*** Per Section 3 of Anacortes Resolution 2082 Ratifying Proclamation of Emergency and Providing Temporary Procedures to Respond to the COVID-19 Epidemic, adopted by the Anacortes City Council on March 16, 2020, and Resolution 3053, adopted September 27, 2021, extending the duration of portions of Resolution 2082 through December 31, 2021, City Council meetings may be held partially or entirely virtually.*

- *Meetings may be viewed on the City of Anacortes website, on the City of Anacortes YouTube Channel, or on TV Channel 10.*
- *The public may also watch, listen to, or participate in the meeting live by visiting https://us02web.zoom.us/j/89255646791 or by telephoning 1-253-215-8782 and entering Meeting ID 892 5564 6791.*
- *The public is encouraged to comment via email to cityclerk@cityofanacortes.org or via written comment addressed to City Clerk, P.O. Box 547, Anacortes, WA 98221. Public comments received by the City Clerk prior to 3:00 p.m. the day of the meeting will become part of the record for the meeting, just as if presented in person.*
- *Complete guidelines for virtual participation in Anacortes City Council meetings are available here. View the quick video example for connecting to the meeting here.*

Anacortes City Council

Municipal Building Council Chambers
904 6th Street

**** Attendees in Council Chambers must comply with Dept. of Health orders ****

November 15, 2021
6:00 PM

PRELIMINARY AGENDA
Packet Materials / Watch Meeting

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Executive Session**
   a. Potential Litigation or Litigation per RCW 42.30.110(1)(i) (20 minutes) (Discussion)
4. **Announcements and Committee Reports**
   a. COVID-19 Update (Discussion)
   b. Public Works Committee (Discussion)
5. **Public Comment**
6. **Consent Agenda**
   a. Minutes of November 8, 2021 (Action)
   b. Approval of claims in the amount of $649,380.49 (Action)
7. **Public Hearings**
   a. * Resolution 3057: A resolution reaffirming Ordinance 3095 and confirming the 6 month duration of the interim regulations contained therein concerning the acceptance of certain land use applications in the Commercial Use Zone related to Self Service Storage Facilities and adopting a work plan (Discussion/Action)
   b. * Resolution 3058: A resolution updating the work plan adopted in Resolution 3005 regarding bonus height provisions in the R4 Use Zone west of the Commercial Use Zone related to Ordinance 3097, a moritorium on the acceptance of certain land use

Per Resolution 2044, citizens wishing to comment on items not on the agenda may do so under Public Comment. Citizens wishing to comment on items indicated with an asterisk (*) may do so as those items are considered by Council during the course of the meeting.

The City of Anacortes is committed to making public meetings available and accessible to all members of the community.
For assistance with special needs, please contact the City Clerk at 360-299-1960 in advance of the meeting.

applications related to the bonus height provisions of AMC 19.42.050 C, small units (Discussion/Action)

8. **Other Business**

   a. * Housing Authority Board Appointment (Action)

   b. * Museum Advisory Board Appointment (Action)

   c. * Resolution 3059: Authorizing Distribution of Tourism Promotion Funds (Discussion/Action)

   d. * Conservation Easement Program: New Parcels (Discussion)

   e. * 2022 Annual Budget Continued Discussion (Discussion)

9. **Adjournment**

Per Resolution 2044, citizens wishing to comment on items not on the agenda may do so under Public Comment. Citizens wishing to comment on items indicated with an asterisk (*) may do so as those items are considered by Council during the course of the meeting.

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Resolution No. 3061

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ANACORTES SUPPORTING LITIGATION TO ABATE A PUBLIC NUISANCE BY WILLIAM COLEBURN AND DENISE COLEBURN

WHEREAS, pursuant to Section 35A.21.160 RCW, the City of Anacortes has the same powers which any city of any class may have, including the power to abate nuisances provided to First and Second Class Cities by Sections 35.22.280(30) and 35.23.440(10) RCW; and

WHEREAS, William Coleburn and Denise Coleburn ("**Coleburn**") are the owners of Skagit County Tax Parcel No. 128398, P4709 Welch Lane, Anacortes (the "**Property**"), located in unincorporated Skagit County just south of the City of Anacortes and abutting the Anacortes Community Forest Lands; and

WHEREAS, the Property is zoned Rural Reserve ("**RRv**") pursuant to Skagit County Code ("**SCC**") 14.16.320; and

WHEREAS, Coleburn maintains an Animal Preserve on the Property, including business invitation of the public onto the Property for tours, animal interaction and the like; and

WHEREAS, the maintenance of an Animal Preserve requires a Hearing Examiner Special Use Permit pursuant to SCC 14.16.320(4)(c); and

WHEREAS, Coleburn has failed to obtain a Hearing Examiner Special Use Permit for the Animal Preserve at the Property; and

WHEREAS, in addition to the foregoing land use violation, Coleburn's maintenance of animals at the Property violates RCW Chapter 16.30 and/or SCC Chapter 7.04, governing potentially dangerous wild animals; and

WHEREAS, animals from the Predators of the Heart Animal Preserve on the Property have escaped their enclosures and entered Anacortes Community Forest Lands and private property on several occasions, and have killed domesticated dogs accompanied by residents and created a threat to the health and safety of the Anacortes community; and

WHEREAS, the Board of Skagit County Commissioners adopted Resolution R20210226 on November 8, 2021, authorizing the Skagit County Prosecuting Attorney to bring legal action in the name of Skagit County against William Coleburn, Denise Coleburn, the Property *in rem* and any other appropriate parties to abate a public nuisance; and

WHEREAS, on November 8, 2021, the Skagit County Prosecuting Attorney filed a Complaint for Injunctive Relief and to Abate a Nuisance in Skagit County Cause number 21-2-00674-29; and

WHEREAS, pursuant to Washington State Superior Court Civil Rule 20, parties may join in one action as plaintiffs if they assert any right to relief jointly, severally, or in the alternative in respect of or arising out of the same transaction, occurrence, or series of transactions or occurrences if any question of law or fact common to all of these persons will arise in the action; and

WHEREAS, the City Council of the City of Anacortes now desires to support and join the County in its legal action for injunctive relief and to abate the nuisance on the Property as a Plaintiff; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Anacortes:

1. That the City Attorney is hereby authorized to join Skagit County in Skagit County Superior Cause Number 21-2-00674-29 William Coleburn, Denise Coleburn, the Property *in rem*, and any other appropriate persons, entities or properties as necessary to timely abate the nuisance articulated herein; and

2. That any costs of abatement shall be at the expense of William Coleburn and Denise Coleburn, and any other responsible persons creating, causing, committing or perpetuating the nuisance discussed herein.

INTRODUCED, PASSED, AND APPROVED BY THE CITY COUNCIL OF THE CITY OF ANACORTES this 15th day of November 2021.

_____
Bruce McDougall, Mayor Pro Tem

ATTEST:

_____
Stephen D. Hoglund, Clerk of the Council

APPROVED AS TO FORM:

_____
Darcy Swetnam, City Attorney

Anacortes City Council Minutes - November 8, 2021

Call to Order
Mayor Laurie Gere called to order the Anacortes City Council meeting of November 8, 2021 at 6:00 p.m. Councilmembers Jeremy Carter, Ryan Walters, Anthony Young and Bruce McDougall participated in the meeting remotely via Zoom. Councilmembers Christine Cleland-McGrath, Carolyn Moulton and Matt Miller attended the meeting in City Council chambers.

Pledge of Allegiance
The assembly joined in the Pledge of Allegiance.

Announcements and Committee Reports

COVID-19 Update: Mayor Gere shared current case statistics and vaccination progress for Anacortes, Skagit County and Washington State.

Port/City Liaison Committee: Ms. Cleland-McGrath reported from the Committee meeting held the previous week. The topics discussed included 2022 capital improvement projects.

Housing Affordability and Community Services Committee: Ms. Moulton reported from the Committee meeting held the previous week. The topics discussed included the multifamily tax exemption program recently enacted by the state legislature and the committee's upcoming presentation to the public regarding social service gaps in the community.

Planning Committee: Mayor Gere announced that the committee meeting scheduled for earlier in the evening had been cancelled.

Public Comment
Mayor Gere invited the public to comment on any item not on the agenda. No one present wished to address the Council on any topic not already on the agenda.

Consent Agenda
Mr. Miller moved, seconded by Ms. Cleland-McGrath, to approve the following Consent Agenda items. The motion carried unanimously by voice vote.

a. Minutes of November 1, 2021
b. Approval of claims in the amount of $927,126.51
   The following vouchers/checks were approved for payment:
   EFT numbers: 101643 through 101687, total $881,798.30
   Check numbers: 101688 through 101699, total $37,640.32
   Wire transfer numbers: 293271 through 293580, total $6,957.88
c. Contract Award: WWTP & WTP Servers Upgrade Purchase #22-006-ITS-001
d. Street Fair Application: Anacortes Santa Run December 11, 2021
e. Resolution 3060: Anacortes Community Forest Lands Plan Update

PUBLIC HEARINGS

Ordinance 3099: 2022-2027 Capital Facilities Plan
Finance Director Steve Hoglund introduced the advertised public hearing.

Mayor Gere opened the public hearing. No one present wished to address the Council.

Councilmembers asked Mr. Hoglund to bring back additional information on several topics in the CFP, including removal of the Safe Routes to School project, the fiber loan, and other fiber information. Mr. Miller noted that changes to the proposed budget may also require corresponding changes in the CFP prior to adoption.

Mayor Gere left the public hearing open to a future meeting.

Ordinance 4000: 2022 Budget
Mr. Hoglund introduced the advertised public hearing on the 2022 annual budget.

Mayor Gere opened the public hearing.

Mike Cortright referenced public comment by Jeff Graf at the October 18, 2021 meeting arguing against the proposed 1% property tax increase Mr. Cortright said there appeared to be a $12.2M budget shortfall for 2021. He asked what justified $54K of additional property tax when that .05% could surely be covered by savings or reserves. Mr. Cortright suggested that if Council wanted to make Anacortes more affordable, it should find cost savings of $54K and not take the 1% property tax increase.

Dennis Clark, 3805 M Avenue, said he had followed the street maintenance program for 7 years. He urged continued support for street maintenance.

John Wilkinson referenced his comments which had been submitted prior to the meeting and included in the packet materials regarding the outfall project and other major capital projects for which the revenue sources were unclear.

Jeff Graf, 2406 Washington Court, reiterated his comments from the October 18, 2021 meeting urging Council not to raise the property tax levy by 1% and to find $54K in budget savings instead. Mr. Graf said he had not seen councilmembers questioning any of the expenditures proposed in the budget.

Councilmembers listed a number of topics that required more discussion.

Mayor Gere left the public hearing open to a future meeting.

OTHER BUSINESS

Anacortes Waterfront Alliance Update
Recreation Manager Dustin South introduced Matt Halliday of the Anacortes Waterfront Alliance to present an update on the Alliance's Learn to Sail summer programs. Mr. Halliday's slide presentation was added to the packet materials for the meeting. Mr. Halliday responded to councilmember questions.

Access Anacortes Fiber Internet Update
Administrative Services Director Emily Schuh provided the regular monthly update on Access Anacortes Fiber Internet. Ms. Schuh’s slides were added to the packet materials for the meeting. She reported on customers in service, pending orders, revenue received, and cash flows. She reported 900 customers in service. She noted the take rate by district, which was exceeding a 42% take rate in current service areas. Ms. Schuh also reported on the status of construction in the west end. She announced that earlier in the day the city had been invited to apply for the Washington State Broadband Office infrastructure acceleration grant. She also reported on special projects.

Port Projects Update
City Attorney Darcy Swetnam presented an update on ongoing projects that involve the Port of Anacortes, including the Outfall Project, the 2nd Street Agreement, and GFC charges for the Port's Pier 2 stormwater runoff. Ms. Swetnam's slide presentation was added to the packet materials for the meeting. Ms. Swetnam and Port Executive Director Dan Worra responded to councilmember questions.

Adjournment
There being no further business, at approximately 7:50 p.m. the Anacortes City Council meeting of November 8, 2021 was adjourned.

The following claims against the City of Anacortes have been preaudited and certified by the Clerk-Treasurer as ready for City Council approval at the November 15, 2021 City Council meeting:

Download this file in OpenDocument spreadsheet format.

Invoice Doc #	Transaction Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
293935	5/28/2021	721561	NELSON TRUCK EQUIPMENT CO	INSTALL DUMP BED ON TRUCK ERR196	$ 13,803.30	pw1
289314	8/20/2021	RefundAtterberry	ATTERBERRY, MEGAN	COUNTY SOCCER REFUND ATTERBERRY 10591016	$ 64.00	parks1
293838	9/9/2021	INV2351084	COPIERS NORTHWEST, INC	CANON/IRC5560I FINANCE/OPS/WWTP 8/8-9/7/21	$ 425.40	finance
293985	9/13/2021	63453	COMMERCIAL FIRE PROTECTION INC	TEGRIS FIRE DEFICIENCY REPAIR FOR WET/DRY SPRINKLER SYSTEMS	$ 3,327.10	pw1
293638	9/22/2021	236421	NAPA	WHITE AEROSOL	$ 107.39	dshop
293826	9/22/2021	107808	VECA ELECTRIC & TECHNOLOGIES	WTP ELECTRICAL REPAIR	$ 1,907.41	dwtp
293924	9/27/2021	2135-01	QUANTUM CONSTRUCTION, INC	FIRE STATION 1 ROOF LEAK REPAIR	$ 8,408.06	pwfac
293590	9/29/2021	1116955225	FERRELLGAS, LP	WA PARK PROPANE	$ 304.98	parks1
293756	9/30/2021	1105	MAILLIARDS LANDING GRINDING IN	TREE AND DEBRIS GRINDING	$ 11,120.00	parks1
293960	9/30/2021	15232	WASHINGTON CITIES INSURANCE	NO SHOW TRAINING INVOICE FARNSWORTH	$ 75.00	publib
293830	10/1/2021	31696820	ALLIED TRENCHLESS	WWTP GATE VALVE SEAL REPLACEMENT	$ 37,358.11	dwwtp
293650	10/4/2021	10/04/2021	SKAGIT VALLEY SOCCER	SEPTEMBER - REFEREES FOR 2021 COUNTY	$ 292.81	pkrec
293836	10/8/2021	9323755694	GRAYBAR ELECTRIC COMPANY, INC	FIBER OPTIC SPLICE CASES	$ 2,927.85	fiber
292633	10/12/2021	9083418237	GRAINGER	WEDGES 6"	$ 79.05	dwwtp
293961	10/12/2021	55302636	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 899.66	publib
293753	10/14/2021	725917	NELSON TRUCK EQUIPMENT CO	PARTS #170	$ 502.71	dshop
293814	10/15/2021	0632165-IN	NATIONAL SAFETY, INC	MAINTENANCE SUPPLIES	$ 15.77	dwwtp
292632	10/18/2021	9090380321	GRAINGER	MAINTENANCE SUPPLIES	$ 529.25	dwwtp
293963	10/19/2021	55416264	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 867.31	publib
293972	10/19/2021	55416265	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 559.46	publib
293800	10/19/2021	95237579	SMOKEY POINT CONCRETE INC	CONCRETE- STREET DEPT	$ 774.66	dshop
293968	10/20/2021	1841-102021	CHAVOND-BARRY ENGINEERING CORP	INCINERATOR GENERAL ADVICE - SEPTEMBER 2021	$ 3,967.50	dwwtp
293906	10/20/2021	108270	VECA ELECTRIC & TECHNOLOGIES	ASAC SERVER ROOM EXHAUST FANE INSTALLATION	$ 2,518.87	pwfac
293967	10/22/2021	55480408	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 151.43	publib
293979	10/22/2021	55480409	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 353.00	publib
293898	10/25/2021	Special Fuel Vehicle	DEPARTMENT OF LICENSING	7/1/2020 - 6/30/2021 FUEL EXEMPT VEHICLES	$ 4,375.75	dshop
293894	10/26/2021	5006595014	FERRELLGAS, LP	OCTOBER PROPANE INVOICE - AUTOGAS ACCOUNT	$ 262.87	finance
293910	10/26/2021	5940	FIRE SERVICE REPAIR, LLC	BALL VALVE- #601	$ 329.42	dshop
293969	10/26/2021	55536082	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 39.79	publib

Invoice Doc #	Transaction Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
293974	10/26/2021	55536083	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 13.72	publib
293980	10/26/2021	55536084	INGRAM LIBRARY SERVICES, LLC	YOUNG ADULT BOOKS	$ 698.33	publib
293828	10/26/2021	9891566841	VERIZON WIRELESS	WTP SCADA 9/27-10/26/21	$ 521.43	dwtp
293833	10/28/2021	9324080184	GRAYBAR ELECTRIC COMPANY, INC	CLAMP FOR FIBER OPTIC CABLES	$ 941.12	fiber
293503	10/28/2021	INVLT001279	LIFE TEK, INC	FA CPR BBP TRAINING	$ 450.00	dwwtp
293750	10/28/2021	240489	NAPA	CHAIN, BONDED WIRE- #25904	$ 57.54	dshop
293805	10/28/2021	9891626674	VERIZON WIRELESS	City Cell Phones 9/28-10/28/21	$ 10,899.13	finance
293584	10/28/2021	360-293-3725-0501135	ZIPLY FIBER	DEPOT PHONE 10/28-11/27/21	$ 100.45	parks1
293832	10/29/2021	FB-1762	CITY OF MOUNT VERNON	DARK FIBER	$ 350.00	fiber
293966	10/29/2021	7796	CONTEC SYSTEMS INDUSTRIAL CORP	2022 WWTP DATASOFT TECHNICAL AND SOFTWARE SUPPORT	$ 7,500.00	dwwtp
293971	10/29/2021	55601605	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 250.07	publib
293978	10/29/2021	55601606	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 89.78	publib
293591	10/29/2021	1897583	MILES SAND & GRAVEL CO.	READY MIX- 1914 9TH ST	$ 848.69	dshop
293741	10/29/2021	240743	NAPA	STEARING ELECTRICAL COLUMN- #160	$ 800.40	dshop
293964	10/31/2021	03-1021ANCTWQAP	CONFLUENCE ENGINEERING GROUP L	WATER QUALITY ASSESSMENT PROJECT - 10/1 - 10/31/21	$ 3,792.00	dwtp
293825	10/31/2021	2020-49	CURTIS EMERGENCY SERVICES LLC	EMERGENCY MANAGEMENT SERVICES - OCTOBER 2021	$ 2,317.50	medic
293930	10/31/2021	3986-148641	FOLLSTAD, GARY	REIMBURSE FOR TWO ANTIQUE ENGINE BATTERIES	$ 421.36	medic
293752	10/31/2021	9020577002	LANGUAGE LINE SERVICES, INC	TELEPHONE INTERPRETER SERVICES DURING COURT SESSIONS	$ 15.78	court
293895	10/31/2021	3093545706	LEXISNEXIS	LEGAL ON-LINE RESEARCH OCT. 2021	$ 332.93	legal
293936	10/31/2021	IN943154	NOANET	MUNICIPAL FIBER NETWORK COORDINATED SERVICES - OCTOBER 2021	$ 21,231.13	fiber
293937	10/31/2021	IN943161	NOANET	OUTSOURCED NOC SERVICES - OCTOBER 2021	$ 5,241.18	fiber
293950	10/31/2021	28017	ORCA INFORMATION, INC	BACKGROUND CHECKS	$ 138.00	hr
293637	10/31/2021	10155	PETDATA, INC	PETDATA LICENSING FEES OCTOBER	$ 65.60	finance
293583	10/31/2021	022588/022589	REECE, STORMIE	DEPOT CLEANING 10/1-10/31	$ 902.00	parks1
293585	10/31/2021	CL34554	REISNER DISTRIBUTOR INC	VEHICLE FUEL - OCT 2021	$ 23,797.31	finance
293918	10/31/2021	0173	SKAGIT COUNTY SOLID WASTE FUND	OCTOBER TONNAGE HAULED	$ 82,349.52	dshop
293822	11/1/2021	20295	ALL AMERICAN LEADERSHIP	NOVEMBER 2021 ONLINE LEADERSHIP DEV PROGRAM	$ 1,000.00	pw1
293719	11/1/2021	052-0010-00	CITY OF ANACORTES	OPS 10/1-10/31/21	$ 1,431.14	dshop
293947	11/1/2021	190-1840-00	CITY OF ANACORTES	WWTP 10/1-10/31/21	$ 7,541.41	dwwtp
293829	11/1/2021	22-WAG643002-1	DEPARTMENT OF ECOLOGY	WATER QUALITY PROGRAM FEE 7/1/21-6/30/22	$ 3,752.00	dwtp
293837	11/1/2021	22-WA0020257-1	DEPARTMENT OF ECOLOGY	PERMIT - FY22 JULY 1 2021-JUNE 30 2022	$ 7,755.48	dwwtp
293957	11/1/2021	22-WAG994323-1	DEPARTMENT OF ECOLOGY	WATER QUALITY PROGRAM	$ 682.00	parks1

Invoice Doc #	Transaction Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
293817	11/1/2021	51453	KRIEG CONSTRUCTION, INC	3/8" HOT MIX ASPHALT & TACK	$ 2,257.76	dshop
293899	11/1/2021	2254	OAB ENGINEERING, LLC	29-3 WIFI - NOVEMBER	$ 85.00	medic
293730	11/1/2021	5063134904	RICOH USA, INC	S/N C86138599 APD FRONT OFFICE COPIES 10/1-10/31/21	$ 31.67	apd
293731	11/1/2021	5063135038	RICOH USA, INC	S/N C86146548 APD PATROL OFFICE 8/1-10/31/21	$ 79.00	apd
293328	11/1/2021	November	SKAGIT LAW GROUP, PLLC	PROSECUTING ATTORNEY SERVICES NOV. 2021	$ 6,430.00	legal
293959	11/1/2021	3006260188	TK ELEVATOR CORP	LIBRARY ELEVATOR PHONE MONITORING 11/1-1/31/2022	$ 56.34	publib
293587	11/1/2021	1394221-0043-08	WASTE MANAGEMENT	OCTOBER 2021 CONTRACTED SERVICES	$ 119,559.86	finance
293820	11/1/2021	2317325-0043-5	WASTE MANAGEMENT	WTP GARBAGE, RECYCLING PICKUP 10/1-10/31/21	$ 161.62	dwtp
293834	11/1/2021	102853701-0009130	WAVE	DEDICATED INTERNET ACCESS 11/1-11/30/21	$ 1,469.82	fiber
293835	11/1/2021	102958801-0009130	WAVE	DEDICATED INTERNET ACCESS 11/1-11/30/21	$ 1,469.82	fiber
293903	11/1/2021	360-293-0045-0223175	ZIPLY FIBER	STA 1 BACKUP LINES - 11/1-11/30/21	$ 154.32	medic
293928	11/2/2021	310770	BAY CITY SUPPLY	COVID -19 SUPPLIES	$ 792.65	pwfac
293931	11/2/2021	310537	BAY CITY SUPPLY	FACILITY SUPPLIES	$ 445.39	pwfac
293720	11/2/2021	8498 30 017 0319913	COMCAST	LIBRARY INTERNET ACCESS 11/9-12/8/21	$ 182.07	fiber
293653	11/2/2021	910629253	GRAINGER	MANUAL AIR CONTROL	$ 61.00	dshop
293970	11/2/2021	55662055	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 30.04	publib
293975	11/2/2021	55662056	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 67.24	publib
293983	11/2/2021	55662057	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 507.73	publib
293806	11/2/2021	51455	KRIEG CONSTRUCTION, INC	3/8" HOT MIX ASPHALT	$ 10,599.32	dshop
293823	11/2/2021	779832	USA BLUE BOOK	TUBE ASSEMBLY, ROLLER ASSEMBLY FOR FLUORIDE PUMP	$ 1,411.90	dwtp
293589	11/2/2021	22002318	WASHINGTON STATE PATROL	SENIOR CENTER BACKGROUND CHECK	$ 11.00	parks1
293729	11/2/2021	22002262	WASHINGTON STATE PATROL	BACKGROUND CHECKS; OCTOBER 2021	$ 198.75	apd
293919	11/3/2021	285190	ANACORTES ANIMAL HOSPITAL	BOARD & DISTRAINER; OCTOBER 2021	$ 170.00	apd
293592	11/3/2021	RefundFoundation	ANACORTES LIBRARY FOUNDATION	DEPOT RENTAL A-TOWN BIG BAND REFUND	$ 215.00	parks1
293803	11/3/2021	3	CABOT DOW ASSOCIATES, INC.	COMPENSATION STUDY & PREP RESEARCH & STUDY WORK - 9/1 - 10/31/21	$ 4,000.00	hr
293652	11/3/2021	P889339	CORE & MAIN LP	INVENTORY PARTS	$ 4,740.42	wdist
293722	11/3/2021	137051	FRONTIER FORD	PARTS- #160	$ 66.26	dshop
293811	11/3/2021	9108872756	GRAINGER	SMALL TOOLS	$ 39.13	dwwtp
293948	11/3/2021	1200386229	HDR ENGINEERING, INC	WTP CONTROLS MODIFICATIONS PROJECT - ENGINEERING - 3/29/20-10/23/21	$ 12,867.75	dwtp
293956	11/3/2021	C51586A	INDUSTRIAL ORGANIZATIONAL SOLU	FOE - FIRE OFFICER ESENTIALS -	$ 585.00	hr

Invoice Doc #	Transaction Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
293977	11/3/2021	55681116	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 32.64	publib
293981	11/3/2021	55681118	INGRAM LIBRARY SERVICES, LLC	JUVENILE BOOKS	$ 772.21	publib
293982	11/3/2021	55681117	INGRAM LIBRARY SERVICES, LLC	ADULT BOOKS	$ 39.15	publib
293901	11/3/2021	1147781	LIFE ASSIST, INC	MEGAMOVERS, EXAM GLOVES, INTUBRITE	$ 1,392.54	medic
293639	11/3/2021	241116	NAPA	BATTERY, CORE #181	$ 212.11	dshop
293640	11/3/2021	241115	NAPA	GAUGE	$ 71.46	dshop
293641	11/3/2021	241143	NAPA	FUEL FILTER	$ 26.05	dshop
293742	11/3/2021	241238	NAPA	BATTERY- #034	$ 212.11	dshop
293749	11/3/2021	241224	NAPA	TRANSMISSION FILTER KIT- #009A	$ 40.23	dshop
293818	11/3/2021	200012505505	PUGET SOUND ENERGY INC	WTP 10/1-10/31/21	$ 71,030.18	dwtp
293927	11/4/2021	310770A	BAY CITY SUPPLY	FACILITY SUPPLIES	$ 282.61	pwfac
293912	11/4/2021	AN 872686	CENTRAL WELDING SUPPLY CO, INC	O2 FOR AMBULANCE	$ 62.79	medic
293920	11/4/2021	11/04/2021	FIDALGO CLEANING	HERITAGE CENTER CLEANING	$ 40.00	museum
293926	11/4/2021	IO128747	KIWANIS NOON CLUB OF ANACORTES	FLAGS FOR FIRE STATION 2	$ 687.62	pwfac
293739	11/4/2021	241314	NAPA	OIL FILTERS FOR SHOP STOCK	$ 343.96	dshop
293740	11/4/2021	241345	NAPA	FUEL FILTERS- SHOP STOCK	$ 3.59	dshop
293743	11/4/2021	241284	NAPA	LENS- #152	$ 2.73	dshop
293745	11/4/2021	241272	NAPA	LENS- #152	$ 2.63	dshop
293939	11/4/2021	241292	NAPA	MANIFOLD GASKET, ANTIFREEZE #152	$ 313.05	dshop
293816	11/4/2021	194466	OASYS INC	PLOTTER CHARGE BASE AND CONTRACT 11/9/21-12/8/21	$ 72.68	pw1
293725	11/5/2021	050-0060-01	36TH STREET LLC	UB Refund Cst #057374	$ 120.68	finance
293728	11/5/2021	ANA-1218363	ANACORTES AMERICAN	APD SUBSCRIPTION ANACORTES AMERICAN	$ 66.35	apd
293946	11/5/2021	1200387823	HDR ENGINEERING, INC	WASTEWATER TREATMENT PLANT OUTFALL - DESIGN - 9/26/21-10/23/21	$ 14,614.50	pw1
293922	11/5/2021	1148734	LIFE ASSIST, INC	TRANSTRACHEAL CATHETERS (8 ASSORTED)	$ 1,123.25	medic
293907	11/5/2021	12P3286	MOTOR TRUCKS, INC	LIGHT COVER- #608	$ 65.21	dshop
293736	11/5/2021	241427	NAPA	SPARK PLUG- #6904	$ 4.79	dshop
293737	11/5/2021	241442	NAPA	BATTERY- #150	$ 139.21	dshop
293726	11/5/2021	143-1230-02	NEECE, JAMES & VIRGINIA	UB Refund Cst #061719	$ 112.24	finance
293933	11/5/2021	11/05/2021	NORTHWEST PARKING EQUIPMENT	REPLACE/REPAIRS	$ 436.86	parks1
293796	11/5/2021	220013286525	PUGET SOUND ENERGY INC	HEART OF ANACORTES 10/6-11/4/21	$ 103.29	plan
293799	11/5/2021	220015523313	PUGET SOUND ENERGY INC	CAR CHARGING STATION: 510 Q AVE 10/06-11/04/21	$ 113.88	dshop
293808	11/5/2021	220021901958	PUGET SOUND ENERGY INC	TSUNAMI SKYLINE 10/6-11/4/21	$ 11.01	dwwtp
293916	11/5/2021	220013286491	PUGET SOUND ENERGY INC	APD 10/6-11/4/21	$ 1,982.15	apd
293757	11/5/2021	20212208	SYSTEMS DESIGN WEST, LLC	AMBULANCE SERVICE BILLING 10/2021	$ 3,895.40	finance
293724	11/5/2021	490-0590-01	WEST, JILL	UB Refund Cst #046312	$ 83.58	finance
293917	11/6/2021	00005W5A83451	UNITED PARCEL SERVICE, INC	UPS SHIPPING WEEK ENDING 11-6-21	$ 12.94	apd
293913	11/8/2021	6613-1	ANACORTES TOWING, LLC	TOWING; APD CASE 21-A07651	$ 163.20	apd

Invoice Doc #	Transaction Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
293914	11/8/2021	6613	ANACORTES TOWING, LLC	TOWING; POLICE VEHICLE INVOLVED	$ 326.40	apd
293798	11/8/2021	ReimbEwing	EWING, CHRISTOPHER	CHRIS EWING - WDM1 APPLICATION & TEST FEES	$ 187.00	wdist
293915	11/8/2021	11/08/2021	FIDALGO CLEANING	APD CLEANING & SUPPLIES	$ 800.00	apd
293908	11/8/2021	12P3369	MOTOR TRUCKS, INC	THERMOSTAT- #213	$ 120.43	dshop
293940	11/8/2021	241643	NAPA	BATTERY CORE DEPOSIT #213	$ 482.91	dshop
293923	11/8/2021	220013297076	PUGET SOUND ENERGY INC	1100 STATE ROUTE 20 10/7-11/5/21	$ 18.64	finance
293929	11/8/2021	220013297498	PUGET SOUND ENERGY INC	CASINO DRIVE 10/7-11/5/21	$ 50.73	dshop
293941	11/8/2021	220022355618	PUGET SOUND ENERGY INC	TSUNAMI SIREN 500 T	$ 10.89	dwwtp
293984	11/8/2021	200000667101	PUGET SOUND ENERGY INC	LIBRARY 1220 10TH 10/7-11/5/21	$ 2,474.36	publib
293802	11/8/2021	1871	THE CLEAN TEAM	JANITORIAL SERVICES - OCTOBER 2021	$ 550.00	pw1
293902	11/8/2021	49598017	UNIVAR USA INC	SODIUM HYDROXIDE	$ 4,855.71	dwtp
293952	11/9/2021	312318	A WORKSAFE SERVICE INC	PRE PLACEMENT DRUG TEST, TANNER MCLAUGHLIN	$ 55.00	hr
293839	11/9/2021	INV2380778	COPIERS NORTHWEST, INC	CANON/IRC5560I FINANCE/OPS/WWTP 10/8-11/7/21	$ 455.15	finance
293973	11/9/2021	2021Q3-79	SKAGIT COUNTY GOVERNMENT	2021 QTR 3- SPILLMAN	$ 25,967.93	apd
293955	11/9/2021	601219	SKIDMORE PHARMACY INC.	PHARMACY COPAYS, LEOFF1 RETIREE	$ 21.87	hr
293944	11/9/2021	S20218259	SUPERIOR SYSTEMS, INC	REPAIR OF WORN SHAFT FOR ROTOR ON ASH	$ 462.89	dwwtp
293953	11/9/2021	GB00100301	TRANSAMERICA LIFE INS CO	LEOFF LONG-TERM CARE INSURANCE	$ 634.98	hr
293943	11/9/2021	Pay App 4	VALDEZ CONSTRUCTION, INC	CITY HALL PARKING LOT LID RETROFIT PROJECT	$ 61,835.95	pw1

Total **$649,380.49**

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 7.a.

Agenda Item Title: Resolution 3057: A resolution reaffirming Ordinance 3095 and confirming the 6 month duration of the interim regulations contained therein concerning the acceptance of certain land use applications in the Commercial Use Zone related to Self Service Storage Facilities and adopting a work plan

Staff Contact(s): DON MEASAMER

Approved for Submittal to Council by	**Action Type**
DON MEASAMER	Public Hearing
STEVE HOGLUND	
DARCY SWETNAM	

Item Summary: Self Service Storage Facilities are currently listed as a permitted use in the Commercial Use zone per AMC Table 19.41.050. The Self Service Storage Category consists of facilities providing separate storage areas for personal or business use designed to allow private access by the tenant for storing or removing property. The Self Service Storage Category includes, but not limited to, warehouse, self service, fully enclosed indoor multi-story storage, and mini warehouse. While there are building design standards and block frontage requirements, the maximum size of a building could be up to 200,000 square feet and could have a significant impact on the commercial Use Zone as a passive use rather than an active use.

The primary purpose of the Commercial Use Zone is to provide a wide variety of general services, retail, commercial and professional offices with multi family above the first floor.

Budget Impact:
NA

Previous Action: Ordinance 3095 approved by City Council September 27, 2021

Recommended Motion: I move to approve Resolution 3057 as presented.

Alternative Actions: Deny, bring back with revisions as needed

Attachments (listed in order presented):

1. Work Plan Resolution 3057 Self Service Storage Failities
2. Resolution 3057 Hearing Notice
3. Resolution 3057 Self service storage facilites

DRAFT

Work Plan –Regulations Regarding Self Service Storage Facilities in the Commercial Use Zone as Permitted Uses AMC Table 19.41.050, Interim Ordinance 3095.

	Task	Schedule
1.	Hold public meetings with Planning Commission for community input on Self service Storage Facilities in the Commercial Use Zone	November/December 2021
2	Identify possible alternatives	December/January 2022
3.	Discussion with stake holders/Planning Commission on possible alternatives and draft code language as needed	January/February 2022
4.	Planning Commission Public Hearing on preferred amendments and issue SEPA as needed	February 2022
5.	Planning Commission Recommendation on preferred concepts/amendments to City Council	March 2022
	Interim Ordinance Expiration six months March 27, 2022 unless extended renew as needed	February 2022

Note: Ordinance # 3054 terminates April 21, 2020.

NOTICE
PUBLIC HEARING

NOTICE IS HEREBY GIVEN that Anacortes City Council will hold a Public Hearing to consider the following:

Resolution 3057:	A Resolution Reaffirming Ordinance 3095 and Confirming the 6 Month Duration of the Interim Regulations Contained Therein Concerning the Acceptance of Certain Land Use Applications in the Commercial Use Zone Related to Self Service Storage facilities and Adopting a Work Plan
Petition submitted by:	**The City of Anacortes**
To be held on:	**Monday, November 15, 2021 at 6 p.m.**
Located:	**Instructions to Participate in the Meeting** https://www.cityofanacortes.org/DocumentCenter/View/18578/Virtual-Council-Meetings-PDF

Anyone wishing to comment on the proposed Resolution may do so at the above stated date, place and time. Written comments are welcome and should be addressed to Don Measamer, Director, City of Anacortes Planning, Community & Economic Development, (don@cityofanacortes.org), or by mail at P.O. Box 547, Anacortes, WA 98221, or submitted to the Director's Office by Monday, November 15, 2021, at 5 p.m.

Steven D. Hoglund, City Clerk

Publish: November 3, 2021

RESOLUTION 3057

A RESOLUTION REAFFIRMING ORDINANCE 3095 AND CONFIRMING THE 6 MONTH DURATION OF THE INTERIM REGULATIONS CONTAINED THEREIN CONCERNING THE ACCEPTANCE OF CERTAIN LAND USE APPLICATIONS IN THE COMMERCIAL USE ZONE RELATED TO SELF SERVICE STORAGE FACILITIES AND ADOPTING A WORK PLAN.

WHEREAS, the City of Anacortes recently adopted new development regulations (Ordinance 3040) that, among other things, created new regulations governing permitted uses in the Commercial Use zone;

WHEREAS, the permitted uses in the Commercial Use Zone Table 19.41.050, which allows for Self-Service Storage Facilities, have been the subject of several community concerns;

WHEREAS, the City Council desires to review the permitted uses in the Commercial Use Zone;

WHEREAS, RCW 36.70A.390 and AMC 19.16.110 authorize the City Council to adopt moratoriums, interim zoning ordinances and interim official controls;

WHEREAS, per RCW 36.70A.390, a moratorium is effective for six months, or up to one year if a work plan is developed for related studies providing for such a longer period;

WHEREAS, the City Council held a public hearing November 15, 2021;

WHEREAS, the Anacortes City Council adopted Ordinance 3095, an Interim Ordinance adopting a moratorium on the acceptance of certain land use applications in the Commercial Use Zone related to Self-service Storage Facilities on September 27, 2021 expiring March 27, 2022 unless further extended;

NOW THEREFORE, BE IT RESOLVED BY THE ANACORTES CITY COUNCIL:

Section 1. City Council readopts the findings of fact in Ordinance 3095.

Section 2. The work plan attached as Exhibit A is hereby adopted.

PASSED AND APPROVED by the City Council this 15th day of November, 2021.

CITY OF ANACORTES

_____
Laurie Gere, Mayor

ATTEST:

_____
Steve D. Hoglund, City Clerk/Treasurer

APPROVED AS TO FORM:

By:_____
Darcy Swetnam, WSBA# 40530
City Attorney

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 7.b.

Agenda Item Title: Resolution 3058: A resolution updating the work plan adopted in Resolution 3005 regarding bonus height provisions in the R4 Use Zone west of the Commercial Use Zone related to Ordinance 3097, a moritorium on the acceptance of certain land use applications related to the bonus height provisions of AMC 19.42.050 C, small units

Staff Contact(s): DON MEASAMER

Approved for Submittal to Council by	**Action Type**
DON MEASAMER STEVE HOGLUND DARCY SWETNAM	Resolution

Item Summary: Due to neighborhood concerns regarding a five-story building permit issued in the R4 Use Zone west of the Commercial Use Zone using the bonus height provisions of AMC 19.42.050 C, at least 25 % of the units not more than 600 sf, allowing for an additional 10 feet beyond the base height of 40 feet to 50 feet. A moratorium was approved by City Council on the acceptance of land use permit applications proposing to use the bonus height provisions of 19.42.050 C, and extended several times due to unforeseen circumstances. The attached updated work plan seeks to set forth a path forward for community engagement and eventually a Planning Commission recommendation to City Council on potential development regulation amendments.

Budget Impact:
NA

Previous Action: Ordinance 3097 extending the moratorium another six months approved by City Council October 11, 2021

Recommended Motion: I move to approve Resolution 3058 as presented

Alternative Actions: Deny Resolution 3058 bring back with revisions as needed

Attachments (listed in order presented):

1. Work Plan Resolution 3058 R4 Height
2. Hearing Notice Resolution 3058
3. Resolution 3058 R4 Bonus Ht Work Plan

DRAFT

Work Plan –Regulations Regarding Bonus Height Provisions, AMC 19.42.050 In The R4 Zone West Of The Commercial Zone—Moratorium Ordinance 3097

	Task	Schedule
1.	Review with the public and stakeholders draft concepts from workshops in February 2020 via virtual meeting public workshop with the Planning Commission	November/December 2021
2	Refinement of Draft concepts with the Planning Commission	December/January 2022
3.	Develop draft development regulation amendments as needed based on Planning Commission and public feedback.	January/February 2022
4.	Planning Commission Public Hearing on preferred concepts/amendments, SEPA	February/March 2022
5.	Planning Commission Recommendation on preferred concept to City Council	March/April 2022
6.	City Council Review of proposed amendments	May/June 2022
7.	Ordinance 3097 expires 6 months April 11, 2022, unless extended (extend as needed)	March 2022

Note: Ordinance # 3054 terminates April 21, 2020.

NOTICE
PUBLIC HEARING

NOTICE IS HEREBY GIVEN that Anacortes City Council will hold a Public Hearing to consider the following:

Resolution 3058:	**A Resolution Updating the Work Plan Adopted in Resolution 3005 Regarding Bonus Height Provisions in the R4 Zone West of the Commercial Zone Related to Ordinance 3088**
Petition submitted by:	**The City of Anacortes**
To be held on:	**Monday, November 15, 2021, at 6 p.m.**
Located:	**Instructions to Participate in the Meeting** https://www.cityofanacortes.org/DocumentCenter/View/18578/Virtual-Council-Meetings-PDF

Anyone wishing to comment on the proposed Resolution may do so at the above stated date, place and time. Written comments are welcome and should be addressed to Don Measamer, Director, City of Anacortes Planning, Community & Economic Development, (don@cityofanacortes.org), or by mail at P.O. Box 547, Anacortes, WA 98221, or submitted to the Director's Office by Monday, November 15, 2021, at 5 p.m.

Steven D. Hoglund, City Clerk

Publish: November 3, 2021

RESOLUTION 3058

A RESOLUTION UPDATING THE WORK PLAN ADOPTED IN RESOLUTION 3005 REGARDING BONUS HEIGHT PROVISIONS IN THE R4 ZONE WEST OF THE COMMERCIAL ZONE RELATED TO ORDINANCE 3088

WHEREAS, the Anacortes City Council adopted Ordinance 3054 October 21, 2019 a Moratorium on accepting certain land use permits in the R4 Use Zone west of the Commercial Use Zone that proposes to utilize the bonus height provisions of AMC 19.42.050 C; and

WHEREAS, the City Council adopted Resolution 2068 on December 2, 2019, adopting a work plan for evaluating bonus height provisions in the R4 Zone west of the Commercial Zone; and

WHEREAS, the City Council adopted Ordinance 3069 on April 20, 2020, which affirmed the moratorium and extended it for an additional six months through October 21, 2020; and

WHEREAS, the City Council adopted Ordinance 3076 at the October 12, 2020 meeting, which would extend the moratorium for an additional six months; and

WHEREAS, the City Council adopted Ordinance 3088 at the April 12,2021 meeting, which would extend the moratorium for an additional six months; and

WHEREAS, the City Council adopted Ordinance 3097 at the October 11, 2021 meeting, which would extend the moratorium for an additional 6 months;

WHEREAS, the City Council desires to continue working to review the maximum building height in the R4 Use Zone west of the Commercial Use Zone with public input;

WHEREAS, a moratorium is a recognized technique to preserve the status quo while new plans and regulations are developed and avoid a rush for permits whenever a community desires to change its planning ordinances; and

WHEREAS, RCW 36.70A.390 and AMC 19.16.110 authorize the City Council to adopt moratoriums, interim zoning ordinances, and interim official controls; and

WHEREAS, RCW 36.70A.390 and RCW 35A.63.220 require cities to hold a public hearing within sixty (60) days of the adoption of such moratoria to develop a work plan and the public hearing was held November 15, 2021.

NOW THEREFORE, BE IT RESOLVED BY THE ANACORTES CITY COUNCIL:

Section 1. Findings of Fact. The City of Anacortes City Council makes the following findings:

A. The above recitals are adopted as findings of fact.

B. The City Council reaffirms Ordinances 3054,3069,3076,3088 and 3097 establishing and extending a Moratorium on accepting land use or building permit applications in the R4 Use Zone west of the Commercial Use Zone that proposes to use the bonus height provisions of AMC 19.42.050 C.

C. The City Council supports review and consideration of alternatives to the bonus height provisions of AMC 19.42.050 in the R4 Use Zone west of the Commercial Use Zone.

D. A public hearing was held on November 15, 2021 to adopt Resolution 3058 confirming Ordinance 3097 and adopting a Work Plan consistent with RCW 36.70A.390.

E. The City Council deems it necessary to prohibit the receipt and processing of new applications that propose to use the bonus height provisions of AMC 19.42.050 C in the R4 Use Zone west of the Commercial Use Zone while alternatives are considered.

Section 2. Work Plan.

A. The attached updated work plan is hereby adopted.

PASSED AND APPROVED by the City Council this _15th day of November, 2021.

CITY OF ANACORTES

_____
Laurie Gere, Mayor

ATTEST:

_____
Steve D. Hoglund, City Clerk/Treasurer

APPROVED AS TO FORM:

By:_____
Darcy Swetnam, WSBA# 40530

City Attorney

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 8.a.

Agenda Item Title: Housing Authority Board Appointment

Staff Contact(s): LAURIE GERE

Approved for Submittal to Council by	**Action Type**
Jennifer Tottenham	Motion
LAURIE GERE	

Item Summary: Housing Authority Board Appointment: Mr. William French

Budget Impact:

Previous Action:

Recommended Motion: I move that William French be appointed to the Housing Authority Board

Alternative Actions:

Attachments (listed in order presented): None

Laurie Gere, Mayor
CITY OF ANACORTES
904 6th Street Anacortes, WA 98221
Office: 360-299-1950
laurieg@cityofanacortes.org
www.anacorteswa.gov

City Council Memo

TO: Anacortes City Council
FROM: Laurie Gere, Mayor
DATE: November 15, 2021
RE: Housing Authority Board

Summary Statement:

The following appointment to the Housing Authority Board is being presented at the regular City Council meeting on November 15, 2021.

I appreciate the contribution of this volunteer and their willingness to serve our community. If you have any questions or feedback regarding this candidate, please contact me prior to the meeting. The appointee's application materials are attached for reference.

Appointed by the Mayor Requiring Confirmation by City Council

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Housing Authority Board Appointment:

- William French
- Term effective through December 2026 (Re-appointment)

Recommended Motion:

- I move that William French be appointed to the Housing Authority Board.

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 8.b.

Agenda Item Title: Museum Advisory Board Appointment

Staff Contact(s): LAURIE GERE

Approved for Submittal to Council by	**Action Type**
Jennifer Tottenham	Motion
LAURIE GERE	

Item Summary: Museum Advisory Board Appointment: Mr. Pat Dunn

Budget Impact:

Previous Action:

Recommended Motion: I move that Pat Dunn be appointed to the Museum Advisory Board.

Alternative Actions:

Attachments (listed in order presented):

1. Museum Board Appointment_City Council Memorandum 11.15.2021

Laurie Gere, Mayor
CITY OF ANACORTES
904 6th Street Anacortes, WA 98221
Office: 360-299-1950
laurieg@cityofanacortes.org
www.anacorteswa.gov

City Council Memo

TO: Anacortes City Council
FROM: Laurie Gere, Mayor
DATE: November 15, 2021
RE: Museum Advisory Board Appointment

Summary Statement:

The following appointment to the Museum Advisory Board is being presented at the regular City Council meeting on November 15, 2021.

I appreciate the contribution of this volunteer and their willingness to serve our community. If you have any questions or feedback regarding this candidate, please contact me prior to the meeting.

Appointed by the Mayor Requiring Confirmation by City Council

---

Museum Advisory Board Appointment:

- Pat Dunn
- Term effective through December 2023
    - Completing unexpired term of Kay Reinhardt.
    - At the end of the current term, Mr. Dunn would be eligible to serve a four-year term

Recommended Motion:

- I move that Pat Dunn be appointed to the Museum Advisory Board

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 8.c.

Agenda Item Title: Resolution 3059: Authorizing Distribution of Tourism Promotion Funds

Staff Contact(s): DON MEASAMER

Approved for Submittal to Council by	Action Type
Joann Stewart STEVE HOGLUND DON MEASAMER DARCY SWETNAM	Resolution

Item Summary: The City received 22 Lodging Tax Applications for the 2022 Lodging Tax funding to advertise, publicize, or distribute information or undertake other activities specifically authorized by RCW 67.28.180 to attract visitors to Anacortes. The LTAC reviewed all applications and all were accepted with some modifications to the requested amounts. The funding the Committee recommended is based on expectations that this will help open our community to events and activities and encourage tourists and citizens to enjoy all our community has to offer. In 2021, approximately $69,454 was left unpaid due to the Covid restrictions. Even with fewer events last year, hoteliers reported an increase in revenues from 2020 to 2021, with the Majestic, the Cap Sante Inn, and the Marina Inn reporting substantial increases in overnight stays during the summer. With more events and more marketing/advertising, LTAC expects to make a big turnaround in revenue for the businesses in 2022.

Budget Impact:
Total Fund Balance - $1,240,831
Total Annual Projects - $483,826
Total Capital Projects - $216,785
Total 2022 Recommended Allocation - $550,111

Previous Action: None

Recommended Motion: I move to approve Resolution 3059 authorizing execution of Tourism Promotion fund contracts between the City of Anacortes and recipient agencies to promote tourism and attract visitors to Anacortes.

Alternative Actions: Request modifications to recommendations

Attachments (listed in order presented):

1. 2022 Resolution
2. Apps 1 thru 15
3. Apps 16 thru 22

RESOLUTION NO. 3059

A RESOLUTION AUTHORIZING EXECUTION OF TOURISM PROMOTION FUND CONTRACTS BY AND BETWEEN THE CITY OF ANACORTES AND RECIPIENT AGENCIES

WHEREAS, the local lodging tax advisory committee selected candidates from amongst the applicants applying for use of revenues as authorized in RCW 67.28.180, and

WHEREAS, the below listed agencies have been selected by the City through a competitive selection process to undertake a total of 22 projects designed to advertise, publicize, or distribute information or undertake activities specifically authorized by RCW 67.28.1816 for the purpose of attracting visitors to the City of Anacortes; and

WHEREAS, the municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee as authorized in RCW 67.28.1816.

WHEREAS, the City of Anacortes wishes to contract with these agencies for the provision of these services and is willing to provide certain monies to these agencies, which monies have been collected or will be collected as part of the Motel/Hotel Tax;

NOW, THEREFORE IT IS HEREBY RESOLVED BY THE ANACORTES CITY COUNCIL to authorize the distribution of tourism promotion funds to the following listed agencies, as the official act and deed of the City of Anacortes:

	Project	Contracting Agency	2022 Requests	Capital Project Requests	RECOMMENDED AWARDS
1	98221 Studio Tour	Lisa Rhoades/ Fidalgo Culture	$ 6,000		$ 7,000
2	Arts Fest Art in Anacortes	Anacortes Arts Festival	$ 10,000		$ 10,000
3	Arts Fest Art Store	AAF	$ 12,500		$ 12,500
4	Arts Fest Holiday Magic	AAF	$ 7,500		$ 7,500
5	Anacortes Farmers Market	Anacortes Farmers Market	$ 10,000		$ 10,000
6	Anacortes Music Project	Anacortes Music Project	$ 75,000		$ 10,500
7	Chamber Experience Anacortes	Anacortes CoC	$ 219,817		$ 219,817
8	Chamber VIC	Anacortes CoC	$ 72,809		$ 72,809
9	City 4th of July Fireworks	COA Parks Department	$ 15,000		$ 10,000

	Project	Contracting Agency	2022 Requests	Capital Project Requests	RECOMMENDED AWARDS
10	City Library Genre Night	COA Library	$ 2,000		$ 2,000
11	City Museum Brochure	COA Museum	$ 5,800		$ 5,800
12	City Museum Historic Interpretive Signs	COA Museum		$ 4,000	$ 4,000
13	City Museum Tourism Marketing	COA Museum	$ 2,000		$ 2,000
14	City Parks Washington Park Restroom Construction	COA Parks Department		$ 160,000	$ 80,000
15	City Parks Public Restroom Maint.	COA Parks Department		$ 30,000	$ 30,000
16	Port Rock the Dock	Port of Anacortes	$ 4,000		$ 4,000
17	Port Summer Concert Series	Port of Anacortes	$ 10,000		$ 8,000
18	Race Week Pacific Northwest (PNW)	Race Week PNW	$ 25,000		$ 25,000
19	Rotary Cap Sante Trail	Rotary Club of Anacortes		$ 11,246	$ 11,246
20	Shipwreck Day	Fidalgo Island Rotary	$ 4,000		$ 4,000
21	Tulip Festival Brochure	Skagit Valley Tulip Festival	$ 2,400		$ 2,400
22	Trailer, Cones, Blockades for Street Fair Closures	COA Planning Department		$ 11,539	$ 11,539
	TOTALS		$ 483,826	$ 216,785	$ 550,111

PASSED and **APPROVED** on this 15th day of November 2021.

CITY OF ANACORTES

By _____
Laurie Gere, Mayor

ATTEST:

_____
Steven Hoglund, City Clerk

APPROVED AS TO FORM:

_____
Darcy Swetnam, WSBA #40530
City Attorney

Application

Project Detail

Project name	**98221 Artist's Studio Tour**
Date(s) of project	September 10/11, 2022
Amount of funding requested	6000.00
Type of qualifying project	☐ Tourism Promotion/Marketing X☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Lisa Rhoades/Fidalgo Culture
Type of applicant	☐ Individual X☐ Non-profit corporation ☐ Public agency ☐ Other:
Federal tax ID #	91-1197790
Contact name	Lisa Rhoades
Mailing address	4105 Mitchell Drive
Email address	lpaynej@yahoo.com
Phone	360-202-6890

Project Questionnaire

Describe your project.

This is a free, self-guided tour, focusing on education, demonstration and interaction with the artists in their creative spaces/studios/workshops. To show the individual inspirations, processes, tools, supplies and equipment, as well as giving a sense of the planning, time and expense involved in the creation of each artist's work. To highlight the people and talent we have in our community, to bring in tourists and patrons of the arts.

Describe with specificity what aspects of your project you would spend the requested funds on.

Each year we have signage costs; replacing, re-dating and adding new signs and banners as we grow. But, the bulk of our costs are in design & printing of the map/brochure for the tour. We have found ways to keep the costs there as low as possible, but as we grow, costs do increase. Skagit Publishing is a large part of our budget, with the Total Market Pkg., reaching far and wide. And, as shown by our visitor intake/stamp cards, Radio has also played a large part in bringing folks to this event, so we would like to grow that reach.

Promotion

Describe how you will promote your project to attract tourists.

We place posters, bookmarks and the map/tour guide brochure far and wide, with the help our 98221 artists. We also ALL promote the tour through our email lists, and via social media. We have always used Skagit Publishing to advertise, and in 2019 had just bumped up our visibility with the 3"x 3" double sided sticker on the front cover,

which worked well for us. We had also just expanded (before Covid) to advertising on radio, and would like to pick back up there, adding a couple more stations to expand our reach.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We were partnering with local hotels/motels, restaurants and businesses to put together give-away packages with our radio advertising contracts. We will note donors & sponsor hotels/motels on the tour-guide map. We also have restaurants listed on our intake form/stamp card that every visitor fills out while on the tour, and turns in at the last studio they visit. To ensure folks fill these out, there are several prizes available (in a drawing) to possibly win, if turned in, so we have a high rate of fill-out and return. We have a new idea of having any business that is, or wants to be open both days of the tour, to host a working artist and add them to the map. We are excited about this idea and hopeful business owners will want to participate to bring more folks into the downtown core for meals and shopping.

Budget

Describe the overall budget for your project and entire budget costs.

We are projecting 13,000-14,000 budget this coming year. We know that several of our magazing/newspaper resources have gone by the wayside, due to the past couple of difficult years, so will look to radio and billboard advertising. More expensive, but we know these ways work.

What amount of that budget are you requesting from the city?

40% We are a bit worried, with the hardship businesses have suffered over the last 2 years, that sponsorships may be more difficult to obtain, and whether other associated costs have increased for this same reason.

What would you cut from your proposed project if your application is not fully funded?

We would have to cut back on the bigger advertising costs…billboards and radio.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022			
Overall attendance	125-250 people a day, per studio	100-225 people a day, per studio		
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	35-45%			
Number of people traveling from another country or state outside of their place of residence or their business	10% or less			
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	15-25%			
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	15-20% we will work on collecting better #'s here…			

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We have an intake postcard/stamp card that every visitor receives, to fill out name, zip code, email address (optional) and how they heard about the studio tour, and if they are staying in paid/overnight accommodations.

This postcard, to be left at the last studio they visit over the weekend's event, will be recorded (for our information and email list for future advertising and funding) and entered into a drawing for a prize give-away. This has been a very successful addition to our event, not only for collecting important information that you/we need, and for growing our email list, but also for the fun of reading all the enthusiastic and encouraging comments from our visitors!

Describe the prior success of your project in attracting tourists.

We have seen through zip codes on the stamp cards, that many people have visited these studios from far outside of the Anacortes area. We have welcomed guests from Vancouver and Victoria, Seattle, Bellevue, Edmonds, the Olympic peninsula, and all our neighboring islands. These postcards have also shown that most of our visitors are out for the entire two day event. We have had much feedback in the comment section of the postcards, that folks like the easy, small radius of our tour as they get to see a lot of art/artists in one or two days.

Describe your target tourist audience (location, demographics, etc.)

We attract all lovers of art. There are works of art available for purchase at all price points, thereby appealing to everybody/anybody…but more than that, it's the experience of being in the artist's environment, meeting and talking art with the creators of what they like, what they are seeing.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Lisa Rhoades TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Lisa Rhoades
Title	Studio Tour Chair
Organization	Fidalgo Culture

Application

Project Detail

Project name	**Art in Anacortes**
Date(s) of project	Throughout 2022
Amount of funding requested	$10,000
Type of qualifying project	☒ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Arts Festival
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other:
Federal tax ID #	91-1493326
Contact name	Meredith McIlmoyle
Mailing address	505 O Avenue, Anacortes, WA 98221
Email address	aafdirector@anacortesartsfestival.com
Phone	360-293-6211

Project Questionnaire

Describe your project.

Art in Anacortes is administratively supported by the Anacortes Arts Festival and provides marketing support to art and cultural activities in Anacortes. Including in marketing promotions are: ACT Theatre, Friday Night Art Walks, 98221 Studio Tour, Anacortes Arts Festival, Summer Concerts, Fidalgo DanceWorks, Chamber Events and other events & activities. The marketing program reaches Skagit, Whatcom, Snohomish and King /Counties to promote Anacortes as a destination for art and cultural activities.

Describe with specificity what aspects of your project you would spend the requested funds on.

LTAC funding will be used for year-round advertising of all of the above-mentioned events and programs. We will continue to use a mix of newspaper, magazine, outdoor and digital advertising.

Promotion

Describe how you will promote your project to attract tourists.

The Art in Anacortes brand has been developed over the last five or size years. The funding has supported local organizations, while promoting Anacortes as a destination for art, music, theatre and cultural events. As our country recovers from the financial hardships of COVID-19 pandemic, it will be more important than ever to promote Anacortes as a destination for tourists. The Art in Anacortes marketing is an important piece of how we brand Anacortes and inspire tourists to visit our City.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Marketing of art and culture events bring tourists to Anacortes for both the events themselves and on their own. As guests plan their visit, they will find their accommodations, food and other activities through the Festival's or the Chamber's websites.

Budget

Describe the overall budget for your project and entire budget costs.

This project continues to be driven by LTAC funding. We maximize the budget to the best of our ability and if there is an overage, AAF covers those expenses.

What amount of that budget are you requesting from the city?

100%

What would you cut from your proposed project if your application is not fully funded?

We will maximize our marketing of Art in Anacortes with whatever funding the committee and the Council designate for us.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022			
Overall attendance	65,000			
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	10,000			
Number of people traveling from another country or state outside of their place of residence or their business	3,000			
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	1,250			
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	750			

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We use tickets, surveys and information from our partner organizations to track attendance. The last two years have been challenging with a stop-and-start of events and activities. As our economy continues to open back up, we will go back to these standard tracking methods.

Describe the prior success of your project in attracting tourists.

The Anacortes Arts Festival has a solid history of attracting tourists to Anacortes, with most years showing increases in tourist attendance. Through Art in Anacortes, we use that experience to support other events and organizations.

Describe your target tourist audience (location, demographics, etc.)

All of those, who appreciate art and art activities. We market in Washington State and typically. Also Souther B.C.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Meredith McIlmoyle TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Meredith McIlmoyle
Title	Executive Director
Organization	Anacortes Arts Festival

Application

Project Detail

Project name	**Art Pop-up Store**
Date(s) of project	January 2022- August 2022
Amount of funding requested	12,500
Type of qualifying project	☐ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☒ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Arts Festival
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other:
Federal tax ID #	91-1493326
Contact name	Meredith McIlmoyle
Mailing address	505 O Avenue, Anacortes, WA. 98221
Email address	aafdirector@anacortesartsfestival.com
Phone	360-293-6211

Project Questionnaire

Describe your project.

After the success of the Auction Preview Store in March 2021, the Arts Festival has been actively looking for a space for a permanent or semi-permanent space to host an artists pop-up shop and gallery. Monthly art shows would feature local artists and part of the space will be designated as consignment space for local artists. Our downtown corridor is missing art-focused stores and this model has been successful across Skagit County over the last several years. The Pop-up Store would add a creative element to our downtown retail mix, be a great stop for existing tourists and draw a group of people, who may not be coming across the bridge.

Describe with specificity what aspects of your project you would spend the requested funds on.

The Anacortes Arts Festival is positioned to manage an Art Pop-up Store with our existing infrastructure and team, however, we do not currently have the budget to cover overhead costs. We are requesting LTAC funds to off-set the cost of a seven month lease. We will work to develop a self-sufficient business model during that time and evaluate at the end of the seven months, the success of the Art Store from both a financial perspective and a visitor perspective.

Promotion

Describe how you will promote your project to attract tourists.

AAF will promote the Art Pop-Up Store through our regular marketing channels, including magazine, newspaper, digital and social media ads. We plan to change the theme or direction of the gallery space each month, so there is something new to promote through a publicity campaign to Western Washington media outlets.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Our volunteers, like our festival volunteers, will be versed in making recommendations for other things for visitors to do while they are in town. We can set-up space at the Art Store for Chamber of Commerce driven marketing materials. And, through our website, we will direct people coming to Anacortes to the Chamber's business directory.

Budget

Describe the overall budget for your project and entire budget costs.

We are estimating that seven months of operation will cost $25,000 to lease, design, install and market the Art Store.

What amount of that budget are you requesting from the city?

We are requesting 50% of our total budget in LTAC funds.

What would you cut from your proposed project if your application is not fully funded?

We would probably shorten the commitment time. The only downfall to this is being able to establish a clear picture of the viability of this project without an appropriate amount of time spent testing the business model.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022			
Overall attendance	5,000			
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	1,500			
Number of people traveling from another country or state outside of their place of residence or their business	250			
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	250			
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	100			

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We will use a guest book or digital survey system in the Art Store.

Describe the prior success of your project in attracting tourists.

The Anacortes Arts Festival is a leader in the Anacortes Community in creating events & activities for tourists. From the August Festival, to our Fine Art Show Opening, to our spring fundraising events, we always have both our local community and building tourism in mind.

Describe your target tourist audience (location, demographics, etc.)

We will use our Seattle to Southern BC marketing mix for the first months of this Art Store experiment.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
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Signature	Meredith McIlmoyle TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Meredith McIlmoyle
Title	Executive Director
Organization	Anacortes Arts Festival

8
PULL
We have moved!
TIDES of ANACORTES
We will reopen in our NEW SHOP on Feb 8th!!
719 Commercial Ave
Walk across the street and see us!!
Anacortes Arts Festival
anacortes arts online auction
over 125 pieces of amazing ART
march 8 - 20
Preview work here during auction dates
11-5 daily
View online catalog & register to bid
AnacortesArtsFestival.com

SOCIAL DISTANCING
NOTICE

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Application

Project Detail

Project name	**Holiday Magic**
Date(s) of project	December 2022
Amount of funding requested	7,500
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Arts Festival
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other:
Federal tax ID #	91-1493326
Contact name	Meredith McIlmoyle
Mailing address	505 O Avenue, Anacortes, WA 98221
Email address	aafidirector@anacortesartsfestival.com
Phone	360-293-6211

Project Questionnaire

Describe your project.

AAF has a vision that we can work with a number of local non-profits and organizations to develop a tourist-attracting holiday program for our City. There are a number of elements that would come together over the years, however, we feel like it's something that will need to grow, in order to justify the expenses. Our proposal to begin this Holiday Magic is a one week, two weekend event at the Depot Arts Center that features art, music and activities, and is centered around a regional Gingerbread House Building Competition. The Gingerbread creations would be installed before the event opens and guests will visit to see the entries and even vote on a People's Choice. The event is in early stages of planning, however, we foresee the Gingerbread Competition as being one that can be promoted regionally as a family activity.

Describe with specificity what aspects of your project you would spend the requested funds on.

The LTAC funds would be used to promote the event from Snohomish to Whatcom Counties and for elements that would attract guests. Free activities, free food & beverage, and other promotional opportunities.

Promotion

Describe how you will promote your project to attract tourists.

There are communities all across Western Washington, who have a holiday activity that drives tourism. With thoughtful planning and collaboration, there is no reason that Anacortes shouldn't have one as well. We will use our proven advertising and marketing mix to get the word out and use our expertise in planning an event that people will want to drive to.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

This is not an all-day activity, so they will naturally be looking for restaurants and businesses to visit. As the event grows, we will refer guests to the AAF and Chamber websites to find lodging.

Budget

Describe the overall budget for your project and entire budget costs.

As this is still in the planning stages, we have some early estimates of $25,000 to plan, create and market this event.

What amount of that budget are you requesting from the city?

30% of the total estimated budget.

What would you cut from your proposed project if your application is not fully funded?

We could do less marketing and we can also look at our budget to find ways we can make changes to accommodate less funding. AAF would like to give this event it's best opportunity to become a new anchor event activity in Anacortes.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022			
Overall attendance	2,000			
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	200			
Number of people traveling from another country or state outside of their place of residence or their business	0			
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	50			
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	25			

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We will use a electronic voting system for our People's Choice Award, which has people give us that information before voting.

Describe the prior success of your project in attracting tourists.

The Anacortes Arts Festival has been bringing tourists to Anacortes for 60 years. We have a proven track record and a marketing mix that works. We are adaptable and creative and will make whatever changes necessary to market a new event.

Describe your target tourist audience (location, demographics, etc.)

We are looking for the audience that goes to Seattle to see a Gingerbread Competition there. A slightly more mature family audience, who appreciates holiday traditions and artistic creations. We will target Snohomish to Whatcom for our first year.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
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- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Meredith McIlmoyle TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Meredith McIlmoyle
Title	Executive Director
Organization	Anacortes Arts Festival

Date(s) of project	JAN – NOV 2022
Amount of funding requested	$10,000
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	ANACORTES FARMERS MARKET
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	27-4396153
Contact name	FAYE LITZINGER
Mailing address	PO BOX 292
Email address	info@anacortesfarmersmarket.org
Phone	360-982-8092

Project Questionnaire ATTACHMENT B

Describe your project.

Click here to enter text.

Describe with specificity what aspects of your project you would spend the requested funds on.

Click here to enter text.

Promotion

Describe how you will promote your project to attract tourists.

Click here to enter text.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Click here to enter text.

Budget

Describe the overall budget for your project and entire budget costs.

Click here to enter text.

What amount of that budget are you requesting from the city?

Overall attendance	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	Enter ###.	Enter ###.	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Click here to enter text.

Describe the prior success of your project in attracting tourists.

Click here to enter text.

Describe your target tourist audience (location, demographics, etc.)

Click here to enter text.

Attachments ATTACHMENT D

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Click here to enter text.

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

Signature	Click here to enter text. TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Click here to enter text. FAYE LITZINGER
Title	Click here to enter text. DIRECTOR
Organization	Click here to enter text. ANACORTES FARMERS MARKET

ATTACHMENT A

Project Detail
Anacortes Farmers Market
Jan - November 2022
$10,000
Operation of a Special Event/Festival designed to attract tourists

Applicant Detail
Anacortes Farmers Market
Non-profit corporation
27-4396153
Faye Litzinger
PO Box 292 Anacortes, WA 98221
info@anacortesfarmersmarket.org
360-982-8092

ATTACHMENT B

Project Questionnaire
The Anacortes Farmers Market is a community supported marketplace featuring live music, kid's activities, and other programs. The farmers market operates year-round, with our winter markets running from January – April and our summer & holiday markets running from May – November. The farmers market represents an important opportunity for small businesses to sell locally produced foods and artisanal goods. A short walk from the Marina and downtown lodging establishments, the farmers market is a popular and memorable weekly event that brings together both tourists and locals alike. In 2021 we saw an increase in tourism compared to 2020 with this increase attributed to reduced travel restrictions that were in place last year due to the pandemic.

Funds will be used to advertise and promote the market. Advertising materials include both physical media, such as newspapers/magazines, visitors guides, flyers/posters, and promotional signage, as well as digital media including but not limited to our website and online directories. Design work for development of these materials is included in the budget.
The Anacortes Farmers Market may use a portion of these funds to improve its live music program with the intention of providing an even more entertaining experience to market visitors by booking acts big enough to attract out-of-towners to a weekend in Anacortes.

Promotion
Advertising occurs in tourist-oriented media such as visitors guides and event directories as well as in high traffic areas frequented by tourists such as rack cards at the marina and chamber of commerce, A boards on key street corners, banners at the Depot, and flyers at local businesses & hotels. Several of our outreach efforts focused on regional (e.g. greater Seattle metro area, British Columbia) as well as statewide audiences. Marketing strategies to BC were renewed via

our advertisement in Waterside magazine, a magazine specializing in cross-border marketing and distribution.

The farmers market itself supports many Anacortes-owned businesses by providing them a venue to sell their goods and services. Several local restaurants and other businesses sponsor the farmers market, so their logo/business name is promoted at the market on banners and market café tables, as well as digital outlets like our website and in our weekly e-newsletters.

Budget
magazines and newspapers = $3000
farm guides and maps = $2200
online and social media promotions = $300
banners and A-boards = $1500
live music program = up to $4000
posters, postcards, and rack cards = $2500
website hosting and maintenance = $500
design work for ads = $250
total = up to $14,250

~70%

Our advertising budget will be reduced meaning ads would be run in fewer publications, or fewer durable advertising materials (e.g. banners, A-boards) will be purchased.

ATTACHMENT C

Tourism Impact Estimate

	Estimate	**Actuals**		
	2022	**2021**	**2020**	**2019**
overall	38,000	35,000	27,500	38,000
50+ miles	7,500	6,000	500	10,000
other state/country	380	250	<100	380
paid accommodation	350	300	<20	380
paid lodging room nights	350	300	<20	380

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Regular dot surveys and visitor questionnaires; clicker counts for attendance. This year we added a new data collection mechanism where we posted maps on a corkboard and asked customers to put a pin in the city (or for international customers, the country) they came from. This gave us more specific data on tourist origins.
In 2020, our tourism numbers were decimated as tourism to Anacortes effectively stopped due to coronavirus. Fortunately, reduced travel restrictions in 2021 helped bring our numbers back to better than originally projected. In 2022, we hope to achieve numbers similar to 2019 - assuming restrictions are not re-implemented. Our 2022 estimates reflect this positive trend.

Our target tourist audience include families and individuals, especially people with an interest in food or farming, arts and music, and/or those interested in a “local experience”. We advertise in local (e.g. Clamdigger and La Conner News), regional (e.g. Seattle Tilth Farm Guide), statewide (e.g. the Washington State Events & Festivals calendar, the Washington State Farmers Market Association guide to farmers markets, etc.), and Canadian (e.g. Waterside magazine) outlets. We continue to work with local hotels and the marina by periodically dropping off rack cards.

ATTACHMENT D

Publication	Target Audience	Type of Listing
Clamdigger La Conner Weekly News	Skagit county	paid print ads
Waterside Magazine	coastal WA state & British Columbia	paid print ad
Seattle Tilth Farm Guide (WA Food & Farm Finder)	greater Seattle area	paid online listing
WA State Farmers Market Directory	Washington State	paid print listing (online listing free of charge with paid print listing)
Skagit Visitors Guide Grow Skagit	visitors to Skagit county	paid print listing
Discovery Map of Anacortes	visitors to Anacortes	paid print listing

examples of annual publications

Seattle Tilth Farm Guide print guide:
https://eatlocalfirst.org/wa-food-farm-finder/

Waterside Magazine print magazine: https://issuu.com/pgrubb/docs/waterside202 1

Skagit Visitors/Newcomers Guide print guide:
https://issuu.com/guycorp/docs/iloveskagit20web

Washington State Farmers Market Directory print guide: hard copy available at 611 R Avenue (sample image below) “find a farmers market” online listing
http://wafarmersmarkets.org/washingtonfarmersmarketdirectory/

Discovery Map of Anacortes print map: copy available at 611 R Avenue

additional documentation available upon request

Application

Project Detail

Project name	**Anacortes Music Project**
Date(s) of project	Throughout 2022
Amount of funding requested	$75,000
Type of qualifying project	☒ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☒ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Music Project
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	81-5421883
Contact name	Sommer Carter
Mailing address	PO Box 1903 Anacortes WA 98221
Email address	sommerleecarter@yahoo.com
Phone	206-491-5003

Project Questionnaire

Describe your project.

Anacortes Music Project has been a 501(c) 3 nonprofit since 2017. We are a community of musicians and listeners who display, document, perform, learn and play! We inspire people to take an active part in creating and attending our many and diverse musical events.

Describe with specificity what aspects of your project you would spend the requested funds on.

1. Show Chime: Anacortes' unique monthly music events calendar and magazine distributed in town and on line. This publication promotes all music events and venues in Anacortes.
2. Music Festivals: AMP produces at least 3 local music festival each year.
3. Social media development

Promotion

Describe how you will promote your project to attract tourists.

Show Chime and our online social media presence is our best and primary form of advertising, including linking our events with other music promotion entities throughout the region.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We promote all Anacortes dining and lodging information details on our website and through social media.

Budget

Describe the overall budget for your project and entire budget costs.

Show Chime: Design, editing, distribution, website and social media promotion of all music events in Anacortes: $20,000
February (Prom for adults) Event: $5000
FESTIVALS: (Band fees, rentals (venue, bathrooms, lights, sound equipment), insurance, toilets, security, green room, promotion.
Solstice Fest: $1000
Shipwreck Fest: $2000
AMP Fest: $6000
Yule Bizarre: $3000
PHYSICAL SPACE DOWNTOWN- community and tourist destination :
Rent and utilities-$25,000
Part-time Director- $25,000
Total: $87,000.00

What amount of that budget are you requesting from the city?

-Show Chime, Social media and media development: $20,000
- February Prom: $5000
-Physical space and part-time director: $50,000

What would you cut from your proposed project if your application is not fully funded?

Physical space

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	Actuals		
	2022	2021	month/year	month/year
Overall attendance	3000	1800	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	800	360 (20%)	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	600	36 (10%)	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	80	20	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Emcee announcement throughout festivals asking for show of hands. Corroborate info with poster survey at events

Describe the prior success of your project in attracting tourists.

AMP's events over the last 3 years have consistently brought at least 30% of our attendees from out of town and 10-15% who stay the night.

Describe your target tourist audience (location, demographics, etc.)

Skagit valley, Whatcom, Seattle. All ages music lovers

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

AMP Fest
Shipwrecked Fest

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Sommer Carter TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Sommer Carter
Title	Anacortes Music Project, Board President
Organization	Anacortes Music Project

Application

Project Detail

Project name	**Experience Anacortes**
Date(s) of project	January 1 – December 31, 2022
Amount of funding requested	194,817.01
Type of qualifying project	☒ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Chamber of Commerce
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	91-0534761
Contact name	Christy Lyman
Mailing address	819 Commercial Ave Suite F, Anacortes, WA 98221
Email address	christy@anacortes.org
Phone	(360) 293-7911

Project Questionnaire

Describe your project.

The Anacortes Chamber of Commerce, acting as the community's Destination Marketing Organization (DMO) – Experience Anacortes – is seeking funding to continue its efforts to promote both the city and the island to the traveling public. Our plans for 2022 will incorporate elements of the City/Port Maritime and Tourism Strategic Plans, as well as promotions from the new Skagit TPA and Washington State Tourism. We will continue to build on the strong relationships we have established with our partners over the years, and we will work to expand promotions through digital advertising.

Describe with specificity what aspects of your project you would spend the requested funds on.

An itemized plan of proposed spending avenues is included in the attached budget.

Promotion

Describe how you will promote your project to attract tourists.

We focus on visitors traveling more than 50 miles, and we highlight the many activities Fidalgo Island has to offer, including food, shopping, nature exploration, community events, and local arts and culture. Our main goal is to promote the island as a destination in and of itself, encouraging visitors to stay and enjoy Anacortes as a vacation destination. We also target visitors passing through Anacortes on their way to use the Washington State Ferry system, promoting the reservation system as an opportunity to explore Anacortes before departing.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We will continue to promote businesses, restaurants, and lodging establishments by driving traffic to the Anacortes.org website – we include the URL in all of our year-round event and experience advertising. We redirect our digital ad links to the most appropriate landing pages for each audience and track the campaign using custom parameters created with a Google Analytics tool.

Budget

Describe the overall budget for your project and entire budget costs.

Our total budget with city funding, chamber in-kind, and non-chamber in-kind value is $482,725.88

What amount of that budget are you requesting from the city?

40%

What would you cut from your proposed project if your application is not fully funded?

If we are not fully funded, I will propose limiting our commercial presence and reducing ad buys to the Tourism Committee.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2020**	**2019**	**2018**
Overall attendance	72,000	68,000	72,000	70,000
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	58,000	52,000	58,000	53,000
Number of people traveling from another country or state outside of their place of residence or their business	1600	400	1700	1500
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	40,000	35,000	40,000	40,000
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	38,000	36,000	38,000	37,500

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Google Analytics tracks our web-based promotions in real time and allows us to see website visitors' behaviors as they interact with our content. Social media usage is steadily increasing, and we use Facebook and Instagram Insights to determine where our potential guests live and where they interact with us. We also collect information at the point of sale for ticketed events such as Bier on the Pier and the Spring Wine Festival, such as location, how they heard about the event, and how much money they spent at local establishments while in town. When possible, we collaborate with event coordinators at other events, such as the Boat and Yacht Show, to collect data from guests who are willing to voluntarily share it with us. We also survey guests following events in order to collect data on how much time they spend in town and what types of activities they engage in other than events.

Describe the prior success of your project in attracting tourists.

Since 2008, Anacortes has seen consistent growth in hotel/motel tax and sales tax revenue (especially during the summer months). We've also seen an increase in the number of ticket pre-sales, with both Bier on the Pier and the Spring Wine Festival selling out before the event.

Describe your target tourist audience (location, demographics, etc.)

We have created a multi-level marketing plan with campaigns targeted to affluent travelers and families who can spend two or more nights away from home, international travelers, and Washington travelers looking for a weekend getaway. Based on Google Analytics data, we target prospective guests in British Columbia and

Washington State, as well as cities in the United States. We are continuing to expand our international reach with some of our most well-known partners, including the Cascade Loop, Experience WA, and Scenic WA. We've had success working with travel writers, and we intend to keep bringing in people we meet at travel shows and conferences. There has been an increase in travel among millennials and we are making concerted efforts to craft messages that speak to them through their preferred channels (mostly digital/social). To stay on track with DMO best practices for 2022, we're expanding our digital media content and focusing on story telling. This will include sponsored articles in My Northwest, The Seattle Times, Bellingham Alive; commercials viewable via connected TV devices, and the development of a podcast with our DMO partners through Scenic WA. Furthermore, we encourage outdoor adventurers to visit the island and responsibly explore the forests, waterfront, and incredible natural resources that surround us (we encourage them to make Anacortes their home base for Skagit County travel!).

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

2022 Experience Anacortes Marketing Proposal

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Christy Lyman TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Christy Lyman
Title	Tourism Director
Organization	Anacortes Chamber of Commerce

2022 MARKETING BUDGET PROPOSAL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
EXPENSES I - MARKETING													
MANAGEMENT				$ -									
ADMINISTRATION *PORTION OF TOURISM DIRECTOR SALARY*	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 20,000.00
SUBTOTAL	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 20,000.00
PROFESSIONAL DEVELOPMENT + LEADERSHIP													TOTAL
TOURISM CONFERENCES *TRAVEL & WORDS, SERIOUSLY SOCIAL SCENICWA, AND WA TOURISM ALLIANCE TOURISM LEADERSHIP CONFERENCES*	$ -	$ -	$ -	$ 1,500.00	$ -	$ -	$ -	$ -	$ 1,500.00	$ 1,500.00	$ -	$ -	$ 4,500.00
TOURISM BOARDS + MEMBERSHIPS *WTA, WSDMO, & CASCADE LOOP*	$ -	$ -	$ -	$ -	$ 500.00	$ -	$ -	$ -	$ 600.00	$ 499.00	$ -	$ -	$ 1,599.00
SUBTOTAL	$ -	$ -	$ -	$ 1,500.00	$ 500.00	$ -	$ -	$ -	$ 2,100.00	$ 1,999.00	$ -	$ -	$ 6,099.00
PRINT & DIGITAL ADVERTISING													TOTAL
AAA JOURNEY MAGAZINE *1/2 PAGE PRINT ADS, EMAIL TO SUBSCRIBERS, + SOCIAL MEDIA*	$ -	$ -	$ 6,995.00	$ -	$ -	$ -	$ -		$ 6,995.00	$ -	$ -	$ -	$ 13,990.00
BONNEVILLE SEATTLE *MY NORTHWEST SPONSORED ARTICLES + SOCIAL MEDIA*	$ -	$ 3,050.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,050.00	$ -	$ -	$ 6,100.00
CASCADE LOOP ASSOCIATION *FULL PAGE TRAVEL GUIDE, FEATURED WEB LISTING, SOCIAL MEDIA (4 POSTS PER MONTH), + 1 EMAIL NEWSLETTER*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,480.00	$ -	$ -	$ 5,480.00
ENCORE MEDIA *HALF PAGE ADS IN PACIFIC NW BALLET, SEATTLE CHILDREN'S THEATRE, SEATTLE REPERTORY THEATRE, SEATTLE SYMPHONY, AND SEATTLE THEATRE GROUP*	$ -	$ 1,556.28	$ 697.94	$ 697.94	$ -	$ -	$ -	$ -	$ -	$ 2,258.54	$ 1,400.21	$ -	$ 6,610.91
EXPLORER MEDIA & MARKETING *1/2 PAGE ADS NW TRAVEL & LIFE, SPRING & FALL TRAVEL PLANNERS*	$ -	$ -	$ 2,677.00	$ -	$ 695.00	$ -	$ -	$ -	$ -	$ 695.00	$ -	$ 2,677.00	$ 6,744.00
NATIONAL EVENT PUBLICATIONS *1/4 PAGE SEATTLE SEAHAWKS YEARBOOK*	$ -	$ -	$ 2,800.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,800.00
PARENTMAP *HALF PAGE ADS IN SPRING AND FALL FAMILY TRAVEL PLANNERS*	$ -	$ -	$ -	$ -	$ 1,155.00	$ -	$ -	$ -	$ -	$ -	$ 1,155.00	$ -	$ 2,310.00
SAGACITY MEDIA *SEATTLE MET MAGAZINE ARTICLE + SOCIAL MEDIA*	$ -		$ -	$ 2,000.00	$ -	$ -	$ -	$ -	$ 2,000.00	$ -	$ -	$ -	$ 4,000.00
SCENICWA *FULL PAGE ADS IN VISTOR'S GUIDE & WTA DISTRUTED MAP, 4 SOCIAL MEDIA POSTS IN 365 THINGS TO DO IN WA STATE, WEB LISTING, EMAIL TO SUBSCRIBERS, AND PREMIUM AD PLACEMENT*	$ -	$ -	$ 9,290.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 9,290.00
SEATTLE'S CHILD *SPRING & FALL TRAVEL PLANNERS*	$ -	$ -	$ 1,000.00	$ -	$ -	$ -	$ 1,000.00	$ -	$ -	$ -	$ -	$ -	$ 2,000.00
SEATTLE GAY NEWS *4 ADS FOR TRAVEL MONTH, PRIDE MONTH ADS, + HOLIDAY GUIDE*	$ -	$ -	$ 1,055.00	$ -	$ -	$ 1,055.00	$ -	$ -	$ 1,055.00	$ -	$ 1,055.00	$ -	$ 4,220.00

2022 MARKETING BUDGET PROPOSAL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
SKAGIT VALLEY TULIP FESTIVAL													
BUSINESS CARD AD IN FESTIVAL GUIDE	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 500.00	$ -	$ -	$ -	$ -	$ 500.00
THE SEATTLE TIMES													
3 SPONSORED ARTICLES + SOCIAL MEDIA ENHANCEMENT	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 11,550.00	$ -	$ -	$ -	$ 11,550.00
TIGER OAK MEDIA													
HALF PAGE AD IN THE TRAVEL ISSUE OF SEATTLE MAGAZINE	$ 2,800.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,800.00
UNITE SEATTLE MAGAZINE													
HALF PAGE ADS	$ -	$ -	$ 500.00	$ -	$ -	$ 500.00	$ -	$ -	$ 500.00	$ -	$ -	$ 500.00	$ 2,000.00
SUBTOTAL	$ 2,800.00	$ 4,606.28	$ 25,014.94	$ 2,697.94	$ 1,850.00	$ 1,555.00	$ 1,000.00	$ 500.00	$ 22,100.00	$ 11,483.54	$ 3,610.21	$ 3,177.00	$ 80,394.91
MARITIME STRATEGIC PLAN PUBLICATIONS													TOTAL
ANACORTES BOAT & YACHT SHOW													
MARKETING SPONSORSHIP	$ -	$ -	$ -	$ -	$ -	$ 5,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,000.00
NORTHWEST MARITIME CENTER													
HALF PAGE ADS IN 48 NORTH, RACE TO ALASKA PROGRAM, AND WOODEN BOAT FESTIVAL PROGRAM	$ -	$ 839.00	$ -		$ 875.00	$ -	$ -	$ 1,155.00	$ -	$ 839.00	$ -	$ 839.00	$ 4,547.00
SUNCRUISER PUBLISHING													
FULL PAGE AD	$ -	$ 1,975.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,975.00
WAGGONER CRUISING GUIDE													
FULL PAGE AD	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,200.00	$ -	$ -	$ -	$ -	$ 2,200.00
SUBTOTAL	$ -	$ 2,814.00	$ -	$ -	$ 875.00	$ 5,000.00	$ -	$ 3,355.00	$ -	$ 839.00	$ -	$ 839.00	$ 13,722.00
BILLBOARD													TOTAL
IMAGE 360													
WRAPPER / DESIGN / PRODUCTION / INSTALL / SLIDERS	$ 1,634.77	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,634.77	$ -	$ -	$ -	$ 3,269.54
SLIDER SIGNAGE	$ 302.00	$ -	$ -	$ -	$ -	$ -	$ -		$ 302.00	$ -	$ -	$ -	$ 604.00
DOT TAX / LEASE	$ 83.46	$ 83.46	$ 83.46	$ 83.46	$ 84.46	$ 83.46	$ 83.46	$ 83.46	$ 83.46	$ 83.46	$ 83.46	$ 83.46	$ 1,002.52
SUBTOTAL	$ 2,020.23	$ 83.46	$ 83.46	$ 83.46	$ 84.46	$ 83.46	$ 83.46	$ 83.46	$ 2,020.23	$ 83.46	$ 83.46	$ 83.46	$ 4,876.06
CONTRACTORS													TOTAL
LOCAL & TRAVELING WRITERS	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 4,800.00
SUBTOTAL	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 400.00	$ 4,800.00
MEDIA													TOTAL
LAST CHANCE PRODUCTIONS													
DIGITAL MEDIA & COMMERCIAL PUBLISHER VIA CONNECTED TV DEVICES, APPLE MUSIC, + SPOTIFY	$ 3,000.00	$ 3,000.00	$ 1,500.00	$ 1,500.00	$ -	$ -	$ -	$ -	$ 1,500.00	$ 1,500.00	$ 3,000.00	$ 3,000.00	$ 18,000.00
CASCADE LOOP													
VORTEX VIDEO PRODUCTION	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
SCENICWA													
CUSTOM PHOTO & VIDEO PRODUCTION	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
JWATCH PHOTOGRAPHY													
LOCAL BUSINESSES, EVENTS, VIEW POINTS, AND EXPERIENCES	$ 325.00	$ 325.00	$ 325.00	$ 650.00	$ 325.00	$ 650.00	$ 325.00	$ 325.00	$ 325.00	$ 650.00	$ 325.00	$ 325.00	$ 4,875.00
SUBTOTAL	$ 3,325.00	$ 3,325.00	$ 1,825.00	$ 2,150.00	$ 325.00	$ 650.00	$ 325.00	$ 325.00	$ 1,825.00	$ 2,150.00	$ 3,325.00	$ 3,325.00	$ 22,875.00
DESTINATION GUIDE/MAGAZINE/BROCHURE													TOTAL

2022 MARKETING BUDGET PROPOSAL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
HOW IT WORKS *PRINTED MATERIALS- TRI-FOLD BROCHURE*	$ 6,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 6,000.00
CERTIFIED FOLDER DISPLAY SERVICE, INC *WASHINGTON STATE FERRY DISTRIBUTION*	$ 10,120.89	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 10,120.89
SUBTOTAL	$ 16,120.89	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 16,120.89
TECHNOLOGY													TOTAL
MAILCHIMP *EMAIL SOFTWARE - 20,000 SUBSCRIBERS*	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 2,040.00
SURVEY MONKEY *SOFTWARE TO HELP CREATE BETTER TARGETED CAMPAIGNS*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 489.15	$ -	$ -	$ -	$ 489.15
DEI CREATIVE *WEBSITE MAINTENANCE*	$ 500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 500.00
GROWTH ZONE *DIRECTORY DATABASE*	$ 1,800.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,800.00
SUPPORT-LOCAL *PLATFORM ANNUAL FEE*	$ 2,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,500.00
SUBTOTAL	$ 4,970.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 170.00	$ 659.15	$ 170.00	$ 170.00	$ 170.00	$ 7,329.15
BIER ON THE PIER													TOTAL
NORTHSOUND LIFE *BELLINGHAM ALIVE DIGITAL ARTICLE + SOCIAL MEDIA*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,050.00	$ -	$ -	$ -	$ 1,050.00
4IMPRINT *COASTERS WITH LOGO & QR CODE FOR TICKETS*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,000.00	$ -	$ -	$ -	$ 2,000.00
SKAGIT MARKETING *BEER FEST MARKETING SPONSORSHIP + JOINT ADVERTISING*	$ -	$ 300.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 300.00
SKAGIT PUBLISHING *POST IT NOTE, DIGITAL AND PRINT ADS, EMAIL TO SUBSCRIBERS*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 950.00	$ 600.00	$ -	$ -	$ -	$ 1,550.00
SOCIAL MEDIA *FACEBOOK & INSTAGRAM ADS*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 500.00	$ 500.00	$ -	$ -	$ -	$ 1,000.00
SUBTOTAL	$ -	$ 300.00	$ -	$ -	$ -	$ -	$ -	$ 1,450.00	$ 4,150.00	$ -	$ -	$ -	$ 5,900.00
COASTAL CHRISTMAS													TOTAL
NORTHSOUND LIFE *BELLINGHAM ALIVE DIGITAL ARTICLE + SOCIAL MEDIA*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,050.00	$ -	$ 1,050.00
SKAGIT PUBLISHING *POST IT NOTE, DIGITAL AND PRINT ADS, EMAIL TO SUBSCRIBERS*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,550.00	$ -	$ 1,550.00
PARENT MAP *EMAIL TO SUBSCRIBERS AND SOCIAL MEDIA*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,750.00	$ -	$ 1,750.00
SOCIAL MEDIA *FACEBOOK & INSTAGRAM ADS*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,000.00	$ -	$ 1,000.00
SUBTOTAL	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,350.00	$ -	$ 5,350.00
SPRING WINE FESTIVAL													TOTAL
NORTHSOUND LIFE *BELLINGHAM ALIVE DIGITAL ARTICLE + SOCIAL MEDIA*	$ -	$ -	$ 1,050.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,050.00

2022 MARKETING BUDGET PROPOSAL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
SKAGIT PUBLISHING *POST IT NOTE, DIGITAL AND PRINT ADS, EMAIL TO SUBSCRIBERS*	$ -	$ 950.00	$ 600.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,550.00
SKAGIT VALLEY TULIP FESTIVAL *AD IN FESTIVAL GUIDE*	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 500.00	$ -	$ -	$ -	$ -	$ 500.00
SOCIAL MEDIA *FACEBOOK & INSTAGRAM ADS*	$ -	$ 200.00	$ 800.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,000.00
SUBTOTAL	$ -	$ 1,150.00	$ 2,450.00	$ -	$ -	$ -	$ -	$ 500.00	$ -	$ -	$ -	$ -	$ 4,100.00
WATERFRONT FESTIVAL													TOTAL
SKAGIT PUBLISHING *POST IT NOTE, DIGITAL AND PRINT ADS, EMAIL TO SUBSCRIBERS*	$ -	$ -	$ -	$ 950.00	$ 600.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,500.00
PARENTMAP *EMAIL TO SUBSCRIBERS AND SOCIAL MEDIA*	$ -	$ -	$ -	$ -	$ 1,750.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,750.00
SUBTOTAL	$ -	$ -	$ -	$ 950.00	$ 2,350.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,250.00
EXPENSES I - MARKETING TOTAL	$ 31,302.79	$ 14,515.41	$ 31,610.07	$ 9,618.07	$ 8,221.13	$ 9,525.13	$ 3,645.13	$ 8,450.13	$ 34,921.05	$ 18,791.67	$ 14,605.34	$ 9,661.13	$ 194,817.01
EXPENSES II - IN KIND													
CHAMBER													
ADMINISTRATION *TOURISM DIRECTOR SALARY + BENEFITS*	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 15,000.00
ADOBE CREATIVE SUITE *GRAPHIC DESIGN & VIDEO EDITING SOFTWARE*	$ -	$ -	$ -	$ -	$ 339.50	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 339.50
BLUEHOST *WEBSITE DOMAIN, HOSTING, STORAGE, AND SECURITY*	$ -	$ -	$ 56.99	$ -	$ 56.99	$ -	$ -	$ 56.99	$ -	$ -	$ 56.99	$ -	$ 227.94
COMMUNITY EVENTS *BIER ON THE PIER, SPRING WINE FESTIVAL, WATERFRONT FESTIVAL, AND COASTAL CHRISTMAS EXPENSES*	$ 104.00	$ 3,991.00	$ 7,312.00	$ 72,105.05	$ 13,381.00	$ 1,391.00	$ 573.00	$ 1,500.00	$ 84.00	$ 40,913.00	$ 1,034.00	$ 5,000.00	$ 147,388.05
FURIN & CO/CHAMBER STAFF *BOOKKEEPING*	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 180.00	$ 2,160.00
GREAT AMERICA FINANCIAL SERVICES *COPIER/PRINTER*	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 2,400.00
GROWTH ZONE DIRECTORY DATABASE	$ 1,800.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,800.00
OFFICE SUPPLY STORES *ENVELOPES, BUSINESS CARDS, MISC SUPPLIES*	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 1,000.00
SUBTOTAL	$ 3,617.33	$ 5,704.33	$ 9,082.32	$ 73,818.38	$ 15,490.82	$ 3,104.33	$ 2,286.33	$ 3,270.32	$ 1,797.33	$ 42,626.33	$ 2,804.32	$ 6,713.33	$ 170,315.49
EXPENSES II - IN KIND TOTAL	$ 3,617.33	$ 5,704.33	$ 9,082.32	$ 73,818.38	$ 15,490.82	$ 3,104.33	$ 2,286.33	$ 3,270.32	$ 1,797.33	$ 42,626.33	$ 2,804.32	$ 6,713.33	$ 170,315.49

2022 MARKETING BUDGET PROPOSAL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
EXPENSES III - IN KIND													
NON CHAMBER													
ADVERTISING COLLECTIVE AMOUNT *(WILL INCREASE DURING NEGOTIATIONS)*	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 3,566.20	$ 42,794.38
ANACORTES BOAT & YACHT SHOW *PARTNERSHIP WITH NMTA - SHOW OPPERATING COSTS*	$ -	$ -	$ -	$ -	$ 74,799.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 74,799.00
VOLUNTEER HOURS *WA VOLUTEER WAGE OF $33.75*	$ 168.75	$ 168.75	$ 168.75	$ 3,408.75	$ 20,823.75	$ 2,598.75	$ 168.75	$ 168.75	$ 168.75	$ 7,728.75	$ 168.75	$ 168.75	$ 35,910.00
SUBTOTAL	$ 3,734.95	$ 3,734.95	$ 3,734.95	$ 6,974.95	$ 99,188.95	$ 6,164.95	$ 3,734.95	$ 3,734.95	$ 3,734.95	$ 11,294.95	$ 3,734.95	$ 3,734.95	$ 117,593.38
EXPENSES III - IN KIND TOTAL	$ 3,734.95	$ 3,734.95	$ 3,734.95	$ 6,974.95	$ 99,188.95	$ 6,164.95	$ 3,734.95	$ 3,734.95	$ 3,734.95	$ 11,294.95	$ 3,734.95	$ 3,734.95	$ 117,593.38
EXPENSES I - MARKETING TOTAL	$ 31,302.79	$ 14,515.41	$ 31,610.07	$ 9,618.07	$ 8,221.13	$ 9,525.13	$ 3,645.13	$ 8,450.13	$ 34,921.05	$ 18,791.67	$ 14,605.34	$ 9,661.13	$ 194,817.01
EXPENSES II - CHAMBER IN KIND TOTAL	$ 3,617.33	$ 5,704.33	$ 9,082.32	$ 73,818.38	$ 15,490.82	$ 3,104.33	$ 2,286.33	$ 3,270.32	$ 1,797.33	$ 42,626.33	$ 2,804.32	$ 6,713.33	$ 170,315.49
EXPENSES III - NON CHAMBER IN KIND TOTAL	$ 3,734.95	$ 3,734.95	$ 3,734.95	$ 6,974.95	$ 99,188.95	$ 6,164.95	$ 3,734.95	$ 3,734.95	$ 3,734.95	$ 11,294.95	$ 3,734.95	$ 3,734.95	$ 117,593.38
TOTAL PROJECT BUDGET	$ 38,655.07	$ 23,954.69	$ 44,427.33	$ 90,411.40	$ 122,900.89	$ 18,794.41	$ 9,666.41	$ 15,455.39	$ 40,453.33	$ 72,712.95	$ 21,144.60	$ 20,109.41	$ 482,725.88

EXPERIENCE
ANACORTES
YOUR ISLAND GETAWAY
Situated on a drive-to island, Ancortes is a vibrant coastal community offiering the ultimate Northwest getaway. Spend a day or weekend experiencing everything from seaside recreation to exploring forestlands, casual cafes to elegant dining, quirky to sophisicated shopping and unique accomodations.
ANACORTES.ORG

EXPERIENCE ANACORTES

An inspiring world of natural wonder lies just ahead as you step into the renowned forest lands of Anacortes on Fidalgo Island. One of the most amazing assets of this island city is ownership of almost 3,000 acres of protected forests - a precious collection of parcels featuring not only towering trees but rocky bluffs, beaches, wetlands, and lakes.

ANACORTES.ORG

EXPERIENCE ANACORTES

A treasured attribute of island living is the miles of marine coastline waiting to be explored.

ANACORTES.ORG

EXPERIENCE
ANACORTES
Anacortes boutiques never disappoint and when you walk in you are immediately transported into a dreamy vintage or coastal shopping experience.
ANACORTES.ORG

EXPERIENCE
ANACORTES
A trip to the Anacortes Farmers Market is like a drive around Skagit County. There are vegetables right out of the ground, hand-crafted cheeses, freshly caught fish, grass-fed meat, dazzling jewelry, flowers, beautiful linens, delicious bakery items, and so much more. Food vendors cook up savory dishes and musicians bring their creative vibe.
ANACORTES.ORG

Application

Project Detail

Project name	**Anacortes Visitor Information Center**
Date(s) of project	January 1 – December 31, 2022
Amount of funding requested	$72,808.61
Type of qualifying project	☐ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☒ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Chamber of Commerce
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	91-0534761
Contact name	Christy Lyman
Mailing address	819 Commercial Avenue, Suite F, Anacortes, WA 98221
Email address	christy@anacortes.org
Phone	(360) 293-7911

Project Questionnaire

Describe your project.

The Anacortes Visitor Information Center is a hub for information about all things Anacortes. Led by our Tourism Director, our volunteer staff of 30 works directly with guests to provide information on local businesses, hiking, boating, directions to local attractions and parks, upcoming events, and so much more. Throughout the year we have an average of 15,825 folks come to the VIC, 1,161 folks that call for information, and 998 folks that request to have tourism and/or relocation packets mailed to them. We also provide information via our website anacortes.org that has an average of 150,000 visitors each year with more than 800,000 pages viewed.

In addition to the VIC, we are requesting funding for the public restrooms, town crier, and city beautification projects.

Describe with specificity what aspects of your project you would spend the requested funds on.

The funding requested will go directly to rent/utilities/services/taxes; office supplies; city beautification projects, technology upgrades, volunteer appreciation, and project management.

Promotion

Describe how you will promote your project to attract tourists.

We promote the Visitor Information Center as the cornerstone of Anacortes vacation planning. We include contact information and our website on advertisements so folks can get a jump start on their planning and we make sure

they know the VIC is a central location to most things on the island and can easily be made a first stop to gather information.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Our Visitor Information Center holds hundreds of brochures for businesses, recreation areas, and places to stay. We curate packets based on each visitors interests and needs and encourage them to stay in Anacortes for the duration of their trip.

Budget

Describe the overall budget for your project and entire budget costs.

Our total project budget is $587, 085.99

What amount of that budget are you requesting from the city?

12%

What would you cut from your proposed project if your application is not fully funded?

If we are not fully funded, we would need to evaluate which beautification projects we can move forward with.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2020**	**2019**	**2018**
Overall attendance	15,000	2,061	14,590	15,298
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	10,950	1,505	10,651	11,168
Number of people traveling from another country or state outside of their place of residence or their business	6,900	948	6,711	7,037
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	Enter ###.	Enter ###.	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We use Survey Monkey to track data received from guests. We also use Google Analytics reports to track geo-locations and interests.

Describe the prior success of your project in attracting tourists.

Since 2014, the Visitor Information Center has helped more than 117,480 people plan their stay in Anacortes.

Describe your target tourist audience (location, demographics, etc.)

We have advertising campaigns targeted to affluent travelers and families who can spend two or more nights away from home, international travelers, and Washington travelers looking for a weekend getaway. Based on Google Analytics data, we target prospective guests in British Columbia and Washington State, as well as cities in the United States. We are continuing to expand our international reach with some of our most well-known partners, including the Cascade Loop, Washington Tourism Alliance, and Scenic WA.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

2022 Visitor Information Center – Budget & Timeline

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Christy Lyman TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Christy Lyman
Title	Tourism Director
Organization	Anacortes Chamber of Commerce

2022 VIC PROPOSAL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
EXPENSES I													
MANAGEMENT													TOTAL
ADMINISTRATION													
PORTION OF TOURISM DIRECTOR SALARY	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 20,000.00
SUBTOTAL	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 1,666.67	$ 20,000.00
RENT/UTILITIES/SERVICES/TAXES													TOTAL
ADT SECURITY													
PANIC BUTTON	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 75.44	$ 905.30
CINTAS													
NON SLIP RUGS	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 30.00	$ 360.00
COMCAST													
INTERNET & PHONE	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 55.45	$ 665.40
FRONTLINE CLEANERS													
CLEANING	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 245.74	$ 2,948.82
INTERMAX													
PHONE SYSTEM	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 61.02	$ 732.24
PAINTING COMPANY (ESTIMATE WILL GO FOR BID)													
FRESH COAT OF PAINT FOR WALLS	$ -	$ -	$ 3,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,000.00
PUGET SOUND ENERGY													
POWER	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 75.00	$ 900.00
RENT													
CHAMBER CONDO DUES	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 120.00	$ 1,440.00
SKAGIT COUNTY TREASURER													
PROPERTY TAXES	$ -	$ -	$ -	$ -	$ 449.92	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 449.92
SURVEY MONKEY													
SOFTWARE TO HELP CREATE BETTER TARGETED CAMPAIGNS	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 489.15	$ -	$ -	$ -	$ 489.15
SUBTOTAL	$ 662.65	$ 662.65	$ 3,662.65	$ 662.65	$ 1,112.57	$ 662.65	$ 662.65	$ 662.65	$ 1,151.80	$ 662.65	$ 662.65	$ 662.65	$ 11,890.83
SUPPLIES													
HOW IT WORKS													
#10, #9, AND 9X13 ENVELOPES, POSTCARDS, RACK CARDS	$ -	$ -	$ -	$ 600.00	$ -	$ -	$ 600.00	$ -	$ -	$ -	$ -	$ -	$ 1,200.00
OFFICE SUPPLY STORES													
NEW DESK, CHAIRS, CALENDARS, CORK BOARDS, MAPS, ETC	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 187.50	$ 2,250.00
POSTAGE FOR TOURISM & RELOCATION PACKETS	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 15.00	$ 180.00
GREAT AMERICA FINANCIAL SERVICES													
COPIER/PRINTER	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 2,400.00
CITY OF ANACORTES/PARKS & REC													
TRAIL MAPS	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 1,800.00
SUBTOTAL	$ 552.50	$ 552.50	$ 552.50	$ 1,152.50	$ 552.50	$ 552.50	$ 1,152.50	$ 552.50	$ 552.50	$ 552.50	$ 552.50	$ 552.50	$ 7,830.00
PUBLIC RESTROOM													
PUGET SOUND ENERGY													
POWER	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 1,200.00
FRONTLINE CLEANERS													
CLEANING	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 295.74	$ 3,548.82
SUBTOTAL	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 1,200.00

TECHNOLOGY														TOTAL
QR CODE PROJECT: OFFICE SUPPLY STORE														
AVERY SQUARE 3/4 X 3/4 INCH LABELS ,	$ 26.95	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 26.95
QR CODE PROJECT: DROPBOX.COM														
QR CODE & DOCUMENT HOSTING	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 198.96
WHIDBEY TECH SOLUTIONS														
COMPUTER MONITOR	$ 200.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 200.00
KIOSK PROJECT: DISPLAYS 2 GO														
DISPLAY STAND	$ 588.72	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 588.72
KIOSK PROJECT: APPLE														
DEVICE AND ACCESSORIES	$ 377.95	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 377.95
SUBTOTAL	$ 1,210.20	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 16.58	$ 1,392.58
VOLUNTEER APPRECIATION														TOTAL
MONTHLY MEETING														
PASTRIES & COFFEE	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 720.00
APPRECIATION PARTIES														
FOOD, GIFTS, RECOGNITION CERTIFICATES, AND DÉCOR	$ -	$ -	$ -	$ -	$ -	$ 1,825.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,825.00	$ 3,650.00
SUBTOTAL	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 1,885.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 60.00	$ 1,885.00	$ 4,370.00
TOWN CRIER														
MISC. EXPENSES	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 2,000.00
SUBTOTAL	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 166.67	$ 2,000.00
BEAUTIFICATION														
PUGET SOUND ENERGY														
POCKET PARK POWER	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 14.60	$ 175.20
CHRISTMAS WREATH MAINTENANCE														
NEW LIGHTS & PLUGS/FOOD FOR VOLUNTEERS	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 750.00	$ -	$ 750.00	
CHRISTMAS LIGHTS FOR COMMERCIAL AVENUE TREES														
LIGHTS, CORDS, & INSTALL	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 4,700.00	$ 6,500.00	$ -	$ -	$ 11,200.00	
CHANNEL VIEW FARMS														
HANGING FLOWER BASKETS & PLANTERS	$ -	$ -	$ -	$ 1,000.00	$ -	$ 3,500.00	$ -	$ 1,000.00	$ -	$ -	$ 3,500.00	$ -	$ 9,000.00	
IMAGE 360														
COMMERCIAL AVE TOURISM BANNER REPLACEMENTS	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,000.00	$ -	$ -	$ -	$ -	$ 3,000.00	
SUBTOTAL	$ 14.60	$ 14.60	$ 14.60	$ 1,014.60	$ 14.60	$ 3,514.60	$ 14.60	$ 4,014.60	$ 4,714.60	$ 6,514.60	$ 4,264.60	$ 14.60	$ 24,125.20	
EXPENSES I TOTAL	$ 4,433.28	$ 3,239.66	$ 6,239.66	$ 4,839.66	$ 3,689.58	$ 8,564.66	$ 3,839.66	$ 7,239.66	$ 8,428.81	$ 9,739.66	$ 7,489.66	$ 5,064.66	$ 72,808.61	

EXPENSES II - IN-KIND														
CHAMBER														TOTAL
ADMINISTRATION														
TOURISM DIRECTOR SALARY + BENEFITS	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 15,000.00	
ADOBE CREATIVE SUITE														
GRAPHIC DESIGN & VIDEO EDITING SOFTWARE	$ -	$ -	$ -	$ -	$ 339.50	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 339.50	
BLUEHOST														
WEBSITE DOMAIN, HOSTING, STORAGE, AND SECURITY	$ -	$ -	$ 56.99	$ -	$ -	$ 56.99	$ -	$ -	$ 56.99	$ -	$ 56.99	$ -	$ 227.94	
FURIN & CO/CHAMBER STAFF														
BOOKKEEPING	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 90.00	$ 1,080.00	
OTHER CHAMBER STAFF HOURS	$ 464.00	$ 116.00	$ 116.00	$ 464.00	$ 116.00	$ 522.00	$ 116.00	$ 116.00	$ 116.00	$ 116.00	$ 1,164.00	$ 1,334.00	$ 4,760.00	
OFFICE SUPPLY STORES														
BUSINESS CARDS, MISC SUPPLIES	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 83.33	$ 1,000.00	
SUBTOTAL	$ 1,887.33	$ 1,539.33	$ 1,596.32	$ 1,887.33	$ 1,878.83	$ 2,002.32	$ 1,539.33	$ 1,539.33	$ 1,596.32	$ 1,539.33	$ 2,644.32	$ 2,757.33	$ 22,407.44	
EXPENSES II - CHAMBER IN-KIND TOTAL	$ 1,887.33	$ 1,539.33	$ 1,596.32	$ 1,887.33	$ 1,878.83	$ 2,002.32	$ 1,539.33	$ 1,539.33	$ 1,596.32	$ 1,539.33	$ 2,644.32	$ 2,757.33	$ 22,407.44	

EXPENSES III - IN KIND

NON CHAMBER *BASED ON WA VOLUTEER WAGE OF $33.75*														TOTAL
COASTAL CHRISTMAS TREE														
INSTALL AND TAKE DOWN	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,936.25	$ 2,936.25	$ 5,872.50	
CHRISTMAS WREATHS														
INSTALL AND TAKE DOWN	$ 1,080.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,080.00	$ -	$ 2,160.00	
HANGING BASKETS														
INSTALL AND TAKE DOWN	$ -	$ -	$ -	$ 1,080.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,080.00	
VISITOR INFORMATION CENTER														
VOLUNTEER STAFFING 7 DAYS A WEEK	$ 12,791.00	$ 20,925.00	$ 24,536.00	$ 36,045.00	$ 44,516.00	$ 50,693.00	$ 65,711.00	$ 63,079.00	$ 47,554.00	$ 58,320.00	$ 14,715.00	$ 20,925.00	$ 459,810.00	
QR CODE PROJECT														
DOCUMENT SCANNING/COLLECTING PDFS/CREATING QR CODES, PRINTING, AND INSTALLING	$ 180.00	$ 180.00	$ 180.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 540.00	
SUBTOTAL	$ 14,051.00	$ 21,105.00	$ 24,716.00	$ 37,125.00	$ 44,516.00	$ 50,693.00	$ 65,711.00	$ 63,079.00	$ 47,554.00	$ 58,320.00	$ 18,731.25	$ 23,861.25	$ 469,462.50	
EXPENSES III - NON-CHAMBER IN-KIND TOTAL	$ 15,938.33	$ 22,644.33	$ 26,312.32	$ 39,012.33	$ 46,394.83	$ 52,695.32	$ 67,250.33	$ 64,618.33	$ 49,150.32	$ 59,859.33	$ 21,375.57	$ 26,618.58	$ 491,869.94	
EXPENSES I TOTAL	$ 4,433.28	$ 3,239.66	$ 6,239.66	$ 4,839.66	$ 3,689.58	$ 8,564.66	$ 3,839.66	$ 7,239.66	$ 8,428.81	$ 9,739.66	$ 7,489.66	$ 5,064.66	$ 72,808.61	
EXPENSES II - CHAMBER IN-KIND TOTAL	$ 1,887.33	$ 1,539.33	$ 1,596.32	$ 1,887.33	$ 1,878.83	$ 2,002.32	$ 1,539.33	$ 1,539.33	$ 1,596.32	$ 1,539.33	$ 2,644.32	$ 2,757.33	$ 22,407.44	
EXPENSES III - NON-CHAMBER IN-KIND TOTAL	$ 15,938.33	$ 22,644.33	$ 26,312.32	$ 39,012.33	$ 46,394.83	$ 52,695.32	$ 67,250.33	$ 64,618.33	$ 49,150.32	$ 59,859.33	$ 21,375.57	$ 26,618.58	$ 491,869.94	
TOTAL PROJECT BUDGET	$ 22,258.95	$ 27,423.33	$ 34,148.30	$ 45,739.33	$ 51,963.25	$ 63,262.30	$ 72,629.33	$ 73,397.33	$ 59,175.45	$ 71,138.33	$ 31,509.55	$ 34,440.58	$ 587,085.99	

Application

Project Detail

Project name	**Fourth of July Fireworks Display 2022**
Date(s) of project	July 4, 2022
Amount of funding requested	$15,000
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	City of Anacortes/Anacortes Parks and Recreation
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other: enter text.
Federal tax ID #	Click here to enter text.
Contact name	Jonn Lunsford
Mailing address	PO Box 547, Anacortes, WA 98221
Email address	jonnl@cityofanacortes.org
Phone	360-293-1918

Project Questionnaire

Describe your project.

The City of Anacortes hosts the community fireworks display on the Fourth of July.

Describe with specificity what aspects of your project you would spend the requested funds on.

We are requesting funds to cover partial costs for the fireworks display. We typically contract with Western Display Fireworks.

Promotion

Describe how you will promote your project to attract tourists.

This year we were one of the few communities nearby to host a parade and fireworks display on the Fourth. We estimate that over 25,000 people view the display and probably 500 or more visitors travel and spend the night for the festivities.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

The event is promoted through press releases, city social media posts and publicity.

Budget

Describe the overall budget for your project and entire budget costs.

The fireworks in 2021 cost the city $27,000, we anticipate this will go up significantly in 2022 due to shortages in the current economic climate. There are also costs for tugs and barges that carry the fireworks and crew. These costs can add an additional $4000 to $6000 to the event.

What amount of that budget are you requesting from the city?

We are requesting $15,000 in LTAC funds.

What would you cut from your proposed project if your application is not fully funded?

The City provides support in from many departments to prepare for the variety of events on the Fourth of July. The absorption of these costs helps us to focus our request to LTAC on only the fireworks display.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**month/year**	**month/year**	**month/year**
Overall attendance	25,000	Enter ###.	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	1000	Enter ###.	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	250	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	500	Enter ###.	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	500	Enter ###.	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We will base our estimation on crowd size at the parade and other events on the Fourth.

Describe the prior success of your project in attracting tourists.

In 2021 we had one of the larger turnouts we have recently experienced for visitors at our Fourth of July parade. Typically, there are several thousand people who visit downtown for this event and stay for the fireworks display.

Describe your target tourist audience (location, demographics, etc.)

Our target audience is mostly families or retired adults vacationing in the area for the Fourth of July and their summer holiday.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Click here to enter text.

Certification

- I am an authorized agent of the organization applying for funding.

- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Jonn Lunsford TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Jonn Lunsford
Title	Director
Organization	Anacortes Parks and Recreation

Application

Project Detail

Project name	**Genre Night at the Library**
Date(s) of project	March 5, 2021 or TBA date in summer if COVID makes outside the only option
Amount of funding requested	$2000
Type of qualifying project	☒ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Public Library
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other: enter text.
Federal tax ID #	91-6001227
Contact name	Anacortes Public Library
Mailing address	1220 10th Street
Email address	dianaf@cityofanscortes.org
Phone	3605888067

Project Questionnaire

Describe your project.

A night of family and community fun at the library around a specified genre celebrating story with arts, crafts, food, volunteerism, and creativity as it is inspired by storytelling.

Anacortes Public Library has created an annual Genre Night Event that celebrates a beloved theme for the past five years. The library is transformed by volunteers and staff through art, crafts and music to celebrate themes such as Science Fiction, Harry Potter, and Comic Books. Activities organized by volunteers have included an art show by Rik Allen, Shakespearean Star Wars reading performance by Anacortes Community Theatre, wand painting, potions classes with a chemistry professor, original comic themed performance by middle school drama students. Most recently an additional component of volunteering in preparation for it that has included customized crafted and artistic items created by community members as prizes and décor, including murals, set pieces, and more. Community members have donated time and in-kind donations exceeding $1000 for the past two years. In 2019 there were more than 20 new volunteers participating in addition to the usual 40 that help out each year. This year's theme will be a Fantastical Genre Night: Celebrating all Genres so everyone can participate in this costume and creative literary themed event after we had to cancel last year.

If we are unable to have the event inside in March, we will have an event outside in the summer, likely in July, at a TBA date depending on CDC and county guidelines for events.

Describe with specificity what aspects of your project you would spend the requested funds on.

Funds would be spent primarily on prizes, decorations, and marketing, as well as treats. We have had up to 800 people in past years, so we prepare for everything we do to be for a minimum of 500 kids and up to 700 people. Volunteers receive a button, nametag, folder, and water/snacks. We buy art supplies and activities for volunteers and attendees, as well as building materials for staging events and larger prop pieces. . We put together treats for each child who attends, as well as have prizes for each age category that showcase a love of reading and imagination. Marketing funds will be used for social media ads, printing of posters, and printing of programs with sponsoring business, service clubs, and volunteers/donors listed. If we have to have the event outdoors, it will cost more to rent equipment, but also have the chance of attracting even more attendees.

Promotion

Describe how you will promote your project to attract tourists.

We have a special poster custom designed, and share it around town and in local area libraries. We advertise on social media up to 50 miles away, and promote it online through our website, mailing lists, and in the area newspapers.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We partner with local businesses, including restaurants, lodging establishments, and businesses who help sponsor, advertise, and even volunteer at the event. They're listed in all promotions, and will be listed on our website to highlight that they're a part of the event.

Budget

Describe the overall budget for your project and entire budget costs.

$5000 including donations in-kind, staff labor. Costs for advertising include printing posters and flyers, paying for ads online, and costs of prizes, decorations, and craft, art, and snack supplies for children's and teen areas. Rentals of equipment and building items are also budget in. Here is a rough breakdown, although depending on donations and sponsorship some line items may go up or down.
Marketing: $1500
--Poster design, print and distribution
--Booklet design, print, distribution with sponsors and thanks highlighting community partners and sponsors.
--Social media and print ads
Food: $500
Decorations: $500
Equipment (build and rentals) $500
Staffing and Volunteer Supplies: $1000
Activity Supplies for Children and Teens: $500
Prizes: $500

What amount of that budget are you requesting from the city?

40% of the total budget. Our Friends of the Library sponsors the event for $1000, although this coming year it may be less due to lost revenue. Private donors and service clubs sometimes donate funds, or donations in kind, as well as volunteer time. Local businesses give donations in kind of prizes, and if enough funds are available we also purchase items from local businesses as part of the prizes as well.

What would you cut from your proposed project if your application is not fully funded?

We would possibly have to design the poster in house, not be able to pay for ads, and not be able to have the interactive booklet that everyone gets that lists all sponsors, as well as functions as a part of the community engagement. Prizes would be fewer, and there might be a few less stations.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	Actuals		
	2022	**month/year**	**month/year**	**month/year**
Overall attendance	700	Enter ###.	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	300	Enter ###.	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	10	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	30	Enter ###.	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	30	Enter ###.	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Social media interest, an exit survey for a small prize, and we'll ask at the door.

Describe the prior success of your project in attracting tourists.

We know we have many families drive from the surrounding area for the evening, throughout the Skagit Valley. We've never tracked before, although we've had visitors from Canada as well and family members who come stay because they know about it from someone who lives here.

Describe your target tourist audience (location, demographics, etc.)

Families and teens from the Skagit area, up to Bellingham.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Click here to enter text.

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.

- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Diana Farnsworth TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Diana Farnsworth
Title	Librarian
Organization	Anacortes Public Library

Application

Project Detail

Project name	**Museum Brochure Production and Distribution**
Date(s) of project	January 2022 – December 2022
Amount of funding requested	5,800
Type of qualifying project	☒ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Museum Foundation
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	91-1568957
Contact name	Bret Lunsford
Mailing address	1305 8th Street
Email address	bretl@cityofanacortes.org
Phone	360-293-1915

Project Questionnaire

Describe your project.

The Anacortes Museum will reprint and distribute four tourist brochures and place them at various free and contracted locations, including:

- Distribution of brochures on the Washington State Ferries' San Juan routes and I-5 locations using Certified Folder.

- Causland Memorial Park: This brochure celebrates the 100-year history of Causland Park, and offers the public an opportunity to support ongoing projects through donations to the Anacortes Parks Foundation's Causland Memorial Park Restoration Project.

- W.T. Preston: This two-sided rack card emphasizes the W.T. Preston Snagboat's National Historic Landmark status and its waterfront location at the Maritime Heritage Center.

- Historic Walking Tour: Brochure features the Anacortes Museum's facilities as part of the Old Town walking tour route aimed to attract visitors to historic downtown Anacortes.

- Mural Tour: This brochure is currently in development and will replace the Anacortes Visitors Map and Guide which has been the go-to Anacortes map and list of Bill Mitchell's murals. The brochure will contain a map and list of murals, providing an alternative for those choosing not to use the smartphone mural tour.

Promotion

Describe how you will promote your project to attract tourists.

Our brochures include photos of our historic attractions, descriptions of what the visitor will see and information about current exhibits. They provide quality exposure for the Bill Mitchell Murals, the Anacortes Museum, Maritime Heritage Center, W.T. Preston, Causland Park and historic downtown Anacortes (through the Historic Walking Tour brochure).

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Visits to our facilities give increased exposure to the entire Anacortes community. As visitors plan their visit to our facilities, they will seek out lodging and restaurants for their stay. Our facilities are located within the downtown Anacortes commercial area. Their location and our Mural Tour and Historic Walking Tour brochures encourage visitors to walk to downtown businesses and restaurants.

Our docents frequently are asked to recommend restaurants, businesses and lodging establishments in Anacortes. They encourage visitors to stop at the Anacortes Visitor Center and offer suggestions for restaurants and provide information about businesses and lodging establishments

The brochures will provide quality exposure for the Anacortes Museum, Maritime Heritage Center, W.T. Preston, Causland Park, the Bill Mitchell Murals, and downtown Anacortes throughout the coming year.

Budget

Describe the overall budget for your project and entire budget costs.

Distribution and brochure reprinting costs:

- Certified Folder distribution (Bellingham/North I-5 Super Cities and WSF Anacortes/San Juan Islands	$2,500
- Print Causland Memorial Park brochure	$ 500
- Print W.T. Preston rack card	$ 300
- Print Historic Walking Tour brochure	$2,000
- Print Mural brochure	$ 500
Total requested funding	$5,800

What amount of that budget are you requesting from the city?

100%

What would you cut from your proposed project if your application is not fully funded?

Causland Memorial Park brochure

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

Note: Due to Covid-19 closures in 2020 and 2021, overall attendance numbers from 2019 were used to estimate what is hoped to be more-normal visitation in 2022. 2019 Visitation was also used as a basis for Actuals.

Calculations to determine the number of attendees who traveled 50 miles or more; those who traveled from another state or country; and attendees who stayed in paid accommodations, stayed overnight in unpaid accommodations, and the actual estimated number of paid nights were calculated using data derived from the museum's 2019 Visitor Zip Code Survey.

A summary of the methodology used for these calculations is available upon request.

	Estimate for 2022	**Actuals – based upon 2019 Visitation**		
		2019	**month/year**	**month/year**
Overall attendance	8980	8980	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	4600	4600	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	2975	2975	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	2690	2690	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	1680	1680	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Docents collect visitor information on daily tally sheets at the Carnegie Gallery and Maritime Heritage Center. (The Maritime Heritage Center tally sheets include W.T. Preston ticket sales.)

We estimate that approximately 25% of our visitors find us through our brochures.

Describe the prior success of your project in attracting tourists.

The success of our most recent normal year, without Covid closures, was 2019. Full year 2019 visitation statistics indicate a 1.9% increase in visitation over 2018.

Describe your target tourist audience (location, demographics, etc.)

Our targeted audience includes cultural tourists from the Western Washington regional market. They include overnight visitors, families, repeat visitors, and the casually interested visitor looking for a reason to visit or stop in Anacortes.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

- Causland Memorial Park brochure
- W.T. Preston rack card
- Historic Walking Tour brochure
- Mural brochure (in development)

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

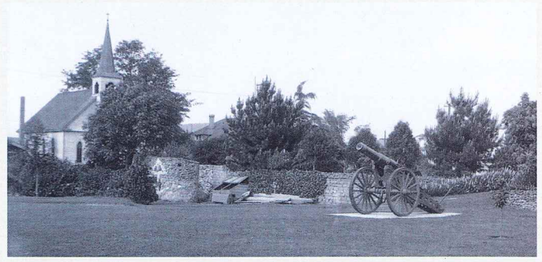
Signature	Bret Lunsford TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Bret Lunsford
Title	Director
Organization	Anacortes Museum

1887–1918
Harry Leon Causland

"Never did I see anybody show a more unselfish or courageous spirit than Harry did. He was always ready to help the other fellow."

Harry Leon Causland was born on July 22, 1887. In his thirty years living on Guemes and Fidalgo islands, Harry farmed with his family, was Overseer of the Guemes Grange, attended the Anacortes Business College and operated a store. According to Causland history, "World War I was now in progress. As the draft kept on taking boys, the age was raised. Harry entered the service June 24, 1918."

Harry Causland died in the line of duty October 24, 1918 in a battlefield at Bantheville Hill, France. He had volunteered to carry ammunition to surrounded comrades and was caught in machine gun fire.



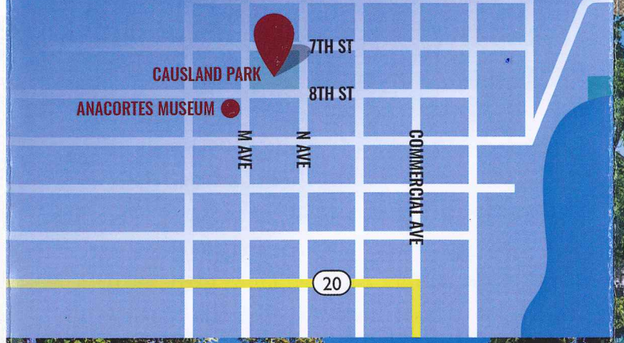
The first cannon at the park was located in the west end near M Avenue, and was eventually melted down for use in World War Two. In the background is the original St. Mary's Church.

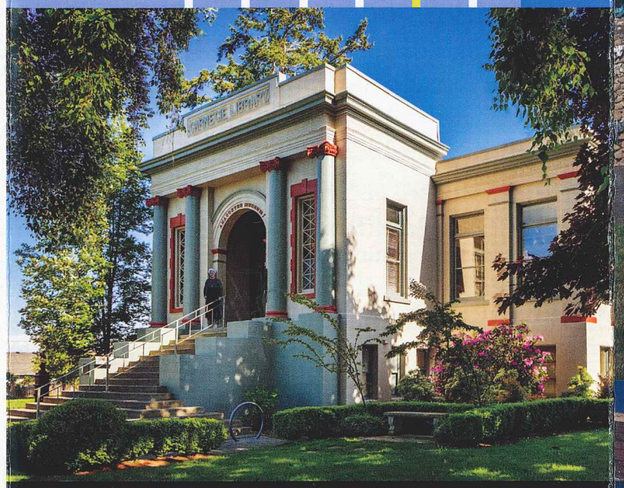
"A Friend of Hero Writes Letter to His Mother" headlined the following: "The story of his heroic action meant the sacrifice of his own life and the saving of the lives of his comrades. Never did I see anybody show a more unselfish or courageous spirit than Harry did. He was always ready to help the other fellow."

Early in 1919, the townspeople envisioned a "memorial in Anacortes in honor of those who gave their lives in the Great War." The Anacortes American opined, "It would be a splendid thing if possible for the city to make arrangements to change the name to Causland Park in honor of Harry Causland, who for the heroic sacrifice of his life in France was awarded the highest honor the United States government can give a hero," and a resolution to do so was passed by the city council on July 15, 1919.

Visit this quiet retreat—a popular picnic spot with tables placed in a lovely natural environment—at 8th St and N Ave.

Learn more about Causland Memorial Park and local history at the Anacortes Museum, located across the street from the park in the historic Carnegie Library building.

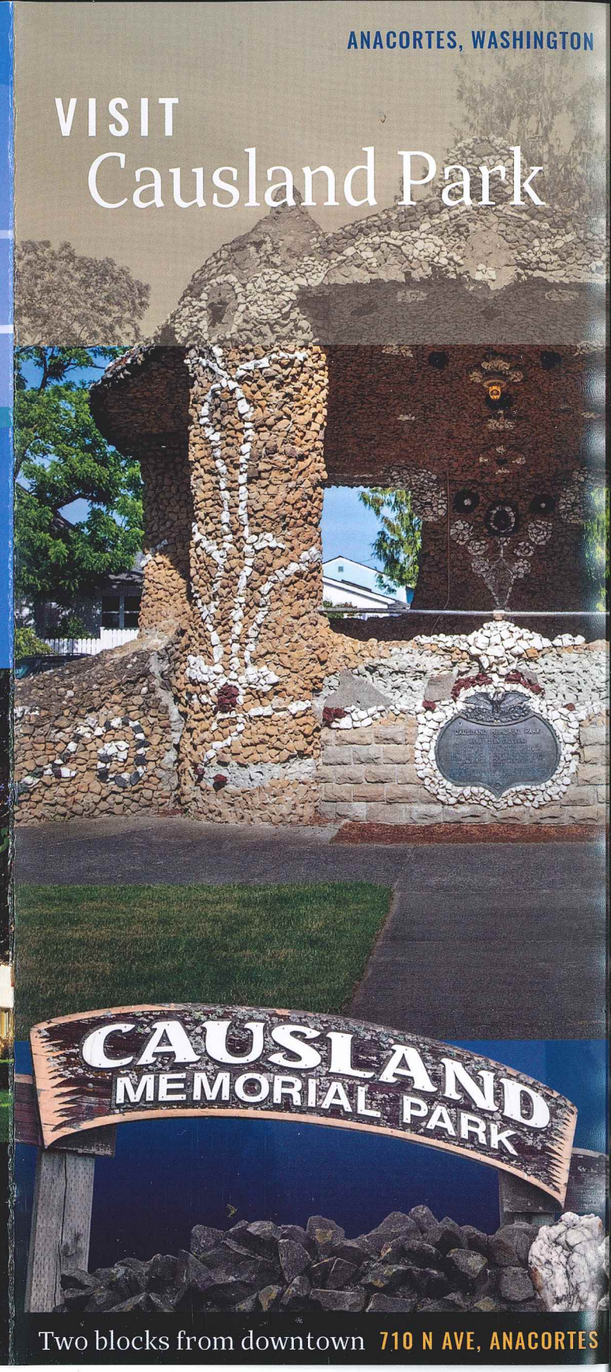




ANACORTES MUSEUM
1305 8th St, Anacortes, WA
360-293-1915
museum.cityofanacortes.org

ANACORTES, WASHINGTON

VISIT Causland Park



Two blocks from downtown **710 N AVE, ANACORTES**

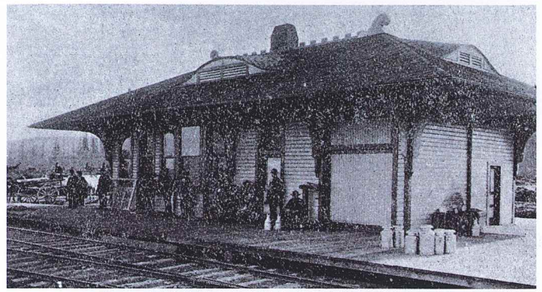
CAUSLAND
Memorial Park

Causland Memorial Park has been a place that connects the community for over a century. It was the first park in Anacortes, established in 1903. "The city park has been generally known as Great Northern Park, and the name was given it in consideration of a special price on land sold to the city for a portion of the park by the Great Northern Railway," according to F.V. Hogan, mayor at the time.

Anacortes citizens donated hundreds of days of work toward clearing and cleaning so that by Independence Day of 1904 "eloquent addresses were given from an elevated stage under the boughs of the maple and evergreen trees of the Great Northern Park." The following year "a fine band stand and 100 benches, capable of seating 800 persons will be placed in the Great Northern Park and there to remain for the benefit of the public, for band practice and evening concerts." In a natural amphitheater shaded for comfort, the community gathered to attend ice cream socials of the Martha Washington Circle, salmon barbeques for the Shriners, tennis matches, Chautauqua assemblies, religious services and mass labor meetings.

Anacortes' first "City Park" was known as Great Northern Park from 1903 to 1919, when it was renamed Causland Park.

During "The Boom" years, Anacortes boosters hoped to become a major metropolis and railroad terminus. Six depots were built on Fidalgo Island, and the main Anacortes train station was located a block to the south of the Causland Park site, at 9th Street and N Avenue from 1890 to 1903. When the railroad changed its route, Great Northern Park was born.


The main Anacortes train station, located a block to the south of Causland Park, was at 9th Street and N Avenue from 1890 to 1903.

THE NEXT 100 YEARS

The community has continued to gather for picnics, concerts, weddings of all sizes, egg hunts, holiday lights and Veterans Day celebrations, as it does to this day. From July 2019 to September of 2021 represents a two-year centennial period for the naming and the dedication of Causland Memorial Park.

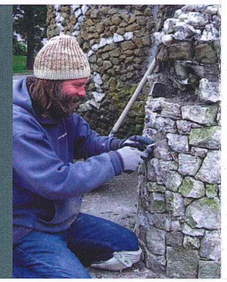
This Causland Park centennial is an opportunity for community rededication to the preservation and interpretation of this one of a kind place, laying the groundwork to sustain all this for the next 100 years.

The Marineers' Pageant royalty are dressed in pirate apparel in 1939. They ride atop a car decorated with a skull and crossbones. Alice Johnson was named queen, and her princesses were Laverne Baer, Peggy Denney, Hazel Ent, Mamie Olsen, and Luella Decker; one of the princesses was not present for the picture. This picture was taken on N Avenue in front of Causland Park. Photo by Ferd Brady.

THE Work Continues

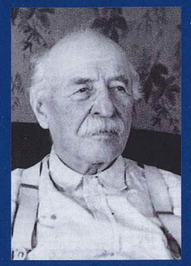
The need for maintenance of Causland Park is met by stone mason Bryan Elliott as part of an ongoing project funded by donations to the Causland Memorial Park Restoration Project.

To get involved, contact Anacortes Parks & Recreation at 360-293-1918 or online at anacortesparksfoundation.org



PARK ARCHITECT

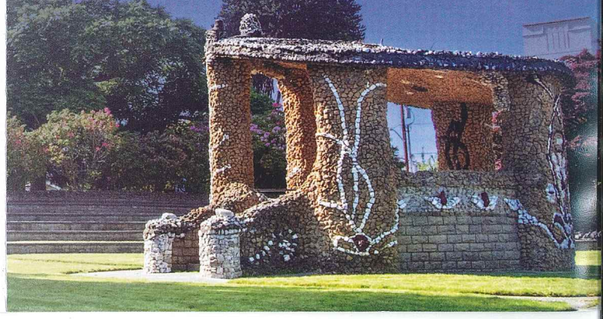
Jean Baptiste LePage



Jean Baptiste LePage was born in Rimouski, Quebec in 1857. Trained as an artist, LePage made early surveys and maps of the Canadian Northwest. With his bride, Bernadette, he farmed for a time in Saskatchewan before applying his artistic talents to landscape design. In 1918, he built a mosaic-style retaining wall in Butte, Montana's Columbia Gardens, which was demolished to make way for open-pit mining in 1973. Causland Memorial Park is LePage's only known remaining design work.

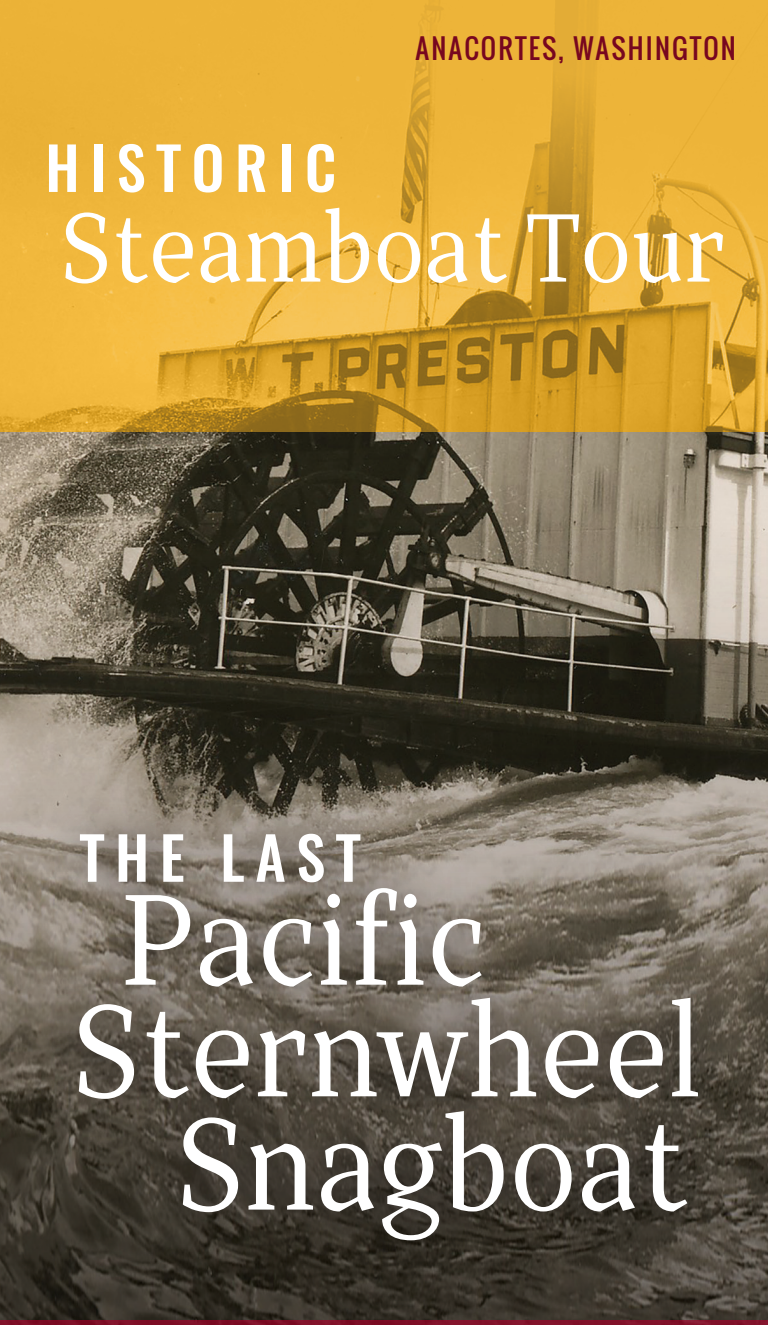
Within a month of its renaming, the community exceeded fundraising goals for a newly landscaped Causland Memorial Park, and Jean Baptiste LePage began in August on its distinctive stonework mosaic. From 1919 through 1921, the amphitheater, bandstand, and bulkheads were built out of thousands of locally gathered rocks. The red rocks are tuffaceous argillite from the Ginnett rock quarry on Fidalgo Island, the white rocks are mostly quartz, and the brown sandstone is from nearby islands. All were worked into designs in the rock walls, then hand-placed and set in cement. On September 25, 1921 a dedication ceremony celebrated the completion of the park. In 1926 the park was extended westward to fill the entire block.

Since 1981, Causland Memorial Park holds the distinction of being included in the National Register of Historic Places. Comparisons of LePage's work with that of Spanish architect Anton Gaudi are made in the National Historic Register documentation, and echoed by many visitors.



ANACORTES, WASHINGTON

HISTORIC Steamboat Tour

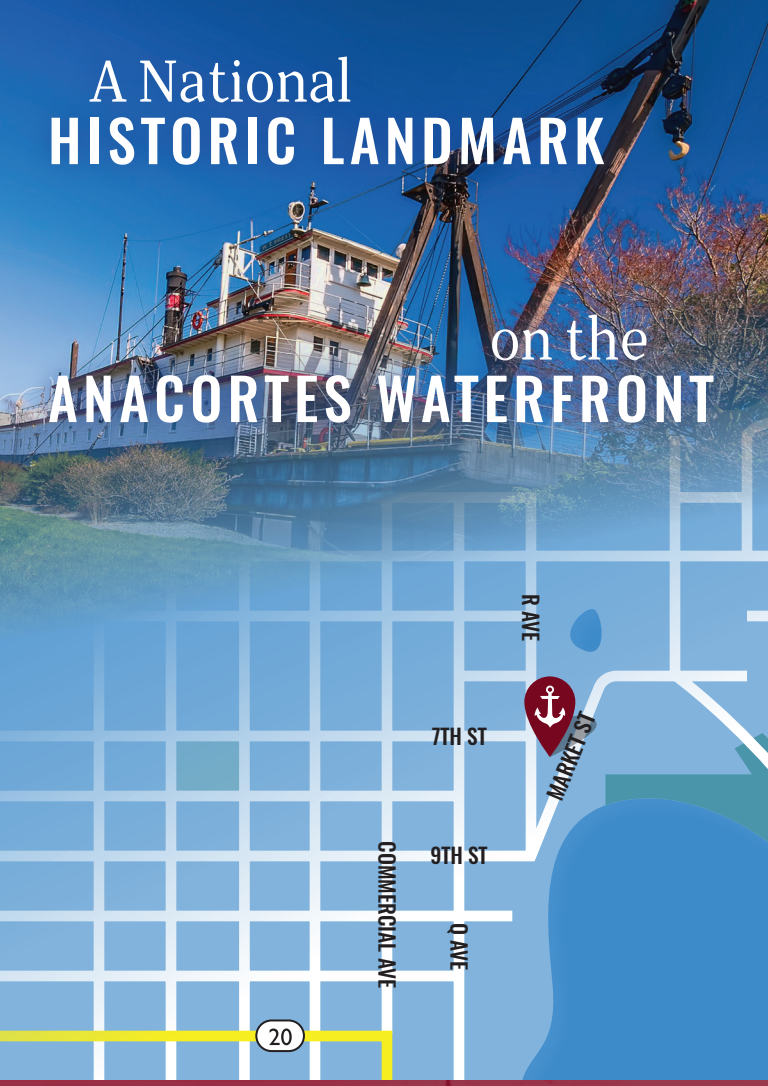


THE LAST Pacific Sternwheel Snagboat

> *Few other historical artifacts evoke the dramatic plunge-into-yesterday feel of one of the region's most impressive relics, the W.T. Preston, in Anacortes.*
>
> —SEATTLE TIMES

Just one block from downtown LOCATION/HOURS »

A National HISTORIC LANDMARK on the ANACORTES WATERFRONT



W.T. PRESTON SNAGBOAT

Anacortes Maritime Heritage Center
703 R Ave, Anacortes, WA

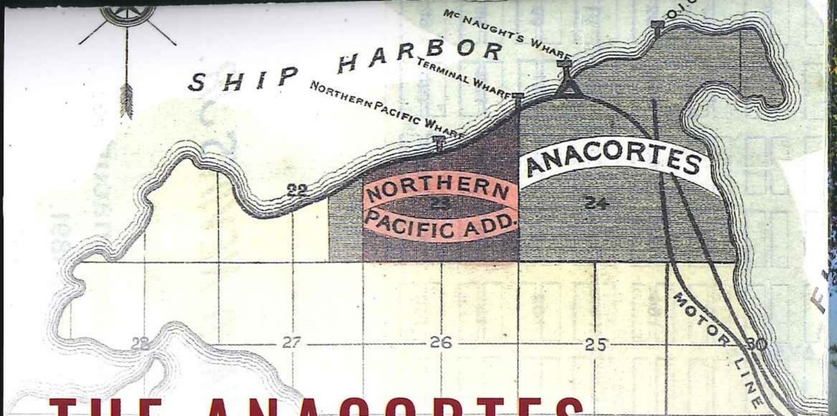
JUNE-AUGUST
Tuesday–Saturday: 10 AM–4 PM
Sunday: 11 AM–4 PM
Closed Monday

APRIL, MAY, SEPTEMBER & OCTOBER
Weekends Only

360-293-1915

museum.cityofanacortes.org

CITY OF ANACORTES 1891



THE ANACORTES Story Unfolds

This area has been home to the Samish and Swinomish tribes since time immemorial. Spanish and British ships explored area waters in the 1790s. Early American settlers arrived by the 1860s. Amos Bowman and his wife arrived in 1876, and in 1879 he established a post office named "Anacortes" for his wife Anne Curtis Bowman.

Town founders had a big idea: to be the terminus of a transcontinental railroad! In 1890, population grew from 200 to 2,000 on speculation. Some streets and buildings you will visit on this tour were constructed during this time. But the boom ended, and large brick buildings housing banks and hotels emptied. Yet by the mid-1890s, hundreds of people were employed in salmon canning and codfish curing plants. Lumber mills thrived on timber from Skagit County and surrounding islands. Many homes you see belonged to mill and cannery owners. Since the 1950s, another shift has occurred with the arrival of two oil refineries, marinas, technology and tourist-based industries, boat building, motels, retired folks and artists, all enjoying our location and our heritage.

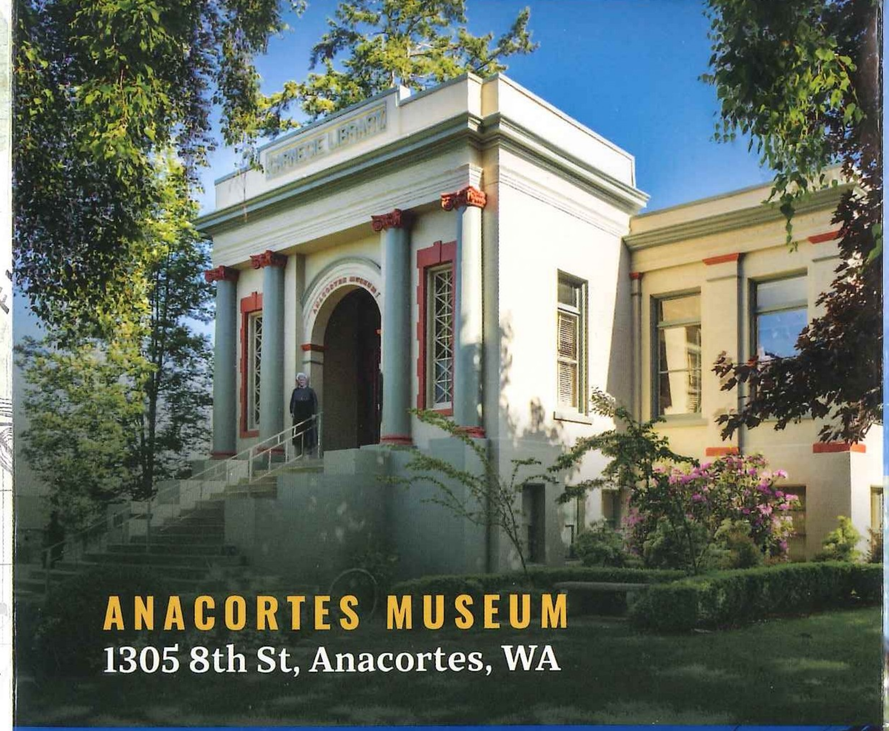
MITCHELL'S MURALS CELEBRATE OUR STORY

Along your route today you will enjoy murals depicting citizens of distinction from every era. We urge you to stop and enjoy each one. A complete list of murals is available at Anacortes Chamber of Commerce, 9th and Commercial. Murals are the work of Anacortes resident Bill Mitchell.

ANACORTES HISTORIC PRESERVATION BOARD

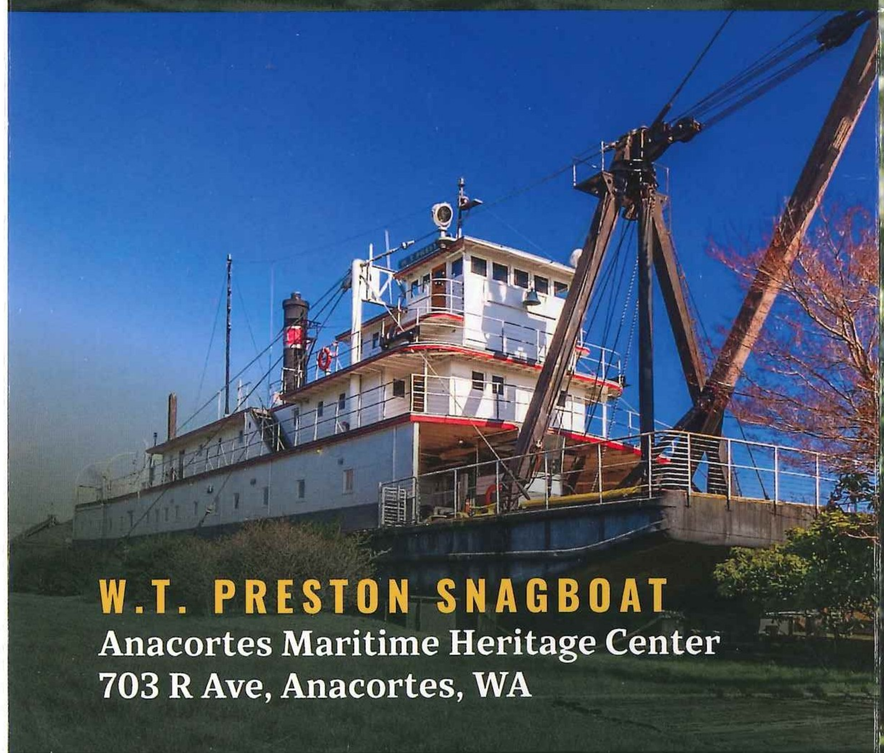
Our Mission: "To encourage the preservation and appreciation of Anacortes's architectural history through education and technical assistance for private homeowners, business owners and keepers of historic or culturally significant landscapes."

[NR] Denotes buildings listed on National Register of Historic Places, January 2008.



ANACORTES MUSEUM

1305 8th St, Anacortes, WA



W.T. PRESTON SNAGBOAT

Anacortes Maritime Heritage Center
703 R Ave, Anacortes, WA

BECOME A MEMBER!

Anacortes Museum Foundation
1305 8th St, Anacortes, WA

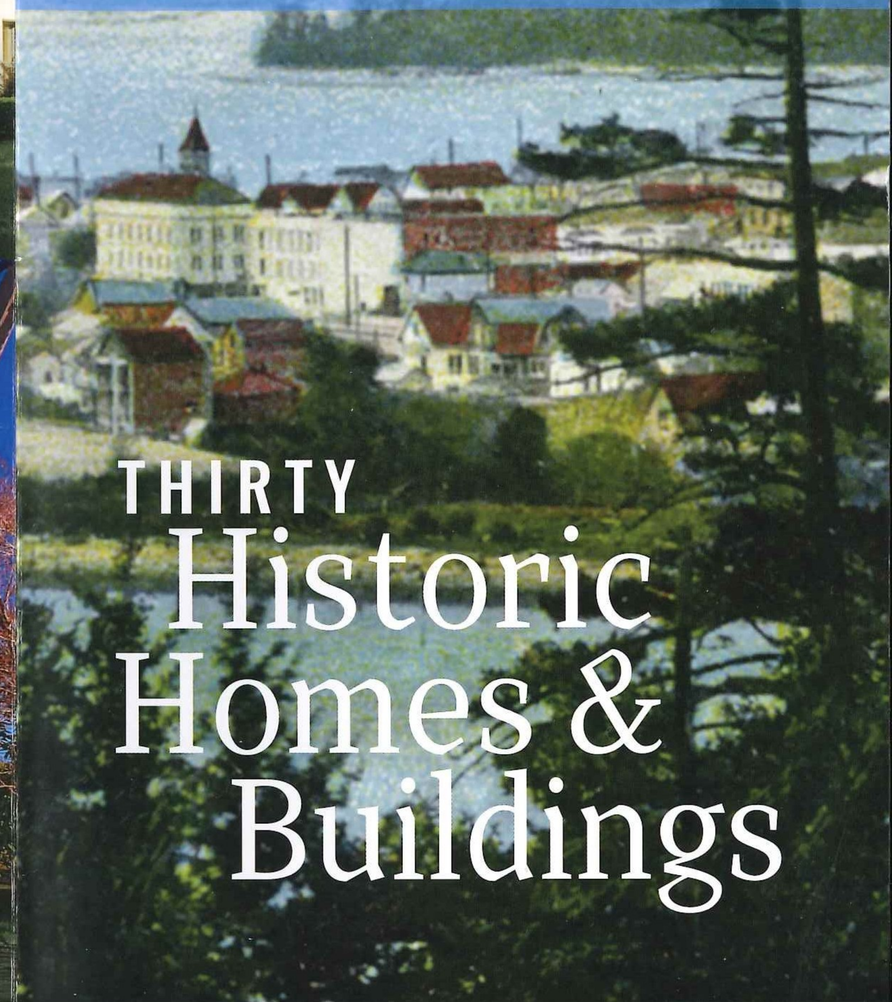
Inquire at the Anacortes Museum.

360-293-1915

museum.cityofanacortes.org

ANACORTES, WASHINGTON

HISTORIC Walking Tour



THIRTY Historic Homes & Buildings

This walking tour map identifies thirty of the many historic buildings in our downtown core.

The tour is organized so that it can be enjoyed as one 90 minute walk or in two 45 minute loops (listings 1-19 and 20-30).

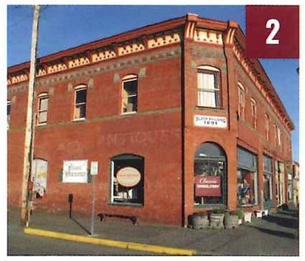
90 minute walk, or two 45 minute loops **TOUR »**

MARINE SUPPLY & HARDWARE

202 Commercial Ave. ***Built 1900-1907***

Note bracketed cornice and Italianate style. Building was not constructed at the same time, but unified and connected under ownership of E. Mike Demopoulos, whose marine hardware business opened here in 1920. Before then, the northern corner operated as the Anchorage Confectionery from 1907, while a restaurant and saloon operated in a separate building southward. **[NR]**

OLSON BUILDING



220 Commercial Ave. ***Built 1902 and 1907***

Two-story brick structure built in phases by Alfred Olson, who operated the Skagit Saloon here. Original 1902 brick structure was one story and occupied only half of the current footprint (on south side) before growing up a floor and northward in 1907. See prominent bracketed cornice and rusticated stone belt course. **[NR]**

FOMO'S GROCERY (LATER "SMOKEY'S" GROCERY)

909 3rd St. ***Built around 1900***

Virtually unaltered structure originally located at 310 Commercial, housing saloons until 1916 Prohibition, then Fomo's Fruit & Grocery (a.k.a. California Fruit Store) from 1917 through late '20s. Moved to this site about 1928. Freya Boat Works operated here from the 1970s. **[NR]**

4TH STREET APARTMENTS

910 4th St. ***Built about 1906***

Note purlins and braces at roof and polygonal bays. Ground level housed Walter Ginnett's bicycle shop in 1907, and later converted to Ginnett Apartments. Building immediately west of the apartments (317 Commercial) features pressed brick veneer. It was constructed in 1912 for E.A. Phillips grocery and hardware store. In the '80s it housed the Square Rigger night club.

PLATT BUILDING

402 Commercial Ave. ***Built 1890***

The first brick building in Anacortes was elaborately ornate when constructed by Lewis & Dryden Engineers of Portland, Oregon. Originally chartered as the Bank of Anacortes, it closed during the depression of 1893. Alterations have removed some of its architectural character. Two bank vaults have survived. Purchased by W.V. Wells upon return from the Klondike in 1900, it has housed numerous retail businesses, with upstairs apartments still in use.

EMPIRE BLOCK

420 Commercial Ave. ***Built 1905***

This brick two-story, built by attorney W.V. Wells, Judge Joiner and E.L. McClean, originally proclaimed "Empire Block" from its corner-facing pediment. It first housed Thornburg's Department Store and was later known as the Medical-Dental Building.

MCNAUGHT BUILDING

419 Commercial Ave. ***Built 1890***

At four-stories, the Majestic Hotel is one of the tallest buildings in town. A cupola tops this wooden construction for James McNaught, counsel for Northern Pacific Railroad. Its original location at 8th Street and I Avenue was where he had expected to establish the town's business center. In 1904, the building was rolled eleven blocks to its current location. Original storefront windows and other features have been replaced. Building was damaged by fire and received extensive renovation during 2003-2005.

PRESBYTERIAN CHURCH

801 5th St. ***Built 1891***

The shingled and gabled Queen Anne-style building, among the oldest surviving churches in Anacortes, is intact as built except for the loss of its large corner tower. Recently renovated, it is now an art and cultural center.

MUNICIPAL BUILDING

904 6th St. ***Built 1915 and 1922***

The Elks (B.P.O.E.) built this concrete structure in 1915. In 1922, they completed a major expansion to hold increased membership and host the state Elks convention. The Elks moved out by 1937, leaving the space to serve as a community center. In 1947, it became the Anacortes City Hall.

ANACORTES AMERICAN

901 6th St. ***Built by 1913***

Anacortes American Publisher J.M. Post bought three lots at 6th and Q in 1910 to build a specially designed "fireproof" building with concrete press beds. The newspaper, founded in 1890, has operated from the site since 1913.

MILLER BUILDING

1013 5th St. ***Built 1899***

Narrow wood-frame storefront built by William Miller. Modest cornice and carved brackets suggest Italianate derivation. Steve Plancich operated a grocery here in 1911. Later apartments were added and the front was modified. Otherwise, it is virtually unaltered.

CLYDE ROGERS HOUSE

1115 5th St. ***Built around 1902***

Built in the "Colonial Revival" style on property purchased by Clyde and Norah Rogers for the princely sum of $400.

W.M. RODGERS HOUSE

1119 5th St. ***Built around 1902***

Note steeply pitched, pyramidal roof, eve brackets, pendants and multi-gable projections, and polygonal bay on west side beneath cantilevered second story. Home to Marinakos family, who ran the Maryland Café at 314 Commercial from 1922 - c.1941.

J.A. MATHESON HOUSE

1201 5th St. ***Built around 1890***

A gabled Queen Anne style mansion with Eastlake elements, including ornamental bay windows. Bought from original owners, John and Patience McDonald, in 1899 by Matheson, who came to Anacortes in 1891 to establish the first codfish plant on Puget Sound. Matheson Cod Fisheries was located on the waterfront at the foot of K Avenue.

MAE TEMPLE HOUSE

1211 5th St. ***Built about 1900***

A late Victorian era vernacular with two original polygonal bay windows. Owned by Mae Temple and her husband Stephen, who was superintendent of the Anacortes Light & Water Co. in 1902. The Temples also operated a stationary and sundries store at 608 Commercial called The Racket.

KATHERINE FLYNN HOUSE

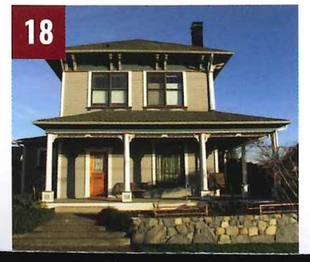
1215 5th St. ***Built around 1902***

Built in the Queen Anne style. Original owner was widow of E.W. Flynn, who bought the property in 1901 from Seattle & Northern Railroad. Note truncated hip-roof with gables.

JAMES & ADDIE CAVANAUGH HOUSE

1219 5th St. ***Built around 1902***

Truncated hip-roof with projecting gables and modillion-like eave ornamentation that is repeated at porch. Home to father/founder of J.H. Cavanaugh & Sons shingle mill, established in 1902, operating at various locations along the mill row crowding Fidalgo Bay's west shoreline.



MCTAGGART HOUSE

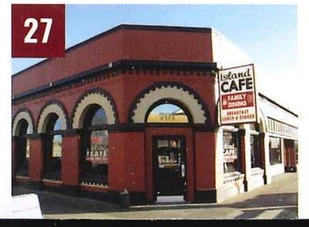
1204 6th St. ***Built 1890***

Classic Victorian era wood framed Italianate with distinctive brackets and bay windows, built in 1890 for Edward and May McTaggart. Purchased by Valentine and Barbara Funk in 1903.

WILSON HOTEL

808 Commercial Ave. ***Built 1890***

Designed in the "Romanesque Revival" style by architects Pickles & Sutton. Note pilasters and brick corbelling on the second and third

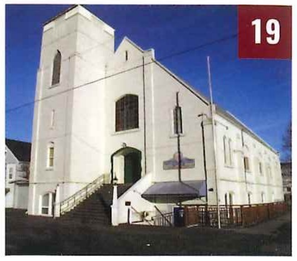


CITIZENS BANK

701 Commercial Ave. ***Built 1906***

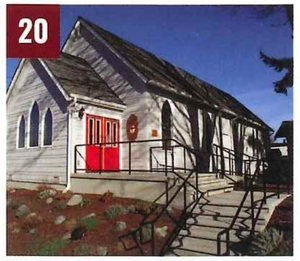
Brick Romanesque Revival construction, a popular bank design application in early 20th century America. Scene of bank robbery

OLD ST. MARY'S CHURCH



1202 7th St. ***Built 1920, expanded 1929***

A 1902 wooden church here moved west, making room for Joan of Arc Hall, built in 1920. St. Mary's Catholic Church was constructed atop this one-story structure in 1929. The church incorporates simplified elements of early 20th century Tudor-Gothic revival style, including stepped buttresses, pointed arches and decorative window quoins.



CHRIST EPISCOPAL CHURCH

1216 7th St. ***Built 1891***

Gabled wood-frame structure with exterior modifications. Quaint cathedral style inside with canopied sedilia around the chancel and hand-carved altar shipped around the horn from New York City. First minister was Rev. W.A. Platt, father of early banker John Platt.

CAUSLAND MEMORIAL PARK

M to N at 8th St. ***Built 1920-1926***

The first park in Anacortes, purchased in 1903 as Great Northern Park, on what had been railroad land near the 9th Street & N Avenue train station. Canadian landscape architect, Jean Baptiste LePage, was hired to direct community volunteers and design the unique stone mosaic structures made of locally gathered rocks. Named for WWI hero Harry Leon Causland. Register nomination notes comparison of design to work of Anton Gaudi. **[NR]**

ANACORTES MUSEUM

Historic Carnegie Library

1305 8th St. ***Built 1910***

Designed by the Bellingham firm of Piper and Cox, ground-floor walls constructed of Skagit County cement, scored on exterior surfaces. The superstructure is of load bearing masonry, faced with buff-toned pressed brick, now painted. Front treatment represents Renaissance and Neo-classical themes so frequently employed in Carnegie library projects. Building has housed museum since 1968. Drop in! **[NR]**

levels. Hotel was built by David Hall of Tacoma, using bricks from local See's Brickyard. Sold to Valentine Funk in 1901. West side addition constructed in 1926. Upper floors, vacant for decades, converted to apartments in 2007.

EMPIRE THEATER

620 Commercial Ave. ***Built in 1913***

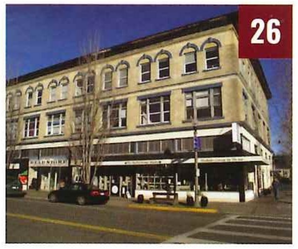
Early cinema of concrete construction. Flat roof once supported prominent cornice. Built for Douglass Allmond by contractors Farmer & Duvall. Original tenants were Empire Theater and a separate jewelry store, acquired by Phil D. Burton in 1930. Extensive renovation, designed by architect Don McKee in 1958, expanded Burton Jewelers and added offices above.

SHANNON HARDWARE

602 Commercial Ave. ***Built 1891***

One of the oldest, surviving wood commercial buildings in Anacortes. Remodeling in 1985 altered storefront, but original Italianate style remains obvious. Note parapets.

KEYSTONE BLOCK

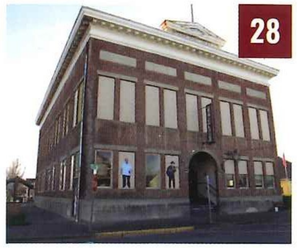


619 Commercial Ave. ***Built 1910***

Built of brick, stone and concrete under the supervision of C.J. Marani, this three-story replaced an 1891 wooden structure, also built for the Moyer family. Elks Lodge was original tenant of top floor. Stores, offices and lodging have varied over a century of use.

at 3 p.m. on April 14, 1924. Four bandits stole $18,539.40 after firing four shots and knocking bank Manager, W.T. Odlin, senseless. Home to a succession of restaurants since 1930s, including Empire Café and Harbor Bar.

EAGLES HALL



901 7th St. ***Built 1920***

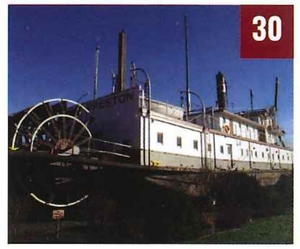
Neo-Classical style brick two-story designed by Emil Guenther for the Fraternal Order of Eagles, Aerie #249. Note frieze and a modillion course topped by a strong projecting cornice and "Eagles Hall" in the plinth. Ballroom host to many musical events for a century.

GREAT NORTHERN RAILROAD DEPOT

611 R Ave. ***Built 1911***

Designed by Samuel Bartlett, a rare half-timbered (Tudor) depot. Water table and sill course of Chuckanut stone, from near Bellingham. Roof was originally Bangor slate trimmed with red tiling. J.D. Broderick had charge of construction. Interior is finished in natural birch wood, with floor and base in mosaic tile and walls to 5-ft. in Tiffany enameled brick. **[NR]**

W.T. PRESTON SNAGBOAT



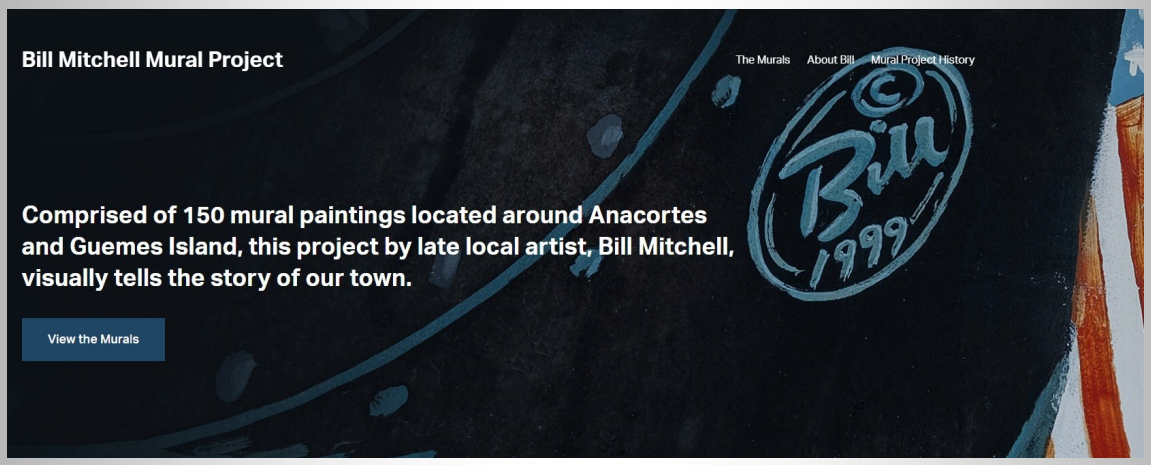
703 R Ave. ***Built 1939***

A National Historic Landmark, built at Lake Union Drydock in Seattle, this retired sternwheeler kept Puget Sound waterways clear of "snags" and other navigational hazards until 1981. The Anacortes Museum's largest artifact since 1983. Tour the snagboat and the Maritime Heritage Center, astern. **[NR]**

PLEASE NOTE

Please admire private home sites from public sidewalks only.

Business along the route welcome your visit and any questions you may have about their historic premises.



Bill Mitchell

William R (Bill) Mitchell - muralist, cartoonist, artist, local historian, pirate and overall scallywag - was born on April 14, 1949 and lived most of his years in Anacortes. Bill's life took a turn, that he later credited for saving his life and putting him on a more creative path. An auto accident claimed his ability to walk and he was confined to his wheel chair for 48 years. This allowed him to turn his focus to his art and set him on a course that will continue to grace Anacortes for years to come. Amazing accomplishment for an artist who had also lost the use of his fingers.

His roots were deep, and his love of all things Anacortes fueled Bill's passion to preserve and honor the rich history on Fidalgo Island. Always one to champion saving a cherished building and hoping to spruce up the community, Bill created the Anacortes Mural Project. The first mural was mounted May 3, 1984. The project generated a life of its own and currently there are over 160 murals on display and several that were still in the planning stages. Bill loved parades, mermaids, cars, pirates, World War II mementos, to name but a few and never taking no for an answer. He would share his vision and enthusiasm with everyone who took the time to listen. His impact will remain within all of us.

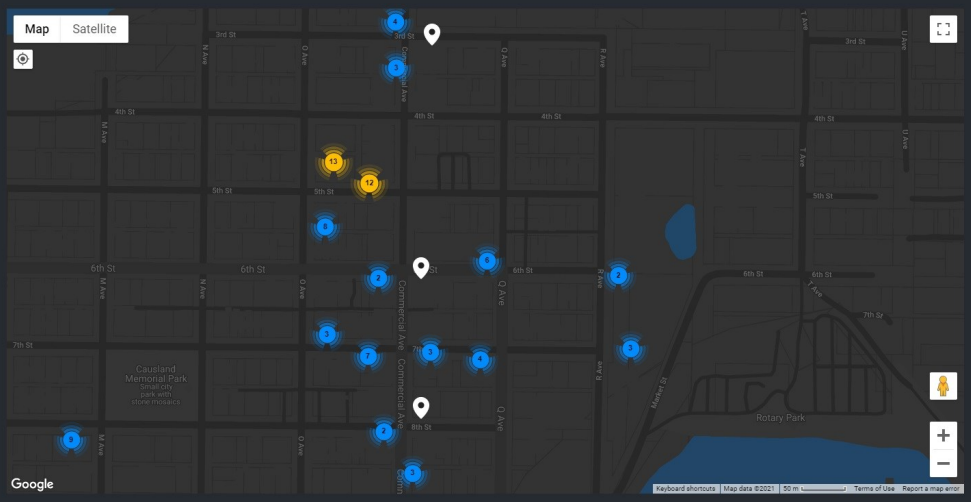
Bill passed away from his beloved community on March 7, 2019 in his home surrounded by family and all his treasured collection of just about everything.

Bill Mitchell and the Anacortes Mural Project

Despite an auto-accident in his youth that left him paralyzed from the waist down, Bill Mitchell made it his life's work to fill Anacortes, Washington with life-size murals of famous figures within the town. A true testament to perseverance, he refused to let his injury get in the way of his goals.

Bio of Bill Mitchell

Map of Anacortes murals



Application

Project Detail

Project name	**Historic Interpretive Signage Maintenance/Replacement**
Date(s) of project	January 2022 – December 2022
Amount of funding requested	$4,000
Type of qualifying project	☒ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Museum Foundation
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	91-1568957
Contact name	Bret Lunsford
Mailing address	1305 8th Street
Email address	bretl@cityofanacortes.org
Phone	360-293-1915

Project Questionnaire

Describe your project.

The Anacortes Museum would like to undertake a project to replace worn and damaged historic interpretive signs in Anacortes. These signs are on walking trails such as the Guemes Channel Trail and the Tommy Thompson Trail, as well as at historic sites such as the Great Northern Depot (Depot Arts Center) and Cap Sante Lookout. We would like to replace four historic signs. All are located in high visitation areas.

- "Mill Row, c.1925" located at the Cap Sante Lookout
- "Ship Harbor, c.1900" located on the Guemes Channel Trail near the Washington State Ferry Terminal
- "Great Northern Depot" located at the Depot Arts Center, 611 R Avenue
- "Rail Link" located at 28th Street and T Avenue

These signs were created almost ten years ago, and are suffering from weather exposure causing fading and damaged surfaces. Some have been vandalized. Replacement of these signs will enhance tourists' experience during visits to Anacortes.

Promotion

Describe how you will promote your project to attract tourists.

Hiking the trails on Fidalgo Island and strolling the streets of downtown Anacortes have become unique "tourist destinations" for many visitors coming to the area. Maintaining historic interpretive signs in good condition will enhance the visitors' experience as they bike, hike and walk in the area.

Trail maps and brochures, including the Anacortes Walking Tour and the new Mural Walking Tour brochure (soon to be printed), will bring visitors into areas where historic interpretive signing is displayed. These brochures are available at the Anacortes Chamber of Commerce and at the three Anacortes Museum locations.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Tourists visiting Anacortes come to enjoy the water, the trails, the beauty of our location, and the ambiance of the town. Restaurants, businesses and lodging establishments in Anacortes benefit from the draw of these aspects of our community.

Visitors also come to see our museums. Frequently, visitors ask docents to recommend restaurants, businesses and lodging establishments in Anacortes. In response, they encourage visitors to stop at the Anacortes Chamber, and offer suggestions for restaurants and lodging establishments. Our brochures encourage visitors to enjoy the downtown core with walking and mural tours.

Budget

Describe the overall budget for your project and entire budget costs.

Redesign, print and install the following historic interpretive signs:

- "Mill Row, c.1925" at Cap Sante Lookout	$1,000
- "Ship Harbor, c.1900" on the Guemes Channel Trail	$1,000
- "Great Northern Depot" at 611 R Avenue	$1,000
- "Rail Link" at 28th Street and T Avenue	$1,000
Total requested funding	$4,000

What amount of that budget are you requesting from the city?

100%

What would you cut from your proposed project if your application is not fully funded?

"Rail Link" at 28th Street and T Avenue

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
This is a new application; no data is available.	**2022**	**month/year**	**month/year**	**month/year**
Overall attendance	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	Enter ###.	Enter ###.	Enter ###.	Enter ###.

	Estimate	Actuals		
This is a new application; no data is available.	**2022**	**month/year**	**month/year**	**month/year**
Number of people traveling from another country or state outside of their place of residence or their business	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	Enter ###.	Enter ###.	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We will not have any direct method to track visitation at these four signs.

People visiting Anacortes are interested to learn about the well-documented history of the area. They visit our museums and then visit nearby historic sites, where signs provide additional information and photos to enhance their learning experience. We estimate that approximately 15% of the museum's visitors will go on to enjoy at least one walking tour of the Anacortes core.

In 2022, we will be able to provide estimates based upon our actual 2022 visitation at our three museum facilities. Of course, that will be only a part of the visitation to the signs. Many visitors will find the signs on their own or by recommendation by the Chamber of Commerce or businesses in the area.

Describe the prior success of your project in attracting tourists.

This is a new grant request.

Describe your target tourist audience (location, demographics, etc.)

Our targeted audience is from the Western Washington regional market. They include overnight visitors, families, repeat visitors, and the casual visitor enjoying a short stop in Anacortes.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

- Typical damaged sign - Mill Row
- Typical damaged sign – Ship Harbor

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.

- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Bret Lunsford TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Bret Lunsford
Title	Director
Organization	Anacortes Museum

1 Shingle mill — Corbett Mill (1914-1949) at 20th Street
2 Pulp mill — operated under various names & owners (1925-1978) at 17th Street
3 Lumber & box mill — Morrison Mill (1918-1955) at 15th & 16th Streets
4 Fuel dock & fishing boats — now Cap Sante Boat Haven
Photo courtesy of the Anacortes Museum, Wallie Funk Collection
Mill Row, circa 1925
The scene before you was dramatically different in the early 1900s when the historic photo above was taken from this spot on Cap Sante.
Spreading across the west side of Fidalgo Bay, Mill Row consisted of numerous wood-processing facilities, attesting to the importance of the lumber industry to this community in the last century.
Saw mills, shingle mills, box mills, lumber mills, plus pulp, plywood & veneer mills — these industries were a mainstay for Anacortes workers of the period.
The last mill on Fidalgo Bay succumbed to fire in 1992, ending an era in Anacortes.
Anacortes Heritage Signs
This is one in a series of signs highlighting the history of Anacortes.
The purpose of these signs is to increase awareness of & appreciation for the unique heritage of our community & the need to preserve it.
Partners in this project are:
★ Anacortes Historic Preservation Board
★ Anacortes Museum & Maritime Center
★ Anacortes Parks & Recreation Department

Anacortes Heritage Signs
Partners in this project are:
★ Anacortes History Preservation Board
★ Anacortes Museum & Maritime Cultur
★ Anacortes Parks & Recreation Department
Visit museum.cityofanacortes.org

Application

Project Detail

Project name	**Museum Tourism Marketing Program**
Date(s) of project	January 2022 – December 2022
Amount of funding requested	$2,000
Type of qualifying project	☒ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Museum Foundation
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	91-1568957
Contact name	Bret Lunsford
Mailing address	1305 8th Street
Email address	bretl@cityofanacortes.org
Phone	360-293-1915

Project Questionnaire

Describe your project.

The Anacortes Museum Foundation requests tourism promotional funds for the Museum's 2022 advertising program. Museum staff and Foundation Board members work together to select visitor guides and travel-related media offering advertising space with good exposure, distribution, circulation, and rates that fit our planned budget. In our continual effort to encourage tourism in Anacortes, we maintain an engaging and proactive public relations campaign.

The success of the marketing program in our last pre-Covid visitation year (2019) was evident in the visitation statistics through the end of 2019 which show a 1.9% increase at the Carnegie Gallery, Maritime Heritage Center and W.T. Preston over 2018 visitation.

Describe with specificity what aspects of your project you would spend the requested funds on.

Production and distribution of advertisements and promotional materials used in year-round and seasonal advertising that will draw in our targeted audience:

- Selected publications that will reach seasonal and year-round tourists in Washington State and British Columbia.

- Advertising that will promote our distinctive history and draw visitors looking for historic attractions. We have unique and valued cultural attractions and will advertise them in a prominent and effective way.

Promotion

Describe how you will promote your project to attract tourists.

Our promotions will include photos of our historic facilities, descriptions of what the visitor will see at the facilities, and information about new exhibits. We will advertise in ongoing and special publications that are focused on our target audience. Our annual heritage tourism marketing program is comprehensive, diverse, collaborative and proven.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Our marketing will give increased exposure for the entire Anacortes community. As visitors plan their visit to our facilities, they will seek out lodging and restaurants for their stay. Our facilities' central locations encourage visitors to walk to businesses and restaurants.

Our docents frequently are asked to recommend restaurants, businesses and lodging establishments in Anacortes. They encourage visitors to stop at the Anacortes Visitor Center and offer suggestions for restaurants and provide information about businesses and lodging establishments

Our media selections will provide quality exposure for the Anacortes Museum, Maritime Heritage Center and the W.T. Preston throughout the coming year.

Budget

Describe the overall budget for your project and entire budget costs.

Publications with Anacortes Museum advertisements will include:

- Skagit Publishing, Visitors/Newcomers Guide	$1200
- Skagit Publishing, Anacortes American Supplement	$ 800
Total Requested	$2,000

What amount of that budget are you requesting from the city?

100%

What would you cut from your proposed project if your application is not fully funded?

Anacortes Newcomers & Visitors Guide

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

Note: Due to Covid-19 closures in 2020 and 2021, overall attendance numbers from 2019 were used to estimate what is hoped to be more-normal visitation in 2022. 2019 Visitation was also used as a basis for Actuals.

Calculations to determine the number of attendees who traveled 50 miles or more; those who traveled from another state or country; and attendees who stayed in paid accommodations, stayed overnight in unpaid accommodations, and the actual estimated number of paid nights were calculated using data derived from the museum's 2019 Visitor Zip Code Survey.

A summary of the methodology used for these calculations is available upon request.

	Estimate for 2022	Actuals – based upon 2019 Visitation		
		2019	month/year	month/year
Overall attendance	8980	8980	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	4600	4600	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	2975	2975	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	2690	2690	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	1680	1680	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Docents collect visitor information on daily tally sheets at the Carnegie Gallery and Maritime Heritage Center. (The Maritime Heritage Center tally sheets include W.T. Preston ticket sales.)

Describe the prior success of your project in attracting tourists.

The success of our most recent normal year, without Covid closures, was 2019. Full year 2019 visitation statistics indicate a 1.9% increase in visitation over 2018.

Describe your target tourist audience (location, demographics, etc.)

Our targeted audience includes cultural tourists from the Western Washington regional market. They include overnight visitors, families, repeat visitors, and the casually interested visitor looking for a reason to visit or stop in Anacortes.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

- Explore Anacortes 2020 Visitors Guide

- Explore Skagit Valley 2020 Visitors Guide

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
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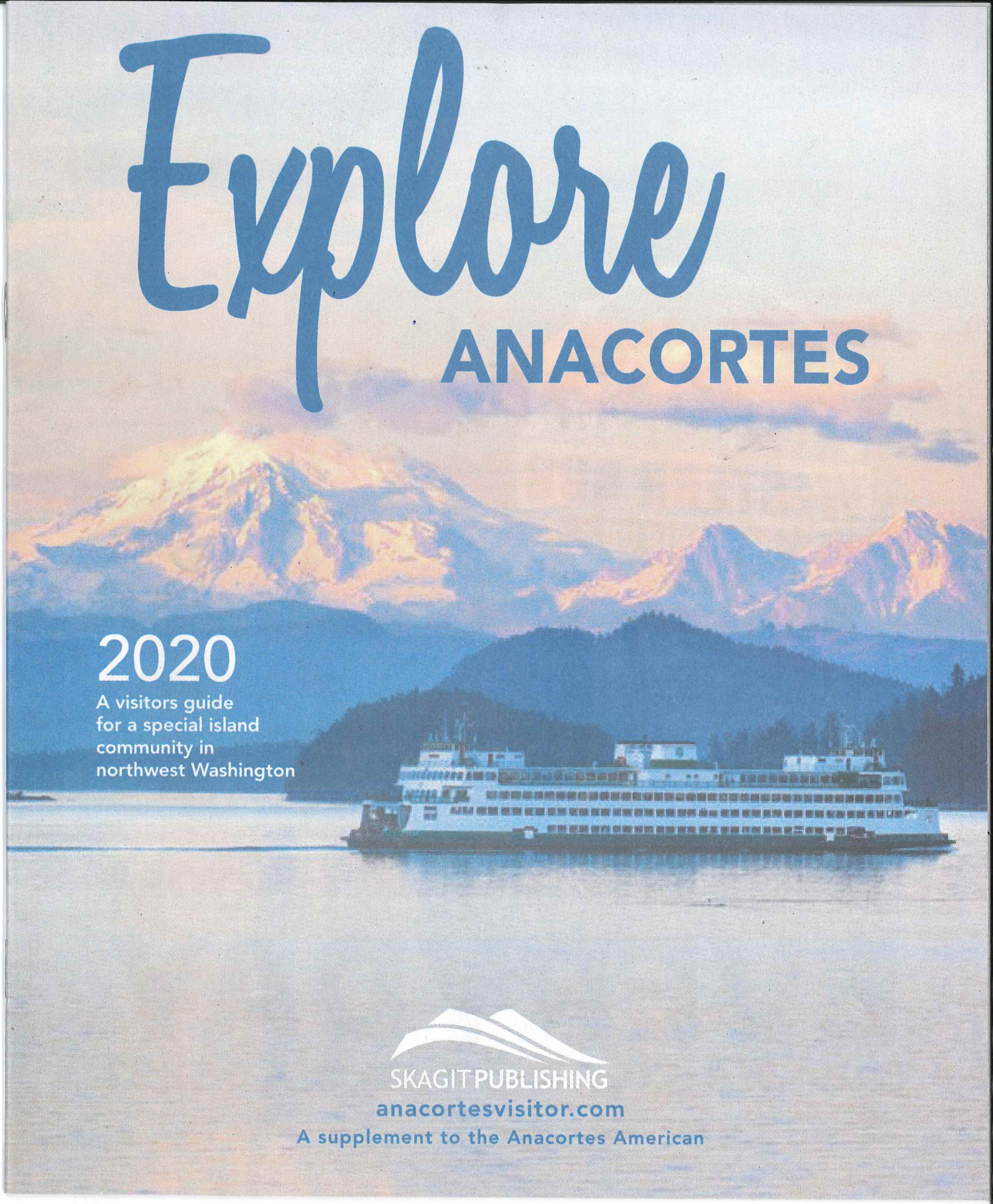
Signature	Bret Lunsford TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Bret Lunsford
Title	Director
Organization	Anacortes Museum

Explore ANACORTES



2020

A visitors guide
for a special island
community in
northwest Washington

SKAGIT PUBLISHING
anacortesvisitor.com
A supplement to the Anacortes American

FILE PHOTO

Children from the Anacortes elementary schools perform each year at the annual tree lighting event. They also perform at other holiday events throughout the first couple weeks in December.

October

Oct. 2-3: Bier on the Pier at the Port of Anacortes Transit Shed. Event features more than 30 breweries and 10 cideries, plus food vendors and music. Hours are 5 to 9 p.m. Friday and noon to 6 p.m. Saturday. anacortes.org

Oct. 17-18: 98221 Studio Tour. A self-guided tour of artists living and working in the 98221 ZIP code. About 30 artists participate, open studios and demonstrate techniques. Tour maps and info: anacortesartscommission.com/98221-studio-tour.html.

Oct. 24: Haunted Run at Washington Park. Come in costume and walk through Washington Park, dodging spooky monsters and ghouls. cityofanacortes.org.

December

Dec. 4-5: Anacortes Tree Lighting, holiday parade and more. This holiday weekend in Anacortes includes the tree lighting, pictures with Santa, music, cocoa, an artwalk, parade, gift show and fundraisers. anacortes.org

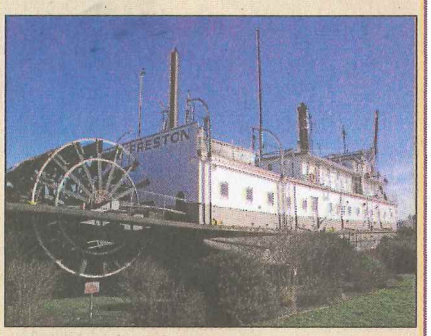
Dec. 11-12: Wonderland Walk at Washington Park, 5 to 8 p.m. each night. Campsites are decorated with lights and holiday fun. Visitors are encouraged to carpool and bring flashlights. cityofanacortes.org

Anacortes Museum

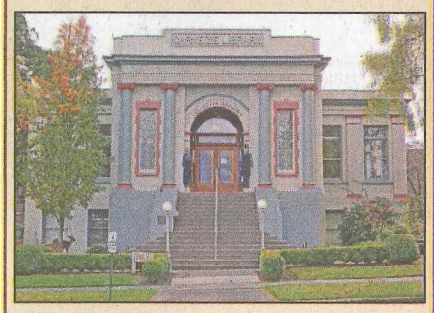
For Information Call:
(360) 293-1915 or
Check our Website:
museum.cityofanacortes.org
Anacortes Museum
1305 8th Street • Anacortes, WA

Exploring the history of Fidalgo and Guemes Islands through:

• Educational Programs • Exhibits
• Research Library • Special Events



The W.T. PRESTON & Maritime Heritage Center
7th Street & R Avenue
Open weekends: April - October
Open Daily: June, July, August
Closed Monday



8th Street & M Avenue
The Carnegie Gallery
Gallery Open Year-Round
Tues. - Sat., 10-4
Sunday 1-4, Closed Monday

1971457

Explore History

Museum

The Anacortes Museum at 1305 Eighth Street was once a Carnegie Library.

Visitors to the website (cityofanacortes.org/museum_department.php) can search through a database of more than 20,000 museum records.

The museum is open daily except Mondays and is free to visit.

Visit anacorteswa.gov/333/Museum.

Heritage Center and W.T. Preston

The Maritime Heritage Center and W.T. Preston Snagboat are located at 703 R Ave. The heritage center is focused on Anacortes' traditions of fishing and history of boatbuilding and marine transportation.

The center is open on weekends in April, May, September and October and daily (excluding Mondays) from June to August.

Even when the location is not open, displays outside highlight some of the city's maritime history.

The W.T. Preston is a historic sternwheeler (the last one to work in the Puget Sound and one of only two snagboats remaining in the United States). The W.T. Preston was put on the National Register of Historic Places in 1979 and retired from duty in 1981. The snagboat came to Anacortes in 1983 and was designated a National Historic Landmark in 1989.

FILE PHOTO

The historic W.T. Preston snagboat is at 703 R Ave.

Tours

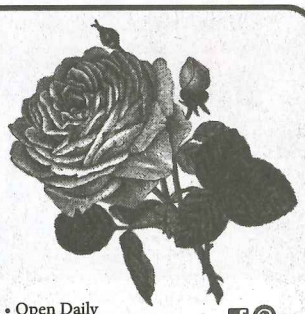
Several self-guided tours are available to see the beautiful sights of Anacortes.

The Cap Sante esplanade is located behind the W.T. Preston snagboat. The waterfront walk offers views of Fidalgo Bay and several interpretive displays featuring the area's history. Stop in at the marina office with questions.

A walking tour of historic downtown Anacortes offers a chance to see the city's old, beautiful homes. Brochures are available at the Visitors Center, at City Hall and online at cityofanacortes.org/museum_department.php.

The Tommy Thompson Trail starts at the intersection of 11th Avenue and Q Street and continues south through town and out onto the water toward March Point. Along the way are Discovery Points filled with facts about Fidalgo Bay's history and diverse ecology.

An enticing selection of common and uncommon plants



Vintage Home & Garden Gifts

christiansonsnursery.com • Open Daily

15806 Best Road • Mount Vernon • 360-466-3821

PRIMROSE gifts and antiques

CHRISTIANSON'S Nursery & Greenhouse

Skagit's Best Winner

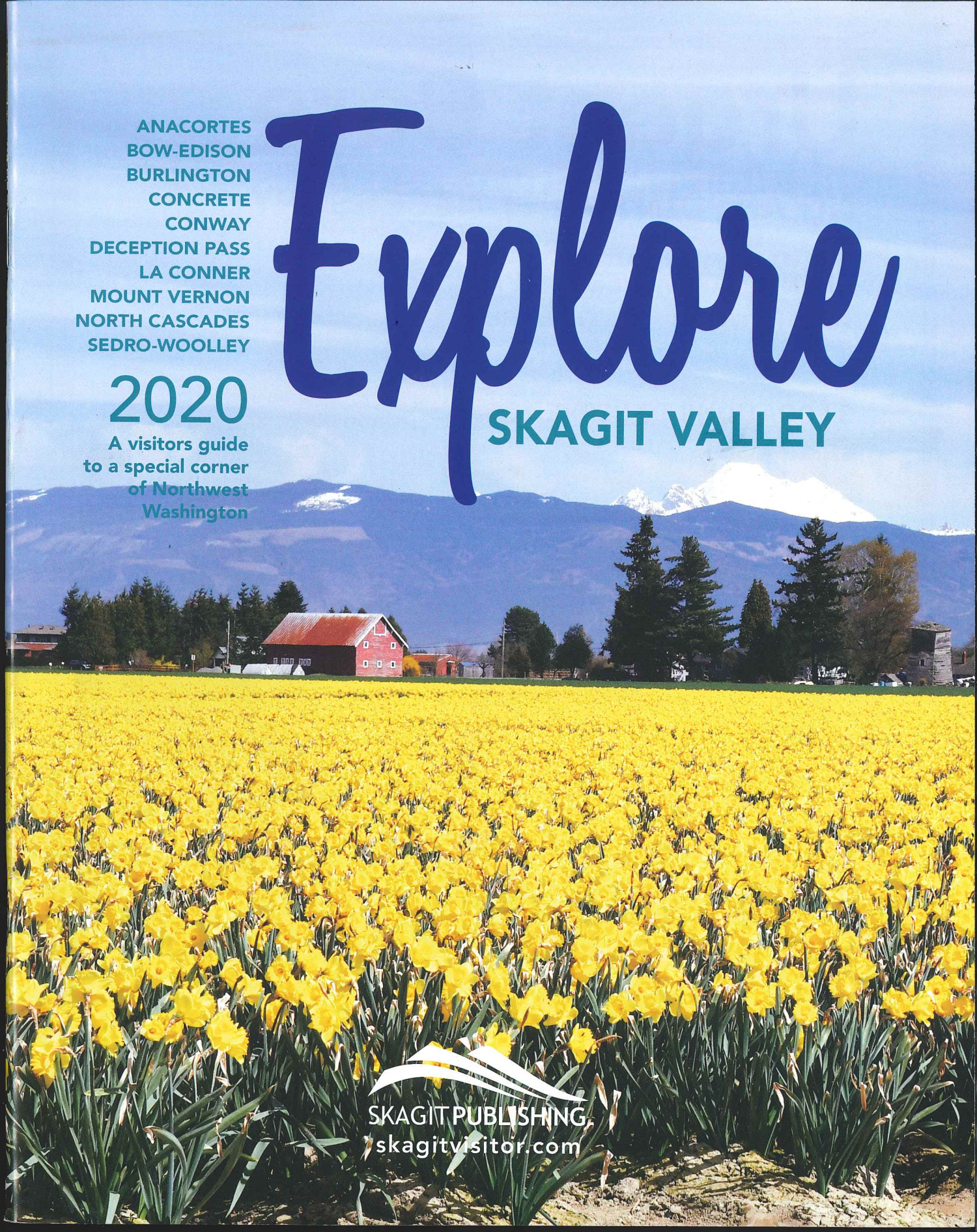
1975427

ANACORTES
BOW-EDISON
BURLINGTON
CONCRETE
CONWAY
DECEPTION PASS
LA CONNER
MOUNT VERNON
NORTH CASCADES
SEDRO-WOOLLEY

Explore SKAGIT VALLEY

2020

A visitors guide to a special corner of Northwest Washington

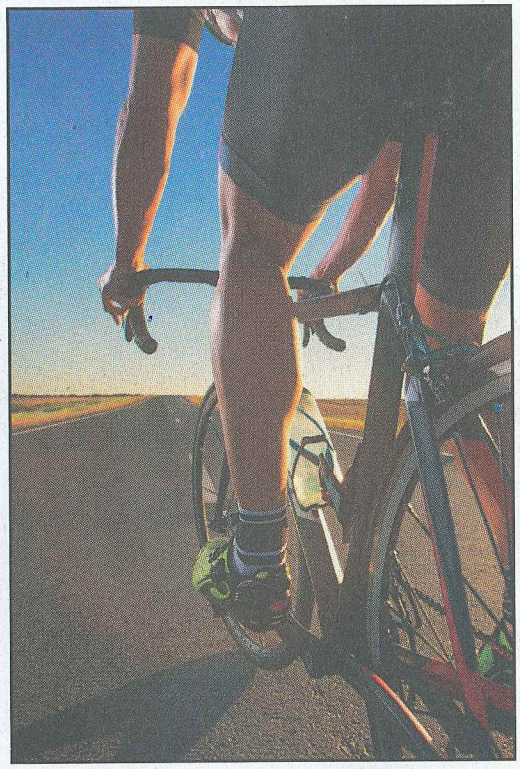


SKAGIT PUBLISHING
skagitvisitor.com

RECREATION

CYCLING

When riders yearn for the rubber to meet the road, Skagit County is the place to go. From the flats to the mountain passes of the North Cascades, the area offers long stretches of open road. Bike maps are available at local chambers of commerce.



TULIP PEDAL
- April, La Conner
- tulipfestival.org

Ride past flowers and fields on 20-, 40- and 60-mile routes.

BIKE MS: DECEPTION PASS CLASSIC
- Early September
- main.nationalmssociety.org

Two-day journey through Skagit, Whatcom and Island counties. As many as 2,000 riders will cruise along scenic figure-eight courses ranging from 22 to 97 miles each day.

FIND A TRAIL

ANACORTES COMMUNITY FOREST LANDS
Location: Anacortes
Distance: 50 miles
Getting there: The 2,800 acres are in the center of Anacortes.
Notable: A large network of easy to moderate trails that pass by lakes, Mount Erie and Sugarloaf Mountain. Find maps at Anacortes Parks & Recreation, City Hall.

PORT OF SKAGIT TRAILS
Location: Burlington
Distance: 10.2 miles
Getting there: Park at the corner of Ovenell Road and Higgins Airport Way, or the corner of Josh Wilson Road and Higgins Airport Way.
Notable: Gravel trail system winds through forest and wetlands.

MOUNTAIN BIKE ROUTES CASCADE TRAIL
Location: Sedro-Woolley
Distance: 22.5 miles
Getting there: Park along Highway 20.
Notable: A rails-to-trails effort, the Cascade Trail runs from Sedro-Woolley to Concrete.

NORTHERN STATE RECREATION AREA
Location: Sedro-Woolley
Distance: 4 miles
Getting there: North of Highway 20 on Helmick Road east of Sedro-Woolley.
Notable: Trail is on the grounds of former farming operations at Northern State Hospital.

LITTLE MOUNTAIN
Location: Mount Vernon
Distance: 10 miles
Getting there: At Little Mountain Park.
Notable: Trails cross the flanks of Little Mountain, from the park entrance to its summit.

Anacortes Museum

For Information Call:
(360) 293-1915 or
Check our Website:
museum.cityofanacortes.org
Anacortes Museum
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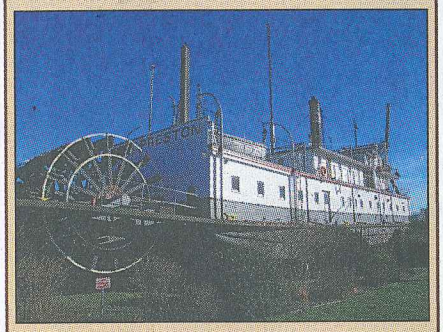
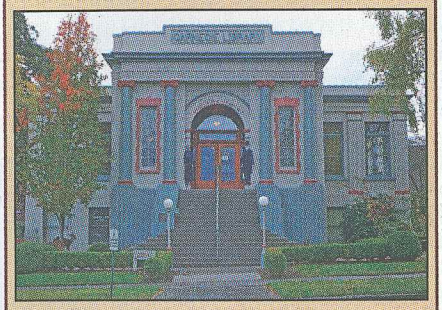
Exploring the history of Fidalgo and Guemes Islands through:

• Educational Programs • Exhibits
• Research Library • Special Events



The W.T. PRESTON & Maritime Heritage Center
7th Street & R Avenue
Open weekends: April - October
Open Daily: June, July, August
Closed Monday



8th Street & M Avenue
The Carnegie Gallery
Gallery Open Year-Round
Tues. - Sat., 10-4
Sunday 1-4, Closed Monday

1971457

Application

Project Detail

Project name	**Washington Park Restroom**
Date(s) of project	2022
Amount of funding requested	$160,00
Type of qualifying project	☐ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Anacortes Parks and Recreation
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other: enter text.
Federal tax ID #	Click here to enter text.
Contact name	Jonn Lunsford
Mailing address	PO Box 547
Email address	jonnl@cityofanacortes.org
Phone	360-293-1918

Project Questionnaire

Describe your project.

Washington Park is in need of accessible restrooms in our day use and picnic area. We currently have portapottes on site, but they do not meet the sanitary or hand washing needs of our guests. The day use and picnic area can easily have 300 to 500 visitors a day to the playground, Sunset Beach and picnic tables and shelters. Many of our guest due to age or ability, have difficulty getting to our campground restrooms from the day use area. Our goal is to build three individual restrooms on the north side of our existing maintenance building at Washington Park. This is located near the picnic shelters and playground and would give families and individuals the services they are seeking in that area. City Funds would go towards weatherizing and updating existing maintenance building adjacent to the new restrooms.

Describe with specificity what aspects of your project you would spend the requested funds on.

The LTAC funds would go towards building the restroom, sidewalk and an accessible parking stall.

Promotion

Describe how you will promote your project to attract tourists.

Washington Park is a 220 acre park on the west side of Anacortes. It contains a campground, boat launch, scenic loop road, day use area, play ground and picnic shelters. Thousands of visitors come to the park as campers and day use guests. We are very fortunate to have a beautiful park in an amazing location. Our reservations in our campground have been full every weekend since May of this year.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

The park is a regional destination which we promote on our web and social media sites.

Budget

Describe the overall budget for your project and entire budget costs.

Funding Request from LTAC: $160,000
Contribution from City Funds: $120,000 ($95,000 LID/ $25,000 REET
Contribution from Anacortes Parks Foundation: $50,000
Total for the project: $330,000

What amount of that budget are you requesting from the city?

Please see our budget above.

What would you cut from your proposed project if your application is not fully funded?

That is difficult to answer without knowing the amount.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2021**	**2020**	**2019**
Overall attendance	Enter ###.	Enter ###.	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	3800	3500	3005	3398
Number of people traveling from another country or state outside of their place of residence or their business	25% of the number above	25% of number above	unknown	25% of number above
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	Est. 20%	Est. 20%	Est. 20%	Est 20%
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	Est. 20%	Est. 20%	Est. 20%	Est. 20%

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We will use our camping reservation software that tracks the zip code or post code of the party making a reservation.

Describe the prior success of your project in attracting tourists.

In 2020, 93.7 percent of our camping night reservations were made by people visiting from out of town.

Describe your target tourist audience (location, demographics, etc.)

In the summer time it is families, in the shoulder seasons it is typically adult couples.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Click here to enter text.

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Jonn Lunsford TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Jonn Lunsford
Title	Parks and Recreation Director
Organization	Anacortes Parks and Recreation

Application

Project Detail

Project name	**City Owned Public Restrooms Cleaning & Maintenance (Heart of Anacortes, 22nd Street Restrooms, the Depot Restrooms and the Upper and Lower Restrooms at Washington Park)**
Date(s) of project	January 1, 2022- December 31, 2022
Amount of funding requested	$30,000
Type of qualifying project	☐ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other:
Federal tax ID #	
Contact name	Mac Jackson & Nicole Johnston
Mailing address	PO Box 547, Anacortes, WA 98221
Email address	jacksonm@cityofnacortes.org/ nicolej@cityofanacortes.org
Phone	360-299-1961/ 360-299-1967

Project Questionnaire

Describe your project.

Maintenance of public restrooms located at the Heart of Anacortes, 22nd Street Restrooms & Q Ave roundabout, the Depot Restrooms and the upper and lower restrooms located at Washington Park. Maintenance requested for the Heart of Anacortes, the 22nd & Q Ave and the Depot restroom would include daily cleaning, repairs and replacement of fixtures, graffiti removal, etc. Maintenance requested for the upper and lower restrooms at Washington Park would be a deep clean that would be scheduled 4 times a year.

Describe with specificity what aspects of your project you would spend the requested funds on.

Maintenance and repairs of public restrooms and then a deep clean on the uppers and lower restrooms located at Washington Park.

Promotion

Describe how you will promote your project to attract tourists.

Public Facility open to the public.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

N/A

Budget

Describe the overall budget for your project and entire budget costs.

$20,000 for daily cleaning of restrooms; remaining funding will be used to maintain the facilities.

What amount of that budget are you requesting from the city?

100%

What would you cut from your proposed project if your application is not fully funded?

Less maintenance

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022			
Overall attendance				
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight				
Number of people traveling from another country or state outside of their place of residence or their business				
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes				
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)				

Describe methods you will use to track tourists for the purpose of mandatory reporting.

N/A

Describe the prior success of your project in attracting tourists.

Many visitors to the Tommy Thompson Parkway I am sure enjoy a clean restroom that is located at 22nd & Q Ave, the Heart of Anacortes is one of the only public restrooms located in the downtown corridor, the Depot restroom is our newest facility and has been a great amenity to the Farmer's Markets and Washington Park has many visitors to the park and who also fill up our campground.

Describe your target tourist audience (location, demographics, etc.)

Everyone

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Certification

- I am an authorized agent of the organization applying for funding.

- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Nicole Johnston TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Nicole Johnston
Title	Parks Manager
Organization	City of Anacortes

Application

Project Detail

Project name	**Rock the Dock**
Date(s) of project	July 4, 2022
Amount of funding requested	$4,000
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Click here to enter text.
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other: enter text.
Federal tax ID #	91-6001013
Contact name	Nancy Rytand-Carey
Mailing address	100 Commercial Ace Anacortes, WA 98221
Email address	Nancy.carey@portofanacortes.com
Phone	360-299-1822

Project Questionnaire

Describe your project.

Rock the Dock has become the 4th of July celebration for Anacortes. It was intended to increase the vacationing family experience with music, in a family-friendly atmosphere, giving a greater reason to stay in Anacortes and it has succeeded. Two bands kick off the event that include children's activities and food vendors and beer garden to help support the music crowd as they anticipate the annual fireworks display over Fidalgo Bay. This event continues to grow every year with guests coming from Vancouver B.C. to the greater Puget Sound region that come to experience our small town celebration. With scenic views and community support, this event offers the tourist an opportunity to experience our unique celebration.

Describe with specificity what aspects of your project you would spend the requested funds on.

The funds will go directly to the advertising and marketing for the event including print and social media. It will also pay for inserts that go into our boater's statements, boater bags, chamber newsletter, and distributed through town. It will help with costs associated with the entertainment.

Promotion

Describe how you will promote your project to attract tourists.

Promotions will be initiated through advertising venues with reach from Vancouver to Portland via print advertising, social media, and website to drive overnight stays for attendees. We also promote this event through the marina such as the Seattle Boat Show and numerous publications that attract boaters and RV'ers. Local events

are also listed on the banners at the marina all summer long.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We will advertise and promote Anacortes as a destination for this holiday event through print, and social media. With July 4th being on a Monday, we will encourage staying for the weekend with much to see and do in Anacortes.

Budget

Describe the overall budget for your project and entire budget costs.

The overall budget for this event is the entertainment including children's activities, advertising, and marketing. Our budget for 2022 is $11,000.

What amount of that budget are you requesting from the city?

30%

What would you cut from your proposed project if your application is not fully funded?

If the project is not fully funded, we would have to cut back on some of the print advertising.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2019**	**2018**	**2017**
Overall attendance	6500	6500	6500	7400
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	500	Enter ###.	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	500	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	500	Enter ###.	Enter ###.	2100
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	500	Enter ###.	Enter ###.	700

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Because this is a non-ticketed event, it is very difficult to determine numbers of attendees coming from out of town. The easiest way we have found to track these numbers is with vendor sales transactions. (Because this event was cancelled for 2020 and 2021, we submit prior years.)

Describe the prior success of your project in attracting tourists.

Rock the Dock is always a full house and has steadily grown over the years because this is a free community, family-friendly event.

Describe your target tourist audience (location, demographics, etc.)

Our target audience is from Canada to Oregon and of all ages.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Event cancelled in 2020 and 2021 so no recent examples to supply.

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
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- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Nancy Rytand-Carey TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Nancy Rytand-Carey
Title	Events and Marketing Coordinator
Organization	Port of Anacortes

Application

Project Detail

Project name	**Summer Concert Series**
Date(s) of project	July thru August 2022
Amount of funding requested	$10,000
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Port of Anacortes
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other: enter text.
Federal tax ID #	91-6001013
Contact name	Nancy Rytand-Carey
Mailing address	100 Commercial Ace Anacortes, WA 98221
Email address	Nancy.carey@portofanacortes.com
Phone	360-299-1822

Project Questionnaire

Describe your project.

The Port of Anacortes' free Summer Concert Series has become a must on the summer list of activities for locals and visitors alike, giving a greater reason to stay and play in Anacortes. Situated on the shoreline of Seafarers' Memorial Park, with a backdrop of Cap Sante Marina and Mount Baker, it is the perfect stage for talent. The outdoor concerts are held on Wednesday and Friday evenings during the month of July and Friday evenings through August (twelve shows in total planned for 2022).

Describe with specificity what aspects of your project you would spend the requested funds on.

The funds will go to the advertising, marketing and promotions of the event. A new digital marketing campaign through Skagit Publishing for the two months will provide analytics for us moving forward. Printing inserts that go into our boater's statements and boater bags distributed to our moorage guests. Bands coming from Whatcom and King county (as well as Skagit) that we will expand our marketing reach through their social media.

Promotion

Describe how you will promote your project to attract tourists.

Promotions will be initiated through advertising in the greater Seattle and BC areas with website, social media, and print advertising to drive overnight stays for attendance. We also promote this event through the marina such as the Seattle Boat Show and numerous publications that attract boaters and RV'ers. Local events are also listed on the banners at the marina all summer long.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We will advertise the local business and downtown in printed and social media promotion encouraging stay and play in Anacortes all weekend long. We encourage attendees to get take out from local restaurants to bring to the park.

Budget

Describe the overall budget for your project and entire budget costs.

The overall budget for this event is the entertainment, sound system, advertising, and marketing. Our budget for 2022 is $34,000.

What amount of that budget are you requesting from the city?

30%

What would you cut from your proposed project if your application is not fully funded?

If the project is not fully funded, the part that we would cut back on the digital marketing campaign.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2021**	**2020**	**2019**
Overall attendance	9000	Enter ###.	Enter ###.	7500
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	2000	Enter ###.	Enter ###.	2000
Number of people traveling from another country or state outside of their place of residence or their business	1000	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	600	Enter ###.	Enter ###.	
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	400	Enter ###.	Enter ###.	Enter ###.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Because this is a non-ticketed event, it is very difficult to determine the number of attendees coming from out of town. The easiest way we have found to track is with vendors.

Describe the prior success of your project in attracting tourists.

The Summer Concert Series are always a full house. Each of the concerts are averaging 500-750 guests. This year's late start event and popular line-up increased a few shows to over 1,000 in attendance. The bands came from, all over the state this year and brought with them their fan base as well.

Describe your target tourist audience (location, demographics, etc.)

Our target audience is from Canada to Oregon and of all ages.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Due to late start in planning this year due to COVID, print advertising was limited. We promoted through Skagit Publishing with email that was sent to all their subscribers, the La Conner Weekly News, Rack Cards and posters

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
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- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Nancy Rytand-Carey TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Nancy Rytand-Carey
Title	Marketing and Events Coordinator
Organization	Port of Anacortes

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Port of Anacortes

Presents Free Concerts

Seafarers' Memorial Park
601 Seafarers' Way

Line-Up for FREE Concert Series:

- July 30 **Chris Eger Band and the Powerhouse Horns**
- Aug. 4 **The Jerry Steinhilber Jazz Explosion**
- Aug. 11 **Herding Kats Jazz**
- Aug. 13 **Shaggy Sweet**
- Aug. 18 **Skagit Swings**
- Aug. 20 **Sway**
- Aug. 25 **A' Town Big Band**
- Aug. 27 **The West Coast Feed**

360-293-3134

portofanacortes.com

events@portofanacortes.com

Port of Anacortes presents

Free Summer CONCERT SERIES 2021

Wednesdays and Fridays 6-8pm

July 30:
Chris Eger Band
and the Powerhouse Horns

August 4:
The Jerry Steinhilbe
Jazz Explosion

August 11:
Herding Kats Jazz

August 13:
Shaggy Sweet

August 18:
Skagit Swings

August 20:
Sway

August 25:
A'Town Big Band

August 27:
The West Coast Feed

Seafarers' Memorial Park

601 SEAFARERS' WAY ANACORTES

portofanacortes.com • events@portofanacortes.com • 360-293-3134

Port of Anacortes presents

Free Summer CONCERT SERIES 2021

Wednesdays and Fridays 6-8pm

July 30: Chris Eger Band and the Powerhouse Horns

August 4: The Jerry Steinhilber Jazz Explosion

August 11: Herding Kats Jazz

August 13: Shaggy Sweet

August 18: Skagit Swings

August 20: Sway

August 25: A'Town Big Band

August 27: The West Coast Feed

Seafarers' Memorial Park

601 SEAFARERS' WAY ANACORTES

portofanacortes.com • events@portofanacortes.com • 360-293-3134

Application

Project Detail

Project name	**Race Week Pacific Northwest (PNW)**
Date(s) of project	June 20-26,2022
Amount of funding requested	$25,000
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Whidbey Island Race Week LLC
Type of applicant	☐ Individual ☐ Non-profit corporation ☐ Public agency ☒ Other: LLC
Federal tax ID #	47-2033593
Contact name	Schelleen Rathkopf
Mailing address	2400 NW 80th Street #130, Seattle WA 98117
Email address	schelleen@rathkopf.org
Phone	(206) 384-5254

Project Questionnaire

Describe your project.

Race Week is the premier sailboat racing event in the Pacific Northwest. Whidbey Island Race Week LLC is an organization member of US Sailing and the Burgee Program by the Gowrie Group and the mission of Race Week is to grow the sport of sailboat racing in the region by providing the most qualified race management team in a venue that can offer compelling buoy and distance racing possibilities. We offer PHRF, One Design, ORC and ORCi racing programs, in addition to providing a Kids Camp program that teaches kids how to sail.

Describe with specificity what aspects of your project you would spend the requested funds on.

Print Advertising Campaign
A print ad campaign will be designed to run Jan-June in the region's top boating and yachting magazines.

Trophies
Special unique fleet and perpetual trophies for the top 3 finishers in each class will be designed, ideally by an artist in Anacortes. Trophies are coveted pieces that are displayed in people's homes year-round. The nicer the trophies, the more attention they receive.

Branded Outerwear / Merchandise
Event merchandise will be available for sale as well as used as event trophies, staff and volunteer uniforms, race management and Race Week Advisory Board recognition. Merchandise will include (but not limited to) branded sailing shirts, sailing hats, jackets, vests, etc. that will feature the Race Week Anacortes branding art.

Direct Mail
A direct mail campaign will be designed and mailed to all yacht clubs in the region including Vancouver BC, Victoria, Bellingham, Bellevue, Seattle, Tacoma, Olympia and Portland. The direct mail piece will also be mailed to fleet directors in the region.

On-Site Banners
Banners will be designed and positioned on C Dock for the duration of Race Week. This will create on-site visibility to draw boaters attention to Race Week and the sponsors.

Website Development
A professional webmaster would be employed hourly to develop a world class website that could be easily updated year after year. The person hired would also build up the social media components of the event.

Official Program
An official program is printed and handed out to all event participants and sponsors. This program includes the SI's and special instructions governing the racing, in addition to letters from the Mayor and Port Commissioner welcoming racers to the event.

Event Poster
An event poster will be designed that features the Race Week dates and sponsors. These posters are hung up at all drop locations of 48 North and Northwest Yachting magazine in the region. Each year, special artwork is designed for the poster and later used on the official event shirt (a long sleeve, quick dry performance wear piece). Ideally, Race Week will feature Anacortes artists for this artwork.

In all these areas listed above, the City of Anacortes will be featured predominantly. Our sponsorship cycle runs Jan 1 (the day registration opens) to June 30 (the last day of the month in which Race Week takes place).

COVID-19 Requirements
To be compliant with federal, state, city, and county requirements governing COVID-19 and social distancing mandates, Race Week may also purchase branded high quality sport-tek / quick dry masks as was done in 2021 for distribution in event registration materials and available for distribution for the duration of Race Week at the Cap Sante Marina.

Promotion

Describe how you will promote your project to attract tourists.

See notes above, including the following:

Print Advertising Campaign
Trophies
Branded Outerwear
Direct Mail
On-Site Banners
Website Development
Official Program
Event Poster

In addition to the advertising and direct mail campaigns described above, Race Week will use the following promotion tools:

Informational Brochure
In 2021, the Cap Sante Harbormaster's office reported that many people who were visiting the restaurants and businesses near Cap Sante Marina during and who saw the many sailboats, staging, signage that took over all of C

Dock inquired about Race Week. For 2022, Race Week would like to produce an informative brochure that describes the event, the sport, and ways that the general public can get involved.

Social Media
Facebook and Instagram posts featuring fleet teasers, fun stories, photos from previous years.

Monthly Mailchimp Newsletter
Thousands of sailors and boaters in the region subscribe to the Race Week newsletter. A monthly newsletter is sent out to inform racers of event developments, and sponsor links.

Retail Sales Promotion
Race Week may work with a sponsor to build a contest for a free registration giveaway at the sponsor's retail location. Here, a POP display would be set up months in advance of the event to bring marketing exposure to all involved.

In the nearly 4 decades that Race Week has been in existence, the event has earned the reputation of being "Adult Summer Camp". Racers get to get away for an entire week to do what they love to do: sail and be on the water with their closest friends and family. Race Week will continue to promote the health benefits of this endeavor, and remind people of the importance of healthy adventure within the constraints of a global pandemic. Due to the event's stellar reputation, the news of the event dates and new venue in Anacortes will spread rapidly.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

In 2021, Race Week became a member of the Anacortes Chamber of Commerce, in addition to becoming a member of the Anacortes Yacht Club. We plan to foster these new relationships by being a regular contributor in online forums, and participate in Chamber and Yacht Club activities to raise our visibility and establish collaborations.

Race Week Skipper Bags
As was done in 2021, Anacortes businesses will be invited to contribute a flyer, coupon, etc. to our skipper bags that event participants pick up when they arrive at Race Week. These skipper bags have traditionally been full of goodies from our sponsors and supporters and are an excellent way for local businesses to promote themselves. The Anacortes Chamber of Commerce participated in this promotion in 2021, as did many local businesses in the community.

City Leaders
In addition to the Chamber, Race Week will also reach out to the City, Port and other city leaders to ask how these organizations would like to participate and Race Week will work to accommodate these new ideas.

Budget

Describe the overall budget for your project and entire budget costs.

$100,000

What amount of that budget are you requesting from the city?

25%

What would you cut from your proposed project if your application is not fully funded?

Print Advertising Campaign
The ad size, frequency would be cut back.

Trophies
The value of the trophies would be re-evaluated.

Branded Merchandise
Quantities of branded merchandise would be re-evaulated.

Direct Mail
Nothing would change with the direct mail plan.

On-Site Banners
Nothing would change with the banner plan.

Website Development
Race Week would seek out volunteers to maintain the website.

Event Staffing may be impacted in the following paid positions:
Principle Race Officer
Chief Judge
Official Scorekeeper
Two Mark Set Drivers
Special Event Coordinator
Kids Camp Director
Kids Camp Counselors
Overnight Security Detail

Official Program
Nothing would change with the official program plan.

Event Poster
Nothing would change with the official program plan, but we may look for an artist who will provide artwork at no charge.

COVID-19 Requirements
Nothing would change with the COVID-19 plan.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2021**	**2019**	**2018**
Overall attendance	1500	1400	1210	1156
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	1230	1148	993	948
Number of people traveling from another country or state outside of their place of residence or their business	90	84	72	69
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	1425	1330	1149	1098
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	4275	3990	3630	3468

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Race Week uses Yacht Scoring, a race management software program that tracks boat and crew registrations. Here, we know where racers are coming from and what their home yacht clubs are. Our data shows that 82% of people travel 50+ miles to participate in Race Week. 6% are travelling from outside the state of Washington or the

USA. 95% of the people coming to Race Week are staying in paid accommodations and the average paid accommodation stay is 6 nights.

The 'Estimate' figures are based on the 100 estimated boats participating in 2021, with 5-6 persons on an average crew. In addition to the racers, family members often accompany a race program so there is an uptick of numbers based on this. Additionally, event staff factor into the estimate.
Race participants generally sail with the same team for the entire week. This puts crews in town for 5-6 nights who are paying for accommodations, frequenting the restaurants and bars, and shopping in the local grocery stores.

Describe the prior success of your project in attracting tourists.

Race Week is a magnet for sailboat racers in the region. The event has earned the well-deserved reputation for providing the best race management in the region, and also having a place for beginners new to racing to hone their skills. One full week of sailboat racing makes people better sailors and people come to the event because they want to fine tune their skills and their crew. Year after year, event participants have built summer vacations around Race Week, and due to the Kids Camp component, can bring the entire family.

Additionally, Race Week has attracted outdoor photographers and drone photographers looking to capture the race boats in this unique racing environment. Many in the region inquire about dates well in advance of Race Week in an effort to secure accommodations and plan ahead.

Describe your target tourist audience (location, demographics, etc.)

Our target audience is active sailors in the Pacific Northwest region who belong to yacht clubs that provide a race program.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

:30 and :60 Second Race Week Promotional Videos for future Race Week Anacortes marketing/promotion
2021 Event Poster
Terry MacDonald (Anacortes Artist who designed the 2021 Artwork / Overall Trophy Painting
2021 print Ads for 48 North and Northwest Yachting Magazine
2021 POP Display
2021 Banner
2021 Official Cover of Program
2021 branded merchandise images (Helly Hansen Jackets/Vests, Hats, Shirts, Masks)
2022 Race Week Race Management and Advisory Board

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.

- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Schelleen Rathkopf TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Schelleen Rathkopf
Title	Event Producer / Owner
Organization	Whidbey Island Race Week LLC

2022 Race Management and Advisory Board Team

Schelleen Rathkopf, Race Week PNW Event Producer, Seattle, WA

Schelleen Rathkopf has been the Producer of Race Week since 2014. A graduate from Willamette University in Salem, Oregon with a major in Art History, Schelleen is also a certified professional organizer through NAPO (National Association of Productivity and Organizing Professionals), and has participated in Race Week for over 20 years. Her media career in marketing and sales promotion spans 30 years, where she worked for the Seattle Times, KING TV, and Seattle Magazine, and most recently as the Managing Editor of Northwest Yachting magazine. Schelleen was also the Sponsor Coordinator for the world-renowned Mallory and Irvine Research Expedition on Mount Everest in 1999, where she handled sponsor procurement, and managed contract fulfillment on Mt. Everest for the duration of the expedition. Schelleen has raced on a variety of boats including J24s, SJ24s, C & C 32, Olson 30, Cookson 12M, and a Star, and has participated in many Puget Sound area events as both a racer and as a member of Race Committee. She has also done some cruising in the San Juan Islands and British Virgin Islands, and has owned and skippered her own boat, *Isaura*, a San Juan 28 for many years. In 2019, she participated in a delivery on board *Maiden*, the 58' ocean racing yacht made famous when Tracy Edwards raced her in the 1989-90 Whitbread Round the Word race with an all-female crew. Schelleen is a member of US Sailing, and also member of the Corinthian Yacht Club in Seattle, WA, and the Anacortes Yacht Club in Anacortes, WA.

John Abel, International Race Officer, Victoria, BC

John Abel Credentials:
World Sailing International Race Officer
Sail Canada National Race Officer
Race Management Master Course Conductor
Club Judge
Member Sail Canada Race Management Sub-Committee
Championship Coordinator, International Melges 24 Class

John Abel Career Highlights:
Principle Race Officer Sperry Charleston Race Week 2019
Principle Race Officer Swiftsure International Race 2019, 2018, 2017, 2016, 2015
Principle Race Officer VanIsle 360 Race 2019, 2017
Principle Race Officer Melges 24 World Championship 2018
Principle Race Officer Melges 24 Canadian Championship 2018
Principle Race Officer Sail Canada Youth Nationals 2017
Principle Race Officer Melges 24 US Nationals 2016
Principle Race Officer Australian Hobie National Championship 2014
Certified Race Officer Melbourne Sailing World Cup 2014

John Abel is a lifelong sailor and member of Royal Victoria Yacht Club. He has competed in numerous keelboat and dinghy classes including the Melges 24, J80, Star, Martin 242, and Soling. In addition to racing, John enjoys cruising on his Beneteau 49 which he recently sailed from Halifax, down the US east coast and through the Caribbean and Panama Canal.

Paul Evenden, National Race Officer, Vancouver, BC

Paul Evenden Credentials:
National Race Officer
Race Management Course Conductor
Paul Evenden Career Highlights:
Principle Race Officer Hobie 16 and Hobie 20 North American Championships 2019
Principle Race Officer BC Summer Games 2018, 2016
District Race Officer Laser North Americans 2017
Area Race Officer 6 Metre Worlds 2017
Principle Race Officer Hobie 16 Youth North Americans 2016

Paul Evenden is a member of the Cultus Lake Sailing Club and COSA (Central Okanagan Sailing Association). In addition to 15 years of race management experience, Paul has over 20 years of racing experience and achieved a 2nd place ranking in all of North America in the Hobie 18 class.

Jared Hickman, Race Week PNW Chief Judge and Regional Umpire, Seattle, WA

Jared Hickman Credentials:
World Sailing International Judge
US Sailing National Judge
US Sailing Chief Judge
US Sailing Regional Umpire

Jared Hickman Career Highlights:
National Judge Hobie 16/Hobie 20 National Championships 2019
National Judge and Regional Umpire US Team Racing Championships (Hinman Cup) 2019
Regional Umpire US Match Race Championship 2019
Chief Judge Moore 24 National Championships 2019
Chief Judge Whidbey Island Race Week 2012-2019
Chief Judge San Juan 24 North Americans 2018
National Judge Melges 24 World Championship 2018
National Judge 6 Metre World Championship 2017
National Judge J24 National Championship 2017
National Judge Melges 24 National Championship 2017

Jared Hickman is a longtime member of Corinthian Yacht Club in Seattle, WA and has been a passionate sailor since he was a kid. In 2013, he competed in the Melges 24 Worlds and also have enjoyed racing his International 14 and Star.

Craig Daniels, Race Week PNW Jury Lead and US Sailing Umpire, Portland, OR

Craig has been a lifelong sailboat racer and has a decade of experience racing at Whidbey Island Race Week in addition to serving as the Chief Judge. Craig has raced Naples Sabots, Lasers, Lido 14s, Flying Juniors (FJs), Cal 20s, Melges 24s, Flying Tiger 33s, Cal 40's, and one of the original ULDBs, Ragtime. His racing experience also includes Transpacs, where he was responsible for the celestial navigation. His preferred positions have been skipper, foredeck and tactician. Craig is also the Regional Area Judge for US Sailing for area (L), a National Judge, Regional Umpire, and Club Race Officer and is a member of Willamette Sailing Club. With a specialization in Naval Architecture, Craig has a graduate degree in Ocean Engineering from Stevens Institute of Technology, in NJ, where he focused on sailboat design. With an MBA in Marketing and Finance, and 10 years in Marketing at Hewlett-Packard, Craig now works as an IT Consultant in addition to his race management ventures.

Craig Daniels Credentials:
Area L Regional Area Judge
US Sailing National Judge
Regional Umpire
Regional Race Officer

Craig Daniels Career Highlights:
Chief Judge Laser Pacific Coast Championship 2018
Chief Judge Thunderbird International Championship Regatta 2017
Chief Judge US National Moore 24 Championship 2016
Chief Judge San Juan 24 North Americans 2016
Chief Judge Hobie 18 and 20 North American Championship 2014
Craig Daniels Career Highlights as Judge and Umpiring:
High-School Doublehanded Championship 2019
USODA (Opti) Team Trials 2019
Laser Midwinters West 2019
Optimist Pacific Coast Championship 2018
Optimist West Coast Championship 2018
Melges 24 North American Championship 2017
Laser Masters US National Championship 2017
Laser North American Championship 2017
Laser Midwinters West 2017
NWISA Singlehanded Championships 2016
Laser North American Championship 2016
USODA Team Trials 2016
Melges 24 Nationals 2015
Whidbey Island Race Weeks (many years)
USMRC Qualifier- St. Francis YC 2019
Baldwin Cup 2019
Optimist Team Race Midwinter Championship 2019
U.S. Team Racing Championship 2018
USODA Team Race National Championship 2018

Charlie Macaulay, Chief Engineer, TÜV SÜD Global Risk Consultants, Sammamish, WA

Charlie Macauley is a US Sailing Judge and Judge Instructor, a member of the PIYA Appeals Committee and serves on the Board of Directors for PHRF-NW. He has participated in every Whidbey Island Race Week except two as either skipper or crew, racing the first ten years on his Backyard 28, Katrinka Finklesplatt. Kat Fink was retired from Race Week competition following Race Week No. 25 in 2007 and replaced with, Absolutely, a G&S One Tonner. After years of racing the G&S, a new Farr 39 ML entered the picture, was named, Absolutely, and Charlie and his crew (that include daughters, Leigh and Shelagh, and his wife Kathy) continue to regularly take a place on the podium in most of the races that the Macauley's participate in. Charlie is also a longtime member of Corinthian Yacht Club of Seattle.

Charlie Macaulay Credentials:
US Sailing Judge
US Sailing Judge Instructor
PIYA Appeals Committee
PHRF NW Board of Directors
Advisory Board, Whidbey Island Race Week

Joe Cline, Managing Editor, 48 Degrees North Magazine, Seattle, WA

The only thing Joe Cline is more enthusiastic about than racing boats is sharing (or being a part of) the stories of the PNW sailing community. He cut his teeth in the marine industry scrubbing boats and then managing Seattle Sailing Club, a job he held from 2009 through 2014. It was during this time that he developed a passion for providing advancing sailors a pathway toward progression, whatever their sailing interest. Since then, he's been cheerfully working toward that end with the pages of a magazine and 48north.com as his vehicle. Though he learned to sail at summer camp in his native Minnesota, Joe will be the first to tell you that his love of sailing took flight in Seattle. Some of his first and most formative racing experiences took place at Whidbey Island Race Week. He has sailed at Race Week every year since 2010. You might now find Joe racing a variety of boats, from the TP 52 to the 505, and most things in between especially the Melges 24 and the J/80. In addition to being actively involved in the sailing scene via the magazine and his role on the Race Week PNW Advisory Board, Joe is also on the Board of Trustees of the Northwest Marine Trade Association, where he is the chair of the Grow Boating committee.

Joe Cline Credentials:
Board of Trustees, Northwest Marine Trade Association
Chair, Grow Boating Committee
Advisory Board, Race Week PNW

David Jackson, Overall Winner of Whidbey Island Race Week in 2018 and 2019, Point Roberts, WA

David Jackson has lived and raced in Point Roberts for 19 years and has a long history of sailboat racing since he was a young boy. He sailed sabot prams, lasers, fireballs and tornados before landing on his favorite big boat, Mad Dash – a Dash 34. Mad Dash has been in David's family since 1984 when his parents and his sister (who were all on Olympic sailing teams) wanted a boat that the entire family could race and cruise on. His parents have since retired from racing, but David and his kids have continued the family tradition and have enjoyed a lot of success on the podium. As a longtime Whidbey Island Race Week racer (and the Overall Winner at Whidbey Island Race Week in 2018), David has also participated in club races, J24 Worlds and Vic-Maui.

Larry Butchart, Salesman, Fisheries Supply, Seattle, WA

Larry Butchart began sailing with his family since he was 6 years old. He started out with an 8 foot pram and eventually moved to Hobie Cats while in high school He bought his first keel boat in 1987 and raced it at Whidbey Island Race Week for 3 years beginning in 1988. Larry has crewed at Whidbey Island Race Week every year since then on various boats including an Olson 25, Hobie 33, Olson 30, J-35, and 1D35. Larry was also crew of a 2001 Lloyd Phoenix Cup/US Offshore Championship team and has cruised and raced in the Caribbean, the British Virgin Islands, and a boat delivery from Alaska. He has worked for Fisheries Supply in Seattle, WA for 19 years, and has greeted racers at the Fisheries booth at Race Week for nearly two decades.

Cori Whitaker, Cori Whitaker Homes / Windermere, Shoreline, WA

Cori Whitaker of Cori Whitaker Homes/Windermere has been helping people move since 2005. She is listed in the Top 100 in the NWMLS for volume of sales and is a Windermere Premier Properties Director. She has been participating in Race Week for the past 5 years in the role of Sponsor and on the Event Management Team. As a business consultant to Whidbey Island Race Week, she began serving on the Advisory Board in 2019.

ENTER TO WIN FREE REGISTRATION FOR THE 2021 RACE WEEK EVENT!

DEADLINE FOR SUBMISSIONS • APRIL 30, 2021

ENTER HERE!

YOU MAY WIN A HELLY HANSEN PRIZE PACKAGE!

$680 VALUE!

Deck out your crew with brand new
50 L Scout Duffels (4), Scout Dobb Kits (4),
Ultralight Dry Bags (4), & Quick Dry Caps (4)

www.RaceWeekPNW.com

HH ALIVE SINCE / 1877 · 48° NORTH · Fisheries Supply Marine Supplies Since 1928 · Anacortes Yacht Club · US · CSR MARINE · PRISM GRAPHICS · Pink Boat Regatta · Sail Northwest · janepix Jan's Marine Photography · CORI WHITAKER Homes · Sailing Club

raceweek

Anacortes, Washington
June 21-25, 2021

Race Week 2021, by Terry MacDonald
Acrylic/mixed media on cradled wood panel, 18" x 24"

H/H ALIVE SINCE / 1877
48° NORTH
Fisheries Supply Marine Supplies Since 1928
Anacortes Yacht Club
Ullman Sails
CSR MARINE
PRISM GRAPHICS
Pink Boat Regatta
Sail Northwest
janepix Jan's Marine Photography
Cori Whitaker homes
Seattle Sailing Club

RaceWeekPNW.com

ANACORTES
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ANACORTES

Terry MacDonald
ANACORTES
Week
Stephen Parenteau

Application

Project Detail

Project name	Cap Sante Trail Project
Date(s) of project	January 10, 2022
Amount of funding requested	$11,246
Type of qualifying project	X Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Rotary Club of Anacortes
Type of applicant	☐ Individual X Non-profit corporation ☐ Public agency ☐ Other: enter text.
Federal tax ID #	20-3930067
Contact name	Marilyn A. Stadler
Mailing address	Rotary Club of Anacortes, P.O. Box 94, Anacortes, WA 98221
Email address	mcsta2007@yahoo.com
Phone	360-333-2448

Project Questionnaire

Describe your project.

The Rotary Club of Anacortes, with financial support from the Anacortes Rotary Charitable Association, our 501 (c) 3 organization, plans major improvements at Cap Sante Park that include improved park vistas at the summit that are safer and more accessible for the public, and the repair and maintenance of an existing path that extends just over 1⁄2 mile from base parking to the summit area.

Public benefits include enhancing one easy-to-find Cap Sante trail that will improve the environment by routing hikers off multiple social trails; upgrading safety by encouraging trail use vs. road use; ADA access at the proposed Mt. Baker viewpoint; and increasing use of lower parking areas to discourage traffic at the summit.

The enhanced trail will create new hiking opportunities for a wide range of users, including both residents and visitors. New kiosk signage at entry points will direct users to the trail. Additional signage to help users explore the area's history, culture and natural features is included in the plans.

Describe with specificity what aspects of your project you would spend the requested funds on.

The requested funds will help us promote and market the Cap Sante trail to the Fidalgo Island and Skagit County communities through a trail/viewpoint brochure. They will also fund the construction and installation of signage, including large sign kiosks at the three entry points as well as directional signs and path markers along the trail route. A total of four large kiosk signs are planned initially.

Promotion

Describe how you will promote your project to attract tourists.

Ongoing marketing will include trail and viewpoint information in Skagit County recreation publications such as Explore Skagit Valley and Explore Anacortes, which are distributed regionally. We will also reach out to local newspapers and Fidalgo Living Magazine for more in-depth feature articles.

The Rotary Club of Anacortes will place and restock brochures with maps of the improved Cap Sante Trail at the Anacortes Chamber of Commerce Visitor Information Center, the Anacortes Farmers Market, Cap Sante Marina and other marinas, local hotels and motels, and at City Hall. Updated information will be posted online on a variety of websites, including Anacortes Chamber of Commerce, City of Anacortes Parks and Recreation Department, Washington Trail Association and Rotary Club of Anacortes.

Anacortes Rotary is working with the City of Anacortes on plans for an opening ceremony to announce the Cap Sante trail improvement to the Skagit County community. Tentative plans call for a ribbon-cutting and mini expo of booths displaying related recreational activities. The Anacortes Mayor and the Rotary Club of Anacortes President will preside over the event. Anacortes Park and Recreation representatives and Rotary club members will be present to assist with questions and tours throughout the event.

Event details will be marketed in the Anacortes American, Skagit Valley Herald, local radio, emailed to Chamber members and announced through the Anacortes Rotary Club website

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

The Cap Sante Trail brochure will include brief suggestions of what to do before and after your hike and viewpoint experience. For example: Before you go: Stock up on water, snacks and picnic supplies so you can enjoy a leisurely hike and spend more time at the viewpoint. You can get whatever supplies you need downtown.

When you return: Have lunch in town if you didn't picnic, or stop in for coffee and treats if you started early. Downtown has a wide array of restaurants, pubs and coffee shops.

Budget

Describe the overall budget for your project and entire budget costs.

The phases of the project include trail improvements, park viewpoint additions, upgrades to the gazebo and paved walkway adjacent to Cap Sante Marina. Preliminary estimates for all work total approximately $500,000.

What amount of that budget are you requesting from the city?

We are requesting $11,246 from the city.

GENERAL EXPENSES	AMOUNT	COST
Flyers, 3 fold in color (estimate from How it Works)	2,500	$646
Map Sign Panels for Kiosks, 4 panels (estimate from Signs By Tomorrow, Bellingham)	4	$8,000
Kiosk material, 2 kiosks (estimate from Frontier Building Supply)	2	$2,600
TOTAL		$11,246

What would you cut from your proposed project if your application is not fully funded?

Our plan would be to avoid cutting proposed items and instead curtail spending on later project phases or rely on additional fund raising over the life of the project.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	Actuals		
	2022	month/year	month/year	month/year
Overall attendance	Comments *	Enter ###.	Enter ###.	Enter ###.
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	Comments *	Enter ###.	Enter ###.	Enter ###.
Number of people traveling from another country or state outside of their place of residence or their business	Comments *	Enter ###.	Enter ###.	Enter ###.
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	Comments *	Enter ###.	Enter ###.	Enter ###.
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	Comments *	Enter ###.	Enter ###.	Enter ###.

*We do not have any numbers on current Cap Sante Trail usage or information on users. We do know that use of Cap Sante Park and most every city park is increasing, based on estimates from the City of Anacortes Parks and Recreation Department. It reports that Tommy Thompson Parkway usage was 133,142 in 2019 and 158,620 in 2020, approximately a 19% increase. We believe there has been similar increased usage of Cap Sante Park, which will only grow due to the trail improvements and our marketing and signage efforts. The trail, ideally situated near Cap Sante Marina, downtown and the Tommy Thompson Parkway but now basically hidden from view, will be "discovered" by visitors.

We feel the overall tourism impact will come from the fact we are adding yet another attraction to Anacortes and yet another reason for visitors to come more often and stay longer to enjoy all Fidalgo Island has to offer.

First, we see an increased number of day trips to Anacortes as visitors learn they can incorporate our short but stunning Cap Sante hike and viewpoint experience into a day of shopping, dining and exploring Fidalgo Island. Second, we see visitors spending extra nights in Anacortes. Our hike, which could turn out to be a two-hour adventure with a time spent at the viewpoint, will be added to the long list of attractions in Anacortes, and make it easy for people to prolong their stay. Hikers will find there are many additional hikes to enjoy, starting with the nearby Tommy Thompson Parkway, the Anacortes Community Forest Lands trails and Washington Park.

We know anecdotally from our time on site planning the route and viewpoint improvements that there is a steady increase in the number of disc golfers using the Cap Sante course who come from the Bellingham area and Skagit County. Our improvements will further increase disc golf rounds by visitors who will make the hike to the summit part of their outing.

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We do not have any methods planned to track tourist usage on the Cap Sante Trail System.

Describe the prior success of your project in attracting tourists.

Not Applicable.

Describe your target tourist audience (location, demographics, etc.)
Our target audience includes people of all ages, social-economic status, and race, who live locally, are from other areas of Washington or are visiting from out of state.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

1. trail map with kiosk locations noted
2. draft of trail flyer
3. drawing of kosk construction plan

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Marilyn A, Stadler TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Marilyn A. Stadler
Title	Grant Writer
Organization	Rotary Club of Anacortes

Application

Project Detail

Project name	**SHIPWRECK DAY**
Date(s) of project	JULY 16, 2022
Amount of funding requested	$4,000.00
Type of qualifying project	☐ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	FIDALGO ISLAND ROTARY
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other:
Federal tax ID #	20-872-1928
Contact name	VALERIE TIBBETTS
Mailing address	1919 36TH ST ANACORTES WA 98221
Email address	VALTRAVELQ@HOTMAIL.COM
Phone	360-299-9390

Project Questionnaire

Describe your project.

The Fidalgo Island Rotary presents a one day fundraiser done as a gigantic downtown garage sale.

Describe with specificity what aspects of your project you would spend the requested funds on.

Funds would be used to advertise in Skagit, Island, Whatcom, King and Snohomish counties and the city of Anacortes. It would also be used for the costs of barricades, potties, dumpsters, website, billboard and mailing supplies.

Promotion

Describe how you will promote your project to attract tourists.

Our Shipwreckfest.com website promotes and provides vendor information and applications. We'll advertise locally and farther away with print advertising. We rent a billboard on Highway 20 to catch ferry traffic and will use the chamber's sign holders in town for our banners. Our vendors are our best advertisers as they love this event

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

Our attendees and vendors call every year for recommendations for food and lodging in town. We refer them to the Chamber of Commerce lists and give personal referrals. Our phone number is widely available.

Budget

Describe the overall budget for your project and entire budget costs.

We anticipate our overall budget may reach $7,000

What amount of that budget are you requesting from the city?

About 58%

What would you cut from your proposed project if your application is not fully funded?

Amount of Advertising

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**2019**	**2018**	**2017**
Overall attendance	10,000	20,000	10,000	10,000
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	5000	6200	300	300
Number of people traveling from another country or state outside of their place of residence or their business	75	100	50	50
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes	500	200	500	500
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)	200	100	250	250

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Random sampling of attendees through a particular intersection during specified timeframe several times and average it out over the 8 hour event

Describe the prior success of your project in attracting tourists.

We continue to have a steady growth of vendors and a similar increase in attendees.

Describe your target tourist audience (location, demographics, etc.)

Our target is the bargain hunter from near and far. This event is so established that many folks plan a mini vacation around our date annually.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

SHIPWRECK DAY AD IN THE WHIDBEY SUMMER ISSUE
SHIPWRECK 2019 BILLBOARD AD
SHIPWRECK DAY BANNER

Certification

- I am an authorized agent of the organization applying for funding.

- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	VALERIE TIBBETTS TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	VALERIE TIBBETTS
Title	SECRETARY
Organization	FIDALGO ISLAND ROTARY CLUB

PROOF OF PERFORMANCE

PANEL: 1620 | TAB#: 619213 | INSTALL DATE: 5/6/2019

CONTRACT: 2880700	**NAT'L CONTRACT**
CUSTOMER: CREATIVE CABINETS	**REPORT DATE:** 5/7/2019
ADVERTISER: CREATIVE CABINETS	

Location: SH 20 SL 0.19M E/O CHRISTIANSEN RD EF-1

Media: Junior Bulletin | Copy Size: 10' X 24' | Impressions: 66688

Lamar Office: 425 - Seattle, WA | Market: SKAGIT

Material Received: 4/25/2019

6813

INVOICE

QUESTIONS? CONTACT 206-682-3833
OR (225) 926-1000

CUSTOMER: CREATIVE CABINETS
ADVERTISER: CREATIVE CABINETS

CUSTOMER
CONTRACT NO:

LAMAR CUSTOMER NO: 645844
LAMAR CONTRACT NO: 3262904

INVOICE NO: 110484359
INVOICE DATE: 07/29/2019
DUE DATE: 08/28/2019

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT
1 - KING, WA 425-Seattle, WA Media Type: Vinyl 1 10x24 bulletin	7/29/19			1	420.00

STATE TAX	COUNTY or PARISH TAX	CITY TAX		AMOUNT
0.00	0.00	0.00		420.00

REMITTANCE STUB - Please send this with payment.

Event Report for Reimbursement Requests

Event / Organization Name SHIPWRECK DAY/FIDALGO ISLAND ROTARY
Name VALERIE TIBBETTS
Address 1919 36th ST ANACORTES WA 98221
Phone 3602999390 Fax — Email VALTRAVELQ@HOTMAIL.COM

Amount of Request $1266.00

Event Summary of Expenditures (list invoices & attachments)

WHIDBEY WEEKLY 1/8 PG AD	$ 126.00
BILLBOARD ON HWY 20 VINYL COVER	$ 420.00
BILLBOARD RENTAL SPACE	$ 720.00

Use of lodging tax revenue for "tourism promotion" must satisfy the following state requirements: Activities and expenditures designed to increase tourism, advertise, publicize, or otherwise distribute information for the purpose of attracting and welcoming tourists. "*Tourism*" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs. "*Tourist*" is defined as a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

I certify that the Lodging Tax Funds received were used solely for tourism promotion as defined by RCW 67.28210 as outlined in the City of Anacortes Lodging Tax Application and Contract.

Valerie Tibbetts 9-3-19
Applicant Signature/Date

Whidbey Weekly LLC
P.O. Box 1098
Oak Harbor, WA 98277
(360) 682-2341

Whidbey Weekly & PRINTING

Invoice

BILL TO
Fidalgo Island Rotary
Attn Shipwreck Day
P.O. Box 125
Anacortes, WA 98221

INVOICE # 9818
DATE 06/22/2019
DUE DATE 07/07/2019
TERMS Net 15

ACTIVITY	QTY	RATE	AMOUNT
11.24 1/8 page advertisement Volume 11, Issue #24: 6-13-19 1/8 page advertisement	1	115.00	115.00
Color Charge Color Charge	1	25.00	25.00
Non-profit Discount Non-profit discount	1	-14.00	-14.00

Summer Fun Guide

BALANCE DUE **$126.00**

Balances 30

alance.

Balances 90 days past due will be turned over for third party collections. For your convenience we accept debit or credit cards. Please call the office to pay by cc.

1533

INVOICE

QUESTIONS? CONTACT 206-682-3833
OR (225) 926-1000

CUSTOMER: CREATIVE CABINETS
ADVERTISER: CREATIVE CABINETS

CUSTOMER
CONTRACT NO:

LAMAR CUSTOMER NO: 645844
LAMAR CONTRACT NO: 2880700

INVOICE NO: 110314731
INVOICE DATE: 06/03/2019
DUE DATE: 07/03/2019

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT
9 - SKAGIT, WA 425-Seattle, WA Media Type: Bulletins SH 20 SL 0.19M E/O CHRISTIANSEN RD EF-1	6/3/19-6/30/19	1620	619213	No **Total Panels:1**	720.00

STATE TAX	COUNTY or PARISH TAX	CITY TAX		AMOUNT
0.00	0.00	0.00		720.00

Application

Project Detail

Project name	**Skagit Valley Tulip Festival Official Brochure for 2022**
Date(s) of project	April 1-30, 2022
Amount of funding requested	$2,400
Type of qualifying project	☒ Tourism Promotion/Marketing ☒ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Skagit Valley Tulip Festival
Type of applicant	☐ Individual ☒ Non-profit corporation ☐ Public agency ☐ Other:
Federal tax ID #	91-1662982
Contact name	Cindy Verge
Mailing address	PO Box 1784, Mount Vernon, WA 98273
Email address	cindy@tulipfestival.org
Phone	(360) 428-5959

Project Questionnaire

Describe your project.

We will design, print and distribute 180,000 Official Tulip Festival Brochures, using Certified Folder Service, using the Visitor Centers around Skagit County, through Tulip Festival sponsors and supporters, and through mailing to individuals and tourism promotion agencies upon request. The brochure is designed to provide and extensive guide to Skagit Valley, showcase the many events and activities of the Skagit Valley Tulip Festival, and entice visitors to come back for a return trip. We find that many of our sponsors use the brochure year-round as the map in the middle is something that can be used year-round. Our brochure also includes information on many hoteliers and restaurants in the area, including businesses in Anacortes.

Describe with specificity what aspects of your project you would spend the requested funds on.

We will use the Anacortes funds to help pay for the design, printing and distribution of our brochure. We start distribution of our brochure in January of each year. We also have a digital version of our brochure (we are not asking for funding to help with our electronic marketing) that allows people to download all or a portion of the brochure for their use. Design and printing of the brochure is being done through grafixCORP of Mount Vernon and distribution of 85,000 brochures will be done through Certified Folder Service. We use festival volunteers to help with the in-county distribution of our brochures as well.

Promotion

Describe how you will promote your project to attract tourists.

We are a proven event – last year our two growers recorded 250,000 in paid attendance in what was an abbreviated festival, since COVID prevented many of our traditional events and activities from going forward. The festival is set to run from April 1-30, 2022. We use the brochure ad one of our primary promotional tools, distributing it through Certified Folder Service from the King/Pierce County line up through the greater Vancouver BC area. We also pay for distribution on the Washington State Ferries routes. The information contained in our brochure is also on our website (visited by over 400,000 people in April 2021) and is available for download off the same site. We routinely send the brochures upon request to such groups as AAA Washington offices and Parks and Rec agencies planning trips here.

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

We have hoteliers and restaurants who are Tulip Festival Sponsors listed in our brochure. In addition, we provide contact information for the Anacortes Visitor Information Center for more locations. Every hotelier or restaurant in Anacortes is welcome to become a Tulip Festival sponsor and thus be in our brochure. Our Official Beer of the festival is Anacortes Brewery and we are proud to include such events as the Anacortes Wine Festival in our official line up of events and activities. We are hopeful that this year the Quilt Walk will once again be able to happen as that is a popular activity for visitors.

Budget

Describe the overall budget for your project and entire budget costs.

Budget for 2022 Official Tulip Festival Brochure design, printing and distribution

Revenue

Tulip Festival General Fund	$21,290
Lodging Tax Grants (projected)	
• City of Mount Vernon	$14,000
• Skagit County	$9,500
• City of Burlington	$7,500
• City of Anacortes	$2,400
• Town of La Conner	$2,500
• City of Sedro-Woolley	$ 100
Total Revenue	$57,290

Expenses

Personnel	$16,190
Admin/Support	$ 5,100
Direct Marketing & Promotion	$ 2,000
(direct mail to tourism promotion businesses)	
Travel/Training	$ 600
(mileage reimbursement for volunteer work)	
Consultants/Professional Services	$33,400
(grafixCORP and Certified Folder Service)	
Total Expenses	$57,290

What amount of that budget are you requesting from the city?

4%

What would you cut from your proposed project if your application is not fully funded?

We would cut back on the direct mail to tourism promotion areas, would absorb the volunteer mileage reimbursement, and, if needed, cut back on the number of brochures published.

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022	**April 2021**		
Overall attendance	350,000	250,000		
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight	269,500	150,000		
Number of people traveling from another country or state outside of their place of residence or their business	70,000	25,000		
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Skagit County.	52,500	10,000		
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights) NOTE: in entire county.	17,500	3,300		

Describe methods you will use to track tourists for the purpose of mandatory reporting.

We will be using informal surveys with hour hoteliers, our events and activities, traffic estimates from the Skagit County Sheriff's office and through information gathered through our office/headquarters.

Describe the prior success of your project in attracting tourists.

We are a proven event that, in "normal" years, brings in people from all 50 United States and an average of 85 countries. Data gathered through our website shows the widespread draw of our festival and the convention of asking visitors coming into our headquarters during April (an average of 9,500) where they live gives us this information. We put heads in beds, we fill area restaurants and encourage visitors to come back for return visits. Our event started in 1984 and has become a destination for people around the world.

Describe your target tourist audience (location, demographics, etc.)

We attract people who want to come and experience a thing of beauty – the tulips blooming and grown in the Skagit Valley. We find that we attract a lot of families, many seniors and lots of people in between. The universal appeal of the festival covers a wide audience.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

A pdf of the 2021 Official Tulip Festival Brochure

Certification

- I am an authorized agent of the organization applying for funding.

- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Cynthia L Verge TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	Cynthia L Verge
Title	Executive Director
Organization	Skagit Valley Tulip Festival

Application

Project Detail

Project name	**Street Fair Closure Equipment**
Date(s) of project	Year Round
Amount of funding requested	$11,540
Type of qualifying project	☐ Tourism Promotion/Marketing ☐ Operation of a Special Event/Festival designed to attract tourists ☐ Operation of a Tourism Promotion Agency ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization ☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Applicant Detail

Applicant name	Don Measamer, COA Planning Community & Economic Development Dept.
Type of applicant	☐ Individual ☐ Non-profit corporation ☒ Public agency ☐ Other:
Federal tax ID #	
Contact name	Don Measamer
Mailing address	P.O. Box 547
Email address	don@cityofanacortes.org
Phone	360-299-1942

Project Questionnaire

Describe your project.

This project will provide the street fair applicants with the closure equipment to close the streets safely and economically during an event. The street closure equipment will include barricades, lights for the barricades, candle cones and a trailer to haul the equipment to and from the site. The trailer will be moved into place prior to the event and the event organizers will unload and set up the street closures. When the event is complete, the organizers will load the equipment back in the trailer and city personnel will return the trailer to the operations department for storage.

Describe with specificity what aspects of your project you would spend the requested funds on.

The funds will be used as follows:
trailer - $7,700
Barricades 60 @ $35.48 each = $2,128.80
Lights for Barricades 30 @ $27.23 each = $816.90
Candle Cones 50 @ $17.88 each = $894
Prices may vary.

Promotion

Describe how you will promote your project to attract tourists.

Promotion will be carried out by event organizers – this is a capital request to assist the organizers who bring fun events and tourists to the city and not have to pay the expense of renting this equipment. Rentals of the

equipment costs up to $633.60 plus a $150 delivery fee for each individual request. Most of the organizations putting on street fairs are non-profits and these costs could make it prohibitive for them to organize a fun area event

Describe how you will promote lodging establishments, restaurants, and businesses located in Anacortes.

All events will be promoted by the event organizer

Budget

Describe the overall budget for your project and entire budget costs.

100%

What amount of that budget are you requesting from the city?

1005

What would you cut from your proposed project if your application is not fully funded?

Would not purchase the equipment

Tourism-Impact Estimate

Provide the following estimates of the number of visitors to Anacortes as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	**Actuals**		
	2022			
Overall attendance				
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight				
Number of people traveling from another country or state outside of their place of residence or their business				
Number of people staying in PAID accommodations (e.g., hotel, motel, bed-and-breakfast) in Anacortes				
Number of paid lodging room nights resulting from your project (e.g., 25 rooms on Friday and 50 rooms on Saturday = 75 room nights)				

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Click here to enter text.

Describe the prior success of your project in attracting tourists.

Click here to enter text.

Describe your target tourist audience (location, demographics, etc.)

Click here to enter text.

Attachments

Prior recipients for similar proposals must attach examples of ads, promotional materials, reports, or other materials they have generated with prior allocations of lodging tax funds.

List the titles of any attachments you have included with this application:

Certification

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- I understand that the City will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Anacortes.
- I understand that once submitted, this application is a public record. The City may post part or all of it on the City website or provide it in response to public records request.

Signature	Don Measamer TYPE NAME IN PLACE OF SIGNATURE IF SUBMITTING ELECTRONICALLY
Printed name	
Title	Director
Organization	COA Planning, Community & Economic Development

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 8.d.

Agenda Item Title: Conservation Easement Program: New Parcels

Staff Contact(s): JONN LUNSFORD

Approved for Submittal to Council by	**Action Type**
JONN LUNSFORD	Staff Report

Item Summary: Staff is looking for City Council's input on adding acreage to the Conservation Easement Program. There are 5 parcels of land that are part of the Forest Lands but were added after 1998, when the Conservation Easement Program began. These parcels, which were either purchased or donated, do not have conservation restrictions in their deeds. If City Council has no objections, these 5 parcels would be added to the new Conservation Easement deed staff is preparing with the Skagit Land Trust. That easement and new contract will be brought to City Council in the near future.

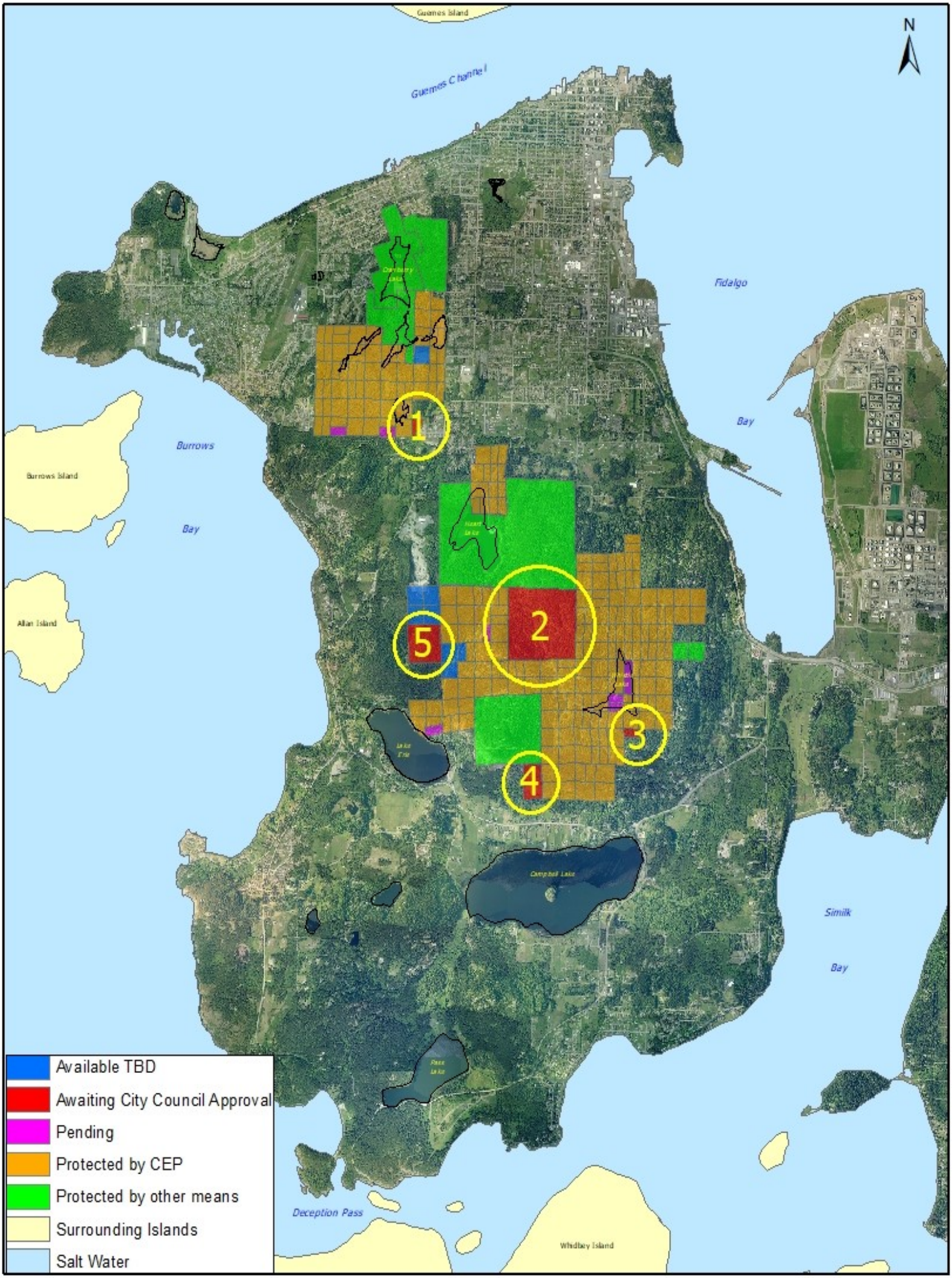
Budget Impact:
New acreage will have to be conserved with our partner, the Skagit Land Trust, incurring easement fees and then filing fees with Skagit County. Funds have already been donated by community members to put this land into a conservation easement at $1000 per acre.

Previous Action: Review of program and contract at previous City Council meeting.

Recommended Motion: Allow staff to add these 5 parcels to the new Conservation Easement deed and contract.

Alternative Actions: Request more information.

Attachments (listed in order presented):
1. Map
2. CEP additions for Council review
3. Staff Slide Presentation



Conservation Easement Program

0 0.25 0.5 1 Miles

Sept. 2022

Parcels in the ACFL without conservation protection in the deed. Numbers correspond to ACFL map.

1. **Strandberg Land Donation 2003**: P57070 and P120554 were donated to the City by Nel Strandberg to become part of the City Forest Lands according to the Findings of Fact of the Fir Crest Development. Combined, the two parcels make up 14 acres without conservation protections in the deed.

2. **Sewer Land Purchase circa 1988**: P19000 and the acreage around it (P18996, 19887, 18999, 60663, 60664, 60666, 60667 & 60669) were not part of the original CEP. This 160 acres was purchased by the Anacortes Public Works Department. The Parks and Recreation department repaid the sewer fund for the purchase and would like to put this land into the Conservation Easement Program.

3. **Purchase from McIntyre Family 2001**: P60751 was purchased in 2001. These 3.04 acres do not have any conservation protections in the deed.

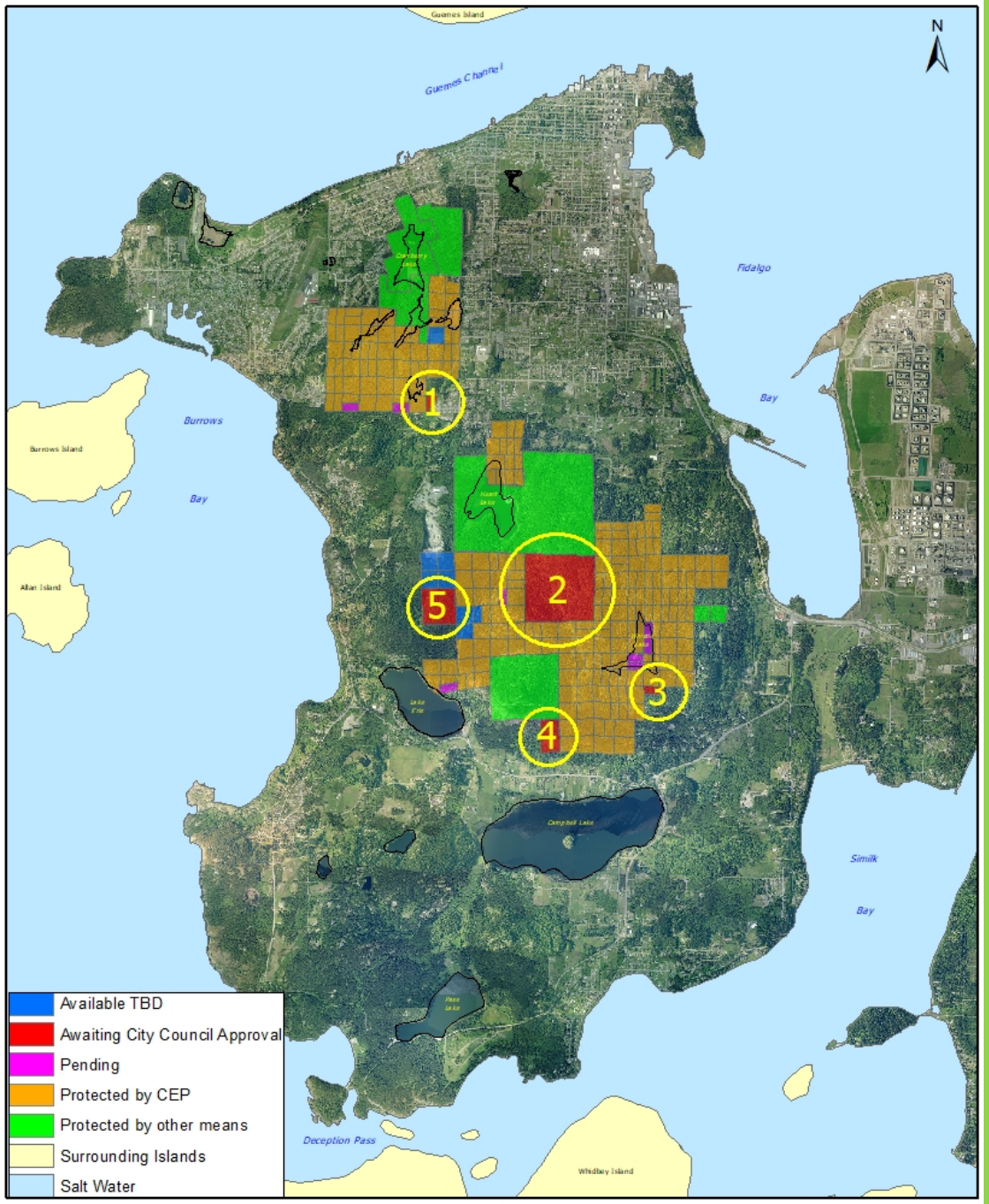
4. **Purchase from Udd Family 2015**: P19298 was purchased from the Udd family in 2015. It is a 20 acre parcel without conservation protections in the deed.

5. **Purchase from Van Buren/Mclean Family 2015**: P19056 was purchased from the Van Buren/Mclean families in 2015. It is a 40+/- acre parcel without conservation protections in the deed.

CONSERVATION EASEMENT PROGRAM

- After the Conservation Easement Program was created in 1998, the Anacortes Community Forest Lands acquired 5 parcels of land that do not have conservation protection in their deeds. These parcels total approximately 237 acres.

- Due to generous donors, we have raised the funds to cover the cost of putting this acreage into the easement program.



Conservation Easement Program

0 0.25 0.5 1 Miles

Sept. 2021

Parcels in the ACFL without conservation protection in the deed. Numbers correspond to ACFL map.

1. **Strandberg Land Donation 2003**: P57070 and P120554 were donated to the City by Nel Strandberg and the Welch family to become part of the City Forest Lands according to the Findings of Fact of the Fir Crest Development. Combined, the two parcels make up 14 acres without conservation protections in the deed.

2. **Sewer Land Purchase circa 1988**: P19000 and the acreage around it (P18996, 19887, 18999, 60663, 60664, 60666, 60667 & 60669) were not part of the original CEP. This 160 acres was purchased by the Anacortes Public Works Department. The Parks and Recreation department repaid the sewer fund for the purchase and would like to put this land into the Conservation Easement Program.

3. **Purchase from the McIntyre Family 2001**: P60751 was purchased in 2001. These 3.04 acres do not have any conservation protections in the deed.

4. **Purchase from the Udd Family 2015**: P19298 was purchased from the Udd family in 2015. It is a 20 acre parcel without conservation protections in the deed.

5. **Purchase from Van Buren/Mclean Family 2015**: P19056 was purchased from the Van Buren/Mclean families in 2015. It is a 40+/- acre parcel without conservation protections in the deed.

City Council Agenda Bill

Meeting Date: November 15, 2021 **Agenda Item:** 8.e.

Agenda Item Title: 2022 Annual Budget Continued Discussion

Staff Contact(s): STEVE HOGLUND

Approved for Submittal to Council by	**Action Type**
STEVE HOGLUND	Discussion

Item Summary: Council will continue discussion of the proposed draft 2022 budget; in particular a more in depth review of major revenue streams, the use of fund balance as a resource, and use of cash reserves for utility capital projects.

Budget Impact:
$108,836,878

Previous Action: May 27 Council budget retreat; September 27 Mayor's Budget Message; October 11 Public Hearing on Revenue sources; October 25 Council review of Public Works budgets; November 1 Council Review of Governmental Activities budgets; November 8 public hearing on budget.

Recommended Motion: NA

Alternative Actions: NA

Attachments (listed in order presented):
1. Staff Slide Presentation

Tax Revenues

- The City's 3 largest tax revenue streams:
  - Property Tax
  - Sales Tax
  - Utility Tax

- These 3 revenue streams year to year make up roughly 75% of the City's annual tax collections

Tax Revenues

- Historical actual tax revenue receipts
- Growth of the 3 largest tax revenue streams.

	Tax Totals			Annual Tax Changes		
	Property	Utility	Sales	Property	Utility	Sales
2015	4,642,472	3,460,633	3,623,463			
2016	4,777,878	3,607,630	3,945,850	2.9%	4.2%	8.9%
2017	4,918,345	3,734,156	4,438,743	2.9%	3.5%	12.5%
2018	5,038,278	3,857,310	5,126,010	2.4%	3.3%	15.5%
2019	5,177,370	4,022,631	4,941,631	2.8%	4.3%	-3.6%
2020	5,296,453	4,064,260	4,787,068	2.3%	1.0%	-3.1%

Property Tax

- Budget based
- Limited to 1% increase per year
- New construction is also added to the tax rolls each year
- Historically grows around 2.1% to 2.9% annually
- The City budgets revenues conservatively so actual property tax receipts should exceed budget

	Millage	Value	Levy Amount
2012	1.7115	2,540,100,468	4,345,586
2013	1.7522	2,532,928,182	4,438,208
2014	1.7874	2,535,867,557	4,532,660
2015	1.7639	2,631,896,915	4,642,472
2016	1.7048	2,802,600,923	4,777,878
2017	1.6167	3,042,165,745	4,918,345
2018	1.5315	3,289,763,092	5,038,278
2019	1.4062	3,681,764,163	5,177,370
2020	1.3289	3,985,572,170	5,296,453
2021	1.2781	4,213,585,262	5,385,680

Sales Tax

- Based on retail sales includes out of town sales when delivery is to Anacortes address.
- Includes online sales.
- 2018 spike from high school construction project.

	2015	2016	2017	2018	2019	2020
Sales Tax	3,623,463	3,945,850	4,438,743	5,864,480	5,026,598	4,797,242
Amt Change		322,387	492,893	1,425,737	(837,882)	(229,356)
% Change		8.9%	12.5%	32.1%	-14.3%	-4.6%

Utility Tax

- Made up of tax charged on Private utilities
  - E.g. Natural gas, electricity, phone service, cable TV service.
- Private and public utility tax have only been delineated since 2018
- Private utility tax receipts have slowed in recent years

Utility Tax	2015	2016	2017	2018	2019	2020
Public			3,289,426	1,765,466	2,011,003	2,068,495
Private			444,730	2,101,552	2,027,406	2,011,485
	3,460,633	3,607,630	3,734,156	3,867,017	4,038,409	4,079,980
		146,997	126,526	132,861	171,391	41,571
		4.2%	3.5%	3.6%	4.4%	1.0%

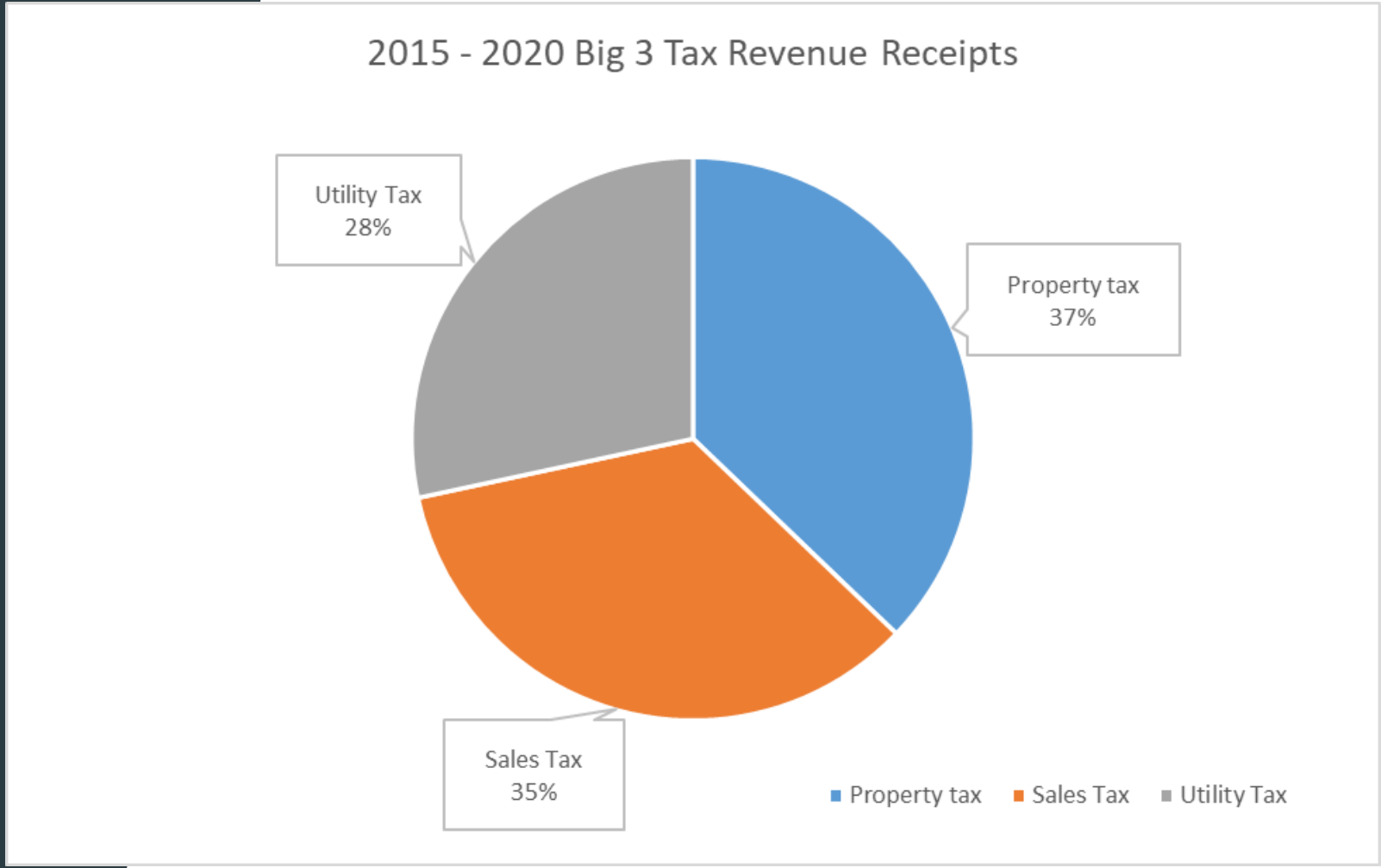
Total of Big 3 Tax Revenues

- Actual revenue receipts 2015 – 2020
- 2018 Sales tax jump and subsequent 2019 drop related to the high school construction project.

	2015	2016	2017	2018	2019	2020
Property tax	4,642,472	4,777,878	4,918,345	5,038,278	5,177,370	5,296,453
Change		135,406	140,467	119,933	139,092	119,083
% Change		2.9%	2.9%	2.4%	2.8%	2.3%
Sales Tax	3,623,463	3,945,850	4,438,743	5,864,480	5,026,598	4,797,242
Amt Change		322,387	492,893	1,425,737	(837,882)	(229,356)
% Change		8.9%	12.5%	32.1%	-14.3%	-4.6%
Utility Tax						
Public			3,289,426	1,765,466	2,011,003	2,068,495
Private			444,730	2,101,552	2,027,406	2,011,485
Total	3,460,633	3,607,630	3,734,156	3,867,017	4,038,409	4,079,980
Change		146,997	126,526	132,861	171,391	41,571
% Change		4.2%	3.5%	3.6%	4.4%	1.0%
Total Big 3:	11,726,568	12,331,358	13,091,244	14,769,775	14,242,376	14,173,674
		604,790	759,886	1,678,531	(527,399)	(68,702)
		5.2%	6.2%	12.8%	-3.6%	-0.5%

Total of Big 3 Tax Revenues

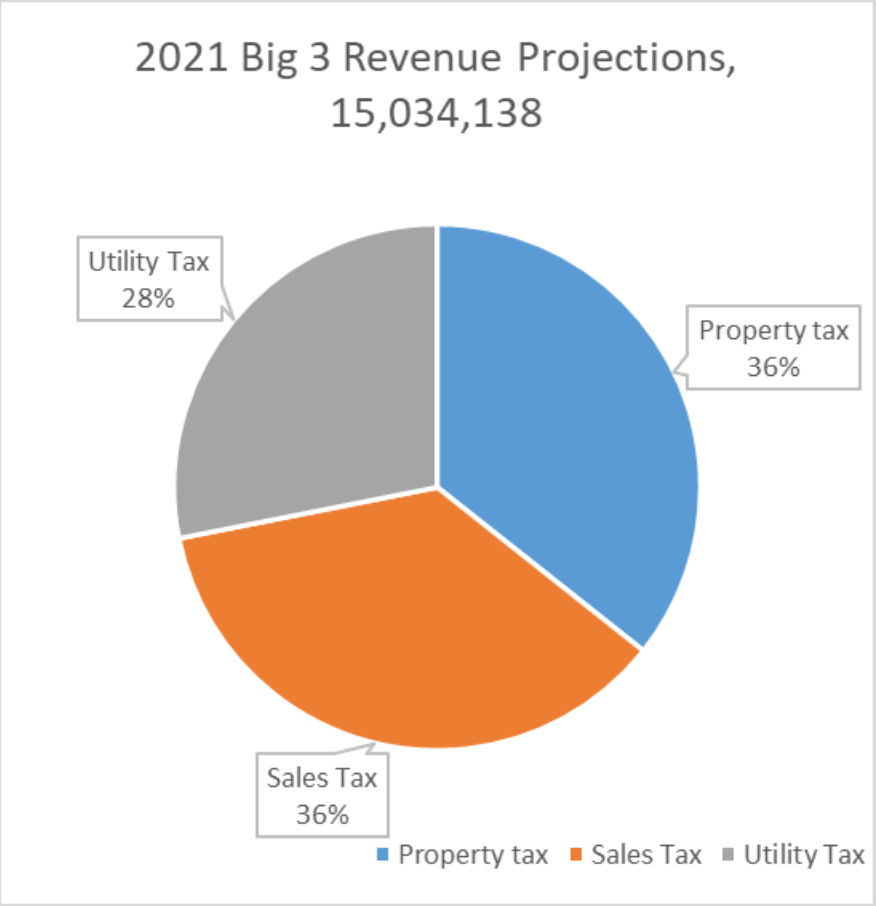
- Actual revenue receipts 2015 – 2020
- The 3 largest tax revenues are all roughly equivalent in size.



2021 Projections of Big 3 Tax Revenues

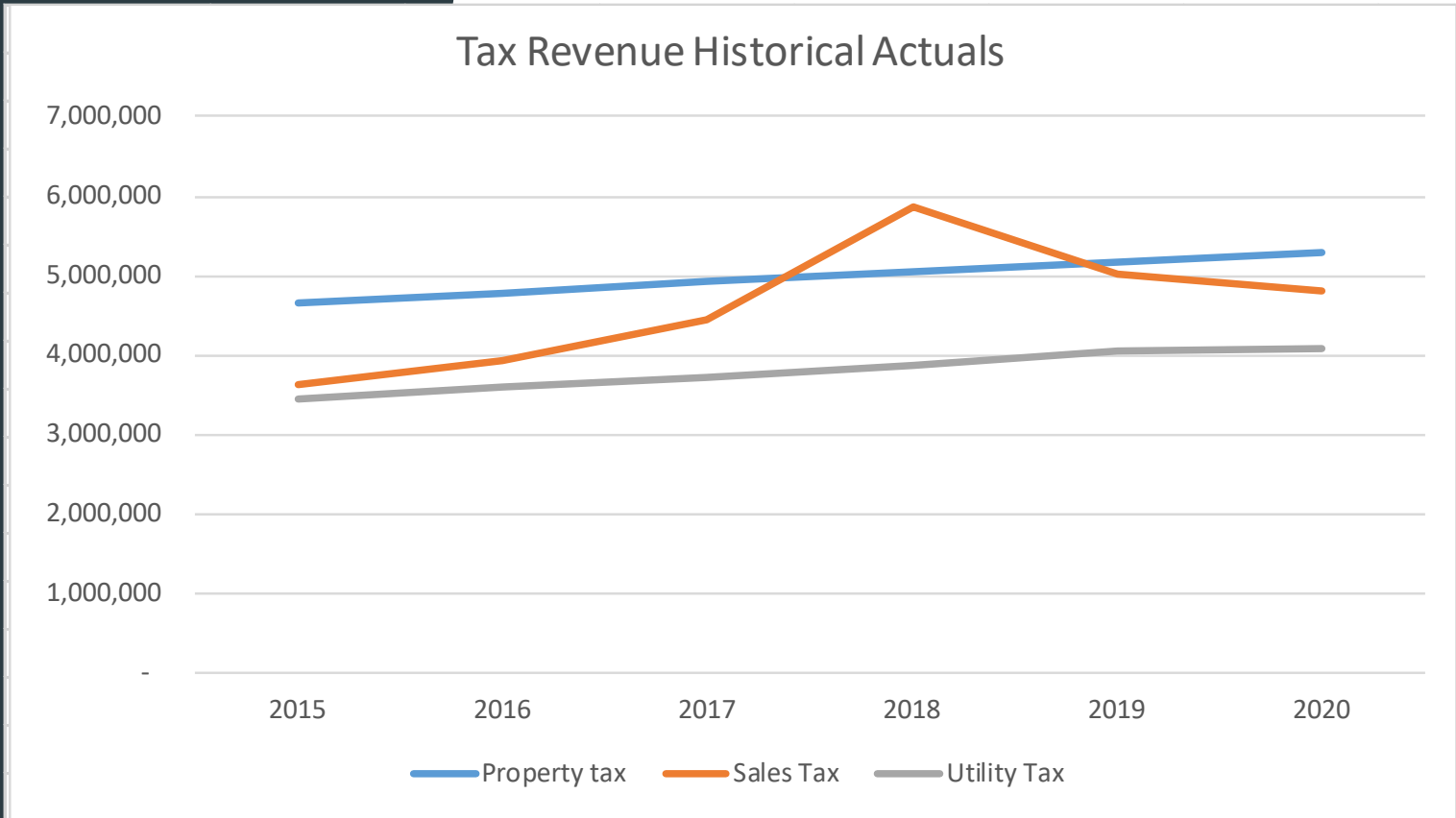
- Year end projections based on receipts through October.
- Sales tax remains strong.
- Private Utility tax continues to be flat.
- Overall 2021 recovered beyond budget expectations.
- If the 2021 recovery continues into 2022 and beyond the 1.9% projected increase over 2021 could be exceeded.

	Actuals 2020	Budget 2021	Projections 2021	Budget 2022
Property tax	5,296,453	5,340,000	5,363,541	5,450,000
Change	119,083	43,547	67,088	86,459
% Change	2.3%	0.8%	1.3%	1.6%
Sales Tax	4,797,242	4,802,938	5,443,434	5,571,437
Amt Change	(229,356)	5,696	646,192	128,003
% Change	-4.6%	0.1%	13.5%	2.4%
Utility Tax				
Public	2,068,495	2,015,902	2,186,278	2,260,126
Private	2,011,485	2,030,642	2,040,886	2,032,709
Total	4,079,980	4,046,544	4,227,163	4,292,835
Change	41,571	(33,435)	180,619	65,672
% Change	1.0%	-0.8%	4.5%	1.6%
Total Big 3:	14,173,674	14,189,482	15,034,138	15,314,272
	(68,702)	15,808	860,464	280,134
	-0.5%	0.1%	6.1%	1.9%



2021 Projections of Big 3 Tax Revenues

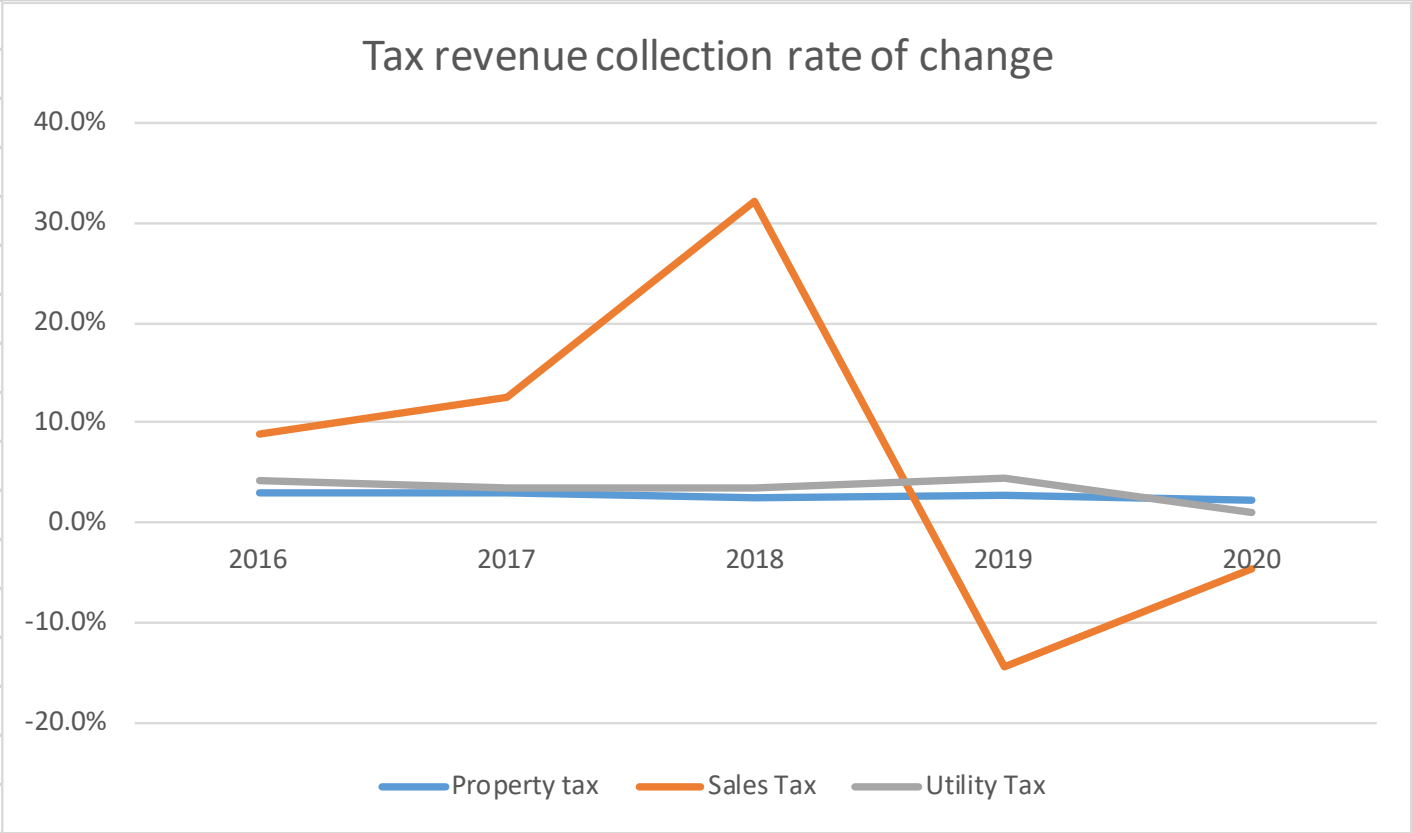
- Historical tax collections
- 2018 spike in sales tax from high school construction project



	2015	2016	2017	2018	2019	2020
Property tax	4,642,472	4,777,878	4,918,345	5,038,278	5,177,370	5,296,453
Sales Tax	3,623,463	3,945,850	4,438,743	5,864,480	5,026,598	4,797,242
Utility Tax	3,460,633	3,607,630	3,734,156	3,867,017	4,038,409	4,079,980

2021 Projections of Big 3 Tax Revenues

- The year to year rate of change by major tax revenue stream

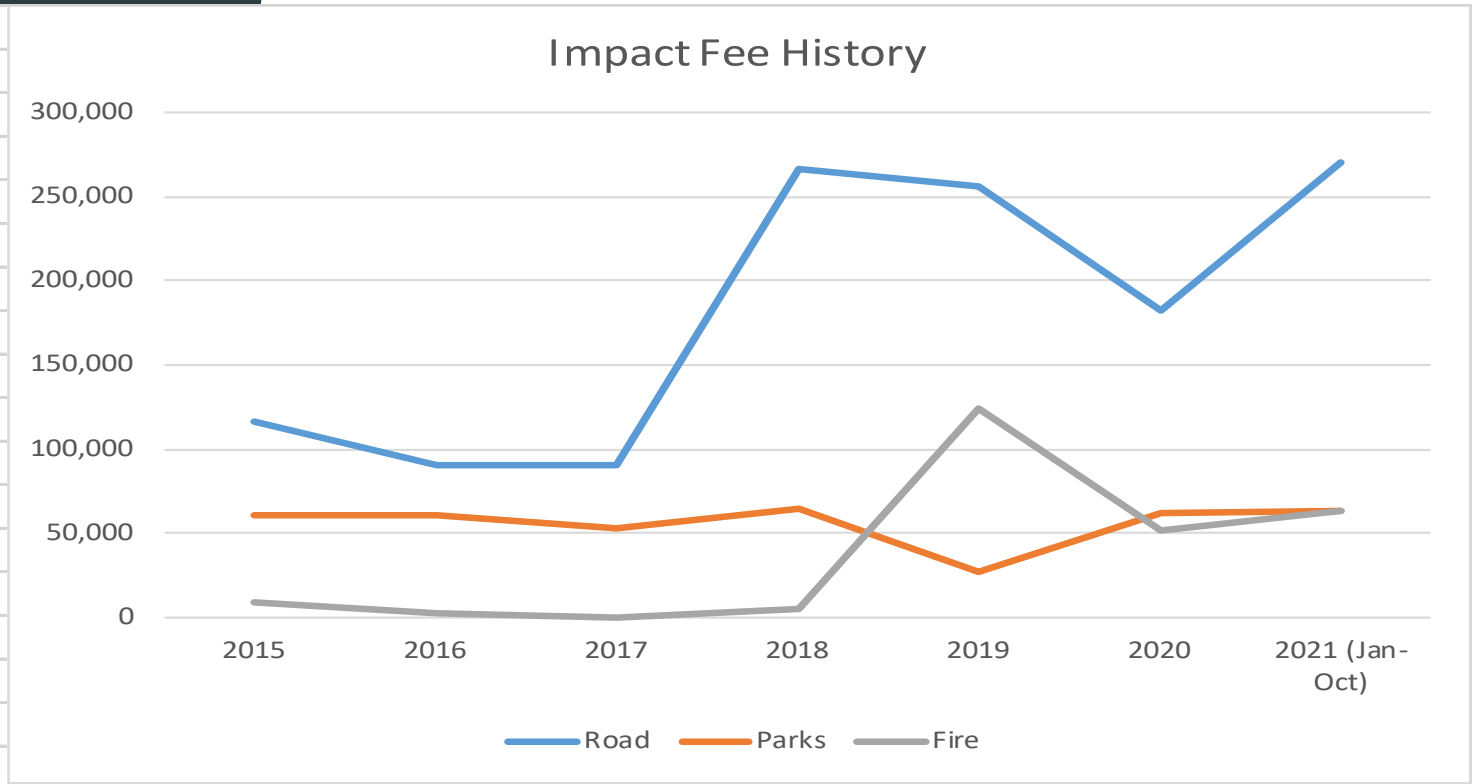


	2016	2017	2018	2019	2020
Property tax	2.9%	2.9%	2.4%	2.8%	2.3%
Sales Tax	8.9%	12.5%	32.1%	-14.3%	-4.6%
Utility Tax	4.2%	3.5%	3.6%	4.4%	1.0%

Impact Fee Trend

- Fire Impact Fees changed in 2019
- Fire Impact Fees could be used toward a Ladder Truck

State Local Program, 10 Year Term	
Cost:	1,500,000
Term:	10
Rate:	1.25%
Payment	($160,504.61)



	2015	2016	2017	2018	2019	2020	2021 (Jan-Oct)
Road	116,412	90,897	90,031	266,004	255,524	181,826	269,665.41
Parks	60,675.00	61,170.00	53,415.00	63,960.00	26,445.00	61,500.00	63,222.00
Fire	8,320.00	2,946.00	0	4,976.60	124,019.03	51,602.17	63,253.37

Utility Capital Projects

- The City issued a utility system revenue bond in October of 2020.
- There were 3 uses of the bond proceeds:
  1. Refund 2010 Water Bonds.
     A. Additionally refinery pay ahead cash was used to defease some of the bonds.
  2. Obtain new money for Sewer projects.
  3. Obtain new money for Water projects.

City of Anacortes, Washington
Utility System Revenue and Refunding Bond, 2020
****Final Numbers****

Sources:	Refunding of 2010BABs	Sewer Projects (New Money)	Water Projects (New Money)	Total
Bond Proceeds:				
Par Amount	5,800,000.00	8,305,000.00	10,820,000.00	24,925,000.00
Premium	1,294,772.65	1,796,127.90	2,321,382.65	5,412,283.20
	7,094,772.65	10,101,127.90	13,141,382.65	30,337,283.20
Other Sources of Funds:				
Refinery Prepayments	14,770,095.00			14,770,095.00
Debt Service Fund Contribution	2,804,922.96			2,804,922.96
Debt Service Reserve Fund Release	3,700,572.00			3,700,572.00
	21,275,589.96			21,275,589.96
	28,370,362.61	10,101,127.90	13,141,382.65	51,612,873.16

Utility Capital Projects, Water

- New money for the Water Utility: $13.1M to fund:
  - Purchase Property
  - New Raw Water Line
  - New Clearwell
  - Craley sensing system

Official Statement Description

The Water Projects include: (a) the construction of an additional raw water line to transport water from the Skagit River to the City's water treatment plant; (b) the construction of an additional clearwell; (c) the acquisition of a risk and resiliency detection system; (d) the acquisition of an additional property for the benefit of the Water Utility; and (e) other Water Utility improvements as may be approved by the City Council. The cost of the Water Projects is estimated to be approximately $16 million, to be financed with approximately $13 million of proceeds of the Bonds and other available funds of the Water Utility. Construction and/or acquisition of the Water Projects began in 2020, and the Water Projects are expected to be completed on time and within budget in 2022.

- Water Utility Annual Debt Service 2022: $810,300
  - City Retail responsibility is 11% of total, or $89,133
  - Existing rate structure is sufficient to meet that obligation

Utility Capital Projects, Sewer

- The 2020 Sewer budget has $19.5M budgeted for a new outfall.
  - Funding to pay for it split between bond proceeds and FEMA grant.
- New money for the Sewer Utility: $10.1M

Official Statement Description

> The Sewer Projects include: (a) the construction of a new outfall pipeline for the City's wastewater treatment plant; and (b) other Sewer Utility improvements as may be approved by the City Council. The cost of the Sewer Projects is estimated to be approximately $20 million, to be financed with approximately $10 million of proceeds of the Bonds, approximately $5 million of proceeds of future Parity Obligations, and other available funds of the Sewer Utility. Construction of the Sewer Projects is expected to begin in early 2021, and the Sewer Projects are expected to be completed on time and within budget in 2022.

- Sewer Utility Annual Debt Service 2022: $613,600
  - Existing rate structure is sufficient to meet that obligation
  - The outfall project helps to meet the issues created from high flow events, so the existing annual budget allocation to I&I of $1.5M can be reduced to help manage debt service payment.