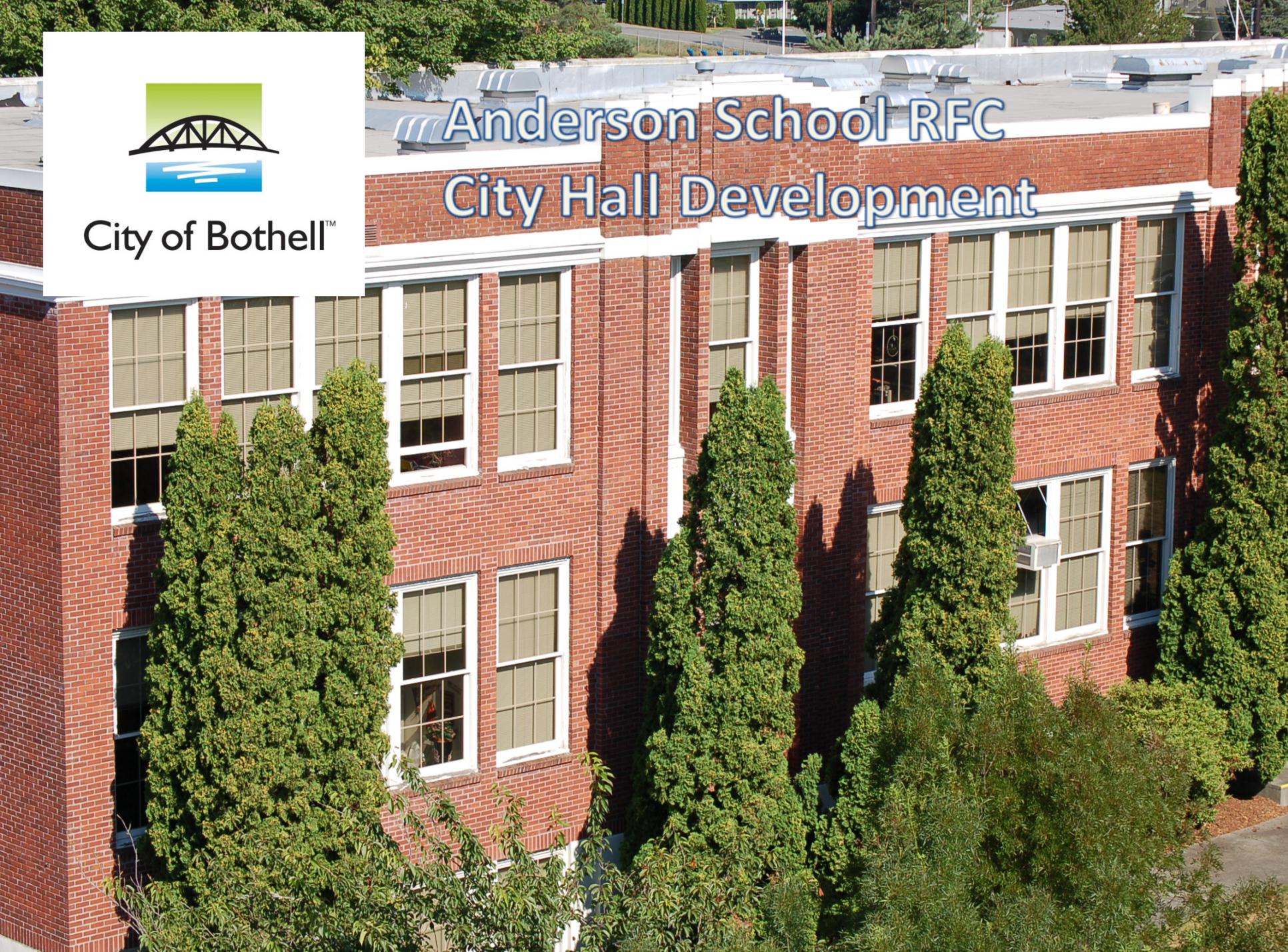


Blue line
depicts scale
overlay of
Bothell Land
Portfolio over
South Lake
Union



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Anderson School RFC City Hall Development





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Thank you

