



# Downtown Strategies

CITY COUNCIL COMMITTEE PRESENTATION

# Economic Vitality Committee

## Team Members

Evan Schalock – Chewelah City Council

Brandon Hansen - Tricounty Economic Development

Justin Schramm - Omni Gaming & CFA

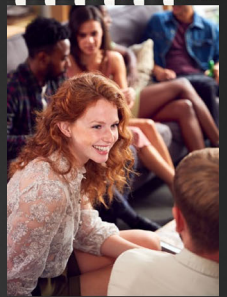
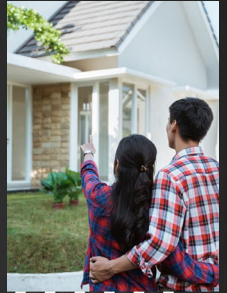
Debra Hansen – WSU Extension

Thomas Bristol - Purple Flat Top Architecture

Francis St. John - Spokane Tribe

Eric Bakken - 49° North

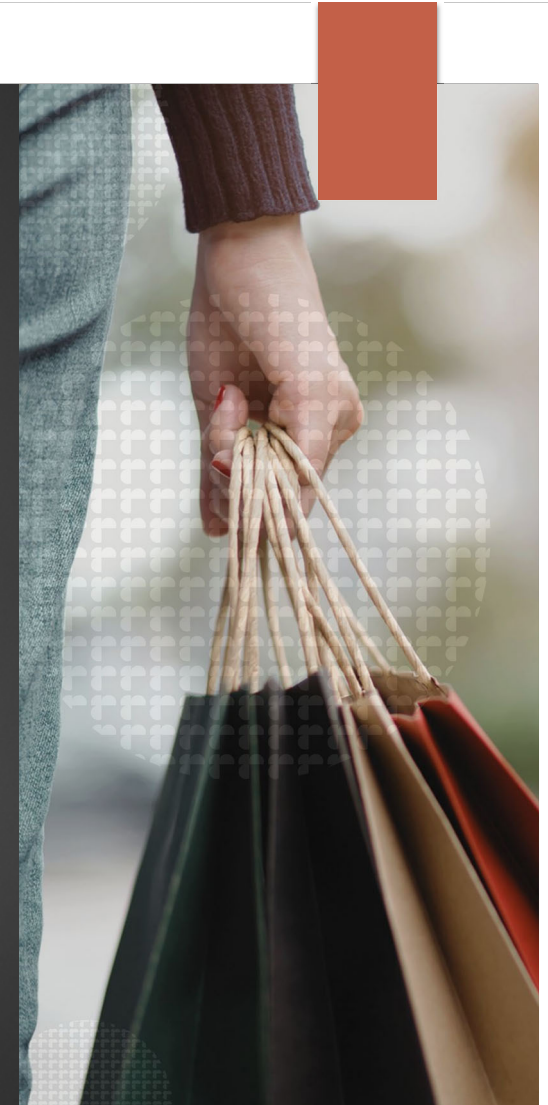
Larah Ritchie - Mindmeld Creative & Chewelah Creative District



# Economic Vitality Committee

## NOW

- Utilize the Property Inventory provided by Downtown Strategies to understand who owns what buildings, which are available, and what uses may be ideal for each vacancy.
- Create a custom Business Recruitment packet that can be distributed to targeted retailers, restaurants, and other businesses. The packet can be used to personally recruit specific businesses from the region or elsewhere in the community.
- Host monthly meet-up events for existing and potential entrepreneurs. These should begin as simple meet-and-greet events and can grow into opportunities for gathering input and hosting guest speakers on specific topics.
- Work with existing property owners with vacancies to explore these creative strategies for activating vacant space and supporting entrepreneurship.



# Economic Vitality Committee

## 1 – 3 YEARS

- Encourage property owners to utilize **demising walls** to create small footprint retail/start-up spaces. This low-cost strategy can be used to modify a large vacant building, add flexibility to an existing space, or add retail space to an existing office building while generating revenue for the property owner.
- Hold merchant **training and workshops** to encourage Downtown business owners to increase their level of operations, modernize their reliance on technology, and implement new and savvy ways to reach customers of all generations.

# Economic Vitality Committee

## 3 – 5 YEARS

- Work with property owners to encourage development of entrepreneur ready shell space in the ground floor of vacant properties.
- Determine opportunity for local incentives from the City of Chewelah to accompany this effort.



# Policy Administration Committee

## Team Members:

Don Olson – **Business Owner**

Sam Peone – **Freelance Writer**

Juanitta Pickens – **Business Owner and  
Chamber of Commerce Board Member**

Cary Olinger – **Business Owner**

Payton Norvell – **City Council**

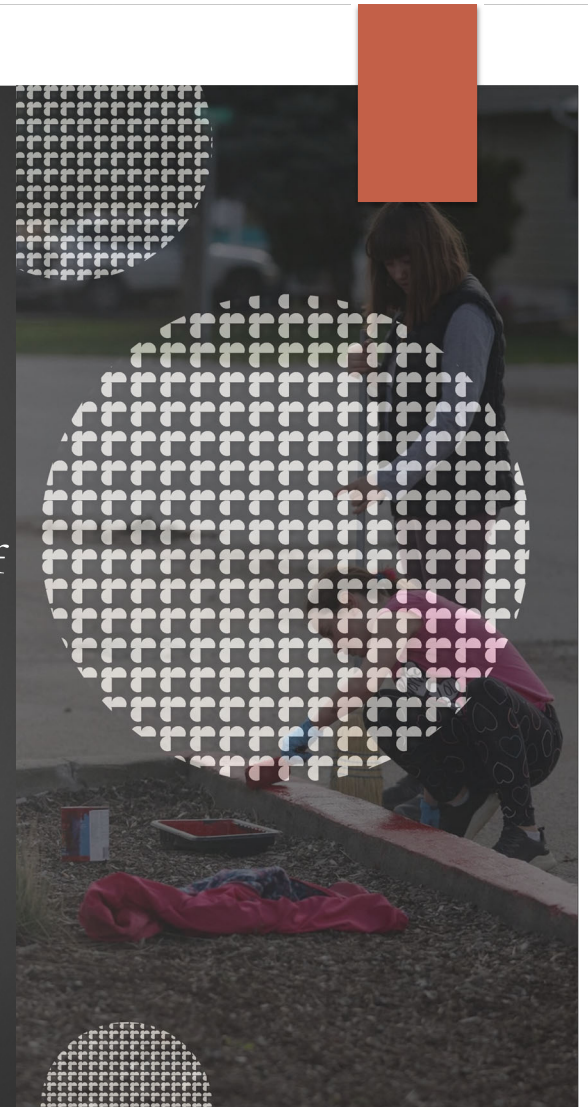
Greg McCunn- **Business Owner and Mayor**



# Policy Administration

## NOW

- Implement and host a monthly Community Roundtable event, with expanded quarterly editions
  - ✓ *Business & Property Owners Forum*
- Establish a framework of committees under Downtown Development Staff
  - ✓ *4 Economic Pillars w/ sub-committees*
- Implement a Vacant Storefront Registry
  - ✓ *Full-sortable commercial registry*
- Establish a Façade Improvement Program to offer financial incentives for property and business improvement
  - ✓ *50% matching funds up to \$2,000 \$10K investment improving 5 facades*
- Incentivize property owners to rehabilitate, lease, or sell their buildings within the Downtown area.



# Policy Administration

## 1 – 3 YEARS

- Incorporate Form Based Codes into city's zoning code for Downtown Chewelah or throughout entire city limits.
  - ✓ Downtown Façade Color Palette adopted by City Council
  - ✓ PROS planning progress + DTRS = future
- Develop property owner support, create a BID plan, and begin the process of establishing a BID for Downtown Chewelah.
  - ✓ Main Street Program research on benefits



# Policy Administration

## 3 – 5 YEARS

- Create a full-time Downtown Development Manager
  - BID or Main Street program dependent
- List the Downtown Chewelah District on the National Register of Historic Places as a redevelopment tool
  - TBD





### Members

Tom Bristol - Architect, Bud Evans – Creative District,  
Cherie Lindstrom - Beautification, Cari Olinger –  
Business Owner, Justin Schramm – Business Owner,  
Stephania Wuesthoff – Business Owner/Chewelah  
Chamber of Commerce VP

# Che**WE**lah Design Committee

**A PLACE FOR ALL SEASONS**

# Downtown Color Inspiration



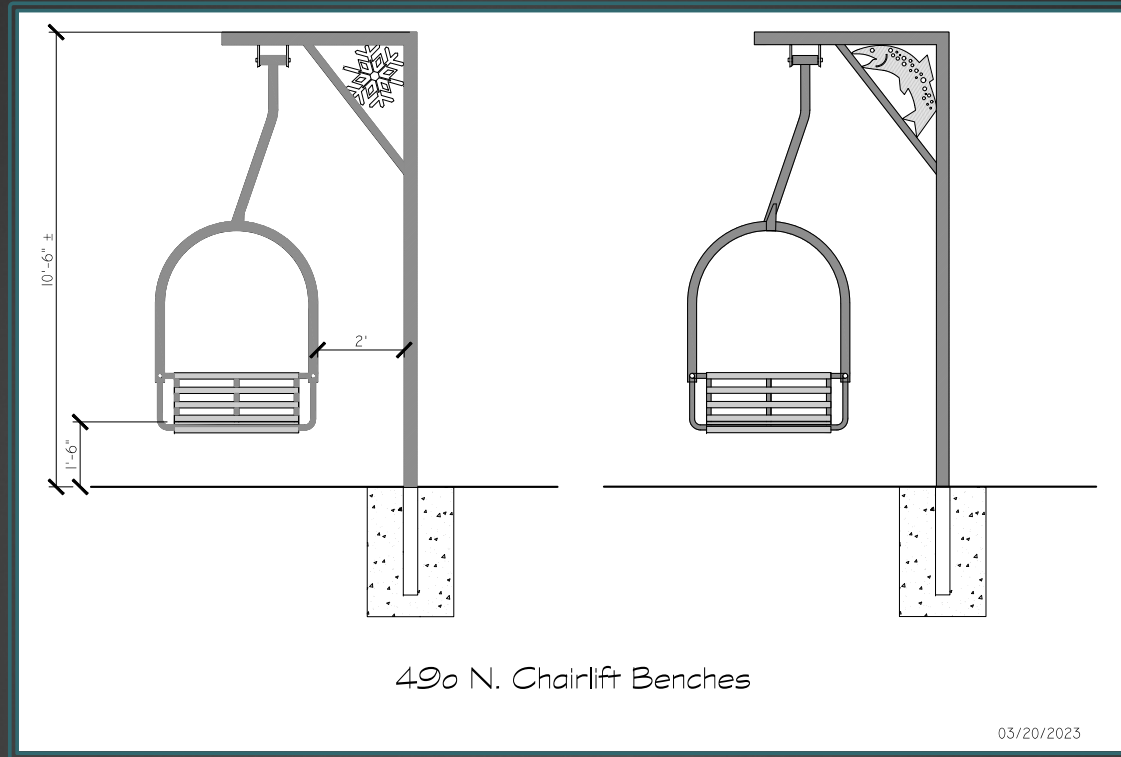
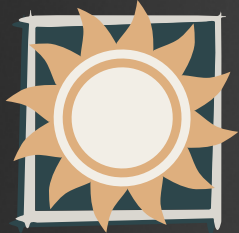
|                                                                                      |                                                                                      |                                                                                      |                                                                                      |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|   |   |   |   |
| Tempe Star<br>SW 6229                                                                | Greenblack<br>SW 6994                                                                | Lanyard<br>SW 7680                                                                   | Dover White<br>SW 6385                                                               |
|   |   |   |   |
| Sierra Redwood<br>SW 7598                                                            | Urbane Bronze<br>SW 7048                                                             | Brevity Brown<br>SW 6068                                                             | Evergreen<br>SW 6447                                                                 |
|  |  |  |  |
| Cavern Clay<br>SW 7701                                                               | Light French Gray<br>SW 0055                                                         | Agate Green<br>SW 7742                                                               | Realist Beige<br>SW 6078                                                             |

## Paint Palette Guidelines



In Progress  
(\$8,100 Grant Received)

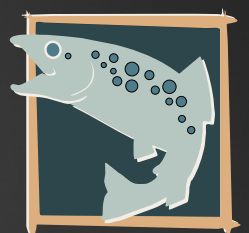
New Banners  
&  
4 - Stenciled  
Crosswalks

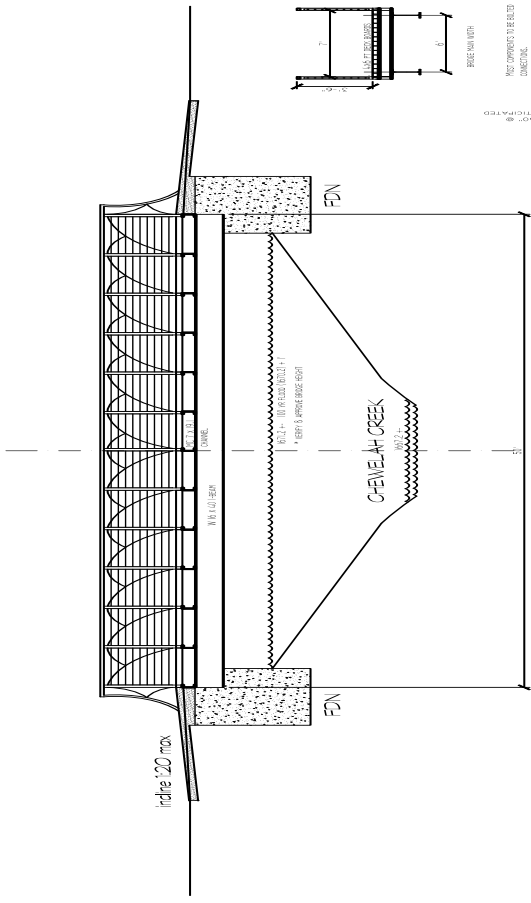


490 N. Chairlift Benches

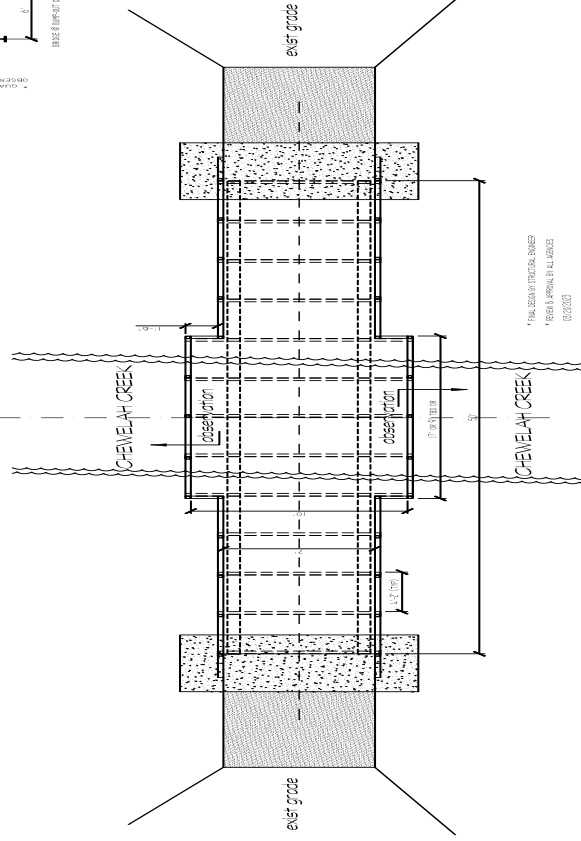
03/20/2023

**1 Year - \$5k each**  
**Chairlift Bench**  
**Placement of 10 around Chewelah**





\* GUARANTEE SHALL BE MADE TO THE OWNER  
 OBSERVATION OF DEFECTS AND REPAIRS



\* FINAL DESIGN OF STRUCTURAL BRIDGE  
 \* DESIGN & PERMITS BY ALL SERVICES  
 06/20/2023

FOOT BRIDGE over CHEVELAH CREEK @ COVILLE AVE.

2-3 Years

Access  
Bridge

\$60k



# Che**WE**lah Festivals & Community Events

TOURISM

&

PROMOTION

Team members

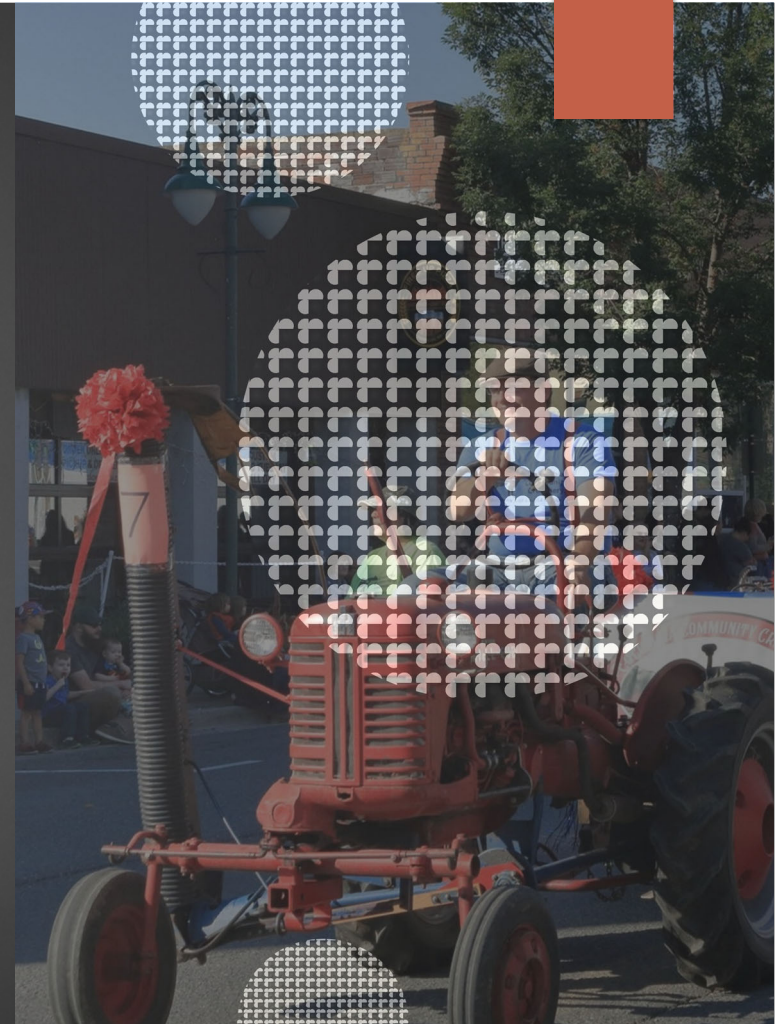
Eric Bakken & Ursula Bakken – 49 Degrees North,  
Jamie Sijohn – Chewelah Casino, Jolene McGee – City Council,  
Melissa Allerdings – Chamber, Shelly Stevens – TEDD,  
Mike Bentz – Creative District, Brad Shaffer – Creative District & Farmers Market,  
Michelle Williams – CFA, Zack Bolin & Craig Fletcher – at large

# Tourism & Promotion

## Retail Strategies Recommendations

### NOW – NO COST STRATEGIES

- Work with appropriate businesses to remain open during select events
- Select approximately 5 events to serve as pilots
- Use a variety of media to promote events and open businesses
- Encourage outside merchandise displays, signage and outdoor seating







# Tourism & Promotion

## Retail Strategies Recommendations

### YEARS 1 – 3 MINIMAL INVESTMENT

- Incorporate retail promotion strategies into the DT to encourage activity throughout the day especially in appropriate evenings.
- Enhance the success of the Farmer's Market into the DT by hosting Farm to Table events. Close Main avenue to during events, engage existing restaurants to participate, and recruit pop-up vendors to activate sidewalk space or vacant storefronts.
- Engage a branding consultant to facilitate a branding exercise to establish a strong clear brand for DT and a clear path forward. Encourage current branding to slight modify their logos to have a similar, yet unique brand.
- Find a creative handle (profile name) and create social media accounts all major platforms.

# Tourism & Promotion

## Retail Strategies Recommendations

### YEARS 3 – 5 LONG TERM INVESTMENT

- In Chewelah, wayfinding signage should be strategically implemented to provide directional navigation to and from key destinations such as 49 Degrees, Chewelah Golf & Country Club, Farmer's Market, Chewelah Casino, Chewelah Center for the Arts, municipal buildings, and others.
- An additional comprehensive system from municipal boundaries inwards is the right approach.

# Tourism & Promotion Festivals – 1<sup>st</sup> year



4<sup>th</sup> Weekend January  
10am – 10pm  
Businesses, Vendors  
Music, Beer Garden



3<sup>rd</sup> Weekend of July  
10am – 10pm  
Businesses, Vendors  
Music, Beer Garden



1<sup>st</sup> Weekend of  
October  
10am – 10pm  
Businesses, Vendors  
Music, Beer Garden



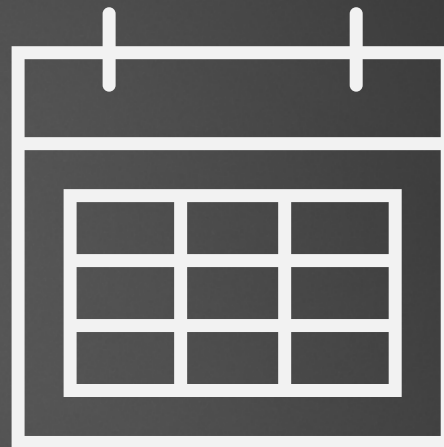
1<sup>st</sup> Weekend of  
December  
10am – 10pm  
Businesses, Vendors  
Music, Beer Garden

# Tourism & Promotion

## Summer Series – Community Driven

### MARCH – AUGUST

- Car shows, Bike Shows
- Paragliding, Bicycle events
- Golf events
- Arts & Culture events
- Farmer's Market
- Chewelah Center for the Arts
- Summer concert series
- Boofest



*Centralized  
Calendar*



Thank you!