

CITY MANAGER WEEKLY UPDATE REPORT ~ KENT MYERS

June 11, 2010

Several Councilmembers have recently expressed concerns about the current tag line, “The Center of It All” used by the Chamber in marketing this area. I recently relayed these concerns to Russ Veenema at the Chamber and they were discussed at the Chamber Board meeting today. Following discussion, the Chamber Board has agreed to sponsor a marketing message contest over the next several months to solicit proposals from the community on a new tag line. Russ will issue a press release announcing this contest in the near future. Once approved, it is hoped that this tag line will be used by numerous local groups for marketing our community.

This week I received a call from Karen Gustin, Superintendent for the Olympic National Park (ONP). She now has a firm commitment from the Department of Interior to fund \$250,000 of the costs for opening Hurricane Ridge Road seven days a week this winter. However, the total labor cost in order for the ONP to keep the road open is \$325,000. Karen wants to know by August if the local community will be willing to provide the additional \$75,000 to move forward and hire the additional employees needed for this work. This information was reported to PA Forward this week and they established a sub-committee to work on this funding request. At the request of Councilmember Kidd, the Chamber has also agreed to assist in this fund raising effort.

At this week PA Forward also discussed the establishment of new programs that would help address the needs of local businesses as the result of a recent business survey. The survey identified ten different areas of concern by local businesses as shown in the attached spreadsheet. The City and other local agencies have already initiated a number of programs to address these concerns as noted. PA Forward agreed to establish four different subcommittees to focus on additional efforts to address the major priorities of our local businesses. These committees include (1) Buy Local; (2) Winter Tourism/Olympic National Park/Elwah River Restoration Project; (3) Transportation; and (4) Regulation/Business Financing. Please let me know if you would like to help with one of these subcommittees.

- Kent Myers

PA FORWARD BUSINESS SURVEY RESULTS - JUNE 2010

#1 - Revitalize Downtown buildings & Clean up projects	#2 - Improve Tourism (promotions, special events, etc.)	#3 - Encourage new businesses (make it easier to start and build a business in PA)	#4 - Improve parking and traffic flows	#5 - Implement AIA findings	#6 - Improve Water Front & docking facilities (encourage cruise ships)	#7 - Improve Signage	#8 - Open Government	#10 - Loans & Grants	#9 - Extended Business Hours
Facade Improvement Program	Twilight Festivals	Barrier Elimination	Transportation Comprehensive Plan	Facade Improvement Program	Red Carpet Greeting	Signage Improvement Program	Recorded Council Meetings on Web	Facade and Signage Grants	
Community Art Work/Painting	Chamber Contract (Tourism Prom)	Incentives	Bike Lanes 1st/Front	Community Art Work/Painting	Waterfront Promenade	Private Sector Initiative	Public Budget Process	Lodging Tax Grants	
2nd Story Event	Pedicab	One Stop Permitting	Re-eval space allocation	Twilight Festivals	Coho Ferry Terminal	Code Changes	Pub Rec Arch on Web	Chamber Event Grants	
Downtown 3/50 Project	Jon Schallert	Inter-departmental coordination	Increase on-street parking	Remove \$7500/sp Parking Fee	Terminal 1-3 Improvements	Signage and Wayfinding	Most Committee meetings open to public	Energy Rebates and Grants	
Doctors Clinic	Alaska Airlines Interline Agreement	Permit Schedule	2010 PADA Parking Inventory	Comprehensive Plan Amendments	Barge Terminal	1st/Front Sign Inventory		Shorebank Cascadia	
Gateway Facility	Community Air Service Marketing	PMD Overlay Zone	Signage and Wayfinding	Capital Facilities Plan Amendments				Finance Development Authority	
Farmers Market @ Gateway	Victoria Campaign	Over the counter occupancy permits	Parking Study	Urban Forestry Grant					
Sunday Community Market	Waterfront Promenade	Re-evaluation of non-conformities	Lauridsen Blvd Fed Approp Req	First and Front Street Sign Inventory					
Gotzch. Coop	Coho Ferry Terminal	Form Based Code		Entryway monuments					
	Entryway Monuments			Coho Ferry Terminal					
	ODT Fed Approp Reqs			Waterfront Promenade					
	Waterfront Dev Approp Req			Residential Parking Permit					
				Complete Streets					
				Parking Study					
				Race Street Nodes					

Complete / Implemented
In Progress
Proposed