



# CITY OF BLUE LAKE

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## 2019 Headwaters Fund Grant Application

111 Greenwood Road  
Blue Lake, CA 95525  
707-668-5655

Town Square Development Project

**The Headwaters Fund  
Grant Fund Application Coversheet**

Date of application: January 13, 2020

Organization Name: City of Blue Lake

Director/CEO: Mandy Mager, City Manager

Contact Person Name and Title: Mandy Mager, City Manager

Contact Phone: 707-668-5655 Contact Email: citymanager@bluelake.ca.gov

Contact Address: PO Box 458 Blue Lake, CA 95525

Total current year organizational budget: \$905,088 # of FTE employees: 9

Summarize the organization's mission (in the space provided):

To preserve and enhance the historic, family friendly atmosphere of Blue Lake, while at the same time creating an environment that is responsive to the community, respectful of our natural environment and economically viable and vibrant.

Project title: City of Blue Lake Town Square

Please provide a less than 250 word summary of your project which answers the following questions: How will your project lead to improving the local economy and increasing the quality of life for local residents? What exactly are you going to do and for whom? Why is it necessary? What will be accomplished? How will you accomplish this?

The City of Blue Lake is requesting funding to support the development of the Blue Lake Town Square. The new town square will be a catalyst for economic investment in Blue Lake and will support the City's burgeoning historical downtown. With funding from the Headwater's Fund, the City will implement the first phase of the town square's development, which will include site clean up and preparation, landscaping design and installation, along with the purchase and installation of benches, tables, a drinking fountain and bike racks.

The town square project has been a dream of the community for generations; recently, the City of Blue Lake was able to purchase the town square property and is now working diligently to implement a multi phased development plan which will infuse a new level of community, business and economic vitality in the area. The town square project is the City's best opportunity to create a project that will not only support the downtown businesses but also create a climate that is attractive to new economic investment and promotes the health and well being of the community.

The new town square will host artisan fairs, farmer's markets, music performances, as well as being a gathering place for visitors and the community. The square will transform a vacant and blighted property into a welcoming and vibrant focal point. The City, and the community, is committed to this project and has the necessary support, capacity and expertise to complete the identified grant objectives.

Amount requested: \$19,550 Total project cost: \$223,959

Grant timeline: Period covered: March 1, 2020 to June 30, 2020

Total match amount: \$204,408.80 Match amount as % of project budget 91%  
(Required 50% match for implementation, 25% for planning or technical assistance)

Cash match: \$200,984 In-kind match: \$3,425 Cash match as % of budget 90%  
(Required: 25% for implementation, 12% for planning or technical assistance)

Number of new FTE jobs created, if funded: 0

Number of FTE jobs retained, if funded (jobs that would otherwise be eliminated): 0

Type of project:  Planning  Implementation

Geographic focus of project: Blue Lake

Number of permanent, long term, private sector jobs to be created: 0

**Which Industry is your project working with (check off all that apply):**

- Diversified Health Care
- Specialty Food, Flowers and Beverages
- Building and Systems Construction
- Investment Support Services
- Management and Innovation Services
- Niche Manufacturing
- Tourism
- Forest Products
- Arts and Culture
- Alternative Agriculture

**Strategy being employed to promote economic development (check off all that apply):**

- Supporting development of pre-permitted commercial space
- Reducing regulatory bottlenecks for business retention or creation
- Supporting economic development infrastructure
- Developing new strategies for economic development
- Providing access to external markets or plugs the economic leaks
- Retaining and growing existing businesses
- Providing workforce training
- Increasing the number of new businesses
- Leveraging future funding or projects
- Reducing poverty by helping people to develop business skills
- Other (describe):

Are any of the following components required, and if so are they in place already? (check off in left column if required, then check of "yes" or "no" for if they are in place already)

- Building permits
- Market research
- Legal review
- Regulatory approval
- Consultants hired
- Staff hired

- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

- No
- No
- No
- No
- No
- No



## City of Blue Lake Headwaters Grant 2019 Project Narrative

- 1. Describe the need for your project and how it will improve the economy. What is the problem you are solving? What is the current situation, and future vision? Which businesses are you working with that have helped you identify the need? What are the risks and challenges for project success and how will you mitigate those?**

The City of Blue Lake is requesting funding from the Headwaters Grant Fund to transform a vacant city lot into a vibrant and welcoming town square. Since the 1990's, the City of Blue Lake has been visioning and planning for the future development of the City's historic downtown, including the development of a central focal point for the community and the business district.

Recently, the City was able to acquire a quarter of a city block in the historic downtown; the property was identified in the 1990's as the perfect location for the development of a downtown park and the City is now in the process of making that dream a reality. With the help of the Headwaters Fund, the City can implement the Phase 1 development plan, which will include the installation of benches, tables, landscaping, bike racks and a water fountain; resulting in an instantly usable and enjoyable space.

The town square will provide a much-needed focal point for Blue Lake; attracting people to the downtown square will increase foot traffic and exposure for the surrounding businesses and will bring a renewed vibrancy and energy to the area. The City plans to leverage the downtown park as a venue for farmer's markets, artisan fairs, music performances and other outdoor events. The square is centrally located next to the Post Office, the coffee shop and hair salon and is located across the creek from Dell'Arte's outdoor performance space.

In the Spring of 2020, the City of Blue Lake will begin construction of the first phase of the Annie and Mary Trail; this trail will eventually connect Blue Lake to Glendale and Arcata and is the start of the Great Redwood Trail. The new trail will be located in close proximity to the town square and connecting the two recreation spaces via signage and amenities will increase Blue Lake's capacity to attract and retain recreation enthusiasts and will allow the local businesses to capitalize on this burgeoning market.

The City is working in partnership with the Friends of the Annie & Mary Trail, the Blue Lake Chamber of Commerce, Dell'Arte International School of Theatre, Humboldt County Economic Development, the Blue Lake Saddle Club and the various local businesses to move forward a well thought out and comprehensive development and marketing plan for the City. Capitalizing on arts, culture and recreation, the City of Blue Lake is making a concerted effort to grow our regional footprint while at the same time preserving our community values and quirky culture.

In evaluating the risks associated with this project, it has become clear that the greatest risk to success is not doing the project at all. As Blue Lake continues to grow its economic base, the development of the town square is a "must do" project. The town square is the greatest investment the City can make in the business district, while at the same time creating a

community amenity that enhances the health and social fabric of Blue Lake. Transforming the vacant lot will increase property values and will put a greater emphasis on walkability and recreation in our community.

As the project moves forward, the City has identified a multi-phase development strategy for the town square. The first phase of development includes the purchase of the property and the installation of benches, bike racks, tables, a drinking fountain and limited landscaping. The second phase of the park's development will include a more robust landscaping installation, a water feature for the kids, lighting and various art installations. The third phase of the square's development will include a creek restoration project that will provide enhanced fish passage and native plant installations.

In moving the project forward, the City has submitted a grant application to the State of California's Proposition 68 Program; the City has requested funding to complete the second phase of the square's development. The program has at least two funding cycles and the City believes that it has a competitive application that fits perfectly with the goals and objectives of the funding source. If the City does not receive first round funding, we are prepared to submit for the second funding cycle. Showing community support, including funding from the Headwaters fund will increase the City's chances of receiving State support for the larger project.

The City has also secured the support of our various community partners, as well as the City's Parks and Recreation Program. The town square is a project that lends itself to community and civic engagement as well as in-kind support. Our community has pledged to support the park on various levels, including volunteer labor to clean the lot and install landscaping and the various benches and tables. The civic groups have pledged to support the project through the purchase of equipment and furniture, along with support for on-going maintenance activities. The Parks and Recreation Program will support the project in various capacities, including the installation of bike racks and a drinking fountain and the City will maintain the square as part of its recreation facilities.

## **2. What are the measurable objectives of your project? Quantify the expected outcomes.**

The measurable objectives of the project are immediate and far reaching; the immediate results of the project will be the transformation of a blighted and vacant lot into a usable and functional recreation space, while the long term objectives will include the infusion of energy and capital into the City's historic and re-emerging downtown business district.

The creation of a functional and aesthetically pleasing gathering space in the downtown area of Blue Lake will bring a wide breadth of economic, social and cultural investment. With funds from Headwaters, the City will immediately begin the phase 1 development of the square. As the phase 1 development plan does not require extensive construction or reconstruction activities, the results will be immediate and attainable.

The phase 1 development plan will show the City's and the community's commitment to the long term objectives of the park and will allow the community and the business district to play an active and engaged role in the on-going implementation, management and programming of the space. Phase 1 includes the following activities:

1. **Clean Up of the Lot**: Although the lot is vacant there will be some residual items that will need to be removed prior to any landscaping or installation work.
2. **Landscape Design**: The City will hire a qualified landscape designer to identify phase 1 landscaping priorities, including a material and planting list. The phase 1 design will coordinate with the larger Phase 2 development plan.
3. **Landscaping Installation**: The City will work with our community partners, as well as the City's public works and recreation departments to install the landscaping.
4. **Purchase and Installation of Park Amenities**: The City will purchase various seating arrays and tables for installation in the park; the City will also purchase and install bike racks, signage and a drinking fountain. The community has pledged in-kind support for the installation of these amenities, and we have received financial commitments from various groups to aid in the purchase of the amenities.

The City is working with our business district to add amenities to the town square that provide a direct benefit to the surrounding businesses. The local coffee and ice cream shop lacks indoor seating for their customers; as such, we have identified seating and tables as a necessary phase 1 installation. Likewise, we are working with the neighboring property owner to promote artisan activities on the site. The neighboring business is a glass blowing shop and we are now collaborating on ways to feature their artistry in partnership with the town square. This will include open studio opportunities in partnership with artisan fairs and markets.

As Dell'Arte is located next to the town square, the City is excited to work with the students and faculty on ways to expand Dell'Arte's footprint in the community and lend support to their success. Creating additional performance space at the town square will allow Dell'Arte and other musicians and entertainers to utilize the space.

**3. Describe what you will do to achieve your objectives. Describe how you will measure progress towards your objectives.**

The City has identified the resources necessary to complete the project, along with a timeline for Phase 1 development. The City has also taken a realistic approach to what can be accomplished within the identified timeframe in order to ensure success.

**4. Describe the work which has already been done to ensure that this project will be a success.**

The City has tailored the project to ensure consistency with the property's zoning designation and has tailored the Phase 1 development plan in a manner that does not require costly or time-consuming permitting or review procedures. As the town square project is principally permitted under the City's zoning regulations, the activities identified fall within the parameters established under the zoning designation. The City is working within development setback requirements and has conducted a large amount of community outreach and scoping to gain support for the project.

**5. List the jobs directly created as an outcome of the successful implementation of the project; if the project is expected to create indirect jobs in the long-term quantify those as well.**

The town square project will not directly create additional jobs but instead will be a catalyst for business development and retention in Blue Lake and the region. Utilizing the town square as an outdoor venue for farmer's and artisan markets, performance space and a space to sit and enjoy a cup of coffee or an ice cream will support, expand and create local and regional economies.

**6. Explain how the project will protect and/or improve the natural environment.**

The City is transforming a blighted, vacant lot into a functional and enjoyable recreation space. Currently, the lot contains abandoned vehicles, wood piles and various debris; the property encompasses a portion of Powers Creek and is in the heart of the City's downtown. The environmental impacts of the project are positive, and the City is dedicated to future projects that will enhance Powers Creek.

**7. Explain how the project contributes to the quality of life for Humboldt County residents (i.e. under-served populations, cultural heritage preservation and community identity, improves infrastructure, strengthens community leadership and civic participation).**

The City of Blue Lake has been working diligently to increase our regional footprint. Blue Lake has become a favorite spot for locals looking for a quick escape from the fog and for tourists looking to experience a small town with a big heart. As our economies are transitioning, it is no longer enough to market ourselves in a silo; creating local and regional marketable value and showcasing that on a County-wide platform highlights all that our County has to offer.

Blue Lake is a perfect example of how a small town can play a big part in the larger marketing campaign for the County. Blue Lake is known for its sunny weather, outdoor recreation spaces, the Mad River, good beer, clowns and horses. It's the perfect community to market for families, sunseekers and cultural enthusiasts. Creating additional recreation spaces, retail facilities and eating and drinking facilities will allow Blue Lake to capture additional tourism dollars, while at the same time giving Humboldt County one more amazing destination to showcase.

The City of Blue Lake is committed to keeping our community values and highlighting our community and cultural traditions. The town square is a perfect location to create interactive spaces that tell the story of Blue Lake or "Dadiqhoughuk" as we are known to the Wiyot People. The City has been working with the Wiyot Tribe to establish a cultural connection to the Wiyot and has been discussing ways to infuse cultural art and knowledge into our landscape. The town square has been identified as a location that will promote cultural and social sharing through the installation of art pieces and interpretive panels that educate the community and the public.

The development, maintenance and programming of the town square will be a community effort. The City is working in partnership with our chamber of commerce, civic groups and the business community to identify opportunities to leverage the square for the long-term success of the community. For the City of Blue Lake, the investment into the business sector is a critical necessity; the City is hemorrhaging tourism dollars on a daily basis because of a lack of retail facilities. Visitors love to visit Blue Lake but find themselves having to leave the community

when they can't find a place to eat or drink or a store to buy a snack for their kids. It is impossible to capture additional revenue to support the communities needs without a retail sales tax base.

Leveraging the needs of the visitor for the benefit of the community will attract development and investment that will ultimately provide the community with the services that they are seeking. Building off of the County CEDS and the identified economic sectors, Blue Lake is making an investment not only in the community but in the region as a whole.

**8. Explain the capacity of your organization, staff and project partners to implement the project.**

The City of Blue Lake has a fully funded parks and recreation department that will be responsible for the upkeep and maintenance of the town square. The City will add the town square landscaping and maintenance activities to the parks daily operational rounds and will work with the City's economic development team regarding programming and special event usage and promotions.

The Phase I development plan is manageable and feasible; the clean up of the site, along with the installation of benches, tables, bike racks and landscaping can be completed without outside contracted labor.

The City has received commitment letters from various groups stating their support of the town square project. The community is excited to see a long-term dream come to reality and the business community is fully supportive and excited about the infusion of new energy and commitment to economic development in the city.

**9. List the consultant's or firms you will hire to provide specific expertise.**

The City will hire a professional landscape designer to develop a landscape plan for the park. The City will solicit proposals from qualified firms/individuals with experience in our community and growing climate. The landscape designer must be able to create a design that is feasible, manageable and that will easily transition into the Phase II development plan.

**10. Describe how you will acknowledge the Headwaters Fund in the project.**

The City is excited to partner with Headwaters and our regional partners on the development of the town square. In order to fully recognize Headwater's contribution to the town square development, the City will install a commemorative plaque on one of the square's park benches identifying Headwater's contribution.

The City will also invite Headwater's representatives to take part in a ribbon cutting ceremony once the park is ready to occupy. During the ribbon cutting ceremony the City will highlight the contributions from Headwaters, along with our vast and varied community partners.



## City of Blue Lake Headwaters Grant Project Budget

Project Expense Item	Cost Per Unit	Qty.	Total Project Cost	Requested Amount from Headwaters Grant Fund	City of Blue Lake Total Matching Funds	Blue Lake Cash Match	Source of Matching Funds
Purchase of Town Square Property	\$195,000	1	\$195,000	\$0	\$195,000	\$195,000	City of Blue Lake (GF) Acquisition Financing
Site Clearing, Debris Removal & Creek Clean-Up	\$2,000.00	1	\$2,000.00	\$1,000.00	\$1,000.00	\$500.00	City of Blue Lake (GF) California Conservation Corp.
Landscaping Design	\$1,000.00	1	\$1,000.00	\$1,000.00	\$0.00	\$0.00	City of Blue Lake (GF)
Landscaping Materials/Soil/Irrigation/Ground Lighting	\$10,000.00	1	\$10,000.00	\$8,000.00	\$2,000.00	\$1,000.00	City of Blue Lake (GF) Local Donations
Plants/Trees/Rock & Ornamental Elements	\$2,000.00	1	\$2,000.00	\$1,000.00	\$1,000.00	\$500.00	City of Blue Lake (GF) Local Donations
Benches/Seating/Tables	\$1,000.00	6	\$6,000.00	\$4,000.00	\$2,000.00	\$1,000.00	City of Blue Lake (GF) Blue Lake Chamber of Commerce Blue Lake Civic Groups
Hydration Station/Water Bottle Filling Station	\$2,000.00	1	\$2,000.00	\$1,000.00	\$1,000.00	\$1,000.00	City of Blue Lake (GF)
Bike Rack	\$250.00	2	\$500.00	\$250.00	\$250.00	\$125.00	City of Blue Lake Parks & Recreation Civic Donation
Trash/Recycling Receptacles	\$300.00	2	\$600.00	\$300.00	\$300.00	\$0.00	City of Blue Lake (GF) Blue Lake Chamber of Commerce
Labor/Hourly BL Public Works Personnel Fully Burdened Rate-\$40.49/Hr.	\$40.49	120	\$4,858.80	\$3,000.00	\$1,858.80	\$1,858.80	Blue Lake Civic Groups City of Blue Lake (GF)

<b>Sub-Totals</b>	<b>\$223,959</b>	<b>\$19,550</b>	<b>\$204,408.80</b>	<b>\$200,984</b>
	8.73%	91%	90%	



# City of Blue Lake City Council Members

<b>Name</b>	<b>Title</b>	<b>Term</b>
Adelene Jones	Mayor	2020
Bobbi Ricca	Mayor Pro-Tem	2020
Summer Daugherty	Council Member	2020
Elaine Hogan	Council Member	2022
Chris Curran	Council Member	2022



# City of Blue Lake Letters of Support

- ❖ Old Crows Civic Organization
  
- ❖ City of Blue Lake Chamber of Commerce
  
- ❖ Mike Wilson, Humboldt County Supervisor
  
- ❖ Honeycomb Coffee Shop
  
- ❖ Friends of the Annie & Mary Trail

December 30, 2019

Dear Headwaters Board,

The Mad River Old Crows support the City of Blue Lake's request for a grant from the Headwaters Fund, another step towards a twenty five years plan of creating a City Center, in this upcoming 2020 funding cycle.

The Old Crows are a group of approximately sixty Blue Lake residents that create, build and maintain community projects that promote the City and the well-being of our neighbors.

Blue Lake, surrounded by hills and bordered by the Mad River, has a reputation of having the most desirable weather in Northern Humboldt. We may be considered a bedroom community for the more industrial/commercial communities around us as we aim to maintain our rural culture with small businesses. We are proud of our Dell'Arte, school of Physical Theatre, Mad River Brewing Co. and Jewell Distillery among many other smaller businesses. We also take pride in City Parks, including Perigot Park recreation area.

Blue Lake is a desirable location for bicyclists, bird watching, salmon & steelhead fishermen, swimming and trail hiking. Cyclists use the "Blue Lake/Butler Valley Loop" as high quality training for the annual Epic Tour of the Unknown Coast Century and mountain bikers, such as the U. S. Specialized Team, use the top tier single track trails nearby. The City is building a bicycle campground to promote our standing as a premier cycling location and possibly an RV campground for tourists in the near future. The City will begin construction of the first phase of the Annie and Mary Trail this summer. The Annie and Mary Trail is one block from the proposed City Center, and will eventually be both the beginning, and a terminus for the Great Redwood Trail, which will run from Blue Lake to Marin County.

We lack a City Center feature to let the public know where businesses are located, a center for information posting, a pleasant place to meet and talk, or simply rest and recreate. Using the vacant lot across from the Post Office is perfect for a mini park at this highly trafficked area. This intersection of two wide streets with a 4-way stop has two beautiful homes and the PO at each corner to the west and north. The Powers Creek borders the east side and a glass blowing studio on the south. The use of this space would include local transportation stop, way-finding signs, bulletin boards and space for rest and recreation in the downtown.

We enthusiastically support this project and would volunteer to help install it.

Mad River Old Crows,





[sunnybluelake.com](http://sunnybluelake.com)

January 6, 2020

Attention: Headwaters Fund

The Blue Lake Chamber of Commerce is a positive instrument in bringing businesses and community members together to provide a cohesive network of people interested in supporting the economic sustainability and social welfare of Blue Lake.

The development of a Blue Lake Town Square Park in our downtown area (across from the Post Office) will be a huge benefit in the future economic development of Blue Lake. Not only would this park provide a major focal area for both citizens and tourists alike in downtown Blue Lake, but it would also be the perfect location for farmer's markets, craft fairs and other community events.

The Blue Lake Chamber of Commerce will do what we can to make this project a reality for our community. We totally support the development of the Town Square Project and hope that the Headwaters Board will seriously consider this a worthwhile project to support.

Sincerely

A handwritten signature in blue ink that reads "Marvin Samuels".

Marvin Samuels

President Blue Lake Chamber of Commerce



BOARD OF SUPERVISORS  
**COUNTY OF HUMBOLDT**  
825 5TH STREET, ROOM 111  
EUREKA, CALIFORNIA 95501    PHONE: (707) 476-2390

January 2, 2020

Headwaters Board  
502 E Street  
Eureka, Ca. 95501

Re: Letter of Support Blue Lake's Town Square Park Grant Application

Dear Headwaters Board:

I am writing to express my support for a Headwaters Grant for the Blue Lake Town Square Park project.

The City of Blue Lake has, since the mid 1990's, stated in community visioning workshops that Blue Lake wants a Town Square Park and there is a site currently available. The City has committed either thru grants or loans, to purchase the desired property.

The City is requesting a Headwater grant for \$15,000 so that after acquiring the property, the City can clean it and install some basic landscaping such as seating, drinking fountains, and bike racks.

The Town Square Park will be used for community celebrations and commerce, such as farmers markets and craft fairs. As it is directly behind Dell'Arte it will also be used for theater and arts purposes, all of which benefits the entire community. The County's investment will also spur business development such as directly supporting the new coffee shop that is opening across the street. The Coffee Shop is a take-out only and patrons will enjoy sitting at the park with their purchases.

I urge you to grant the City of Blue Lake this request. Thank you for your consideration and please feel free to contact me if you would like to discuss further.

Sincerely,

Mike Wilson, 3<sup>rd</sup> District Supervisor

JAN 13 2020

January 13, 2020

Dear Headwaters Fund Board of Directors,

We are writing in support of the City of Blue Lake's grant application for funds to acquire a city lot for the purpose of creating a Town Center Park. This project is a key component of a larger development plan that will enhance the quality of life of community members and businesses alike. The City's current leadership has demonstrated a strong commitment to economic development that supports local businesses and strives to retain the small-town charm that defines Blue Lake life.

The Town Center Park will provide a central location for the community to share space and hold festivities that enhance many of the events that are so important to our city, such as the Mad River Festival, and Annie & Mary Day amongst others. This centralization of activity will greatly impact the ability of local businesses to capitalize on these opportunities. As a new start-up coffee shop directly across from the planned park, we are incredibly excited about this project as it will increase customer traffic and further catalyze the energy that is percolating in the Blue Lake community.

As small business owners, who are deeply invested in the health and vibrancy of this community we strongly support the vision laid out by the city's management to create more public space that will foster communal ties and economic development. We strongly believe that the impacts of this grant will be immediately evident and yet also long lasting.

Sincerely,



Michihiro & Keiko Sugata  
honeycomb coffee LLC  
PO Box 397  
Blue Lake, CA 95525



December 9, 2019

Dear Headwaters Fund Board of Directors,

As a board member of the Friends of the Annie & Mary Rail-trail I would like to take this opportunity to offer support to the City of Blue Lake's current grant request regarding the purchase of a city lot to create a Town Center Park. This will be such an asset to the City and future trail riders. The Annie & Mary Rail-trail is scheduled for ground breaking this spring in Blue Lake!! The new town center is located one block north of the trail, it will give families a fun place to stop and rest, snack and visit neighbors.

This acquisition will create a lovely outdoor gathering space for our community to come together, it will be located directly across from our post office, where everybody stops to get their mail, a new coffee shop will be opening soon too and families will be riding, skating, walking the new trail. This Town Center Park could become the keystone of our livable community.

We, the Friends of the Annie & Mary Rail-trail, highly support this project as it aligns greatly with our vision of a active, healthy, vital community.

Sincerely,

A handwritten signature in black ink that reads "Ingrid Kosek". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Ingrid Kosek

Friends of the Annie & Mary Rail-trail  
P.O. Box 804  
Blue Lake, CA 95525



# City of Blue Lake FY 19/20 Operating Budget

	<u>Budget 2018-19</u>	<u>Projected Actual 2018-19</u>	<u>Budget 2019-20</u>
<b>General Fund (Fund 10)</b>			
<b><u>Revenues</u></b>			
<b>Taxes</b>			
Property tax-secured	119,000	119,765	120,000
Property tax-unsecured	4,700	5,200	5,200
Property tax-supplemental	1,100	1,500	1,500
Property tax-prior years	350	350	350
Interest income/penalties on delinquent taxes	200	600	600
Sales and use tax	34,700	28,331	28,350
Utility users tax	37,000	33,788	33,800
Real property transfer tax	3,000	3,325	3,325
<b>Total Taxes</b>	<b>200,050</b>	<b>192,859</b>	<b>193,125</b>
<b>Licenses, Permits, and Franchise Fees</b>			
Franchise fee - cable	14,700	14,000	14,000
Franchise fee - PG & E	10,800	10,861	10,875
Franchise fee - garbage	8,700	9,460	9,475
Business license taxes	12,700	12,150	12,150
Animal licenses	2,100	1,206	1,225
Building permits	10,200	16,490	14,000
Vehicle code fines	1,100	3,682	3,700
<b>Total Licenses, Permits, and Franchise Fees</b>	<b>60,300</b>	<b>67,850</b>	<b>65,425</b>
<b>Interest Income</b>			
Interest earned	8,330	13,963	13,975
<b>Total Interest Income</b>	<b>8,330</b>	<b>13,963</b>	<b>13,975</b>
<b>Rents</b>			
Blue Lake Power	-	118,411	61,429
Little League	1,000	1,000	1,000
Resource center	4,787	4,834	4,850
Caretaker cabin	7,920	6,600	7,920

Park facilities	8,100	6,396	6,400
<b>Total Rents</b>	<b>21,807</b>	<b>137,241</b>	<b>81,599</b>

**State, County, and Grant Revenues**

Motor vehicle in-lieu	111,400	116,300	116,300
Other State grants	-	184	120,000
Homeowners property tax relief	1,500	1,500	1,500
Prop 172 public safety	18,000	12,500	12,500
County of Humboldt Measure Z	42,625	56,250	40,625
Miscellaneous grants	11,500	13,304	10,000
<b>Total State, County, and Grant Revenues</b>	<b>185,025</b>	<b>200,038</b>	<b>300,925</b>

**Current Service Charges**

Zoning and subdivision fees	2,500	5,004	5,025
Planning fees	3,000	4,138	4,150
Attorney fees	-	2,135	2,150
Public works fees	500	282	300
Administrative fees	1,400	2,230	2,250
Plan check fees	1,000	384	400
Engineering fees	1,400	1,442	1,450
Building official fees	1,000	300	300
Services to others	300	535	550
<b>Total Current Service Charges</b>	<b>11,100</b>	<b>16,449</b>	<b>16,575</b>

**Parks and Recreation Fees**

Skating and party fees	58,000	58,000	60,000
Games and vending machines	750	687	850
Summer youth program	50,000	50,000	50,000
Parks and recreation fees	22,500	22,428	22,450
Concessions	6,600	8,338	9,000
Donations	4,487	2,662	2,675
<b>Total Parks and Recreation Fees</b>	<b>142,337</b>	<b>142,115</b>	<b>144,975</b>

**Other Revenues**

Insurance rebates	1,000	11,916	1,500
Other revenues	1,900	1,189	1,200
Administrative fees	2,900	1,854	1,875

<b>Total Other Revenues</b>	<b>5,800</b>	<b>14,959</b>	<b>4,575</b>
<b>Transfers-In From Other Funds</b>			
Transfers from other funds	75,981	74,142	90,214
<b>Total Transfers-In From Other Funds</b>	<b>75,981</b>	<b>74,142</b>	<b>90,214</b>
<b>Total Revenues and Transfers-In</b>	<b>710,730</b>	<b>859,616</b>	<b>911,388</b>

**Expenditures**

**Mayor, Council, and City Clerk (Department 100)**

Other contracted services	3,000	2,700	3,000
Repairs and maintenance	100	889	900
Supplies	500	86	100
Other expenses	850	1,148	725
<b>Total Mayor, Council, and City Clerk</b>	<b>4,450</b>	<b>4,824</b>	<b>4,725</b>

**Legal (Department 160)**

Contracted professional services	15,000	16,450	16,450
<b>Total Legal</b>	<b>15,000</b>	<b>16,450</b>	<b>16,450</b>

**General Government (Department 180)**

Salaries and wages	45,250	42,904	45,790
Employee benefits	60,974	63,662	69,147
Contracted professional services	17,716	16,897	16,691
Other contracted services	1,300	1,180	1,200
Insurance	13,003	12,754	14,525
Repairs and maintenance	8,500	6,348	8,250
Supplies	1,875	1,105	2,835
Utilities	5,550	5,489	5,525
Other expenses	9,975	6,651	7,400
<b>Total General Government</b>	<b>164,143</b>	<b>156,989</b>	<b>171,363</b>

**Planning (Department 220)**

Contracted professional services	21,500	24,371	145,000
Other expenses	250	185	200
<b>Total Planning</b>	<b>21,750</b>	<b>24,556</b>	<b>145,200</b>

**Building (Department 240)**

Contracted professional services	10,000	8,182	8,200
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Supplies	1,000	19	25
Other expenses	350	288	300
<b>Total Building</b>	<b>11,350</b>	<b>8,489</b>	<b>8,525</b>

**Law Enforcement (Department 260)**

Other contracted services	220,848	142,089	212,500
Utilities	900	776	800
Other expenses	5,700	6,931	7,275
<b>Total Law Enforcement</b>	<b>227,448</b>	<b>149,796</b>	<b>220,575</b>

**Animal Control (Department 280)**

Other contracted services	6,800	6,800	6,800
Supplies	100	77	100
Other expenses	450	362	375
<b>Total Animal Control</b>	<b>7,350</b>	<b>7,239</b>	<b>7,275</b>

**Public Works - Streets (Department 320)**

Salaries and wages	24,984	28,799	27,330
Employee benefits	24,263	20,742	23,896
Contracted professional services	7,000	8,006	5,025
Other contracted services	150	89	100
Repairs and maintenance	24,105	24,372	27,275
Supplies	6,000	3,692	3,725
Utilities	15,650	14,236	14,250
Other expenses	350	257	275
<b>Total Public Works - Streets</b>	<b>102,502</b>	<b>100,193</b>	<b>101,876</b>

**Park Facilities (Department 425)**

Salaries and wages	27,104	26,514	22,036
Employee benefits	17,343	15,890	15,349
Other contracted services	750	456	475
Repairs and maintenance	12,600	4,631	7,550
Supplies	5,500	6,120	6,150
Utilities	16,925	14,839	15,200
Other expenses	600	641	675
<b>Total Park Facilities</b>	<b>80,822</b>	<b>69,091</b>	<b>67,435</b>

**Recreation - General (Department 445)**

Salaries and wages	34,166	32,964	36,327
Employee benefits	11,781	11,434	12,490
Other contracted services	2,000	2,905	2,925
Repairs and maintenance	1,800	895	900
Supplies	4,000	5,748	7,600
Utilities	2,100	2,105	2,125
Other expenses	2,950	2,182	4,025
<b>Total Recreation - General</b>	<b>58,797</b>	<b>58,232</b>	<b>66,392</b>

**Recreation - Summer Youth Program (Department 460)**

Salaries and wages	21,433	25,524	25,065
Employee benefits	5,729	4,742	5,403
Supplies	1,000	868	2,225
Other expenses	450	146	525
<b>Total Recreation - Summer Youth Program</b>	<b>28,612</b>	<b>31,280</b>	<b>33,218</b>

**Recreation - Skate Program (Department 470)**

Salaries and wages	31,480	36,608	39,218
Employee benefits	7,142	7,352	8,611
Other contracted services	-	48	50
Repairs and maintenance	-	42	50
Supplies	9,500	7,722	11,850
Other expenses	2,100	2,243	2,275
<b>Total Recreation - Skate Program</b>	<b>50,222</b>	<b>54,016</b>	<b>62,054</b>
<b>Total Expenditures</b>	<b>772,446</b>	<b>681,155</b>	<b>905,088</b>
<b>Excess (Deficit)</b>	<b>(61,716)</b>	<b>178,461</b>	<b>6,300</b>



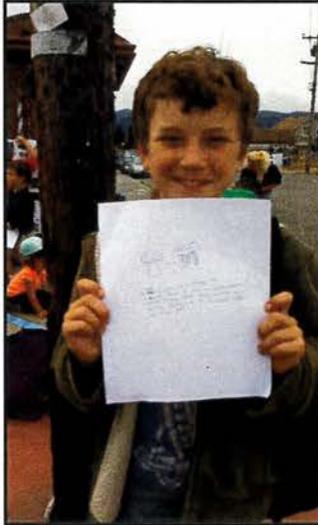
# City of Blue Lake Project Timeline

**(Assumes Funding Available March 1, 2020)**

<b>Start Date</b>	<b>Activity Milestone</b>	<b># of Days to Complete</b>
March 1, 2020	City Solicits & Procures Landscape Design Services	15 Days
April 15, 2020	Landscape Design Completed	30 Days
March 1, 2020	Site Clean Up & Preparation	15 Days
May 1, 2020	Landscaping Installation	30 Days
May 1, 2020	Site Amenities Procured and Installed	30 Days
June 1, 2020	Ribbon Cutting Ceremony	1 Day



# City of Blue Lake Project Pictures



**Community kids getting excited about a new park in Blue Lake!  
of course, they want a water feature!!**

In order to get a broad perspective on what the “community” would like to see on the lot, the City hosted several scoping meetings and encouraged the public to share their vision and ideas for the space.



Vacant Town Square Lot





# City of Blue Lake Proposed Park Amenities

(Examples Only)





# City of Blue Lake Property Location





## **Market Analysis - Highest and Best Use Study City of Blue Lake Economic Development**

Research funded by United States Department of Agriculture – Rural Development

**Consultant hired:** Warren Cooley, LLC

**Project completed:** October 2019

### **Project Summary**

In the last year, The City of Blue Lake took an assertive outlook toward business development in the City, and contracted with Warren Cooley, LLC to analyze the potential for growth, analyze the local and regional markets, determine the highest and best use of vacant buildings, and assist with pro forma analysis of recreation / visitor serving industries.

### **Research Methods**

Mr. Cooley used various demographic data sources, including the ESRI (Environmental Systems Research Institute) data to analyze community statistics such as income, sports interests, buying preferences, home ownership, TV viewing choices, and population growth. This analysis was done for the town of Blue Lake, but also included the surrounding cities, greater Humboldt, and the surrounding counties including Trinity, Shasta, Del Norte and south to Mendocino. He also looked at the visitor market, hotel registration, Airbnb usage, camp sites filled, prices for lodging, dollars on food spent, etc.

### **Research Results**

The City of Blue Lake was once a bustling timber town with a grocery store, general store, drug store, variety store, three bars, and a few restaurants. The population was about the same as today, yet today Blue Lake is mostly a bedroom community.

The City, and the best use analysis, focused on the towns strengths – 1) Recreation, such as steelhead fisheries, river fun, kayaking, mountain biking, bird watching; 2)Arts - such as theater, arts, music; 3) Industry – such as breweries, distillery, woodworking, food manufacturing; and 4) Equine services – with a horse arena and a Saddle Club in place, the City plans for an equine serving RV park & campground along with regular RV/camping sites.

The results of the highest and best use study demonstrated that the City has the ability to rebuild the City's economy, by focusing on the community strengths, and working with community partners to promote activities around these strengths – i.e., cooperate with the Redwood Mountain Biking Association events, advance the steelhead fisheries by serving participants needs better, and assist people when they come into Blue Lake to recreate or enjoy the arts, to find food and lodging.

The Town Square Park is a focus for the town, to assist in community and economy building. The Park will be beautiful and inviting and will be used for community events such as craft fairs, farmers markets and directly will benefit the new coffee shop across the street. A Town Square Park invigorates a downtown region and will encourage people to linger longer, and shop more.

Mr. Cooley, in his executive summary reminded the City that the first step in economic revitalization is to provide food and drink to both the residents and visitors, allowing them to relax and explore the town. The coffee shop, across the street from the new park, is just a beginning. With the Annie & Mary Trail being constructed next summer in Blue Lake, and the future Great Redwood Trail – this Town Square Park is crucial to the successful redevelopment in the city of ‘Sunshine and Sea Air!’