



**City of Lake Forest Park
CITY COUNCIL COMMITTEE OF THE WHOLE
MONDAY, May 23, 2016
6:00 p.m.
17425 Ballinger Way NE
AGENDA**

6:00 p.m.

Call to Order

Council Discussion Topics

1. Report from Aspect Consulting on Wellfield Protection
2. Review of Environmental Quality Commission and Community Services Commission
3. Next Steps to Strategic Plan Adoption

8:00 p.m.

Adjourn

Schedule

Thursday, May 26, 2016 Council Regular Business Meeting 7 pm
Thursday, June 9, 2016 City Council Work Session Meeting 6 pm
Thursday, June 9, 2016 Council Regular Business Meeting
Monday, June 13, 2016 City Council Special Meeting with Shoreline City Council,
Shoreline City Hall, 5:45 pm
Thursday, June 16, 2016 Council Budget & Finance Committee Meeting 6 pm
Monday, June 20, 2016 Council Communications Committee Meeting 4:30 pm
Monday, June 20, 2016 Council Committee of the Whole Meeting 6 pm
Thursday, June 23, 2016 Council Regular Business Meeting 7 pm



Environmental Quality Commission Work Plan 2016 (Revised)

Regular Meetings Per Year	Hours (Prep.+Mtg+Post)	Staff Rate	Total Cost Per Year
11	5 hrs	\$36.26/hr	\$1,994.30

Top Three Projects

Project Summary (*You must include to which council goal this project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
<p>1. Rain Garden Promotion and Development: Focus on publicizing this program, identifying various channels for educating the public. Public outreach materials will also be developed. Reach out to the Stewardship Foundation to partner on this project. Council Goal: 2005 Comp. Plan EQ 2.3</p>	\$200 – Copies, educational materials,	40 hours x \$36.26 = 1450.40	\$1650.40
<p>2. Environmental Mini-Grants: Ongoing program to provide a grant program to enhance the environment. Increase efforts to publicize the diverse projects covered by this program. Council Goal: 2005 Comp. Plan EQ 2.3</p>	\$6,000 (\$1000 individual grant or \$2000 collaborative or community org. grant)	16 hours x \$36.26 = \$580.16	\$6,580.16
<p>3. Tree Planting Program: The Tree Board will continue to use the Seattle City Light vouchers for ROW trees. The program includes identifying appropriate locations and willing property owners for tree plantings. Ensure the funding for this program is predictable and sustainable. Council Goal: 2005 Comp. Plan Forest Canopy</p>	\$2000 – Public Outreach Materials, Watering Bags, Tree Stakes	40 hours x \$36.26 = \$1,450.40	\$3,450.40
SECTION TOTAL=			\$11,680.96

Ongoing/Current/Other Projects (Order of Priority)

Project Summary (*You must include to which council goal this project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
<p>1. Participate in the Green Fair: The EQC hosts a booth and supports the City's annual green fair each year. Council Goal: 2005 Comp. Plan EQ 2</p>	\$200 (Posters, handouts)	4 hours x \$36.26 = \$145.04	\$345.04
<p>2. Burke-Gilman Tree Replacement: The Tree Board will secure the support of King County to either provide replacement trees or pay for the cost of replacement trees. The Tree Board will then organize tree planting events to replace dead or dying trees along the B-G Trail. Council Goal: 2005 Comp. Plan Forest Canopy</p>	Materials (trees, watering bags, etc) provided by King Co. Website publicity, tree delivery and tool from LFP	60 hours x \$36.26 = \$2175.60	\$2175.60
<p>3. Stream Project: Provide support for any city effort to develop a comprehensive stream health/restoration program. Council Goal: 2005 Comp. Plan 9.5 & 9.6 & 9.10</p>	TBA		
<p>4. Electric Car Plug-in Station: Begin researching the issues involved in establishing a plug-in station for electric cars at the Town Center either at the Mall, City Hall or a joint City/Mall project. Council Goal: UT 1.5 & EQ 11.4</p>	Staff research support	5 hours x \$36.26 = \$181.30	\$181.30
<p>5. Solar Demonstration Project: Research current and new funding sources for a demonstration solar project for LFP. Council Goal: 2005 Comp. Plan EQ 11.4</p>	\$50 – Copies, educational materials, etc.	5 hours x \$36.26 = \$181.30	\$231.30
<p>6. Plastic Bag Ban: Review the plastic bag ordinance prepared in 2013. Provide support such as a possible new survey of businesses with the goal of implementing a bag ban in LFP. Develop public support for plastic bag reduction and/or elimination. Council Goal: 2005 Comp. Plan UT 2.2 & 2.3</p>	\$50 – Copies, educational materials, etc.	20 hours x \$36.26 = \$725.20	\$775.20

SECTION TOTAL=	\$ 3708.44
GRAND TOTAL=	\$ 15389.40

.....
Staff / Mayor / Council APPROVAL

Staff Liaison Review: AH
Date: September 25, 2015

City Council Approval Date: _____

Mayor Review: Mary Jane Bond
Date: Sept 29, 2015

*Prefer Plastic Bag Ban be morphed into
Recycling Education which is much more
broad and not pushing political agenda.*



Transportation Commission Work Plan—2015-2016

Regular Meetings Per Year	Hours (Prep.+Mtg+Post)	Staff Rate	Total Cost Per Year
2, first Tuesday of each month	5	\$71.88	\$4,280

Top Three Projects:

Project Summary *You must include to which council goal his project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
<u>Neighborhood Transportation Strategy</u> Work with each neighborhood in the city to understand their specific transportation needs, concerns and ideas. Develop a strategy that addresses common themes and neighborhood specific issues. <u>City Council Goals: 3,5</u>	No staff or budget requested at this time.	No staff or budget requested at this time.	-0-
<u>Multimodal Safety</u> Develop a process to assess potential risks, prioritize problems, and identify remediation steps for issues that could impact or are currently impacting either motorized or nonmotorized forms of transportation. <u>City Council Goals: 5</u>	No staff or budget requested at this time.	This goal will likely require a number of city staff such as an arborist or from public services, but no funds are being requested at this time.	-0-
SECTION TOTAL:			

Ongoing/Current/Other Projects:

Project Summary *You must include to which council goal his project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
<u>Regional Transit and Transportation Planning</u> Participate in and monitor the progress of regional transit routes and new facilities. <u>City Council Goal: 5</u>	No staff hours or budget requested	0 hrs	-0-
<u>Commuter Parking Issues</u> Commuter parking issues will be addressed in #1 above as well, but will remain an ongoing focus. <u>City Council Goal: 5</u>	No staff hours or budget requested	0 hrs	-0-
SECTION TOTAL:			\$4,280
GRAND TOTAL:			

Staff Liaison Review: [Signature]
 Date: 9/23/15
 Mayor Review: Mary Jane Berry
 Date: Sept 24, 2015

City Council Approval Date: _____



Youth Council Work Plan 2015/2016

- The Lake Forest Park Youth Council meets the second Wednesday of every month at City Hall from 7pm-8pm. The Youth Council Leadership Team meets from 6:30pm-7:00pm to prepare for each meeting in advance.
- Adult Advisors Carol Dahl and one to be determined, with Councilmember Hilda Thompson will supervise each monthly meeting and attend Youth Council programs/events to provide support.

Regular Meetings Per Year	Staff Hours (Prep.+ Attend Occasional Youth Council/ Leadership Team Mtgs)	Staff Rate	Total Cost Per Year
*12	3	\$29.13	\$1,046.68
Staff meetings with adult mentors to guide/support Youth Council	2	\$29.13	\$58.26
SECTION TOTAL:			\$1,104.94

**City staff prepares agendas, event reminders/communications and coordinates Youth Council events. Volunteer adult mentors supervise monthly meetings at City Hall; City staff coordinates with adult mentors the day before each monthly meeting to review programs/projects and evaluate whether City staff is needed at a leadership team meeting, regular meeting, or both.*

Annual Projects

Project Summary	Project Category	Timeframe	Total Project Request (Budget Request + Staff Time)
1. <u>Reports to City Council:</u> Youth Council will report quarterly to City Council on the progress of their projects and programs.	Youth Government Education	Quarterly: September, March, June	1 staff hour to facilitate YC/organize/set up; 1 hr x 29.13= \$29.13
2. <u>Attend 2 City Council Meetings:</u> All members are required to attend at least 2 City Council meetings during the YC year.	Youth Government Education	September - June	1 staff hour to organize YC/coordinate/help set up; 1 hr x \$29.13= \$29.13
3. <u>City Hall Internships:</u> Each Youth Council member will select a department-based on City needs-to volunteer at least one afternoon/month; possibly more based on City needs	Community Service/ Youth Government Education	September - June	12 staff hours to facilitate YC/organize/set up; 12 hrs x \$29.13= \$349.56
4. <u>Invitation to City Departments and LFP Speakers:</u> Youth Council will invite department managers, staff, councilmembers, as well as local leaders to join Youth Council at a monthly meeting to discuss what their department does for the City.	Youth Government/ General Education	September - June	12 staff hours to facilitate YC/organize/setup; 12 hrs x \$29.13= \$349.56
5. <u>Creating New By-Laws for the Youth Council:</u> A Youth Council By-Laws Committee was formed to draft	Youth Government/ General	August - TBA	1 staff hour to facilitate YC/organize/set up; 1 hr x 29.13= \$29.13

and make recommendations to the Youth Council on new by-laws.	Education		
6. Kids to Parks Day/LFP Community Event: Youth Council will plan and create community activities. Youth Council will provide volunteers for the whole event throughout the day.	Community Service/ Public Education	September-June: <i>Planning of event</i> Late Spring/Early Summer: <i>Event Date</i>	12 staff hours to facilitate YC/organize/setup: 12 hrs x \$29.13= \$349.56
7. Halloween Education Table: Youth Council will set up a table at Third Place Commons' Halloween fair. There, members will distribute City resource materials and participate in educational and fun arts and crafts for attendees.	Community Service/ Public Education	October	2 staff hours to organize/coordinate YC: 2 hrs x \$29.13= \$58.26
8. Christmas Tree Recycling Event: Youth Council will assist Republic Services in the Christmas tree recycling event at City Hall. Members may hold fundraising effort at this event.	Community Service/ Public Education	December/January	\$100 for supplies for fundraising efforts at event; 3 staff hours to organize YC/coordinate/set up: 3 hrs x \$29.13= \$87.39
9. Food Lifeline Service Day: Youth Council will coordinate with Food Lifeline to participate in a "Day of Service" benefiting a local food bank.	Community Service	February	1 staff hour to organize YC/coordinate/help set up: 1 hr x \$29.13= \$29.13
10. LFP Green Fair: Youth Council will provide volunteers for event throughout the day.	Public Education	March 12, 2016	2 grant-funded staff hours to organize YC/coordinate/set up: 2 hrs x \$29.13= \$68.94
11. Other Project Ideas for the 2015/2016 Year: Holiday Cards for Senior Citizens, Park Clean Ups, Youth Council Action Day, Joint City Council/Youth Council Meeting, Giving Tree, Puget Sound Starts Here Month Activity	Community Service, Public Education, Youth Government	September – June	10 staff hours to organize/coordinate YC: 10 hrs x \$29.13= \$291.30
SECTION TOTAL:			\$1,671.09

GRAND TOTAL: \$2,776.03

Staff Liaison Review: Cory Roche

City Council Approval Date: _____

Date: August 31, 2015

Mayor Review: Sept 24, 2015
Date: Mayor Mary Jane Mori



Attachment A

Community Services Commission

Work Plan - 2016

Regular Meetings Per Year	Hours (Prep.+Mtg+Post)	Staff Rate	Total Cost Per Year
12	5	\$29.13	\$1,747.80

Top Three Projects:

Project Summary (*You must include to which council goal this project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
1. <u>Blue Heron Park</u> - Develop master plan once trees are removed. City Council Goal: 7,8,10	\$500 -posters, public outreach	20 hrs x \$37.15=\$743.00; Enviro. Prgms Manager 136 hrs x \$29.13=\$3,961.68; Comm. Vol. Coordinator	\$4,704.68
2. <u>Human Services</u> - Monitor and advocate for appropriate funding for human and community services. Have an annual meeting and report from each contract. City Council Goal: 2,4,5,6	10 staff hours	10 hrs x \$29.13=\$291.30	\$291.30
3. <u>Develop/Promote Active Recreation Programs</u> - Such as tree walks, scavenger hunt, community event or other Lake Forest Park walks programs. City Council Goal: 2, 10	40 staff hours + \$500 posters, public outreach	40 hrs x 29.13= \$1,165.20	\$1,665.20
SECTION TOTAL:			\$6,661.18

Ongoing/Current/Other Projects:

Project Summary (*You must include to which council goal this project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
4. <u>Youth Council</u> - Support Youth Council, attend meetings as needed. City Council Goal: 2	No staff hours or budget requested.	-	-
5. <u>Public Safety</u> - Support Chief of Police/Police Department, block watch, public safety training. Encourage scholarship reimbursement program for citizens to attend public safety training (CPR, First Aid, balance programs for seniors, etc). City Council Goal: 2, 10	No staff hours or budget requested.	-	-
6. <u>Safety Fair</u> - Plan and organize the annual Safety Fair. City Council Goal:	8 staff hours	8 hrs x \$29.13=\$233.04	\$233.04
SECTION TOTAL:			\$233.04

GRAND TOTAL: \$8,642.02

Staff Liaison Review: Cory Roche

City Council Approval Date: _____

Date: August 31, 2015

Mayor Review: Mary Jane Hoyt

Date: Sept 24, 2015



Planning Commission Work Plan— 2016

Regular Meetings Per Year	Hours (Prep.+Mtg+Post)	Staff Rate	Total Cost Per Year
12 regular meetings	PD=5hr/mtg AP=10hr/mtg*	PD=\$70/hr AP=\$40/hr*	\$9,000

Top Three Projects:

Project Summary (*You must include to which council goal this project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
1. Review of Tree Board's recommendations for Updating Tree Regulations and development of Amendments for recommendation to Council <i>*Code Streamlining</i>	8 hours	2016:(PD=80hr x \$70/hr + AP= 60hr x \$40/hr) Total = \$8,000	\$8,000
2. Review and Update Zoning and Environ. Sensitive Areas Regulations <i>*Code Streamlining</i>	8 hours	2016:(PD=80hr x \$70/hr + AP= 60hr x \$40/hr) Total = \$8,000	\$8,000
3. Review and Update of Subdivision Regulations <i>*Code Streamlining</i>	8 hours	2016:(PD=80hr x \$70/hr + AP= 60hr x \$40/hr) Total = \$8,000	\$8,000
SECTION TOTAL:			\$24,000 (all staff time)

Ongoing/Current/Other Projects:

Project Summary (*You must include to which council goal this project directly relates)	\$ Budget Request + Estimated No. of Meeting Hours	Staff Time Request (Hours x Hourly Rate; average rate if necessary)	Total Project Request (Budget Request + Staff Time)
SECTION TOTAL:			
GRAND TOTAL:			\$33,000

Staff Liaison Review: _____

City Council Approval Date: _____

Date: _____

Mayor Review: _____

Date: _____

[Signature]
Mary Jane Perry
 Sept 24, 2015



Economic Development Commission Work Plan

2015-2016

(rev 2/5/15, Updated 8/31/15) –see DRAFT ATTACHMENTS (3 Documents)

Part 1 Instructions

- In your July meeting, as a commission, please identify your top three projects including staff time and project budget requests. Work with your staff liaison to get hourly rates (or averages) and to estimate project hours.

Due Date

- This work plan will be due to City Hall by 5pm on August 31, 2015

<u>Regular Meetings for Per Year</u>	<u>Hours (Prep+Mtg+ Post)</u>	<u>Staff Rate</u>	<u>Total Cost Per Year</u>
12	5 hr/meeting 1 st Meeting/mo	\$42	\$4140

Top Three Projects:

3/hr meeting 2nd mtg (no staff notes)

<u>Project Summary</u> (*You must include to which council goal this project directly relates)	<u>\$ Budget Request + Estimated No. of Meeting Hours</u>	<u>Staff Time Request</u> (Hours x Hourly Rate; average rate if necessary)	<u>Total Project Request</u> (Budget Request + Staff Time)
<p>1. The EDC will, based on adopted City Goals (including the 2015 update of the Comprehensive Plan), recommend to Council and the Mayor economic development goals for a one year to five year timeframe.</p> <p>This supports the Council's goal of examining economic development policy, tools and options for the City.</p>	No additional staff time needed outside of regularly scheduled meetings.		<p>See attached EDC Project Description with initial estimates:</p> <p>LFP Business Event/s for one year goal: To begin the formation of a business community,</p>
<p>2. The EDC will work with City staff to develop a directory of Lake Forest Park businesses including commercial and home-based businesses.</p> <p>This supports council goal to improve communications and develop a more robust local economy.</p>			<p>See attached EDC Project Descriptions:</p> <ol style="list-style-type: none"> LFP Online Directory Web LFP Print Business Directory/Map – some initial estimates included. <p>Final estimates to come: October/early Nov.2015 for both on line and printed versions.</p>
TOTAL:			

Part 2 Instructions

- In your July meeting, as a commission, please also identify your ongoing projects including staff time and project budget requests. Work with your staff liaison to get hourly rates (or averages) and to estimate project hours.

Ongoing/Current/Other Projects:

<u>Project Summary</u> (*You must include to which council goal this project directly relates)	<u>\$ Budget Request + Estimated No. of Meeting Hours</u>	<u>Staff Time Request</u> (Hours x Hourly Rate; average rate if necessary)	<u>Total Project Request</u> (Budget Request + Staff Time)

3. The EDC will identify target market groups (e.g., seniors, families, diners, etc.) that will be served by Lake Forest Park-based businesses (current and future) and the EDC will develop opportunities to address those target market groups

This supports council goal "develop a more robust local economy with improved employment and retail options for citizens"

4. The EDC will work with the administration to develop a "doing business in Lake Forest Park" resource. To accomplish this goal: Identify the information and data (available and needed) in order to develop an economic data catalog for businesses and developers considering Lake Forest Park.

This supports the Council's goal of examining economic development policy, tools and options for the City.

5. The EDC will identify barriers to conducting business in Lake Forest Park and will work to resolve them.

This supports Council goal "develop a more robust local economy with improved employment and retail options for citizens"

TOTAL:

Staff / Mayor / Council APPROVAL

Staff Liaison Review: 8/7/15 *[Signature]* City Council Approval Date: _____

Date: _____
 Mayor Review: *Mary Jane Bort* Date: *Sept 24 2015*



City of Lake Forest Park
Economic Development Commission
Project Description: LFP Online Directory Web Service

Contents

Project Description: LFP Online Directory Web Service 1
Summary: 1
 Yellow Pages Styled Directory: 1
 Administrative Interface: Revisions to the Directory 2
 Administrative Interface: Exporting the Directory 2

Summary:

The City of Lake Forest Park wishes to publish an online directory of local businesses. This service should use existing technologies already available to the city (flat files, databases, web frameworks, etc.) in order to reduce costs wherever feasible.

This service must meet three needs:

1. A 'yellow pages' styled directory (sorted by category) to be provided for public consumption
2. An administrative interface allowing city staff to quickly and easily add, remove, or edit entries.
3. An administrative interface allowing city staff to export the directory information in a .csv file, to be consumed by internal city departments.

Each section is detailed below

Yellow Pages Styled Directory:

Audience: The Public

1. The directory should be styled with the same look and feel (color scheme, organizational template, etc.) of the printed LFP Business directory. This will help establish legitimacy and ownership.
2. The directory should be searchable by any of the Standard data fields, listed below.
3. The directory should use meta tags and key words drawn from directory data to aid in indexing the site
4. The directory should display to the public using published 'Yellow Pages' styled categories, as defined by this document: <http://www.mhtc.net/yellowpages/> Empty categories should remain hidden.

5. Standard fields will include:
 - a. Business category
 - b. Business name
 - c. Business phone number
 - d. Email address
 - e. Website URL
6. Optional fields for Enhanced Listings will include (may be blank):
 - a. 24x24 pixel icon, to be placed in front of the business name
 - b. A 300 character blurb to be listed beneath the entry
 - c. A image, no more then 300x200 pixels, to be placed to the right of the entry
 - d. The entire entry will be highlighted by placing it in a pastel background colored box.

Administrative Interface: Revisions to the Directory

Audience: City Staff

1. The Administrative interface needs to be secured so it can only be accessed by City Staff. Standard password and SSL encryption should be sufficient.
2. Using this interface, administrative staff will create new directory entries, remove old entries, and edit changed entries. Staff, for each listing, will be able to:
 - a. Select a 'yellow pages' category to assign to each directory entry
 - b. Enter / Edit the Business name (mandatory), and business phone number, email address, and/or website URL (optional).
 - c. Toggle Enhanced listing features on/off, upload icons, images, blurbs, and toggle highlighting.

Administrative Interface: Exporting the Directory

Audience: Internal City Departments

1. The Administrative interface needs to be secured so it can only be accessed by City Staff. Standard password and SSL encryption should be sufficient.
2. Using this interface, a city staff member should be able to export the entire directory, all fields, into a .csv document for use by other internal city departments.



City of Lake Forest Park

Economic Development Commission

Project Description: LFP Business Event-DRAFT

Summary

a.

Among general first steps to begin economic development are building community and finding community consensus.

While communities have formed in Lake Forest Park around environment, the Commons, and neighborhoods, there is no perceptible community of business owners/managers or commercial interests.

b.

Also among general first steps is the opening of communication between existing businesses and local government.

Communications between business owners and our city government haven't been developed yet.

Goals

Formation of commercial community.

City government show active interest in bi-lateral communications with businesses.

Strategy

Provide an initial opportunity for a commercial community to form by hosting an evening social-and-info event, prospectively February 2016.

Provide, also, a conversation opportunity for business owners and city government at this event.

Outcomes

Potential formation of a business community.

Gauge interest in commitment to economic vitality/sustainability/development.

Open communication between city government and businesses.

Allay concern for lack of communication.

Assess appetite for communication (topics, depth, volume).

Estimate information and assistance needs.

Generate a PR opportunity for the City and our businesses (local media, channels, and audiences)

Plan

Initially

Evening or morning event for LFP businesses and related stakeholders in Q1 2016

Invitees to consider:

All business license holders located in LFP RE brokers with commercial listings in
LFP Commercial-zone property owners Apartment building managers
Arts Council Commons/Farmers Market

Setting

Venue relaxing tone informal program briskly paced
Swag tables for businesses' cards and brochures light refreshments

Program

"Hosts" (commissioners, councilmembers, city employees) to greet for pre-program
networking/circulation/survey cards
Mayor welcome, brief intros key persons present
Ice breaker activity
Two or three businesses demonstrate or present
Highlights of current government agenda, such as infrastructure or interlocal activity
Speaker on useful hotbutton topic, 30 minutes max.
Concerns and questions Listening and responding
Post-program networking/circulation

Approximate costs	\$1,400
Venue (ex. Civic Club)	\$500
Speaker, gratis	\$0
Invitations printing, 3 flights*	\$275
Invitations and other graphic work	\$175
Postage, 1 flight, bulk mail postcard**	\$120
Other materials printing	\$100
Refreshments and floral	\$100
Linens and serving equipment, borrowed	\$0
IT services for City website	\$100

Remarks

This is a general outline. We will continue to brainstorm and collaborate in order to hold a well-attended, successful event.

Eventually

Regular event, 2 or 3 times per year.

Possible start of local chamber-of-commerce type of group

*Save the Date , first invitation, second invitation **Save the Date included in mailing for license renewal; first invitation included in mailing of renewed license; second invitation including other invitees as bulk postal mailing



City of Lake Forest Park

Economic Development Commission

Project Description: LFP Business Directory & Map

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Printed Map/Directory	1
Potential Business Partner	2
Potential Business Approach/Costs.....	2

Summary:

The City of Lake Forest Park wishes to publish a print directory of local businesses. This directory must meet three needs:

1. Provide a physical presence/reference document for use by consumers and businesses. The document must be available for free in multiple locations in the LFP geographic area.
2. Home-based businesses need to be included, although the approach for their participation may need to differ from that used for the larger commercial businesses.
3. Minimize the amount of time City staff needs to devote to accomplish the directory.

Development of this directory/map should include the participation of the Town Center Business Association and must expand beyond the core business district to all businesses in LFP.

Printed Map/Directory

1. The directory should be styled with the same look and feel that was used in the City of Seattle neighborhood directories produced by Knotis, BUT with a distinctive color scheme.
2. The LFP logo should be prominently featured.
3. The directory/map should be pocket-sized.

Potential Business Partner

The Economic Development Commission identified a potential vendor to work with LFP businesses to develop a map/directory with special offers that could be available in hard copy throughout the business district of LFP. There may be linkage to a web site. The commission reviewed several different approaches to producing a map/directory and invited a representative of Knotis, Erik Anderson, Director of Marketing & Operations, to present to the EDC on Wednesday, September 2, to provide further details to the Commission re: Knotis products and capabilities.

1. **The Knotis Company:** Founded in 2011, Knotis is a Seattle-based technology company focused on creating a better local commerce experience for consumers and businesses. Over the last 3 years, Knotis has grown from a coffee shop startup to a having an official "name on the door" office.
2. **Neighborhood Maps + Passports:** Knotis media products bridge the gap between local consumers and their businesses. With an iconic set of Seattle Neighborhood Maps, locals can discover and interact with businesses in their community. The maps are paired with Neighborhood Passports; a collection of hyper-local offers to the best neighborhood businesses.
3. **The Knotis App:** A lifestyle app for consumers and an essential business tool for merchants, the Knotis app is currently geared toward discovery and redemption of offers from the businesses on the map. The app is available for IOS and Android.

Potential Business Approach/Costs

1. Knotis is currently transitioning away from selling advertising on their maps and moving towards a main sponsor to pay a flat fee to produce the guides, as they are now able to monetize through their digital platform, rather than print marketing. The partners they bring on help cover the design, printing, and distribution costs. These partners are normally large brands, merchant chambers/associations, or economic development councils/commissions.
2. The costs associated with the production of the map are dependent upon how many maps get printed. The costs per map generally range between \$0.10 and \$0.20 a piece, depending upon the volume. They can print as many as we want (the cost per map goes down as you print more).
3. On top of the printing costs, Knotis charges a one-time design fee of \$1,000, which helps cover the costs of obtaining all the artwork, taking pictures for the ads, designing the ads, laying out the directory, and creating the map insert.
4. The only stipulation for a merchant being on the map is that they need to run an offer on the Knotis site. The offer type will be in the format of "get x off if you spend y or more".