

The Anacortes Communicator



A Newsletter Of The Anacortes Chamber of Commerce

Volume 14 / Issue 7

Calendar

JULY 2004

- JULY 8**
Chamber Presidents Luncheon, noon RSVP 293-7911
- JULY 10**
"Kids "R" Best Fest" Anacortes Parks Dept.,
293-1918
- JULY 13**
Destination Downtown Anacortes Board meeting,
4 p.m.
- JULY 15**
Business After Hours, KLKI, RSVP 293-7911
- JULY 17**
Shipwreck Day Flea Market, Anacortes Chamber
293-7911
- JULY 20**
Executive Board 2:30 p.m., Combined Board 3:45 p.m.
- JULY 23-24**
An-O-Chords Annual Concert, Brodniak Hall,
Dan 293-1282
- JULY 25**
An-O-Chords BBQ, Washington Park, noon,
Dan 293-1282
- JULY 27**
Business Connections Breakfast, 7:30 a.m. Salvation
Army Building
VIC meeting 9 a.m.
- JULY 30-31**
A.C.T Theatre, "Run For Your Wife," 293-6928



President's Luncheon July 8

WA Secretary of State To Address Voting Changes

Join us in welcoming Washington's Secretary of State to Anacortes for the **President's Luncheon on Thursday, July 8**, noon at the Salvation Army meeting room, 3001 R Avenue, sponsored by **Wells Fargo**.

For the first time in nearly 70 years, Washington voters will face a new primary.

Secretary of State Sam Reed will address these important changes to the September 14 Primary in his address to the Anacortes Chamber of Commerce at the President's Luncheon. Washington voters must only



choose from one political party's slate of candidates. Failing to follow directions and "crossing over" between political parties will cost citizens their partisan votes. Reed, a strong advocate of a well-informed electorate, is launching a statewide public education campaign to alert every voter of this new Montana-style primary and ensure all votes are counted.

You must R.S.V.P. for this event, which will be catered by **Gere-A-Deli**, by calling the Chamber at 293-7911.

WELLS FARGO

Silver Anniversary – 25th Annual Shipwreck Day!

Looking for that perfect tool, antique treasure, unusual collectible, Christmas decoration, craft or boat part?

Downtown Anacortes will feature its 25th annual Shipwreck Day and Flea Market with bargain hunters from all over the northwest from 8 a.m. to 4 p.m., Saturday, July 17.

More than 300 booth spaces will be sold to people who have been saving their best treasures for this big day. Booths are set up on Commercial Avenue from 10th to 4th St., displaying everything from homemade goods, crafts, antiques, collectibles, food, plants and many other items. Downtown merchants also participate by selecting merchandise to be marked down that day.

A live entertainment stage has been added this year at 6th and Commercial Avenue and

marketing has been expanded as well with ads reaching from Seattle to Bellingham.

Single spaces are 10 by 20 feet for \$70, and double spaces for \$100. Vendors will need to bring their own equipment (tables, etc.) and garbage container.

Shipwreck Day is sponsored by the Anacortes Chamber, with proceeds benefiting community holiday decorations and activities as well as the funding of beautification projects in Anacortes. There will again be a Classic Car Show headed up by Dave Overtone of "Corvette Alley". Location of the show is 4th St. and Commercial Avenue. Registration will be at 8 a.m., with trophies presented at 2:30 p.m. Spaces are still available. Call Beth Prins at (360) 293-7911 or visit our web site at www.anacortes.org.



THE DIRECTOR'S CHAIR

The Need for a Unified Vision and Development Master Plan

There has been some talk recently about the proposed retail development on Highway 20 and how that would impact the merchants on Commercial Avenue and the surrounding streets. Surprisingly, I have only heard concern from one retailer since the article relating to the subject appeared in the *Anacortes American*. Could this be an indicator that the local merchants are not worried about the addition of a so-called "big box" retailer?



When Ward Byers from the American called me for an opinion to print in the newspaper, I knew I could get blasted for my comments from either side of the issue, depending on the opinion of the reader. There are those who would love to save themselves the drive to Burlington and Mount Vernon for clothes and other supplies that are not available in Anacortes, and there are those who believe that adding a retail giant would be the beginning of the end for our local, independently owned small businesses.

Not having discussed this issue with the Chamber board of directors yet, my comments here are strictly personal opinion.

First, let me state that I am not anxious to see our charming city become part of 'Generic' or 'Anytown, USA' where every strip mall and huge shopping center looks the same. I would be ashamed to be a part of that. Anacortes has so much potential if developed properly as part of a master plan that takes its inspiration from the maritime heritage and geographic location of our island community.

That being said, I see both pros and cons to the proposal and think that much needs to be considered before a decision is made. I do believe that we have holes in our retail business mix that, if filled, would be a definite

plus for our community.

Right now we loose a lot of business to our neighboring communities because we lack certain goods and services. Countless times have I heard complaints about not being able to buy socks, underwear, shoes and more here in Anacortes. To get a sense of the leakage, you only need to stand outside the mall or the other large retailers to count the number of

people you know from Anacortes. A shopper may only have gone for a pair of pants but ends up having lunch, filling up the gas tank and maybe seeing a movie while they are there. One hundred dollars or more later, they return to Anacortes.

If a large retailer were to locate in Anacortes, I don't believe we would see a large amount of revenue disappear from our local shops because it is already absent. Granted, some businesses would feel the pinch of competition, but overall I believe we would actually keep more Anacortes dollars here in town. If that shopper bought their pants in Anacortes, there is a good chance they would get their gas, lunch and movie tickets locally as well.

Still, the question is how do we fill those retail holes without sacrificing our small-town charm and our family-owned businesses. After all, this is the essence of Anacortes and it needs to be preserved.

Dropping a large retail center in an area of the city that is completely separated from the current retail center seems counter-productive to efforts to strengthen our retail core. In a perfect world we would locate some medium size retailers, with the right mix of products, in an attractive building that fits the town, in a location that strengthens the commercial district we already have. Can this be done? Probably.

The first step is to determine which goods and services are needed and which are not. Another grocery store, for example, is not needed according to typical population assessments used to determine the feasibility of such stores. More clothing options, however, are needed.

The Chamber is currently working on a community survey that will help to identify current retail strengths and weaknesses, which can then be used as a business retention, expansion and recruitment tool. With this information, our economic development committee, realtors and existing businesses could work to fill the gaps.

No matter which side of the fence you are on, one thing seems obvious. The community needs to arrive at a consensus on what it wants to be and how to get there.

A unified vision and corresponding master plan, including theme and architectural style, would provide a blueprint that various stakeholders could work from as they develop their individual pieces. The result could be a well-planned community that provides charm and satisfies retail desires for its residents and visitors alike.

**GEORGIO'S
SUBS**

"The best subs in town"

910 11th St. Anacortes
360-293-5574

*Fresh sandwiches, soups, salads
and smoothies for dine-in or take-out.*



Business After-Hours at KLKI Radio July 15

We had so much fun at last year's *Business After Hours* at KLKI Radio that we are doing it again! This month's event will be hosted by Bill Berry and his staff on Thursday, July 15 from 5:30 – 7:00 p.m.

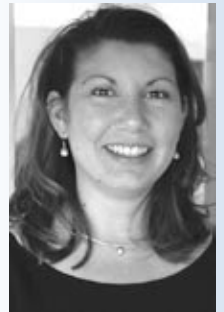
Join us for a party on the patio where you will enjoy hors d'oeuvres, beverages, door prizes, networking and of course, "the music of your life". KLKI is located at 2416 Commercial Avenue, Anacortes.



Please R.S.V.P. to the Chamber at 293-7911 or info@Anacortes.org so we can get an accurate count for catering. See you there!

DOWNTOWN DOINGS

Finally, after hours and hours of planning, we have placed 10 new planter pots downtown.



This could not have happened without the help of Star Bar's Jo and Wally Van Der-toorn and their determination to see our streets full of color.

The color came from the unbelievable staff at Ace Hardware and Garden. Their partnership on this project was priceless. With help from Dan Jankelson of Transpac Marina, we were able to forklift all the planters off their trailer and place them right where we wanted. The locations were chosen based on those businesses that volunteered to help maintain these planters or made a financial contribution.

The community is so excited about this project that donations are coming in almost daily. We hope to order more pots this fall.

This is only the beginning and a great start to the Arch project as well. I hope by now you have all seen the plans. Our Arch committee is still accepting donations towards this project. If you'd like more information or to make a contribution, please check out the Chamber web site at www.anacortes.org.

DDA is always looking for volunteers to help with these and other projects.

If you would like to get involved, please call Nancy at the Chamber at 293-7911 or e-mail njankelson@anacortes.org.

Grow Your Business at the Chamber's Business Connections Breakfast July 27

Are you ready for the best networking meeting yet? Then join us for the **Business Connections Breakfast** on Tuesday, July 27, 7:30 a.m. at the Salvation Army meeting room, 3001 R Avenue in Anacortes.

The Chamber is hosting this meeting with a **complimentary continental breakfast, door prizes** and a fast-paced networking session designed to introduce

your business to others and build your customer and contact base.

This special meeting is open to *all* Anacortes businesses so spread the word and get ready for a great event. You must R.S.V.P. for this event and space is limited to the first 80 people to call the Chamber at 293-7911.

Chamber Night at Skagit Speedway

Start your engines! Skagit Speedway will be hosting a "Chamber Night" **Saturday August 7th** in cooperation with SCCEDA (Skagit County Chamber Executive Directors Association).

This event will involve all seven chambers in Skagit County and will not only be a great opportunity for networking, but also a lot of fun!

Skagit Speedway will generously provide *two complimentary tickets* to each chamber member in the county who registers in advance with their chamber. The evening will be filled with exciting racing and great

events focusing on our chamber members!



Mark your calendars and call your chamber today to get on the V.I.P list. A special tailgate & networking party will kick off the fun beginning at 6 pm with racing at 7 pm.

Don't miss this opportunity to enjoy Skagit Speedway and have some fun while promoting your business to other Skagit County businesses. You *must* call the chamber at (360) 293-7911 to register for this event. See you there!



FEATURED BUSINESS

Paraclete Charter Service, Inc.

For the past 12 years **Paraclete Charter Service, Inc. (PCS)** has been known primarily as a water taxi providing 24 hour passenger service (private Ferry) throughout the San Juan Islands primarily for people that live, work and provide services to property owners in the islands.

As a result of supply and demand, PCS has become much more than a water taxi and now provide private charters and cruises, passenger ferry service and scheduled special events.

Visit www.paracletecharters.com and discover scheduled cruises such as Father's Day, Lavender Gardens, Ladies Night Out, 4th of July and more.

In addition to scheduled events and private ferry service, PCS offers private charters for such events as: weddings, birthday parties, anniversaries, reunions, memorial services, island cruises, sightseeing, wild-life, company parties, visiting friends and fund raisers. Or simply go for a ride and cruise Fidalgo Island.



PCS has three vessels offering service 24 hours a day year round: Sylvan Spirit (64 passengers), Koinonia (48 passengers) and Paraclete (34 passengers).

Private charters are priced by the hour, Passenger service and scheduled events per passenger. Needless to say, this not only creates jobs and promotes business in our community; it offers a variety of events for both citizens and visitors.

PCS has gone the extra mile to network with other services and businesses through gift certificates, sponsorships or services in conjunction with a cruise.

Quality businesses working together to create better service and value makes Anacortes a wonderful place to live, work and visit. Reservations are required. www.paracletecharters.com. Call (360) 293-5920 or toll free 1-800-808-2999 or email us at skip@paracletecharters.com.

Gere-A-Deli Receives Award



Chamber President Randy Burgess presents Laurie Gere of **Gere-A-Deli** with a Beautification Award for the recent improvements to the interior and exterior of her building.

Caught In The Act of Doing Business



How it Works owner Chris Terrell looks over the latest web creation by staff member Neil Berg. The How It Works team created the Chamber's site found at www.Anacortes.org



AnacortesToday.com

The Anacortes "family album" that grows each day

Act now! \$40 banner ads! 293-4852



If you are reading this ad now, so are other Chamber members. They could be reading your business message instead!

Call the Chamber today for advertising rates at 293-7911.



Welcome New Members

Anacortes Community Shelter Project

Emergency shelter for women with children and two parent families. Food, clothing, social services referrals.

P.O. Box 681
Anacortes, WA 98221
360-293-2993
Eric Johnson

Alma's Country Store

Grocery, deli, hardware, garden supplies, lunch served daily. Milkshakes best on Decatur.

Decatur Island
Anacortes, WA 98221
360-375-6090
Sandra Crosby

Rich & Gail Ballow, Realtors Windermere

Rich & Gail provide the real estate experience & services expected in today's market.

3110 Commercial Ave
Anacortes, WA 98221
360-293-8008
www.anacortesrealtor.com

The Fit Female

Certified personal trainer and registered nurse provides in-home fitness training for women.

1406 6th St.
Anacortes, WA 98221
360-420-6515
Peggy Raymond

Garner's Northwest, Inc.

Garner's Northwest experts in lawn and garden maintenance.

3209 K Ave.
Anacortes, WA 98221
360-293-6615
Jim Garner

Island Espresso

We sell specialty coffee drinks.

1801 Commercial Ave.
Anacortes, WA 98221
360-661-4705
Terry & Mark Kratzer

Prudential Skagit Realtors

Real Estate sales & service, property management, commercial, residential and new agent education & licensing.

300 E. College Way
Mount Vernon, WA 98273
428-4111
Robin Ross, Seth Bartlett, Astrid Almott
www.prudentialskagitrealtors.com

Victoria Express

Passenger ferry between Port Angeles, Victoria and Friday Harbor in the San Juan Islands.

P.O. Box 1928
Port Angeles, WA 98362
360-452-8088
Nell Clausen
http://www.victoriaexpress.com

Membership Renewals

Helen Smith
Anacortes Interiors
Cap Sante Inn
Islands Inn
San Juan Safaris
Dace Services LLC/ Diversified Systems
Happy Valley Farms
Sebo's Do-It-Center
Express Personnel Services
Fidalgo Country Inn
San Juan Airlines
Sunset Beach B & B
Finn's Photo
Lopez Island Resort & Cabins
Autumn Leaves Bed & Breakfast
Lake Campbell Lodging
Art Shotwell
John L. Scott R.E./Anacortes
Compass Wines LLC
Frontier Building Supply

Read Me A Story Ribbon-Cutting and Open House



Ribbon Cutting — Chamber Treasurer Mike Keller cuts the ribbon to officially welcome **Read Me A Story** to Anacortes. Stop by and say hello to owners Heather and Matt Miller and you'll be impressed by the wonderful selection of fun and educational toys, books and clothing too!



Visit us on the web at www.anacortes.org



VIC Statistics

THANK YOU VOLUNTEERS!

MAY 2004

| | | |
|---------------------------|--------|-----------------|
| Visitors | 1,701 | (2003 – 1,655) |
| Phone Calls | 535 | (2003 – 462) |
| Information Requests..... | 83 | (2003 – 183) |
| Relocation Packets..... | 47 | (2003 – 50) |
| Web Sessions..... | 23,621 | (2003 – 11,369) |

Executive Board

Executive Board

- PRESIDENT**
Randy Burgess / Ace Hardware
- PRESIDENT-ELECT**
Pam Allen / Anaco Inn / Anaco Bay Inn
- SECRETARY**
Jean Fantini / Donatello Flowers & Gifts
- TREASURER**
Mike Keller / Scott Richards Insurance
- IMMEDIATE PAST PRESIDENT**
Steve Henery / Skagit State Bank
- EXECUTIVE DIRECTOR**
Michael Broome

Board of Directors

- Shane Aggergaard / Island Adventure Charters
 Bill Berry / KLKI Radio
 Gretchen Buchmeyer / Shell Puget Sound Refinery
 Dianna Chonka / Cap Sante Marine, Ltd.
 Madeleine Roozen Cook / Peoples Bank
 Mike King* / City of Anacortes
 Vince Oliver* / Island Hospital
 Dan Porter / Tesoro Refining & Marketing Co.
 Rick Sadler / Frontier Industries
 Dan Stahl* / Port of Anacortes
 Nels Strandberg / Strandberg Constructions
 Gene Tanaka / T Bailey Inc.

* ex-officio

Staff

- | | |
|---|--|
| EXECUTIVE DIRECTOR Michael Broome | DIRECTOR, DESTINATION DOWNTOWN ANACORTES Nancy Jankelson |
| EVENTS COORDINATOR/VIC MANAGER Beth Prins | LICENSING SUB-AGENTS April Conger Betsy Rogers Kristi Strickland |
| MEMBERSHIP SERVICES Sue Keller | |
| ACCOUNTS MANAGER Kathleen Hobbs | |



ANACORTES Jazz Festival

ON CURTIS WHARF

SEPTEMBER 17•18•19

Overlooking the waters of the San Juan Islands

Featuring Northwest and International Artists

More than 20 Jazz Bands on two stages Saturday & Sunday

Plus Kick-Off Gala & Concert Friday, Gospel Brunch Sunday and Jazz Walk in the clubs Friday and Saturday Nights

For information call (360) 293-7911
or visit www.anacortes.org

Produced by
Anacortes Chamber of Commerce



Anacortes Chamber of Commerce
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Anacortes, WA 98221

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