CITY OF SULTAN
AGENDA ITEM COVER SHEET

Date: November 8, 2007

AGENDA ITEM: A-5

SUBJECT: Northwest Property - eCityGov.net

CONTACT PERSON: Donna Murphy Grants and Economic Development Coordinator

ISSUE:
The issue before Council is to authorize the Mayor to sign an agreement with eCityGov Alliance for a one year membership to participate in NWproperty.net. NW Property.net is a marketing tool to advertise available commercial properties in the Sultan area to encourage economic development.

SUMMARY STATEMENT
At the September 17, 2007 regular meeting of the Sultan City Council, John Backman Executive Director of eCityGov Alliance gave a presentation to Council on the Alliance's NWProperty.net website. This presentation outlined the services that provide internet exposure of Sultan's commercial properties that are for sale or lease and listed with the Commercial Broker's Association.

Northwest Property - Membership in the Alliance's NWproperty.net website provides a comprehensive listing of commercial property for sale and lease, demographic reports, and public data specific to the Sultan area and other participating cities. The site provides valuable information to commercial site selectors all over the world. 32 cities and agencies are currently participating in the program.

The cost for Sultan to participate is $500 per year. A link to the site will be available on the City's official web site.

This program is endorsed by Snohomish County Economic Development District and Snohomish County Economic Development. *See attached letter of Support from Steve Pottle, Manager of the Office of Economic Development of Snohomish County. (Attachment A)*

Sample pages from the NWProperty.net website are provided as Attachment B

Copies of Mr. Backman's Power Point presentation are provided as Attachment C

FISCAL IMPACTS:
$500 per year. Project cost is provided in the 2008 Budget for Economic Development.

ALTERNATIVES:
1. Accept the proposal and direct the Mayor to sign the contract with Northwest Property – eCityGov Alliance
2. Reject the proposal

If the Council rejects the proposal, the City Council could direct staff to initiate discussions with the Commercial Broker's Association (CBA) to develop a link to the CBA on Sultan's official website. In conversations with Councilmember Blair, the CBA has indicated a willingness to provide a link. However, the CBA does not provide the demographic information available on NWproperty.net (Attachment D)

STAFF RECOMMENDATION:

Staff recommends acceptance of the proposal for the following reasons:

1. Very low cost - $500/year
2. High visibility for commercial properties for sale or lease in the Sultan area.
3. Snohomish County Economic Development's financial commitment of $30,000 per year that allows small cities such as Sultan to join at a substantial reduced cost.
4. Snohomish County Economic Development's commitment to market Northwest Properties – eCityGov.net in all of their future marketing materials including an international site selector/investor conference in Hong Kong.
5. Commitment and endorsement of Snohomish County Economic Development District

Recommended Motion:
I move to direct Mayor Tolson to sign the agreement with eCitygov Alliance for one year membership of $500.

Attachments
A - Letter of Support from Steve Pottle, Manager of the Office of Economic Development of Snohomish County
B – Sample pages from the NWProperty.net website
C – Copies of Mr. Backman's Power Point presentation
D – Sample pages from the CBA website
E – Subscription Agreement

ATTACHMENT A

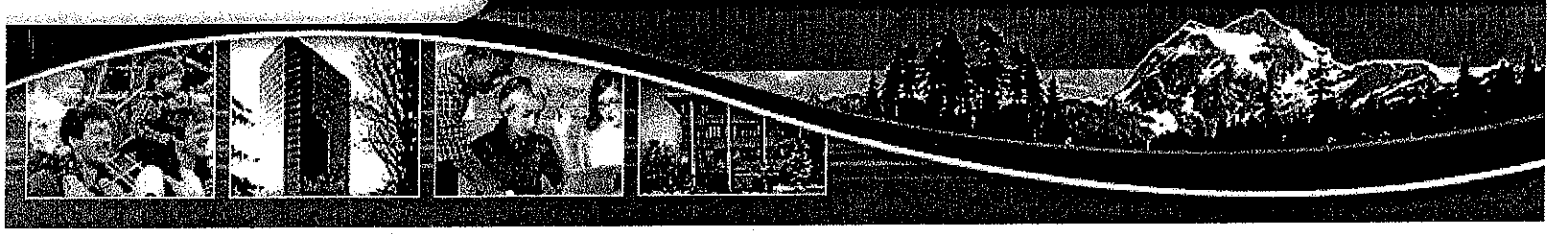
Donna,

The Snohomish County Office of Economic Development is committed to economic prosperity throughout all of Snohomish County. One of the ways for us to assist in the marketing of our county was to join with NW Property.net to market property and data to a national and international audience. The County reached an agreement with NW Property.net to help fund this project and contributes approximately $ 30,000 a year to this effort. Our contribution helps to sustain this on-going project and defer the cost for all communities within Snohomish County. We will be marketing NW Property.net in all of our future marketing materials including an international site selector/investor conference in Hong Kong. We hope that you are able to join in this process and expand our community outreach regionally, nationally and internationally. If you should have any questions, please contact me. John is addressing the CIBA issue for your Council.

Steven Pottle
Manager
Office of Economic Development
Snohomish County
3000 Rockefeller Ave., M/S 611
Everett, WA 98201
Phone: 425-388-3219
Cell: 360-701-9521
Fax: 425-388-3670
steven.pottle@co.snohomish.wa.us

ATTACHMENT B

NWProperty.net



Find Commercial Property in:

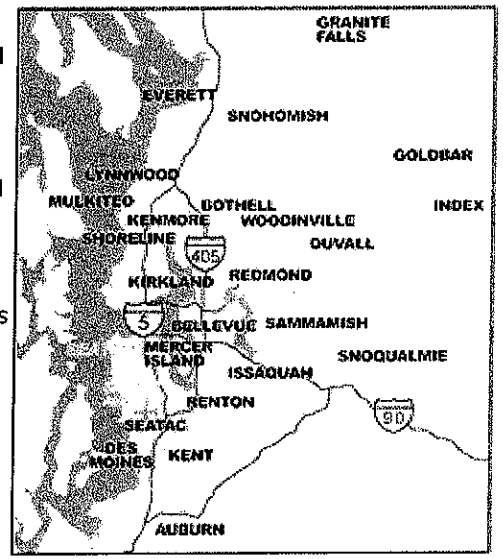
King County

Snohomish County

Welcome to NWProperty.net

...and to the Puget Sound Region, which blends the best of outdoors with cosmopolitan urban centers, the spirit of innovation that created Microsoft, award-winning institutions of higher learning, and family-oriented communities.

NWProperty is your portal to a comprehensive listing of commercial property for sale and lease, demographic reports, and public data. Let your search begin here. You'll see that a view of Puget Sound, Lake Washington, or the Cascades and Olympic Mountain ranges is more the norm than a rare find. And you'll discover the many benefits of living and working in Washington.



NWProperty is a product of city governments working together and in partnership with the Commercial Brokers Association (CBA) and other organizations to promote the Puget Sound Region and ensure a sustainable economy.

Economic Development Links

Cities

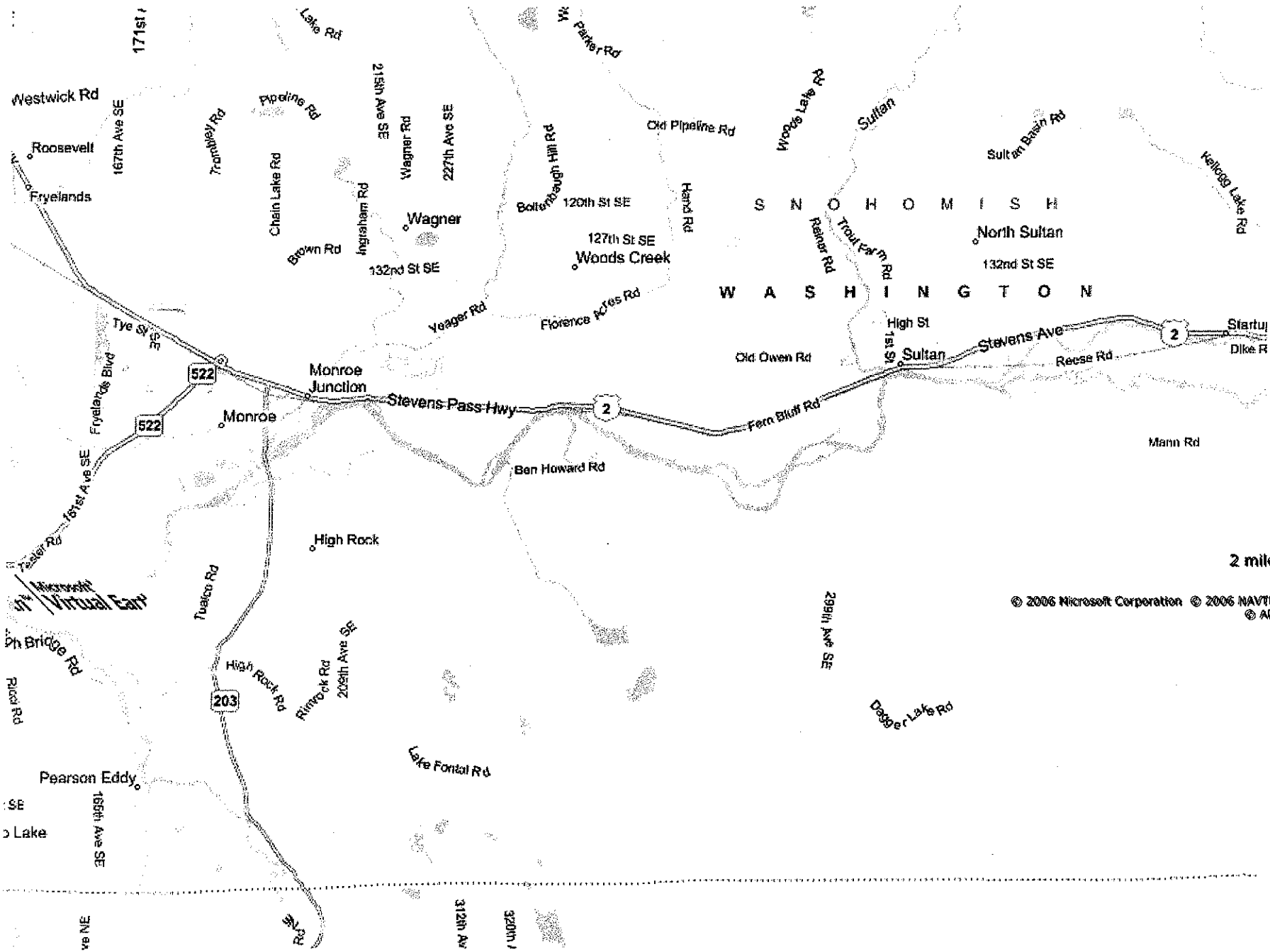
- Auburn
- Bellevue
- Bothell
- Burien
- Darrington
- Des Moines
- Duvall .pdf
- Everett
- Gold Bar
- Granite Falls
- Index
- Issaquah
- Kenmore
- Kent
- Kirkland
- Lynnwood
- Mercer Island
- Mountlake Terrace
- Mukilteo
- Redmond
- Renton
- Sammamish
- SeaTac
- Shoreline
- Snohomish
- Snoqualmie
- Tukwila
- Woodinville
- Woodway

Counties

- Snohomish County Office of Economic Development
- Snohomish County Airport (Paine Field)

Economic Development Agencies

- Snohomish County Economic Development Council


Westwick Rd
Roosevelt
Fryelands
167th Ave SE
171st
Lake Rd
Pipeline Rd
Trombley Rd
Chain Lake Rd
Brown Rd
Ingraham Rd
215th Ave SE
Wagner Rd
227th Ave SE
Wagner
132nd St SE
Parker Rd
Bottenbaugh Hill Rd
120th St SE
127th St SE
Woods Creek
Old Pipeline Rd
Hand Rd
Woods Lake Rd
Sultan
Sultan Basin Rd
Kellogg Lake Rd
S N O H O M I S H
W A S H I N G T O N
North Sultan
132nd St SE
Rainer Rd
Trout Farm Rd
Yeager Rd
Florence Acres Rd
High St
1st St
Sultan
Stevens Ave
Reese Rd
Startup
Dike R
Old Owen Rd
Tye St SE
Fryelands Blvd
522
Monroe Junction
Monroe
Stevens Pass Hwy
2
Fern Bluff Rd
Mann Rd
Ben Howard Rd
161st Ave SE
Tester Rd
High Rock
Tualco Rd
Microsoft Virtual Earth
Ph Bridge Rd
Ricci Rd
High Rock Rd
203
Rimrock Rd
209th Ave SE
299th Ave SE
Dagger Lake Rd
Lake Fontal Rd
Pearson Eddy
165th Ave SE
Lake
312th Av
320th
2 miles
© 2006 Microsoft Corporation © 2006 NAVTEQ
© AND

Commercial Property Search

Airport Rd Business Ctr

Rent Ask: **$14.04**	Property ID 55739
Address:	11627 Airport Road Everett WA, 98204
County:	Snohomish

For More Information

Contact:	Paul Jerue
Company:	Broderick Group, Inc.
Phone:	(425) 646-5223
Email:	jerue@broderickgrp.com

Listing Data by:

CBA COMMERCIAL BROKERS ASSOCIATION

Features **Demographics** **Back**

Demographic Data For This Block Group

(Click on the buttons bellow to view the Block Group Data)

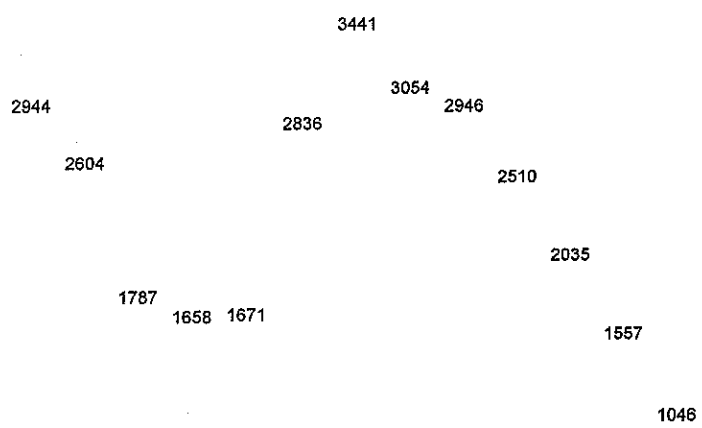
Demographic Data For Zipcode 98204

Print

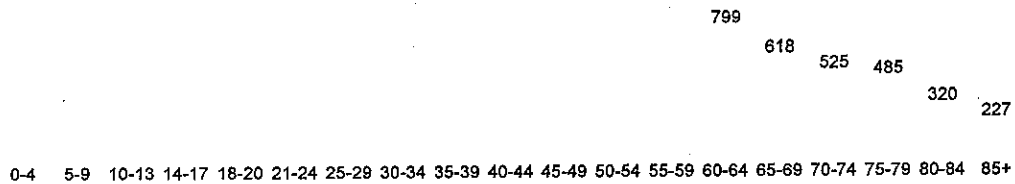
Population & Housing

Population		Housing	
Male	16,870	Vacant Dwellings	1,318
Female	16,193	Owner Occupied	4,386
Total Population	33,063	Renter Occupied	9,137
Median Age	28	Avg # of Vehicles	2

Age & Race Demographic



Race	
White	25,950
Black	1,464
American Indian	487
Asian/Pacific Islander	3,226
Hispanic	3,749



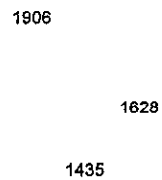
Other 1,935

Net Worth & Occupations

Networth	
< 0	1,723
1k - 5k	1,989
5k - 10k	1,017
10k - 25k	1,638
25k - 50k	1,641
50k - 100k	1,916
100k - 250k	2,177
250k - 500k	812
> 500k	413
Median Net Worth	29,509
Average Net Worth	71,563

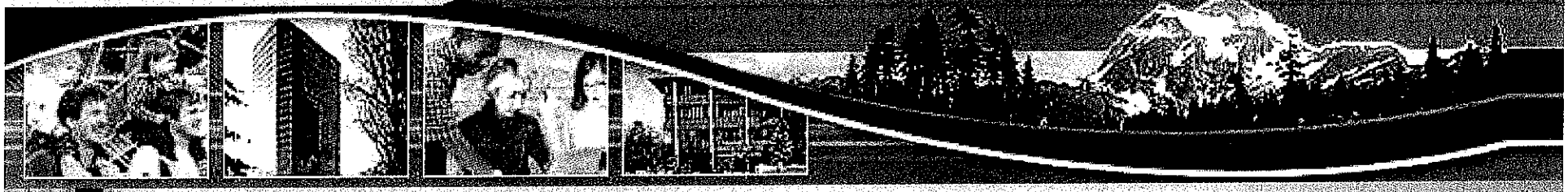
Occupation	
Executive	1,672
Professional	1,727
Technicians	563
Sales	1,726
Clerical	2,580
In Home Business	56
Protective Service	294
Services	1,761
Primary	47
Operator	1,360
Production	2,990
Materials	463
Laborers	516

Wealth Breakdown



ATTACHMENT C

NWproperty.net



eCityGov Alliance

for
Mayor Ben Tolson &
City of Sultan City Council

NWproperty.net

eCityGov Alliance Services

- MyBuildingPermit.com
- NWProperties.net
- MyParksandRecreation.com
- NWMaps.net

- Serving 32 cities and agencies

How Did We Get Here?

- Economic downturn, 2001-02
  - .com bust
  - Boeing slowdown
- Internet - national and international reach
- Formed focus group
  - Partnership with CBA
- Attract/retain business to the region

Snohomish County EDC

- Regional commercial property service
  - Application/vendor review June 2006
  - NWProperty.net selected November 2006
  - Service planned for 23 county, cities & agencies
- Benefits
  - Significantly lower cost
  - Provided by government, for government

Snohomish County Partnership

Signed Agreements

- Office of Economic Development, Snohomish County
- Snohomish County Airport
- Everett
- Darrington
- Gold Bar
- Granite Falls
- Index
- Lynnwood
- Mountlake Terrace
- Mukilteo
- Snohomish
- Snohomish County EDC
- Woodway

Pending Agreements

- Arlington
- Brier
- Edmonds
- Lake Stevens
- Marysville
- Monroe
- Stanwood
- Sultan
- Port of Edmonds
- Port of Everett
- Tulalip Tribes

NWProperty.net Today

- Commercial Brokers Association (CBA) listings
- Business demographics
- Assessor property data
- Market research
- Contacts:
  - Local ED managers
  - Snohomish County EDC
  - Listing brokers
- Recruitment tool
- Retention tool

NWProperty.net Serves

- International investors
- National site selectors
- Small business
- ED & other County staff
- Commercial brokers

Benefits

- Global reach
- Regional exposure
- Cost effective
- One-stop shopping

Next steps

- ✓ Launched Snohomish County & Cities
- Data enhancements - underway
  - Port & airport properties
  - Business demographics
- Marketing plan
- Search engine optimization
- Hong Kong Real Estate Expo (tentative)

northwest property - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.google.com/search?hl=en&rlz=1T4HPNN_en___US216&q=northwest+property

Google northwest property

Web Images Video News Maps Gmail more

Sign in

Google northwest property Search Advanced Search Preferences

New! View and manage your web history

Web

Results 1 - 10 of about 3,090,000 for northwest property. (0.14 seconds)

NWProperty.net - Welcome to NWProperty.net
NWProperty is your portal to a comprehensive listing of commercial **property** for sale and lease, demographic reports, and public data. ...
www.nwproperty.net/ - 17k - Cached - Similar pages

northwest real estate
www.nwrealestate.com/nwrpub/ - Similar pages

Northwest Property Management
A full-service **Property** Management Company for the Coeur d'Alene area of North Idaho. The site includes information for **property** owners and homeowners who ...
northwestpropertymanagement.com/ - 10k - Cached - Similar pages

Northwest Property Imaging
Virtual tours and professional photography you can afford. Buyers prefer to interactively view homes for sale on-line before they contact a realtor. ipix ...
www.nwpimaging.com/ - 12k - Cached - Similar pages

Northwest Property Management Associations
The ARM® committee provides continuing education programs for its members; serving over 3200 **Property** Management Professionals Nationwide. ...
www.propertymanagementnw.com/associations.html - 11k - Cached - Similar pages

Inland **Northwest Property**, Dan McGuire is dedicated to serve you
Welcome to Inland **Northwest Property**.com. Search Spokane MLS for **property** in ... Inland **Northwest Property** Dedicated to serve you in our beautiful **Northwest** ...
www.inlandnw**property**.com/ - 22k - Cached - Similar pages

Property North West, Rustenburg, Kroondal, Mafikeng, Klerksdorp ...
Property Real Estate Agents in **North West**, properties Rustenburg, Klerksdorp, Mafikeng, Hartebeespoortdam, Mabatho.
www.cyberprop.com/**northwest**/Properties%20North%20West%20Province%20Rustenburg%20Mafikeng_Default.htm - 28k - Cached - Similar pages

Property Search - **North West** England
HouseWeb's properties - search for **property** in. ... You are in: **North West** England ... Save thousands by advertising on the UK's leading **property** site ...
www.houseweb.co.uk/prop/search/**northwest**.html - 23k - Cached - Similar pages

Northwest Waterfront Real Estate **Property** - Montana, Oregon, and ...
Northwest Waterfront Real Estate information in Montana, Oregon, and Idaho as well as

Sponsored Links

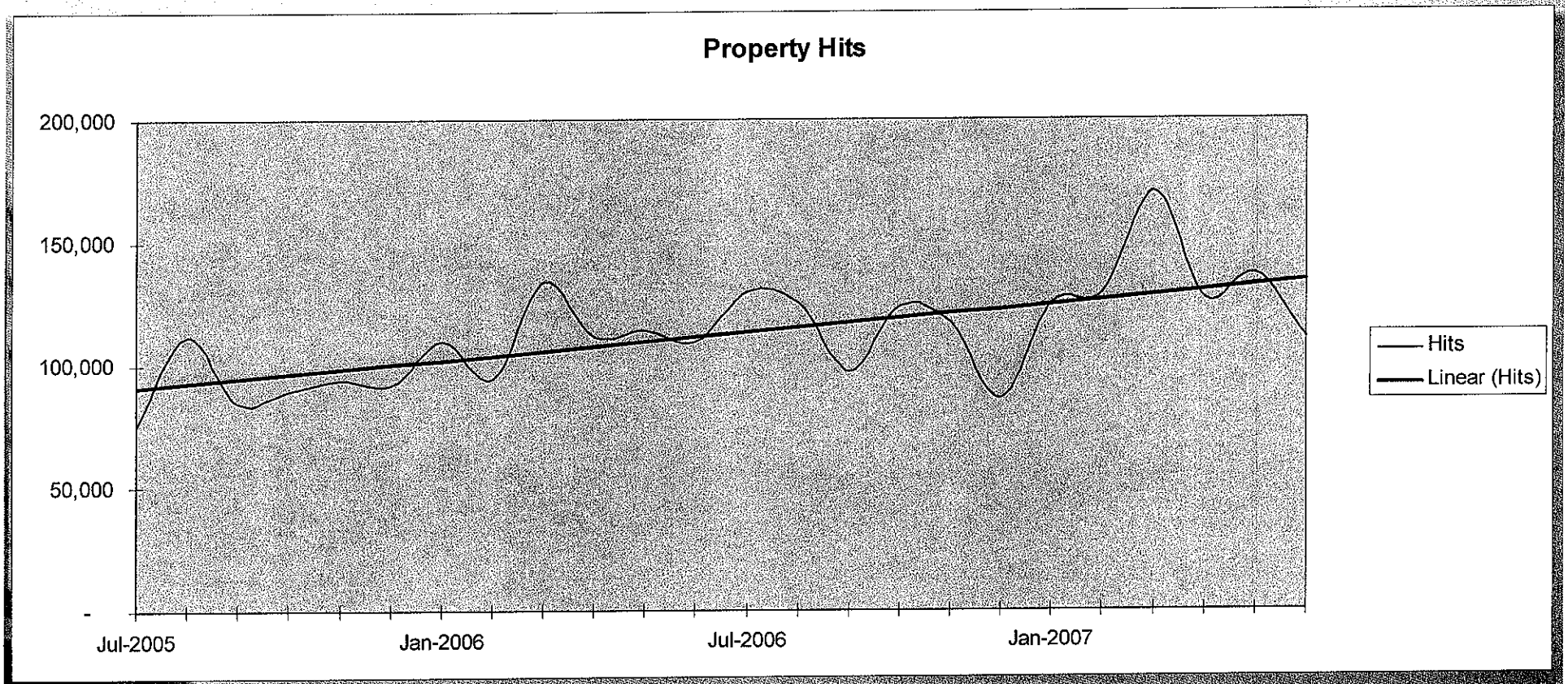
Snohomish County Homes
Search for homes online with access to All house listings for sale.
www.barbsbestbuys.com

Northwest Property
View Properties For Sale. Buy or Sell Your **Property** With No Stress!
www.thehousingpages.com

Northwest Property
Bid on **Northwest Property** now! Find Land.
www.eBay.com

Internet

Use Trends


Property Hits
200,000
150,000
100,000
50,000
-
Jul-2005
Jan-2006
Jul-2006
Jan-2007
Hits
Linear (Hits)

NWproperty.net

Find Commercial Property in:

King County

Snohomish County

- Bothell
- Darrington
- Everett
- Gold Bar
- Granite Falls
- Index
- Lynnwood
- Mountlake Terrace
- Mukilteo
- Snohomish
- Woodway

Welcome to NWProperty.net

...and to the Puget Sound Region, which blends the best of outdoors with cosmopolitan urban centers, the spirit of innovation that created Microsoft, award-winning institutions of higher learning, and family-oriented communities.

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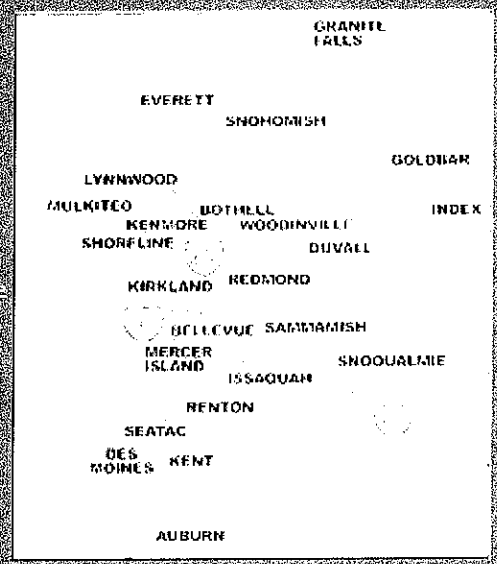

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Economic Development Links

Cities

- Auburn
- Bellevue
- Bothell
- Burien
- Darrington
- Des Moines
- Duvall .pdf
- Everett
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- Granite Falls
- Index
- Issaquah
- Kenmore
- Kent
- Kirkland
- Lynnwood
- Mercer Island
- Mountlake Terrace
- Mukilteo
- Redmond
- Renton
- Sammamish
- SeaTac
- Shoreline
- Snohomish
- Snoqualmie
- Tukwila
- Woodinville
- Woodway

Counties

- Snohomish County Office of Economic Development
- Snohomish County Airport (Paine Field)

Economic Development Agencies

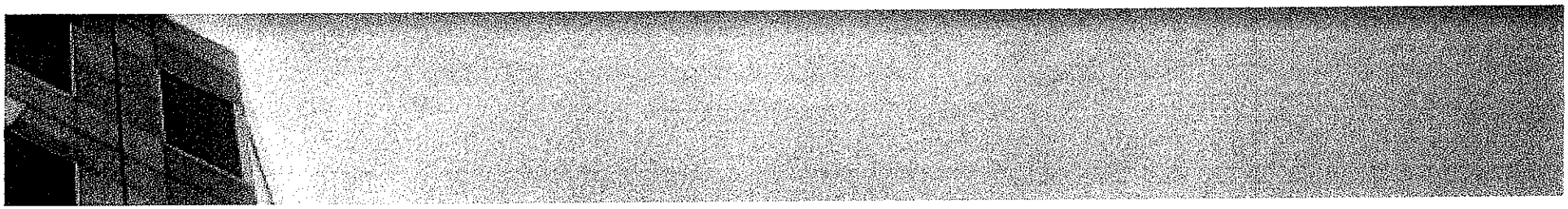
- Snohomish County Economic Development Council
- enterpriseSeattle

» Jurisdiction Contacts

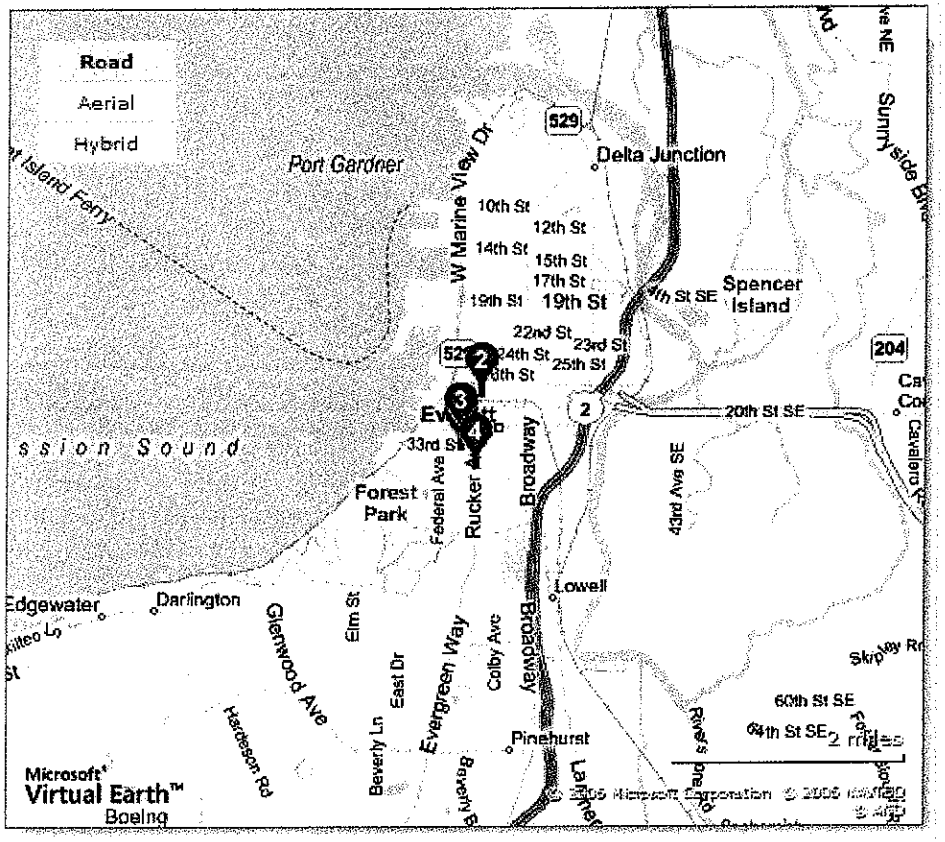
Snohomish County
Steven C. Pottle
Economic Development Manager
Snohomish County
M/S 604, 3000 Rockefeller
Everett, WA 98201-4046
(425) 388-3219
Steven.Pottle@co.snohomish.wa.us
http://www1.co.snohomish.wa.us/

Snoqualmie
Nancy Tucker
Planning Director
City of Snoqualmie
PO Box 987
Snoqualmie, WA 98065
425.888.5337
FAX 425.831.6041
ntucker@ci.snoqualmie.wa.us
www.cityofsnoqualmie.net

Snohomish County Airport
Bill Lewallen
Deputy Director, Property Development
Snohomish County Airport
3220 100th St. SW
Everett, WA 98204
425.388.5116
bill.lewallen@co.snohomish.wa.us
http://www.painefield.com/



Commercial Property Search



Search Type

(•) For Lease ( ) For Sale

Property Type

[x] Office [ ] Retail [ ] Industrial

Search Criteria

	Min	Max
Rent ($/SqFt/Yr):	0	10.00

Class: Select Building Class

City: Auburn, Bellevue, Bothell, Burien, Des Moines, Darrington, Duvall, Everett, Gold Bar, Granite Falls

SqFt Needed: 1300 – 2000

Street Name:

Click Here to Search

Listing Data by: CBA COMMERCIAL BROKERS ASSOCIATION

Back

Locate properties that meet specifications

Results: 5

1316 Wall Street

Map Position 1

1 Holly Place

Address 8620 Holly Dr - Everett

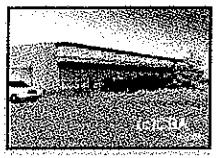
Suite	Broker	SQFT	Rent
Floor-2	Keller Williams Realty	2,140	$13.00

Map Position 2

1020 SE Everett Mall Way

Address 1020 SE Everett Mall Way - Everett

Suite	Broker	SQFT	Rent
A	America's Choice Real Estate	1,500	$0.00



Map Position 3

11632 Evergreen Way

Address 11632 Evergreen Way - Everett

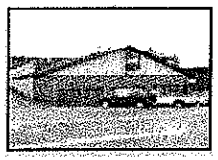
Suite	Broker	SQFT	Rent
A,C,F,G	First Western Properties, Inc.	11,000	$30.00

Map Position 4

1202 Hewitt Avenue

Address 1202 Hewitt Ave - Everett

Suite	Broker	SQFT	Rent
Floor-1 & 2	Downtown Dennis Real Estate	4,368	$6.87
-NA-	Downtown Dennis Real Estate	4,368	$6.87
-NA-	Downtown Dennis Real Estate	4,368	$6.87

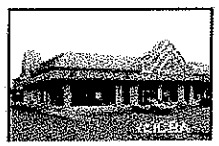


Map Position 5

1206 Hewitt

Address 1206 Hewitt Ave - Everett

Suite	Broker	SQFT	Rent
-NA-	ProStaff Real Estate, Inc.	0	$11.50
-NA-	ProStaff Real Estate, Inc.	0	$11.00

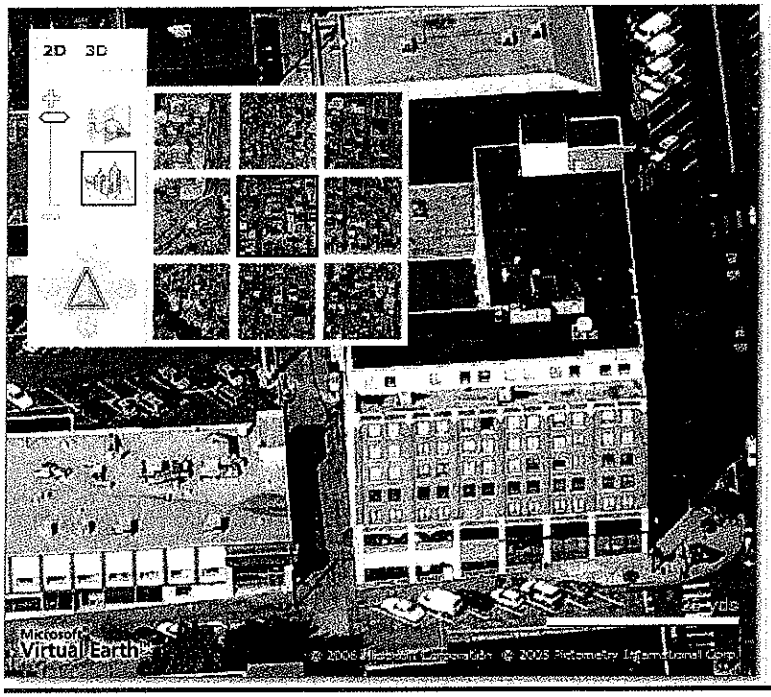


12717 4th Avenue W

Address 12717 4th Ave W - Everett

Suite	Broker	SQFT	Rent

Commercial Property Search



Bank of Everett Tower

Rent Ask: **$15.48**	Property ID 53179
Address:	2722 Colby Ave Everett WA, 98201
County:	Snohomish

For More Information

Contact:	Blake Stedman
Company:	Coast Real Estate Services
Phone:	(425) 551-0829
Email:	bstedman@coastmgt.com

Listing Data by:

CBA COMMERCIAL BROKERS ASSOCIATION

Features | Demographics | Back

3D and birds eye views

Print

Property Features

Property Type:	Office	**Year Built:**	1925
Total Building SqFt:	95,000	**Total SqFt of Lot:**	16553.00
Total Rentable Area:		**Floors:**	7
Parking Total:		**Year Remodeled:**	
Elevators:	No/Unk	**Class:**	-

Selected Unit Information

Unit SqFt:	190	**Unit Floor:**	
Suite #:	713	**Available Date:**	10/16/06
Anchors:		**Status:**	Avail
Lease Type:	Net/NNN	**Sub Lease:**	No

Description

Prime downtown location on the corner of California and Colby Avenues. Newly remodeled office space with views at unbelievably low prices. Available Now!

Everett Property Information:

Demographic Data For This Block Group

(Click on the buttons bellow to view the Block Group Data)

Education Attainment | Households & Housing Units | Income & Net Worth
Population | Employment | Consumer Expenditures
Business Listings

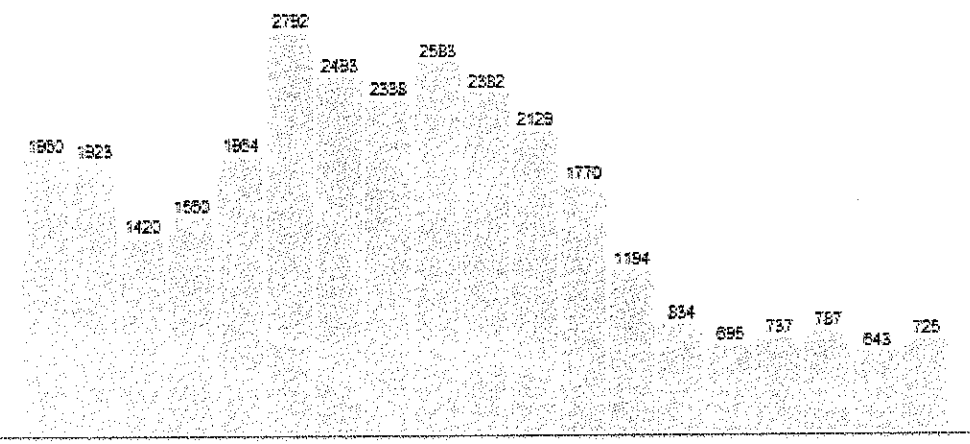
Demographic Data For Zipcode 98201

Print

Population & Housing

Population		Housing	
Male	16,530	Vacant Dwellings	979
Female	14,399	Owner Occupied	4,983
Total Population	30,931	Renter Occupied	7,031
Median Age	32	Avg # of Vehicles	1

Age & Race Demographic

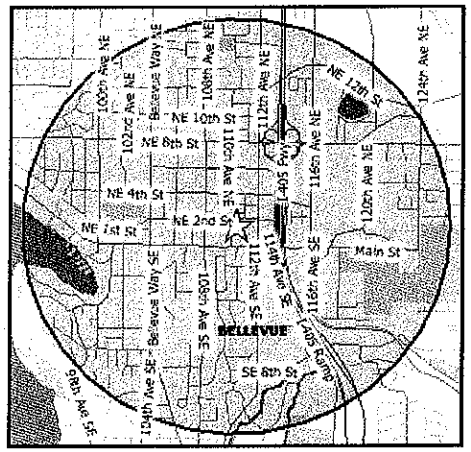


Race	
White	26,626
Black	1,169
American Indian	692
Asian/Pacific Islander	1,341
Hispanic	2,196
Other	1,103

Income and Net Worth by Census Block Group

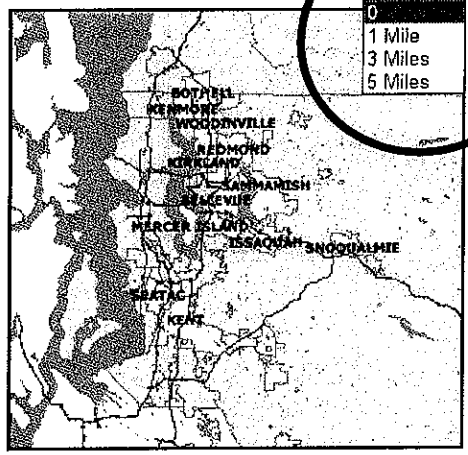
8/10/2007

1 Mile Radius



Change Radius: 0

0
1 Mile
3 Miles
5 Miles



2004 Household Net Worth	Number	Percent
Median Household Net Worth	$227,810	N/A
< $15,000	1,094	15.4%
$15,000 - $34,999	377	5.3%
$35,000 - $49,999	182	2.6%
$50,000 - $74,999	325	4.6%
$75,000 - $99,999	312	4.4%
$100,000 - $149,999	627	8.8%
$150,000 - $249,999	856	12.0%
$250,000 - $499,999	1,249	17.5%
> $500,000	2,105	29.5%

2004 Household Income	Number	Percent
Median Household Income	$64,966	N/A
< $15,000	1,007	14.1%
$15,000 - $34,999	916	12.9%
$35,000 - $49,999	1,091	15.3%
$50,000 - $74,999	1,323	18.6%
$75,000 - $99,999	1,064	14.9%
$100,000 - $149,999	968	13.6%
$150,000 - $249,999	424	5.9%
$250,000 - $499,999	254	3.6%
> $500,000	80	1.1%