



July 15, 2015

City Updates

Focus on Downtown Kirkland

Legislative Wins

- \$ 75 million for I-405/NE 132nd interchange ramps
- Completion of 520 Corridor: 1.6 Billion
- Improvements to NE 52nd: 1.1 Million (connection to CKC)
- I-405 widening Renton to Lynnwood
- 5 million for Eastside Bikeshare



Sound Transit 3 Kirkland Priorities

- Identify the Financial Capacity of the Eastside
- Advance ST2 Investments
- Connect Downtown Kirkland, Google, and the 6th Street corridor to regional transit service on I-405
- Consider BRT as well as LRT along the Eastside Rail Corridor between Totem Lake, Bellevue and Issaquah
- Support TOD in the Totem Lake Urban Center



Downtown Parking

- Draft Study provided nine options for improved operation and expanded capacity for parking
- Some changes took place this summer
 - Lake and Central Lot pay parking from 9am-9pm
 - Timed Parking on Market Street
 - Improved maintenance and operations of Library Garage
 - Opened Lake Ave W to employee parking
- Additional options are further being evaluated
 - City Hall Lot
 - Employee Enforcement



A Sampling of Developments Downtown Pipeline

- Park Place
 - 180,000 sf commercial; 650,000 sf office; 300 apartments
- Antique Mall Redevelopment (Park Lane Apartments)
 - 13,000 sf commercial; 132 apartments
- White Swan Site
 - 7970 commercial; 76 apartments
- Arete
 - 7,192 sf Commercial; 290 units
- MRM
 - To allow more height and residential use on site
- Downtown as Urban Center
 - Evaluation of urban center designation and its benefits



Park Lane

- Grand opening on May 29–31
- Woonerf-style street
- Added space for outdoor dining
- Yet to come – Outdoor Sculpture Gallery



Moorage Improvements

- 28,000 registered boaters within 10 miles of Lake Washington
- Kirkland accounts for 64% of the inventory of public transient moorage on Lake Washington
- 82% arrive by boat from outside of Kirkland
- Average expenditure per boat: \$150 for boats 10 to 19 feet / \$340 over 60 feet
 - 58% of boaters visited restaurants and bars
 - 28% retail shopping
 - 5% in overnight accommodations
- Short term improvements
 - Add staff to assist in docking
 - "Passport" package
 - Reservation system
- Long Term Investments (moorage, breakwater) to be considered



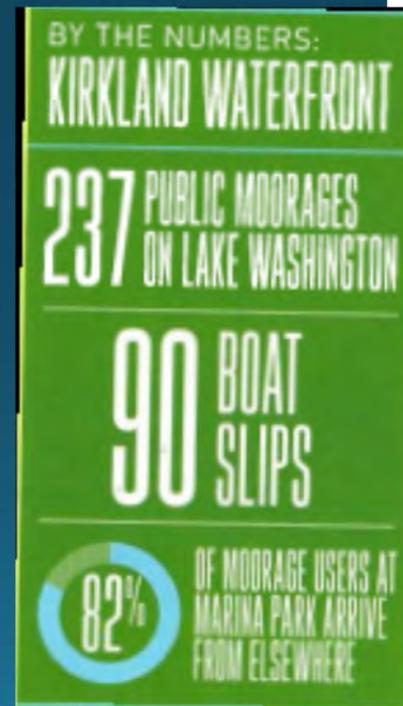
Moorage Improvements

Promotion:

- Improved and expanded messaging
- Boater Flyer distributed to Yacht Clubs
- Coverage in 425 Magazine

Next Steps:

- Council Review
 - Cost/benefit of expanded moorage
 - Funds for feasibility and permitting
- Parks RFP of moorage lease space
 - Fall



www.explorekirkland.com

Kirkland is located on the eastern shore of Lake Washington, just 12 miles east of Seattle.
47.6788° N, 122.2067° W

SET YOUR COURSE TO KIRKLAND!

Located on the shores of Lake Washington just east of Seattle, Kirkland is a vibrant waterfront destination with an unparalleled blend of outdoor recreation, art, dining and boutique shopping.

Marina Park Moorage

Kirkland's Marina Park on Lake Washington offers year-round public moorage slips from the region's premier downtown waterfront with boutique shopping, restaurants, festivals and The Heathman Hotel.

The Kirkland Marina Park Dock and South Dock offer a combined total of 90 uncovered moorage slips year-round. The first three hours of moorage are free on a first-come, first-serve basis. The daily/overnight moorage fee is \$0.75/foot. Shore power is available at a limited number of slips for \$5.00 for boats under 39' and \$10 for boats over 39'.

Carillon Point Moorage

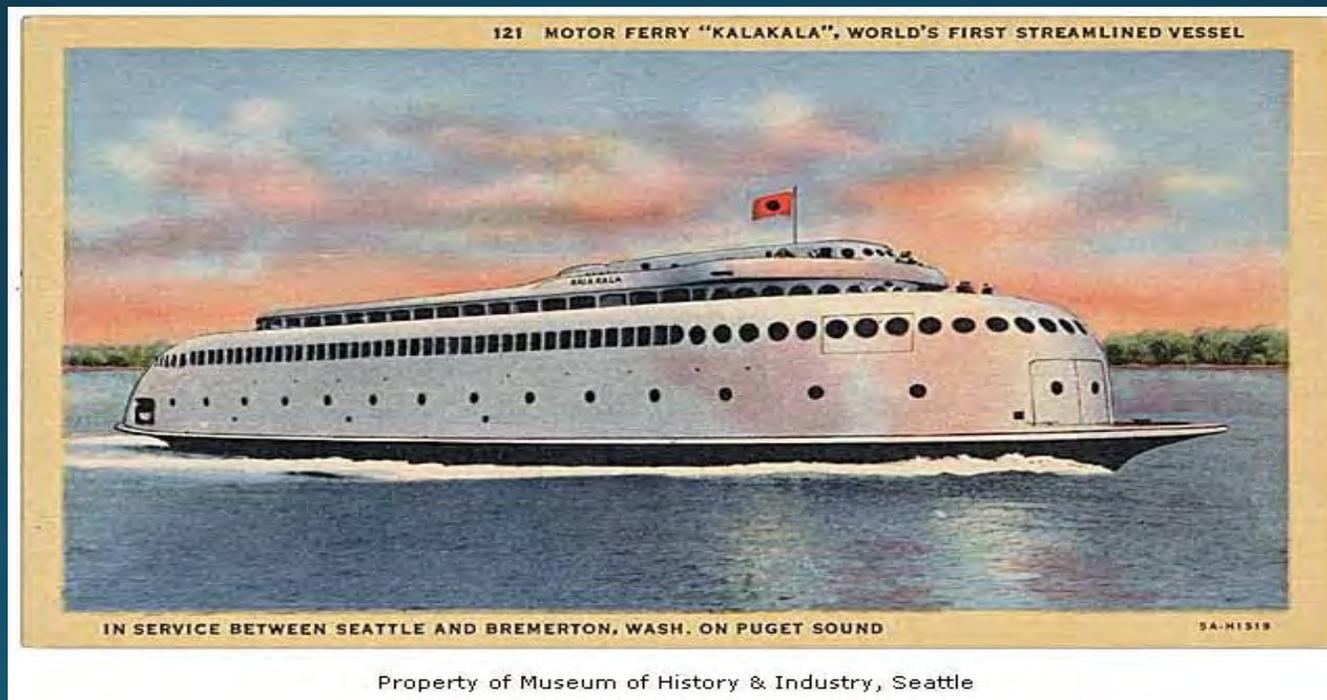
Carillon Point also provides public moorage and is home to The Woodmark Hotel, restaurants and activities. The Carillon Point Public Guest Pier is available on a first come, first serve basis unless signs on the dock say otherwise. For safety reasons, boats larger than 32' are required to use the outside of the Guest Pier. There is no overnight moorage on the Guest Pier.

City of Kirkland vicinity Map

For more information on what to do in Kirkland visit www.explorekirkland.com

Kalakala

Made in Kirkland



Explore Kirkland Tourism Program

- Kirkland's Tourism Program has been in operation since 2002
- Along with Cultural Affairs, the Tourism Program is a key element in the City's Economic Development Strategy
- The City has adopted a 1% lodging tax rate
- Goal of the Tourism Program is to attract visitors who come to Kirkland from 50 miles or more.
- Kirkland is a vibrant waterfront destination with an unparalleled blend of outdoor recreation, art, dining and boutique shopping. Kirkland is home to award-winning hotels, wineries and restaurants and hosts a dynamic repertoire of events spanning art openings and performances to athletic events, wine festivals and outdoor concerts.



Explore Kirkland Advertising

Member Advertising

- Visit Seattle
- Visit Bellevue
- Washington Tourism Alliance

Collateral Advertising

- Bellevue Walk About Map
- Knotis Kirkland Map
- Kirkland Events Guide

Travel Magazine Advertising

- Northwest Travel Mag
- Alaska Airlines
- Sunset
- AAA Journey



Visitor Resources

- Visitors Guide
- Dining Guide
- Annual Events Guide
- Monthly e-guides
- Collateral Distribution
- Way Finding
- Explorekirkland.com
- Explore Kirkland Facebook



2016 Tourism Funding Opportunity

- The Kirkland Tourism Development Committee (TDC) has proposed to make up to \$75,000 available for 2016.
- The 2016 application is currently available. Deadline is August 14, 2015.
- A workshop to assist applicants with questions is scheduled for Tuesday, July 21, 2015 from 3:30–4:30 p.m. in the Peter Kirk Room of Kirkland City Hall.
- Funds will be awarded for the marketing or operations of special events and festivals designed to attract tourists to Kirkland.
- The TDC will look supportively at new events, while also giving serious consideration to events with track records for bringing visitors to the City.



Questions