

Mayoral directive 2023-05: Prosperous City

Over the past several years, the City of Everett has faced numerous challenges that have made it increasingly difficult to provide the amenities our residents rely on and live up to our promise of supporting the best quality of life possible. These include the structural budget deficit, the ongoing COVID-19 pandemic, the national behavioral health crisis, the housing crisis, historically high inflation and more.

However, with every challenge faced, our communities, our businesses and our staff have exemplified resilience and shown a willingness to work hard to better our city. City staff have gone above and beyond to ensure the continuity of our most essential functions, establishing new partnerships to enhance our offerings while saving taxpayer dollars and securing grant funding for key projects and programs across the city.

Right now, many local small businesses are struggling to succeed. These businesses are pillars of our community, and we want them to succeed – so we must find ways to provide support, connecting them with the resources they need to prosper.

And as more people and businesses choose to locate here and our city grows, we need to be future ready – and that includes having the capacity to continue providing the essentials our residents and businesses rely on, like water, sewer and roads, as well as the lifestyle amenities that draw people in, like beautiful parks and a thriving arts and culture scene.

There is still much to be done for our economy to fully recover from the pandemic and to strategically prepare the city for the growth coming to our region. We have to take advantage of the innovative opportunities that are available; these opportunities will help address some of our biggest challenges, bring much needed revenue into our city and position us for a more prosperous future.

NOW, THEREFORE, I, Cassie Franklin, mayor of Everett, hereby direct City of Everett staff to pursue the following five initiatives:

1. Initiative 1: Work to establish Everett’s reputation as businesses’ first choice for a location to grow and thrive.

- a. Work in partnership with local and regional economic development organizations including Economic Alliance, the Everett Chamber of Commerce, Greater Seattle Partners and Northwest Innovation Resource Center to support local businesses and strengthen industries.
- b. Recruit new companies to Everett with a special emphasis on those that will capitalize on our region’s investment in public transportation and utility infrastructure, including those that are addressing the dangers of climate change.
- c. Facilitate connections between businesses and our region’s amazing workforce network including our school districts, EvCC, WSU-Everett, Workforce Snohomish and NW Innovation Resource Center.
- d. Continue to collaborate with the Downtown Everett Association and with business and property owners to explore ways to unlock the potential of the demand surges created by successful venues, events and festivals.
- e. Grow Everett's identity as an arts destination by strengthening existing relationships with major arts organizations, creating economic opportunities for artists - including grant funding, public commissions and jobs in the creative sector - and continuing meaningful stewardship of the City's robust public art collection to ensure everyone can participate in the enjoyment of the arts.
- f. Develop a Westmont-Holly-Evergreen-Boeing (WHEB) Triangle Equitable Business Strategy to map a 10-year plan to support local wealth creation, preserve established local businesses, and establish on-going access to those businesses impacted by the anticipated redevelopment in the wake of light rail.

2. Initiative 2: Continue significant progress on infrastructure projects to make the City of Everett more resilient, safer and future-ready.

- a. Streamline the development of housing necessary to meet our goals of successful housing implementation.
- b. Begin construction on the Edgewater Bridge replacement in 2023.
- c. Begin design of the Merrill & Ring Creek Bridge replacement in 2024.
- d. Collaborate with the Washington State Department of Transportation (WSDOT) to plan for long-term sustainable improvements to the I-5/US-2 interchange and how it connects to Everett’s street system.



- e. Partner with WSDOT, Snohomish County and other regional stakeholders to replace the westbound US-2 trestle.
 - f. Continue to fully implement our Bicycle Master Plan, including beginning the Fleming Street Bicycle Corridor, Fulton Street Bicycle Pedestrian Corridor and citywide bicycle wayfinding.
 - g. Complete replacement of the water filtration plant emergency generator system in 2023.
 - h. Replace water reservoirs #2 and #3 in town to improve water supply resiliency for the next 100 years.
 - i. Implement new interactive tool known as 'See, Click, Fix' for sharing community concerns and seeking a response from City staff.
- 3. Initiative 3: Build or redevelop a stadium, amphitheater and park in Everett to provide an outdoor quality of life amenity and attract tourism spending to energize our economy.**
- a. Make a recommendation to Administration on which studied site will be most feasible for the new outdoor stadium, amphitheater and park.
 - b. Develop a plan, in partnership with the Aquasox, Snohomish County, the Snohomish County Sports Commission and others, to build or redevelop an outdoor stadium, amphitheater and park in Everett that meets Minor League Baseball's High-A standards and adds a new public park space.
 - c. Create a finance package that capitalizes on multiple revenue streams and does not rely on new taxes.
 - d. Partner with Angel of the Winds Arena leadership to develop a complementary programming calendar of events for analysis of the lifestyle amenities that could be offered by the stadium, amphitheater and park.
- 4. Initiative 4: Explore new and innovative opportunities available and expand existing initiatives to generate revenue for the City of Everett and/or to reduce the costs of providing municipal amenities.**
- a. Access as much grant funding as available to supplement or replace existing funding for programs, events, etc.
 - b. Advocate in Olympia for changes that will generate more revenue for cities.
 - c. Continue to explore other revenue generating options, including regional fire



authority, public safety district and parks district.

- d. Explore new public private partnerships to reduce the costs of municipal amenities, facilities and events and consider the expansion of existing partnerships.
- e. City staff will prepare and provide briefings to the City Council on the City's current revenue options, including a possibly levy lid lift.

5. Initiative 5: Expand the recreational, cultural and arts offerings throughout the city, especially in historically underserved areas.

- a. Pursue public-private partnerships to develop new parks and recreational/entertainment opportunities throughout the city.
- b. Develop a plan to offer more support to events throughout the city, esp. downtown.
- c. Continue to increase inclusive playground options throughout the city.
- d. Complete the multi-use, hard surfaced trail around Silver Lake, increasing the amount of accessible recreational opportunity.
- e. Create a plan to put the Forest Park Swim Center to productive use in the future.
- f. Continue to produce the City's premiere events: Sorticulture, the July Fourth Festival and Wintertide and build upon the success of leveraging large-scale special events to generate economic spending at local businesses and provide recreational and cultural enjoyment for residents.

A report summarizing progress on these initiatives, as well as metrics that will be used to gauge impact and success, will be delivered to me twice per year.

Dated this 9th day of March 2023



Cassie Franklin
Mayor, City of Everett

