

# Economic Development

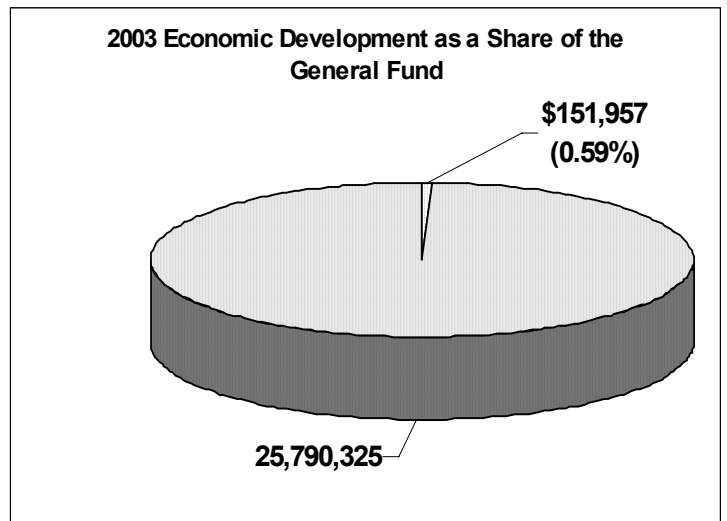
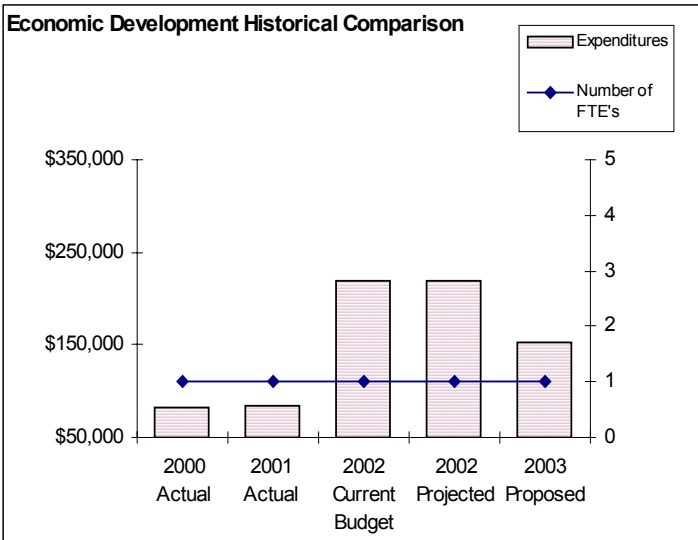
## Department Overview

# 2003 Budget

**Economic Development**  
 Develops and implements strategies to encourage economic development

**1.0 FTE**

	2000 Actual	2001 Actual	2002 Current Budget	2002 Projected	2003 Proposed	2002 Current Budget versus 2003 Proposed	Percentage Change
<b>Expenditures</b>	\$ 82,396	\$ 83,418	\$ 218,941	\$ 218,941	\$ 151,957	-\$66,984	-30.6%
<b>% of General Fund</b>	0.35%	0.32%	0.90%	0.82%	0.59%	(0.3%)	-34.8%
<b>Number of FTE's</b>	1	1	1	1	1	0	0.0%



**2002 Key Department Accomplishments:**

- ◆ Completed the Economic Data and Strategy Report to determine City's competitive position in market area.
- ◆ Completed the Development Services Process Review to improve the permit process to be more predictable and timely.
- ◆ Completed the Westminster/Aurora Square Redevelopment Feasibility Analysis to determine the potential for redevelopment at this site.
- ◆ Provided liaison services with the Shoreline Chamber of Commerce to improve two-way communication and positive relationships between the City and its business community.
- ◆ Reactivated the Beautification Awards Program recognizing local efforts to improve the quality of life and community pride in Shoreline.
- ◆ Completed beautification project at SW corner of Aurora and NE 185th Street.
- ◆ Began the 15<sup>th</sup> Avenue project implementing the North City Subarea Plan to improve the business district environment and 15th Ave NE corridor.
- ◆ Completed the Central Shoreline Subarea Plan to establish a vision for the area of Shoreline along Aurora Avenue between NE 175th Street and NE 192nd Street.
- ◆ Proposed a tax abatement program to establish a tax abatement area in North City as additional incentive for revitalization.
- ◆ Continued pursuing transit-oriented development (TOD) at the Shoreline Park and Ride transit facility; resolved ownership and funding restriction issues.
- ◆ Provided economic development support to the Aurora Corridor and Interurban Trail Projects.

**2003 Key Service Level Changes**

- ◆ There are no significant service level changes proposed for 2003.

# Economic Development

## Department Overview

# 2003 Budget

2000 - 2003 Budget Comparison							
Objects by Department	2000 Actual	2001 Actual	2002 Current Budget	2002 Projected	2003 Proposed	2002 Current Budget versus 2003 Proposed	Percentage Change
Salary & Benefits	76,973	78,718	85,126	85,026	93,382	8,256	9.7%
Supplies	1,161	1,200	1,000	1,100	1,100	100	10.0%
Services	4,262	3,500	132,815	132,815	57,475	(75,340)	(56.7%)
Intergovernmental Services	0	0	0	0	0	0	0.0%
Capital	0	0	0	0	0	0	0.0%
<b>Total Eco Development Budget</b>	<b>\$ 82,396</b>	<b>\$ 83,418</b>	<b>\$ 218,941</b>	<b>\$ 218,941</b>	<b>\$ 151,957</b>	<b>(\$ 66,984)</b>	<b>(30.6%)</b>
Revenue Source							
General Fund Subsidy	\$ 82,396	\$ 83,418	\$ 218,941	\$ 218,941	\$ 151,957	(\$ 66,984)	(30.6%)
<b>Total Revenue</b>	<b>\$ 82,396</b>	<b>\$ 83,418</b>	<b>\$ 218,941</b>	<b>\$ 218,941</b>	<b>\$ 151,957</b>	<b>(\$ 66,984)</b>	<b>(30.6%)</b>

### 2003 Division Key Objectives

- ◆ Improve City image and sense of identity.
- ◆ Improve City's competitive position in the market area.
- ◆ Coordinate capital improvements and services to serve the public and attract new private investment.
- ◆ Invest in marketing.
- ◆ Create financially feasible plans and programs that encourage private investment.
- ◆ Support private investments with appropriate and realistic public investments.
- ◆ Enhance the existing business environment in Shoreline.
- ◆ Improve the aesthetics of commercial areas to encourage higher-quality investments.
- ◆ Foster a healthier economic base generating increased property value and additional sales revenues.
- ◆ Create opportunities for diversity in living, working, shopping and entertainment in Shoreline.