

- 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

January 8, 2024
6:00 PM

PRELIMINARY AGENDA

[Packet Materials](#) / [Watch Meeting](#)

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Announcements and Committee Reports**
 - a. Housing Affordability and Community Services Committee (Report)
 - b. Planning Committee (Report)
 - c. Planning Commission Appointments (Action)
 - d. Civil Service Commission Re-appointments (Action)
4. **Public Comment**
5. **Consent Agenda**
 - a. Minutes of January 2, 2024 (Action)
 - b. Approval of claims in the amount of \$313,110.87 (Action)
 - c. Special Event Application: Ragnar Race (Action)
6. **Other Business**
 - a. Resolution 3143: Authorizing Execution of Tourism Promotion Fund Contracts by and between the City of Anacortes and Recipient Agencies for 2024 (Action)
 - b. * Resolution 3144: Appointment of Councilmembers to Committees for 2024 (Action)
7. **Adjournment**

Per the council rules of procedure, a person who wishes to provide public comment at this meeting may do so:

- *On matters pertaining to a particular agenda item at the invitation of the chair at the time the City Council takes up discussion of that agenda item. Items open for public comment are indicated with an asterisk (*)*
- *On any other matter specifically pertaining to the City of Anacortes during the Public Comment agenda item.*

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.



City Council Agenda Bill

Meeting Date: January 8, **Agenda Item:** 3.c.
2024

Agenda Item Title: Planning Commission Appointments

Staff Contact(s): John Coleman, MATT MILLER

<u>Approved for Submittal to Council by</u>	<u>Action Type</u>
Jennifer Tottenham	Announcement
John Coleman	

Item Summary: The following appointments to the Planning Commission are being presented at the regular City Council meeting on January 8, 2024:

Luke Currier appointment for six-year term through December 31, 2029

Mike Mills appointment for six-year term through December 31, 2029

I appreciate the contributions of our volunteers and their willingness to serve our community. If you have any questions or feedback regarding these candidates, please contact me prior to the meeting.

Appointed by the Mayor Requiring Confirmation by City Council

Budget Impact:

Previous Action:

Recommended Motion:

Alternative Actions:

Attachments (listed in order presented): None



City Council Agenda Bill

Meeting Date: January 8, **Agenda Item:** 3.d.
2024

Agenda Item Title: Civil Service Commission Re-appointments

Staff Contact(s): MATT MILLER

<u>Approved for Submittal to Council by</u>	<u>Action Type</u>
Jennifer Tottenham MATT MILLER	Announcement

Item Summary: The following re-appointments to the Civil Service Commission are being presented at the regular City Council meeting on January 8, 2024:

Jim English, re-appointment for a three-year term through December 31, 2026.
Jon Stables, re-appointment for a three-year term through December 31, 2026.

I appreciate the contributions of our volunteers and their willingness to serve our community. If you have any questions or feedback regarding these candidates, please contact me prior to the meeting.

Appointed by the Mayor Requiring Confirmation by City Council.

Budget Impact:

Previous Action:

Recommended Motion: I move to re-appoint Jim English and Jon Stables to the Civil Service Commission for three-year terms through December 31, 2026.

Alternative Actions:

Attachments (listed in order presented):

1. Civil Service Reappointments: January 8, 2024



City Council Memo

TO: Anacortes City Council
FROM: Matt Miller, Mayor
DATE: January 8, 2024
RE: Civil Service Commission Re-appointments

Summary Statement:

The following re-appointments to the Civil Service Commission are being presented at the regular City Council meeting on January 8, 2024.

I appreciate the contributions of our volunteers and their willingness to serve our community. If you have any questions or feedback regarding these candidates, please contact me prior to the meeting.

Appointed by the Mayor Requiring Confirmation by City Council

Civil Service Commission Re-appointment Recommendations:

- Jim English re-appointment for three-year term through December 31, 2026
- Jon Stables re-appointment for three-year term through December 31, 2026

Recommended Motion:

I move to re-appoint Jim English and Jon Stables to the Civil Service Commission for three-year terms through December 31, 2026.

Anacortes City Council Minutes - January 2, 2024

Call to Order

Mayor Matt Miller called to order the Anacortes City Council meeting of January 2, 2024 at 6:00 p.m. Councilmembers TJ Fantini, Ryan Walters, Christine Cleland-McGrath, Carolyn Moulton, Bruce McDougall and Amanda Hubik were present. Councilmember Anthony Young participated in the meeting remotely via Zoom.

Pledge of Allegiance

The assembly joined in the Pledge of Allegiance.

Oaths of Office

Councilmembers TJ Fantini, Ryan Walters, and Christine Cleland-McGrath

City Clerk, Steve Hoglund, administered the oath of office to Councilmember TJ Fantini, Councilmember Ryan Walters, and Councilmember Christine Cleland-McGrath.

Election of Mayor Pro Tem

ANTHONY YOUNG moved, seconded by RYAN WALTERS, to elect Councilmember Carolyn Moulton as Mayor Pro Tempore for 2024 and 2025. Vote: Ayes - ANTHONY YOUNG, RYAN WALTERS, CHRISTINE CLELAND-MCGRATH, CAROLYN MOULTON, BRUCE MCDOUGALL, AMANDA HUBIK, TJ FANTINI. Nays - None. Result: Passed

Announcements and Committee Reports

Mayor Miller welcomed Mr. Fantini as the new councilmember representing Ward 3 and Mr. Walters and Ms. Cleland-McGrath representing Ward 1 and Ward 2 respectively. He then congratulated Ms. Moulton on her election to Mayor Pro Tempore, provided an R Avenue Improvement Project update and wished all a Happy New Year. .

Fiber Committee

Mr. McDougall reported from the Fiber Committee meeting held December 21, 2023. The topics discussed included the current subscriber count and market take rate, the pending request for proposal for construction for the Economic Development Administration (EDA) grant funded project, the construction timeline, and the Guemes View construction project completion.

Public Works Committee

Ms. Moulton reported from the Public Works Committee meeting held earlier in the evening. The topics discussed included a departmental work plan, the water system plan, the transportation master plan, facilities master plan, a coming HVAC contract for City Hall, the Library and the Public Safety Building, and parking code revisions. Mr. Walters added that the committee discussed wastewater planning, including potential changes to the rate fee schedule to stay in compliance with the permit.

Information Technology Committee

Mr. McDougall reported from the Information Technology Committee meeting held December 21, 2023. The topics discussed included a count of trouble tickets closed in 2023, the development of a request for proposal for a new enterprise resource program, new firewall installations, the recent transition of all city mobile services to AT&T First Net, and incident response planning for cybersecurity incidents.

Confirmation of City Engineer: Logan Lee

Public Works Director, Andrew Rheume, introduced Logan Lee and asked the Council to confirm him as City Engineer.

BRUCE MCDOUGALL moved, seconded by ANTHONY YOUNG, to confirm Logan Lee as City Engineer.

Vote: Ayes - ANTHONY YOUNG, RYAN WALTERS, CHRISTINE CLELAND-MCGRATH, CAROLYN MOULTON, BRUCE MCDOUGALL, AMANDA HUBIK, TJ FANTINI. Nays - None. Result: Passed

Public Comment

Mayor Miller invited the public to comment on any item not on the agenda.

Public comment was delivered as follows:

- Dan O'Donnell of La Conner addressed water sales rates to the Town of La Conner.
- Linda Martin of Anacortes congratulated Mr. Fantini on his election to the City Council.
- Paul Kurtzberg had his hand raised online, but no audio could be heard.

Written Public Comment - Dan O'Donnell

Consent Agenda

Ms. Hubik moved, seconded by Mr. Fantini, to approve the following Consent Agenda items. The motion carried unanimously by voice vote.

a. Approval of claims in the amount of \$2,319,422.93

The following vouchers/checks were approved for payment:

EFT numbers: 99009 through 99034, total \$295,040.80

Check numbers: 99035 through 99036, total \$4,241.21

Wire transfer numbers: 277812 through 278098, total \$15,303.78

b. Minutes of December 18, 2023

c. Contract Modification: Washington Park Trail Repair Project – Design #23-209-PRK-001

Other Business

Contract Award: WWTP Pump Station 16 Reconstruction - Design #23-259-SEW-001

Public Works Director, Andrew Rheume, introduced the proposed contract award for the Wastewater Treatment Plant Pump Station 16 Reconstruction - Design #23-259-SEW-001, pointing out that this would be a permanent replacement and modernization of the controls at an estimated construction cost of \$1.5-\$2 million.

CAROLYN MOULTON moved, seconded by AMANDA HUBIK, to authorize the mayor to sign contract #23-259-SEW-001 with Wilson Engineering. Vote: Ayes - ANTHONY YOUNG, RYAN WALTERS, CHRISTINE CLELAND-MCGRATH, CAROLYN MOULTON, BRUCE MCDOUGALL, AMANDA HUBIK, TJ FANTINI. Nays - None. Result: Passed

Resolution 3139: 2024 Legislative Priorities

Administrative Services Director, Emily Schuh, re-introduced Resolution 3139: 2024 Legislative Priorities, referring to a slide presentation that was included in the packet materials for the meeting.

Mayor Miller invited members of the audience to comment on this agenda item. No one present wished to address the Council.

Discussion topics included:

- Replacement options for the Anacortes to Sidney, British Columbia Washington State Ferry run.

RYAN WALTERS moved, seconded by CAROLYN MOULTON, to adopt Resolution 3139 as presented. Vote: Ayes - ANTHONY YOUNG, RYAN WALTERS, CHRISTINE CLELAND-MCGRATH, CAROLYN MOULTON, BRUCE MCDOUGALL, TJ FANTINI. Nays - None. Abstentions: AMANDA HUBIK. Result:

Passed

2024 Prosecution Contract

City Attorney, Darcy Swetnam, introduced the proposed contract for 2024 prosecution services referring to a slide presentation that was added to the packet materials for the meeting.

Discussion topics included:

- Termination of the contract if a staff prosecuting attorney is hired.
- Mr. Walters announced that he would abstain from the vote, as he is related to a member of the contracted law firm.

CAROLYN MOULTON moved, seconded by AMANDA HUBIK, to authorize the mayor to sign the contract for Prosecution Services. Vote: Ayes - ANTHONY YOUNG, CHRISTINE CLELAND-MCGRATH, CAROLYN MOULTON, BRUCE MCDOUGALL, AMANDA HUBIK, TJ FANTINI. Nays - None. Abstentions: RYAN WALTERS. Result: Passed

Adjournment

There being no further business, at approximately 6:40 p.m. the Anacortes City Council meeting of January 2, 2024 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 January 8, 2024 City Council meeting:

[Download this file in OpenDocument spreadsheet format.](#)

Invoice Doc #	Invoice Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
337820	11/16/2023	809284	NORTH CASCADE INSURANCE	WT PRESTON INSURANCE	\$ 4,127.00	finance
337821	12/7/2023	815852	NORTH CASCADE INSURANCE	CITY FINE ARTS & SCULPTURES INSURANCE 2024	\$ 1,620.00	finance
337911	12/7/2023	815853	NORTH CASCADE INSURANCE	RENEW POLICE EQUIPMENT INSURANCE POLICY	\$ 11,116.00	finance
337823	12/7/2023	815854	NORTH CASCADE INSURANCE	CONTRACTOR EQUIPMENT INSURANCE RENEWAL	\$ 12,376.00	finance
337926	12/8/2023	14927	RICK'S REFRIGERATION, INC.	SENIOR CENTER REFRIGERATION MAINTENANCE	\$ 163.20	parks1
337983	12/8/2023	84291647	LIFE TECHNOLOGIES CORPORATION	PORTABLE PH LAB PROBES X 3	\$ 2,142.27	dwtp
337922	12/11/2023	8498 30 017 0464628	COMCAST	PARKS INTERNET ACCESS 2/21-01/20/24	\$ 113.16	parks1
337924	12/12/2023	DIN-000001023	DEPARTMENT OF ECOLOGY	WHISTLE LAKE DAM INSPECTION FEE	\$ 1,208.00	parks1
337925	12/12/2023	DIN-000001110	DEPARTMENT OF ECOLOGY	LITTLE CRANBERRY LAKE DAM INSPECTION	\$ 1,208.00	parks1
337977	12/13/2023	40703	SKAGIT PUBLISHING LLC	PUBLISH AA-456445	\$ 52.78	finance
337825	12/13/2023	824577	NORTH CASCADE INSURANCE	ADD AND REMOVE JOHN DEERE MOWERS	\$ 21.00	finance
337810	12/14/2023	9225	ANACORTES FAMILY CENTER	CDBG FUNDS: ANACORTES FAMILY CENTER;EMERGENCY SHELTER EXTERIOR MAINTENANCE	\$ 9,782.05	plan
338015	12/15/2023	4145	SKAGIT 911	911 USER FEE AND LAW RADIO INFRASTRUCTURE; 1ST INSTALL 2024	\$ 84,883.00	apd
338023	12/15/2023	4146	SKAGIT 911	1ST QTR 2024: USER FREE, INFRASTRUCTURE	\$ 9,505.00	medic
338014	12/17/2023	307938	ANACORTES ANIMAL HOSPITAL	BOARD AND DISTRAINER; NOVEMBER 2023	\$ 82.50	apd
338005	12/18/2023	0927	FIDALGO CLEANING	APD CLEANING 12/18-12/31	\$ 800.00	apd
337927	12/18/2023	14823	RICK'S REFRIGERATION, INC.	SENIOR CENTER REFRIGERATOR MAINTENANCE	\$ 239.36	parks1
337816	12/18/2023	169 400 0000 9	CASCADE NATURAL GAS CORP.	STA 2: 11/17 - 12/15/23	\$ 288.35	medic

Invoice Doc #	Invoice Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
337917	12/18/2023	260 037 3822 1	CASCADE NATURAL GAS CORP.	611 R AVENUE 11/17-12/15/23	\$ 482.81	parks1
337916	12/18/2023	304 713 4234 2	CASCADE NATURAL GAS CORP.	607 R AVE 11/17-12/15/23	\$ 13.83	parks1
337920	12/18/2023	440 400 0000 0	CASCADE NATURAL GAS CORP.	FIDALGO CENTER 11/17-12/15/23	\$ 816.50	parks1
337918	12/18/2023	538 000 0000 1	CASCADE NATURAL GAS CORP.	411 HILLCREST DR. 11/17-12/15/23	\$ 126.60	parks1
337921	12/18/2023	638 000 0000 0	CASCADE NATURAL GAS CORP.	411 HILLCREST DR. #B, 11/17-12/15/23	\$ 113.02	parks1
337815	12/18/2023	674 400 0000 7	CASCADE NATURAL GAS CORP.	STA 1: 11/17 - 12/15/23	\$ 369.89	medic
337919	12/18/2023	917 600 0000 9	CASCADE NATURAL GAS CORP.	1915 13TH ST. 11/17-12/15/23	\$ 108.08	parks1
337817	12/18/2023	INV28325	SEAWESTERN, INC.	12 BUNKER SETS FOR 6 NEW HIRES	\$ 45,343.75	medic
337923	12/19/2023	231637	T-SHIRTS BY DESIGN	NEW PARKS EMPLOYEE GEAR	\$ 262.21	parks1
338016	12/19/2023	67607	WEIDNER FIRE	RECEIVER FOR EXHAUST SYSTEM	\$ 164.02	medic
337814	12/19/2023	INV28377	SEAWESTERN, INC.	FIRE BOOTS	\$ 527.68	medic
337722	12/20/2023	13402016975	HID GLOBAL CORPORATION	FINGERPRINT MACHINE; MAINTENANCE FOR 2024	\$ 1,537.34	apd
337812	12/20/2023	7345596850	CARDINAL HEALTH 110, INC.	PHARMA: DEXTROSE	\$ 185.38	medic
338003	12/20/2023	9952264719	VERIZON WIRELESS	SCADA COMMUNICATIONS 11/21-12/20/23	\$ 1,241.34	dwwtp
337813	12/21/2023	2023Q4-Ana	SKAGIT COUNTY DEM	4TH QTR 2023: EMERGENCY MANAGEMENT	\$ 17,726.30	medic
337277	12/22/2023	200024889996	PUGET SOUND ENERGY INC	WTP INTAKE ELECTRICITY 6/10-12/9/23.	\$ 8,999.01	dwwtp
337998	12/22/2023	538031	PROFORCE LAW ENFORCEMENT	FIREARMS WITH ATTACHED LIGHTS	\$ 1,849.99	apd
338055	12/22/2023	825825	NORTH CASCADE INSURANCE	BUSINESS AUTO - RENEW POLICY 1/1/24-1/1/25	\$ 65,965.00	finance
338010	12/23/2023	00005W5A83513	UNITED PARCEL SERVICE, INC	UPS SHIPPING CHARGES; WEEK ENDING 12-23-23	\$ 94.98	apd
337899	12/26/2023	13861459	HACH COMPANY	HYDROCHLORIC ACID	\$ 46.43	dwwtp
337903	12/26/2023	22075	SUPERIOR SYSTEMS, INC	CUT/THREAD PIPE	\$ 68.22	dwwtp
337894	12/26/2023	351111	BAY CITY SUPPLY	SUPPLIES FOR FACILITIES	\$ 498.78	pwwfac
338038	12/26/2023	9952781815	VERIZON WIRELESS	WTP SCADA 11/27-12/26/23	\$ 899.55	dwwtp
337999	12/26/2023	AN 96185	CENTRAL WELDING SUPPLY CO, INC	O2 FOR AMBULANCE	\$ 174.12	medic
338017	12/27/2023	12/27/2023	SPILLMAN NW USERS GROUP	2024 SNUG REGISTRATION FEE; RECORDS SVC MNG INGRAM	\$ 100.00	apd

Invoice Doc #	Invoice Date	Invoice #	Vendor Full Name	Description	Total Amount	Approval Queue
337913	12/27/2023	23-37316	EDGE ANALYTICAL, INC	WATER ANALYSIS - BACT RAW	\$ 63.00	dwtp
337914	12/27/2023	23-38753	EDGE ANALYTICAL, INC	WATER ANALYSIS - TCR NORTH INTOWN	\$ 133.00	dwtp
337915	12/27/2023	23-38785	EDGE ANALYTICAL, INC	WATER ANALYSIS - BACT FINISHED	\$ 19.00	dwtp
337979	12/27/2023	41010	SKAGIT PUBLISHING LLC	PUBLISH AA-459975	\$ 203.00	legal
337989	12/27/2023	41011	SKAGIT PUBLISHING LLC	PUBLISH AA-461248	\$ 44.66	finance
337990	12/27/2023	41012	SKAGIT PUBLISHING LLC	PUBLISH AA-461258	\$ 44.66	finance
337991	12/27/2023	41013	SKAGIT PUBLISHING LLC	PUBLISH AA-462248	\$ 125.86	plan
337822	12/27/2023	63000577	ROBERT HALF INTERNATIONAL INC.	TEMPORARY STAFFING - FINANCE DEPARTMENT	\$ 2,537.60	finance
337811	12/27/2023	CBDG 2023 Public Svc	ANACORTES FAMILY CENTER	2023 CDBG ANACORTES FAMILY CENTER PUBLIC SERVICE FUNDING	\$ 15,680.55	plan
338018	12/28/2023	0312599-IN	REISNER DISTRIBUTOR INC	INCINERATOR FUEL	\$ 2,480.37	dwwtp
338020	12/28/2023	1392287	LIFE ASSIST, INC	NALOXONE, GLUCOMETERS	\$ 476.93	medic
337985	12/28/2023	351255	BAY CITY SUPPLY	DEPOT FLOOR CLEANER	\$ 42.19	pwfacc
338039	12/29/2023	23-35492	EDGE ANALYTICAL, INC	WATER ANALYSIS - TTHM/HAA5	\$ 1,384.00	dwtp
337993	12/29/2023	7347472001	CARDINAL HEALTH 110, INC.	PHARMA: ATROPINE, NALOXONE, ONDANSETRON	\$ 746.75	medic
338007	12/29/2023	9027	ANACORTES TOWING, LLC	APD CASE 23-A09239	\$ 169.73	apd
338009	12/29/2023	9028	ANACORTES TOWING, LLC	APD CASE 23-A09357	\$ 182.78	apd
338013	12/30/2023	00005W5A83523	UNITED PARCEL SERVICE, INC	UPS SHIPPING CHARGES; WEEK ENDING 12-30-23	\$ 12.36	apd
338026	1/1/2024	10624	PORT OF ANACORTES	JANUARY MOORAGE - MARINE 29	\$ 312.37	medic
338036	1/1/2024	2024-38	NORTHWEST BIOSOLIDS	MEMBERSHIP FEE 1/1112/31/24	\$ 540.75	dwwtp
338025	1/1/2024	2999	OAB ENGINEERING, LLC	STA 3 INTERNET: JANUARY	\$ 150.00	medic
338024	1/1/2024	5068681068	RICOH USA, INC	S/N C86086497 PUB DEF COPIES 10/1-12/31/23	\$ 14.21	finance
338029	1/1/2024	5068681454	RICOH USA, INC	S/N C86152062 HR COPIES 12/1-12/31/23	\$ 8.00	finance
337996	1/2/2024	2403444	WASHINGTON STATE PATROL	BACKGROUND CHECKS; DECEMBER 2023	\$ 132.50	apd
338161	1/2/2024	351111A	BAY CITY SUPPLY	SUPPLIES FOR FACILITIES	\$ 71.07	pwfacc
338022	1/2/2024	7347803855	CARDINAL HEALTH 110, INC.	PHARMA: NAEL	\$ 93.03	medic
	Total				\$ 313,110.87	



City Council Agenda Bill

Meeting Date: January 8, **Agenda Item:** 5.c.
2024

Agenda Item Title: Special Event Application: Ragnar Race

Staff Contact(s): Stephanie Snyder

Approved for Submittal to Council by **Action Type**

Stephanie Snyder

Motion

John Coleman

Item Summary: 200 mile running relay race from Blaine, WA to Langley, WA

Budget Impact:

0

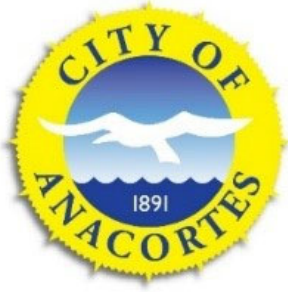
Previous Action:

Recommended Motion: Approve

Alternative Actions: Disapprove or Change Details

Attachments (listed in order presented):

1. Ragnar.Event.CityCouncilPackage



Special Event Application Processing

Administrator adds this event to the City Council agenda, creates the agenda bill, downloads the reviewed application and any attachments using the link in the email, and uploads those attachments in CivicClerk to go into the City Council packet.

View Anacortes Municipal Code [Chapter 7.04, Special Events](#)

Application

Application Date ***Event Name *****Event Type**

- ☐ Street Fair / Festival
- ☒ Athletic Event
- ☐ Parade
- ☐ Rally / Demonstration
- ☐ Filming
- ☐ Other identified in AMC 7.04.010

Applicant/Organization Name ***Mailing Address *****Event Contact Person *****Event Contact Email *****Event Contact Phone *****Event Website**

Estimated Number of Participants/Attendees ***Event Description *****Will food vendors participate in this event? ***

All Food Vendors must be inspected by the Fire Marshall on site prior to the start of the event.

☐ Yes ☒ No

Date Event Starts ***Time Event Starts *** ▼**Date Event Ends *****Time Event Ends *** ▼**Date Street Closure Starts ***

Include requested closures before and after the event hours if required for set up and tear down.

Time Street Closure Starts * ▼**Date Street Closure Ends *****Time Street Closure Ends *** ▼**Event Location ***

List end points of each street that will be closed (e.g. 6th Street from O Ave to Q Ave). Also include location and dimensions of any structures that will be erected and locations of the event that will not be on city street right of way.

Parking Location

List any public parking areas that the event requests to use for dedicated event parking, including handicapped parking.

Event Map (optional)

Upload one or more maps of the event

Upload

City of Anacortes Route.png

1.8MB

Indemnification Agreement*

Upload scan of SIGNED indemnification agreement

Upload

City of Anacortes Indemnificatio... 132.65KB

Download the Indemnification Agreement [here](#).

Signage

Street closure signs will be provided by the City of Anacortes. Applicants must contact City staff one week prior to the event to arrange sign delivery. Event sponsor personnel are responsible for placing street closure signs, which may not be posted more than 72 hours prior to the approved closure, must be removed immediately following the event, and must be returned to city staff the first business day following the event.

Insurance

The applicant may be required to provide public liability insurance subject to the provisions of AMC 7.04.100. Applicants will be notified following application approval of insurance requirements for the specific event.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I state that I am over the age of 18, that I agree to assume responsibility for the above-described event and to abide by all conditions stipulated by the approval of the application.*

☒ Yes

Signature

Marshall Miller

Admin Review

Council Meeting Date*

Target date for presentation to City Council; no later than 30 days prior to event

1/8/2024



Staff Review Deadline*

Staff review/approval required no later than 7 days prior to City Council meeting to allow packet preparation

1/1/2024

Administrator comments and conditions of approval

Please check for construction on this route. No road closure.

Insurance Certificate

Upload

Insurance certificate may be required by staff or as a condition of Council approval

Departmental Review

Building Department will provide the following services for this event:

Building Department concerns, objections, or conditions of approval *

None

Fire Department will provide the following services for this event:

Fire Department concerns, objections, or conditions of approval *

None

Parks Department will provide the following services for this event:

Parks Department concerns, objections, or conditions of approval *

None

Police Department will provide the following services for this event:

Routine police patrols

Police Department concerns, objections, or conditions of approval *

None

Public Works Department will provide the following services for this event:

Public Works Department concerns, objections, or conditions of approval *

None

Departmental attachments

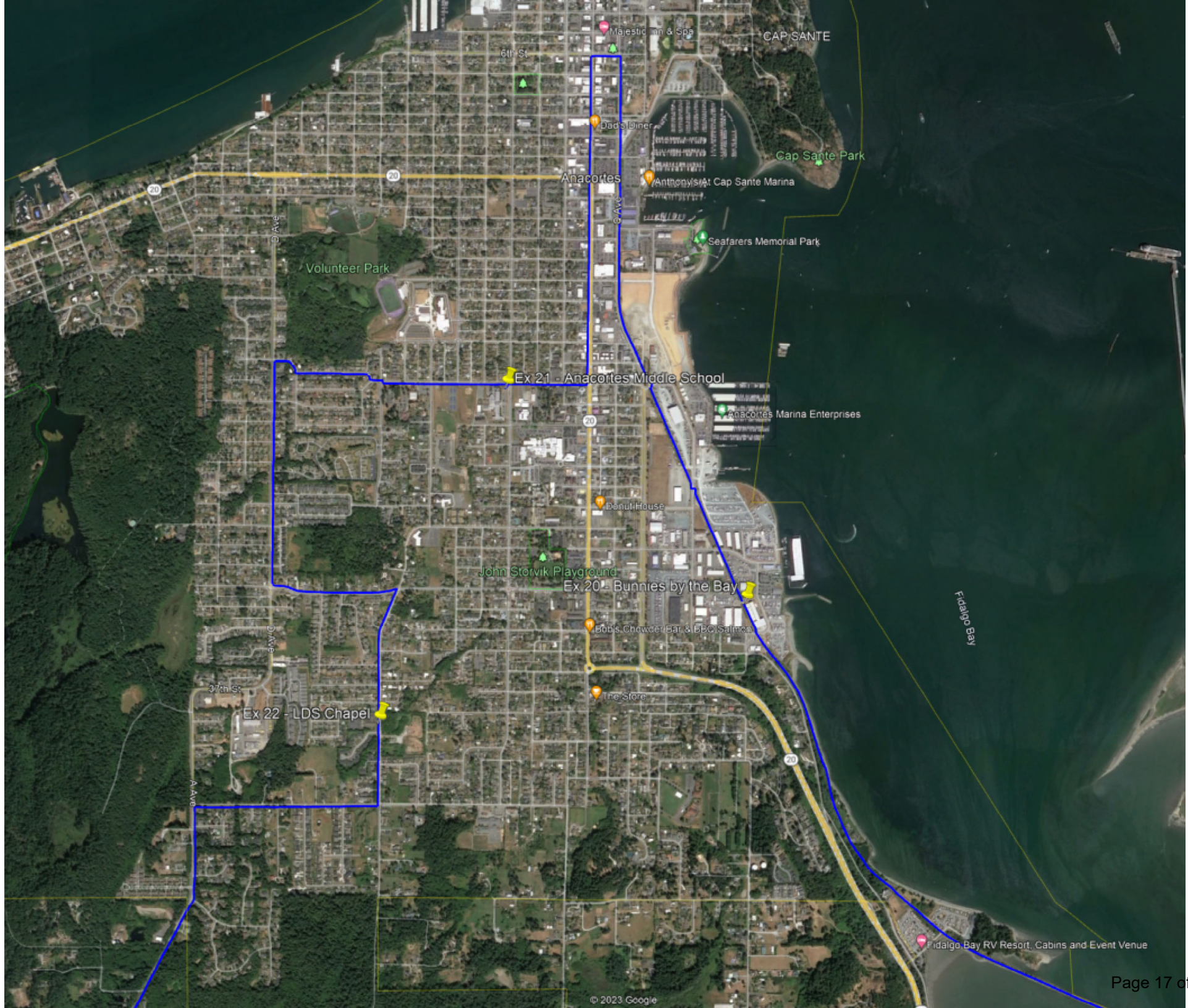
Upload any staff memos, guidelines, or requirements that will be in effect for this event.

Upload

Comments

Council Packet Complete

Cancel Application





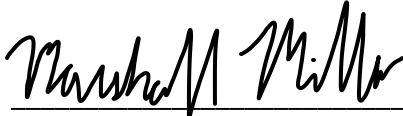
SPECIAL EVENT INDEMNIFICATION AGREEMENT

The undersigned applicant, by signing below, certifies that the applicant is the authorized officer of the sponsoring organization and agrees as follows:

Pursuant to Anacortes Municipal Code Title 7.04.090, the undersigned applicant agrees to defend, indemnify and hold the City of Anacortes, its agents, employees and officers, harmless from any and all claims, injuries, suits, damages, losses, demands and judgments including the attorneys' fees and other costs of their defense, arising out of in whole or in part, the activities, omissions or appliances of the applicant, his employees, agents, volunteers or otherwise, except any claims arising from the sole negligence of the City. The applicant further agrees to comply with all provisions of pertinent laws, rules and regulations, and agrees that any failure to so comply may lead to revocation of an applicant's permit. This Indemnification Agreement constitutes substantial adequate consideration in return for the City's issuance of a special event permit.

Date: 12/13/23

Marshall Miller - Race Director
Name and Title – Printed


Signature

Name and Title – Printed

Signature



City Council Agenda Bill

Meeting Date: January 8, **Agenda Item:** 6.a.
2024

Agenda Item Title: Resolution 3143: Authorizing Execution of Tourism Promotion Fund Contracts by and between the City of Anacortes and Recipient Agencies for 2024

Staff Contact(s): John Coleman, Stephanie Snyder

Approved for Submittal to Council by **Action Type**

Jennifer Tottenham

Resolution

John Coleman

STEVE HOGLUND

DARCY SWETNAM

Item Summary: In 2023, 35 proposed project applications were submitted for 2024 Lodging Tax funding. Of these projects, two applications still remain under research and discussion, both regarding an Events Tent, and may be returning at a later date to Council for review and discussion. Staff is asking that the council act on the attached resolution so that the applicants may move forward with their event planning with certainty about their funding. The Event Tent issue is taking longer to complete, so a resolution with possible Event Tent funding will be brought to council after LTAC has completed its work on that topic.

The applications are divided into two types: requests for operational funding; and requests for capital funding. Of the 33 remaining applications, LTAC recommended funding for 27, two of which are capital projects. LTAC did not recommend funding for six projects. It is estimated that the city will collect a total of \$559,367 in Lodging Tax Revenues during 2024 – to be used on the requested 2024 LTAC events. The city sets aside 25% of the LTAC revenue for use on capital projects. The 2024 capital project fund collected is estimated to be approximately \$139,842. The city has not been using a lot of capital project funds in anticipation of funding larger needs in the future, therefore the capital fund is healthy. The 2024 operational fund is expected to be roughly \$419,525, but there are still some unused funds from previous years in that fund as well.

In 2024, LTAC received \$1,032,722 in requests for funding. The total proposed expenditure recommended by the Lodging Tax Committee is \$649,725: \$514,725 for operational spending; and \$135,000 for capital projects (not including the potential

Event Tent project that is still under consideration at LTAC). The attached Resolution 3143 will approve \$649,725 in LTAC awards and includes the list of projects and funding recommended by the LTAC Committee. Also included as exhibits to this packet are all the applications submitted for 2024 funding consideration, information about the Visitor Information Center and the Tourism Promotion Plan that council approved in December.

Most of the 2024 funding request applications are for returning events. LTAC recommended funding for five new events/projects that had not previously been funded. Two of those new events are Whale of a Sale and Elves Night Out. Both of these were new events organized by Anacortes Downtown Alliance and proved to be very successful in 2023, thus LTAC recommended that these events be funded in 2024. The other three new projects that LTAC recommended funding for are the Art Center at Buxton's, the Anacortes Creative District and the Winter Art Market.

In reviewing the requests, the LTAC Committee considered whether the project would contribute to overnight stays in hotels, whether the proponents provided sound decision making in their budgets, and overall percentages in their requests, i.e., whether they planned to leverage their requests with funding other than lodging tax funds. Each activity has been carefully reviewed to ensure the funds and the projects are successful. LTAC recommended full funding for some applications, did not recommend full funding for many applications, and 6 applications were not recommended for funding. Exhibit A of the proposed Resolution NO. 3143 includes the itemized amounts that LTAC recommended funding for each application and the amount that originally requested.

The LTAC Committee held three meetings at 90 minutes each and had presentations and interviews with the Anacortes Chamber of Commerce, the Anacortes Arts Festival and the Downtown Anacortes Alliance for operational fund requests, and the Majestic (for an Events Tent) and the Rotary Club (Cap Sante Viewpoint) for capital fund requests.

LTAC Committee Members include: Anthony Young, Chair; Mark Lione, Cap Sante Inn; Travis Sherman, Majestic Inn and Spa; Nancy Rytand; Sommer Lee Carter; Anastasia Brennick and one vacancy created when John Kim, Ship Haror Inn, sold the hotel and resigned from LTAC.

Budget Impact:

Total Recommended Project Funding - \$649,725: \$514,725 for operational spending; and \$135,000 for capital projects

Previous Action:

Recommended Motion: I move to approve Resolution 3143 authorizing the

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. 2024 LTAC Resolution 3143
2. LTAC 2024 Applications
3. VIC and Restroom Hours 2024
4. 2023-2028 Tourism Promotion Plan

RESOLUTION NO. 3143

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 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 27 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:

2024	Project	Contracting Agency	Operational Requests	Capital Requests	Recommended Funding
1	Waterfront Festival Car Show	Majestic Glass Corvette	\$1,800		\$1,800
2	Shipwreck Day	FIDALGO ISLAND ROTARY	\$4,000		\$4,000
3	Race Week Anacortes	Whidbey Island Race Week LLC	\$35,000		\$25,000
4	2024 Seafarers Cup Sailing Regattas	Anacortes Waterfront Alliance	\$4,500		\$3,000
5	Skagit Valley Tulip Festival	Skagit Valley Tulip Festival Marketing	\$2,500		\$2,500
6	Oyster Run	Oyster Run 2024	\$15,000		\$10,000
7	COA Parks 4th of July	COA Parks Dept	\$20,000		\$10,000
8	COA Public Restroom Cleaning	COA Parks Dept	\$35,000		\$35,000

2024	Project	Contracting Agency	Operational Requests	Capital Requests	Recommended Funding
9	Anacortes Music Project	Anacortes Music Project	\$22,000		\$16,575
10	Summer Concert Series	Port of Anacortes	\$8,000		\$8,000
11	Rock the Dock	Port of Anacortes	\$4,000		\$4,000
12	Museum Tourism Marketing	COA Museum	\$2,500		\$2,000
13	Museum Brochure Production-	COA Museum	\$5,800		\$3,000
14	Whale of a Sale	Downtown Anacortes Alliance	\$2,000		\$2,000
15	Elves Night Out	Downtown Anacortes Alliance	\$2,850		\$2,850
16	Visitors Center	Chamber of Commerce	\$81,134		\$75,000
17	Experience Anacortes	Chamber of Commerce	\$242,805.80		\$225,000
18	Anacortes Rotary Viewpoint at Cap Sante	COA Parks		\$91,900	\$75,000
19	Anacortes Farmers Market	Anacortes Farmers Market	\$10,000		\$10,000
20	Depot Pavilion Concept Design	COA Parks		\$60,000	\$60,000
21	Art Center at Buxton's	Anacortes Arts Festival	\$27,500		\$20,000
22	Nautical Art Treasure Hunt	Anacortes Arts Festival	\$10,000		\$8,000
23	Anacortes Creative District	Anacortes Arts Festival	\$25,000		\$25,000
24	Anacortes Arts Festival	Anacortes Arts Festival	\$5,000		\$5,000

2024	Project	Contracting Agency	Operational Requests	Capital Requests	Recommended Funding
25	Winter Art Market	Anacortes Arts Festival	\$5,000		\$3,500
26	Trail Ambassador Program	ACFL	\$10,000		\$7,500
27	98221 Artists Studio Tour	Lisa Rhodes c/o Anacortes Arts	\$7,000		\$6,000
	Recommended Award Total				\$649,725

PASSED and **APPROVED** on this 16th day of January 2024.

CITY OF ANACORTES

By _____
Matt Miller, Mayor

ATTEST:

Steven Hoglund, City Clerk

APPROVED AS TO FORM:

Darcy Swetnam, WSBA #40530
City Attorney

#	Project Name	Awarded 2024	Requested 2024
2	Anacortes Dinner Cruise	\$0.00	\$3,600.00
3	Waterfront Fest Car Show	\$1,800.00	\$1,800.00
4	Shipwreck Day	\$4,000.00	\$4,000.00
5	Race Week Anacortes	\$25,000.00	\$35,000.00
6	Anacortes Waterfront Alliance	\$3,000.00	\$4,500.00
7	Skagit Valley Tulip Festival	\$2,500.00	\$2,500.00
8	Oyster Run	\$10,000.00	\$15,000.00
9	COA Parks 4th of July	\$10,000.00	\$20,000.00
10	COA Public Restroom Cleaning	\$35,000.00	\$35,000.00
11	Anacortes Music Project	\$16,575.00	\$22,000.00

#	Project Name	Awarded 2024	Requested 2024
12	Summer Concert Series (Port of Anacortes)	\$8,000.00	\$8,000.00
13	Rock the Dock	\$4,000.00	\$4,000.00
14	Museum Tourism Marketing	\$2,000.00	\$2,500.00
15	Museum Brochure Production-Distribution	\$3,000.00	\$5,800.00
16	Historic Interpretive Sign Maintenance	\$0.00	\$4,500.00
17	Whale of a Sale -Downtown Alliance	\$2,000.00	\$2,000.00
18	Elves Night Out	\$2,850.00	\$2,850.00
19	Pocket Park Revitalization	\$0.00	\$7,000.00
20	Visitors Center	\$75,000.00	\$81,134.92
21	Experience Anacortes	\$225,000.00	\$242,805.80

#	Project Name	Awarded 2024	Requested 2024
22	Anacortes Rotary Viewpoint at CapSante	\$75,000.00	\$91,900.00
23	Anacortes Farmers Market	\$10,000.00	\$10,000.00
24	Depot Pavilion Concept Design	\$60,000.00	\$60,000.00
25	Art Center at Buxton's	\$20,000.00	\$27,500.00
26	Nautical Art Treasure Hunt	\$8,000.00	\$10,000.00
27	Anacortes Creative District	\$25,000.00	\$25,000.00
28	Water Fill Stations	\$0.00	\$15,000.00
29	Anacortes Arts Festival	\$5,000.00	\$5,000.00
30	Winter Art Market	\$3,500.00	\$5,000.00
31	ACFL Trail Ambassador Program	\$7,500.00	\$10,000.00

#	Project Name	Awarded 2024	Requested 2024
32	Temporary Events Tent	Under review	\$85,000.00
33	Events Tent	Under review	\$168,332.00
34	Lincoln Theatre	\$0.00	\$5,000.00
35	98221 Artists Studio Tour	\$6,000.00	\$7,000.00
36	Whidbey Island Marathon	\$0.00	\$4,000.00
	Total requested	\$649,725.00	\$1,032,722.72

*Indicates Capital Funding

Items 32 & 33 will be only one expense, the separate line items indicate separate applications for the same project. More research is being done on this project to provide a temporary events center for the City of Anacortes.

Stephanie Snyder

From: Elizabeth Tyler <elizabeth@anacortes.org>
Sent: Wednesday, December 27, 2023 4:51 PM
To: Stephanie Snyder
Subject: VIC Hours

Categories: LTAC

***** This email is from outside the City of Anacortes network. Please use caution when clicking on links, opening attachments, or replying. *****

Hi Stephanie,

I got your voicemail on my cell - I'm currently traveling back to the east coast so I missed your call. The VIC hours are 10-4 everyday in the summer, and 11-3 in the winter. The public restrooms are 9-5 everyday year round. Thanks! Please text or call me if you have further questions as I won't be regularly checking my email. Happy new year!

Elizabeth Tyler

Marketing and Membership Director
Anacortes Chamber of Commerce
819 Commercial Ave, Suite F, Anacortes, WA 98221
(360) 293-7911 | elizabeth@anacortes.org
anacortes.org



City of Anacortes Tourism Promotion Strategic Plan

Contents

Strategic Planning	2
Lodging Tax.....	2
Lodging Tax Advisory Committee.....	2
Use of Lodging Tax Revenues.....	3
Application and Reporting Requirements.....	4
Revenue History and Projections	4
Lodging Tax Allocations	5
Process	5
Recent Allocations	6
Tourism Events and Infrastructure in Anacortes	8
Annual Events	8
Recurring Events.....	8
Infrastructure and Attractions	8
Mission, Vision, and Commitments	9
Our Vision.....	9
Our Mission.....	9
Strategic Commitments.....	10
The Comprehensive Plan	10
Value Statements	10
Goals, Strategies, and Action Items.....	12
Overview.....	12
At a Glance.....	13



City of Anacortes Tourism Promotion Strategic Plan

BACKGROUND

Strategic Planning

In January 2016, the City Council established an ad hoc council committee, including three council members, two hoteliers, and two other members of the public for the express purpose of developing a City strategic plan for tourism promotion. The committee immediately set about writing this strategic plan, which is focused heavily on how the City can best leverage its lodging tax revenue and guide the lodging tax advisory committee.

Lodging Tax

The City of Anacortes collects a 4% tax on the furnishing of lodging within the City, called the "lodging tax."¹ In the past, this tax has been referred to as the "hotel/motel tax," but that verbiage is not used in the statute and is inexact, as the tax is also levied on bed and breakfast and other such businesses offering transient occupancy.

Lodging Tax Advisory Committee

State law, RCW 67.28.1817, requires the City to establish a Lodging Tax Advisory Committee ("LTAC"), which must review and comment on any proposal to impose, increase, or repeal the lodging tax, or change the allocations, at least 45 days before final action on or passage of the proposal.²

LTAC is subject to the Open Public Meetings Act.³

(a) at least three members who are representatives of businesses required to collect the tax;

The Committee membership must be appointed by the City Council and must include:

(b) at least three members who are persons involved in activities authorized to be funded by revenue received from the tax;

(c) a City elected official, who must serve as chair of the committee.

The number of members in (a) must be equal to the number of members in (b). Persons who are eligible for appointment under (a) are not eligible for appointment under (b).⁴ Terms last one year and members are eligible for re-appointment.



City of Anacortes Tourism Promotion Strategic Plan

Use of Lodging Tax Revenues

State law allows the City to spend lodging tax revenue on:

- (a) tourism marketing;
- (b) the marketing and operations of special events and festivals designed to attract tourists;
- (c) supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- (d) supporting the operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) or (c)(6) organizations. ⁵

"Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is:

- (a)(i) Owned by a public entity;
- (ii) Owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended;
- (iii) Owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities. ⁶

"Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs. ⁷

- (1) AMC Chapter 3.15 and RCW 67.28.181(2)(a).
- (2) RCW 67.28.1817(2).
- (3) RCW Chapter 42.30, including the training requirements of RCW 42.30.205.
- (4) RCW 67.28.1817(1).
- (5) RCW 67.28.1816.
- (6) RCW 67.28.080.
- (7) RCW 67.28.080.



City of Anacortes Tourism Promotion Strategic Plan

The LTAC allocations are recommendations and not approvals, but the City may choose lodging tax recipients only from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.⁸

Application and Reporting Requirements

In recent years, the Legislature has added new requirements for use of lodging tax revenue. Applicants for use of lodging tax revenue must provide estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip ⁹, and after using the lodging tax revenue, recipients must submit a report describing the actual number of people traveling for business or pleasure on a trip: ¹⁰

- (i) Away from their place of residence or business and staying overnight in paid accommodations;
- (ii) To a place fifty miles or more one way, away from their place of residence or business for the day or staying overnight: or
- (iii) From another country or state outside of their place of residence or business.

The City, in turn, must make those reports available to:

- The City Council;
- The Public;
- The Lodging Tax Advisory Committee;
- The State Legislature's Joint Legislative Audit and Review Committee (JLARC) ¹¹

Revenue History and Projections

In the last several years, the City has collected increasing lodging tax, last year totaling \$566,294. The chart below shows the last six years of revenue history, grouped by month to demonstrate seasonality. Note that lodging taxes are received two months after the room is paid for by the customer, i.e., in the chart below, January revenues are from rooms rented in November.

(8) RCW 67.28.1816(2)(b)(ii)

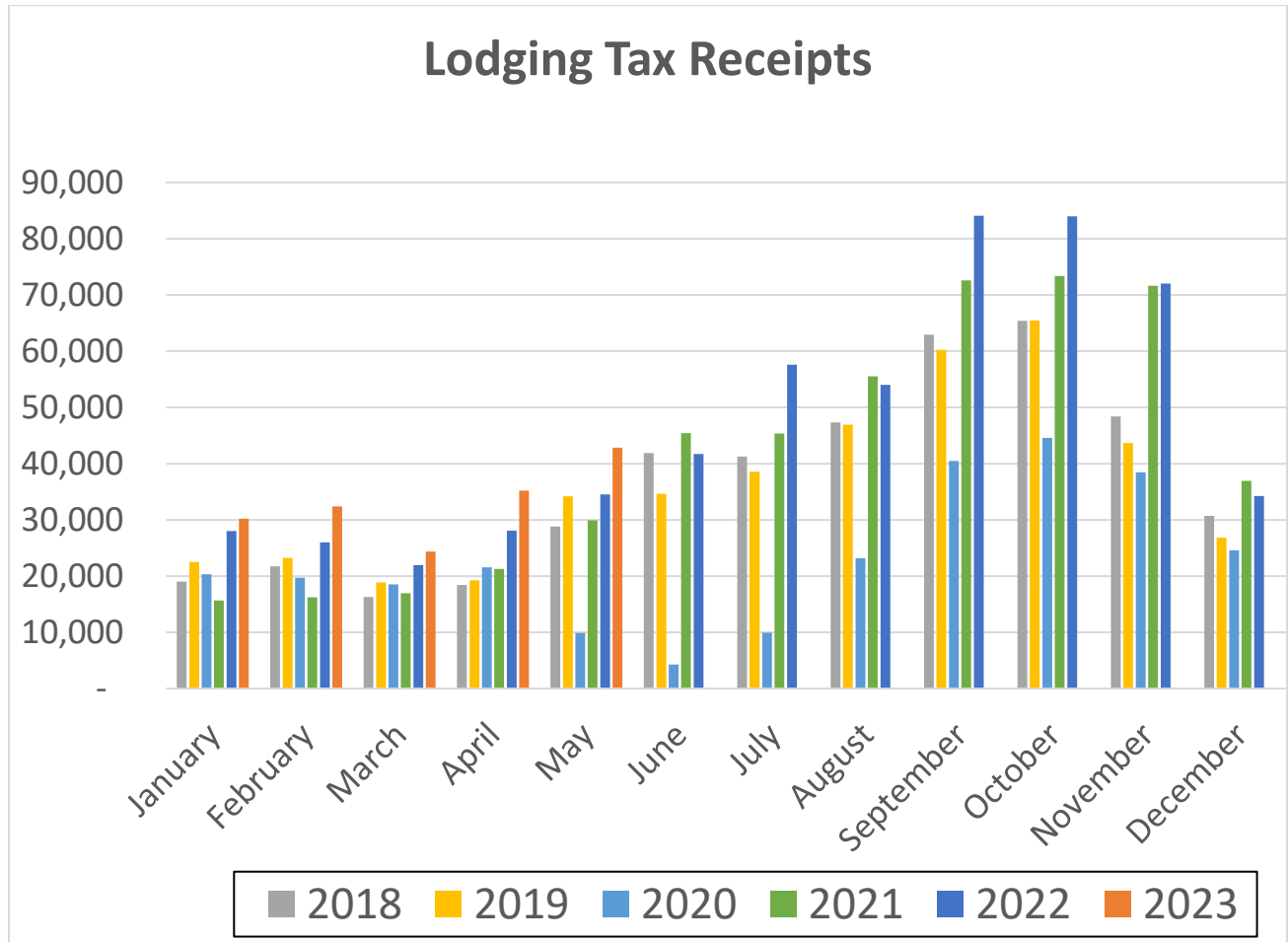
(9) RCW 67.28.1816(2)(a)

(10) RCW 67.28.1816(2)(c)(i)

(11) RCW 67.28.1816(2)(c)(i){C}.



City of Anacortes Tourism Promotion Strategic Plan

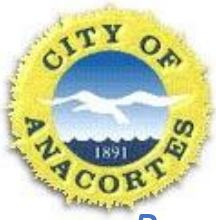


Lodging Tax Allocations

Process

While state law does not prescribe a specific process for allocations, it does require the City to seek recommendation from the lodging Tax Advisory Committee ("LTAC") before changing the allocations.¹² Historically, the City has had an annual process where the City solicits applications from organizations eligible to receive lodging tax funds, and LTAC considers those applications simultaneously and makes a recommendation for the following year. That annual process works well for recurring, annual events, but is not the only way to allocate lodging tax. The City maintains a website about the City's lodging tax and its Lodging Tax Advisory Committee.

(12) RCW 67.28.1817(2).

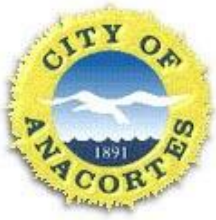


City of Anacortes Tourism Promotion Strategic Plan

Recent Allocations

Requested funds and awarded allocations for 2023 are listed in the table below:

2023 LTAC Activity	2023 Requests	2023 Awards
98221 Studio Tour	\$6,000.00	\$6,000.00
AAF Art in Anacortes	\$5,000.00	\$5,000.00
AAF Annual Arts Festival	\$5,000.00	\$5,000.00
AAF Coastal Christmas Art Show	\$7,500.00	\$7,500.00
AAF Creative District	\$8,000.00	\$8,000.00
AAF Nautical Treasure Hunt	\$10,000.00	\$8,000.00
ACFL Educational Hikes	\$15,000.00	\$7,500.00
Anacortes Farmers Market	\$10,000.00	\$10,000.00
Anacortes Music Project	\$27,175.00	\$16,575.00
Anacortes Waterfront Alliance Seafarers Cup	\$2,000.00	\$2,000.00
Chamber Experience Anacortes	\$223,118.00	\$223,118.00
Chamber VIC	\$85,116.00	\$75,000.00
Summer Concert Series at the Heart of Anacortes	\$2,200.00	\$2,200.00



City of Anacortes Tourism Promotion Strategic Plan

2023 LTAC Activity	2023 Requests	2023 Awards
Oyster Run	\$10,000.00	\$10,000.00
Port Rock the Dock	\$4,000.00	\$4,000.00
Port Summer Concert Series	\$10,000.00	\$8,000.00
Race Week Pacific Northwest (PNW)	\$25,000.00	\$25,000.00
Shipwreck Day	\$4,000.00	\$4,000.00
Tulip Festival Brochure	\$3,500.00	\$2,400.00
Waterfront Fest Car Show	\$1,800.00	\$1,800.00
Anacortes Arts Center At Buxton's	\$30,000.00	\$30,000.00
Pride Parade	\$6,400.00	\$2,500.00
COA Parks Heart of Anacortes Handrails	\$15,000	\$15,000
CAO 4 th of July Fireworks	\$45,000	\$10,000
CAO Museum Brochures	\$5,800	\$5,800
CAO Museum Interpretive Signs	\$4,000	\$4,000
CAO Museum Tourism Marketing	\$2,000	\$2,000
CAO Restroom Maintenance	\$35,000	\$35,000



City of Anacortes Tourism Promotion Strategic Plan

Tourism Events and Infrastructure in Anacortes

Anacortes hosts several successful events that attract tourists throughout the year. The city also benefits from a few events held off Fidalgo Island, such as the Skagit Valley Tulip Festival (April).

Annual Events

January	February	March	April - Art in Bloom - Spring Boat - Nautical Art Treasure Hunt
May The Boat Show/TrawlerFest	June - Bark in the Park - Pride Parade - RaceWeek - Waterfront Car Show	July - Fourth of July - Shipwreck Fest	August - Arts Festival - Fidalgo Bay Day - Open Streets
September - Oyster Run - AMPFest 98221 Studio Tour	October	November	December - Christmas Tree Lighting - Holiday Parade - AMP Rockin' Yule Bizarre

Recurring Events

- First Friday Art Walk
- Saturday Farmers Market
- Summer Concert Series (Wednesdays and Fridays)

Infrastructure and Attractions

- | | |
|-------------------------------|---------------------------|
| ❖ Visitors Information Center | ❖ Guemes Ferry Terminal |
| ❖ Museum | ❖ San Juan Ferry Terminal |
| ❖ Depot & W.T. Preston | ❖ Heart of Anacortes |
| ❖ Parks and forestlands | ❖ Brodniak Hall |
| ❖ Deception Pass State Park | ❖ Art Center at Buxton's |



City of Anacortes Tourism Promotion Strategic Plan

Mission, Vision, and Commitments

Our Vision

The vision statement concerns the City as a community. We all recognize that our vision cannot be achieved through the efforts of City government alone.

Anacortes is a thriving northwest island destination that engages visitors in genuine community experiences in local arts, culture, and the natural environment.

Our Mission

The mission statement speaks to the City of Anacortes's role in realizing our vision.

ENHANCE THE LOCAL ECONOMY AND LOCAL CULTURE BY ATTRACTING VISITORS WHO STAY LONGER, ENGAGE WITH OUR SMALL BUSINESSES AND MAKE LASTING CONNECTIONS WITHIN OUR COMMUNITY.



City of Anacortes

Tourism Promotion Strategic Plan

Strategic Commitments

Our strategic commitments are the fundamental principles that drive the implementation of our mission and vision, and lay the groundwork for the goals, objectives, and strategies in the remainder of this plan:

- Consistency with community vision: align tourism promotion with our Comprehensive Plan.
- Inclusiveness: make resources available to everyone and encourage participation.
- Cooperation: encourage, facilitate, and engage in partnerships to accomplish our shared goals.
- Transparency: be clear and accountable in our actions.
- Fiscal responsibility: spend lodging tax money wisely.

The Comprehensive Plan

The City's Comprehensive Plan includes the following goals and policies relevant to tourism promotion:

Value Statements

Provide a Supportive & Connected Community: Offer a variety of year-round recreational and tourism opportunities.

Goals and Policies

Goal ED-3. Tourism. Maintain and enhance year-round opportunities for sustainable tourism in keeping with the Community's vision.

Policy ED-3.1. Pursue opportunities that recognize Anacortes's unique historic heritage, culture, recreational amenities and natural setting.

Policy ED-3.2. Actively work with business and tourism associations as well as other local organizations to establish a brand for Anacortes as a recognizable tourist destination.

Policy ED-3.3. Consider creation of a City culture and tourism office to manage marketing and tourism promotion.

Policy ED-3.4. Enhance entrances to the City with extensive landscaping and appropriate signage.

Policy ED-3.5. Encourage activities and facilities that attract visitors throughout the year.



City of Anacortes Tourism Promotion Strategic Plan

Policy ED-3.6. Encourage activities and facilities that serve residents as well as tourists.

Policy ED-3.7. Encourage development of expanded lodging options to support overnight stays by tourists and other visitors.

Policy ED-3.8. Attract users of Washington State Ferries and other nearby destinations to spend time in Anacortes and patronize local businesses.

Policy ED-3.9. Encourage development of a civic community gathering place and a destination events/concert/meeting/music venue with hotel in the downtown/waterfront area.

Policy ED-3.10. Expand the amount and variety of attractions available to visitors, such as a fishing pier, sawmill museum, or other attractions that build on Anacortes's unique history and identity.

Policy ED-3.11. Promote Downtown Anacortes, including the Central Business District and Cap Sante Marina, Central Fidalgo Bay Waterfront and South Commercial Avenue as visitor destinations.

Policy ED-3.12. Coordinate marketing and programming of visitor activities to increase the length of potential visitor experience.

Policy ED-3.13. Coordinate marketing with other nearby attractions such as Deception Pass, Whidbey Island, and San Juan Islands.

Policy ED-3.14. Improve vehicular and pedestrian connections between downtown and the waterfront and downtown and the State Ferry Terminal, including potential development of a shuttle service.



City of Anacortes Tourism Promotion Strategic Plan

Goals, Strategies, and Action Items

The meat of any strategic plan is its goals, strategies, and action items. In this plan, these elements are grouped logically, but are not in any particular order of priority.

Overview

Except when introduced by a conditional phrase, each of these elements begin with action verbs.

Goals: broad, high-level statements that are not time limited and are not intended to change from year to year.

This strategic plan includes two types of goals:

(1) services goals that articulate what things we intend to accomplish or services we intend to provide, and

(2) logistical goals that articulate how we intend to conduct our work.

In general, services goals relate to the services provided to the public, and the logistical goals speak to the internal mechanics of providing those services (such as cost-efficiency).

Each goal is supported by **strategies** that articulate how to achieve the overall goals. Strategies may or may not be time-limited and may or may not include action items. Strategies are not formal or binding policies; policies should be adopted by a policy-setting body, such as the City Council.

Each **action item** is a specific, discrete task to implement the strategy. The action items defined in the plan may not be all of the possible or obvious actions that could implement the strategy but are the items that we have identified as it is able to implement over the course of the plan.



City of Anacortes

Tourism Promotion Strategic Plan

At a Glance

City Leadership on Tourism and Culture	14
Goal 1 Lead and coordinate tourism promotion.....	14
Allocation Process.....	14
Goal 2 Allow flexibility in times of application submissions	14
Goal 3 Choose projects based on data.....	15
General Standards for Allocations	15
Goal 4 Ensure recipients are accountable.....	15
Goal 5 Spend tax money wisely, consistent with our strategic plan.....	15
Goal 6 Fund proposals based on our priorities.....	15
Event Funding.....	16
Goal 7 Fund events that promote tourism.....	16
Goal 8 Ensure interesting events are happening continuously.....	16
Goal 9 Articulate policies for each category of event	17
Marketing and Promotion Funding.....	18
Goal 10 Fund marketing projects	18
Goal 11 Promote longer stays in our community.....	18
Community Building	19
Goal 12 Work with groups to support and create opportunities for visitors.....	19
Goal 13 re-invest lodging tax dollars in our community.....	19
Goal 14 Plan and develop facilities for tourism and activities	20



City of Anacortes Tourism Promotion Strategic Plan

City Leadership on Tourism and Culture

Goal 1: Lead and coordinate tourism promotion.

Strategy 1A: Establish a City Council Tourism Committee.

Action 1A-1 Appoint broad representation (up to 9 members) from non-profit organizations, tourist business community, the Chamber, and others.

Action 1A-2 Make the statutorily required Lodging Tax Advisory Committee a subset of the City Council Tourism Committee.

Action 1A-3 Adopt the committee structure into City Code.

Strategy 1B: Actively manage marketing and tourism promotion of the City.

Action 1B-1 Consider creation of a City tourism office.

Allocation Process

Goal 2: Allow flexibility in times of application submissions.

Strategy 2A: Allow first-time applicants, events, or initiatives to apply at any time during the year.

Strategy 2B: Require recurring events to apply in the normal annual cycle.

Strategy 2C: Do effective outreach for application/LT requests.

Action 2C-1 Provide first-time applicants with assistance through the application process.

Action 2C-2 Improve the website.

Action 2C-3 List the prior year allocations on the website.

Action 2C-4 Advertise in A-Town is Our Town (promote allocations in a tourism corner)

Action 2C-5 Email non-profits or businesses with request for proposals or ad about the lodging tax opportunity.

Strategy 2D: Comply with 45-day statutory timeline.



City of Anacortes Tourism Promotion Strategic Plan

Goal 3: Choose projects based on data.

Strategy 3A: Implement strategies for finding information about length visits, capacities, etc. application and reporting

Action 3A-1 Evolve LT applications to implement this strategic plan and collect useful data.

General Standards for Allocations

Goal 4: Ensure recipients are accountable.

Strategy 4A: Require effective and useful reporting.

Action 4A-1 Develop a template reporting form and handout on methods of reporting and tracking.

Strategy 4B: Require presentation of reporting metrics in a useful way.

Action 4B-1 Modify the application to require recurring events to provide prior year reporting data in their applications.

Goal 5: Spend tax money wisely, consistent with strategic plan.

Strategy 5A: Do not allocate money just because someone asks.

Strategy 5B: Perform a cost benefit analysis on all allocation requests.

Strategy 5C: Ensure events, whether they solicit lodging tax funds, pay the costs the City incurs to manage public safety, cleanup, etc., during the event.

The Oyster Run is an example of an event that creates significant costs to the City for which it does not reimburse the City.

Goal 6: Fund proposals based on our priorities.

Strategy 6A: Fund our own initiatives.

Action 6A-1 Develop a computer/mobile device application that functions as a rolling events calendar.

Action 6A-2 Fund maintenance of the online events calendar.



City of Anacortes Tourism Promotion Strategic Plan

Action 6A-3 Formally evaluate cost-benefit ratio of the physical Visitors Information Center and consider replacing it with new technology.

Strategy 6B: Save for capital project goals.

Action 6B-1 Maintain a healthy fund balance until we reach a capital goal.

Action 6B-2 Reserve 25% of annual receipts for addition to the fund balance.

Event Funding

Goal 7: Fund events that promote tourism.

Strategy 7A: Favor events with growth potential.

Strategy 7B: Make a special effort to solicit shoulder season events.

The best banquet month in Anacortes is August, mostly for weddings. The 2nd best banquet month for Anacortes is December, mostly for holidays.

Strategy 7C: Solicit events that leverage our natural resources and surroundings, e.g., bike events.

Strategy 7D: Invest in events that could do better (4th of July, Christmas)

Strategy 7E: Continue support of events that contribute to local culture, e.g., the Farmers Market.

Strategy 7F: Wean off events that should be able to support themselves (Oyster Run); except events that could become much greater and we should push them forward (e.g., incubator and mid-tier events)

Strategy 7G: Allow for continuing support of events that don't have an obvious funding source (Fourth of July).

Strategy 7H: Require every funded event to have at least a basic web presence.

Goal 8: Ensure interesting events are happening continuously (All year and all week).

Strategy 8A: Support existing events during tourist season. (June-August)



City of Anacortes Tourism Promotion Strategic Plan

Strategy 8B: Encourage businesses downtown to be open on Sundays.

Strategy 8C: Emphasize new events and promotion during shoulder seasons, winter, and Sundays.

Action 8C1 Develop at least one new or greatly expanded shoulder season event.

Some have suggested a new "Whiskey on the Wharf" or "February Antique Fest" event. Two art walks each month? Coupeville's Penn Cove Musselfest is a good example of a successful winter event.

Strategy 8D: Develop indoor events and cultural events.

Goal 9: Articulate policies for each category of event.

Strategy 9A: Phase out funding of events that aren't accomplishing strategic goals in their category.

Strategy 9B: For incubator type or hobby programs, provide support where necessary.

Action 9B-1 Develop criteria for successful granting in the incubator category, including some criteria to take a chance on events that may not work.

Action 9b-2 Develop criteria for approving funding for these events based on what kind of resources the sponsor has and their history of performance in the community.

Action 9b-3 Develop streamlined applications and requirements and paperwork for first-time applicants.

Strategy 9C: For mid-tier (Shipwreck Day, etc.), consider support on a case-by-case basis.

Mid-tier events are profitmaking events that may eventually be able to fund themselves and might later become anchor events.

Strategy 9D: For partnership events (e.g. cooperative events with the Port, Farmers Market, Fourth of July, summer concert series), continue support.

Partnership events are those that the City co-sponsors because they provide an enhanced, sustaining experience for the community. Many may not have their own funding source or obvious significant funding stream.



City of Anacortes Tourism Promotion Strategic Plan

Strategy 9E: For anchor events (Arts Festival, Bier on the Pier, Uncorked Wine Festival, Waterfront Festival), continue support to ensure continued success.

It continues to be valuable to promote anchor events, even when there's no chance of them failing. The more the word Anacortes gets out into the world the more the whole city benefits.

Action 9E-1 Fund additions or extensions of existing anchor events into new areas or new time periods.

Action 9E-2 Fund promotion, not capital expenses (e.g. for portable toilets)

Marketing and Promotion Funding

Goal 10 Fund Marketing Projects.

Strategy 10A: Support marketing that encourages visitors to engage in Anacortes.

Action 10A-1 Explore co-marketing with neighboring communities; visitors from < 50 miles could also visit La Conner, San Juans.

Action 10A-2 Endorse the countywide Tourism Promotion Area.

Action 10A-3 Increase Anacortes' presence with statewide tourism promotion groups, e.g., Washington Tourism Alliance.

Strategy 10B: Use local marketers, printers, and consultants for marketing.

Strategy 10C: Support co-op advertising.

Action 10C-1: Instead of giving money to advertising for individual events, contract with the Chamber to do co-op marketing for the event; pool event marketing dollars to achieve greater advertising buying power.

Strategy 10D: Ensure the City retains rights to intellectual property produced with lodging tax dollars.

Strategy 10E: Ensure all businesses are promoted with lodging tax funds, not just Chamber members.

Strategy 10F: React to economic challenges and shifts (e.g., fluctuations in the Canadian currency exchange rate) with new marketing strategies.



City of Anacortes Tourism Promotion Strategic Plan

Goal 11: Promote Longer Stays in Our Community

Strategy 11A: Promote Anacortes as a getaway, not just a "gateway."

Strategy 11B: Promote spending whole days in our community, even if not overnight.

Strategy 11C: Don't focus exclusively on overnight stays but do encourage visitors to stay longer than their previous stays.

Community Building

Goal 12: Work with Civic & Nonprofit Groups to Support and Create Opportunities for Visitors.

Strategy 12A: Connect, interpret, and present cultural activities with opportunities for increased participation.

Such cultural opportunities might include investing in and encouraging the existing authentic experiences in town, e.g., Friends of the Forest, the local music scene, community events such as the Fourth of July parade, small boat rendezvous, school activities, Samish Indian Nation events as well as historical features like the Maiden of Deception pass.

Action 12A-1 Develop all-ages activities.

Action 12A-2 Develop multi-generational sharing opportunities.

Action 12A-3 Develop multi-cultural and environmental sharing opportunities.

Goal 13: Re-invest lodging tax dollars in our community.

Strategy 13A: Fund events and activities that ultimately reinvest in our community, e.g., the Arts Festival.

Strategy 13B: Look for ways to hire a cultural curator to bring artists into town, including the possibility of insourcing a City tourism office.

Strategy 13C: Leverage the Heart of Anacortes to be a cultural outreach center 12 months a year.

Strategy 13D: Encourage groups and individuals to contribute their own efforts towards maintaining our City's "critical mass" of culture and economy.



City of Anacortes Tourism Promotion Strategic Plan

Tourism Infrastructure

"Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501{c}(3} of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501{c}(6} of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities. (RCW 67.28.080)

Goal 14: Plan and develop facilities for tourism and activities.

Strategy 14A: Integrate the Depot and downtown with Cap Sante Marina.

ACTION 14A-1 Plan a conference center oriented toward the waterfront, marina, or downtown.

ACTION 14A-2 Develop a plan for the future closure of the Port's Transit Shed when its lease expires.

ACTION 14A-3 Develop permanent stalls near the Depot site for weeklong sales.

Permanent spaces at inexpensive rents could supplement the Saturday Farmers Market and provide incubator space for new businesses.

ACTION 14A-4 Develop pedestrian connectivity between Cap Sante Marina and Commercial Ave.

Strategy 14B: Explore ways to build facilities that allow for indoor activities.

Strategy 14C: Form development partnerships with new construction.

Strategy 14D: Ensure that investments in capital projects are sustainable long-term.

Strategy 14E: Consider handicap accessibility and ADA requirements in construction or upgrades of capital facilities.

Strategy 14F: Build a fishing pier.



City Council Agenda Bill

Meeting Date: January 8, **Agenda Item:** 6.b.
2024

Agenda Item Title: Resolution 3144: Appointment of Councilmembers to Committees for 2024

Staff Contact(s): CAROLYN MOULTON

<u>Approved for Submittal to Council by</u>	<u>Action Type</u>
GREG FRANCIOCH	Resolution
CAROLYN MOULTON	

Item Summary: Per City Council Procedures paragraph 10.3: "The Mayor Pro-Tem must appoint three Councilmembers to each standing committees at the second regular meeting of each year that follows a general municipal election. The appointments must be confirmed by the City Council."

Standing Committees include: Access - Anacortes Fiber Internet; Economic Development; Finance; Housing Affordability and Community Services; Information Technology; Library and Museum; Personnel; Planning; Parks and Recreation; Public Works; and Public Safety.

Per City Council Procedures paragraph 10.4: "The Mayor Pro-Tem may appoint Ad Hoc Committees to consider and make reports or policy recommendations on specific topics. The appointments must be confirmed by the City Council."

Budget Impact:
N/A

Previous Action: N/A

Recommended Motion: I move to adopt Resolution 3144 confirming the committee appointments proposed by the Mayor Pro Tem.

Alternative Actions:

Attachments (listed in order presented):

1. Resolution 3144 - Council Committee Appointments

Resolution No. 3144

A Resolution Appointing City Council Members to Council Committees for 2024

Whereas the City Council has adopted City Council Procedures by Resolution 3094 on July 5, 2022;

Whereas Section 10.3. of the Council Procedures established standing committees of the City Council and requires the Mayor Pro-Tem to appoint three Councilmembers to each standing committee at the second regular meeting of each year that follows a general municipal election;

Whereas Councilmember Carolyn Moulton was elected on January 2, 2024 as Mayor Pro-Tem; and

Whereas Mayor Pro-Tem Moulton has made the appointments listed below;

Now therefore be it resolved by the City Council that:

Section 1. The following standing committee appointments are hereby approved:

Access – Anacortes Fiber Internet: Bruce McDougall, Ryan Walters, Amanda Hubik
Economic Development: Anthony Young, Bruce McDougall, Christine Cleland-McGrath
Finance: Carolyn Moulton, Christine Cleland-McGrath, Bruce McDougall
Housing Affordability and Community Services: Christine Cleland-McGrath, Carolyn Moulton, Ryan Walters
Information Technology: Ryan Walters, Bruce McDougall, Amanda Hubik
Library and Museum: Amanda Hubik, T.J. Fantini, Bruce McDougall
Personnel: Anthony Young, Christine Cleland-McGrath, T.J. Fantini
Planning: Christine Cleland-McGrath, Carolyn Moulton, Ryan Walters
Parks and Recreation: Amanda Hubik, Bruce McDougall, Anthony Young
Public Works: Carolyn Moulton, Anthony Young, Ryan Walters
Public Safety: Christine Cleland-McGrath, Amanda Hubik, T.J. Fantini

Section 2. The following appointments as **council representatives** to external committees are approved:

Lodging Tax Advisory Committee: Ryan Walters
Port/City Liaison Committee: Christine Cleland-McGrath, T.J. Fantini, Ryan Walters
Traffic Safety: Carolyn Moulton, Anthony Young, Ryan Walters
Skagit County Law & Justice Council: T.J. Fantini; Alternate: Anthony Young

PASSED by the City Council this 8th day of January 2024.

CITY OF ANACORTES:

Matt Miller, Mayor

ATTEST:

Steven D. Hoglund, City Clerk/Treasurer

APPROVED AS TO FORM:

Darcy Swetnam, WSBA #40530
City Attorney