

Hello.

My name is Inessa Pearce. I have lived in Sultan on Sultan Startup Road for the past 17 years.

I am a member of SVENA – Sky Valley Environmental & Economic Alliance.

I am also the owner of B&B Rocky's Retreat that is kept busy by national and international guests who appreciate the natural beauty of the surroundings. Sky Valley provides many recreational opportunities for people who want to get away from the hustle and bustle of the city, and who enjoy the green outdoors and a country setting. Many of them are advised by the healthcare professionals to de-stress and go out to the hiking trails. Most of my guests come for the local hiking opportunities and especially for hiking trails at Wallace Falls State Park. Here is some statistics:

Number of visitors to WFSP in 2014	160K
Number of visitors to Stevens Pass in 2014	350K
Number of visitors in transit	about 1-1.5M
Visitor spending in Snohomish County in 2014	\$992.9M (see attached report)

I would like to ask the Sultan City Council to consider stronger policies and actions that promote local tourism and recreation. Tourism and recreation mean more profits for existing businesses, more new businesses and more jobs for locals.

1. Make a priority of improving the front street that is facing Hwy 2. Right now it is an embarrassment for the tourism industry. Require the owners to keep the buildings, the vicinity and the signs in a clean and neat condition with penalties if not followed.
2. Work with the Front Street Committee to improve the appearance of the Front Street and Main Street.
3. Hire a design consultant to define the design guidelines for the Front Street, issue official document and enforce it.
4. Work with the Front Street Committee to establish and promote one or two activity attractions for tourists, such as a historic logging village or/and a historic Native American Village. This will encourage tourists to visit Sultan, stop by and spend some time in the town.
5. Promote existing B&B businesses and creation of new ones in the City limits and in the Valley.
6. Work with the County and the State governments on preserving and restoring local forests. Logging is killing tourism and recreation industry in the Sky Valley.

Thank you.