

Project Frog Pond

Proposed Timeline and Responsibilities

April

- Finalize site survey analysis by Crossroads/Populous; provide to Community Attributes -> *Everett AquaSox*
- Community Attributes commences economic impact analysis -> *Mayor's Office*

May

- AquaSox ownership to meet with 2-4 City Council members (as chosen by Mayor's Office) -> *Mayor's Office to facilitate introductions; AquaSox to conduct meetings*
- Community Attributes continues economic impact analysis; AquaSox provide information/data as needed -> *Mayor's Office and AquaSox*
- Begin drafting a project working document/presentation which outlines the entire multi-purpose family entertainment venue project (including site surveys, economic impact for Everett, benefits of new multi-purpose family entertainment venue in the community and development, etc.) to be used in meeting with relevant parties in the community -> *AquaSox*

June

- AquaSox ownership to meet with remaining City Council members and other opinion leaders in the community -> *AquaSox with help/intros from Mayor's Office*
- Community Attributes finalizes economic impact analysis -> *Mayor's Office*
- Discuss with Seattle Mariners on specifically how/when to get them involved as Project Frog Pond becomes public (e.g. letters, visits, etc.) -> *AquaSox*
- Identify one or two sites to fully pursue based on further review and economic impact analysis -> *Mayor's Office in conjunction with AquaSox*

- Determine necessary site-specific scope of work, documents/filings, and approvals based on final sites (including whether on public vs private land) -> *Mayor's Office and AquaSox*
- Assemble/finalize working document/presentation which outlines the entire multi-purpose family entertainment venue project -> *AquaSox to prepare the document with Mayor's Office providing input and comments*
- City Council approves ballot initiative for November elections -> *Mayor's Office*
- Meet again with all City Council members to discuss Project Frog Pond proposal -> *Mayor's Office & AquaSox*
- AquaSox continue to meet with relevant community groups and business leaders to discuss Project Frog Pond proposal -> *Mayor's Office and AquaSox*
- Review and begin work on necessary City Council (or other entities) reviews and/or votes and how to draft necessary paperwork/filings -> *Mayor's Office and AquaSox*
- Begin discussions regarding potential financing - sources of funds and potential scale of funds -> *AquaSox and Mayor's Office, plus other parties as relevant*
- Assemble public relations (PR) strategy -> *AquaSox in conjunction with Mayor's Office*
- AquaSox conduct quarterly facility review with MLB and the Mariners to present progress made to date -> *AquaSox*

July

- Launch PR initiative about Project Frog Pond -> *AquaSox and Mayor's Office*
- Present specific Project Frog Pond proposal to City Council for initial review and approval -> *AquaSox in conjunction with Mayor's Office*
- Present specific Project Frog Pond proposal to any other entities, groups or boards for initial review and approval -> *AquaSox in conjunction with Mayor's Office*
- Depending on progress with new venue in Everett, meet with County Executive and other County Leaders to discuss and review Project Frog Pond idea and potential alternative locations -> *Mayor's Office and AquaSox*

August

- Assemble any needed working groups or other entities to continue Project Frog Pond process pending the votes and approvals from City Council or other entities/boards -> *AquaSox and Mayor's Office*
- Pursue follow-up work streams from initial reviews and approvals (whether City Council or other boards/groups) to move ahead with site specific work - infrastructure, environmental, initial design, etc., as well as any subsequent reviews, approvals, or votes -> *AquaSox and Mayor's Office*
- Determine whether or not Project Frog Pond is viable in Everett -> *AquaSox and Mayor's Office*