

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b> Economic Development Update
<b>DEPARTMENT:</b> City Manager's Office
<b>PRESENTED BY:</b> Dan Eernisse, Economic Development Program Manager Mark McVeety, Business Accelerator Program

**PROBLEM/ISSUE STATEMENT:**

The City Manager's Office provides periodic Economic Development Update in order to keep the Council abreast of recent developments. Tonight's report will focus on the past four months since Dan Eernisse joined the City of Shoreline team as Economic Development Program Manager.

**DISCUSSION:**

The past four months have provided a great deal of learning opportunities for me as Economic Development Program Manager. After many conversations and meetings with people involved in encouraging the economic health of the City, I'm coming to better understand the relationships within Shoreline.

As for the daily workings of the Shoreline economic development effort, I would like to share two successful initiatives:

**A. Roundtable Discussions**

Periodic and flexible topical discussions were launched recently to bring together community experts with City Staff to encourage informed decision making. The following three brief summaries are provided in addition to the more thorough summaries attached to this report:

- **Low-rise Multifamily Roundtable:** to address the challenges faced with zoning the SE Sub-area Plan and the Town Center transition areas, a builder, a developer, and an architect who specialize in low-rise apartments and townhomes came together with staff. Insights that emerged included the possibility of alley-access row housing in areas of the town center, ways to mitigate massing of multifamily housing, and the lack of need for additional zoning categories in the SE Sub-area.
- **Real Estate Agency Roundtable:** agents and brokers serve the City as the face of Shoreline to prospective residents and investors. The City Manager's Office produced a brochure that Dan Eernisse brought to RE professionals from the Shoreline Windermere office for comments. Insights that emerged from the discussion included providing a logo-free electronic copy with space for the

agent's contact information, strong emphasis on schools, and a future follow-up program of testimonial post-cards.

- **Celebration Marketplace Roundtable:** the selection of a designer for the Park at Town Center prompted a discussion of how to prepare the park and Midvale for such things as a farmers markets and Celebrate Shoreline events. The contractor who runs the successful Burien Farmers Market, a prominent urban design architect, and a research consultant met with representatives of PADS, Public Works, Parks, and EcoDevo. Preliminary insights included setting up vendors/exhibitors in specially prepared areas of the park that are prominently visible from Aurora, allowing free-flowing traffic during such events but providing significant traffic-calming measures and parking along Midvale, managing the event with a self-sufficient contractor, and connecting the City Hall facilities only for larger events.
- **Future Roundtables** will provide input to staff in such areas as:
  - How can we improve the permitting process in Shoreline?
  - What additional support can the City provide in-home businesses?
  - What additional support can the City provide ethnically diverse businesses?
  - Does the MUZ code encourage dense first-tier infill developments?
  - How can we encourage tourism in Shoreline?
  - Are there ways of encouraging re-purposing of tired commercial spaces?

## **B. Quick-Start Shoreline**

Our on-going partnership with Shoreline Community College is proving to be a model for City-based small business programs. Developed and capably guided by the ever-enthusiastic Mark McVeety (Director of the SCC Business Accelerator), the Quick-Start Shoreline program is finding fertile soil with small business owners, entrepreneurs, and managers.

Enhanced by strategic community partnerships developed and maintained by the Business Accelerator, Quick-Start Shoreline provides weekly business seminars, individual coaching, business planning consultation, and outreach activities. The Quick-Start Shoreline program is typically engaged with anywhere between 15 and 40 businesses and budding entrepreneurs each week.

We are currently launching initiatives for small businesses with 10 – 99 employees. These “stage 2” businesses have been identified as delivering a high return on economic development investment (according to the staff of Littleton, Colorado, who developed *Economic Gardening*). Our activities include quarterly programs designed specifically to enhance and strengthen several of our Shoreline business categories including hospitality, automotive, professional services, and general retail sales.

And does it work? Let me share the words of David Crow, a Shoreline resident, student, inventor, and burgeoning businessman. David shares how he came up with the idea for the TADPOLE, a three-wheeled electric vehicle:

*“The TAD-EV prototype has been built, tested and refined over close to 1000 miles of real world driving. It is licensed and street-legal. The success of the vehicle has been*

*largely consistent with the design goals, those being a safe, inexpensive, easily sourced and easy to build freeway-capable two passenger electric vehicle with a range approaching 100 miles. Areas where improvements can be made, both in performance, ease of assembly, and cost of manufacturing, will be addressed in the production prototype, which is currently in the planning stage. We are intending to market this patented modular light electric vehicle through a variety of channels and hope to develop and begin manufacturing here in Shoreline.*

*"I came up with this idea of integrating a battery powered car with a light three-wheeled chassis while attending NRG classes at Shoreline Community College, and I am grateful for the hard work and dedication that Mike Nelson, Lee Lambert and others have put into developing this program. Through Workforce worker retraining my studies were subsidized, and I was able to take SolidWorks and CNC classes as well, which were critical to the design and manufacturing of this prototype as well as future models and accessories.*

*"But having an idea and actually developing a plan for getting financing to get it off the ground are very different things. I was directed to Mark McVeety at the Small Business Accelerator Program and, over the course of a month, was able to get counseling on the development of a business plan and proposal which enabled me to secure seed money for the project. I was very impressed with his energy, intelligence, and enthusiasm, as I am more of a designer and technician than a businessman and was unsure of how to proceed. He gave me the confidence and encouragement I needed to develop a twenty page proposal/ business plan that absolutely persuaded my angel investor that I was capable of producing this vehicle and making a business out of it. The facilities and resources Mark has been able to set up . . . are amazing and I am grateful to live here in Shoreline, where all of these resources exist."*

It truly is a privilege to work in Shoreline. The conclusions I've arrived at are few, but the opportunities I've seen for growth are plentiful.

Within Shoreline I am particularly enthusiastic about the long-term opportunities presented by a fully-improved Aurora Avenue, by the Town Center project, by the 192<sup>nd</sup> Park & Ride, by light-rail stations, and by the surplus property at Fircrest. As for retail health, the combination of varied shopping districts within Shoreline's neighborhoods and along Aurora and Ballinger provides a very healthy outlook, and one with significant room for improvement.

Shoreline enjoys an amazing location with an outstanding infrastructure. Its transportation network is experiencing functional improvement in stark contrast to so many communities around it. Shoreline is—and will continue to be—within thirty minutes of the majority of key economic engines in the Puget Sound area. Is it any wonder that WSDOT chose Shoreline for its headquarters?

After spending a week of August at the NW Economic Development Course learning side-by-side with eighty regional economic development professionals, I gained new appreciation for Shoreline's competitive advantages. We boast a well-trained labor force, a wonderful community college and a nearby research university, a mix of housing categories, close proximity to major ports, readily available utilities to most

sites, a nationally envied quality of life, and projections of regional economic health and long-term population growth. Shoreline is truly blessed!

So why isn't Shoreline experiencing development? Unfortunately, it's not just due to the economy. I've concluded that three things will help the City of Shoreline be ready for the coming economic thaw and following wave of development:

- 1) We must communicate to the region that **Shoreline is open for business** and that investors will find a **predictable development environment** here. We need to elbow our way to the front of the line! Investors' will be few and their pockets will not be deep.
- 2) Properties that developed fifty years ago must experience a **renaissance of investment** that transforms them from ailing cash cows to healthy bulls of wealth creation. We must stop playing the defensive zero-sum game.
- 3) As we have done at Aldercrest, the **City Council & Staff must play an instrumental leadership role** in moving the handful of complicated multi-jurisdictional surplus properties within Shoreline to the altar of predictable development. Private developers can't be expected to speculate on these difficult entitlement processes.

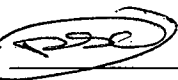
Thank you for the opportunity to provide this update. Economic Development is truly a team effort, and I appreciate the support the City Council is providing whether it be in building electric vehicles, processing permits, or attracting a drive-in restaurant business.

#### ATTACHMENTS

- A. Low-Rise Multifamily Roundtable Summary
- B. Real Estate Professional Roundtable Summary
- C. Real Estate Professional Tri-fold Brochure
- D. Festival Marketplace Roundtable Summary
- E. Business Accelerator Workshop Series flyer

Approved By:

City Manager



City Attorney

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## Small Lot Multifamily Residential Zoning

*Roundtable Summary – August 17, 2010*

### *Attendees*

- Erich Armbruster, Ashworth Homes , Builder/developer with focus on green townhome developments
- Josh Gebhardt, Ashworth Home, Land acquisition specialist
- Dave Maul, Principal and Rutledge Maul Architects (RMA), Experience in wide range of multifamily residential development
- City of Shoreline staff, Steve Cohn, Paul Cohen (Town Center), Miranda Redinger (SE Subarea), Dan Eernisse

### *Q: What does the private sector desire in a small lot residential building code?*

- Code should be clear. DM said it doesn't matter if FAR or DU/acre is used, as long as the city chooses one path and not both. Everyone agreed that form-based code is preferable, as it allows a visual reference for the builder, the City and the public.
- Code should be predictable & flexible. Most of the issues & questions will arise only when one tries to lay out a specific building on a specific parcel. Ideally the code is written to allow staff to approve site-specific flexibility that maintains the spirit of the code without triggering the uncertainty and time costs of public notification. Flexibility should be allowed in such areas as massing, modulation, setbacks, height, and open space configuration.
- Code should encourage best practices. Incentives designed to reward positive design, craftsmanship, & sustainable building decisions are appreciated. EA stated that he generally desires to use green techniques and implement good design, but unfortunately they are actually discouraged because they would require more money or a longer and more complicated decision process than does the minimal standard.
- Code should – when appropriate – be specific and prescriptive. Experience has shown that if an entire street or area shares a high level of design, the market can generously reward the project. Therefore, in certain situations it may make sense to actually spell out exactly what is expected so that the builder can quickly determine if the project will or will not make a profit.
- Code should incorporate setbacks that are in keeping with density. The setbacks in many codes actually work against good urban design. For example, why a 15'+ front yard setback? It dictates that vehicles will access the site from the front and that there will be a parking stall in

front of the garage entrance. DM stated that side yard setbacks should be dictated by the fire code, not the city design criteria.

*Q: What do you think about the SE Subarea?*

- Perhaps this is an area to utilize design studies. In a definable area where the lots are similar (in this area, the lots are typically 60' x 140'), it makes sense to have a couple architects do some massing design studies and then back into a code that works rather than try to do it the other way around.
- The significant depth of the lots should be considered. Since the lots are typically 140' deep, most developers will want to double-stack homes because there is enough room to build homes two-deep. The relatively large lots will probably attract 2 – 3 story apartment buildings.
- Small detached homes should be considered. Something like a cottage home would work in this area. A cottage home is different than a townhome in that there is more shared public space and the parking is typically grouped. However, these should be seen as a simple work-force housing version rather than a “tricked-out” high-end version, as the neighborhood wouldn’t support a high-end cottage home. DE pointed out that providing carports, rather than garages, is one way to avoid the garages being used for storage rather than parking.
- The areas seem well defined. It seems clear that everything to the east of 32<sup>nd</sup> Ave NE should be zoned the same and should be something like MUZ. Everything between 30<sup>th</sup> & 32<sup>nd</sup> should be zoned similarly, although there are probably the two exceptions of the homes along the cemetery (SF?) and the parcels along 145<sup>th</sup> (perhaps higher density?).

*Q: What do you think of the Town Center area, specifically the strips along Stone & Linden*

- Again, this is an area that might benefit from design studies. In a definable area where the lots are similar (in this area, the lots are typically only 100' deep), it makes sense to have a couple architects do some massing design studies and then back into a code that works rather than try to do it the other way around.
- The 100' depth lends itself better to single-loaded townhomes. Townhomes are the obvious answer to the west side of Stone and the west side of Linden. The east side of Linden seems to be best to be all MUZ. Also, everything over a 100' from Stone should be MUZ as well.
- A prescriptive designation and alley access would provide a wonderful product. EA noted that while row houses have never been done well in the Puget Sound area – except in a planned community such as Issaquah Highlands – even though they are a proven form in other parts of the world. The City would need to be very prescriptive to pull it off, requiring some form of public or private alley dedication/shared easement. While recognizing the difficulties of either city-initiated or developer-initiated alley dedications in these areas, the resulting form with shared materials, a small front-yard setback, a porch, and a larger backyard would be outstanding. This approach could work especially well on the west side of Stone, as the alley would provide separation between and utility for the commercial and residential uses.



## Helping Real Estate Professionals Market Shoreline

*Roundtable Summary – September 10, 2010*

Residential real estate professionals spend their day selling a place to call home, and as such they represent an incredibly valuable asset to encourage investment in the City of Shoreline. This roundtable was born out of the desire to understand how we can encourage these professionals to clearly communicate to investors that the City of Shoreline is special particularly through printed media that we can provide to them.

### *Attendees*

- Ann O'Leary, Jack Malek, Dan Pica, Scott Phariss, and Rick Kalamar (Brokers at Windermere's Shoreline office)
- Dan Eernisse (EcoDevo)

### *What is the message about Shoreline that you find most compelling?*

- Schools!!! We moved here because of schools, and others do as well. The level of disillusionment with the schools that has grown in the past few years is finally being replaced by some positive message, but it needs to continue. If the schools are not perceived to be strong, nothing else will be able to compensate.
- Bang for the Buck in Shoreline. Very few buyers move from the north to Shoreline; almost all local Shoreline buyers move from Seattle north in order to enjoy many of the things that they already appreciate about Seattle with less cost or in a larger home than they could afford in Seattle.
- Publicity that sells those from out of town. Many buyers new to the Seattle area choose Shoreline after researching the different areas and being impressed with the location, schools, and value found here.

### *How can the City help you spread the word about Shoreline's advantages?*

- Toot horn regionally. Perhaps the City should invest in advertising that promotes Shoreline outside of Shoreline, and especially in the City of Seattle.
- Consider a "city happenings" electronic reader board located in Town Center to promote activities of all kinds in the City to those driving through Shoreline.

- Use methods to engage other sources such as press releases, interviews, podcasts, and engaging with other real estate professionals such as title officers.

*The City has produced a tri-fold marketing piece. How can it be improved?*

- Generally very good, with great use of magazine quotes. More attention could be focused on schools and parks [more was added]
- Provide the brochure to agents as an electronic file that can be manipulated, and provide a blank panel so agents can insert photo & contact information [Ian later okayed this idea as long as no City logo was included. We will also have a city version of the piece for internal use.]
- Definitely would use the piece as a pick-up in Shoreline listings, as a mailing by itself, or as something to stuff into an envelope with other letters

*Do you have other creative ideas?*

- People keep postcards! Consider a postcard format for a future piece.
- Testimonials are strong. RE Agents love to be interviewed. As another idea, we could seek out "satisfied customers" from our clients.
- Consider offering some financial help to brokers in mailing pieces the City wants to distribute. Perhaps the agent would provide the printing and mailing list if the City provides money for postage.

*Once the brochure was improved, the following text accompanied brochure attachment*

As a real estate professional working in the City of Shoreline, you represent the face of the city to people considering purchasing a home or making an investment. We at the City want to make it easy to demonstrate that a property in Shoreline is special and that it comes with privileges and prestige.

To that end we created a tri-fold marketing piece designed specifically for real estate professionals to use --  
*Shoreline: The BEST Place To Live!*

- The piece highlights the amazing press Shoreline has received from magazine rankings
- It provides important facts about Shoreline in clear bullet lists
- The flyer is free for you to use in listings, in mailings, in the office, wherever you'd like!
- A blank panel is provided for you to use to drop in your photo, contact information, or mailing information

Do you like this? I hope so -- I love creative ideas! *Please* help me improve this tri-fold and *please* suggest other ways to get the message out that Shoreline truly is the BEST place to live!

One last thing -- are your clients finding the online videos we created useful?  
<http://shorelinewa.gov/index.aspx?page=43>

Warmly -- Dan Eernisse, Economic Development Program Manager





#### City of Shoreline

17500 Midvale Avenue N, (206) 801-2700

[shorelinewa.gov](http://shorelinewa.gov)

[facebook.com/shorelinewa](https://facebook.com/shorelinewa)

[youtube.com/cityofshoreline](https://youtube.com/cityofshoreline)

#### Shoreline Police Station

1206 N 185<sup>th</sup> Street, (206) 801-2710

#### Spartan Recreation Center

202 NE 185<sup>th</sup> Street, (206) 801-2600

#### Shoreline Pool

19030 1<sup>st</sup> Avenue NE, (206) 362-8450

24-Hour Resident Hotline: (206) 801-2700

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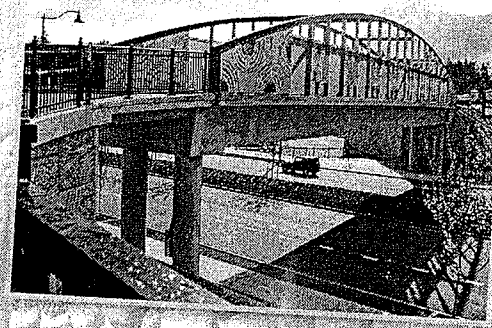
## "The **BEST** Place to Live" **SHORELINE**



"Shoreline has it all: good schools,  
nice parks, affordable housing and  
rankings in the top half of all  
criteria."

**seattle**

Best Neighborhoods 2008



ATTACHMENT C



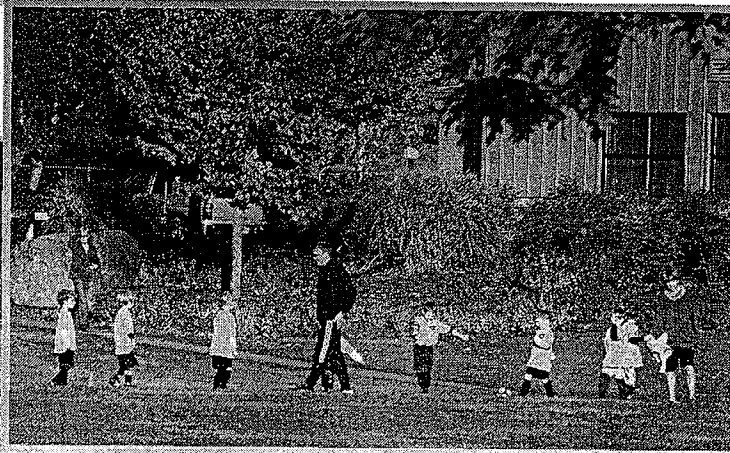
## Shoreline Life Has its Privileges

- 24-hour Customer Response Team dedicated to addressing resident issues and concerns
- City newsletter, *Currents*, in your mailbox
- City-sponsored vacation house-checks
- Active neighborhood leadership program
- City matched neighborhood grant program

Explore the City at [shorelinewa.gov](http://shorelinewa.gov).

"This relatively new town outside Seattle offers gorgeous views from sandy beaches of the Puget Sound and countless parks for its residents to roam through."

**Money**  
Best Places to Live 2010



## A Great Place for Families

Shoreline residents consistently rate the City as an excellent place to live. Residents enjoy:

- Stellar public and private schools consistently recognized for strong test scores and active community support
- \$180 million investment in new public high school facilities
- Shoreline Community College, a nationally recognized local resource
- A wealth of recreation programs for all ages
- Excellent transit with light rail on the way

Explore the schools at [shorelineschools.org](http://shorelineschools.org).

"Affordable prices, great freeway access and good schools ... Shoreline tops the Seattle magazine list of best neighborhoods."

**seattle**  
Best Neighborhoods 2005



## Shoreline Parks - Second to None

Shoreline recently invested \$18.5 million to improve its 381 acres of beautiful parks, which include:

- Four miles of saltwater shoreline
- A Botanical garden
- A three-mile Interurban Trail
- Hiking trails
- Newly improved athletic fields, courts and playgrounds

Explore the parks at [shorelinewa.gov/parks](http://shorelinewa.gov/parks).

"It's a city of 14 well-defined neighborhoods, each with a character all its own. Put simply: You get more for your money in Shoreline."

**SeattleMet**  
Best Places to Live 2010



## Creating a great celebration space in Shoreline

*Roundtable Summary – September 20, 2010*

Since coming to Shoreline I've had several conversations with individuals and groups about the possibility of using the area in and around City Hall for a variety of events. Some of the events are currently operating -- Celebrate Shoreline, for example -- while others are like a weekly farmers market and have never been in Shoreline. Everyone agrees that in order for Shoreline to really have a perceived center, it must be able to draw people together from all of the neighborhoods.

Therefore, I assembled a few experts on the subject of markets and festivals, namely Debra George, the contractor who runs the successful Burien Market, Bob Weis, the research consultant who worked on a Town Center project for Shoreline, and Bill Gaylord, a GGLO architect experienced at designing dynamic people spaces. Together with city staff and Nancy Frey of the Arts Council, we enjoyed an enlightening conversation that is summarized below.

While I initially conceived the conversation to cover both annual events & weekly markets, Debra George was such a wealth of knowledge on weekly farmers markets that we focused on weekly events and contrasted weekly markets with annual festivals.

### 1) Attendees

- Bob Weis (Research Consultant)
- Debra George (Burien FM)
- Bill Gaylord (GGLO)
- Nancy Frey (Arts Council)
- Joe Tovar (Planning)
- Kirk McKinley (Transportation)
- Mark Relph (Public Works)
- Lynn Cheney (Parks)
- Dan Eernisse (EcoDevo)
- Dick Deal (Parks)

### 2) What are the common features of great marketplaces?

- BG: Engages ALL of the senses – color, music, smells, taste, open to weather
- People-watching!
- Community event – see neighbors
- DG: Obvious that the area is used for markets/festivals even when there is nothing there
- BG: Authentic with community . . . doesn't try too hard but builds on the positive things already happening in the community

3) What trends are emerging?

- DG: Moving from short stop to pick up produce to more full-fledged event that people will stay at for an hour including entertainment, etc.
- Becoming more all day events (DG: Burien is 11 – 6, with the busiest time being 2pm)
- Not solely farmers' produce (DG: Burien 2/3 growers & 1/3 makers . . . but Burien also monitors closely that it was produced/made locally)
- Markets that reflect diversity (i.e. Latino Market)

4) What impacts do markets & festivals have on their surroundings?

- DG: Surrounding neighborhoods generally LOVE farmers markets
- DG: Parking is surprisingly a small issue with a weekly market as long as vendors park in a remote, designated place. However, annual festivals would require a great deal of thought to parking and possibly the need for shuttles, designated lots, etc.
- Grocers & restaurants never complained in Burien about the weekly market being competition, but DG also said that in Burien processed food was intentionally limited to encourage shoppers to eat at nearby restaurants.
- Positive impact on surrounding shops with brand recognition & walk-in traffic

5) How do weekly markets contrast with annual festivals?

- Didn't touch too much on this beyond DG noting that the two types of events are experiencing cross-over – i.e. Fremont Sunday Market has many elements one might expect only at an annual event

6) What infrastructure makes a weekly market well?

- Booth stalls for at 50 booths. DG thought 50 was a good number for a weekly market – more than that and the vendors don't sell enough.
- Hard surface to set up a standard 10' x 10' booth. The booth needs to have vehicle access for set-up/tear-down. While vendors might like vehicle parking behind their booths, DG makes vendors unload and move vehicles as it makes for a cleaner event.
- Great visibility in a part of town where people can feel safe to stop and shop.
- Power outlets to area – better that they are spread throughout than concentrated.
- Strategic performance space for musicians with power and ability to have cover.
- Water for vendors to use – we didn't find out if this needs to be a spigot/sink/etc.
- Restrooms nearby; Burien uses nearby library/city hall facilities.
- Adequate trash cans & clean-up crew; Burien averages four trash cans per week and dumps the waste in the city dumpsters.
- Specific designated parking for vendors that is nearby
- Fire lane according to the somewhat unpredictable specifications of the local fire department. In Burien they provided 18' for years and then had to increase it to 20'. For the market to function well, the rows of booths shouldn't be more than 25' apart.



- DG: If streets need to be regularly shut down, it's fantastic to have a decorative and functional gate rather than cones/barricades
- The right time – Debra indicated that weekdays were preferable to weekends for a number of reasons (people's shopping habits, competition, etc.). I think her point was that the goal was for the market to be part of people's routine, and that was more likely to happen on one of the routine work days rather than on a weekend when people abandoned their routine. Staff noted that both Edmonds and Lake Forest Park had weekend markets that would compete or be perceived to compete. She also indicated that lunch hour & early afternoon were critical and thought that Burien's 11am – 6pm time could work for Shoreline.
- My ultimate conclusion was that the market needed firm on-site leadership in the form of a professional organization company like Debra's. The Burien Farmers Market -- thanks, it seems, in large part to Debra -- is completely self-sustaining and self-managing. It also has had virtually no need for police or significant issues that were beyond her ability to handle.

7) Given the Park at Town Center & Midvale Avenue N area, how can we accentuate the positives and eliminate the negatives?

- **Visibility** from Aurora in the area north of Walgreens and south of 180<sup>th</sup> was considered by DG to be both fantastic and all-important. A large part of what draws people to the event is seeing the temporary booths being erected, so having the river of humanity passing on Aurora was key. Being hidden behind Walgreens or inside City Hall would be a huge negative unless it was for programming that was part of a large annual festival that simultaneously was programming events in the more visible area.
- **Noise from Aurora** was considered to be a negative while we sat inside 301, but after the meeting Debra joined Dick Deal, Ros Bird, Lynn Cheney, and me in a walkabout. We walked Midvale and the Interurban Trail and experienced the noise level at 3:30 in the afternoon. Our conclusion was that noise from Aurora-- while present -- was very acceptable. In fact, the noise level seemed worse from Midvale as individual vehicles affected conversation while the Aurora white-noise did not. If our experience was typical, it gives more credence to the need for traffic-calming measures on Midvale. It also provides a potential benefit -- along with safety -- of permanently reducing the speed limit or slowing the traffic in other ways on Aurora in the Town Center (because of construction, the speed limit is currently 35mph rather than 40mph).
- **Exact location.** DG concluded that a widened area of the Interurban Train -- or an area parallel to the Trail -- was the best solution. Again, while we sat inside 301 we talked a great deal about shutting down Midvale in order to allow for the market on the street. While shutting down Midvale might be able to be done, it does potentially hamper access to businesses & homes along Midvale and have the potential of diverting traffic into the residential neighborhood. But after the five of us walked the area, we agreed that an area within the park itself was preferable. Such an area would activate the park and

benefit from freely flowing traffic and parking along Midvale. In fact, until the park design is completed and built (which could be some years), a great market area could be achieved by simply building 10' deep paver pads (or red bricks!) on either side of the Interurban Trail. The booths could then be set up on the pads and the Trail itself could handle the vehicle access for the vendors. Dick Deal thought an additional piece of trail could be built so that users of the trail not going to the market could easily bypass the activity. Picking up on that idea, the market area itself could be the bypass area so it could be customized specifically for the market.

# SCC Small Business Accelerator and the City of Shoreline Present the... Business Workshop Series

## Quick-Start



### Shoreline

*Are you starting your own business in Shoreline?*

*Are you looking to expand your current business into new markets?*

*Are you looking to give a particular aspect of your business a boost?*

## Quick-Start is for you!

The Shoreline Community College  
**Small Business Accelerator**  
and the City of Shoreline  
**Economic Development Office**

are engaged with the new and emerging businesses of Shoreline with business planning and beyond.

*We have workshops, classes, one-on-one counseling and opportunities for community involvement.*

### Brown-Bag Lunch and Learn

**12:00 - 1:30 p.m. Tuesdays at Shoreline City Hall**

No charge thanks to our sponsors!

17500 Midvale Avenue North, Shoreline, WA

Please visit [www.shorelinewa.gov](http://www.shorelinewa.gov) or contact

**Mark McVeety** at [accelerator@shoreline.edu](mailto:accelerator@shoreline.edu) for more information.

Please visit the Community Calendar at [www.cityofshoreline.com](http://www.cityofshoreline.com) to confirm workshops, study groups and special events.

Join us for our follow-up study group every Thursday from 12:00 to 1:30 pm on the 3rd floor of Shoreline City Hall. This will be an opportunity to discuss with each other how the principles we learned in the workshop can be applied to our own business.

We are proud that most of our instructors come from our own community. If you are interested in leading a workshop, please contact us today!

Sept. 14th	How to get exactly what you want out of life and work	Patrick Snow
Sept. 21st	Staging your business for what's next	David Aron, Fred Cananda
Sept. 28th	Growing your business with Workshops, Seminars and Events	Kate Phillips
Oct. 5th	Real World Accounting for Small Business	Linda Paffel
Oct. 12th	When to Hold 'em, When to Fold 'em: Staying the Entrepreneurial Course	Matt Youngquist
Oct. 19th	Do-it-yourself marketing audit	Barbara Breckenfeld
Oct. 26th	Lessons from an expert in the Restaurant industry for the Small Business owner.	Ken Batali

