

Presentation to:

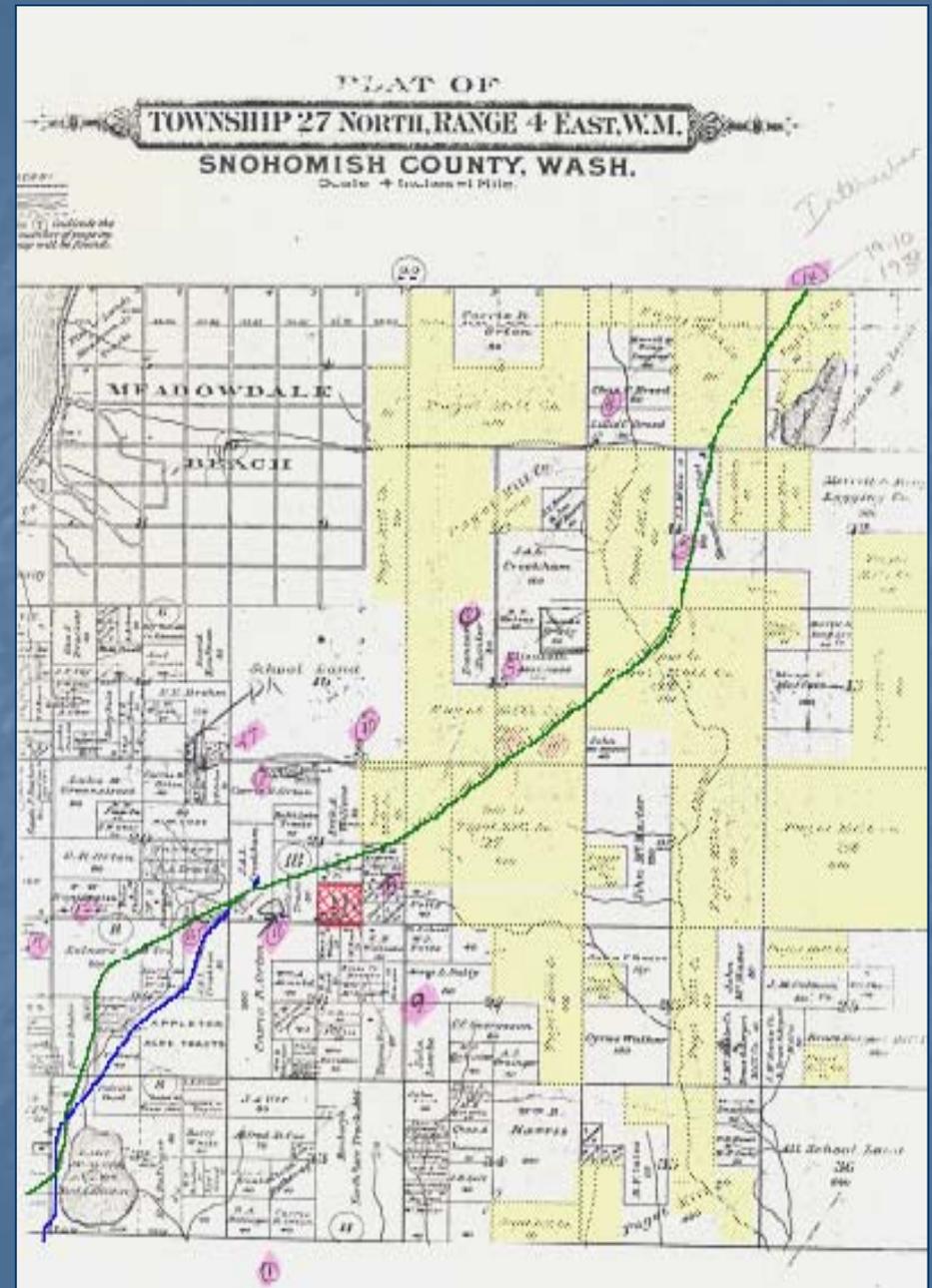
City of Edmonds

Economic Development Task Force

City of Lynnwood
Office of Economic Development
David Kleitsch, Director
December 9, 2009

Early Map of Lynnwood area

- Military Road
- Interurban Railway
- Puget Mill Company Ownership
- Homestead Tracts

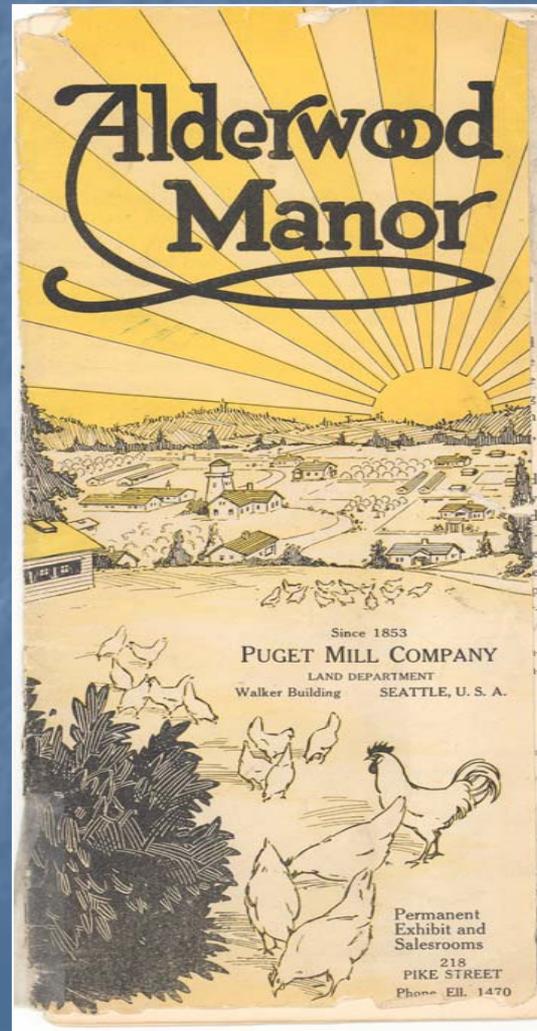


In 1917 the Puget Mill Company opened the Demonstration Farm to attract buyers who could purchase the clear cut land

Advertised:

“attractive school building” and “rapid growth of the district”

“Ideal Electric Train Service...Every hour from 6:30 in the morning until midnight every day of the year”



Aldерwood Manor

Since 1853
PUGET MILL COMPANY
LAND DEPARTMENT
Walker Building SEATTLE, U. S. A.

Permanent Exhibit and Salesrooms
218 PIKE STREET
Phone - EH. 1470

The illustration features a large sun with rays at the top, a panoramic view of a developing town with houses and a church, and a foreground scene with various farm animals including chickens, a pig, and a cow.



What a sharp contrast with the country school of your boyhood days.

SCHOOLS AT ALDERWOOD MANOR

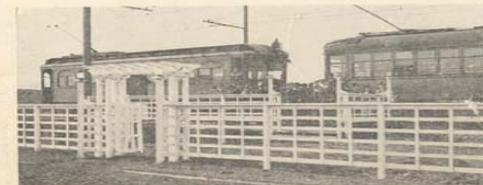
The attractive school building pictured above was one of the first improvements at Alderwood Manor, after the Demonstration Farm had been completed. It is located on the North Trunk road, close to Alderwood Manor depot. Other schools will follow as a matter of course, keeping pace with the rapid growth of the district.

IDEAL ELECTRIC TRAIN SERVICE

No other suburban district tributary to Seattle has transportation service equal to Alderwood Manor. Every hour from 6:30 in the morning until midnight, every day in the year, the fine electric trains, shown in the picture below, leave the terminal station at Sixth and Olive, Seattle, making four stops on the Alderwood Manor properties. The running time is 45 minutes and trains reach the various points right on the minute. Many of the residents continue work in Seattle and Everett while improving their farms.

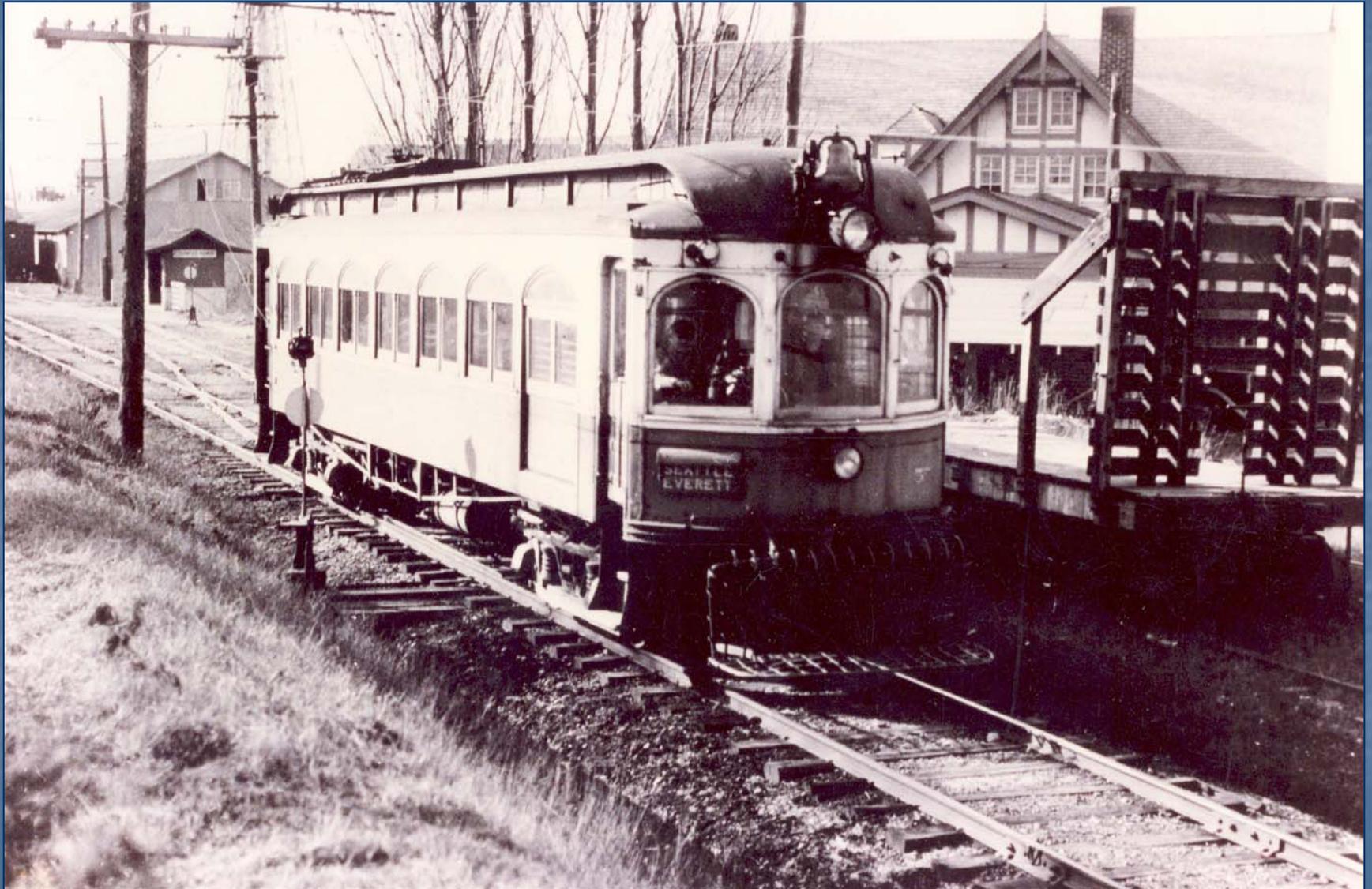
SALES AND EXHIBIT ROOMS, 218 PIKE ST.

These modern electric coaches give hourly service to Alderwood Manor, up to midnight.



The photograph shows a white electric train car with a canopy, stopped at a station with a white fence in the foreground.

Interurban Trolley at Alderwood Manor



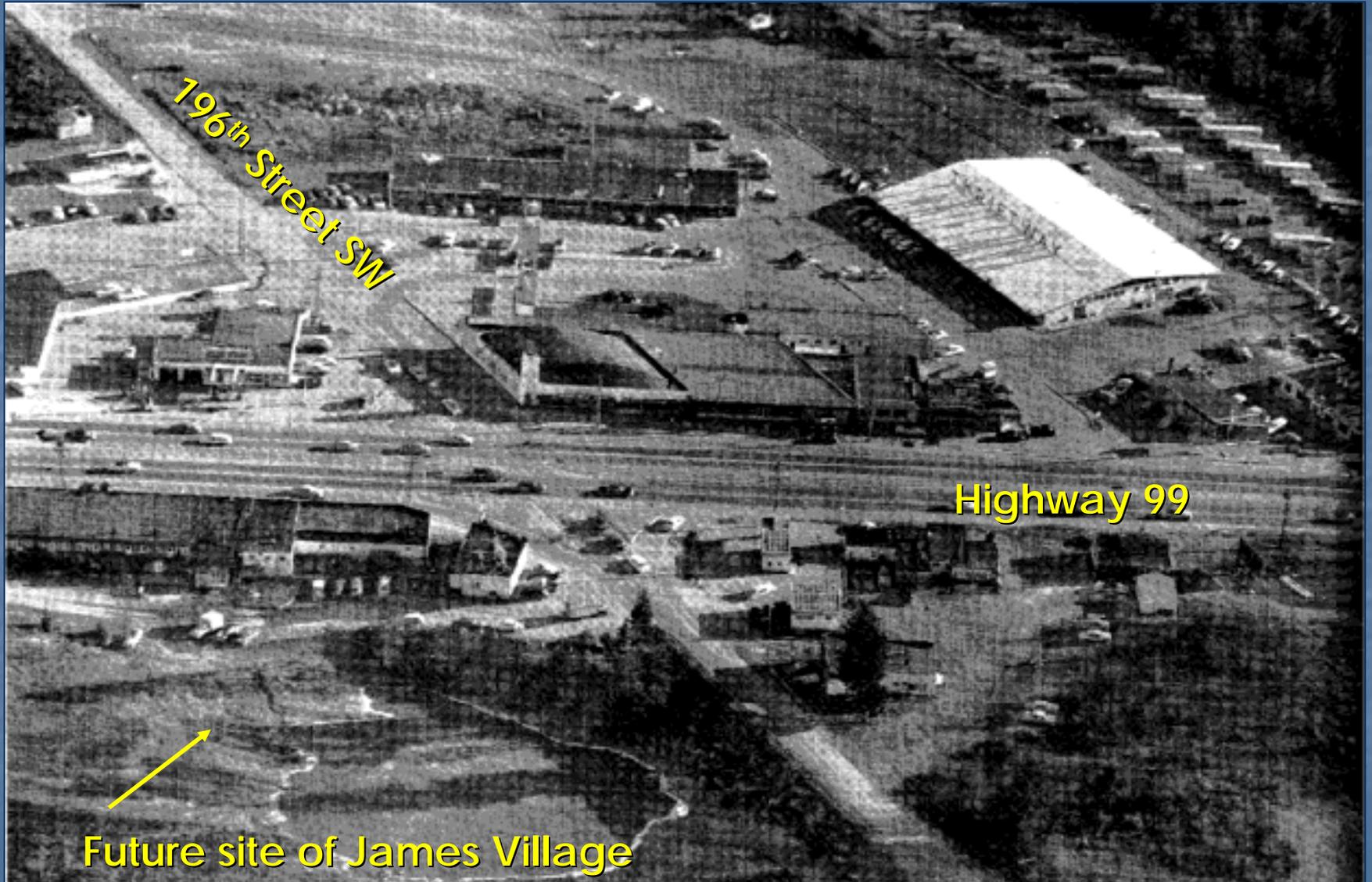
Keeler's Corner is an early business oriented to Hwy 99



In 1938 Lynnwood Lumber was the first business to use Lynnwood as part of their business name



1950's View



1966 View



In the 1960's construction of Interstate 5 marked the beginning of a new era of development

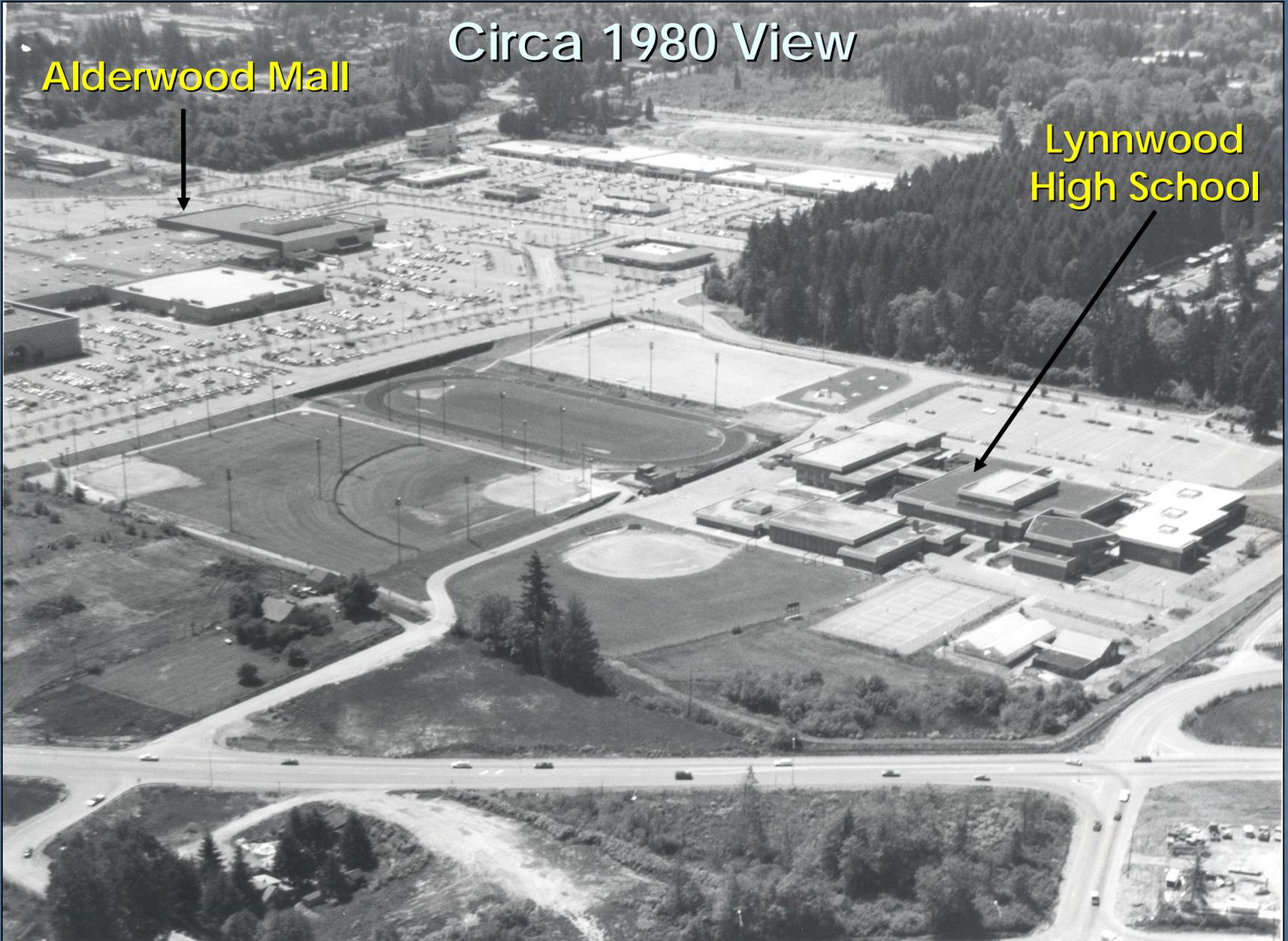


Circa 1980 View

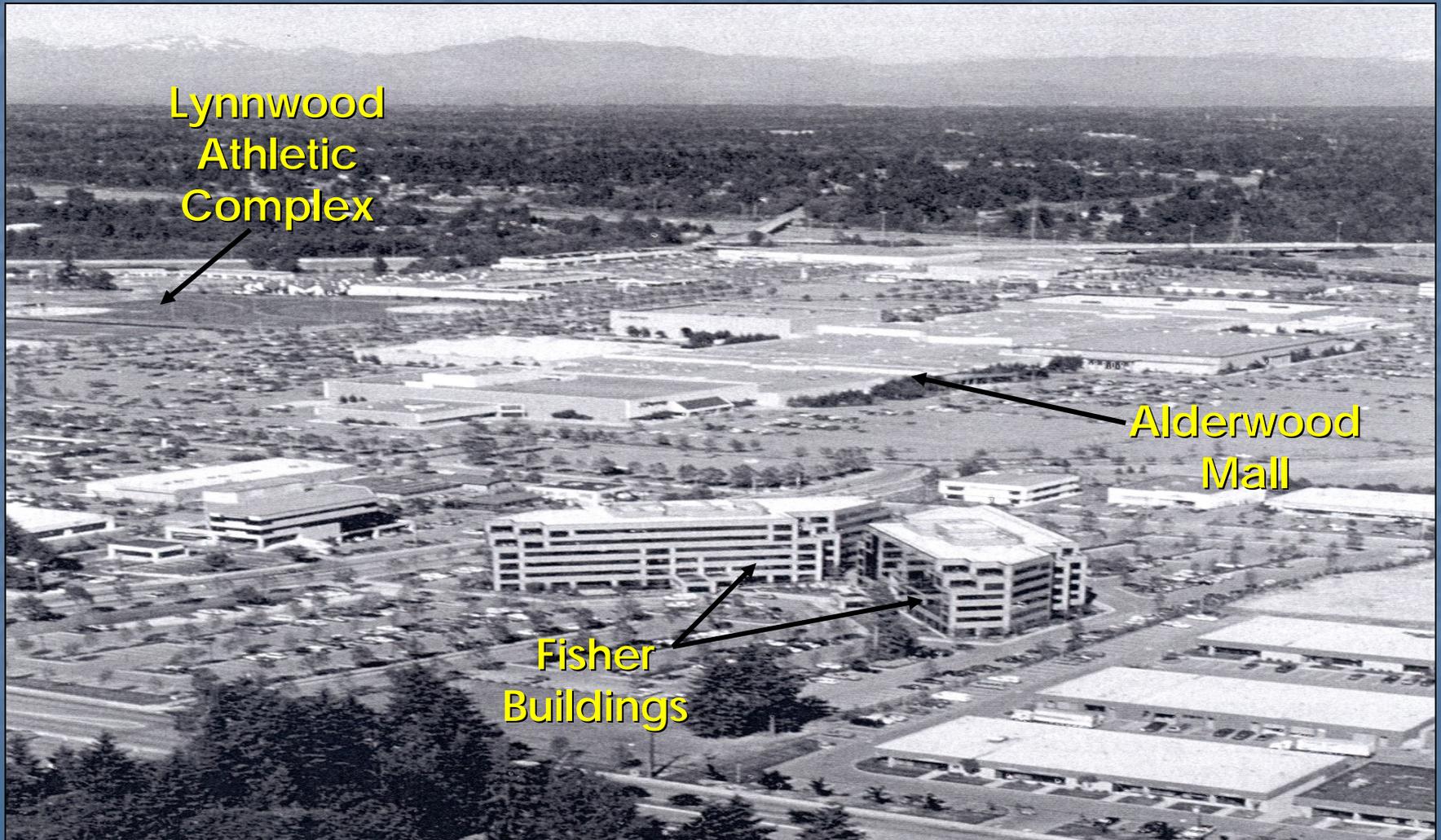
Alderwood Mall



Lynnwood High School



In 1989, the Fisher Business Plaza (now Alderwood Business Center) was constructed, bringing new businesses and development standards to Lynnwood



Office of Economic Development

- Economic Development Planning & Implementation
 - Ordinance Number 2320: Adopted February 26, 2001
 - LMC Chapter 2.45
 - Identified 14 economic development policies and action
- OED established: October 2001

Economic Development Action Plan

Scope of Work

- City Council Approves Consultant Contract: December 8, 2003
- Phase One of project included:
 - Prepare a community profile and economic base analysis
 - Conduct interviews with stakeholders and stakeholder groups
 - Conduct business focus groups and community forums
 - Identify Lynnwood's economic strengths, weaknesses, opportunities and threats
 - Prepare Key Issues Report

Economic Development Action Plan

Scope of Work

- Phase Two of project included:
 - Gather/analyze information from Key Issues Report and stakeholder interviews
 - Prepare draft findings and recommendations
 - Conduct community outreach with stakeholders, businesses and community
 - Prepare draft Economic Development Action Plan for City Council review

Economic Development Action Plan Community Outreach

- Essential component of the Action Plan
- Phase One: interviews with public/private stakeholders to identify Lynnwood's economic strengths, weaknesses, opportunities and challenges
- Phase Two: stakeholder feedback on the plans components and recommendations

Economic Development Action Plan Adoption

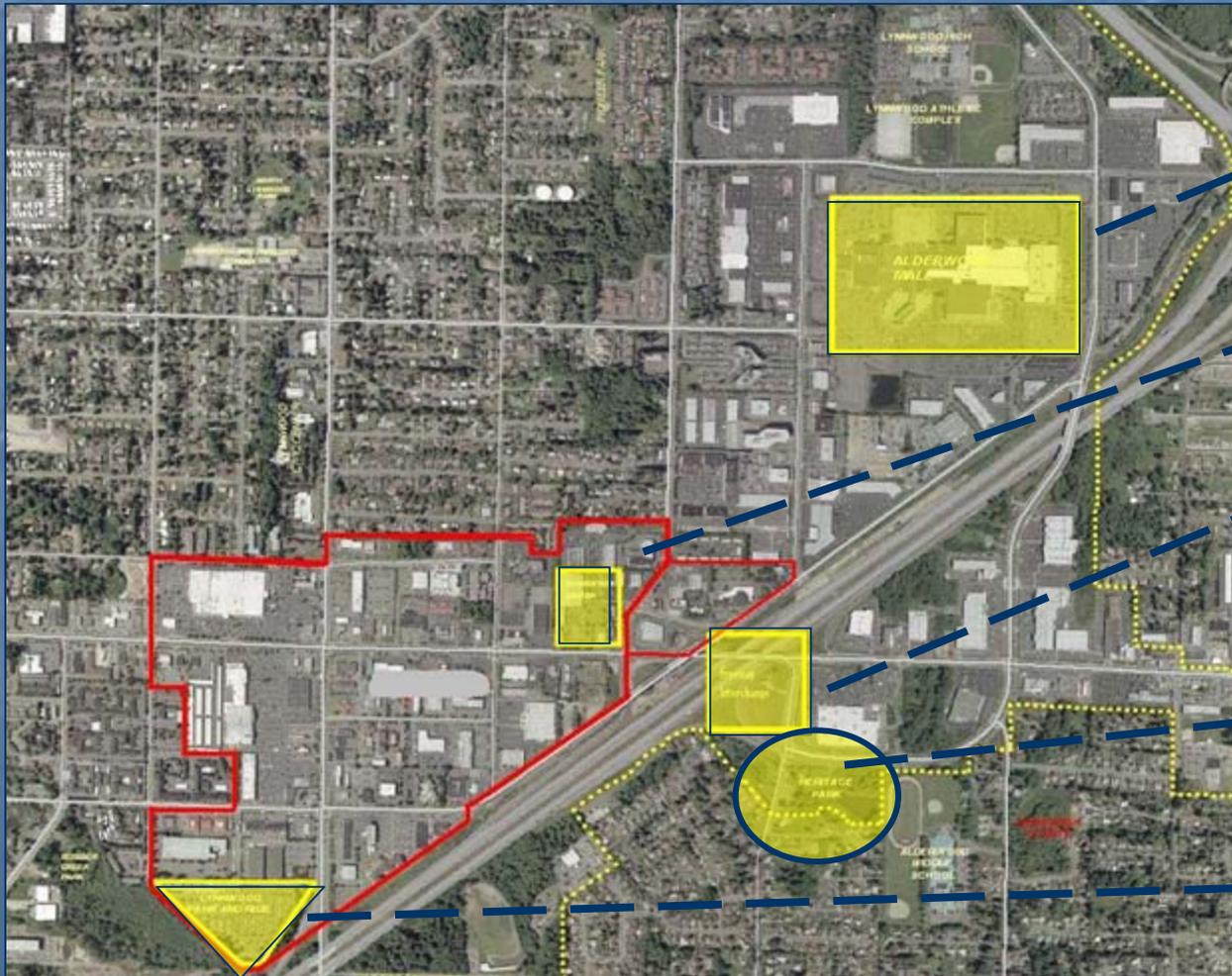
- City Council Adoption: November 22, 2004
- Plan includes the following sections:
 - Guiding Themes
 - Goals, Action Strategies, Implementation Activities
 - Implementation Matrix
 - Implementation Timeline
- Adopted as Comprehensive Plan Element: November 28, 2005
- Implementation Matrix to track progress

Economic Development Action Plan Implementation Matrix

Goals and Action Strategies	Timeline		Lead Dept	Partners	Other Resources
	Start	Complete			
1. Grow and Diversify Lynnwood's Economy and Employment Base through Business Retention and Attraction					
Pursue a Targeted Sector Focus	Ongoing		OED/AS CD/PW	Private Sector/EDC/ Workforce/S2C3/ EdCC	Market Studies, econ analysis, collateral materials, etc.
2. Implement Redevelopment Activities to Enhance the City's Economy and Sense of Place					
Implement the City Center Plan	2005	Ongoing	OED/ Exec/ Leg/CD	Private Sector	Market Studies, econ analysis, collateral materials, etc.
Conduct Economic Revitalization and Redevelopment within Other Key Areas	2005	Ongoing	OED/C DPW	Private Sector/ Community	Market Studies, econ analysis, collateral materials, etc.
3. Enhance Lynnwood's Livability and Quality of Life					
Focus on Enhancing the City's Neighborhoods	2005	Ongoing	TBD	S2C3	TBD
Encourage the Development of a Range of Housing Types to Ensure Balanced Housing Options within the City	2005	Ongoing	TBD	TBD	TBD
Invest in Neighborhood Infrastructure, Public Spaces and Amenities	2006	Ongoing	TBD	TBD	TBD
4. Improve the City's Image and Identity in the Region through Targeted Communication Projects and Outreach					
Develop Key Messages about Lynnwood's Assets, Strategic Vision and Opportunities	2005	Ongoing	OED	Private Sector/ Community	Marketing consultant
Create Lynnwood's Brand	2006	Underway	OED	Private Sector/ Community	Marketing consultant

Catalyst projects for Implementation:

City Center Plan, Alderwood Mall, Lynnwood Convention Center, Heritage Park, and Lynnwood Transit Center



Alderwood Mall



Lynnwood Convention Center



New I-5 Ramps



Heritage Park



Transit Center

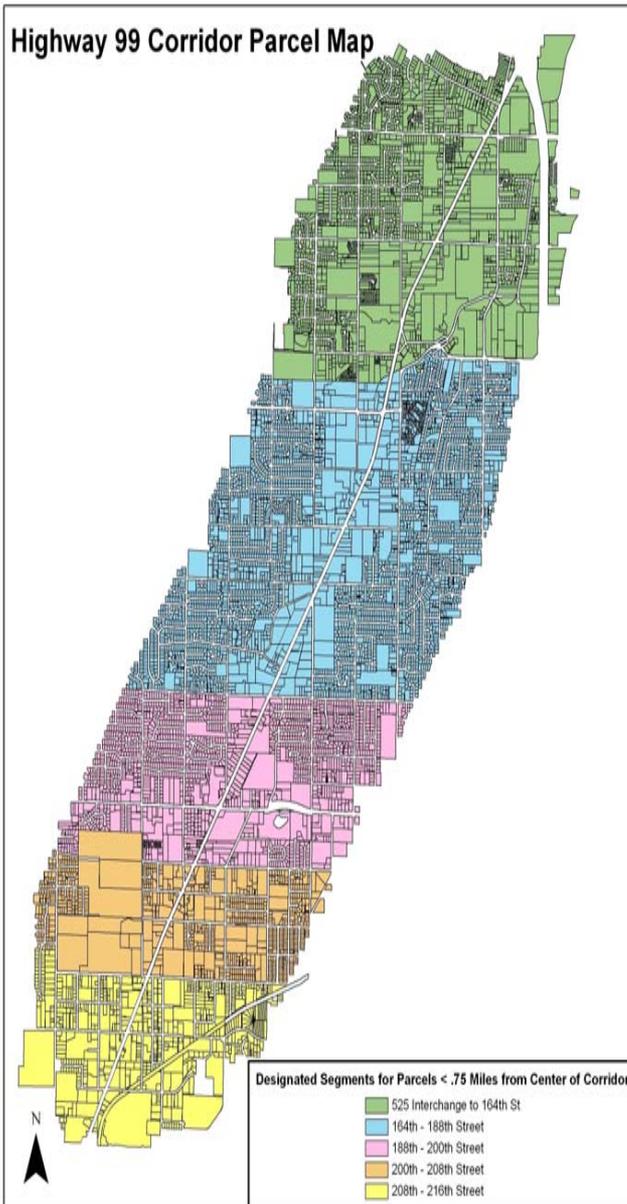
Highway 99 Revitalization

Revitalization Strategies Adopted 2/20/2008

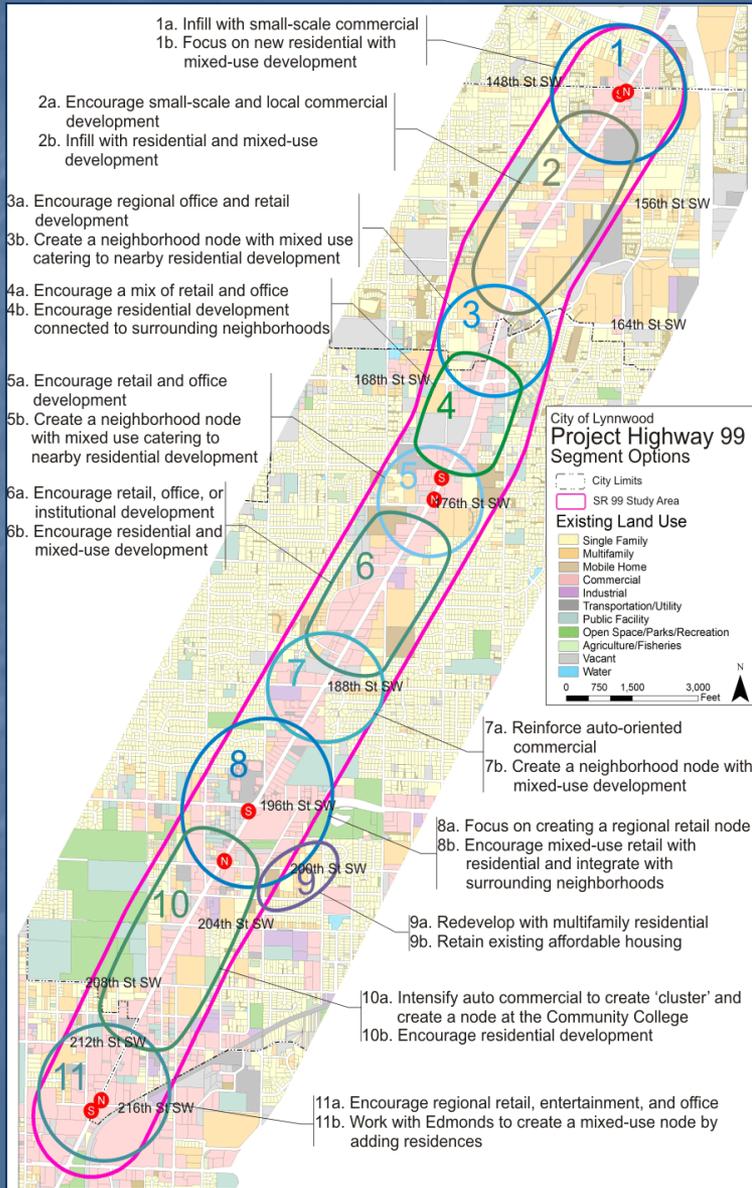
- Create gathering spaces
- Support a broad mix of uses
- Improve identity/image of corridor & key segments
- Support small businesses
- Produce a physical plan for the corridor

Land Use, Dev. Regulations, & Infrastructure

- Five segments to assist data gathering analysis
 - SR525 to 164th
 - 164th to 188th
 - 188th to 200th
 - 200th to 208th
 - 208th to 216th



Implementation



- Commercial/Employment Opportunities
- Mixed-use Development / BRT Transit
- Residential/Neighborhood Links
- Mix of uses serving varied customers
 - Shopping Centers
 - Offices
 - Residential
 - Auto Dealerships & Auto Businesses
 - Reuse Opportunities
- EIS and land use analysis is underway
- Adoption in 2010

Marketing Economic Development



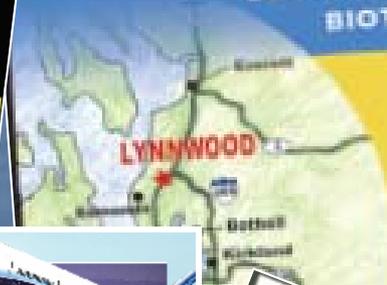
Stay here. Go Everywhere.
The perfect location for maximum mobility in the Pacific Northwest.

Scenic Daytrips
Great Accommodations
Casinos
World-Class Shopping
Sports Events
Museums
Minutes North of Seattle on I-5

Stay in Lynnwood and put yourself in the perfect position to do a little or a whole lot. Enjoy premium hotels without big city rates, amazing shopping, restaurants galore, and free parking. All this, just minutes from Seattle, Bellevue and Everett. Call or e-mail today to reserve your free admission.

LYNNWOOD

SERVING PUGET SOUND BIOTECH CENTERS



Lynnwood—conveniently located in Puget Sound biotech centers with easy access to the University of Washington, South Lake Union and Ballard. From the heart of Ballard, the first biotech center in the area.

CITY OF Lynnwood WASHINGTON



The Boeing 787 will be incorporated in Fall 2008, some 12 miles north of Lynnwood.

THREE GREAT COMMUNITY PARTNERS



In the Puget Sound region, Lynnwood has the advantage. We have Class A office space available that is directly accessible from I-5 and I-405 and minutes from Seattle and Bellevue. We offer a business friendly environment, no B&O or utility taxes and an affordable property tax structure. A variety of housing and recreational choices, excellent schools and a quality workforce are all part of the package.

To learn more about what Lynnwood can offer, contact us today.

City of Lynnwood: www.ci.lynnwood.wa.us
Edmonds Community College: www.edcc.edu
Lynnwood Convention Center: www.lynnwoodcc.com

Make your next meeting a success



Planning a successful meeting in the Pacific Northwest? Lynnwood, Washington. Lynnwood is minutes from Seattle, Bellevue and Everett. Meeting facilities make it easy to get your group together. Hotels ensure your group is well rested and when the work is finished, casinos, restaurants, great shopping, and whale watching. Lynnwood is minutes from downtown. Your success starts here.

LODGING VALUES

Courtyard by Marriott	1-800-321-2211
Best Western Alderwood	1-800-205-6935
Embassy Suites Hotel Seattle/North Lynnwood	1-800-628-0611
Hampton Inn & Suites	1-877-771-8555
La Quinta	1-800-775-0805
Marriott Residence Inn	1-800-331-3131

START →

425-744-6473 | 888-338-3388



Convenience:

- Central to Seattle, Everett and Tacoma
- Easy access from I-5 and I-405
- Transit Center Serving South Shoreline

Values:

- No B&O taxes
- No Utility Taxes, lowest labor costs
- Affordable tax structure
- Available Class A office space
- Cost-effective rental rates

Assets:

- Fully developed area
- Training programs at UW
- Edmonds Community College in West Lynnwood
- West Lynnwood University in West Lynnwood

Quality of Life:

- Variety of housing options
- Diverse night life
- Excellent shopping
- All around recreational opportunities
- Facilities for press, education and arts programs

Contact: David Klitch
Director, Office of Economic Development
425-670-6677
econdev@ci.lynnwood.wa.us | www.ci.lynnwood.wa.us

Economic Development Website

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the City of Lynnwood Economic Development. The address bar shows the URL <http://www.lynnwoodeconomicdevelopment.org/>. The website features a large image of a modern building with a glass facade and orange panels. To the right of the image is a navigation menu with the following items: [Doing Business in Lynnwood](#), [Available Commercial Properties](#), [Major Projects](#), [About Lynnwood](#), [Tourism](#), [Maps](#), and [Lynnwood's 50th Birthday](#). Below the image, the text reads: *The Office of Economic Development* is dedicated to fostering economic vitality in the City of Lynnwood by:

- Building a positive business climate
- Improving and diversifying employment opportunities
- Engaging in strategic partnership

Our **Mission** is to serve as a catalyst for economic development that provides healthy businesses, quality employment opportunities and sustainable city revenues and to foster economic vitality through programs

On the right side, there is a map of Lynnwood, WA, with a yellow star indicating the city center. The map shows nearby locations: Everett (13 mi), Paine Field (7 mi), and Redmond (18 mi). A road labeled '5' is also visible. A link above the map says 'CLICK TO SEE MORE MAPS...'. The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 11:34 AM.

www.lynnwoodeconomicdevelopment.org

Citywide Branding

- Economic Development Plan Recommends Community Branding / Marketing
- Community Vision: Council approved on January 26, 2009
- North Star Destination Strategies: Council approved July 27, 2009
- Purpose: develop an understanding of our community; identify community attributes, strengths, and weaknesses; communicate strengths; address weaknesses
- Determine what “brand identify” best conveys image and attributes

Citywide Branding

- Importance of branding Lynnwood: instill community awareness, define the image and attributes of the destination; convey the location as a choice for businesses, visitors, residents, families and others
- Community input is essential to the branding process
- Online survey, interviews, and meetings to gather community attitudes and perceptions, identify strengths and weaknesses. Fall 2009
- Stakeholder and community process commenced in October 2009

Qualities of a Successful Citywide Brand

- Community Buy-In
 - Residents, leaders and stakeholders throughout Lynnwood must believe in the brand.
- It's not about advertising
 - A distinctive, one-of-a-kind destination brand conveys the image of the community, what is available and what there is to offer. Brands are more than names, symbols or slogans. The brand will be about Lynnwood
- A set of principles
 - We will establish a set of values and principles to guide the use of our brand.
- Stand out to stand apart
 - Lynnwood's brand will be based on a set of attributes and factors that distinguish the city from its competitors. It will help to attract businesses and jobs

Qualities of a Successful Citywide Brand

- Brand enthusiasts are critical
 - Advocate for the brand
 - Align the brand messages with the brand promise
- Consistency
 - Each organization, business and individual must convey the same brand
- Live the promise
 - A brand is a pact with residents, visitors and businesses
 - A successful brand keeps its commitment and delivers on its promise

Branding: Opportunities for Community Input

- Interactive website: www.brandlynnwood.com
- Stakeholder perception survey
- Online community survey
- One-on-one stakeholder meetings
- Focus groups
- Perception studies (outside of Lynnwood)

Unveil the Lynnwood Brand ~ April 2010

Questions / Comments

City of Lynnwood
Office of Economic Development
David Kleitsch, Director
425.670.5042