

Economic Development  
Ideas & Thoughts  
for  
The City of Mill Creek

From  
Larry Mayer

July 21, 2014

I am most motivated to share a few ideas because I feel Mill Creek has more potential than it may realize. Also, I think there could be a danger that if no economic progress is made, the City may lose out to other local areas that are progressing, ultimately affecting our future quality of life. Realistically, there may be only a finite amount of **quality commerce** to be had. I think Mill Creek definitely has the ingenuity resources in the community to do great things.

Some ideas for an approach to the Economic Development challenge to consider:

- Seek a **niche** of commerce uncommon with other Cities.
- Look at using the impediment of being isolated as an ‘advantage’.
- Follow the inspiring creed of respected developer – the late Red Jacobsen:

***“Risk more than others think is safe.***

***Care more than others think is wise.***

***Dream more than others think is practical.***

***Expect more than others think is possible.”***

## Impediments:

- Competition from other SnoCo city's Economic Development
- Mill Creek is an isolated urban enclave – harder to create business traffic
- Citizens may not be that unified as a City with regards to economic development & growth -
  - Many want to maintain City **'just like it is'** versus
  - Many who welcome some **progress & growth**How to achieve economic progress without adversely affecting the 'quality of life' for the community
- Beyond regional area, City may not be that well known to entice new business, despite being named 36<sup>th</sup> Best small city-*Money 2013*

Economic Development Ideas as measured by Risk:

**LOW RISK – SMALL REWARD**

**MEDIUM RISK – SOME REWARD**

**HIGH RISK - HIGH REWARD**

*“Be brave enough to start a conversation that matters.” – Margaret Wheatley*

- Some possible **LOW RISK** ‘low hanging fruit’ ideas:
  - Actively promote the City, it’s businesses, & it’s Economic Development goals with a City-funded ‘Ambassador’ or through a volunteer organization
  - Get Mill Creek on the entrepreneur's & tourism “maps”  
*“Find us and experience Mill Creek”*
  - ~~If ‘Sales Tax Leak’, **fix it**: possible e-Commerce sales tax loss to Bothell from our shared zip code 98012.~~ (This Issue as been addressed).
  - Give some consideration to exploiting the MC Country Club’s value to the community & it’s environment. **One of the main treasure’s** in our City.
    - Occupies the heart of the City – 135 acres nearly 5% of City size
    - Pays \$50K in Property Taxes
    - Borders over 200 residential properties
    - Under new Sequoia Management, now 662 members, many non-MC
    - PlayAwayClubs – **MCCC is now part of 450 private golf course network**  
**Other national CC members will be visiting Mill Creek**

## **MEDIUM RISK IDEA:**

Seek an **upscale** hotel to locate in the Town Center business area that is scaled for our City.

No larger than 100 rooms in size.

Top Ten reasons for a small upscale Hotel:

10. Emergency accommodations for local residents
9. Temporary accommodations for when remodeling
8. Host organizational events and small Non-Profit org. conventions
7. Host wedding & anniversary receptions
6. Host school and family reunions
5. Accommodate family visitors from out of town.
- 4. Host hotel for MCCC golf events & City youth sporting events <a niche>**
- 3. Small business meeting center for off-sites, conferences, & training <a niche>**
2. A Hotel brings **visitors to local businesses** and provides a **room tax revenue** to the City  
<add a rental car desk for more revenue & possible local based Airport Shuttle>

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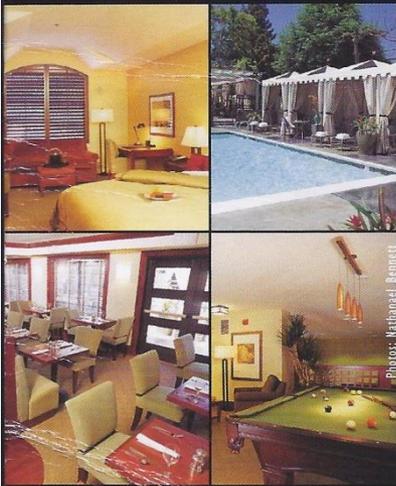
- 1. Mill Creek becomes a destination.**

## Some Examples of Smaller Upscale Hotel Chains:



(Locations in: CA, HI, DC, & IL)

The Moorpark Hotel features a contemporary clubby design, highlighted by sophisticated stylings and tailored details.



- 79 spacious guestrooms
- Guestrooms feature mahogany furnishings, natural stone bathrooms, Egyptian cotton linens, work desks, complimentary high-speed Wireless Internet access, two-line phones with voicemail, honor bars, cable TV, DVD/CD players, A/C, coffee makers, iron, bathrobes, Lather bath amenities and electronic locks
- VIP Club Level with continental breakfast, morning newspaper
- Guestroom dining
- Complimentary underground parking
- Courtyard with heated swimming pool, hot tub, and office cabanas with Wireless Internet access
- Business center, fitness center and billiards loft
- Complimentary wine hour
- The Park Bar & Grill serves relaxed American fare nightly
- 1,100 square feet of meeting facilities accommodate up to 60 people
- Executive boardroom accommodates up to twenty people

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HOTELS

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THE HEATHMAN HOTEL  
KIRKLAND, WASHINGTON

(Locations in: OR & WA)

Heathman Hotel & Trellis Restaurant Exterior

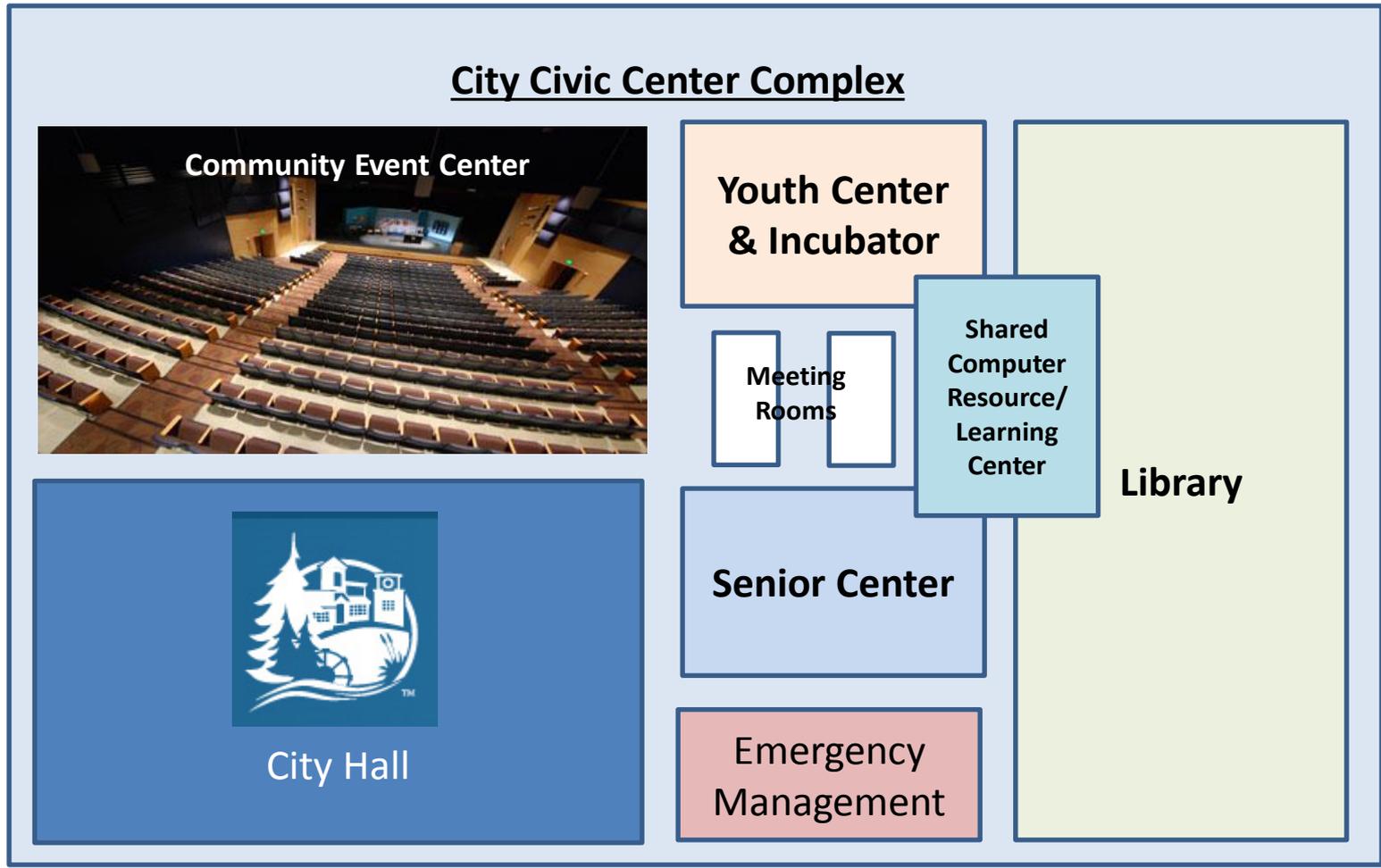


The Heathman Hotel



**HIGH RISK IDEA: “Expect more than people think is possible” - R.J.**

Develop a City Civic Center Complex (CCCC) that co-locates a City Hall (no Police or PW); a Library; Community space for Youth Activities , Senior Center, community meeting rooms, & shared computer center; Emergency Control Center; an Event Center for supporting Small Business conferences from a local host Hotel, community Town Hall’s, and cultural performances – scaled in size to Northshore’s Performing Arts , >700 capacity.



## City Civic Center Complex

### **City Hall:**

Facilities for all City services except Public Works and Police.  
Council chambers.

### **Emergency Management**

### **Community Event Center:**

Can be City or privately managed - Rented for business related & cultural events, can be configured for large Civic meetings, Town Hall meetings, community celebrations & events

### **Library**

Provide state of the art services  
Integrate library & learning programs with Computer Center & Youth Center

### **Computer Center:**

Shared & coordinated computer resources for Library, Youth, & Senior Centers

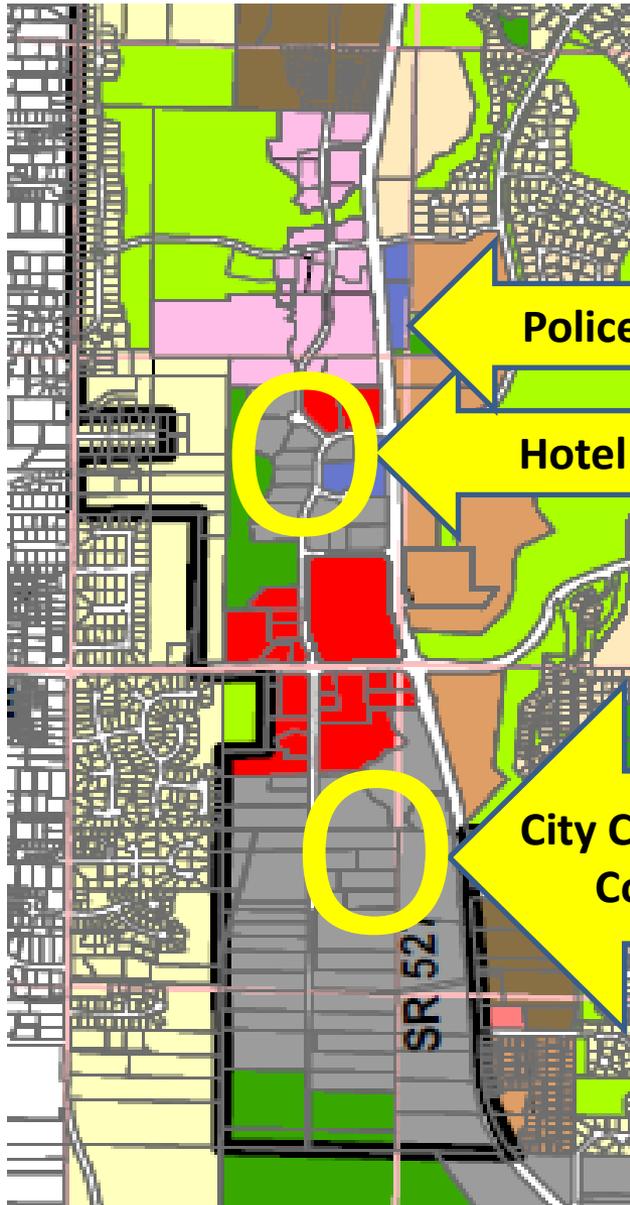
### **Youth Center:**

Non-recreational activities, STEM, arts, theater, journalism, & volunteered internship to City services.

### **Senior Center**

Essential service to the community  
Promotes quality of life for Seniors  
Provides vital support to caregivers  
Provides computer training & continued learning

Economic Development Ideas & Thoughts by Larry Mayer – 7/21/2014



Locate Public Works to Silver Lake Water District property



Locate to current MC Library property:  
PRO: Strategically located on 527, adjoining FD7 property  
CONS: Remodel & move expenses, obtain Sno-Isle agreement



Locate in very close proximity to the Town Center:  
PROS: Brings commerce & some extra revenue to the City  
CON: Whether on current City Hall & Annex properties or not, it would displace existing businesses



PROS: Revenue from Events Center  
Shared O&M w/Sno-Isle Library  
Quality Multi-Use Community spaces –  
**something for most everyone in the City**  
Landscape properties to exploit a scenic (wetland) area  
**Mill Creek has the ingenuity to do this**  
CONS: Cost of properties, community support needed, Council will, move sequence logistics & building site challenges

**or locate CCC to an available annexed area of MUGA**

**Thank you** for the opportunity to input my thoughts & ideas.

I hope at a minimum they may inspire other thoughts & ideas that can be of value to the community.

Larry Mayer