

CITY OF SULTAN  
AGENDA ITEM COVER SHEET

---

Agenda Item :                    Presentation  
Date:                              February 28, 2008  
SUBJECT:                         City of Sultan Economic Development Web Page

CONTACT PERSON: Donna Murphy Grants and Economic Development Coordinator

---

**ISSUE:**

Introduce the Economic Development Web Page to the City Council for comments and thoughts on the content and layout.

**SUMMARY STATEMENT:**

At the Council Retreat it was determined that Economic Development and marketing Sultan is a primary Budget Theme for the City Council.

Mayor Eslick and staff have been working with the City's Webmaster, Caroline Spott designing an Economic Development Web Page to be presented to Council tonight.

A Tourism page or element will be added to the web site later in 2008.

The purpose of the site is to attract new businesses to relocate or start-up in Sultan. The site is targeted to business owners and realtors.

The site will also include:

- Photos of business and industry in Sultan City Hall
- Demographic data – population, age, income, etc.
- Summary of Downtown Sultan 2020 a VISION

Links to:

- Commercial Brokers Association
- Snohomish County Economic Development
- Snohomish County Economic Development Council
- Snohomish County Tourism
- Sky Valley Chamber of Commerce
- Sultan School District

Following the presentation, staff is prepared to take comments and recommendations from Council to incorporate into the final draft.

# Economic Development

104 SE Kibling, Troutdale, Oregon 97060 (503-665-5175)

HOME	BUS ASSIST PROG	BUS LICENSE	CITY CONTACTS	CITY MAPS	COMM DEMOGRAPHICS
DOWNTOWN	SMALL BUSINESS OPPORTUNITIES	AVAILABLE PROPERTY	UTILITIES		

## General Information

Development is happening in Sultan. The purpose of the City of Sultan's Economic Development Department is to promote economic growth and create jobs in a manner consistent with the desires of the community. We do this through strategic recruitment practices, assessment of community needs, establishment of partnerships and analysis of local, state, and national economic trends.

### Headlines

- Economic Development Slideshow
- Business Guide
- Chamber Web Site
- Snohomish Co. EDC
- Snohomish Co. ED Page

The services provided by the Economic Development Department are:

- Business Assistance
- Distribution of business opportunity/start-up information
- Business recruitment
- Marketing and promotions
- Public Outreach

## Come Live Work and Play in the Great City of Sultan

It is the City of Sultan's mission to promote growth and create jobs in a manner that meets the needs of the community while strengthening the City's economic viability. Sultan will accomplish this task through strategic recruitment practices, continuous assessment of community needs, the establishment of crucial partnerships and routine analysis of current economic trends that impact our region. Our goal is to make Sultan a city of choice for business with an incomparable quality of life for its citizens.

City of Sultan - Last Updated

City of Sultan | 319 Main Street, PO Box 1199 Sultan, WA 98294 | 360.793.2231

## **DOWNTOWN SULTAN 2020 - A Vision**

The Sultan Visioning Workshop is the first Community Planning Assistance effort by the Washington Chapter of the American Planning Association. We are grateful for the support from Michael Katterman, the previous president of the WA-APA, the APA Board of Directors, and the charter members of the APA Community Planning Assistance Committee. We especially thank the workshop keynote speaker, Sheri Stewart, and the workshop facilitators, who were handpicked for their specializations in economic development, transportation planning, urban design and neighborhood revitalization.

Most of all, we thank Donna Murphy, Grants Administrator for Sultan, whose energy and enthusiasm was critical in getting the key stakeholders of Sultan at the Visioning Workshop, and securing the logistics for the whole day event.

At the Visioning Workshop team leaders provided some conclusions regarding the central themes of the event. These are summarized below as suggestions for next steps, generally in order of timing:

- Some of the first actions that can be taken include finding off-street parking opportunities that can be quickly developed; starting a storefront improvement program; and planning more events that will attract people to downtown.
- The beauty of Sultan's surroundings, particularly the rivers, should be leveraged with more/better access and trailheads.
- Events, walking tours, and start-up business incentive programs should be planned to increase public awareness and activity.
- Land use policies and zoning regulations that discourage development should be addressed and future public investment in downtown improvements that can stimulate infill and redevelopment should be considered in the next few years.
- Design guidelines that reflect Sultan's history and character should be drafted and used to describe the vision to property owners and potential builders and developers.
- Possible future public attractions such as a Downtown Event Plaza and teen center should be considered by the community.
- The City should aggressively pressure the State Department of Transportation to plan future highway improvements that will complement the community vision for the downtown.

County	Census					Population Estimates					
	1970	1980	1990	2000	Census	2001	2002	2003	2004	2005	2006
Municipality											
Snohomish	265,236	337,720	465,628	606,024	618,600	628,000	637,500	644,800	655,800	671,800	
Unincorporated	127,952	186,491	259,796	291,142	294,088	300,460	305,730	309,418	651,575	667,360	
Incorporated	137,284	151,229	205,832	314,882	324,512	327,540	331,770	335,382	4,225	4,440	
Sultan	1,119	1,578	2,236	3,344	3,775	3,910	4,095	4,135	4,225	4,440	
		459	658	1,108	431	135	185	40	90	215	
		41.02%	41.70%	49.55%	12.89%	3.58%	4.73%	0.98%	2.18%	5.09%	

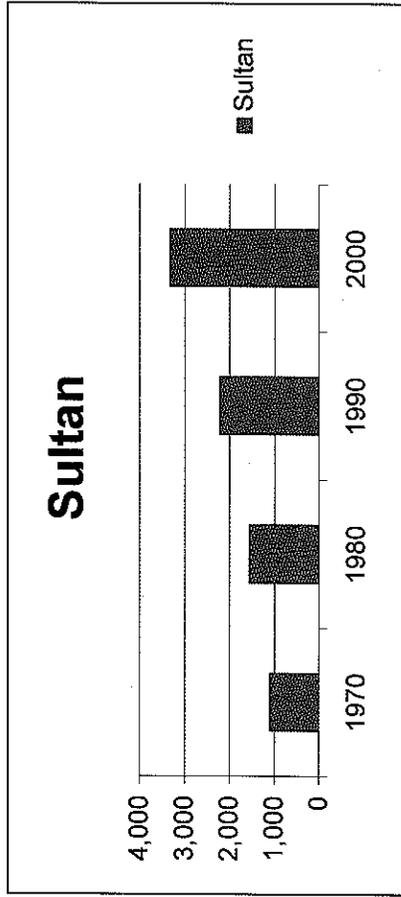
2000-2007  
 4,530  
 1,186  
 35.47%

10 Yr AVG  
 44.09%

2010 estimate  
 4,818

1970-2010

3,699 additional people  
 330.60% increase



Things that impact the population and population projections are the revision of political boundaries (Sultans Urban Growth Boundary), Public U (available connections to existing systems), retail businesses (food, clothing, entertainment, etc.), available healthcare (families & elderly), traffic opportunities, education, etc. The political climate can have an impact on each of these things individually or collectively. Once a home is built it people indefinitely. The difference is if it houses 5 people (married couple with 3 kids) or if it houses a widowed elderly woman. Why do people Sultan and why should they decide to remain? That is the question.