

2-18-14

City of Langley

Proposal for Alternate Plan for Use of Budgeted discretionary Economic Development funds for 2014  
(\$20,000)

Instead of earmarking \$20,000 to be available for contracts to fund random proposals for improving tourism in the community, for this 2014 Year of Economic Development, as a part of an overall Economic Development Strategic Plan that includes:

1. Business Sector Visits
2. Economic Development Council Courses
3. Social Media Training Courses
4. Work Sector Networking Opportunities
5. Mayor's Lunches with Sector Businesses

The City budget the Tourism Funds for the following activities:

1. Five Sessions of Social Media Training for Businesses and Municipal Employees, and citizens interested in technology skills for employment - \$2,000
2. Five Sessions of Business Development Courses available to business owners and citizens considering forming a business - \$1,000
3. Funds for a key business owner, citizen, or council member to attend Leadership Snohomish County as a future leader for the City of Langley - \$2,000
4. Funds for Targeted Marketing to recruit IT/Knowledge Workers and professional young people to move to Langley - \$5,000
5. Funds for Search Engine Marketing Optimization and coordination of websites between The City of Langley, Langley Mainstreet Association, the Langley Chamber of Commerce, and bloggers including "I Love Langley" and "Whidbey Island Wonderment" - \$5,000
6. Funds to match contributions for the production of a high quality video Entitled "Why Not Whidbey?" to support tourism, traditional businesses, and to invite young people and families to consider relocating their businesses and families to the City of Langley - \$5,000