
Council Meeting Date: April 19, 2004

Agenda Item: 9 (b)

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Forward Shoreline
DEPARTMENT: City Council
PRESENTED BY:

PROBLEM/ISSUE STATEMENT:

At the April 5 City Council meeting two Councilmembers requested, in accordance with Council Rules of Procedure 3.2, that this item be placed on the April 19 agenda for discussion. A copy of the March 31 memo and attachments provided you on March 31 is attached for your information.

Approved By: City Manager  City Attorney 

Attachment

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Memorandum

DATE: March 31, 2004
TO: Mayor and Council
FROM: Steve Burkett *SB*
RE: Forward Shoreline

• COUNCILMEMBER	_____
•	_____
•	_____
• FULL COUNCIL	_____ ✓
• CITY MANAGER	_____ ✓
• STAFF	_____ <i>Bob</i>
•	_____ <i>Jan K</i>
•	_____
• FILE	_____ ✓

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As you know, for about 10 months now there has been discussion in the community regarding the formation of a new economic development support group in Shoreline. These discussions have evolved into a group called "Forward Shoreline". The purpose of Forward Shoreline is to promote pride and investment in the City. The organization's mission and goals are attached for your information.

Jan Knudson and I have been working with Forward Shoreline to share the City's goals for economic development. I am excited about the potential for this group to help us achieve those goals. The tagline of Forward Shoreline "promoting pride and investment in Shoreline, Washington" directly supports the City's version to make Shoreline "the best place to live, learn, work and play". Positive partnerships like this expand the City's ability to achieve our mission and goals without adding new staff.

We have been discussing the possibility of contracting with Forward Shoreline for services that will support the City's economic development strategy. While a scope of services has not yet been developed, services might include business surveys, promotional publications, celebration events and neighborhood and business district beautification.

Forward Shoreline is incorporated as a non-profit agency. It is a support group rather than a membership organization and spans both the business and residential community. I am looking forward to our work with Forward Shoreline.

If you have any questions, please contact me at (206) 546-1790.

Attachment

385-1

*Economic
Development*

FORWARD SHORELINE

promoting pride and investment in Shoreline, Washington

Mission Statement

"The Mission of *Forward Shoreline* is to promote and enhance the residential and business community we turn over to our children and grandchildren."

This Mission is being achieved by:

- Promoting pride and investment in Shoreline;
- Identifying suitable private sector partners to help redevelop commercial sectors in Shoreline;
- Defining the public's perception of what it means to be either a resident of or doing business in Shoreline; and
- Working independently from and cooperatively with government and non-profit agencies.

Forward Shoreline

promoting pride and investment in *Shoreline, Washington*

Board of Directors

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Larry Steele
Vice Chair

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Ken Noreen
Treasurer

Richard Matthews
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Marlin Gabbert

Jim Hills

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Bonnie Mackey

Keith McGlashan

Dr. Holly Moore

Kae Peterson

Dr. Jim Welsh

FACT SHEET

March 31, 2004

WHO: Citizens of Shoreline, Washington are voluntarily working to improve and pass to their children and grandchildren a better community in which to live and work.

WHAT: These citizens have created *Forward Shoreline* to work cooperatively with individuals and with other public and private agencies. Our intention is not to replace other organizations, but to compliment them.

WHERE: Primarily in the immediate Shoreline area. But we want people throughout the greater Puget Sound area, as well as those who might consider relocating here from other parts of the country, that Shoreline is a wonderful place.

WHEN: Now, and for future generations.

WHY: Because studies show us that too many people either don't know about the natural assets Shoreline has or misunderstand them.

HOW: We wish to be our own best friends and assert our community's values in the marketplace of ideas. *Forward Shoreline* is inclusive, rather than exclusive, and accepts anyone's contribution who wishes to pass an even better Shoreline on to future generations.

OTHER INFORMATION: Please let us know how you think you might like to be involved. No financial contribution is too small. Even children are welcome. After all, it's OUR community!

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