



May 8, 2017

RE: Woodinville Chamber Position on Civic Campus Project

Honorable Mayor and Councilmembers,

The Woodinville Chamber respectfully requests your thoughtful consideration of our position on the Civic Campus project, which is currently before you. This position was developed by a team of Chamber members, who invested their time to develop and articulate a proposed position statement on this project, to be considered by the Chamber's Board of Directors. It was approved unanimously.

This team includes:

Robb Anderson, Northwest Trophy & Awards

Julie Kouhia, Molbak's garden+ home

Kathy Norige, Banner Bank

Eileen Votteler, Ste. Michelle Wine Estates

Position Statement

The Woodinville Chamber urges the City Council to make a significant investment of public funds in the Civic Campus project, to ensure that it includes public spaces, adequate parking and delivers maximum value to the citizens of Woodinville.

The Chamber encourages the City Council to focus on this opportunity with a sense of urgency and determination, with delay or inaction considered unacceptable alternatives.

Rationale

The Civic Campus is a Legacy Project that presents the City of Woodinville an opportunity to shape the future of our downtown and thus have a significant positive impact on the quality of life of all residents in our City for generations to come.

It is rare to have an opportunity of this magnitude before us and therefore it demands bold, decisive and visionary action. It is also critical to act now, as inaction would have a devastating effect on the credibility of the City within the development community.

By investing in the project, the City can ensure public amenities are included in the design, while also providing the developer the profit they will need for their investment to be justified.

Business Case

We see a compelling business case for the City to make a significant investment in the Civic Campus. This property is valued at over \$13,000,000 in its current state. It is costing the City approximately \$20,000 per year to maintain the Old School and Carol Edwards Center. It is delivering zero revenue. Inaction would lock the City into this financial drain for the foreseeable future.

Successful redevelopment of the Civic Campus would activate this asset and generate a significant ROI:

- Cash for the sale of the property
- Fees for development, e.g. design reviews, permitting, etc.
- Sales Tax revenue generated by the new retail businesses on the site
- Increased sales taxes throughout downtown, driven by more shoppers who are attracted by this project
- Sales Tax driven by an increased number of tourists who are attracted by this project
- Property taxes paid by the new owner(s)
- Increased property taxes throughout the downtown district, as a result of increased property values driven by this project

Public Service Case

We also see a compelling Public Service case for the City to make this investment. A public square and other public areas on the site would enrich the quality of life for Woodinville residents

- Art Shows
- Live musical performances
- Farmer's Markets
- Seasonal events

A parking structure would not only serve the needs of the users of this site, but would also accommodate more shoppers, diners and participants in City-sponsored events like Celebrate Woodinville.

A high quality project on this site would also set the standard for future redevelopment of our downtown and thus elevate the quality of the shopping and dining experience for everyone.

A thoughtful design would provide pedestrian flow connecting the Sammamish River trail, Wilmot Park and the Woodinville Sports Fields with the downtown area, via a Promenade through the Civic Campus.

Thank you for your consideration.

Respectfully,

The Woodinville Chamber Board of Directors
List of Board Members