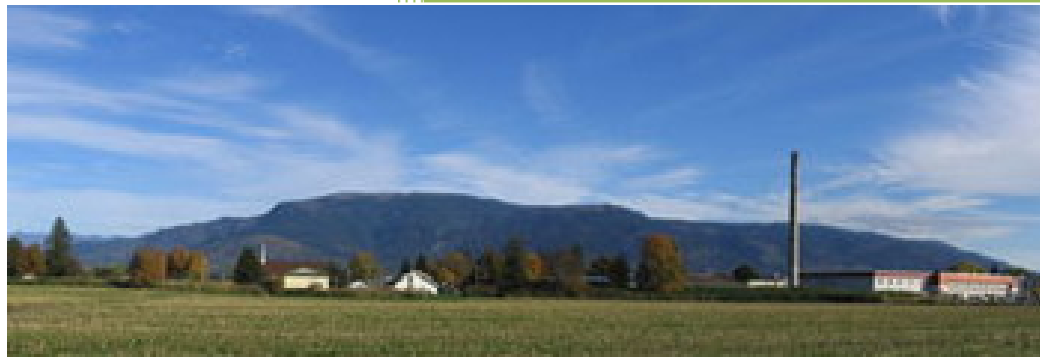


# City of Everson 2009-2011 Economic Development Work Plan



Dumas & Associates, Inc.

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## **City of Everson**

### **2009-2011 Economic Development Work Plan**

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The City of Everson 2009-2011 Economic Development Work Plan outlines priority focus areas, existing economic development policies, and proposed early actions and long-term strategies for implementation in 2009-2011. As part of the 2009 strategic work sessions, Everson City Council members, the Mayor, Planning Commissioners, and participating staff prioritized the City's existing economic development goals and suggested key strategies and partnerships for strengthening the City's economic vitality. The City of Everson's current Economic Development Plan provided the foundation for these 2009 work sessions, along with pre-session surveys. Following Everson's November 2009 elections, the new Council will determine the process and schedule for a full update to the City's Economic Development Plan.

#### **Guidelines for the City of Everson's 2009-2011 Economic Development Work Plan**

The general economic development philosophy adopted by the City of Everson aims to:

- Sustain moderate growth.
- Target a broad range of industries, family-wage to high salary employment opportunities.
- Ensure quality growth and land use by effective regulations and code enforcement.
- Encourage growth into certain areas through the use of zoning and other development regulations.
- Encourage the retention and growth of existing local firms.
- Provide efficient and timely administration of City services.

The general activities emphasize:

- Responding to specific requests for assistance from local firms.
- Maintaining public works and utilities so that existing systems are not over-utilized.
- Emphasizing business development for existing businesses to expand.
- Utilizing prompt and firm code enforcement to negate negative impacts of code violations on the surrounding areas.

The tools that support this general philosophy, specific goals, and strategies outlined in the work plan include:

- Use of infrastructure investment to attract new firms and development to designated areas.
- Targeted local, state, and federal funds.
- Targeted government and private resources and partnerships.
- Funded, staffed, and administered code enforcement.

In this way, the City of Everson plays an important role in economic development of the community.

**Everson’s Unique Characteristics and Assets to Maintain**

Economic development work plan activities conducted by the City of Everson will protect and enhance Everson’s unique characteristics and assets. The 2009-2011 economic development projects will be consistent with the following *Community Goals* identified by Everson residents during the 2004 Everson Comprehensive Land Use Plan Update public input process.

**Community Goals**

- Maintain the relaxed atmosphere of a friendly town.
- Provide adequate law enforcement for the protection of the residents of the City.
- Upgrade utilities to facilitate better drainage and sewer disposal, and to provide for an expansion of the water supply to meet future needs.

**2009 Economic Development Survey  
Characteristics and Assets**

**2004 Land Use Survey  
Characteristics and Assets**

Small town feel, casual	Small town atmosphere Quiet, friendly people Security, knowing your neighbors, living with people who care Size, no traffic lights
Walk-ability with beautiful views	Rural, agricultural influence, view
Nooksack River frontage and bridge crossing	Nooksack River
Light industrial area in city core	Existing businesses
Convenient hub for eastern Whatcom County	Senior Center
Police Department	Public services, fire protection
WCLS branch library and programs	Services, library churches
Nooksack Valley School District	Nooksack Valley School District
Parks & Trails: City Park, Riverside Park, and the Bay to Baker Trail System	Parks
Smokestack	

**Economic Development Work Plan Implementation**

The City will establish a procedural framework for City response to economic development questions that come into City Hall [*Evelyn will respond to questions and forward questions to appropriate staff*]. Performance measures will be established to assure timely response and action planning. The City Administrator will lead and track the City’s economic development work plan and coordinate with partnering economic development organizations and City Council liaisons. Mayor will maintain one-to-one communications with businesses and community organizations located in the City of Everson.

A more comprehensive public engagement program with City of Everson residents, land and business owners, and the City’s economic development partners will be used to complete the 2011 City of Everson’s Comprehensive Plan update; this effort will include the formal update to the City’s Economic Development Plan. The scope and timeline for this work will be determined following the November 2009 elections.

**City of Everson 2009-2011 Economic Development Work Plan**

**Priority Goals, Existing Policies, and Proposed Early Actions & Long-Term Strategies**

The City's economic development goals are listed below in priority order, based on Session I outcomes. The City's existing economic development policies for each goal are included to support Session II discussions re: milestones, and early action and short-term strategies. Early actions and long-term strategies include existing City of Everson Economic Development Plan strategies and projects, as well as new suggestions provided by survey respondents and Session I participants.

<b>GOALS</b> <i>in priority order</i>	<b>Existing Policies</b>	<b>Early Actions &amp; Long-Term Strategies</b> <i>Strategies in <b>bold</b> are priority areas of focus for 2009-2011</i>	<b>Milestone</b> <i>LEAD individuals responsible to spearhead actions and strategies to reach milestone</i>
<p><b>GOAL 1.</b>  <b>Promote and encourage light industry to help establish an employment base for the current work force and those entering the workforce.</b>                      (GOAL E)</p>	<ul style="list-style-type: none"> <li>• Identify light industries that will be compatible with the City and its surrounding area.</li> <li>• Encourage industry to locate in the City through facilities improvements and zoning.</li> <li>• Work with outside agencies to promote industry in the City.</li> </ul>	<p><i>Early Actions:</i></p> <ul style="list-style-type: none"> <li>▪ <b>Complete update of the Everson Capital Facilities Plan and Available Lands Survey. Create and distribute the list of available lands and what types of development these can accommodate.</b></li> <li>▪ Pursue East-West industrial connectors and use a scaled or phased approach to roads and infrastructure projects (e.g. \$300,000-\$400,000 value).</li> <li>▪ Look for opportunities (zoning, infrastructure improvements, etc.) to unify the town of Everson (odd shape with Nooksack River in the middle).</li> <li>▪ Develop consistent definition of the term “light industrial” for the City of Everson. What types and scale are you looking for? What will be required of companies? What is the minimum infrastructure that is needed to support this type of “light industrial” area?</li> <li>▪ <b>Prepare access to the south part of Everson, including finishing land acquisition for sewer/water line routes that will be most cost-effective for long-term improvements to the area.</b></li> </ul> <p><i>Long-Term Strategies:</i></p> <ul style="list-style-type: none"> <li>▪ <b>Complete all-weather road through Everson’s industrial lands area.</b></li> <li>▪ <b>Upgrade Everson Road main sewer line for future growth capacity:</b> from 8” to 12” from Robinson Street, P.S.#10 to P.S. #6.</li> <li>▪ Prepare light industrial sites’ infrastructure to create job centers through advancing industrial lands development upgrades outlined in City stormwater plan.</li> </ul>	<p><i>2009 Complete planter strips. – LEAD Rick</i></p> <p><i>2009 More frequent and regular communication with community via reader board and website. – LEAD Jack</i></p> <p><i>2009 Make Available Lands Survey - list of available lands and what they can accommodate.– LEAD Rollin</i></p> <p><i>2009 Add economic development web page on City’s website. – LEAD Jack</i></p> <ul style="list-style-type: none"> <li>• <i>Post Available Lands Survey on website.</i></li> <li>• <i>Link to Ecology’s PowerPoint presentation on the Federal Shorelines regulatory update that will impact properties in the City of Everson.</i></li> <li>• <i>Monthly question of the month on website for citizen input (use questions from external ED survey and collect input).</i></li> <li>• <i>City Council and Mayor photos and personal profiles.</i></li> </ul> <p><i>2009 Build to south sewer line. – LEAD Rick</i></p> <ul style="list-style-type: none"> <li>• <i>Update Sewer Capacity Analysis (of available lands). Complete this before going to South. Have engineer update numbers from two years ago, scope short of full update.</i></li> <li>• <i>Engage current land owners re EMC 13.30.0203-0205.</i></li> <li>• <i>Resolve title search and finish buying Burlington Northern railroad corridor to South. LEAD Mayor/Council/Attorney.</i></li> <li>• <i>Make decision on Mission Road. - LEAD Mayor/Council</i></li> </ul> <p><i>2009 Plan out East-West connector all-weather road approach at concept level. – LEAD Rick</i></p> <p><i>2010 Engineer design of sewer line to the south. – LEAD Rick</i></p>

<b>GOALS</b> <i>in priority order</i>	<b>Existing Policies</b>	<b>Early Actions &amp; Long-Term Strategies</b> <i>Strategies in <b>bold</b> are priority areas of focus for 2009-2011</i>	<b>Milestone</b> <i>LEAD individuals responsible to spearhead actions and strategies to reach milestone</i>
<b>GOAL 2.</b> <b>Promote and encourage Everson’s continued development as a financial, industrial, business, and cultural center for this region of Whatcom County.</b> (GOAL B)	<ul style="list-style-type: none"> <li>• Work with Whatcom County to improve communication in the area of permits, signage, zoning, and processing of paperwork.</li> <li>• Continue the vitalization of Everson’s pedestrian City center and coordinate with commercial development in outlying areas.</li> <li>• Encourage retail and service commercial uses, along with residential and public uses, to locate within existing City Center.</li> <li>• Encourage educational and training programs and facilities. Institute a customer service training/marketing program for area businesses.</li> <li>• Encourage coordination among the City, area banks, and lending institutions to form a database of land inventories, development processes, funding, technical assistance, loans, grants, and venture capital resources.</li> <li>• Pursue development of one-stop development center.</li> <li>• Develop a business retention program to ensure continued viability of existing businesses.</li> <li>• Encourage the use of activities and businesses as a means of economic development.</li> </ul>	<p><i>Early Actions:</i></p> <ul style="list-style-type: none"> <li>▪ <b>Complete Downtown LID improvements: remove gravel strips, stamp concrete sidewalks.</b></li> <li>▪ <b>Conduct a downtown market analysis to: 1) identify demand for products and services, 2) identify the capacity of existing businesses to meet demand, 3) identify which businesses want to expand to meet a regional market, 4) determine new business opportunities, and 5) identify potential impacts of chain and franchise operations in Everson.</b></li> <li>▪ Explore city interest in waiving gas tax for promoting development of a gas station/mini mart.</li> </ul> <p><i>Long-Term Strategies:</i></p> <ul style="list-style-type: none"> <li>▪ <b>Increase basic services available in Everson to keep residents shopping in Everson and drawing surrounding community members into town.</b></li> <li>▪ Explore how to help Everson businesses capture more of the east Whatcom County market.</li> <li>▪ Work to improve existing commercial sites; include upgrade for safety purposes. Explore the demands necessary for raw commercial lands and preparation for additional commercial uses.</li> <li>▪ Pursue a gas station / mini-mart site if there is business viability for an Everson location, given two stations in Nooksack, and potential investor interests. Explore location options that support optimum viability for regional access and gas station/food-beverage sales viability.</li> <li>▪ Secure funding for a business incubator feasibility study.</li> <li>▪ Pursue signage with DOT to get Everson directional signs on I-5, Guide Meridian, and East Badger Road.</li> </ul>	<p><i>Q2 2009 Meet with Nancy Jordan – LEAD Mayor, Debbie, Jen Review light industry assets City of Everson has to offer and identify types of industry that match this level/type of service and community.</i></p> <p><i>Q3 2009 Explore providing financial incentives for buildings in the commercial zone in order to increase supply of commercial land, e.g., waive fees for tear-downs and hook-ups.</i>  <i>– LEAD Council</i></p> <p><i>2009 Explore adding additional land base to commercial zoning.</i>  <i>– LEAD Rollin</i></p> <p><i>2009 Carefully explore City B&amp;O tax structure for more equity, update numbers to reflect City’s current needs only after the downtown LID project is completed. – LEAD Council</i></p> <p><i>2009 Explore boat launch for emergency management access, build relationships re: regional river access needs.</i>  <i>– LEAD Mayor, Rick</i></p> <p><i>2009 Conduct market survey of needed businesses for Everson, explore scales and scopes, and identify costs for staff conducted and necessary partnership support. – LEAD Debbie</i></p>

<b>GOALS</b> <i>in priority order</i>	<b>Existing Policies</b>	<b>Early Actions &amp; Long-Term Strategies</b> <i>Strategies in <b>bold</b> are priority areas of focus for 2009-2011</i>	<b>Milestone</b> <i>LEAD individuals responsible to spearhead actions and strategies to reach milestone</i>
<b>Promote a balance between population and employment.</b> (GOAL C)	<ul style="list-style-type: none"> <li>• Develop an information base that includes the current level and type of employment along with potential job location forecasts.</li> <li>• Develop a marketing strategy to improve area businesses and to attract new businesses.</li> </ul>	<i>Early Actions:</i> <ul style="list-style-type: none"> <li>▪ Host City of Everson booth at July 2009 Everson-Nooksack Summer Festival with UGA zoning area maps, continue external survey, gather public comments.</li> <li>▪ Update Everson’s Economic Development Plan via broad, general community member engagement in identifying their long-term vision for the City of Everson and demographic study of the area.</li> </ul>	<i>2009 Host public booth at Everson-Nooksack Summer Festival. – LEAD Council and Mayor</i>  <i>2010 Develop scope and approach for more robust Economic Development Plan update. – LEAD Rollin and Council</i>
<b>Maintain and enhance natural resource-based industries.</b> (GOAL D)	<ul style="list-style-type: none"> <li>• Identify natural resource-based industries in the area and monitor future job prospects in these industries.</li> <li>• Preserve identified natural resource-based industries as a source of economic vitality and employment.</li> <li>• Recognize recreational fishing as a local industry and nurture this industry protecting vital game habitats.</li> </ul>		
<b>Attract more recreation and tourism business to Everson.</b> (GOAL A)	<ul style="list-style-type: none"> <li>• Market the downtown to outlying areas: encourage preservation of historic structures and districts, give the community an image.</li> <li>• Enhance business opportunities for local, home-grown and cottage industries.</li> <li>• Implement a public relations campaign using local and regional news media to attract a wider range of visitors to the community.</li> </ul>	<i>Early Actions:</i> <ul style="list-style-type: none"> <li>▪ Complete Downtown LID improvements: remove gravel strips, stamp concrete sidewalks.</li> </ul>	<i>2009 Complete Downtown LID Improvements. – LEAD Rick</i>

**City of Everson 2009-2011 Economic Development Work Plan – Activities by Quarter**

<i>Timeline</i>	<i>2009 Q2</i>	<i>2009 Q3</i>	<i>2009 Q4</i>	<i>2010 Q1-4</i>	<i>2011 Q1-4</i>
<b>City of Everson Regulatory Activities</b>	<b>Whatcom County and City of Everson Comprehensive Plan Updates</b>				
	<p><i>Apr</i> – Submitted Everson proposed population and employment allocations for Everson and UGAs - 2031.</p> <p><i>May</i> – Everson proposal submitted to Whatcom County re: proposed UGA boundary changes, land capacity, and capital facilities justifications.</p> <p><i>Jul</i> - Staff review of Whatcom County proposals.</p>	<p><i>Jun/Jul</i> – Staff review of City proposals.</p> <p><i>Aug/Sep</i>- County Planning Commission hearings re: City and County UGA proposals.</p>	<p><i>Dec</i> – Deadline for County Council action on City’s UGA proposal.</p>	<p>2010 – Everson, other cities, and Whatcom County reconcile unresolved/outstanding issues from the 10-Year UGA Review.*</p> <p>*Required element: 2011 update of comprehensive plans for all jurisdictions.</p>	<p>2011 – City of Everson Comprehensive Plan Update* to Whatcom County.</p> <p>*This is an opportunity to re-examine locations of zoning area and look at available lands, not just zoned lands.</p>
<b>City of Everson Regulatory Activities</b>	<b>Zoning and Codes</b>				
	<p><i>May/Jun</i> – Light Industrial Zone update.</p>	<p>Capital facilities update.</p> <p>Land supply update.</p>		<p>Update City regulations</p> <ul style="list-style-type: none"> <li>- commercial zoning</li> <li>- parking zoning and code</li> <li>- floodplain development code*</li> </ul> <p>*Federal limitations for development in floodplain: update to limit impervious surface to &lt;less than 10%.</p>	
<b>City of Everson Regulatory Activities</b>	<b>Planning Commission Work Schedule</b> <i>Council Liaison – John Hammond</i>				
				<p>Q1 – Draft commercial, parking, floodplain zoning and workshop with affected downtown business owners.</p> <p>Q2 – Public comment periods and planning agency public hearings.</p> <p><i>Jun</i> - City Council hearings.</p>	<p>Q1/Q2 – Planning Commission work sessions on Comprehensive Plan update.</p> <p>Q3 – Public comment periods and public hearings on Comprehensive Plan update.</p> <p>Q4 – City Council comment periods and public hearings.</p>

<i>Timeline</i>	<i>2009 Q2</i>	<i>2009 Q3</i>	<i>2009 Q4</i>	<i>2010 Q1-4</i>	<i>2011 Q1-4</i>
<b>City of Everson Administrative Activities</b>	<b>Utilities - Water and Sewer</b>				
	\$637,568.00 in PWTF / Water Sewer payments to be made during 2009 -2011 period.		Begin Sewer Comprehensive Plan update and include Nooksack Sewer contract review.  Determine estimate calculation (actual use = number of actual units + future uses, which include development proposals in review).		Update Sewer Comprehensive Plan: - 1995 projections call for 2011 update, current capacity at 65% unlikely to be 80% in 2011.
<b>City of Everson Administrative Activities</b>	<b>Transportation – Street and Trails Plans</b>				
		- Downtown sidewalks - Sewer pump telemetry	Paving projects start in 2009.	Paving projects run through 2011.	Paving projects completed in 2011.
<b>City of Everson Administrative Activities</b>	<b>Elections</b>				
			Nov – Elections - 3 Council seats - Mayor		
<b>City of Everson Administrative Activities</b>	<b>Funding</b>				
	May– Staff complete Community Development Block Grant application for Strandell upgrade.				

## June 2009 – July 2010 Early Actions

- **JUNE 23, 2009** Economic Development Practitioners luncheon hosted by Northwest Economic Council. Pre-lunch networking at 11:45, lunch and discussion from 12:00-2:00 pm.
- **IMMEDIATE** – Staff will incorporate the following regulatory updates into all staff 2009-2010 work plans: commercial zoning; parking zoning; and floodplain development zoning. As this work is conducted with the Planning Commission and community, educational information will help outline the links between the code updates and opportunities to further enhance the City’s economic vitality. Following the City of Everson’s 2011 Comprehensive Plan update, the City will reconsider the development of architectural design standards for downtown commercial properties. The City does not intend to establish a theme for the town and recognizes that ample downtown business owner interest is necessary to advance this economic development project.
- **IMMEDIATE** – Update Goal 1 (current Economic Development Plan *Goal E*) to read, “Promote and encourage light industry to help establish an employment base for *the current work force and* those entering the workforce.”
- **IMMEDIATE** – As appropriate, City goals and objectives will be noted on agendas and action items.
- **JUNE 2009** – Staff will develop text for a brief summer 2009 newsletter article updating the community on the City of Everson’s and Whatcom County’s UGA proposals.
- **JUNE 9, 2009** – City Council members, Mayor, and staff meet with Nancy Jordan, Northwest Economic Council, to review and discuss the draft Chapter 19.35 Light Industrial Zone (LI) language currently under Council review.
- **JUNE 2009** – Jack will maintain updates to the City’s website including adding an economic development page with:
  - o Link to Ecology’s PowerPoint presentation on the Federal Shorelines regulatory update that will impact properties in the City of Everson.
  - o Available Lands Survey.
  - o Monthly poll to citizen (use questions from external ED survey and collect input).
  - o City Council and Mayor photos and personal profiles.
- **JULY 2009** – City of Everson will host a booth at the 2009 Everson-Nooksack Summer Festival (Friday evening only). See booth display maps and logistics on next page. Mayor Pratt, Council members John Hammond, Jennifer Lautenbach, and Andy Rowilson will staff the booth.
- **JULY 2009** – Staff will create and distribute a list of the available lands in Everson, and what types of development these lands can accommodate, to economic development partner organizations.
- **AUGUST 2009** – John Perry will provide Council an update on the Lion’s Club’s short-term and long-term ideas for the Nooksack River shoreline property.
- **JULY 2010** – Staff will pursue development of a more robust Parks element in the Capital Facilities Section of the City of Everson Comprehensive Plan 2011 update.

**2009 Everson-Nooksack Summer Festival – City Booth Display Materials & Responsibilities**

MAPS	DAY of LOGISTICS	RESOURCES for REVIEW
<p><i>LARGE VERSION of City of Everson Floodplain Map</i></p> <p><i>SIGN FOR MAP: “What do you love about the City of Everson?”</i></p> <p>All display materials prepared by Everson City Staff</p>	<p><b>Maps:</b> Rick to develop large maps for easel display in booth.</p> <p><b>Awning Tent:</b> Mayor Pratt/Staff locate</p> <p><b>Signage:</b> Debbie and Staff</p> <p><b>Day of:</b> Mayor Pratt, John Hammond, Jen Lautenbach, and Andy Rowlson <u>will</u> <u>gather visitors’ input</u> on the City of Everson’s unique qualities.</p>	
<p><i>City of Everson Current Land Use Zoning Map</i></p> <p>Display materials prepared by Everson City Staff</p>	<p><b>Maps:</b> Rick to develop large maps for easel display in booth.</p> <p><b>Signage:</b> Debbie and Staff</p> <p><b>Day of:</b> Mayor Pratt, John Hammond, Jen Lautenbach, and Andy Rowlson <u>will</u> <u>provide visitors an update</u> on the City of Everson’s and Whatcom County’s UGA proposals.</p>	<ul style="list-style-type: none"> <li>• Copy of Everson UGA proposal to Whatcom County.</li> </ul>
<p><i>City of Everson 2009-2011 Economic Development Priority Goals Sign</i></p> <p>Display materials prepared by Dumas &amp; Associates, Inc.</p>	<p><b>Day of:</b> Mayor Pratt, John Hammond, Jen Lautenbach, and Andy Rowlson <u>will gather visitors’ input</u> on the City of Everson’s Economic Development Work Plan Priority Goals.</p>	<p>Public Comment Box for input on:</p> <ul style="list-style-type: none"> <li>• 2009-2011 Economic Development Work Plan Goals.</li> </ul>

## 2009-2011 Community & Economic Development Partners Outreach Plan

### 2009-2011 Community & Economic Development Partner Approach

The City of Everson’s 2009-2011 Economic Development Work Plan relies on a comprehensive economic development approach that engages a broad range of community and economic development partners in advancing the City’s economic development priority goals for 2009-2011.

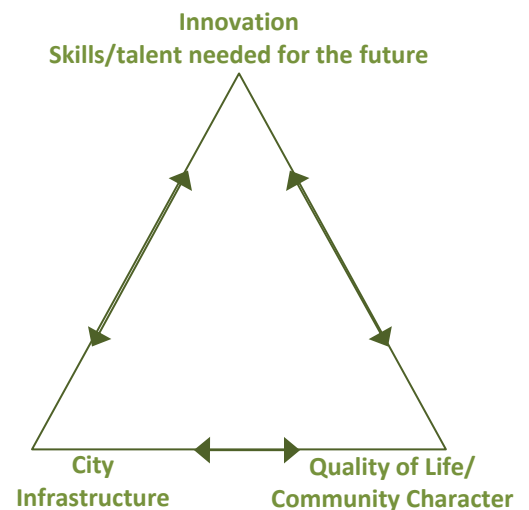
**GOAL 1. Promote and encourage light industry to help establish an employment base for the current work force and those entering the workforce.**

**GOAL 2. Promote and encourage Everson’s continued development as a financial, industrial, business, and cultural center for this region of Whatcom County.**

The City of Everson will develop and build relationships across three core function areas of the 2009-2011 Economic Development Work Plan: **Innovation; Quality of Life and Community Character, and City Infrastructure**. Each area relies on a variety of community and economic development partnerships and cooperating relationships working on behalf of the Everson community.

The *Community & Economic Development Partner 2009-2011 Outreach Plan* outlines key early actions for establishing the relationships, information, and actions necessary to advance the City of Everson’s economic development goals.

See *City of Everson 2009-2011 Economic Development Work Plan* for more detailed information on the priority goals, objectives, and strategies. City Council members will select outreach assignments in June 2009.



Core Areas	Community & Economic Development Partners
<p><b>Innovation</b> <i>Build skills and talent needed for the future</i></p>	<p>Nooksack Valley School District WorkSource Northwest Western Washington University (various departments) Bellingham Technical College Northwest Economic Council (Formerly Bham/Whatcom Economic Development Council) WA State Department of Agriculture Northwest Agricultural Business Center Center for Economic Vitality (formerly SBDC)</p>
<p><b>Quality of Life / Community Character</b> <i>Maintain and enhance community character</i></p>	<p>City of Everson residents, businesses, and landowners Everson Lions Club Whatcom Council of Governments Whatcom County Library System &amp; Friends of the Everson McBeath Library Whatcom Alliance for Health Care Access SEAMAR Community Health Center Whatcom Family &amp; Community Network Everson- Nooksack Chamber of Commerce</p>
<p><b>City Infrastructure</b> <i>Maintain and enhance city infrastructure necessary to support quality of life and economic development goals</i></p>	<p>City of Everson residents, businesses, and landowners City of Everson Planning Commission Port of Bellingham Whatcom Council of Governments</p>

**2009-2011 Community & Economic Development Partners Outreach Plan**

**INNOVATION**

- **Build the skills and talent needed for the future.**
- **Explore local talents and resources that can contribute to building future industry and jobs in the Everson/Nooksack Valley region.**
- **Identify light industries that will be compatible with the City and its surroundings.**

**QUALITY OF LIFE / COMMUNITY CHARACTER**

- Maintain the relaxed atmosphere of a friendly town.
- Provide adequate law enforcement for the protection of the residents of the City.
- Continue the vitalization of Everson’s pedestrian City center and coordinate with commercial development in outlying areas.

**CITY INFRASTRUCTURE**

- Encourage light industry to locate in the City through facilities improvements and zoning.
- Complete Whatcom County Urban Growth Area planning.
- Update commercial, parking, and floodplain zoning.
- 2011 Comprehensive Plan implementation.
- Downtown LID project completion.

**ORGANIZATIONAL SUPPORT & DEVELOPMENT**

- Budget
- Personnel Administration
- Training
- Performance Measurement

**INNOVATION**

**Relationships for Information & Action**

**Nooksack Valley School District**

- Begin discussions with Nooksack Valley School District (NVSD) re: interest in seeking vocational training track with BTC.

**WorkSource Northwest**

- June-September 2009 WorkSource Northwest team will serve the City of Everson’s clerical, wastewater, and parks needs as part of an on-the-job-training skills program.

**Western Washington University – *Andy Rowison***

- Seek service-learning partnership with student-faculty team to develop, conduct, and analyze a market analysis for the City of Everson with: *Center for Economic & Business Research, Center for Service-Learning, and/or College of Business & Economics.*

**Bellingham Technical College**

- In partnership with NVSD, seek regionally-relevant, vocational training track delivered through NVSD and BTC partner program.

**Northwest Economic Council – *John Hammond***

- Explore new light industries appropriate for Everson’s current and planned future sites.

**WA Department of Agriculture – *Mayor***

- Contact Small Farm & Direct Marketing Program to examine Everson’s light industry sites and service requirements for ag-related regional processing facilities. Fred Berman, Program Coordinator (360) 676-2059 or [Hsmallfarms@agr.wa.gov](mailto:Hsmallfarms@agr.wa.gov).

**Northwest Agriculture Business Center – *Mayor***

- Contact to explore Everson’s light industrial areas and potential for ag-related business needs. David Bauermeister, Exec. Director, (360) 336-3727 or [david@agbizcenter.org](mailto:david@agbizcenter.org).

**Center for Economic Vitality – *Andy Rowison***

- Explore prior SBDC project offer to establish a youth vocational training / job development service located within the City of Everson.
- Get update on Center’s fees for technical research services for the City of Everson.

**2009-2011 Community & Economic Development Partners Outreach Plan**

**INNOVATION**

- Build the skills and talent needed for the future.
- Explore local talents and resources that can contribute to building future industry and jobs in the Everson/Nooksack Valley region.
- Identify light industries that will be compatible with the City and its surroundings.

**QUALITY of LIFE /  
COMMUNITY CHARACTER**

- **Maintain the relaxed atmosphere of a friendly town.**
- **Provide adequate law enforcement for the protection of the residents of the City.**
- **Continue the vitalization of Everson’s pedestrian City Center and coordinate with commercial development in outlying areas.**

**CITY INFRASTRUCTURE**

- Encourage light industry to locate in the City through facilities improvements and zoning.
- Complete Whatcom County Urban Growth Area planning.
- Update commercial, parking, and floodplain zoning.
- 2011 Comprehensive Plan implementation.
- Downtown LID project completion.

**ORGANIZATIONAL SUPPORT & DEVELOPMENT**

- Budget
- Personnel Administration
- Training
- Performance Measurement

**QUALITY OF LIFE / COMMUNITY CHARACTER  
Relationships for Information & Action**

**Everson Lions Club** – *John Perry*

- Meet with Board to listen to Club’s long-term ideas for Everson community improvement projects.

**Whatcom County Library System: Everson Branch**  
– *Jennifer Lautenbach*

- Request continued updates on Library services and expansion plans.

**Friends of the Everson McBeath Library**  
– *Jennifer Lautenbach*

- Share link to City’s new economic development webpage and provide regular updates.

**Everson-Nooksack Chamber of Commerce**

- Share link to City’s new economic development webpage and provide regular updates.

**Whatcom Council of Governments** – *Andy Rowison*

- Review Whatcom COG 2005 pedestrian report re: City of Everson and identify next steps for improvements to Everson’s walk-ability.
- Contact Gordon Rogers to see if a City-adopted Parks & Trails Plan is necessary to secure funding capital improvements and acquisitions and any good project/funder fits he sees in 2009-2011.
- Request information on Executive Board duties, nominating procedures for future Everson representative appointment.

**Whatcom Alliance for Health Care Access**

- Explore opportunities to better understand Everson area medical service needs.

**SEAMAR Community Health Center**

- Explore opportunities to better understand Everson area medical service needs.

**A Watered Garden Learning Center**

- Explore opportunities to expand community knowledge about Center services for Everson residents.

**Whatcom Family & Community Network**

- Explore opportunities to expand community knowledge about Network’s activities in the Everson community.

**2009-2011 Community & Economic Development Partners Outreach Plan**

**INNOVATION**

- Build the skills and talent needed for the future.
- Explore local talents and resources that can contribute to building future industry and jobs in the Everson/Nooksack Valley region.
- Identify light industries that will be compatible with the City and its surroundings.

**QUALITY OF LIFE / COMMUNITY CHARACTER**

- Maintain the relaxed atmosphere of a friendly town.
- Provide adequate law enforcement for the protection of the residents of the City.
- Continue the vitalization of Everson’s pedestrian City center and coordinate with commercial development in outlying areas.

**CITY INFRASTRUCTURE**

- **Encourage light industry to locate in the City through facilities improvements and zoning.**
- **Complete Whatcom County Urban Growth Area planning.**
- **Update commercial, parking, and floodplain zoning.**
- **2011 Comprehensive Plan implementation.**
- **Downtown LID project completion.**

**ORGANIZATIONAL SUPPORT & DEVELOPMENT**

- Budget
- Personnel Administration
- Training
- Performance Measurement

**CITY INFRASTRUCTURE**  
**Relationships for Information & Action**

**Everson Residents, Businesses, and Landowners**

- Share link to City’s new economic development webpage and provide regular updates.

**City of Everson Planning Commission**  
– *John Hammond*

- See *Everson 2009-2011 Economic Development Work Plan – Activities by Quarter* for details on Commission regulatory update schedule.

**Northwest Economic Council** – *John Hammond*

- Review Everson light industry definition and assess Everson’s light industrial assets and potential for meeting current industry needs.

**Port of Bellingham** – *John Hammond*

- Explore capital funding resources for implementation of specific capital facilities projects that improve accessibility and services within the City of Everson’s light industrial areas.
- Get update on Small Cities Funds application procedures, allocation guidelines, and schedule.

**Whatcom Council of Governments** - *Andy Rowilson*

- Explore funding resources for transportation improvement projects (pedestrian/car/freight) that will improve connections throughout Everson’s residential and light industry areas.

**2009-2011 Community & Economic Development Partners Outreach Plan**

**City of Everson Economic Development Partner Profiles**

**INNOVATION**

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**Nooksack Valley School District**

**[www.nv.k12.wa.us](http://www.nv.k12.wa.us)**

Mark Johnson, Superintendent

3326 E. Badger Rd., Everson, WA 98247

(360) 988-4754 • [mark.johnson@nv.k12.wa.us](mailto:mark.johnson@nv.k12.wa.us)

Board of Directors - Stephen Jones, Randall Wright, Cheryl Thornton, Chris Haugen, Mark Olson

***Mission***

The mission of the Nooksack Valley School District is to "Ensure the Success of All Students." By this we mean that all students graduate from high school prepared for college, careers, and citizenship. In order to accomplish this mission, we have six focus areas – **Instruction, Curriculum, Assessment, Professional Learning Communities, Community Engagement, and Student Support Systems.**

***Service Overview***

NVSD is a public school district serving the communities of Everson, Nooksack, and Sumas. Population is approximately 1,750 students in five schools – three elementary, one middle and one high school.

**Work Source Northwest**

**[www.worksourcnorthwest.com](http://www.worksourcnorthwest.com)**

Gary Smith, Center Manager

101 Prospect St., Bellingham, WA 98225

(360) 676-1550 or 676-1521 • No email listed

***Service Overview***

The Center is a full-service, one-stop community career center. Access to a wide variety of job search and career exploration resources is available to the public with no fee. Computers for job search, seminars, and workshops, and professional resource specialists provide customers with tools and support for employment or re-employment. Access to most government-funded education, training, and employment assistance is provided.

**Western Washington University**

**[www.wwu.edu](http://www.wwu.edu)**

***Center for Economic & Business Research***

**[www.cbe.wwu.edu/cebr](http://www.cbe.wwu.edu/cebr)**

Hart Hodges, Director

516 High St. / MS 9074, Bellingham, WA 98225 – Parks Hall 326

(360) 650-3909 • [Hart.Hodges@wwu.edu](mailto:Hart.Hodges@wwu.edu)

***Mission***

To establish the College of Business and Economics at WWU as a recognized leader in analyzing business conditions, providing economic forecasts, and being the primary resource center for the business and economic development communities in Washington State.

***Service Overview***

The CEBR works to make academic research in business and economics more accessible to business and community leaders, provide econometric model building and dissemination of regional economic forecasts, offer economic database management and interpretation and coordinates research and outreach with organizations in Lower Mainland British Columbia. The CEBR works closely with other institutes and centers at the university – such as the Border Policy Research Institute (BPRI) and the Center for Economic Vitality (formerly SBDC – as well as chambers of commerce, economic development associations, and community service organizations in the region.

## APPENDIX A

### 2009-2011 Community & Economic Development Partners Outreach Plan

#### **WWU - College of Business & Economics**

[www.cbe.wwu.edu](http://www.cbe.wwu.edu)

Dr. Brian K. Burton, Dean

516 High St. / MS 9072, Bellingham WA 98225 - Parks Hall 419

(360) 650-3896 • [cbe@wwu.edu](mailto:cbe@wwu.edu)

#### **Mission**

To provide high quality programs in business and economics focusing primarily on undergraduate instruction. The CBE serves the needs of students from throughout the region by offering programs that provide a global perspective, knowledge of information technology, and the ability to apply economic and business principles. The CBE also offers a general graduate program in business administration and provides instruction to students from other colleges within the University.

#### **Service Overview**

The CBE is a selective admission college with undergraduate and graduate programs fully accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Academic programs are taught and developed by full-time doctorally-qualified faculty. It is the function of the CBE to prepare students for positions of leadership and stewardship in the management and administration of complex organizations domestic and international, and to develop competencies within the perspectives that form the context for such responsibility.

#### **WWU - Center for Service Learning**

[www.wwu.edu/depts/csl](http://www.wwu.edu/depts/csl)

Tim Costello, Director

516 High St., Bellingham, WA 98225 - Wilson Library 481

(360) 650-2503 • [timothy.costello@wwu.edu](mailto:timothy.costello@wwu.edu) or [service.learning@wwu.edu](mailto:service.learning@wwu.edu)

#### **Mission**

- Provide Training, Support, and Information to faculty about Service-Learning.
- Build Community Capacity to Implement Service-Learning Programs.
- Build Institutional Awareness and Support of Service-Learning.
- Provide Training, Support, and Information to Students about Service-Learning.

#### **Service Overview**

The Center for Service Learning (CSL) acts as a liaison between the community, students, and faculty. When community members collaborate with the CSL, they contribute valuable insight, support, and expertise to students. In turn, the students provide creativity, energy, and skills to address the agency's needs. Community organizations benefit when collaborating with the Center for Service Learning via:

- Access to college resources
- A chance to build a stronger positive relationship with the university
- An opportunity to cultivate a sense of community awareness in students
- Short and long term solutions to pressing community needs
- An opportunity to contribute to students' access to a higher education

#### **Bellingham Technical College**

[www.btc.ctc.edu](http://www.btc.ctc.edu)

Tom Eckert, President

3028 Lindbergh Ave., Bellingham, WA 98225

(360) 752-8334 (President's Office) (360) 752-7000 (Main) • [administration@btc.ctc.edu](mailto:administration@btc.ctc.edu)

BTC is governed by a five-member Board of Trustees, appointed by the Governor. Each member serves a five-year term and must reside within the college's district boundaries.

#### **Mission**

To deliver superior professional technical education for today's needs and tomorrow's opportunities.

APPENDIX A

**2009-2011 Community & Economic Development Partners Outreach Plan**

***Service Overview***

Founded in 1957, BTC is one of 34 community and technical colleges operating under the State of Washington. BTC has a student population of roughly 8,000.

**Center for Economic Vitality**

**[www.cbe.wvu.edu/sbdc/](http://www.cbe.wvu.edu/sbdc/)**

Tom Dorr, Director

119 N. Commercial St., Ste. 195, Bellingham, WA 98225

(360) 733-4014 ext. 123 • tom.dorr@wvu.edu

***Vision/Mission***

To drive economic excellence in our region.

***Service Overview***

Offers no-cost, one-to-one confidential customized business counseling and technical assistance to businesses in Whatcom County. CEV also provides in-depth research services for clients, and selects and participates in special projects that support the endeavors of our community and economic development partners. Work has included surveys, work feasibility studies, cost/benefit analysis, and the development of business plans.

**WA Department of Agriculture**

**[agr.wa.gov/Marketing/SmallFarm/](http://agr.wa.gov/Marketing/SmallFarm/)**

Fred Berman, Program Coordinator

No address listed

(360) 676-2059 • smallfarms@agr.wa.gov

***Mission***

- To increase the economic viability of small farms
- Build community vitality
- Improve the environmental quality of the region

***Service Overview***

Offers resources and tools to assist new and existing farmers to make sound business decisions.

**Northwest Agriculture Business Center**

**[www.agbizcenter.org](http://www.agbizcenter.org)**

David Bauermeister, Executive Director

419 South 1st St., Ste. 200 / P.O. Box 2924, Mt. Vernon, WA 98273-2924

(360) 336-3727 / (888) 707-2021 • david@agbizcenter.org

***Mission***

To improve the economic vitality of the agriculture industry within the NW Washington Counties of Island, San Juan, Skagit, Snohomish, and Whatcom by providing business resources and hands-on guidance to new or existing businesses that produce value-added or innovative agricultural products and services.

***Service Overview***

NABC provides Northwest Washington farmers with the skills and the resources required to profitably and efficiently supply their products to consumers, retailers, wholesalers, foodservice operators, and food manufacturers.

**QUALITY OF LIFE / COMMUNITY CHARACTER**

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**Everson Lions Club**

Bob Forthun, Zone Contact  
PO Box 4471, Nooksack, WA 98276  
(360) 966-4567 – no email listed

***Mission (International)***

To empower volunteers to serve their communities, meet humanitarian needs, encourage peace, and promote international understanding through Lions Clubs.

***Service Overview***

The Everson Lions Club helps support charitable projects in the area including: scholarships for Nooksack Valley and Mount Baker High School students, Nooksack Valley and Foothills food banks, Boy Scouts, The Lions Eye Bank, Camp Horizon, the Everson Senior Center, Everson parks, and the Deming and Everson libraries.

**Whatcom County Library System: Everson Branch**      **www.wcls.org**

Joan Airoidi, Library Director  
5205 Northwest Dr., Bellingham, WA 98226  
(360) 384-3150 ext.201 • jairoidi@wcls.org

Everson Branch: Eileen Shaw, Manager  
104 Kirsch Dr. / P. O. Box 250, Everson 98247  
(360) 966-5100 • eshaw@wcls.org

***Mission***

In partnership with our communities, WCLS brings the joy of reading and the world of ideas to every resident in an open and enriching environment.

***Service Overview***

The WCLS operates nine cooperative community branch libraries and bookmobile service, including the Everson Library. There is a five member Board of Trustees.

**Friends of the Everson McBeath Library**      **www.wcls.org/content/view/68/64**

Eileen Shaw, Contact  
104 Kirsch Dr. / P. O. Box 250, Everson 98247  
(360) 966-5100 • eshaw@wcls.org

***Goal***

To provide continued support of the Everson McBeath Library and surrounding community.

***Service Overview***

Involved in annual Everson Friends Meeting and Program, Silver Tea, Everson/Nooksack Days Parade, Book Sale, *Think Globally, Read Locally in 2009* Cultural Programs, Literacy Trivia Bee. Includes officers and a four member board.

**Everson- Nooksack Chamber of Commerce**      **www.everonnooksackchamber.org**

Kelly Isfeld, Secretary (President's position is vacant at this time 06/09)  
P.O. Box 234 / 103 W. Main St., Everson, WA 98247  
(360) 966-3407 • info@everonnooksackchamber.org

***Mission***

The Chamber of Commerce is a business organization serving the Everson/Nooksack area.

***Service Overview***

Offers business and tourism info for local area, support and coordination of area events.

## APPENDIX A

### 2009-2011 Community & Economic Development Partners Outreach Plan

#### **Whatcom Council of Governments**

**[www.wcog.org](http://www.wcog.org)**

Jim Miller, Executive Director (jim@wcog.org)    Gordon Rogers, Deputy Director (gordon@wcog.org)  
314 E. Champion St., Bellingham, WA 98225  
(360) 676-6974 • wcog@wcog.org

#### ***Mission***

To provide general and special governments with an organized means of providing a more unified response to significant issues of this regional Whatcom County community.

#### ***Service Overview***

The Council of Governments is made up of Whatcom County and its cities, plus two water districts and the Port of Bellingham. It has no legislative authority of its own. WCOG provides technical support, coordination for transportation and census data information services to its members. The Council is the region's Metropolitan Transportation Planning Organization and Regional Transportation Planning Organization which coordinates state and federal transportation planning requirements and prioritization of transportation projects in Whatcom County. In April 1997, the Council became the lead agency for coordinating cross-border issues with U. S. and Canadian local, state, provincial, and federal agencies. Includes an eight member Executive Board and full council.

#### **Whatcom Alliance for Health Care Access**

**[www.whatcomalliance.org/](http://www.whatcomalliance.org/)**

Kerri Lenderman, Executive Director  
800 E. Chestnut St., Lower Level, Ste. 2 Bellingham WA 98225  
(360) 788-6531 • kslenderman@hinet.org

#### ***Purpose***

Healthcare access is not just a local problem. It is a symptom of a larger state and national crisis ... a health care system that is broken. WAHA is committed to facing this problem and working together as a community to build legislative and programmatic solutions that ensure that all Whatcom County residents have access to core health care services.

#### ***Service Overview***

The Whatcom Alliance for Healthcare Access is a non-profit organization dedicated to promoting access to healthcare services for all members of our community. Composed of a wide range of partners including leaders from the non-profit, business, and governmental sectors, as well as many local health care organizations, they are dedicated to solving community healthcare problems. WAHA is focused on the following local solutions:

- Providing client services for people wanting information and assistance about health insurance and accessing health care in Whatcom County.
- Recruiting much-needed physicians to the area and retaining the doctors already serving Whatcom County.
- Providing information for decision makers and the community about sound healthcare policies.

#### **Sea Mar (Everson Medical Clinic)**

**[www.seamar.org](http://www.seamar.org)**

Rogelio Riojas, President & CEO, Mary Bartolo, Executive Vice-President  
Administration: 1040 S. Henderson St. - Seattle, WA 98108  
(206) 763-5277 - rogelio.riojas@seamarchc.org or mary.bartolo@seamarchc.org  
Clinic: 6884 Hannegan Rd. - Everson, WA 98247-9637  
(360) 354-0766 – George Minor, Clinic Manager

#### ***Mission***

Sea Mar Community Health Center is a community-based organization committed to providing quality, comprehensive health and human services to diverse communities, specializing in service to Latinos.

## APPENDIX A

### 2009-2011 Community & Economic Development Partners Outreach Plan

#### **Service Overview**

In 1999, the Lynden Medical Clinic moved to a newer, larger facility outside Everson at 6884 Hannegan Road. This clinic provides primary medical care, obstetrics, breast and cervical health screening, immunizations, medication refills, health insurance assistance, and walk-in option for urgent dental health care and fluoride varnish for all pediatric clients.

#### **A Watered Garden Family Learning Center www.awateredgarden.org**

Cheryl Brown, Executive Director

Everson SDA Community Services Center Facility

700 Strandell St. / PO Box 218 (donation address) - Everson, WA 98247

(360) 393-9392 • [awateredgardenflc@comcast.net](mailto:awateredgardenflc@comcast.net)

#### **Mission**

Watering seeds of change for effective family transformation...A Watered Garden Family Learning Center is a service organization dedicated to offering educational opportunities to individuals and families that enrich personal growth and develop community well-being.

#### **Service Overview**

A Watered Garden Family Learning Center is part of a Whatcom County project to bring opportunities to families to help increase the capacity to move from poverty to prosperity in health, education, housing, and employment through interagency collaboration. A Watered Garden Family Learning Center is a non-profit organization open to community support and participation. Families are transformed through literacy programs designed for non-native and native English speakers, including:

- English as a Second Language (ESL)
- Citizenship Prep
- Conversational Spanish
- Computer Skills
- Family To Family Neighborhood Conversations about safety and recreation for the community children
- GED and on-line ESL
- Parenting classes for gang awareness, disaster preparedness, family needs and health topics
- Part-time clothing bank

#### **Whatcom Family & Community Network www.wfcn.org**

Geof Morgan, Executive Director

1231 N. Garden St., Ste. 210 – Bellingham, WA 98225

(360) 738-1196 • [geofmorgan@wfcn.org](mailto:geofmorgan@wfcn.org)

#### **Mission**

To build the capacity of our community to support children, youth, and families to develop the skills and opportunities they need to lead healthy, productive lives.

#### **Service Overview**

WFCN is a private, non-profit organization that meets their mission by helping others meet theirs. WFCN functions as a catalyst and facilitator to assure abundant resources, both formal and informal, are available for families. WFCN offers support to organizing efforts at the grassroots level, support to strategic county-wide partnerships and initiatives, assists in the development of funding and resources to local efforts, promotes youth and adult service, leadership, and recognition, broadens the diversity of civic engagement in local action, promotes asset-based and family support practices, pilots and tests promising practices in family support and offers training and education to support local leadership.

**City of Everson Residents, Businesses, and Landowners**

- Updates will be provided through the new economic development webpage on the City’s website.
- 2009 Everson Festival Booth for community input and questions.

**City of Everson Planning Commission**

- See City of Everson Economic Development Work Plan for details of 2009-2011 Commission roles and responsibilities, include pre-hearing workshops for more informal information exchange.

**Northwest Economic Council** (formerly Bham / Whatcom Economic Development Council) **www.bweduc.org**

Nancy Jordan, Executive Director  
115 Unity St., Ste. 101 / P.O. Box 2803, Bellingham, WA 98227-2803  
(360) 676-4255 • nancy@bweduc.org

***Mission***

The Northwest Economic Council (formerly Bellingham Whatcom Economic Development Council) is a public/private partnership whose mission is to provide economic development leadership and services that sustain and enhance the vitality of Whatcom County.

***Service Overview***

The NEC’s emphasis is on the retention and expansion of existing business. The NEC holds a key position in this Region as the designated Associate Development Organization (ADO) for Whatcom County. The ADO is the lead agency for economic development in each county of Washington State, and as such, provides free, confidential counseling for in-bound businesses, client services, initial point of contact for site selectors, and can serve as a capacity builder for the local economic development network and help develop long-term economic strategies.

**Port of Bellingham** **www.portofbellingham.com**

Executive Director: Jim Darling (through July 10, 2009) or Fred Seeger (Beginning July 13, 2009)  
Dodd Snodgrass, Business Development dodds@portofbellingham.com  
1801 Roeder Ave. / P.O. Box 1677, Bellingham, WA 98225  
(360) 676-2500 • see email above

***Mission***

To fulfill the essential transportation and economic development needs of the region while providing leadership in maintaining Greater Whatcom’s overall economic vitality through the development of comprehensive facilities, programs, and services. In so doing, the Port pledges to work cooperatively with other entities — within the framework of community standards — and to be a responsible trustee of our publicly-owned assets.

***Service Overview***

The Port of Bellingham promotes economic development and transportation, and ensures public ownership of our waterfront. The Port is an independent, county-wide government overseen by three non-partisan, elected Commissioners, who serve 4-year terms. The Port of Bellingham and its local partner agencies, including the Northwest Economic Council (formerly BWEDC), Center for Economic Vitality (formerly SBDC), Chambers of Commerce, and municipalities, work collaboratively to provide customized economic development services. As a local government, the Port of Bellingham can apply for grants and low-interest loans for facilities to assist business location and expansion. The Port can also pursue funding for existing and prospective tenants, and provide expertise for economic development prospects within Whatcom County.